

GenAI Labs

Portal Sprint | Show & Tell

June 2, 2025

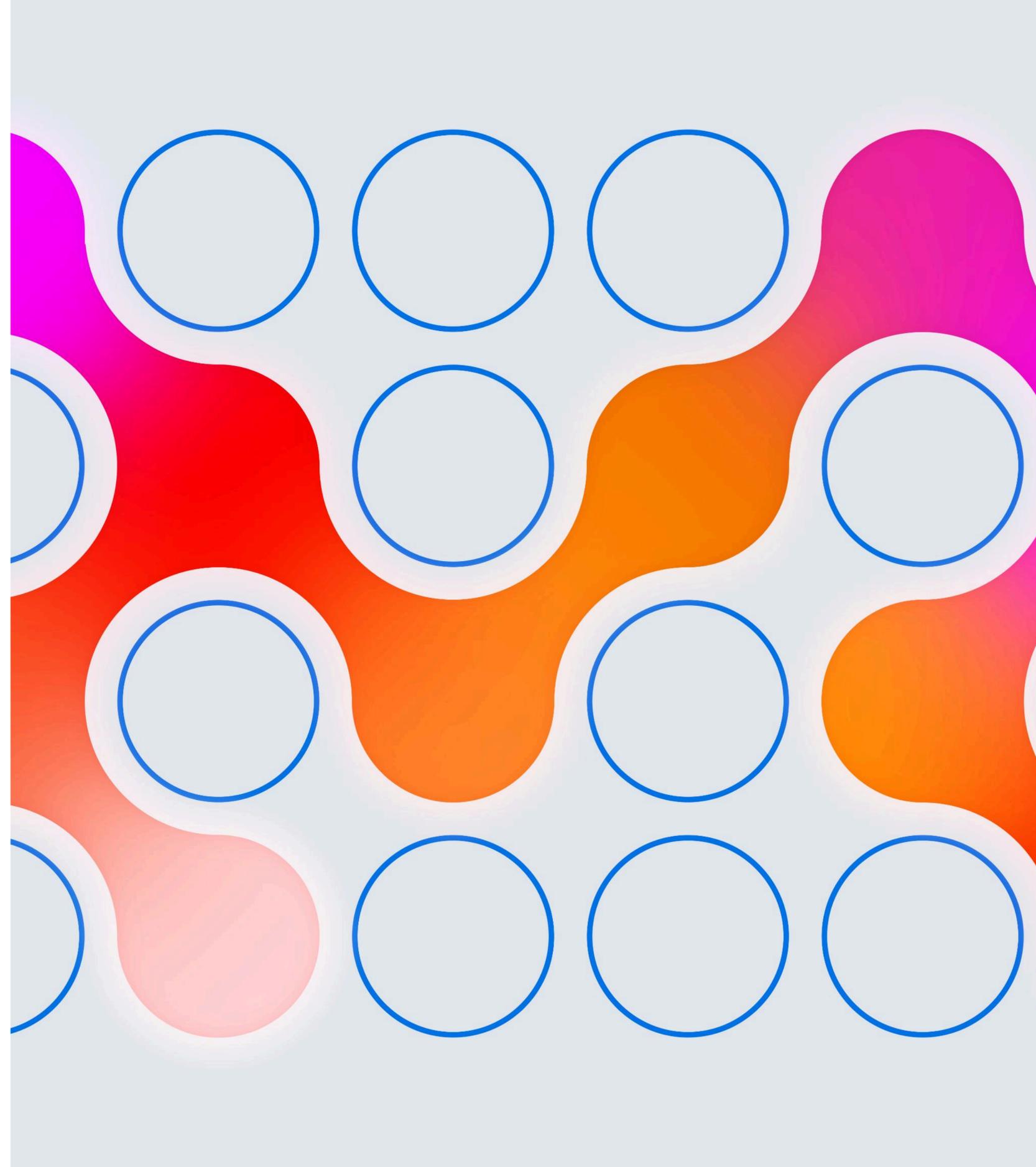
Agenda

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

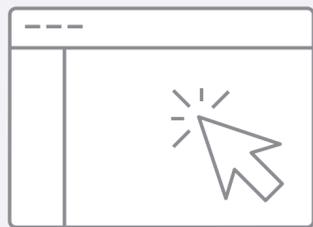
Epic

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.



