

Improve discoverability of demos on GenAI Labs Demo Portal

Status: After Internal review refinement

Owner: mbi@

Purpose

This document outlines strategies to improve the discoverability of demos on the Demo Portal, specifically targeting the needs and pain points of **presenters** (the details of other personas [please see this quip](#)). Based on detailed persona analysis, presenters face significant challenges during demo preparation and delivery. These issues span across three key stages: pre-search, in-search, and post-search. By addressing these areas holistically, the portal can enhance the overall user experience and better align with the presenters' goals and motivations.

Presenters' motivation

The presenters for this initiative includes Demo Presenters, such as Solution Architects (SAs) and AWS sellers. Their primary motivations include:

1. Aligning with the audience needs.
2. Driving engagement during presentations.
3. Establishing long-term trust and collaboration.

Presenters' pain points ([more details](#)):

The pain points outlined in this analysis are rooted in the presenter persona's experience and directly tie into their core motivations. While the primary focus is on improving discoverability of demos on the portal, it's crucial to note that this experience extends beyond the immediate act of searching. The pain points address challenges that occur across three distinct phases of the discovery journey: **pre-search, in-search, and post-search**.

From the detailed table below, it's evident that while many pain points are directly related to the search process, others reflect broader issues that impact the presenter's ability to deliver impacts effectively. For those related to search, the breakdown is as follows:

1. **Pre-search**: Issues that hinder preparation or context-setting before initiating a search. Examples include unclear industry categorizations and insufficient guidance for use-case-driven search strategies.
2. **In-search**: Challenges encountered during the search process itself, such as limited filtering granularity or an inability to compare results effectively.
3. **Post-Search**: Gaps that emerge after search results are delivered, such as missing compare view, handling unhappy path.

Pain Points	Key points	Description	Motivation	Search phase
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1	a - Limited search capabilities	Industry Filtering Limitations	The portal cannot filter demos by industries like education, healthcare, or retail unless industry indicators are explicitly included in descriptions.	Aligning with audience needs	In-search
2		Terminology Confusion	Updates to categories like industry section, subindustry, and value chain often confuse SAs.	Aligning with audience needs	Pre-Search
3		Keyword Search Limitations	Keywords fail to address nuanced or multi-faceted scenarios, reducing search relevance.	Aligning with audience needs	In-search
4		Use Case Search Gaps	No way to search for demos based on specific use cases (e.g., cost optimization).	Aligning with audience needs	In-Search
5		Granularity in AWS Service-Level Searches	The portal only supports service-level searches, lacking deeper filtering by product.	Aligning with audience needs	In-Search
6	b - Inflexibility in demo goal presentation	Lack of audience-specific formats	Alternative formats (e.g., short videos for leadership, Archecture digram search by using image) are not accessible or searchable.	Driving engagement during presentations	In-search

7		Lack of audience-specific business goals	Lack of flexibility to adapt demos for leadership reduces impact.	Driving engagement during presentations	In-search
8	c - Fragmented data and lack of system-wide integration	Loss of Questionnaire Data Post-Onboarding	Valuable onboarding data (e.g., business value articulation) is not integrated into searchable content.	Establishing long-term trust and collaboration	-
9		Missed Opportunities for Alignment	Lack of centralized access to key data prevents clear articulation of business value.	Establishing long-term trust and collaboration	-
10	d - Lack of call-to-action tracking	-	No way to track call-to-action outcomes after offline engagements.	Establishing long-term trust and collaboration	-
11	e -Missing personalized favorites and updates	-	Presenters cannot save favorites or get notified about updated demos.	Aligning with audience needs	Pre-Search
12	f - Inability to access viewing history	-	Presenters cannot revisit previously viewed demos for spontaneous reference.	Driving engagement during presentations	Pre-Search
13	g - Lack of customer feedback integration	Lack of Customer Feedback Integration	No mechanism to record or retrieve customer feedback on demos.	Establishing long-term trust and collaboration	-
14	h - No mechanism for handling unavailable demos	-	Presenters cannot submit requests for new demo creation when none are available.	Establishing long-term trust and collaboration	Post-Search

15	i - Lack of relevant recommendations for unsuccessful searches	-	No related recommendations are provided when searches fail.	Aligning with audience needs	Post-Search
16	j -Inefficiency in comparing search results	-	No tools to compare demos across dimensions like industry or business goals.	Aligning with audience needs	Post-Search

Proposal features

The proposed features list comprehensively addresses the full scope of the demo discovery journey, covering pre-search, in-search, and post-search phases, as well as post-engagement feedback. These enhancements aim to improve presenters' ability to locate relevant demos, streamline the search process through AI-powered tools and cross-field search capabilities, and provide actionable insights via post-session feedback mechanisms.

