

Sandeep Virmani

Education:

Graduate: Delhi University, Bachelors in English Literature

Diploma: IIFT New Delhi, Commercial Arts and Computer Graphics

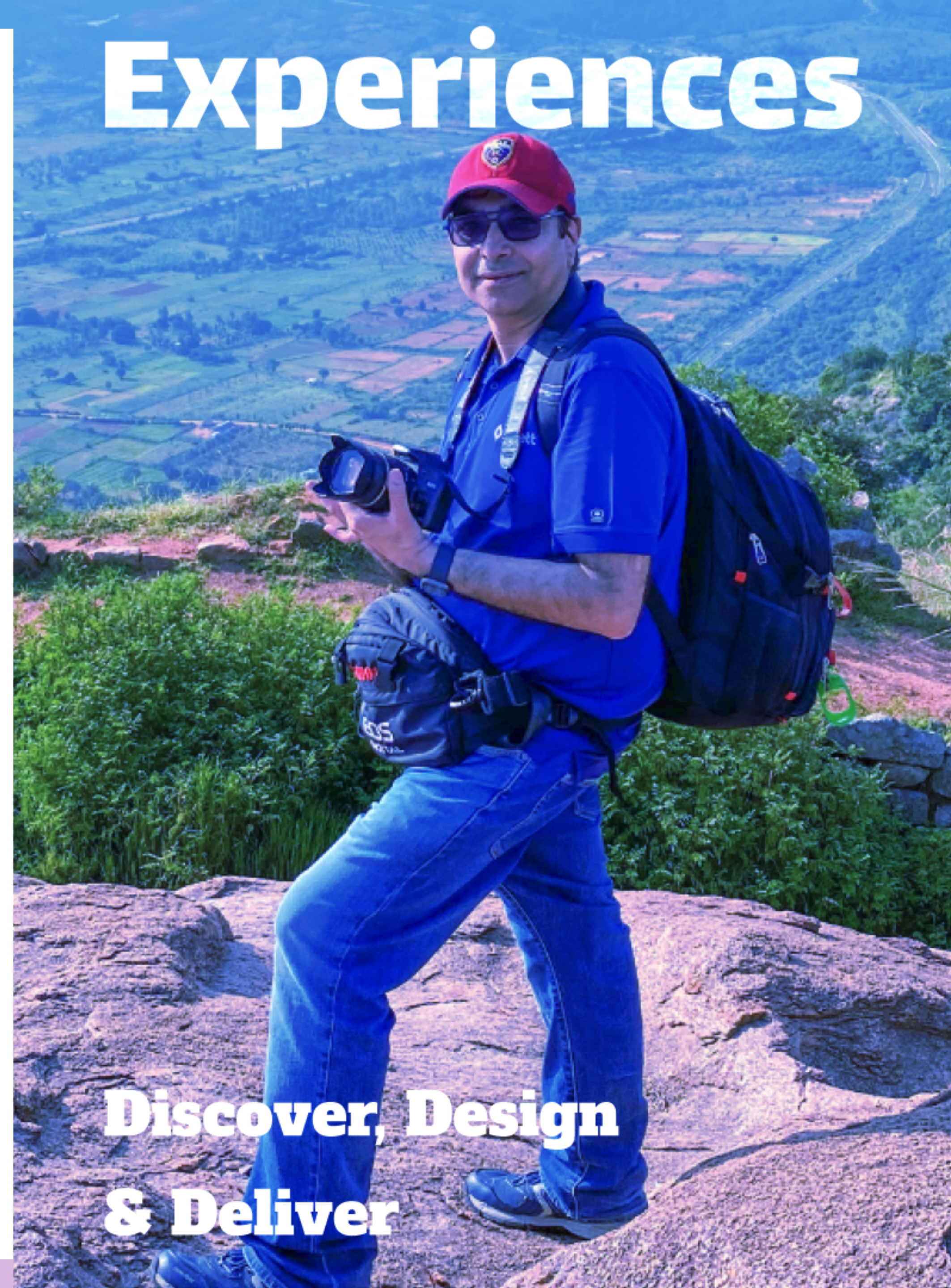
HFI Certified Usability Analyst

Hobbies:

Photography (1st prize from India 2007)

Travelling

Experiences



**Discover, Design
& Deliver**

Expertise

Individual contributor specialized in **interaction design** for both enterprise desktop and mobile applications.

Keeping **users** as the center translate **complex business requirements** into user-centric design solutions.

Catering to diverse audiences in **B2B** and **B2C environments**

Principal User Experience Designer

Paloalto Networks / Prisma Cloud Product Line

2021-2024

Principal User Experience Designer

Oracle / Customer Experience Vertical

2019-2021

Senior User Experience Designer

IBM / GTS Lab

2018-2019

Specialist User Experience Designer

Novell Software / ZENworks Product Suit

2010-2018

Assistant Manager

Deloitte / Insourcing Team

2009-2010

Graphic and Visual Designer

Progress Software, GE Capital International Services / E-learning

2001-2009

Exploring the UX Landscape: Projects Across Industries

Palo Alto Prisma Cloud Platform

Cloud Security Posture Management Solution, focused on providing Code to Cloud Security. Onboarding CSPM, Integrating Modules, Surfacing Application First Solutions.

Oracle Live Experience

Enterprise multi-platform customer support mobile and desktop application for Live Calls, Screen Share, Annotation, Conferences, Integration with Help Desk.

