GenAI Labs Demo Portal - Usability testing report - demo detail page
Round 1 (May 2025)

Purpose
This round of usability testing focuses on the **demo detail page** of the GenAI Labs Demo Portal. We aim to evaluate and compare two different design directions to understand how well they help presenters locate key information, complete intended tasks, and improve overall usability. The findings will guide future iterations and support prioritization for design decisions.

Participants
We conducted usability testing sessions with 11 participants in total. Among them, 6 were from the GenAI Labs internal team, and 5 were external solution architects (SAs) from various business teams.
Special thanks to our internal participants for offering not only feedback from a presenter's perspective but also valuable insights from a demo builder's point of view. Their input helped us better understand how builders expect to communicate demo context and value to presenters.

Procedure
1. Prototype A
    a. Assess the overall structure and whether the page clearly communicates key demo information.
    b. Review the top section and evaluate comprehension of the new demo format tags.
    c. Navigate through the Overview section, including:
        i. Key sales information
        ii. Quick introduction video
        iii. Quick links
    d. Evaluate the Demo Detail section, including format and associated metadata.
    e. Review the Customer-facing content and Demo Support information at the bottom of the page.
2. Prototype B
    a. Evaluate structural changes compared to A:
        i. Demo format cards are moved into the Overview section
        ii. The quick video is replaced by Service metadata
        iii. The condensed layout from A is replaced with a customizable format layout
        iv. A new AI Assistant toggle feature is introduced

b. Additional adjustments to layout, metadata groupings, and flexibility were explored.

At the end of each session, all participants were asked to rate both prototypes on a 1–5 scale. For Prototype A, we also asked what changes would be needed to bring it to a 5-star experience. Additionally, when time allowed, participants were invited to share feedback on the Release Notes section — though not all sessions included this question due to time constraints.

Test Scope

This round of usability testing focused on the **Demo Detail Page** of the GenAI Labs Demo Portal. The goal was to evaluate which types of information on this page help solution architects quickly decide whether a demo is relevant and worth using.

Other parts of the portal, such as the **search results page** or broader discoverability flows, were **not** included in this testing scope.

Findings

	A	Feature Description / Design feature	Prototype A screen shot	Prototype A feedback	Prototype B screenshot	Prototype B feedback	Workshop trace
1	1	New demo format layout		11 of 11 succssfully point out which format are available, and 3 of 11 think these are buttons and clickable.		1 of 11 participant think this design is slider clearer than prototype A, since there is a title. 3 of 11 pervious thought buttons now believe these are tags	

2	2	Overview section layout		9 of 11 participants felt the overview section was well-organized and visually clear, helping them quickly understand what the demo includes. This matched their expectations for how demo information should be structured. However, 3 participants noted that certain elements appeared redundant or repeated elsewhere on the page.		-	
3	2.1	tags		-		-	

| 4 | 2.2 | Service tag placement | - | 11 of 11 participants saw value in having service tags available, as they help quickly identify the technologies involved in the demo. However, 2 of 11 provides that there was feedback on visual consistency— some testers suggested consolidating tag colors or styles to reduce visual noise. Beyond appearance, 5 of 11 calimed that a key request was for deeper detail behind the tags. Participants wanted to know more than just the service name—for example, the specific model version of an LLM or the product tier of an AWS service used. This reflects a desire for more technical clarity and transparency, especially for those evaluating the demo's fit for a customer use case. In summary, service tags were viewed as useful but could be improved by standardizing presentation and making tag data | Same as A | - | |

| 5 | 2.3 | Sales play column | | 9 of 11 participants generally found the Sales Play column valuable, especially for aligning demos with known field programs, use cases, and customer conversations. Many saw this section as a helpful reference point for understanding the demo's purpose, target audience, and business relevance. The use case field was consistently viewed as the most helpful piece of this section, giving users a clear sense of where and how the demo applies. Several participants appreciated how this column helps ensure alignment between builders and field teams and suggested it could act as a "forcing function" to strengthen that connection. Feedback around the Hot Topic field was more mixed. Some participants were unclear on what it represented, how it differed from tags or use cases, and whether it added unique value. A few | same as A | - | |

