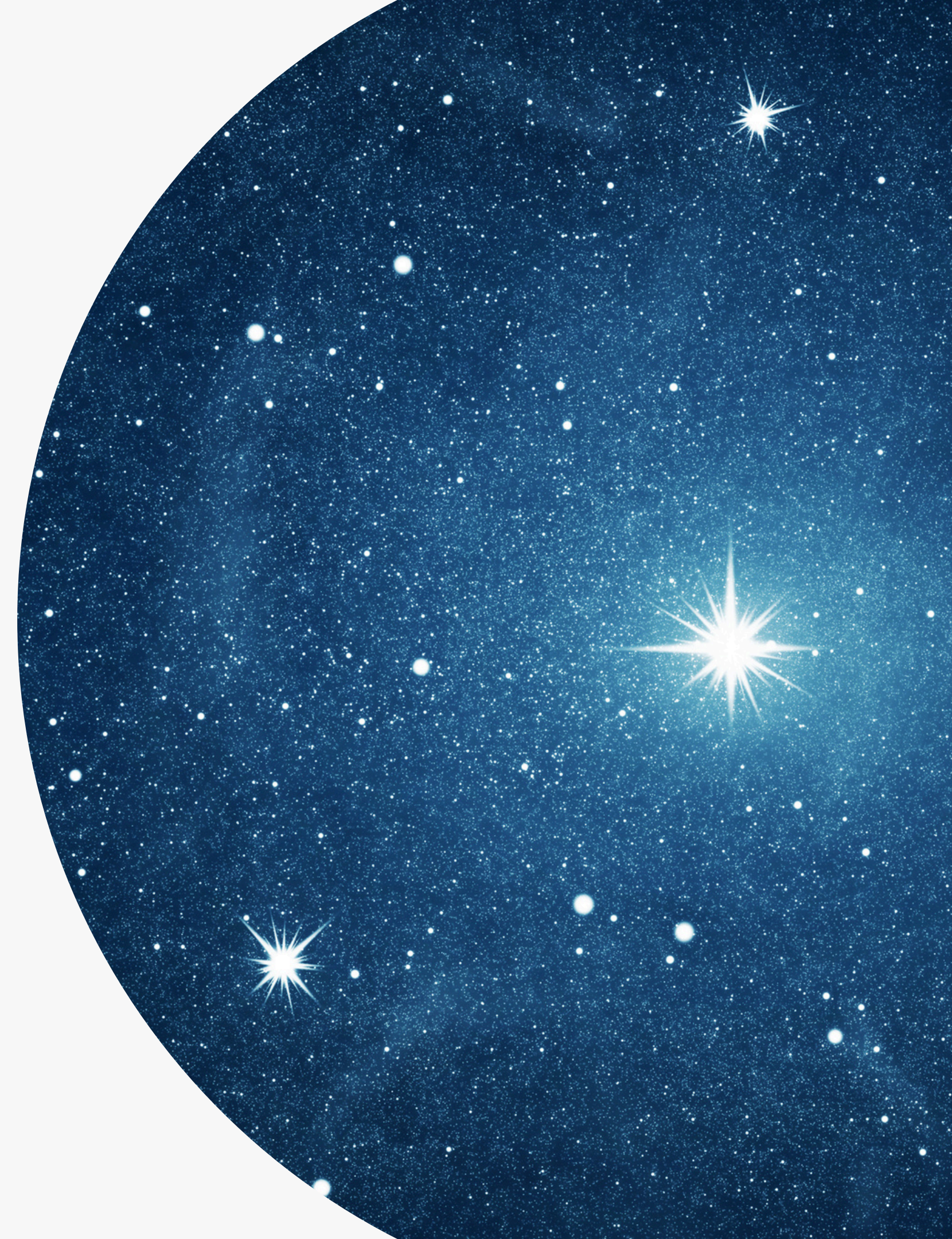


TAMR CASE STUDY

INFORMATION ARCHITECTURE
STUDY: FROM MVP TO NORTH STAR

INTRODUCTION

In this case study, we focused on transforming the inherited app-based architecture of Tamr, a data mastery SaaS application, into a unified and intuitive experience. This involved addressing key user pain points and aligning with our North Star vision for a seamless, cross-data product experience.



MY ROLE

UX Manager - Cross Team lead

Make sure that both teams are working toward a common goal from a product design perspective.

- The North Star project alongside Design contractors, the CEO, and the Head of Business Development.
- The Tamr apps squad- an internal team comprising the product manager, junior designer, design co-op, documentation team, engineers, and chief architect.

Internal team

Concentrating on enhancing the current market offering for developing a new SaaS product.

North Star

Concentrating on developing a prototype to demonstrate the capabilities and importance of mastering Machine Learning and Data.

UNDERSTANDING THE PRODUCT AND USERS

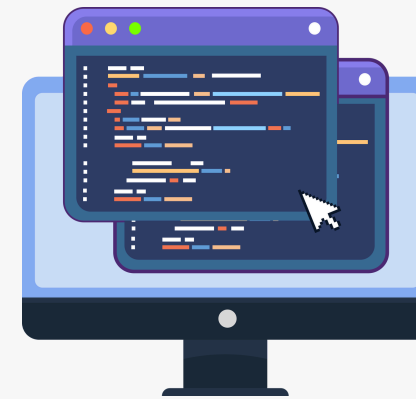
Tamr is a data mastery SaaS application designed to help organizations clean, organize, and utilize their data at scale using machine learning (ML).

The main users include Data Curators who manage and clean data, Data Engineers who build the data pipeline and Business Users who use the cleaned data for decision-making.