Oracle Unity Data Platform

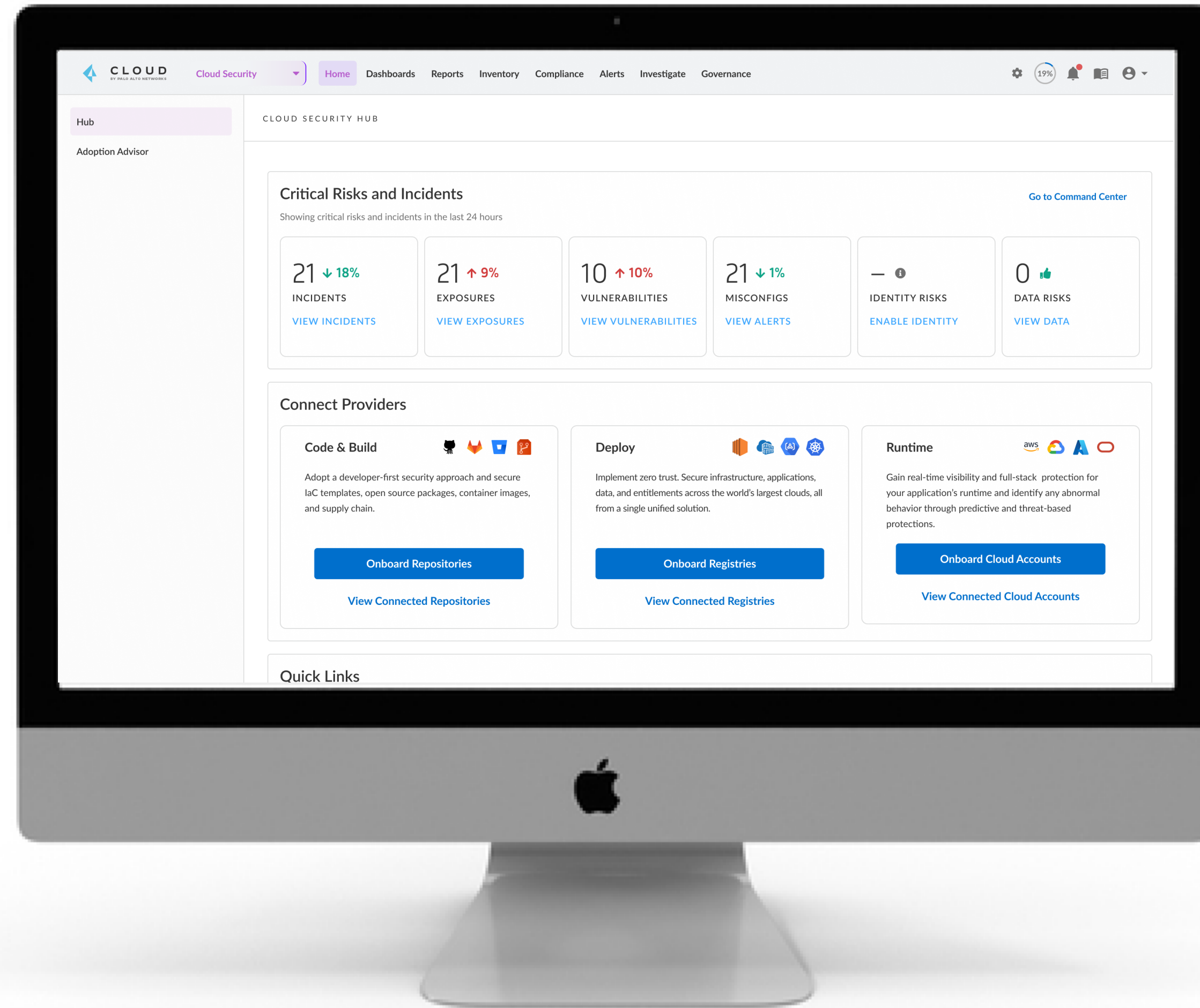
Enterprise Data Processor Application to clean and standardise JSON data files for customers.

Novell ZENworks

Enterprise Service Desk store management and ticketing system.

