GenAI Labs

Portal Sprint | Show & Tell
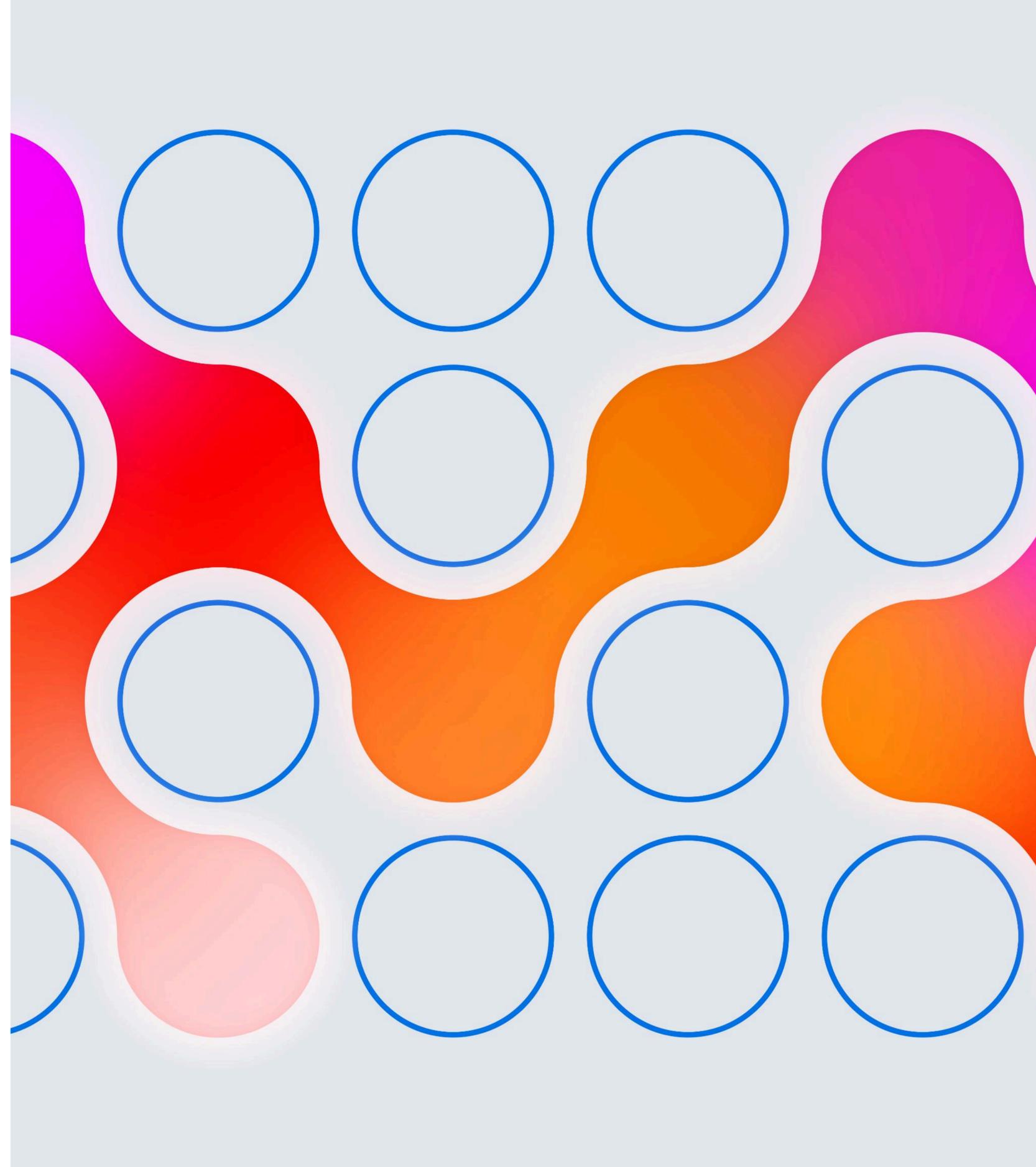
June 2, 2025

Agenda

1. Epic recap

2. From workshop to Demo Detail Page design

3. Prototypes overview and comparison

4. Anatomy of Demo Detail Page prototypes
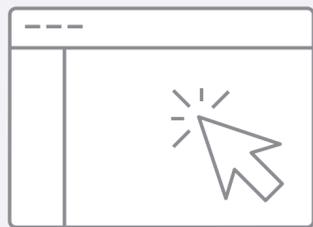
5. Final design deliverables

6. Next steps

7. QA

01
Epic

recap

Epic introduction

Over the past few weeks, we explored how Solutions Architects (SAs) decide whether to use a demo — and once they do, how they find the right demo and locate the materials they need across different use cases. This work was grounded in usability testing around the Demo Detail Page.

