

"I've found Axure to be indispensable in designing, prototyping, and documenting complex web applications, tools and features. Nothing in the space even comes close to its power and utility."

- Ari Feldman, VP of Product



## Profile

Ari Feldman is the VP of Product at TargetSpot, Inc, the first end-to-end advertising marketplace specifically designed to monetize streaming media properties. Ari plans and manages complex web projects for the TargetSpot platform. He is responsible for the application design and also writes the functional specifications.

## Challenge

Like many UX professionals, Ari is expected to produce application designs under very aggressive timelines. Frequently, he needs to design and document new features for large-scale applications within a day or two.

Ari used to use Visio and found it to be a good diagramming tool for creating static mock ups. But he wanted a way to add interactivity and functionality to his designs so he could experience them and communicate them more clearly. Moreover, there wasn't a lot of time to spare so he needed a solution that would be quick and easy to use.

## Solution

Ari discovered Axure RP Pro and has been using it for rapid prototyping for the past 1 ½ years for projects ranging from administration tools to rich internet applications.

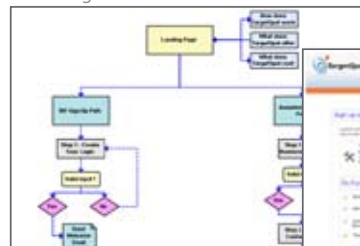
Axure RP has enabled Ari to design more efficiently with an easy to use interface and features like masters for making global changes. He is able to instantly generate interactive prototypes, which allows him to experience his design and engage stakeholders during presentations. Additionally, the automated specification feature has saved Ari time and minimized developer confusion.

## Sample Projects

### Concept Development for Sign Up Feature

During concept development for a sign up feature, Ari was able to quickly produce and evaluate multiple designs to reach a winning proposal. By using Axure RP's diagramming and wireframing tools, he could quickly visualize and document user scenarios. And through his interactive prototypes, Ari successfully communicated his ideas and received approval from stakeholders.

Flow Diagrams



Interactive Prototype



Interactive Prototype



Final Application



### Design & Documentation for Media Creation Tools

Ari used Axure RP to design, define and document the functionality requirements for TargetSpot's entire suite of media creation tools. Ari produced an annotated prototype and a 106 page specification in roughly four hours. The annotated prototype and accompanying specification clearly communicated the functionality to developers. The final application was what Ari had envisioned and the project was completed within the budget and time constraints.