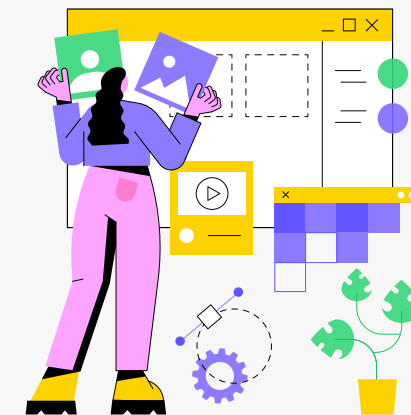
Data Steward

Responsible for making the data is accurate



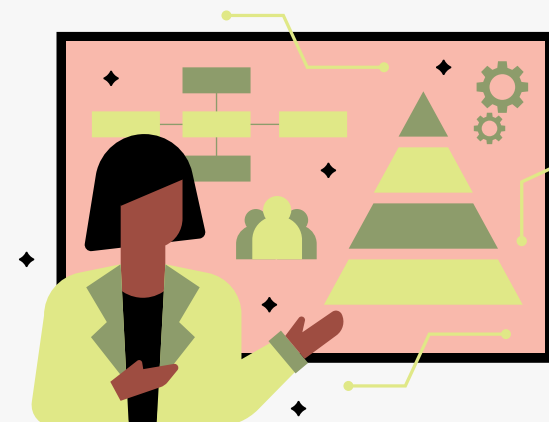
Data Engineer

Responsible for building, maintaining, and improving the data pipeline



Data Citizen

End user of data using the cleaned data for decision-making



CDO - Chief Data Officer

Wants to see shape over data from a high-level, value of using product

INITIAL CHALLENGES

- Inherited architecture focused on reducing build time. 80% design completed, 20% to finalize. Speed to market was the initial priority.
- App-based structure causes user confusion. Losing potential customers and frustrating current.
- Need for an integrated, user-friendly experience with as little tech debt as possible.

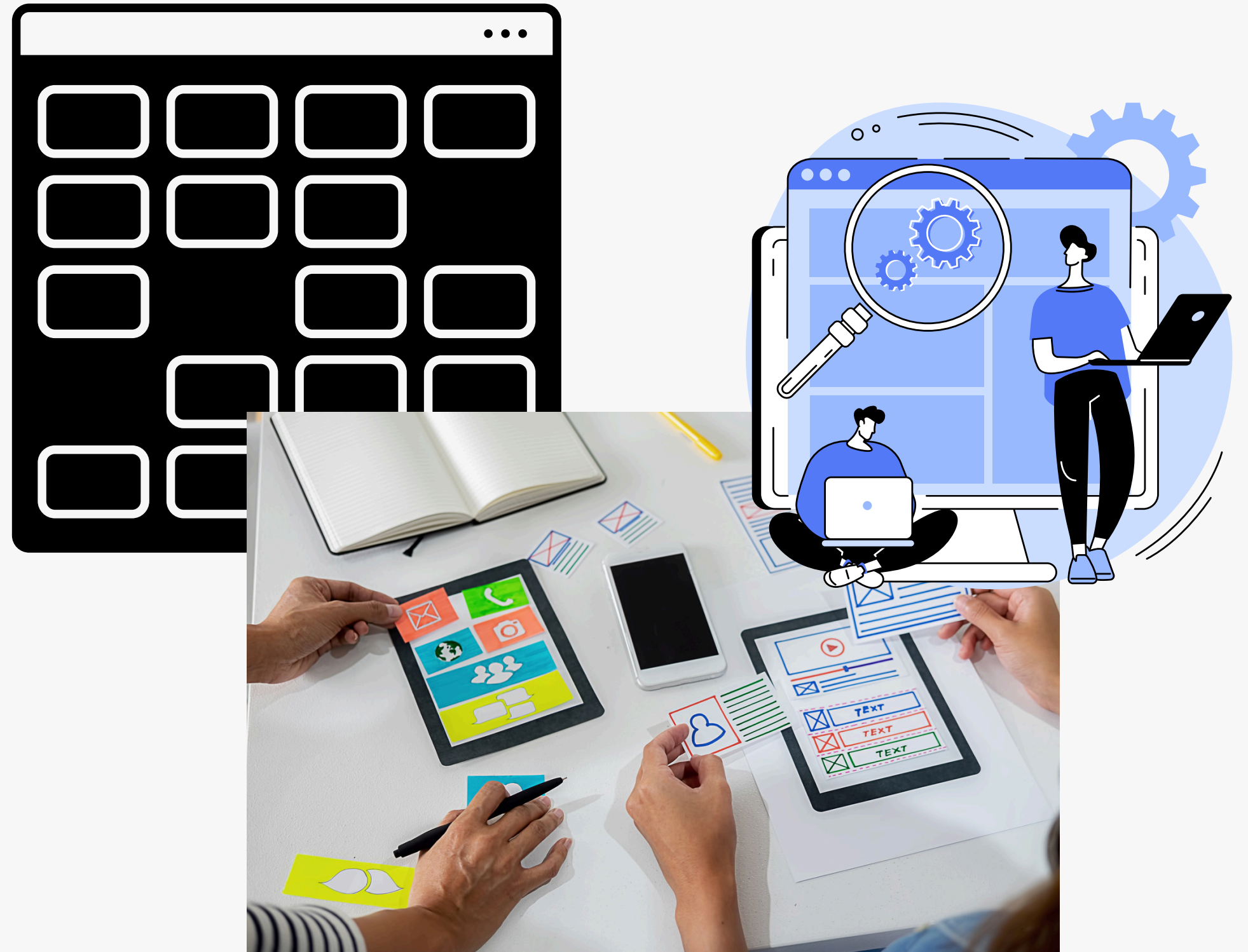


UX RESEARCH & FEEDBACK COLLECTION

Interviews with pre-sales, lost customers, current customers, and internal Tamr users.

Card Sorting with internal and current customers for AI

Paper Prototyping for
Navigation Interaction Ideation



KEY ISSUES IDENTIFIED

The separation of studio and curator experiences was confusing and problematic, especially during demos and pre-sales cycles. There was no overview for data mastery metrics, and navigation issues caused user frustration, impacting the top of the funnel. These insights guided our next steps.

Separation of viewing and fixing data into separate apps (studio and curator)

Hard to see value of product: Lack of an overview for data mastery metrics.