Deme detail page

This is the key decision-making touchpoint for SAs. It serves as the central hub containing all relevant materials for a specific demo.

Two prototypes

To address diverse use cases—including immersive customer workshops and event booth presentations—we designed two prototypes: a condensed version and a customizable version, balancing scalability with flexibility.
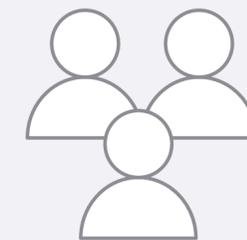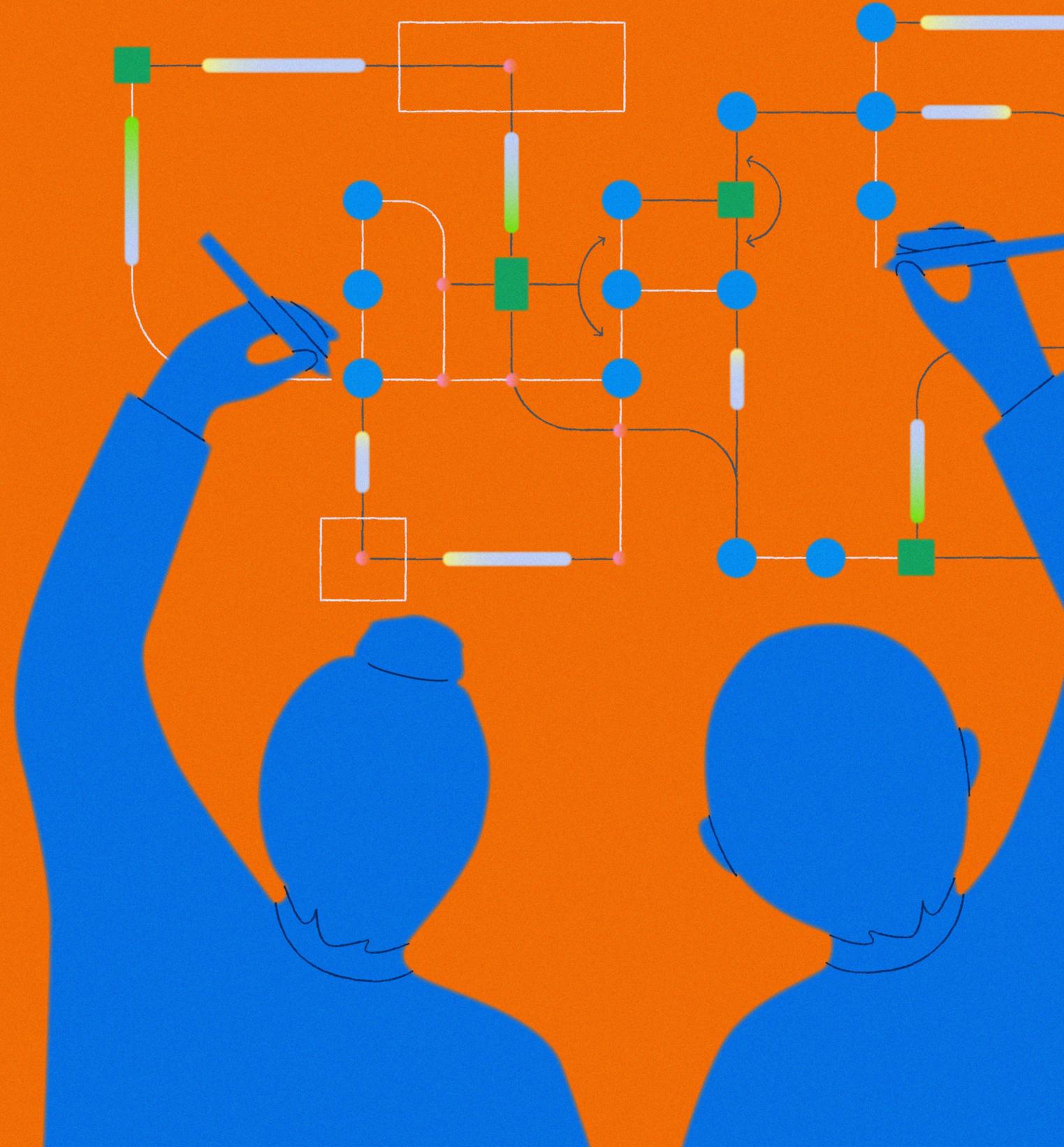
Eleven participants

We conducted usability testing with 11 participants: 5 from external teams and 6 from our own team.
❤️ Thank you to all team members who participated, and to the leadership team for their support.

