Project: Revenue Cycle Analytics

Phase 1: Revenue Cycle Modeler

Purpose: Provide the ability for marketers to set up their reporting structure and surface the salient information for leads moving through their pipeline/s.

User Experience Goal: Provide an interactive user interface that engages the customer and simplifies the process of modeling their reporting data.

Opportunities:
1. Expand the Marketo brand of thought leadership and break new ground in area of business intelligence for marketing automation.
2. Continue the Marketo brand for ease of use highly interactive user interfaces.

Challenges:
1. Evaluate how this new application with the various features fit into the existing information architecture.
2. Given that the RCM is different from the current features how can the new feature fit in, adapt or extend the current interaction paradigms.

#1 - Options of overarching information architecture

#2 - Early wireframes concepts

#3 - Towards finalized concepts

#4 - Deployment flows

#5 - Run time functions

#6 - Implemented feature