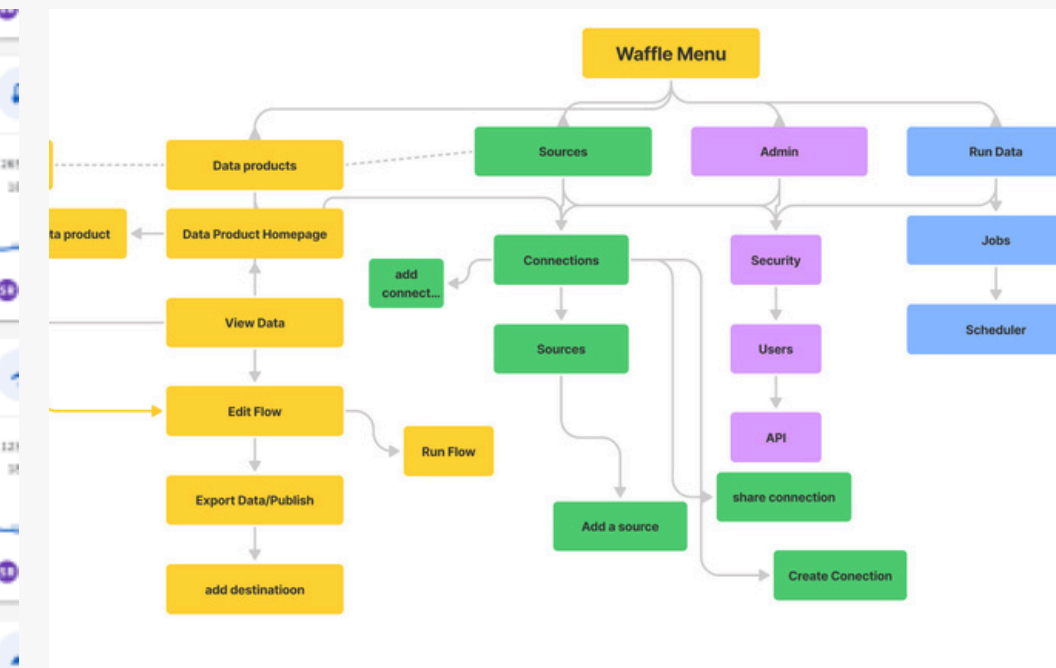
Navigation and AI issues causing user confusion.

Significant issues for Pre-sales in the ability to demo

Company Name	Full Address	Phone	Address Line 1	City	Region	Sales
A & A FIRE AND SAFETY COM...	4380 S 1ST ST CA...	6164141180	4380 S 1ST ST	CABOT	AR	72023
A & A FIRE PROTECTION, INC.	2128 NORWICH ST...	8707778719	2128 NORWICH ST	BRUNSWICK	GA	31520
A & A SAFETY, INC.	201 ROSCOE RD M...	6194437712	201 ROSCOE RD	MODESTO	CA	95357
A & A SHEET METAL CO INC	1126 FERRIS RD A...	7023620222	1126 FERRIS RD	AMELIA	OH	45102
A & A SHEET METAL PRODUC...	2334 HARDWICK...	8583684681	2334 HARDWICK ST	DALLAS	TX	75208
A & A TELEMESSAGING SERV...	5122 N STATE RD...	5018345353	5122 N STATE RD 39	LA PORTE	IN	46350
A & B CLEANING	420 N FIRST ST S...	9122652158	420 N FIRST ST	SPRINGATTRIBUTE	IL	62702
A & B FIRE SYSTEMS, INC.	433 HOWARD AVE...	5139436100	433 HOWARD AVE	EPHRATA	PA	17522
A & B MACHINE & WELDING INC	91-607 MALAKOLE...	2193267890	91-607 MALAKOLE ST	KAPOLEI	HI	96707
A & B MACHINING, INC.	514 WORK ST SAL...	2177449000	514 WORK ST	SALINAS	CA	93901
A & B SAW & LAWMOWER SH...	410 E AVE B HOPE...	7177389152	410 E AVE B	HOPE	AR	71801

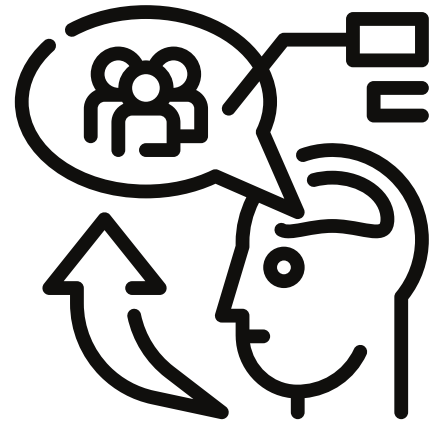
Dashboard overview showing data mastery metrics for various entities:

- Customs Filings** (Golden Corp Bio-tech pro...): 1218 Mastered records, 188 Mastered Fields, 288 Source records, 360 Source Fields. Updated 2 weeks ago. 36 SOURCES.
- Distributors** (Golden Corp Customers from 2021): 3,429 Mastered records, 180 Mastered Fields, 8,528 Source records, 360 Source Fields. Updated 6 days ago. 24 SOURCES.
- Employees** (Golden Corp transactions): 288 Mastered records, 188 Mastered Fields, 588 Source records, 360 Source Fields. Updated 1 day ago. 12 SOURCES.
- Events**: REQUEST ACCESS button.
- Freight Terms** (Golden Corp Bio-tech pro...): Updated 2 weeks ago.
- Fuel Characteristics** (Golden Corp Customers from 2021): Updated 6 days ago.



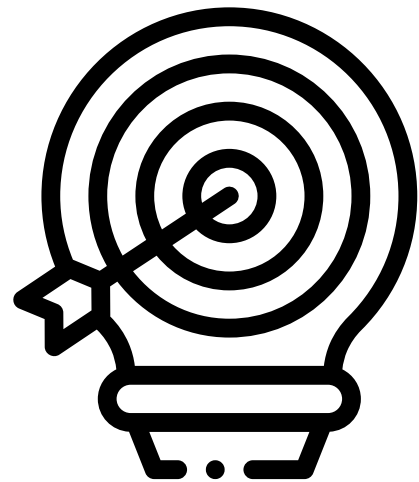
Company Name	Full Address	Phone	Address Line 1
A & A FIRE AND SAFETY COM...	4380 S 1ST ST CA...	6164141180	4380 S 1ST ST
A & A FIRE PROTECTION, INC.	2128 NORWICH ST...	8707778719	2128 NORWICH ST
A & A SAFETY, INC.	201 ROSCOE RD M...	6194437712	201 ROSCOE RD
A & A SHEET METAL CO INC	1126 FERRIS RD A...	7023620222	1126 FERRIS RD
A & A SHEET METAL PRODUC...	2334 HARDWICK...	8583684681	2334 HARDWICK ST
A & A TELEMESSAGING SERV...	5122 N STATE RD...	5018345353	5122 N STATE RD 39
A & B CLEANING	420 N FIRST ST S...	9122652158	420 N FIRST ST
A & B FIRE SYSTEMS, INC.	433 HOWARD AVE...	5139436100	433 HOWARD AVE
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A & B MACHINING, INC.	514 WORK ST SAL...	2177449000	514 WORK ST
A & B SAW & LAWMOWER SH...	410 E AVE B HOPE...	7177389152	410 E AVE B