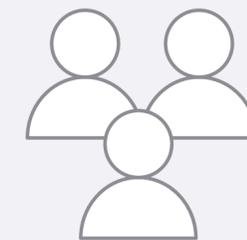
Deme detail page

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.



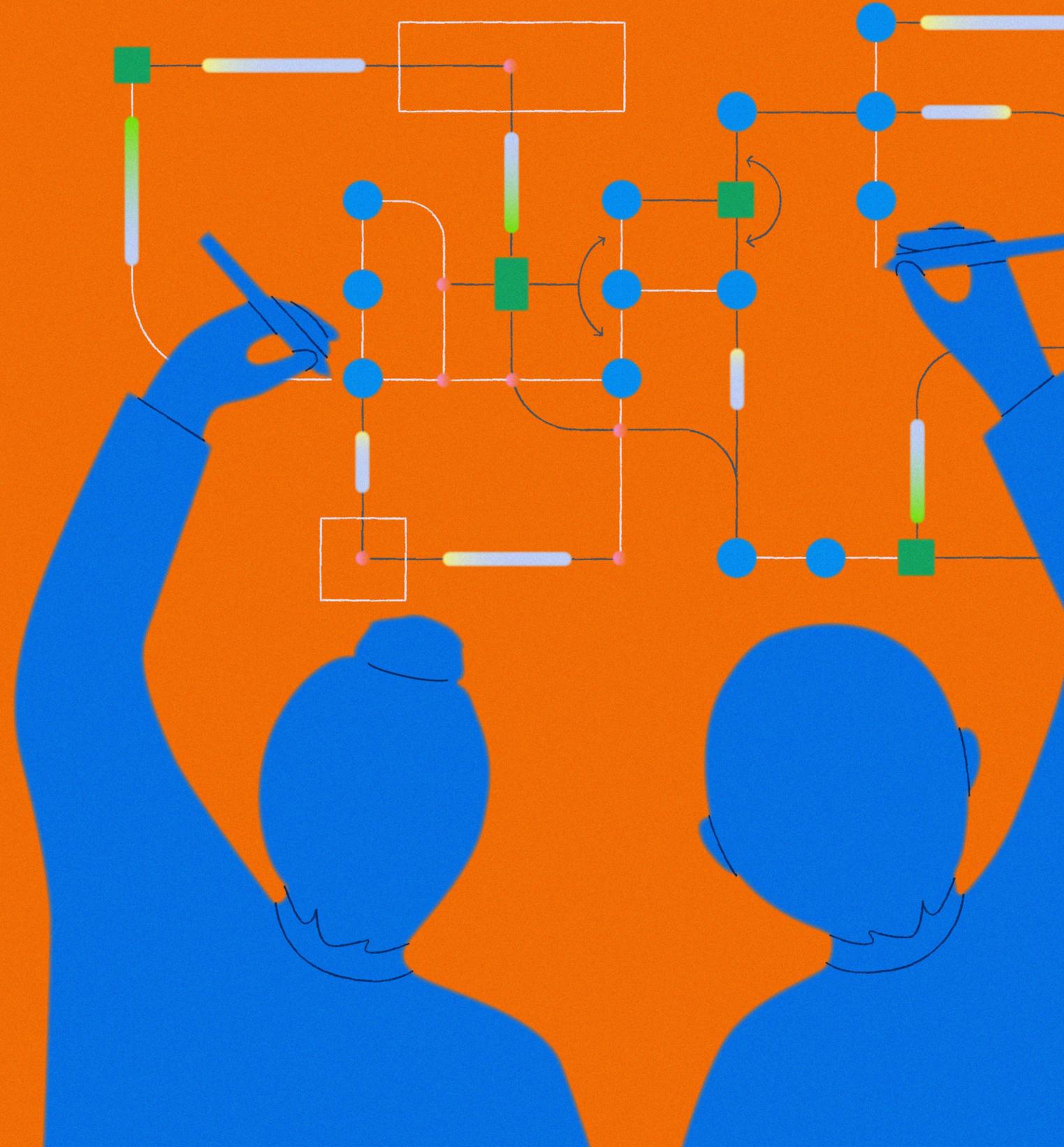
Eleven participants

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?