02

From Workshop to Demo Detail Page design

Why demo detail page important to SA?

Why demo detail page important to SA?

- increase trust on the portal through the Demo Detail Page?
- better convey what additional resources are available ?
- communicate who owns a demo so our users can get help?
- increase opportunity to tie back demo use to a customer appointment?
- enforce consistency across the DDP for demo metadata?
- better guide our users through the DDP and how to use the demo?
- enforce consistency across demo titles and descriptions?
- introduce use case to the DDP?
- communicate target customer persona and tech depth?
- better organize DDP to suit the portal user needs?
- utilize tags / give guidance for tags at the right level?
- surface new launches / highlight model used?

Why demo detail page important to SA?

Functional requirement **Emotional requirement**

- increase trust on the portal through the Demo Detail Page?
- better convey what additional resources are available ?
- communicate who owns a demo so our users can get help?
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- enforce consistency across the DDP for demo metadata?
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- better organize DDP to suit the portal user needs?
- utilize tags / give guidance for tags at the right level?
- surface new launches / highlight model used?

Why demo detail page important to SA?

Functional requirement

- Better organize page laytout
- Additional resources
- Owner of a demo
- Consistency
- Use case
- Target persona
- Target audience
- Tech depth
- Tags
- Model used

Emotional requirement

- Trust
- Intuitive guidance
- Transparency
- Controllable
- Tie back demo use to a customer

03
Prototypes overview and comparison

A/B tsting

Prototype A (Condensed Version) emphasizes a streamlined, easy-to-scan structure.
Prototype B (Flexible Version) offers customization and depth, giving users the flexibility to tailor the layout or surface the info most relevant to their specific customer use case.
Participants rated both (1–5) and shared feedback on content flow and improvements.