DESIGN THINKING AND PROCESS



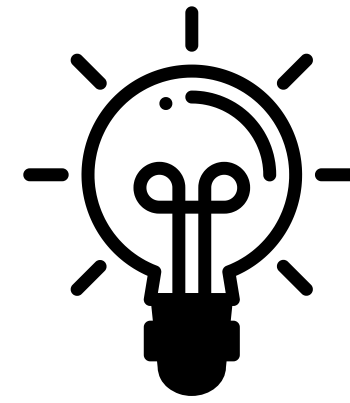
Empathize:

Understanding user needs through feedback.



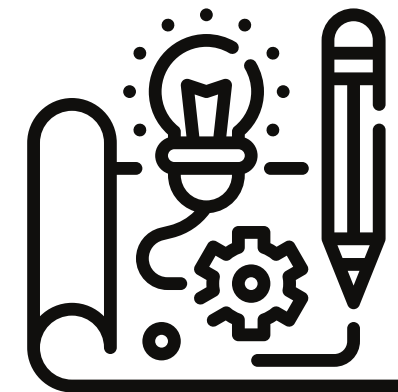
Define

Identifying crucial issues for decision-makers and end users.



Ideate:

Looking at both the North Star project and user needs how can we marry in a lean way, to ship something ASAP



Prototype:

Present ideas to decision-makers for future potential and gather feedback from current users to iterate quickly and progress continuously.



Test:

User testing and iteration for longer-term fixes to make sure time was well spent. While in tandem using the North Star prototype to gather feedback from potential decision makers.

SHORT-TERM FIXES

In the short term, we made some quick fixes. We increased the prominence for switching between curator and studio, and enhanced the table component by adding features like saving views, filtering by condition, and bookmarking. These improvements provided immediate relief to some of the user pain points.

The screenshot displays a data management interface for 'Customers'. The top navigation bar includes a 'Customers' dropdown, a notification bell, a help icon, and a user profile. Below the navigation, there are tabs for 'STUDIO' (selected), 'DESIGNER', 'CURATOR', and 'PUBLISH'. The main content area shows 'Source Datasets 72' and 'Entities: 1,259'. A table lists customer records with columns for Name, Customer Type, Legal Entity ID, Products, Relationship Length, and Phone Number. The table contains 15 rows of data, including entries for 'Acme Corporation', 'Adam Aminoff', 'Adofo Ahmed', 'Alex George', 'Alphonse Culhane', 'Alternative Supplies', 'Ambrosia Westervelt', 'Amy Torff', 'Angela Dominquez', 'Anton Culhane', 'Alexa James', 'Andy Torff', 'Alice Gonzalez', and 'Trevor Smith'. To the right of the table is a workflow panel with a 'RUN FLOW' button. The workflow panel includes a 'DESIGNER' tab (selected), 'CURATOR', and 'PUBLISH' tabs. The workflow steps are: 'Schema Mapping', 'Group similar records', 'Define golden records', 'Alt golden records', 'Alt golden records', and 'Release entities'.

Name ↓	Customer Type	Legal Entity ID	Products	Relationship Length	Phone Number
Acme Corporation	Corporation	82733211	Business Premier Line of Credit	3 years, 2 months	(412) 831-4093
Adam Aminoff	Individual	95928283	Checking Basic	15 years, 6 months	(537) 359-2294
Adofo Ahmed	Individual	82495573	Student Checking	6 months	(439) 819-2441
Alex George	Individual	10211119	Student Checking	8 years, 1 month	(435) 430-3463
Alphonse Culhane	Individual	92455583	Mortgage Loan Basic, Savings Loan Gold	16 years, 9 months	(608) 920-6271
Alternative Supplies	Corporation	78474301	Business Loan Advantage, Business Loan Advant...	1 year, 1 month	(266) 830-4787
Ambrosia Westervelt	Individual	44951786	Student Savings	4 years	(850) 592-1439
Amy Torff	Individual	93403274	Checkings Basic	9 years, 12 months	(954) 638-7305
Angela Dominquez	Individual	55523942	Checking, Savings, Mortgage Loan Premier	2 years, 2 months	(414) 383-3527
Anton Culhane	Individual	19594328	Checking, Savings Premier	11 months	(093) 524-3428
Alexa James	Individual	35839232	Student Savings	3 years	(850) 593-3439
Andy Torff	Individual	36423324	Checkings Basic	8 years, 12 months	(954) 998-7305
Alice Gonzalez	Individual	23454342	Checking, Savings, Mortgage Loan Premier	1 years, 2 months	(664) 382-3527
Trevor Smith	Individual	12343462	Checking, Savings Premier	11 months	(232) 524-3839

Entities (1,259)

Fields (42)

STUDIO ✓

DESIGNER 🗄️

CURATOR 🗄️

PUBLISH 🗄️



Source Datasets 72

Entities: 1,259

Name ↓	Customer Type	Legal Entity ID	Products	📅 Relationship Length	📞 Phone Number
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Adam Aminoff	Individual	95928283	Checking Basic	15 years, 6 months	(537) 359-2294
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Alice Gonzalez	Individual	23454342	Checking, Savings, Mortgage Loan Premier	1 years, 2 months	(664) 382-3527
Trevor Smith	Individual	12343462	Checking, Savings Premier	11 months	(232) 524-3839

NORTH STAR

In the North Star Demo we created a clickable prototype that highlighted the power of clean data throughout the Data eco-system from CDO to end user.

The screenshot displays the Golden Corp data platform interface. At the top, there's a navigation bar with the Golden Corp logo, a search bar, and a notification for 56 Data Product Types. Below this, a breadcrumb trail shows 'Customers (84,931)' with a 'Last updated' timestamp. Action buttons for 'FEEDBACK', 'SHARE', and 'PUBLISH' are visible.

The main content area is titled 'SANTANDER BANK' and includes contact information for the bank and its sales representative, Christopher Mack. It also lists statistics: 30 Sources, 354 Fields, and 345 Source Records. A list of curators and a citizen is shown on the right.