How might we...

- increase trust on the portal through the DDP? *Not comeback*
- better convey what addtl resources are avail? *these resources are allow to share with AWS customer.*
- communicate who owns a demo so our users can get help? *This is POC help me to remove blockers.*
- increase opportunity to tie back demo use to a customer oppt? *The importance of the Demo, validate the demo need to update content.*
- enforce consistency across the DDP for demo modalities *easy to digest.*
- better guide our users through the DDP and how to use the demo? *Highlight the importance.*
- enforce consistency across demo titles and descriptions? *visually clearer then help me make decision quickly*
- introduce use case to the DDP? *This is the language resonate to SA.*
- communicate target customer persona and tech depth? *Does the content match the customer*
- better organize DDP to suit the portal user needs? *I need the flexibility to organize content by myself.*
- utilize tags / give guidance for tags at the right level? *We want to the DDP as sample as possible.*
- surface new launches / highlight Model used? *I want need to cutting-edge Tech.*



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?
- 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

Better organize page layout

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

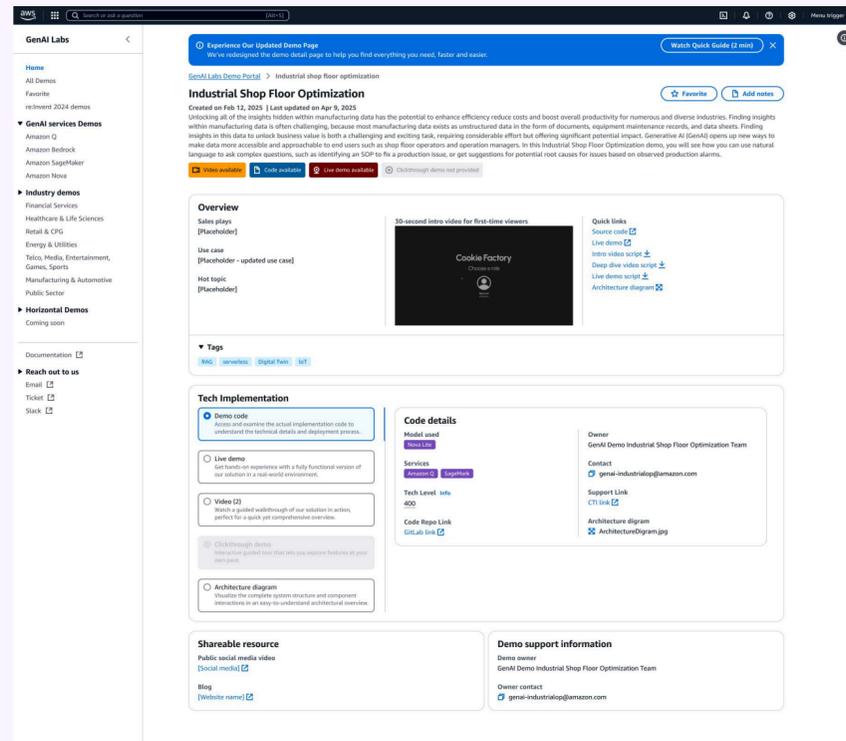
A/B tsting

Prototype A (Condensed Version) emphasizes a streamlined, easy-to-scan structure.