Prisma Cloud

Case Study

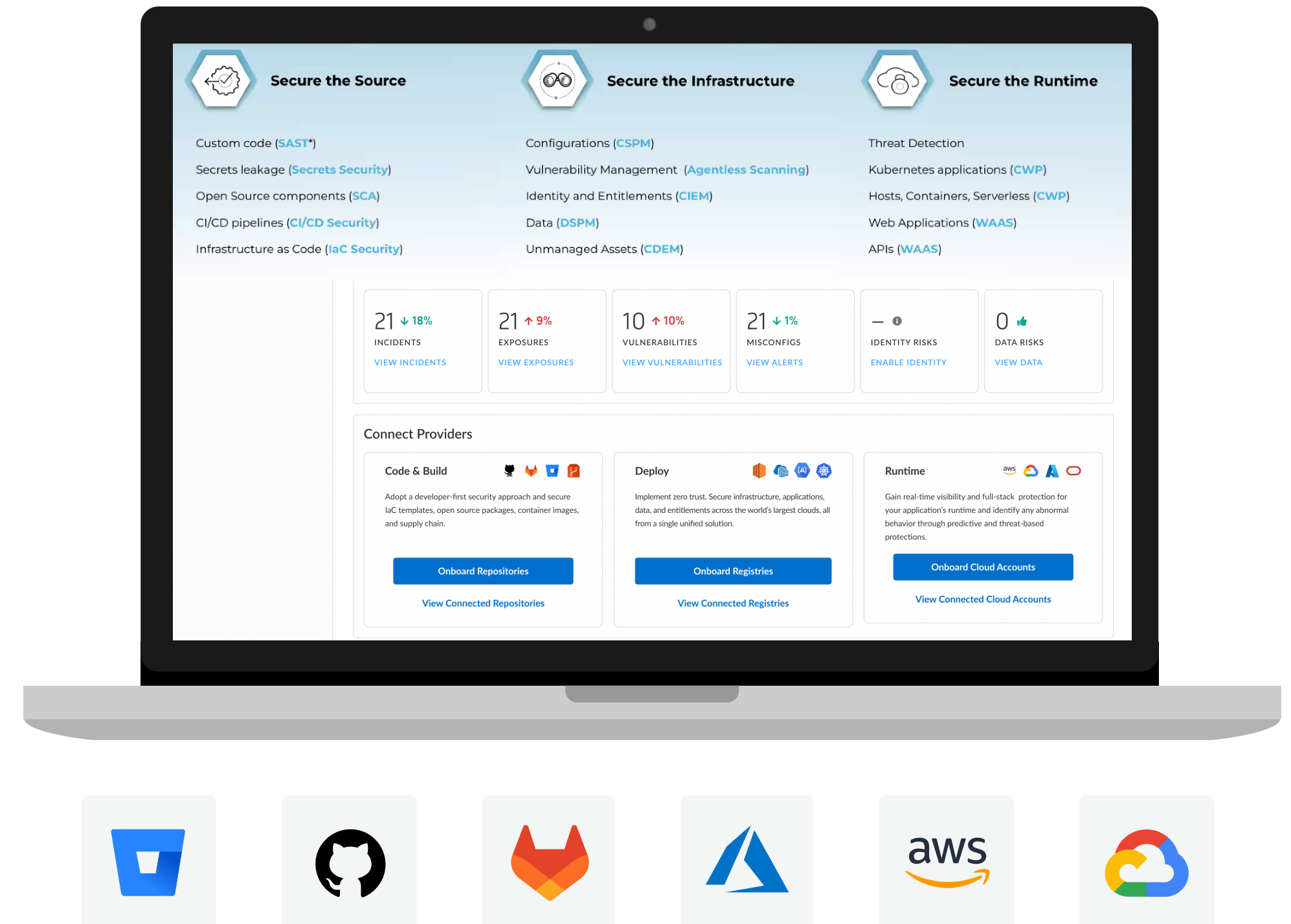


Sandeep Virmani 2024

Prisma Cloud, Business Objectives

Code to Cloud Protection

- Prisma Cloud, can help security teams maintain a strong security and compliance posture across multi-cloud environments.
- Making security an integral part of the process from securing resources from the ingestion phase, through deployment, and across the entire application life cycle.
- Implementing a "Shift Left" approach to address security issues early in the development cycle.

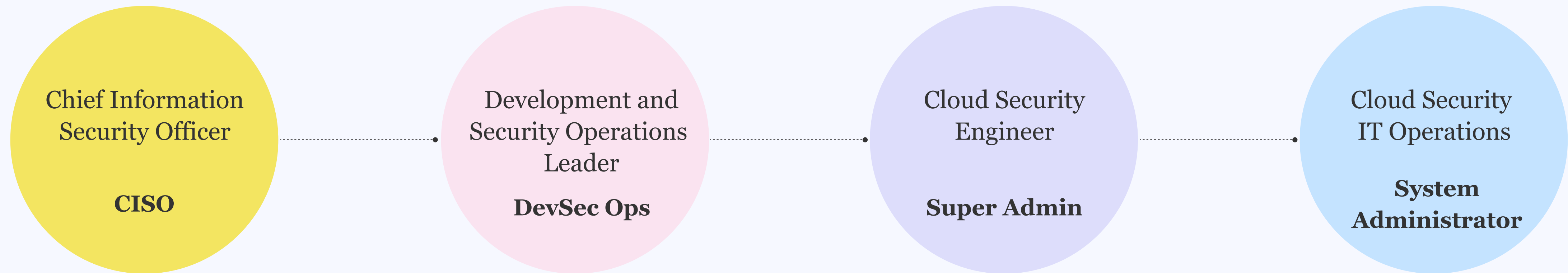


Cloud Security Personas

Security Operations

Governance Risk and Compliance

Development and Operations



Cloud Security Division: Ensures security in the evolving cloud environment is critical.

My Journey at Prisma Cloud

Principal Lead Designer at IDC Bangalore

India (2)

Israel (5)

United States (7)

Unification
Cloud Account Onboarding
Security Modules

Simplification
Cloud Account Onboarding

Optimization of
Licensing Workflows

Darwin Release
Enhancements

Onboarding
Application First Approach.