Below the summary, there are tabs for 'Summary', 'Endpoints', 'Sources', and 'Data Products'. The 'Data Products' tab is active, showing a table of data products. A left-hand navigation menu lists various data products like 'Nielsen Retail Measurement', 'S3: Corporate-Marketing (5)', 'CurrenciesMD', 'ProductHierarchiesMD', 'Regions_T005S', 'SalesOrders', 'UoMMD', 'S3: Pricing-Team (12)', 'SAP ECC: Europe', and 'SAP ECC: Global, non-Europe'.

Company Name	Address Line 1	City	Region	Phone	URL	Sales USD
SANTANDER BANK	75 STATE STREET	BOSTON	MA	(617) 757-3410	santanderbank.com	\$7.1B
SANTANDER BANK ATM LOCAT...	2 WILLIAM T. MORRISSEY BLVD	BOSTON	MA	(877) 768-2265	santanderbank.com	\$5.7B
SANTANDER BANK BRANCH LO...	250 WASHINGTON STREET	BOSTON	MA	(877) 768-2265	santanderbank.com	\$5.7B
SANTANDER BANK N.A.	824 NORTH MARKET ST. STE 100	WILMINGTON	DE	(870) 777-8719	santander.com	\$8.4B
SANTANDER CONSUMER USA	3000 KELLWAY DRIVE, STE 120	CARROLLTON	TX	(888) 222-4227	santanderconsumerusa.com	\$17.4M
SANTANDER SECURITIES LLC ...	2 MORRISSEY BLVD	DORCHESTER	MA	(877) 768-2265	santanderbank.com	\$45.3M
SANTANDER INVESTMENT SEC...	45 EAST 53RD STREET	NEW YORK	NY	(212) 407-7812	santanderus.com	\$17.4M
SANTANDER GLOBAL	5122 N STATE RD 39	LA PORTE	IN	(501) 834-5353	santander.com	\$18.7M
SANTANDER US	75 STATE STREET	BOSTON	MA	(617) 757-3410	santanderus.com	\$4.7B
SANTANDER UK	2 TRITON SQUARE	REGENTS PLACE	LDN	+44 1512 648 725	santander.co.uk	\$5.3B

+ Create site + Create news post

Following



You are not following any site. Following a site makes it easier to find it. Simply click the star icon on any site to start following it.

Frequent sites



Group

- Accounts
 - Santander US Accounts Data Product • Santander Bank
 - Grace Kretchmer Accounts Data Product • Employee
 - Santander Bank Accounts Data Product
 - Customers
 - Santander Bank Customers Data Product • Santander Bank
 - Customer source records Customer Data Product
 - Santander US Accounts Customer Data Product
 - Managers
 - Santander Management List Managers Data Product • Sant...
 - Santander Bank Data Product
 - Frederick Rappaport Grant Manager - Santander Bank
 - Santander accounts
 - Santander Bank
 - Santander consumer UK
- Show more results

Customers (84,931) Last updated 14 Jan 2022 (V_2022.01.14.0001)

FEEDBACK SHARE PUBLISH

PEOPLE COMPANIES

SANTANDER BANK

Contact: (877) 768-2265, info@santanderbank.com, santanderbank.com/contactvendors

Sales Representative: Christopher Mack (837) 209-2938, c.mack@goldencorp.com

30 Sources, 354 Fields, 345 Source Records

Adam Aminoff Curator, Adofo Ahmed Curator, Alex George Citizen, Curator

Summary Endpoints Sources Data Products

- TIMOTHY H. WENNES**
Santander US CEO, Country Head
President and Chief Executive Officer
(617) 757-3410 [x153]
timothy.wennes@santanderbank.com
- PIERRE HABIS**
Head of Consumer & Business Banking
(877) 768-2265 [x128]
pierre.habis@santanderbank.com
- JOSEPH F. ABRUZZO**
Head of Commercial Banking
(877) 768-2265 [x174]
joseph.abruzzo@santanderbank.com
- MICHAEL LEE**
Managing Director of Commercial Real Estate Banking
(870) 777-8719 [x247]
michael.lee@santanderbank.com
- MARCO ANTONIO ACHÓN**
Head of Santander Corporate & Investment Banking US, CEO of Sant...
(888) 222-4227 [x129]
marco.achon@santanderbank.com
- EVELYNN BISHOP**
Senior Account Manager
(877) 768-2265 [x178]
evelynn.bishop@goldencorp.com
- JERRY LEVINE**
Senior Financial Consultant
(212) 407-7812 [x200]
jerry.levine@goldencorp.com
- JAMES CROCKER**
Director of Operations
(501) 834-5353 [x189]
james.crocker@santanderbank.com
- KAMRAN PASHA**
Branch Manager
(617) 757-3410 [x123]
kamran.pasha@santanderbank.com
- JAMES CROCKER**
Grant Manager
(617) 757-3000 [x145]
frederick.rappaport@santanderbank.com

LONGER-TERM FIXES

Our long-term goals were ambitious. But after collaboration with engineering we came to solution that would help users with key issues and minimize dev time.

We aimed to unify the studio and curator experiences, create a central home page for data products, and improve the entity detail view.

These changes were crucial for delivering a seamless and intuitive user experience.

The image displays the Tamr Cloud user interface. At the top, the 'Tamr Cloud' logo is visible. Below it, a 'FILTER' dropdown is present. The main area shows several data product cards for 'NE customers 2022 Mid market Golden Corp Customers from 2022'. Each card displays statistics: 6 Sources, 7,449 Mastered records, 112,974 Source records, 48 Mastered Attributes, and 236 Source Attributes. A context menu is open over one of these cards, listing actions: View {Customers} data, Edit Flow, Export Data, Delete, Download, Share, and Save as. To the right, a floating menu contains icons for Data Products, Manage, Sources, and Run Data. Below the cards, a detailed view for 'Customers' is shown. It features a table with columns: Full Address, Phone, Address Line 1, City, Cluster Records, Source Datasets, and Similar Entities. The table lists various addresses and their corresponding record counts. A sidebar on the left of the detailed view contains navigation options: View {Customers} Data, Edit Flow, and Export Data.