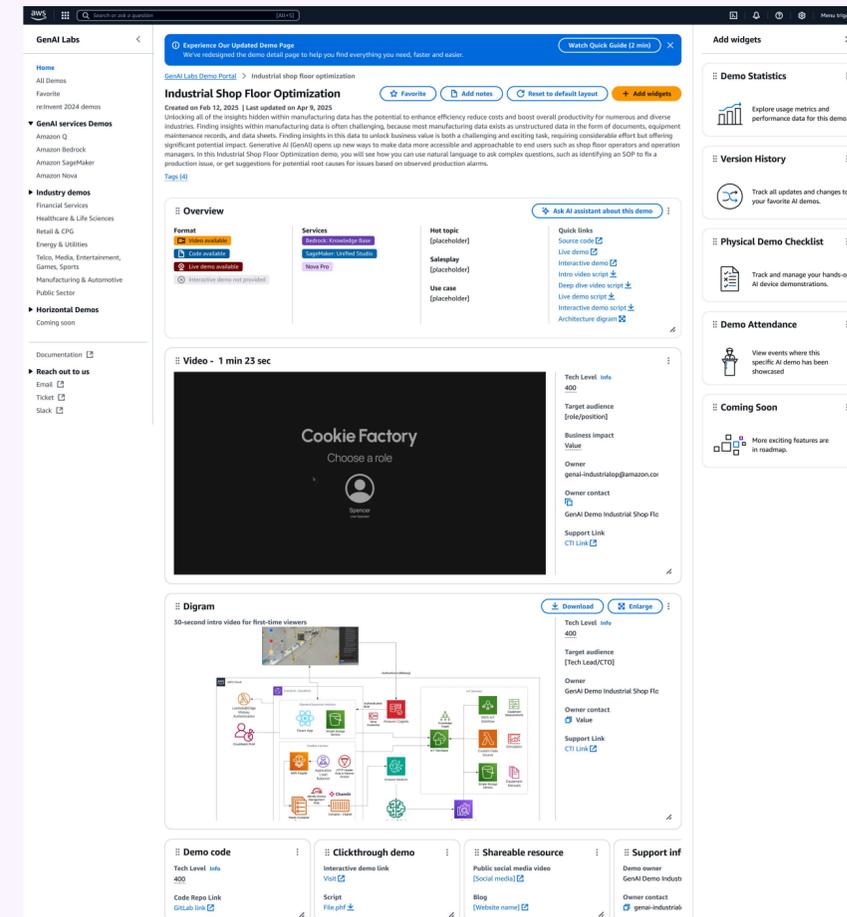
Prototype B (Flexible Version) offers customization and depth, giving users the flexibility to tailor the layout or surface the info most relevant to their specific customer use case.

Participants rated both (1–5) and shared feedback on content flow and improvements.

Prototype A (Condensed Version)



Prototype B (Flexible Version)



A/B tsting

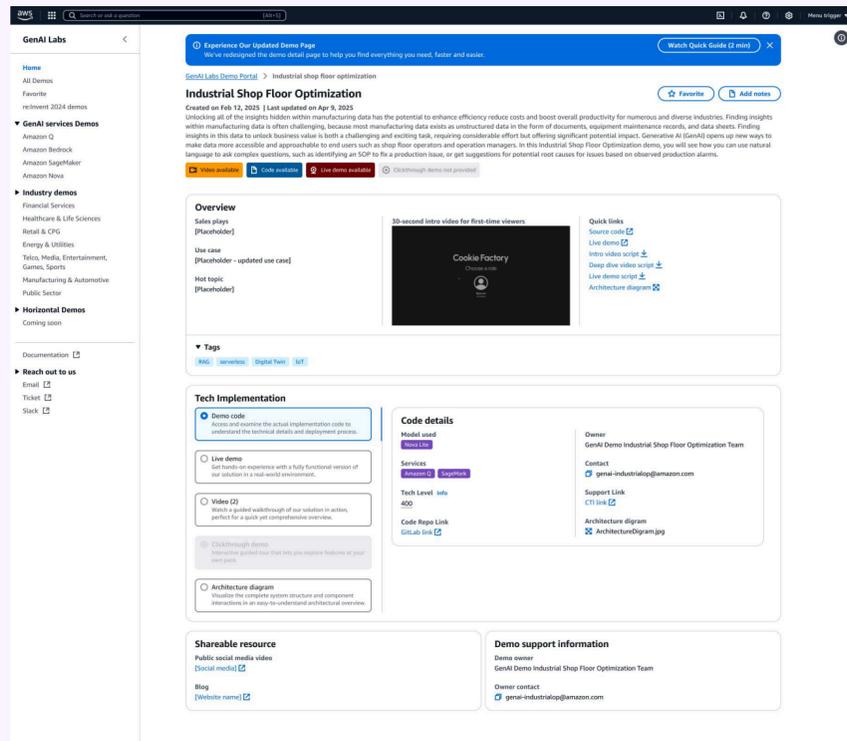
Prototype A (Condensed Version) emphasizes a streamlined, easy-to-scan structure.

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.