	Feature name	Description	Stage	Target pain points	Design proposed priority	Dependence
1	Event page	Enables presenters to revisit demos showcased during events. Post-event demos are comprehensively displayed for easy browsing and reference.	pre-search	a, b	On-going	-
2	Favorite page	Allows presenters to save preferred demos for quick access, bypassing additional search stages in future sessions.	pre-search	e	P0	Backend personal datatable setup

3	View history page	Provides a record of previously viewed demos, enabling presenters to revisit or save demos they found interesting but did not bookmark during earlier sessions.	pre-search	f	P1	Backend personal database setup
4	Recommended/ featured demo	Dynamically identifies relevant recommended demos based on presenter behavior, browsing history, and industry focus, improving accuracy and relevance.	pre-search	a, i	P2	Personal activity data access
5	Presenter-controlled recommendations	Utilizes GenAI-generated prompts to involve presenters in the recommendation process, offering greater transparency and control over demo suggestions.	pre-search	a, i	P2	Recommendation is based on GenAI empowered search
6	cross-field search	Extends search functionality beyond key-value pairs, enabling natural searches across titles and descriptions without requiring presenters to understand portal metadata.	in-search	a	P0	All the demo metadata are open to access

7	Additional search fields	Adds business goal-focused fields like "cost reduction" or "workflow automation" to allow presenters to filter demos based on customer-relevant outcomes.	in-search	a	P1	Target business goal would be added to metadata
8	AI-powered multimodal search	Allows presenters to upload images (e.g., architecture diagrams) or audio recordings to search for relevant demos using AI-driven analysis and multi-modality data processing.	in-search	a	P2	Knowledge base setup
9	Conversational chatbot assistant	Offers a step-by-step guided conversational search experience, helping presenters articulate their needs and returning tailored results.	in-search	a, h, i	P2	Amazon Q integration
10	Save search criteria	Provides presenters the ability to save their search filters and parameters for future reuse, streamlining subsequent search efforts.	post-search	h, i	P0	Personal activity data base setup
11	Improved search result comparison	Enhances the search result interface to allow for side-by-side comparison of demos across key dimensions, such as industry relevance or business goals.	post-search	j	P2	-

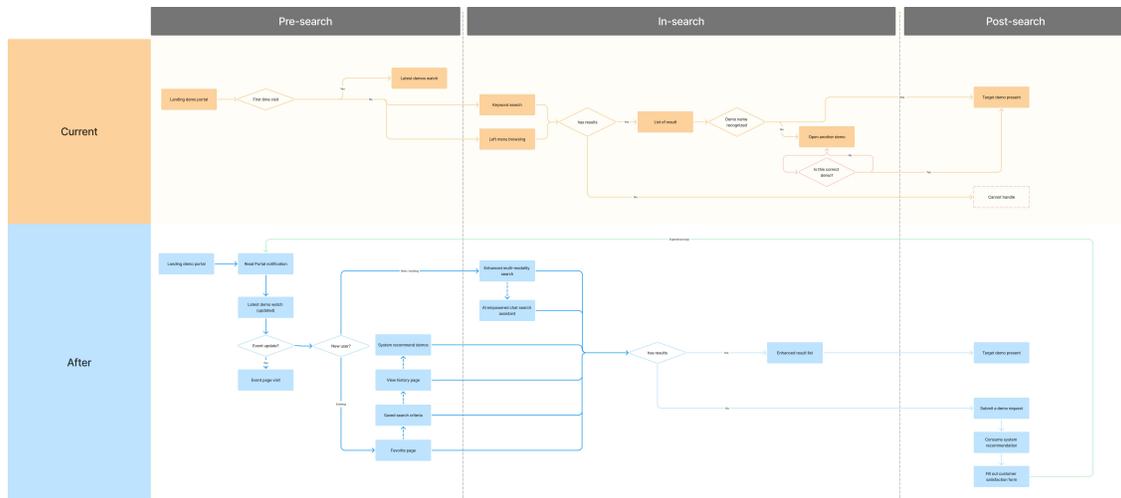
1 2	Demo request submission	Enables presenters to submit requests for demos based on unmet search criteria, leveraging logged criteria and personal information to streamline the request process.	post-search	h,j	P0	-
1 3	Suggested demos for no results	Offers alternative demo recommendations when searches yield no results, based on related industries, business goals, or AWS services.	post-search	h,j	P2	Feature 2,3,4
1 4	Post-session feedback form	Prompts presenters upon their next login to rate their experience with previous demos, including search, presentation, and content quality, and to provide feedback on call-to-action outcomes.	post-post-search	g and over all customer sification experience	P0	
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Presenter's journey ([Whiteboard link](#))

The updated presenter journey significantly improves discoverability, search efficiency, and post-search engagement, transforming the experience from a basic, linear search model into a dynamic, guided, and iterative process.

Summary

This document analyzes presenter personas, motivations, and pain points to guide the proposed improvements. The enhanced journey introduces new pre-search entry points, AI-powered search capabilities, and structured post-search actions, forming a seamless, iterative experience.



Key improvements include:

1. More robust browsing and search methods to ensure quick, **relevant** demo discovery.
2. A clear, **structured process** from search initiation to demo presentation.
3. A continuous **feedback loop** through demo requests, system recommendations, and follow-up surveys, reinforcing the presenter's sense of support and engagement.

By implementing these features and enhancements, the demo portal becomes a more intuitive, efficient, and adaptive tool for presenters, ensuring faster discovery, goal-aligned presentations, and continuous improvements based on presenter and demo customer behavior and feedback.

Next step

With the pain points identified and the proposed features outlined, the next step is to collaborate with cross-functional teams to further refine and elaborate on each challenge and solution. This includes:

1. Breaking down pain points and features into actionable tasks and design prototype so that to help us estimate feasibility assessments.
2. Creating a structured usability testing and research plan to validate assumptions, gather user feedback, and iterate on improvements based on Demo Portal customer usage.