Prototype A (Condensed Version)
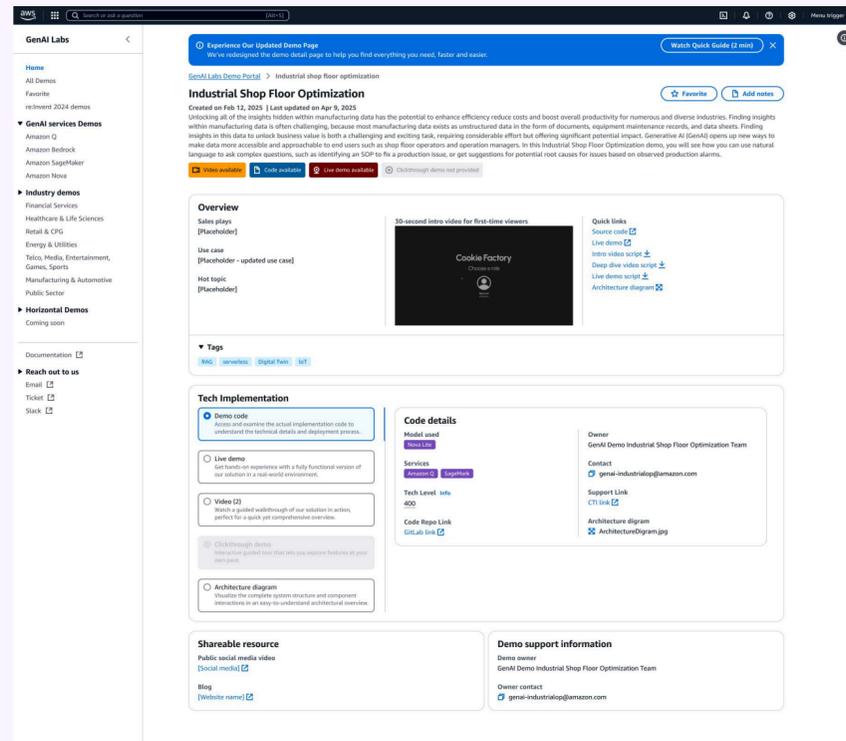
Prototype B (Flexible Version)
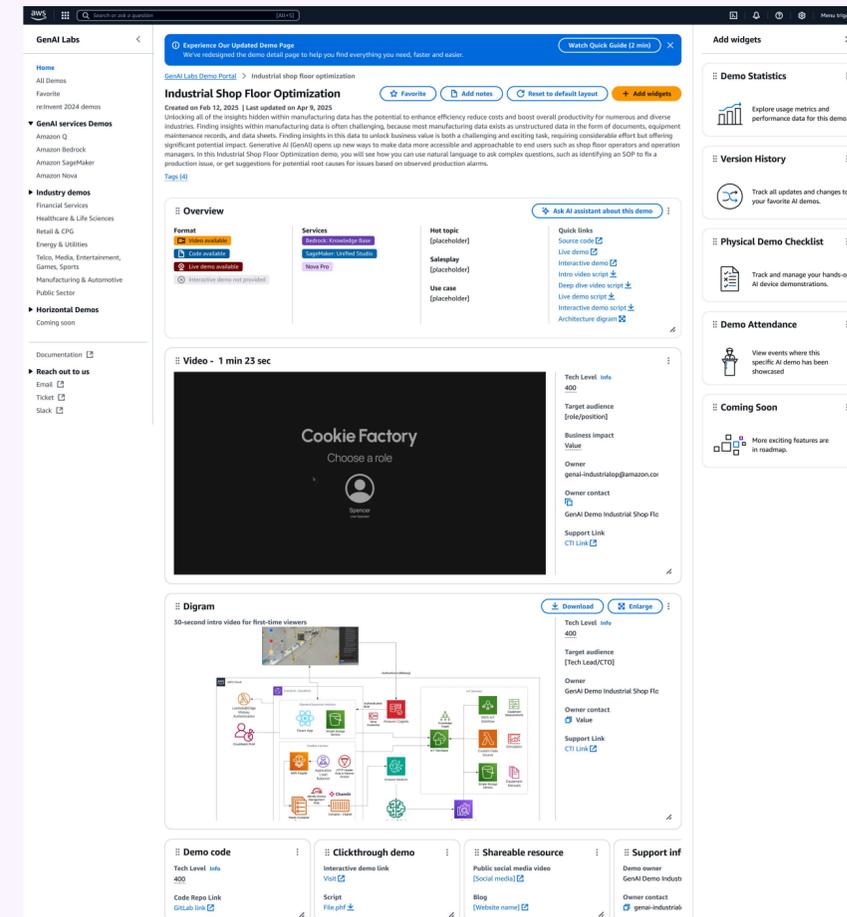
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Prototype A (Condensed Version)