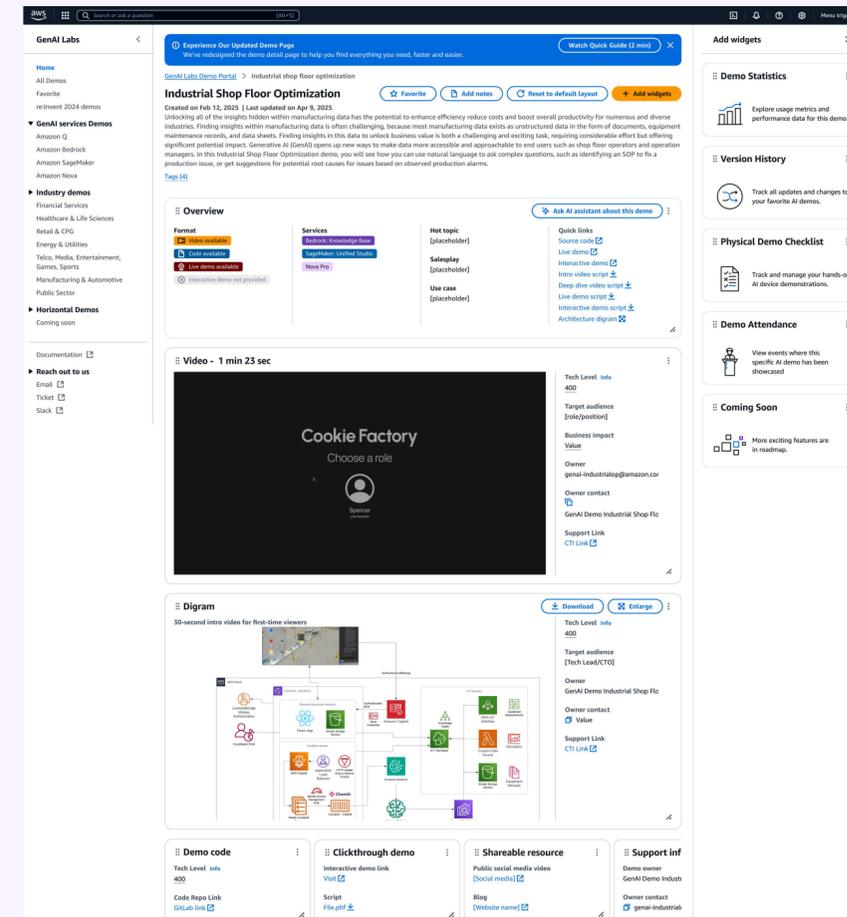
Prototype A (Condensed Version)