2021

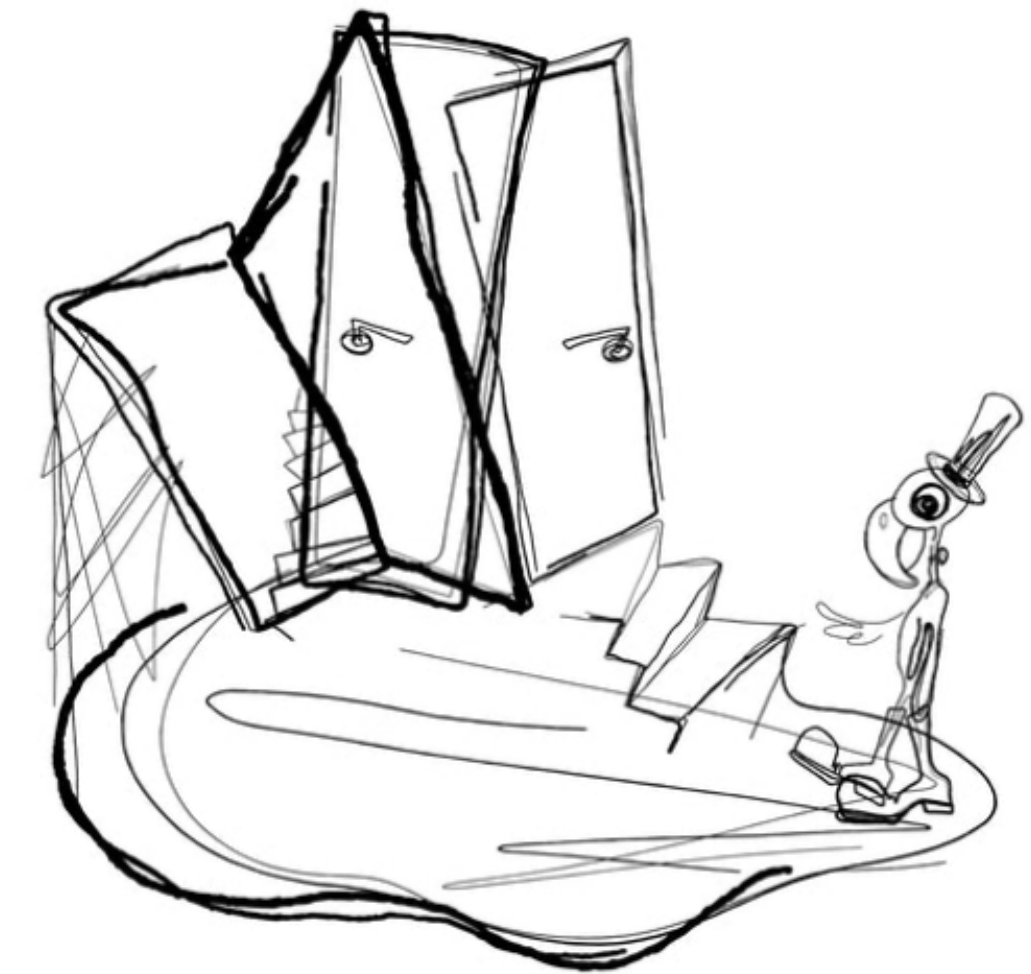
2022

2022

2023

2023

Research and Discovery



User Research: Customer Problem (Unification and Simplification)

Onboarding process feels **fragmented..**

The existing flow lacks an **immediate gratification..**

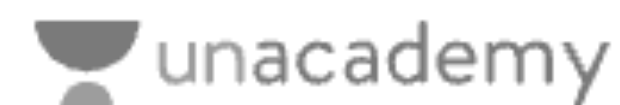
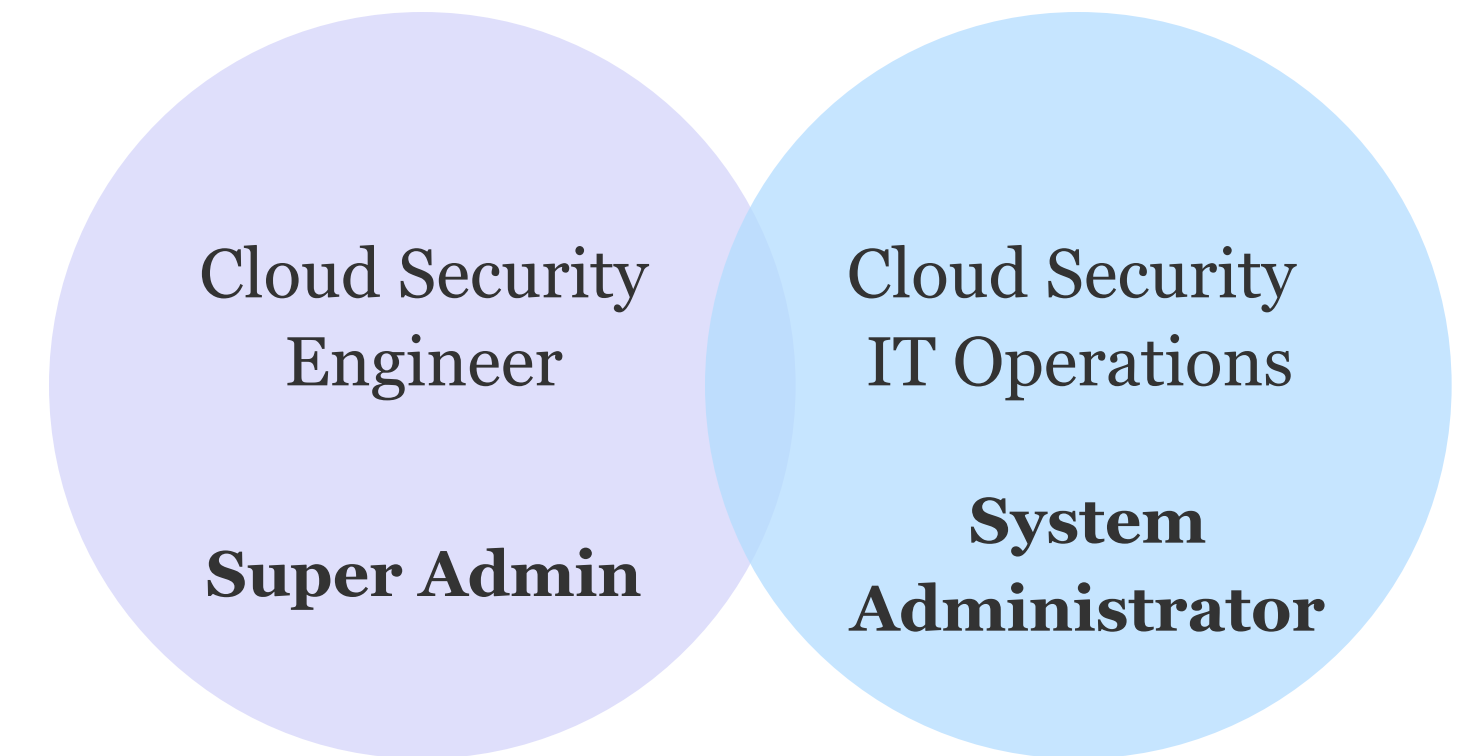
Too many steps for Onboarding..

Need to **onboard faster** with multi-cloud accounts..