4.4 ★★★★⯪
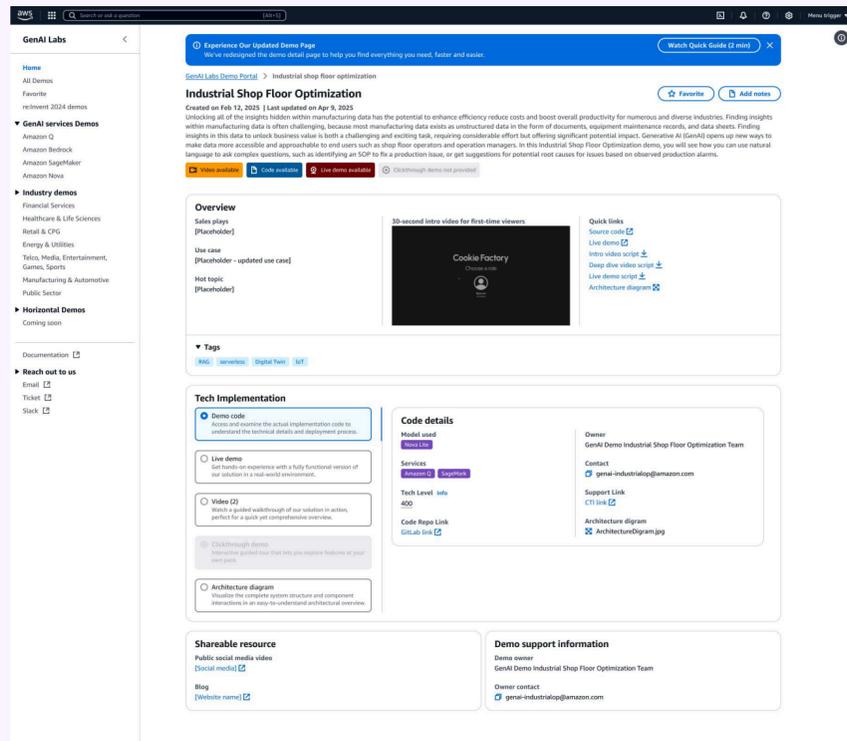
Prototype B (Flexible Version)
3.6 ★★★⯪
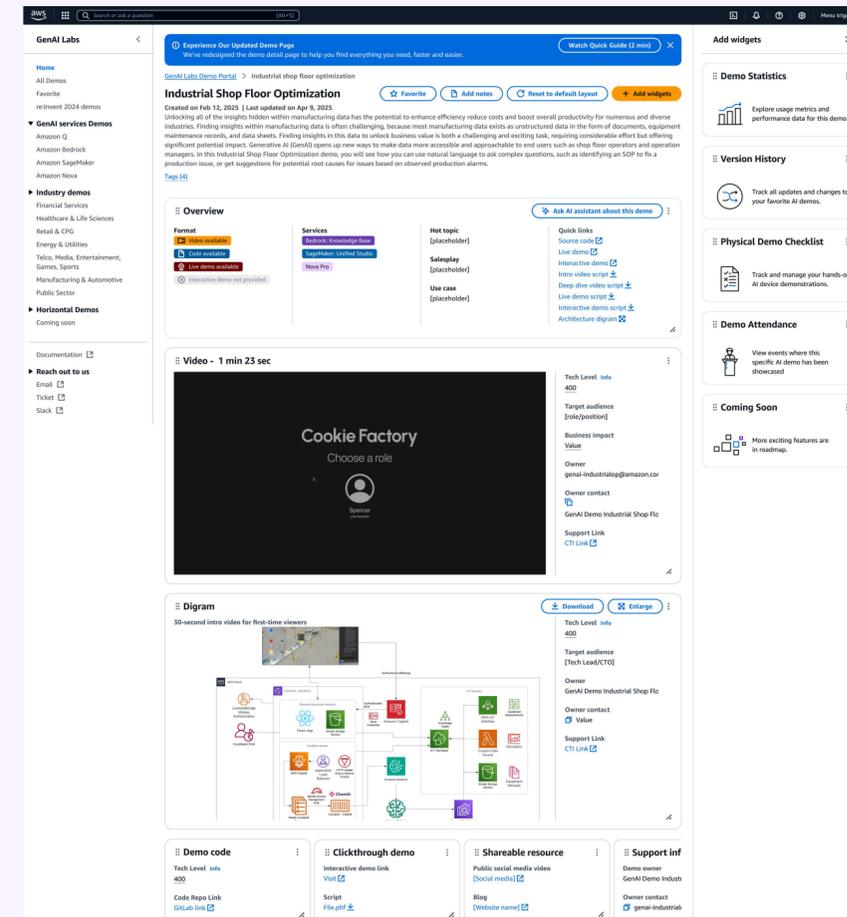
04
Anatomy of Demo Detail Page
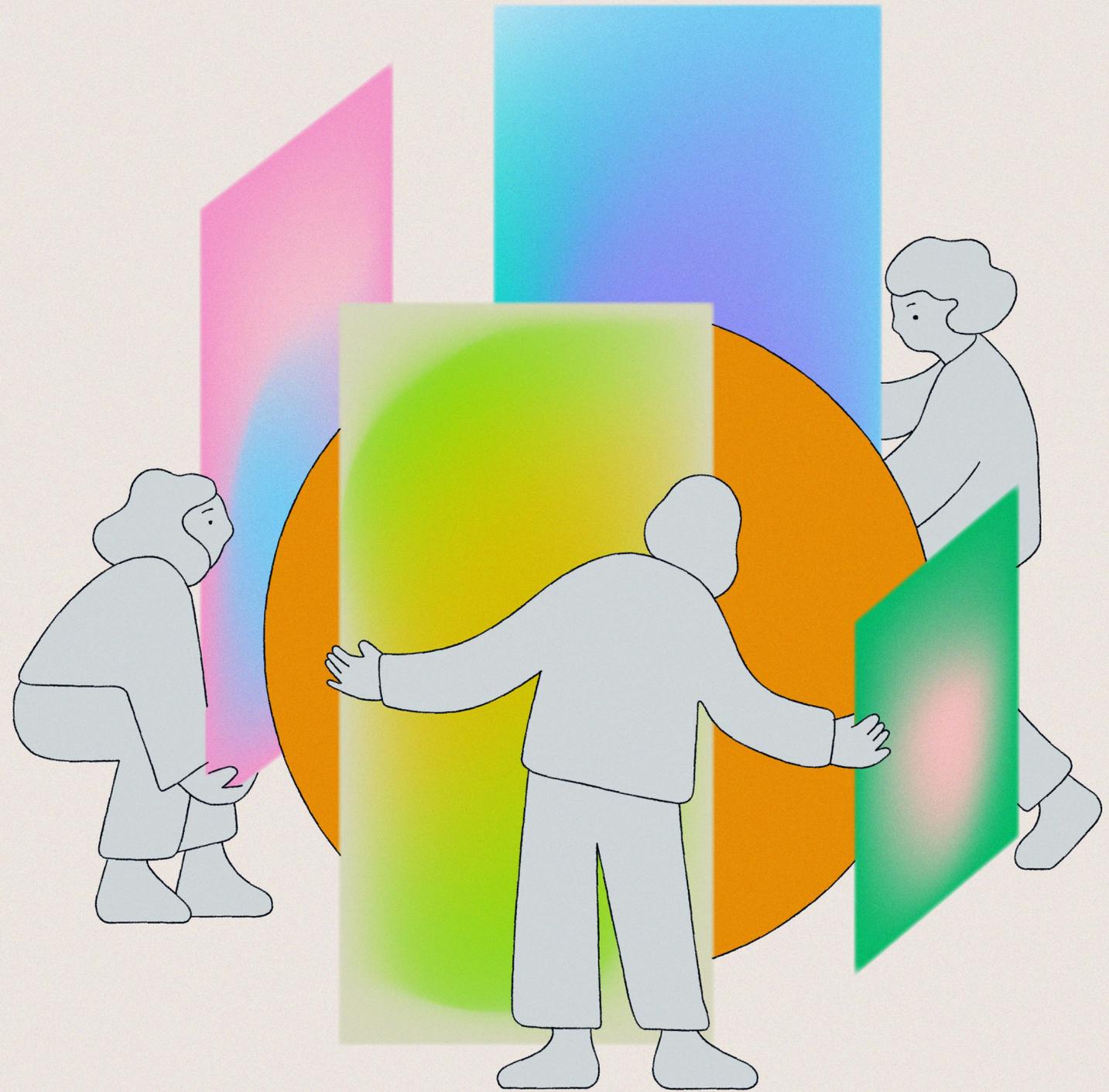
Demo detail page