6	2.4	Introduction video integration			-	-	

| 7 | 2.5 | Quick links section | | 9 of 11 participants found the quick links highly valuable, calling them easy to find, efficient to use, and a major improvement in terms of navigation. Several noted that their attention was immediately drawn to the section and appreciated having key assets surfaced in one place. However, 3 participants also raised concerns about **redundancy**, noting that many of the linked assets appeared elsewhere on the page or in different formats. This overlap led to some confusion around when and where each link should be used. 4 participants mentioned that the terminology used for the links — particularly those related to "scripts" — was unclear. For example, it was not always obvious whether a "script" referred to a video transcript, a deck, or a presentation. There was a desire for more precise labeling (e.g., "deck," "transcript," | Same as A | - | |

| 8 | 3 | Demo details layout: condensed vs. flexible | - | - | | - | - | |

| 9 | 3.1 | Demo code presentation | | 8 of 11 participants emphasized the importance of having access to demo code, viewing it as a critical element for understanding and implementing the demo. However, several noted that the current presentation was scattered — with the code appearing in multiple places (e.g., source code, demo code, live demo links) across different layouts. This led to confusion and a desire for more consistency. 5 participants suggested consolidating the locations or reordering elements so that the core demo is surfaced more clearly. 6 participants highlighted the value of the technical complexity tag (e.g., "Level 400"), particularly as a signal for audience fit. However, most of them (4 out of 6) requested that definitions for these levels be provided, as the meaning was not immediately clear. One participant | | - | |

| 1 0 | 3. 2 | Live demo | | 7 of 11 participants found the live demo valuable as a way to understand the demo's functionality and validate its technical complexity. They viewed it as an important tool for adapting their presentation based on audience type — for example, only showing the front end to business users, while walking through backend logic with technical stakeholders. 5 participants emphasized that different modalities serve different personas, and the live demo should clearly indicate who it's best suited for. There was a shared understanding that the target audience for a live demo may not be the same as for a video, code, or script, and that tailoring the experience to persona is key to effectiveness. 3 participants expressed confusion around the distinction between live demo and interactive demo, saying the terminology wasn't | - | - | |

1 1	3. 3	Video demo		8 of 11 participants appreciated having video demos available, especially the structure of having two videos: one for executive overview and one for technical deep dive. They agreed this split serves different audiences well — business users benefit from a high-level value proposition, while technical viewers prefer detailed implementation and workflow explanations. However, 4 participants mentioned that the difference between the two videos was not immediately clear. They recommended labeling or introducing clearer transitions or breakpoints in the video, such as "introduction," "scenario," "solution," or "target persona," to improve comprehension and navigation. 3 participants raised minor confusion around the layout and iconography — for		-	

1 2	3. 4	Clickthrough demo		All 11 participants were able to tell that the clickthrough demo was not available, which aligned with the demo format availability indicators.	-		
1 3	3. 5	Architecture diagram placement		Due to session time limits, only 3 of 11 participants provided feedback on the diagram section. Among those who did, all expressed a preference for having a clear architecture diagram early in the page, as it helps establish technical context. One participant attempted to enlarge the diagram but found the feature unresponsive. Another suggested the diagram should precede other technical assets like demo code to help users understand deployment before diving into details.		Same as A	

| 14 | 4 | Shareable resources section | | Due to session time limits, only 4 of 11 participants provided feedback on the sharable resource section. Those who did generally found it helpful, especially when it included external content like blog posts. One participant noted that blogs could be particularly useful for Solution Architects. Others felt that placing the section at the bottom of the page was appropriate and aligned with its purpose as a supplementary resource. | | - | |

| 1 5 | 5 | Demo support contact information | | Due to session time limits, only 2 of 11 participants provided direct feedback on the support section. Both felt that its placement at the bottom of the page was appropriate and didn't see a need to move it higher. One participant suggested enhancing the utility of the section by enabling quick access to assets for reuse— such as generating shareable versions for social media or downloading modified versions. Additionally, feedback from earlier sections (e.g., demo code, live demo, and clickthrough demo) included related suggestions about support visibility, such as preferring a named contact alongside distribution lists for urgent assistance. This indicates a broader need for clear, accessible support options regardless of where they appear. | | - | |