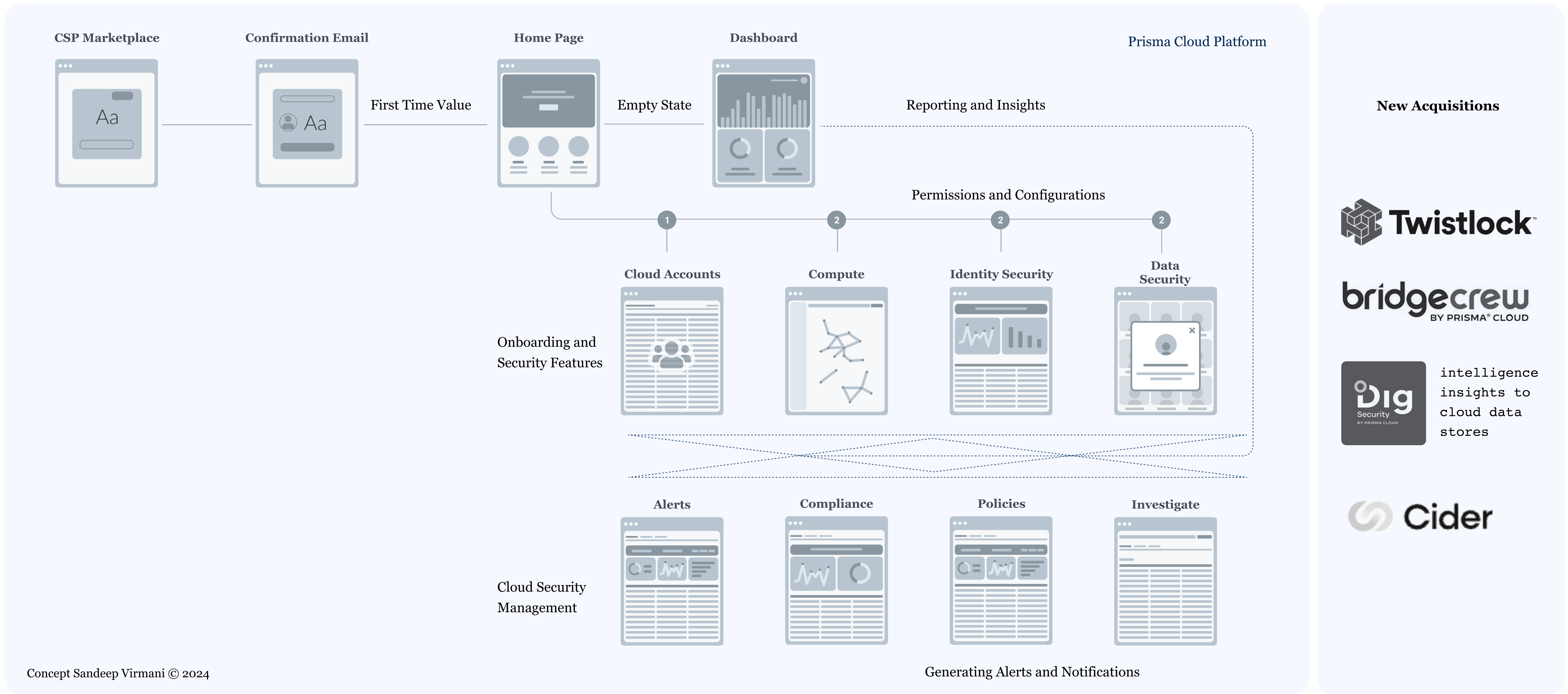
Educate us post-onboarding on **why and how to configure..**

Needs **more control** for remediate and credit usage..

Give us **single place** to onboard everything...



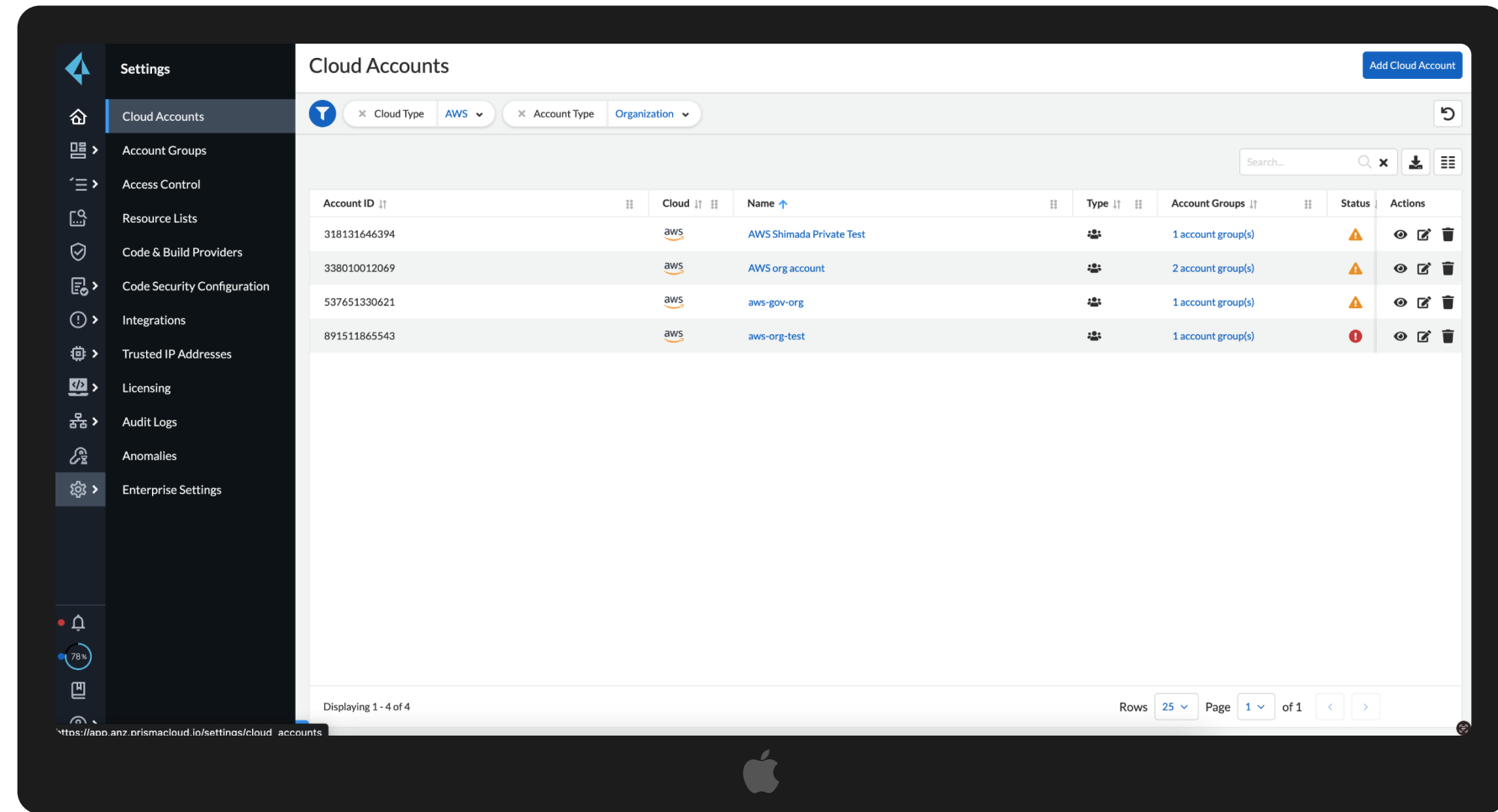
Discover: First Time User Journey (As Is)