1. Introduction section
   High-level summary of the demo, with title, description, and key availability indicators.

2. Overview section
   Provides use case highlights, context, and quick access to core materials.

3. Detail section
   Covers technical implementation, code links, architecture, and ownership metadata.

4. Support section
   Includes sharable content and contact info for demo support and ownership.

Better organize page laytout

Consistency

Trust

Intuitive guidance

Transparency

---

①

Experience Our Updated Demo Page
We've redesigned the demo detail page to help you find everything you need, faster and easier.
Watch Quick Guide (2 min)

GenAI Labs Demo Portal > Industrial shop floor optimization

Industrial Shop Floor Optimization
☆ Favorite   📄 Add notes

Created on Feb 12, 2025 | Last updated on Apr 9, 2025
Unlocking all of the insights hidden within manufacturing data has the potential to enhance efficiency reduce costs and boost overall productivity for numerous and diverse industries. Finding insights within manufacturing data is often challenging, because most manufacturing data exists as unstructured data in the form of documents, equipment maintenance records, and data sheets. Finding insights in this data to unlock business value is both a challenging and exciting task, requiring considerable effort but offering significant potential impact. Generative AI (GenAI) opens up new ways to make data more accessible and approachable to end users such as shop floor operators and operation managers. In this Industrial Shop Floor Optimization demo, you will see how you can use natural language to ask complex questions, such as identifying an SOP to fix a production issue, or get suggestions for potential root causes for issues based on observed production alarms.