1 6	6	Customized layout mode	-	-		7 of 11 participants found the add widgets feature confusing or unclear, particularly for first-time users. They were unsure about the purpose of the widgets, what would appear after clicking, and whether they were relevant to their use cases. Some asked for clearer descriptions or prompts to explain the value and function of the widgets. 3 participants appreciated the flexibility the feature offers, especially for power users who want to tailor the page to their needs. However, even among this group, there was concern that too much control was being handed to the user without enough guidance. 2 participants	

| 17 | 6.1 | Other widgets | - | - | - | **Demo Statistics** 5 of 11 participants expressed mixed interest in demo statistics. Some found it helpful for understanding how a demo is used, especially from a team or strategic planning perspective. However, others felt it was less relevant to individual contributors or sales specialists. A few participants suggested that the statistics could be accessible in a separate area rather than needing to be added as a widget. One participant noted that with a favorite button already present, making the statistics widget customizable felt redundant

Version History 3 of 11 | |

1 8	7	AI assistant feature	-	-		6 of 11 participants shared feedback on the AI Assistant, and overall response was positive, with several participants describing it as a standout or exciting feature. The most common use case described was using the assistant to help discover relevant demos based on upcoming meetings, industries, or customer needs —especially at the search or navigation stage, before even landing on a demo detail page. 4 participants imagined the assistant as a knowledge layer over the demo detail content, capable of answering questions about architecture, implementation details, service versions, or	

19	8	Overall impressions and feedback		4.4		3.6	

Open Questions
1. where is the rescue of the sales plays? which team owns this information?
2. What is the rule we create hot topics? How could we maintain these?
3. The survey modal is really disattract for interactive experience, how sohould we handle it in a better way.

Appendix (6 files)
Table 1 - Interview details

Topic	P1-AA	P2-AJ	P3-AL	P4_BR	P5_JO	P6_KE	P7_NI	P8_NO	P9_PR	P10_RY	P11_TA

1	Prototype A overall	ompared to the original page, it, it's first off, I think a lot cleaner... this is a huge improvement to what we have in place right now.				There there is one difference with the current page which is I don't get the pop up, uh, the purpose pop up for, for my visit. Um, I like that. I think I had mentioned it in my past conversation, so that's uh in my opinion, an improvement.			so my initial impression of this page is that um it's giving me an overview of what the demo is and what assets are available. have the opportunity to **favor it** so that I'm assuming I can access more easily this demo so that I don't have to search for it if it's one that I visit frequently.when I	I would say I feel like it looks a lot more professional, and it looks a lot more like an AWS page than it did before. Um, before the, um, the detail demo detail page did not necessarily feel like it was part of AWS, um,	So, you've kind of come into the page, it talks about uh updated design, oh, OK, there's like a guide, so I guess like this is gonna a take me through a click through, uh, to take	since I've seen the portal, uh, this seems very much like a PDP like a product description page, um, an

2	n o ti fi c a ti o n		this is uh like a banner to identify that this is the new experien ce.								
3	b re a d cr u m b s		I think the use case, the sales place, uh, you're already in the industry. I mean when you get to the industrial shop for optimiza tion, it's the result of being maybe in the manufact uring, automoti ve or some other,								

4 Prototype ADemo format	We have video available, code is available, live demos available, and the click through demos not provided here. This is awesome being able to see this at a glance. I mean, it just kind of felt like those might be buttons,	But then what I find very interesting is this, uh, what, what grabs my attention right away is this like the title and this uh summary and this like buttons, ...this is very Friendly to understand.	there's 3.Get the code and build it yourself. You can use the live demo, which is an application, I think, and then a video of someone giving the demo.	(first to the video, and think it is clickable) available, code available, live demo available.I think that's helpful because I know that this obviously will indicate that I can watch a video of it, or can get access to	I would say there's 3.it didn't catch my attention, but you guided me towards it. Now, uh, it is clear. However, probably the text, the, the paragraph kind of caught more my attention, so I went straight to the video which is the, the most visual	I'm gonna say buttons because they're not called tags, and there's tags else where on the screen.Presumably it scrolls way down here(condensed card section) Because it's(click through)	video available, live demo available, this is helpful. At least it gives you a visibility on where we have video, where we have live demo, and where we have code available.	So, obviously here we have a video, we have code, and we have a live demo available, but not a click through demo.	maybe some of these colors like video available orange, live demo available red, uh, could reflect um AWS themes, and I, I think this does, um, but yeah, just to kind of click through this, uh, uh, you know,	these aren't clickable, but I guess that was my first thing I just tried to do(click), like, I, since I saw video available and there was color, I tried to click on it and I thought it would	Anything red and yellow means that something is wrong. So for me, uh, that's how was as a developer ha