4.4 ★ ★ ★ ★ ☆



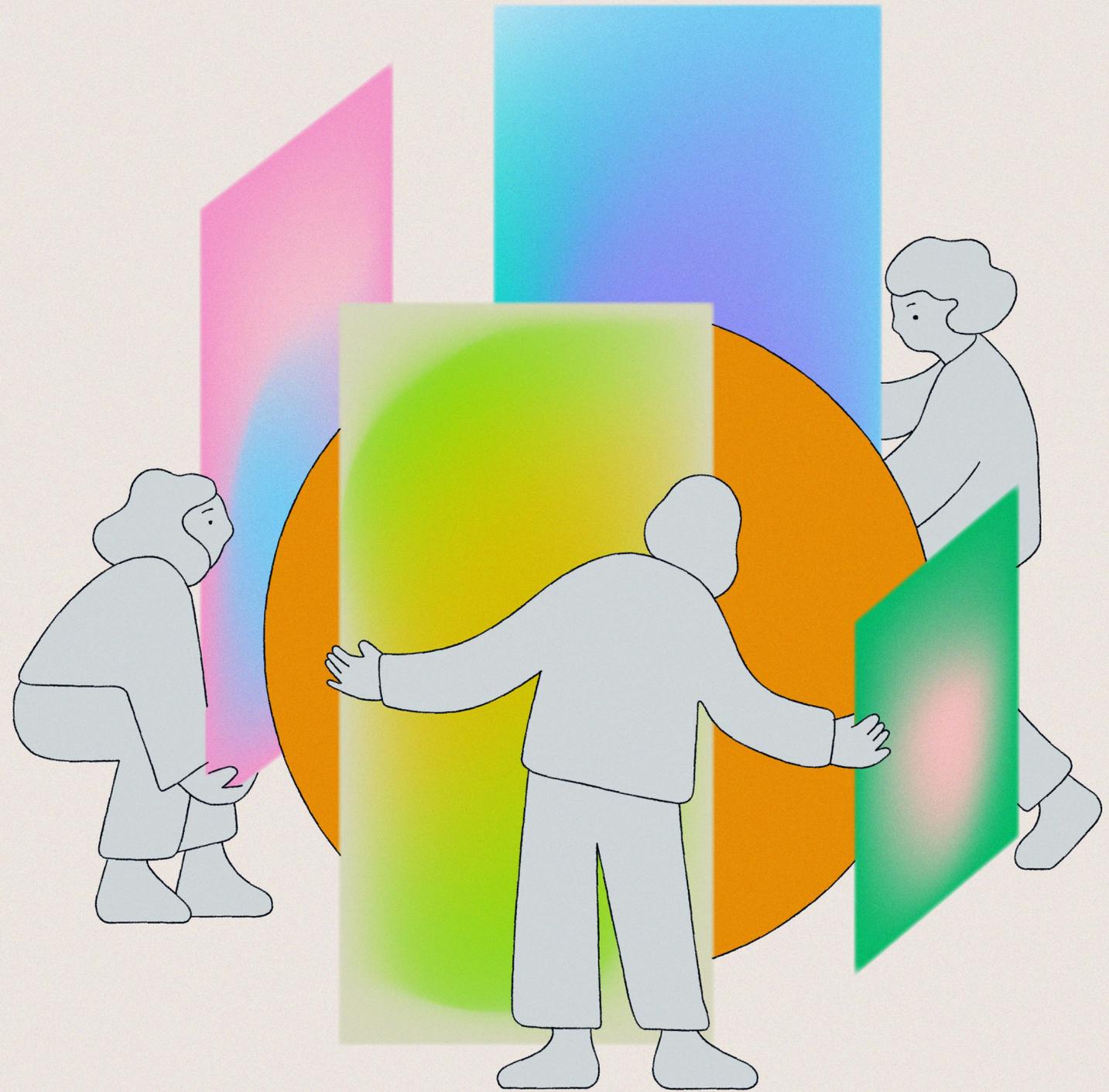
Prototype B (Flexible Version)

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 layout

Consistency

Trust

Intuitive guidance

Transparency

1

2

3

4

The screenshot shows the AWS GenAI Labs Demo Portal interface. At the top, there's a navigation bar with the AWS logo, a search bar, and utility icons. Below the navigation, a blue banner contains the title 'Experience Our Updated Demo Page' and a 'Watch Quick Guide (2 min)' button. The main content area is titled 'Industrial Shop Floor Optimization' and includes a breadcrumb trail 'GenAI Labs Demo Portal > Industrial shop floor optimization'. The page is divided into several sections: 1. Introduction: A blue banner with the title and a brief description. 2. Overview: A section with 'Sales plays', 'Use case', and 'Hot topic' placeholders, a '30-second intro video for first-time viewers' (labeled 'Cookie Factory'), and 'Quick links' for source code, live demo, and scripts. 3. Tech Implementation: A section with radio buttons for 'Demo code', 'Live demo', 'Video (2)', and 'Architecture diagram', each with a brief description. 4. Code details: A section with 'Model used' (Nova Lite), 'Services' (Amazon Q, SageMark), 'Tech Level' (400), and 'Code Repo Link' (GitLab link). 5. Support information: A section with 'Owner' (GenAI Demo Industrial Shop Floor Optimization Team), 'Contact' (genai-industrialop@amazon.com), and 'Support Link' (CTI link). 6. Shareable resource: A section with 'Public social media video' and 'Blog' links. 7. Demo support information: A section with 'Demo owner' and '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

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.

☆ Favorite

📄 Add notes

📺 Video available

📄 Code available

🎥 Live demo available

✖ Clickthrough demo not provided

1

- Final design

[GenAI Labs Demo Portal](#) > [\[industry name\]](#) > [\[subindustry\]](#) > [\[focus area\]](#) > [\[demo name\]](#)

[123456789022345678903234567890423456789052345678906234567890723456789082345678909]

☆ Favorite

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.