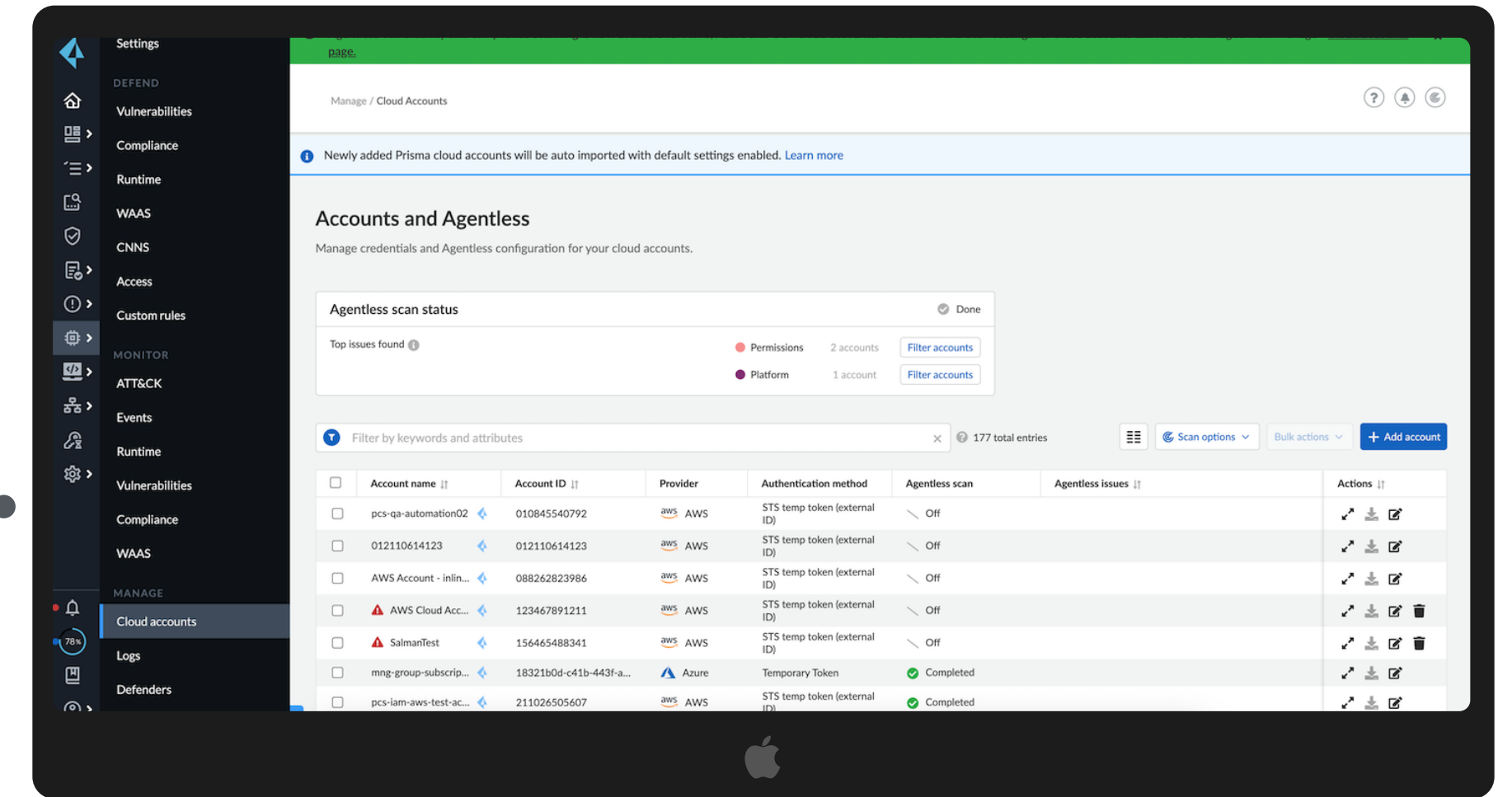
Concept Sandeep Virmani © 2024

Discover: Mapping touchpoint for user problems (Sections)