5	Demodate	This is great. Like being able to see it here is amazing. I, that is actually what reminded me of the ask of the search page, yet not related to this.										

| 6 | Release notes | | | I think it's a good idea. I think that You could follow kind of how a GitHub project does that, like, cause basically this is You know, It's kind of like a GitHub proj | - | - | - | - | - | - | - | - |

7	Favorate	I assume like individual users as they go onto the Gen AI demo portal, they can favorite certain things and then maybe if I go to like I know it's not available right now through this, but if I was to go to the search functionality for all demos, maybe I can just click on my favoriteed ones.	-	-	-	-	-	-	-	-	-	

8	Add notes feature	that's interesting. Um, one thing that would be awesome.			obviously, if I'm like, presenting this to a customer, usually like my customers won't see this landing page, they'll just see like the actual demo when it's loaded and ready to go. Um, so yeah, if, if like the notes could	the favorite button, I, I understand what it does, so it's gonna uh help me bookmark it. That's very nice because yeah, otherwise I, I, I have to go back to, to square one every time I, or well I bookmark them but, but I it's best if I have my favorit				-	even like the adding notes, like, I mean this is me personally, usually like I might have like a note pad, uh, like or like a text file and like I, I, I'd like to keep track of bookmarks and	I don't know what this does.

| 9 | Salesplays colcum | I like we have the sales places so that we can highlight different um worldwide sales plays that are available...So I think like some like I I know for like the sales places, the use cases that would be like work like working with my team, right? And in many ways to establish, hey, that this demo is aligned to this sales play and | I think this, this works at at least for me, I think it really works.I would use like these these two assets like uh Wisdom or Highspot,...this type of link in in highspot or wisdom ...or wiki page.

Hot topic: not sure | so this is prob ably gonn a go to high spot. what ever we'r e usin g now, whe re we store the sales plays . it coul d be mul tiple, right ? Ther e shou ld be mor e, coul d be mor e than one. | I like use case. I think that's good. Sales plays.

Yeah, cause those woul d prob ably be store d in high Spot, like wher e the sales plays are, so mayb e like a link... ..you could put like IDP sales play or some thing | it's best to have everyt hing in one place. So I like it very much actuall y.So Sale plays would be a deck or some sort of visual materi al that I can present to customers. | I think the sales play, use case, hot topic, targe t audi ence, busin ess impa ct, all of thos e thing s.Fall into the same over view categ ory as the descr iptio n itself. | I mean, is it like it's a hot topic or not based on variou s custo mer discus sions or based on the requir emen ts from custo mers? So will indica te wheth er it's a hot topic. ... The use case is same as title. .. .but as I | Not sure where are these info from. | (first go to here)I imme diatel y on scree n get acces s to all the overvi ew, all the links, all the tags.t here's much more infor matio n and it's much better conso lidate d, | if I'm like an SA in the field, not on our team, this woul d be helpf ul for me, or like, I kno w what cust ome rs I can um sho w this to or like, . ..I kno w right now the proc ess, in the proc | So over view is lik e so me bod y wh o do es n't wa nt to re ad to o m uc h bu t wa nt to se e stu ff vis ual ly, I thi nk |

10	Prototype A intro video	in the past, when we've gone to the GenII demo portal, I know this overview, feels like it's much bigger and this video takes up a lot more of the screen. So, I really like having this ... it's nice and small,	this took a while to to load the 3D model, and then you like have to walk through and understand what, what was the demo about. So I think 32nd intro is great for having a quick video, it's, it's a great asset here.	(First go here)I would probably want to see the video to know what this demo is about... I like the 32nd being there, that kind of just gives you the gist of it.	like showing like a high level view of like what the demo can provide. Um, like what the demo will step through, which I think is helpful, so I can expand this and like look at it and see if this is like kind	(first go to here) So, and the demo is playing autoplay since I, I come in. That's nice. So it's like um like a brief intro to this particular demo,. ... I would go straight to it to probably use it to show it to a customer like that would be, I'm used to video	Maybe you have different tabs. Maybe you have like, maybe you start on an intro tab and that intro tab has the intro video, like it's already brought up, like you're on that, on that tab whe			this is interesting. I have not seen an intro video in any of the demos that we've done.		I really like this 32nd video thingy, superb this idea so that whoever is not reading or attending a call or