🎥 Video available   📄 Code available   🎤 Live demo available   ⊗ Clickthrough demo not provided

②

Overview

Sales plays
[Placeholder]

Use case
[Placeholder - updated use case]

Hot topic
[Placeholder]

30-second intro video for first-time viewers
Cookie Factory
Choose a role

Quick links
Source code 🔗
Live demo 🔗
Intro video script ⬇
Deep dive video script ⬇
Live demo script ⬇
Architecture diagram ⊠

▼ Tags
RAG   serverless   Digital Twin   IoT

③

Tech Implementation

◉ Demo code
Access and examine the actual implementation code to understand the technical details and deployment process.

○ Live demo
Get hands-on experience with a fully functional version of our solution in a real-world environment.

○ Video (2)
Watch a guided walkthrough of our solution in action, perfect for a quick yet comprehensive overview.

○ Clickthrough demo
Interactive guided tour that lets you explore features at your own pace.

○ Architecture diagram
Visualize the complete system structure and component interactions in an easy-to-understand architectural overview.

Code details

Model used
Nova Lite

Services
Amazon Q   SageMark

Tech Level Info
400

Code Repo Link
GitLab link 🔗

Owner
GenAI Demo Industrial Shop Floor Optimization Team

Contact
genai-industrialop@amazon.com

Support Link
CTI link 🔗

Architecture digram
⊠ ArchitectureDigram.jpg

④

Shareable resource

Public social media video
[Social media] 🔗

Blog
[Website name] 🔗

Demo support information

Demo owner
GenAI Demo Industrial Shop Floor Optimization Team

Owner contact
genai-industrialop@amazon.com

Introduction section

1. **Available format**
   Visual indicators showing which formats (e.g., video, code, live demo) are available for this demo.

2. **Favorite**
   One-click action to save the demo for easy access later.

3. **Release notes**
   Provides context about recent changes and version history for transparency and trust.

- **Testing prototype**

GenAI Labs Demo Portal > Industrial shop floor optimization

Industrial Shop Floor Optimization   ☆ Favorite   📄 Add notes

Created on Feb 12, 2025 | Last updated on Apr 9, 2025
Unlocking all of the insights hidden within manufacturing data has the potential to enhance efficiency reduce costs and boost overall productivity for numerous and diverse industries. Finding insights within manufacturing data is often challenging, because most manufacturing data exists as unstructured data in the form of documents, equipment maintenance records, and data sheets. Finding insights in this data to unlock business value is both a challenging and exciting task, requiring considerable effort but offering significant potential impact. Generative AI (GenAI) opens up new ways to make data more accessible and approachable to end users such as shop floor operators and operation managers. In this Industrial Shop Floor Optimization demo, you will see how you can use natural language to ask complex questions, such as identifying an SOP to fix a production issue, or get suggestions for potential root causes for issues based on observed production alarms.

🎥 Video available   📄 Code available   ◉ Live demo available   ⊗ Clickthrough demo not provided

①

- **Final design**

GenAI Labs Demo Portal > [industry name] > [subindustry] > [focus area] > [demo name]

[12345678902234567890323456789042345678905234567890623456789072345678908234567890   ② ☆ Favorite

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</> Code available   🎥 2 Videos available   ▦ Live demo available   ⧉ Click through available

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Consistency

Trust   **Intuitive guidance**   **Controllable**

Overview section

1. **Other tags**
   Highlight relevant technologies and topics to improve discoverability.

2. **Introduction video**
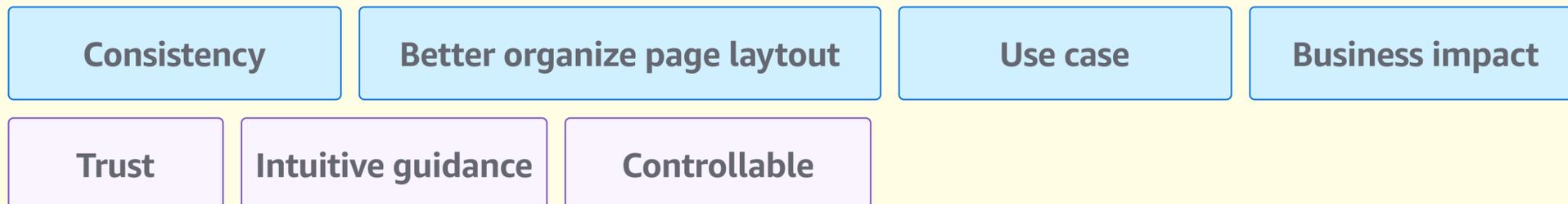   A short explainer video to help users quickly understand the demo's value.