Full Address	Phone	Address Line 1	City	Cluster Records	Source Datasets	Similar Entities
4380 S 1ST ST CA...	6164141180	4380 S 1ST ST	CABOT	123	12	4
2128 NORWICH ST...	8707778719	2128 NORWICH ST	BRUNSWICK	185	15	12
201 ROSCOE RD M...	6194437712	201 ROSCOE RD	MODESTO	63	36	45
1126 FERRIS RD A...	7023620222	1126 FERRIS RD	AMELIA	65	2	15
2334 HARDWICK...	8583684681	2334 HARDWICK ST	DALLAS	68	16	4
5122 N STATE RD...	5018345353	5122 N STATE RD 39	LA PORTE	85	18	12
420 N FIRST ST S...	9122652158	420 N FIRST ST	SPRINGATTR...	59	32	35
433 HOWARD AVE...	5139436100	433 HOWARD AVE	EPHRATA	62	36	3
91-607 MALAKOLE...	2193267890	91-607 MALAKOLE ST	KAPOLEI	92	35	5
514 WORK ST SAL...	2177449000	514 WORK ST	SALINAS	125	38	75
410 E AVE B HOPE...	7177389152	410 E AVE B	HOPE	124	12	36
335 N GRIFFIN ST...	8567830614	335 N GRIFFIN ST	GRAND HAVEN	185	8	17



FILTER

Grid of data entity cards for 'NE customers 2022 Mid market' with a context menu open over the second card.

Entity Name	Owner	Role	Last Run
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jonathan Coelho (me)	Owner	15m ago
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jonathan Coelho (me)	Owner	15m ago
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jordan Capitano	Viewer	15m ago
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jonathan Coelho (me)	Owner	15m ago
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jonathan Coelho (me)	Owner	15m ago
NE customers 2022 Mid market (Golden Corp Customers from 2022)	Jonathan Coelho (me)	Owner	15m ago

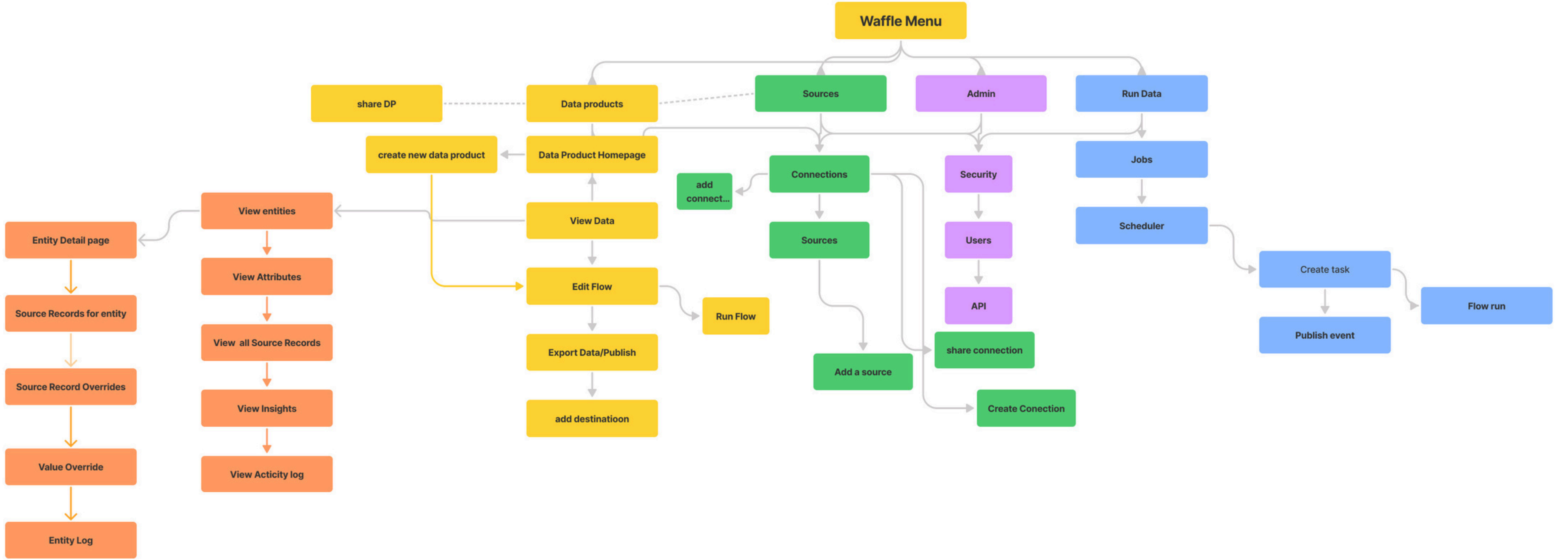
Context Menu Options:

- View {Customers} data
- Edit Flow
- Export Data
- Delete
- Download
- Share
- Save as
- Save as template

Secondary context menu options:

- Data Products
- Manage
- Sources
- Run Data

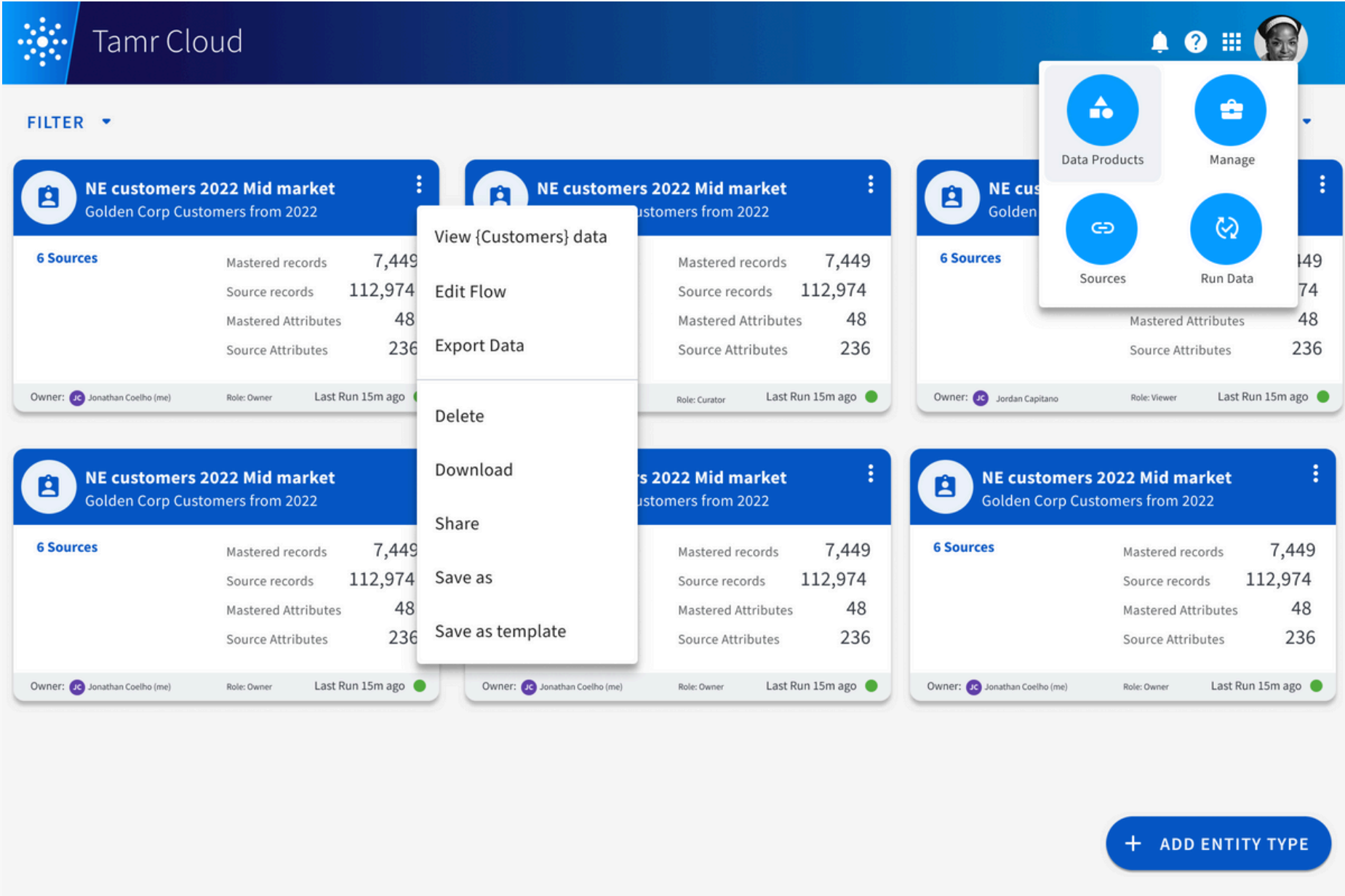
+ ADD ENTITY TYPE



RE-ARCHITECTURE

Central home page with data product cards.

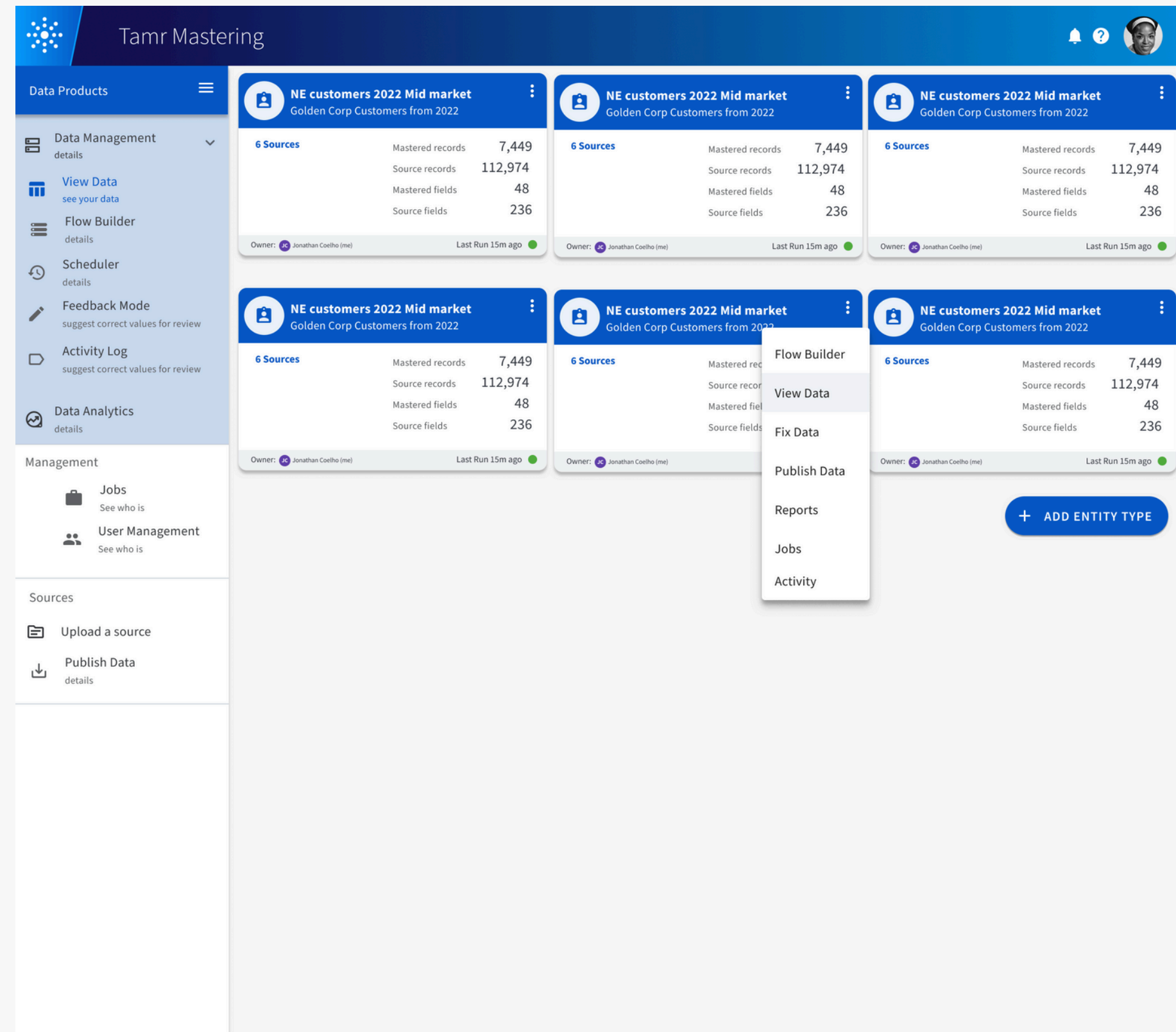
Consolidated studio and curator functionalities.