11	Quick links	having these quick links here is huge. It's really easy to see and my attention goes immediately to there, so I like that quite a bit...Love these quick links. That might be the best part about it. Just having it all right here is pretty phenomenal.	it's the full information for me, I will use everything, navigation styles of different people around the world, so I think that works.	it's repeated, right? Like the those things are available somewhere else in the page or not? As a demo owner, I'm looking at this going, that's a lot of things for me to	I don't know the difference between the quick links and this part, implementation. I already have my demo link, you know. This one seems a bit redundant, quick links here, and then	Not sure exactly what I'm gonna find there. So on the source code part, I am certain that it's gonna be code that I don't know, to deploy on as uh I don't know, cloud formation or I don't know, whatever form, but code for, for sure. Live demo I	These links repeat in three places.	So this is good to include this and these are the links which I think were not the last time.....These are helpful because I'll tell you what happened initially when I looked into this. So I mean this was good because I		You have all the assets very clearly explained over here, and then it's easy to actually click through these implementations of these assets. Um, so I think the organization is a lot better. I think the fact that	Yeah, it's a I think there's a lot of scripts, it gets a little overwhelming,	I would definitely view with these quick links. These are all actions, so I will 100%, you know, view some

1 2	P r o t o ty p e A C o n d e n s e d c ar d d e si g n	So then I have the live demo where I can go and click on that link. OK, cool. Video, oh, I actually get the video here, that's really nice. And then architecture diagram. OK, very good, very good. And then the click through demo is grayed out because we don't have one available, that makes sense. I'm not	I will go if I had to do the drill down or the deep dive, I will click and open in in my browser each of these tabs, and then I will do this and click all of these tabs, and then I will do like control tab to go through through all those assets, you know what I mean? I, I think I will have maybe duplicate tabs, but for me it works.	I woul d put that code last beca use it's prob ably whe n I'm comi ng in here , I prob ably want to give a dem o. most likely , in term s of like fastn ess, the thin g that I need the	I also like this comp onen t wher e it soun ds like you can just kind of click and load. The, um, like you can launc h it whet her you'r e doing a demo of the code, the live demo or the video , um,	it's more visual and it's clearer what I'm getting ... So the inform ation is very clearly stated and I unders tand what I'm getting here.				That might be helpf ul becau se these do look like butto ns right now. So just being able to click this and then that would navig ate to here, for exam ple, would be cool, I think, um, and then espec ially cause then		

13	Prototype A demo code	This is fource	like in the demo code, there is a tag level 4 100, what do you think that is for? Yeah, I, I think this is aligned with our Uh, complexity level	I'm happy to see the model information. You might even want to include the version. Of the model as well. Downstream resources. So this is also clearly internally facing this page	if you have the definitions in the info of what the levels mean. I also would say that these aren't really to me. Code details as much as architecture details. Bedrock is so big. And there's so many	the, well, audience will be different. There will be like, for example, here on the demo code, well probably the code is not the best example, but you say it's a 400 tech level, so it's not an easy deployment, so it's just for, for experts, whereas I don't know,	Code available, you got code available. You got source code, you've got demo code again in three separate spots in different, you know, horizontal, vertical and like layouts,	And everybody relies on each other to respond because of the busy schedules. Hence, is it possible to give one single owner name apart from this deal? Of course, you know, not one person can manage all the queries,		-	use services, but I feel like, I feel like this could be summarized somehow above, like in tags or something.	And then there is a demo code here. Um, so I, I, I definitely see, uh, there are too many places for

| 14 | Prototype Alive demo | This go frist | Do you think that will also help you to understand how things going here? Yes, I think this works also for What I was mentioning, maybe if you have | | - | I guess for the live demo it's gonna be the same like some technologies or some services are gonna be more relevant for more technical users, whereas others are gonna be more relevant for business users and for example, the conversation you're | The target audience for the live demo is going to be different than the target audience for a video, right? Like and the target audience for the demo code is going to be different than | it'll help you to validate your understanding of level 400, so, uh, I mean it may be level 400, but I may not really show the entire demo, and that's what I did, uh, because in our demos we cover uh the back end part of it | The person that is going to be building this, I do not think is the target persona because then our target persona for every single demo is the same because it will always be a developer. It will never be, it will never be a business owner. It will never be sales or marketing. It will never be somebody in finance. | So one thing I would say is that in the live demos, you have the target audience in Business Impact. Not sure if the target audience in Business Impact should maybe go up here somewhere, instead of within the live | I know right now when we build the demos, we're giving, we're creating a script for how you might want to present it, but like if I were an essay in the field, or like even | Yeah, so, uh, I, for a first time user, I'm confused a little bit on live demo and an interactive demo be |