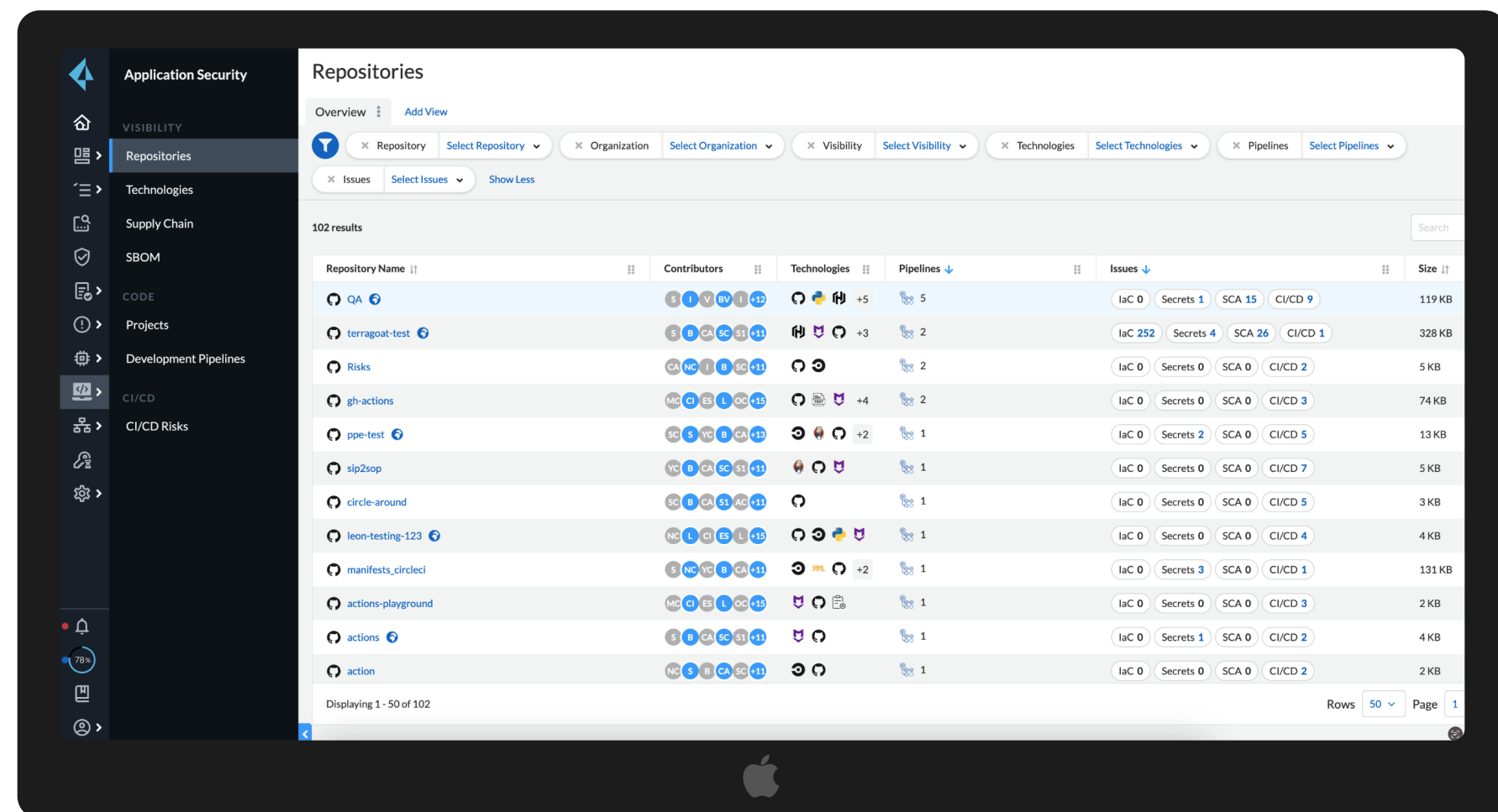
Comprehensive understanding of the diverse consoles and their onboarding and data display experiences.