📄 Code available

📺 2 Videos available

🎥 Live demo available

📄 Click through available

2

3

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

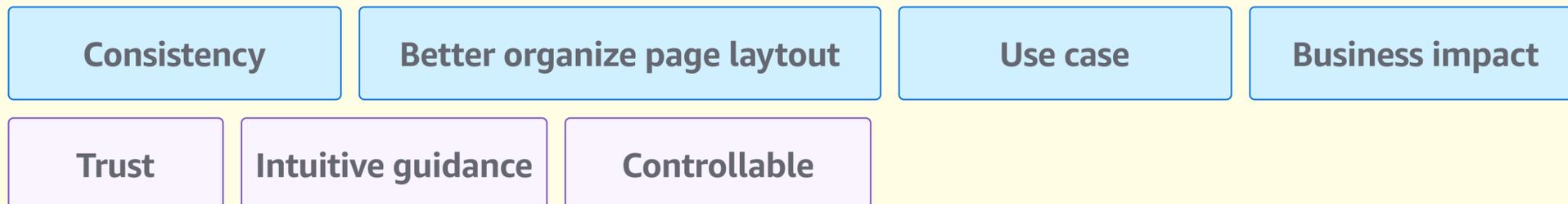
Direct access to key assets like code, architecture, scripts, and video content.

• Testing prototype

The screenshot shows a 'Testing prototype' overview section. It features a 'Tags' section with buttons for 'RAG', 'serverless', 'Digital Twin', and 'IoT'. The main content area is divided into three columns: 'Overview' with placeholders for 'Sales plays', 'Use case', and 'Hot topic'; a video player titled '30-second intro video for first-time viewers' showing a 'Cookie Factory' interface; and a 'Quick links' section with links for 'Source code', 'Live demo', 'Intro video script', 'Deep dive video script', 'Live demo script', and 'Architecture diagram'.

• Final design

The screenshot shows a 'Final design' overview section. A purple line with a circled '1' connects the 'Tags' section to the 'Final design' header. The 'Overview' section includes placeholders for 'Sales plays', 'Use case', 'Hot topic', and 'Business impact'. The video player is annotated with a circled '2' and the text '[video type] + [video title]'. The 'Quick links' section is annotated with a circled '3' and includes links for 'Source code', 'Architecture diagram', '[video type 1] URL', '[video type 2] URL', 'Live demo', 'Click though demo', 'Script', and 'Presentation'.



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.]

• Testing prototype

The screenshot shows a 'Tech Implementation' page with the following sections:

- Tech Implementation:** A list of options: Demo code (selected), Live demo, Video (2), Clickthrough demo, and Architecture diagram.
- Code details:** Model used (Nova Lite), Services (Amazon Q, SageMaker), Tech Level (400), and Code Repo Link (GitLab link).
- Owner:** GenAI Demo Industrial Shop Floor Optimization Team.
- Contact:** genai-industrialop@amazon.com.
- Support Link:** CTI link.
- Architecture diagram:** ArchitectureDiagram.jpg.

Numbered callouts: 1 points to the 'Architecture diagram' option in the Tech Implementation list; 2 points to the 'Live demo' option; 3 points to the 'Architecture diagram' link in the Code details section.

• Final design

The screenshot shows a 'Final design' page with the following sections:

- Details:** A list of options: Architecture diagram (selected), Demo code, Video (2), Live demo, and Click through demo.
- Architecture diagram:** A detailed AWS Cloud architecture diagram titled 'AI for Teaching & Learning Framework on AWS - Reference Architecture'. It includes components like GenAI UI Layer, Integration, Workflow and Orchestration Service, Feedback Service, Monitoring and Logging, Authentication service, Caching service, Data Management, RAG Service, AI Gateway, Prompt Management, Model Hub, Model Fine Tuning, and GenAI Evaluation.



Detail section

- Final design

Details

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

Architecture diagram

[Enlarge](#) [Download](#)

Model used
[Model name]:[Model version]

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

Details

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

Deployable code

Model used
[Model name]:[Model version]

Services Related to GenAI
[service1]:[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

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

[video type] : [video name]

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

Details

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

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

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

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](#)