15	Prototype A video card	This is second I mean, now that you mentioned it, it, yeah, it's, it should be easy to see, um. (2.41%) I didn't initially think that you met 2 videos, the 2 there. I'm not sure what I thought.	Um, for first time viewers, that, that's great, but, uh, for, for me for some type of events or situations you can split like the input or the context of the demo and then the specific use case services part of the demo because here you have the inroal factory and it's related with IOT and streaming data and having sensors on the	what's in the script? I would think it would be instructions on What to click on and how to deliver the demo and what the key points are that you need to cover.	how many videos do you think we provided for this demo? 2. ... I think it's 2 is good. The first one is kind of also the executive overview. Right, it should capture the value propositio	So could you tell what is the difference between these two videos then? So duration	I wouldn't call this tech implementation, I would call this demo because the video is not a technical implementation, it's just a video demo, um, so just call it the demo. And then you,	(Tell the difference between these two vidoes clearly)			I guess the main video and then like code available, if it is, it's click click if it's a clickable button and it takes me to the Gitlab or whatever, and then have the buttons grayed out for	I think what the demo does and what it's its impact, how it could be positioned into a, into a different sales

16	Prototype A interactive demo	This is the third				-	-		. I like that this is grayed out so that I know that normally, or like at least with some demos, I should have the option to click through and that on this one, it's just not enabled, or not available.			

17	Prototype A Diagram	This is the last		I would prefer this, and I would prefer to just see this and then get it from here, and I would also have to do this. I'm clicking on the enlarge button but um which is see		-	-	you can start with architecture diagram and then, uh, maybe demo code could be the last because somebody would want to know how something is being deployed.				-

| 18 | Share a resource | that's perfectly fine being down there. | - | | think if there's an associated like external content, that's great. | - | - | - | For blog, I think that the blog is perhaps useful for the If I'm a solution architect | - | - | Yes, this will help. |

| 19 | demo support | that's perfectly fine being down there. ... I think this is absolutely the right place for it. Like, we, we don't necessarily need this information up top, in my opinion. Mhm. The only thing that I would maybe say is | I don't know which slack channel, but there are like

Sometimes you receive like this is like the post, modify this, download this uh asset. So if you right away click this and you can create the the like the printing or the copying like the like copies for social media, that would be great. | - | - | - | - | - | - | - | - | - |
|---|---|---|---|---|---|---|---|---|---|---|---|

20	Prototype B # of video	Got it, 2										

| 21 | Prototype B Remove first video | I'm not sure we want users to be able to do that. | It's great, but I want to know how to biring this back | | o like add or remove widgets or views, that would be kind of um cool if I want to like save it for later. Like, if I'm preparing to present to my customer, and I know that I'm gonna show like this video, just | | I don't think we should let users customize the page at all. Like that just, you know, opens up a world of additional complexity for implementing in question, like, and the ability to remove revie | It's good feature. it's good to have, as I said, right, it's not must have one | | It's really cool to be able to remove widgets, add widgets and stuff from a technical perspective. For as an essay, the moving widgets around removing widgets, adding widgets, I would be like interesting. | I think it's the the tags there is a little, there's a lot of colors and stuff going on here, format and services. Um, I don't know, I feel like a lot of these could be combined as tags, | |

2 2	A d d w id g et o v e r al l	This is a little confusing, maybe for like heavy user like me. This could be more helpful or somebody that's really consistently using this, but as a first time user. I would find this to be a little bit confusing. Too much flexibility on the user's end, um, to and reliance on them to set up.	But I don't know if that's that would get back my full video, but I think it makes sense if you are presenting with a customer that well for, for, you know, industrial use cases we have this demo and we have decided assets. What do you think this works? It is using these services we have like these assets for you or for your customer	Wha t are the widg ets? (afte r click the "add widg ets " butt on, OK, this is grea t. excit ed abou t the widg ets. I want cont rol, so, but, OK, let me look at the rest of it. Yeah , but I don' t	I don't know if it's intui tive that I woul d like add a widg et. Un less there 's some thing in the descr iption that says, like, in bold, like, if you want more like data or what ever the verbi age is, like, more data arou nd		I think that make s sens e. Like, is it as its own cont ainer , right ? You have an over view cont ainer , a dem o cont ainer with like all the differ ent mod alitie s and then a statis tics cont ainer . I	Uh, and, and for exam ple, the servic es, right? Uh, if I don't go to demo code, I would not know servic es model used. So, but in this one, on the top itself you get to know everyt hing, right?	I think all of this is very interesti ng. I feel like I might think it's cooler from a, I think this looks cool, and I think in terms of like, I, I find the like, Um, board compon ents, compon ent library, kind of complica ted, and I'm impress ed that you guys impleme nted in a way that really looks nice. I don't know	I got, there' s a video here, there' s a video here, there' s a diagra m here, and then on the botto m there' s all these widge ts that are very small. Then the demo code, I, you know, barel y get, you know, infor matio n to versu		