ENHANCED NAVIGATION

To further enhance navigation, we added a new layer of navigation so that now the waffle menu would be used as a global nav above individual projects and task-based navigation options for each card/project.

These industry-standard elements improved usability and allowed users to navigate across data products more efficiently.





FILTER

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
Source records	112,974
Mastered Attributes	48
Source Attributes	236

Owner: Jonathan Coelho (me) Role: Owner Last Run 15m ago

- View {Customers} data
- Edit Flow
- Export Data
- Delete
- Download
- Share
- Save as
- Save as template

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
Source records	112,974
Mastered Attributes	48
Source Attributes	236

Owner: Jonathan Coelho (me) Role: Owner Last Run 15m ago

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
Source records	112,974
Mastered Attributes	48
Source Attributes	236

Owner: Jordan Capitano Role: Viewer Last Run 15m ago

- Data Products
- Manage
- Sources
- Run Data

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
Source records	112,974
Mastered Attributes	48
Source Attributes	236

Owner: Jonathan Coelho (me) Role: Owner Last Run 15m ago

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
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Owner: Jonathan Coelho (me) Role: Owner Last Run 15m ago

NE customers 2022 Mid market
Golden Corp Customers from 2022

6 Sources

Mastered records	7,449
Source records	112,974
Mastered Attributes	48
Source Attributes	236

Owner: Jonathan Coelho (me) Role: Owner Last Run 15m ago

+ ADD ENTITY TYPE

Company Name ↓	Full Address
<input type="checkbox"/> A & A FIRE AND SAFETY COM...	4380 S 1ST ST CA...
<input type="checkbox"/> A & A FIRE PROTECTION, INC.	2128 NORWICH ST...
<input type="checkbox"/> A & A SAFETY, INC.	201 ROSCOE RD M...
<input type="checkbox"/> A & A SHEET METAL CO INC	1126 FERRIS RD A...
<input type="checkbox"/> A & A SHEET METAL PRODUC...	2334 HARDWICK...
<input type="checkbox"/> A & A TELEMESSAGING SERV...	5122 N STATE RD...
<input type="checkbox"/> A & B CLEANING	420 N FIRST ST S...
<input type="checkbox"/> A & B FIRE SYSTEMS, INC.	433 HOWARD AVE...
<input type="checkbox"/> A & B MACHINE & WELDING INC	91-607 MALAKOLE...
<input type="checkbox"/> A & B MACHINING, INC.	514 WORK ST SAL...
<input type="checkbox"/> A & B SAW & LAWNMOWER SH...	410 E AVE B HOPE...
<input type="checkbox"/> A & B SECURITY GROUP INC	335 N GRIFFIN ST

Full Address	Phone	Address Line 1	City	Cluster Records	Source Datasets	Similar Entiites
4380 S 1ST ST CA...	6164141180	4380 S 1ST ST	CABOT	123	12	4
2128 NORWICH ST...	8707778719	2128 NORWICH ST	BRUNSWICK	185	15	12
201 ROSCOE RD M...	6194437712	201 ROSCOE RD	MODESTO	63	36	45
1126 FERRIS RD A...	7023620222	1126 FERRIS RD	AMELIA	65	2	15
2334 HARDWICK...	8583684681	2334 HARDWICK ST	DALLAS	68	16	4
5122 N STATE RD...	5018345353	5122 N STATE RD 39	LA PORTE	85	18	12
420 N FIRST ST S...	9122652158	420 N FIRST ST	SPRINGATTR...	59	32	35
433 HOWARD AVE...	5139436100	433 HOWARD AVE	EPHRATA	62	36	3
91-607 MALAKOLE...	2193267890	91-607 MALAKOLE ST	KAPOLEI	92	35	5
514 WORK ST SAL...	2177449000	514 WORK ST	SALINAS	125	38	75
410 E AVE B HOPE...	7177389152	410 E AVE B	HOPE	124	12	36
335 N GRIFFIN ST...	8567830614	335 N GRIFFIN ST	GRAND HAVFN	185	8	12

NORTH STAR ENTITY DETAIL VIEW

We redesigned the entity detail view to provide a clean and comprehensive overview of entity data.

The North Star vision for this view includes cross-data product insights, making it easier to manage and analyze data. This advanced view leverages machine learning to identify similar entities and provide valuable insights

The idea was this page would be seen across many products inside the data ecosystem for source data like salesforce and hubspot and in end user consumption like Qlik and other Analytics platforms.

Golden Corp Search 56 Data Product Types

Customers (84,931) Last updated 14 Jan 2022 (V_2022.01.14.0001)

FEEDBACK SHARE PUBLISH

PEOPLE COMPANIES

SANTANDER BANK

Last updated 14 Aug 2022 (V_2022.01.14.0005)

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Sales Representative: Christopher Mack, (837) 209-2938, c.mack@goldencorp.com

30 Sources, 354 Fields, 345 Source Records

Adam Aminoff (Curator), Adofo Ahmed (Curator), Alex George (Citizen, Curator)

Summary Endpoints Sources Data Products

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DATA METRICS AND INSIGHTS

The new architecture included a data metrics dashboard.

Users could view metrics for data clusters, track changes, and monitor overrides. This feature allowed for deeper understanding of the value of Tamr. As well as monitor from a high level the health fo their data.

USER TESTING

The new architecture included a data metrics dashboard.

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Card Sorting confirmed that New IA was the correct direction to move.

user preferred task based navigation rather than persona-based.

Users preferred the combined studio and curator experience as those sets of tools are used in tandem. The combination eliminated ping-ponging and getting lost.

KEY OUTCOMES

Re-architecture

Current users experienced eliminated barriers, a reduction in rage-clicking around the UI, and fewer bugs, resulting in a reduction in negative feedback about getting lost in the product.

Merged curator and studio:

The sales funnel saw a significant reduction in objections, with UX improvements addressing customer service issues, allowing the product value to shine.

(Reduced loss to more mature products with real-time integration, eliminating the need for users to re-publish data in third parties.)

Insights & Metrics:

Created opportunity for white-labeling of product with Dunn & Bradstreet and opened up to see the value of paid enrichment marketplace for future.