3. **Quick links**
   Direct access to key assets like code, architecture, scripts, and video content.

- **Testing prototype**

Overview

Sales plays
[Placeholder]

Use case
[Placeholder - updated use case]

Hot topic
[Placeholder]

30-second intro video for first-time viewers

Cookie Factory
Choose a role
Spencer

Quick links
Source code
Live demo
Intro video script
Deep dive video script
Live demo script
Architecture diagram

▼ Tags
RAG serverless Digital Twin IoT

- **Final design**

Overview

Sales plays
[Placeholder]

Use case
[Placeholder - updated use case]

Hot topic
[Placeholder]

Business impact
[PlaceholderPlaceholderPlaceholder
PlaceholderPlaceholderPlaceholder
PlaceholderPlaceholderPlaceholder]...

[video type] + [video title]

Cookie Factory
Choose a role
Spencer

Quick links
Source code
Architecture diagram
[video type 1] URL
[video type 2] URL
Live demo
Click though demo
Script
Presentation

▼ Tags
RAG serverless Digital Twin IoT

| Consistency | Better organize page laytout | Use case | Business impact |

| Trust | Intuitive guidance | Controllable |

Detail section

1. **Format tiles**
   Interactive modules to explore demo code, videos, live or guided experiences, and architecture.

2. **Model / services / products used**
   Lists of models, AWS services, and products featured in the demo for technical context.

3. **Support information**
   [Includes demo ownership, contact info, support links, and architecture references.]

- Owner of a demo
- Better organize page laytout
- Model used
- Target persona
- Target audience
- Tech depth
- Tags
- Transparency
- Trust
- Intuitive guidance
- Tie back demo use to a customer

- **Testing prototype**

Tech Implementation

- ● Demo code
  Access and examine the actual implementation code to understand the technical details and deployment process.
- ○ Live demo
  Get hands-on experience with a fully functional version of our solution in a real-world environment.
- ○ Video (2)
  Watch a guided walkthrough of our solution in action, perfect for a quick yet comprehensive overview.
- ○ Clickthrough demo
  Interactive guided tour that lets you explore features at your own pace.
- ○ Architecture diagram
  Visualize the complete system structure and component interactions in an easy-to-understand architectural overview.

Code details

Model used — Nova Lite

Services — Amazon Q, SageMark

Tech Level — Info — 400

Code Repo Link — GitLab link

Owner — GenAI Demo Industrial Shop Floor Optimization Team

Contact — genai-industrialop@amazon.com

Support Link — CTI link

Architecture digram — ArchitectureDigram.jpg

- **Final design**

Details

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Architecture diagram — Enlarge — Download

Model used — [Model name]:[Model version]

Services Related to GenAI — [service1]:[product1], [service2]:[product1]

Detail section

- ## Final design

Details

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Architecture diagram   Enlarge   Download

Model used
[Model name]:[Model version]

Services Related to GenAI
[service1]:[product1]   [service2]:[product1]

AI for Teaching & Learning Framework on AWS – Reference Architecture

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Details

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[video type] : [video name]

Script	Duration	Working URL	Video number
[Video type] script	[HH:MM:SS]	[video type] URL	1/2

Cookie Factory
Choose a role

Spencer
Line Operator

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Deployable code

Model used
[Model name]:[Model version]

Services Related to GenAI
[service]:[product1]   [service2]:[product1]

Tech Level Info
400

Code Repo Link
[host repository name] link

Owner
[owner or team name]

Contact
[owner or team email]

Support Link
CTI link

Architecture digram
ArchitectureDigram.[file format]

Details

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Live demo

Live demo link
Visit

Live demo script
[uploaded script.file format]

Suggested target audience
[Role/Position]

Demonstrating the Workflow of
[Persona1/Persona2]

Owner
[owner or team name]

Contact
[owner or team email]

Support Link
CTI link

Architecture digram
ArchitectureDigram.jpg

Details

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Click through demo

Clickthrough demo link
Visit

Clickthrough demo script
[uploaded script.file format]

Suggested target audience
[Role/Position]

Demonstrating the Workflow of
[Persona1/Persona2]

Owner
[owner or team name]

Contact
[owner or team email]

Support Link
CTI link

Architecture digram
ArchitectureDigram.jpg