| 23 | AI assistant | I even think at like the search level, maybe even one step back, that's where I think this AI assistant might actually be even more helpful, like, hey, I have a meeting coming up with a healthcare customer that cares about document processing. What sorts of demos do we have that are could be helpful? Like, | I think the first that grabbed my attention was this one. AI assistant. Could be like uh like the transcripts of of these slides and whatever the, the guy who is doing voiceover of the demo and explaining the demo would be, would you, will have been a transcript and text. With uh maybe synthetic data for the | I hope that I could ask questions about the architecture., I could ask about any of the information that's available on this page.Maybe more detailed information abou | that's a cool feature, just like ask questions if you have any | - | - | And then ask your agent about this demo. I mean, amazing, and that's what everybody's looking for, right, asking some questions | - | - | - | - |

| 2 4 | D e m o st a ti s ti cs | - | - | I wan na see the stati stics. | | this is interes ting if I want to unders tand, yeah, how this demo is being used. Probab ly that would n't be interes ting for me as an individ ual contrib utor, um, maybe for go to market special ists or other profile s, it would, but for a sales special ist that's not | That' s very impo rtant . You alrea dy have a favor ite butto n here, so I don't think you need that widg et, you know , custo miza ble. | - | I think is interesti ng to our team. If it's interesti ng to other teams, maybe, maybe not. I could see theoreti cally them. | Demo statis tics, versio n histor y, all this kind of stuff, mayb e reflec ted either some wher e in the page or on the side over here, and I can just click into it. I would n't neces sarily care about the fact that I could take | | |

25	Version history	-	-	-	-	interested about that either, about the version history. I would just check the latest version, to be honest.	OK, so a couple, a couple of initial thoughts here with this new, this new trick you've pulled, um, version history. Assuming that we have a version history, I think the version history woul	-				

2 6	P h y si c al d e m o c h e c kl is t	-	-	-	-	-	-	-				
2 7	D e m o a tt e n d a n c e	-	-	-	-	-	-	-				

28	upcoming event/ coming soon	-	-	-	-	Window to the product roadmap, that would be amazing because otherwise it's like, you know, a, a quest understanding the roadmap for, for each single service.	-	-				

| 29 | Prototype A rating | 4 or 5 To make it 5, title of "Tech implementation" | 4 | 4, to make it 5, as a builder, I want there is an Edit button | 4 of 5, to make it 5 remove the depulicated quick links | 4 | - | 5 out of 5 for this one, | 4 | 4.7 | 5 | 4 |

| 30 | Prototype B rating | 2 or 3 | 5, more views for all the materials | 3 | right off the bat, I like this a lot. you have the form at listed .I don't think it is clickable. and move tags and hot topics together. top half, I would say like 4. I like this for this part. The bottom half I woul | 3.5 | - | 4 | 3.5 | 4.2 | 3 | 3.75 |

3 1	O t h e r p a g e fe at u re s	this isn't really on this page, but if on the search page, if there is a way to sort by newest to oldest and oldest to newest, That would be awesom e.	-	-		Also, if, if we had um like broadc asts or some sort of past resour ces of other people perfor ming the demos , that will also be interes ting becaus e I learne d by, you know, by, by, by listenin g to other people doing them. So I mean thinkin g out of the box	-	-	-	-	-	

3 2										
3 3										

1. Sales Plays reference quick (Mapping is not complete, need to followup with Aarush Agarwal): Generative AI Demos, Collaboration, & Request Form
2. : GenAI Labs Demo Portal - Usability testing plan - demo detail page
3. Updated Demo Details Page Metadata and Current Comparison
4. Usability testing report presentation file.
5. Testing sessions records