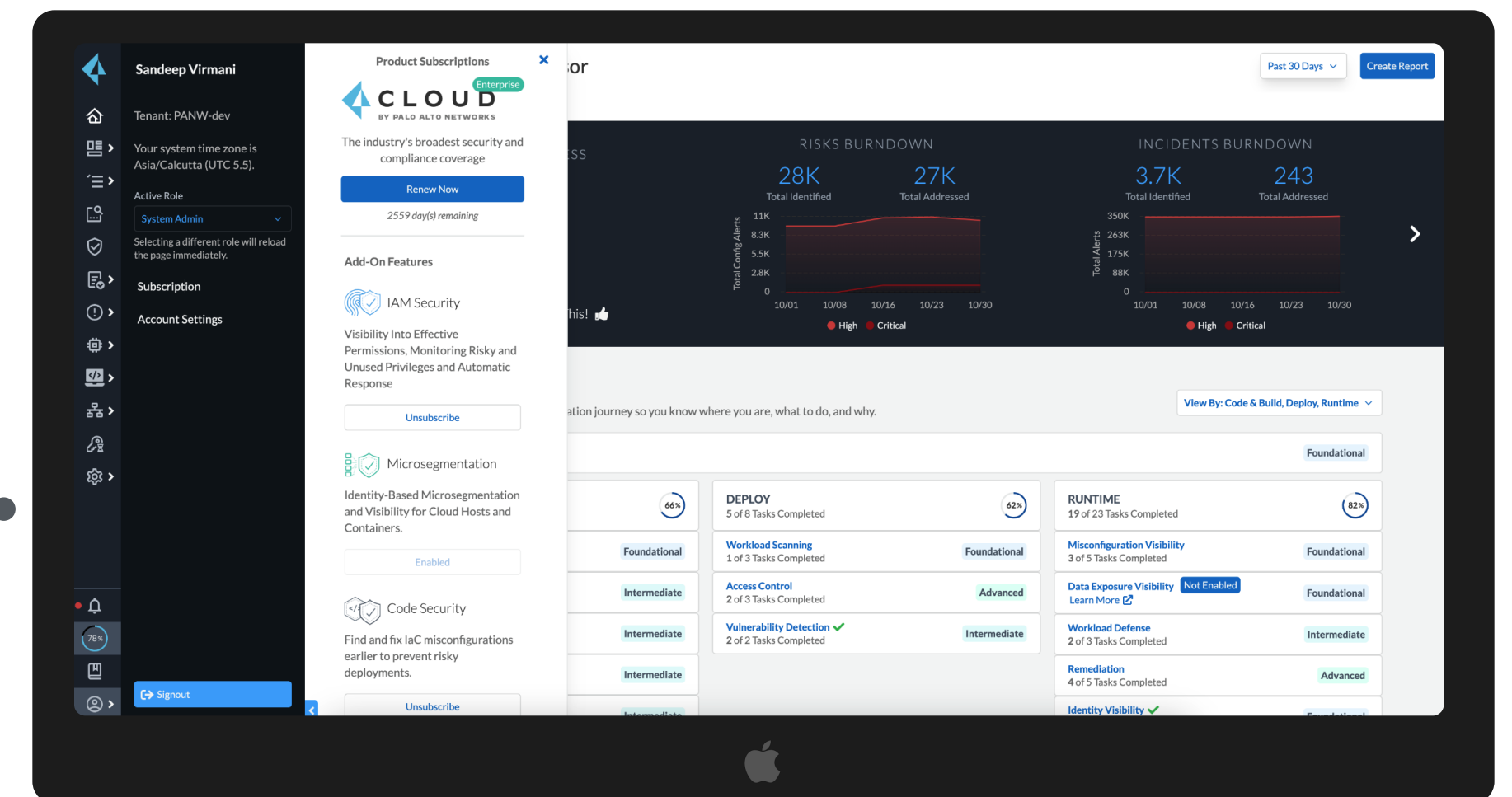
Onboard Cloud Accounts



Configure Scans



Onboard Repositories



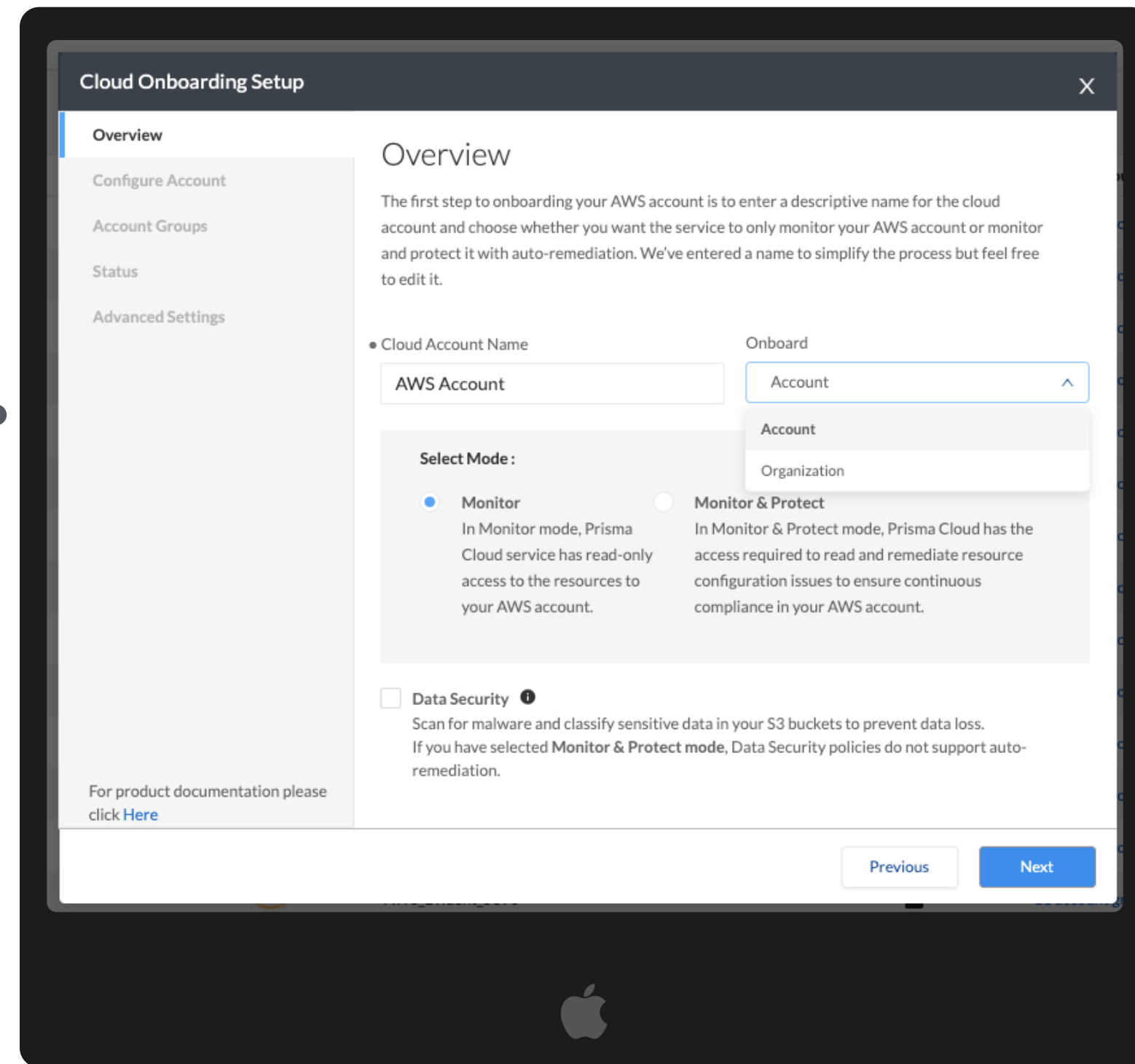
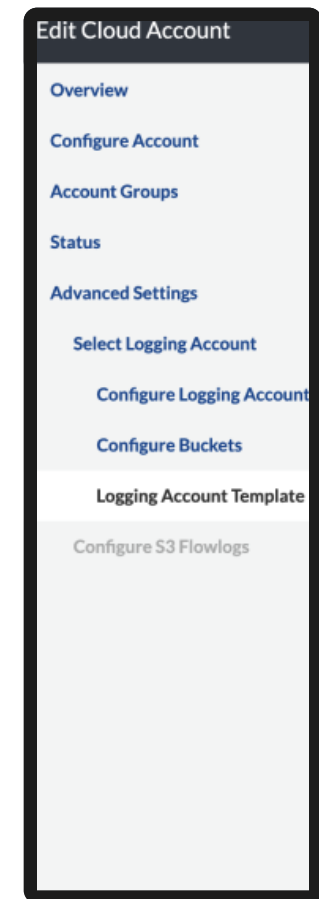
Add on Features

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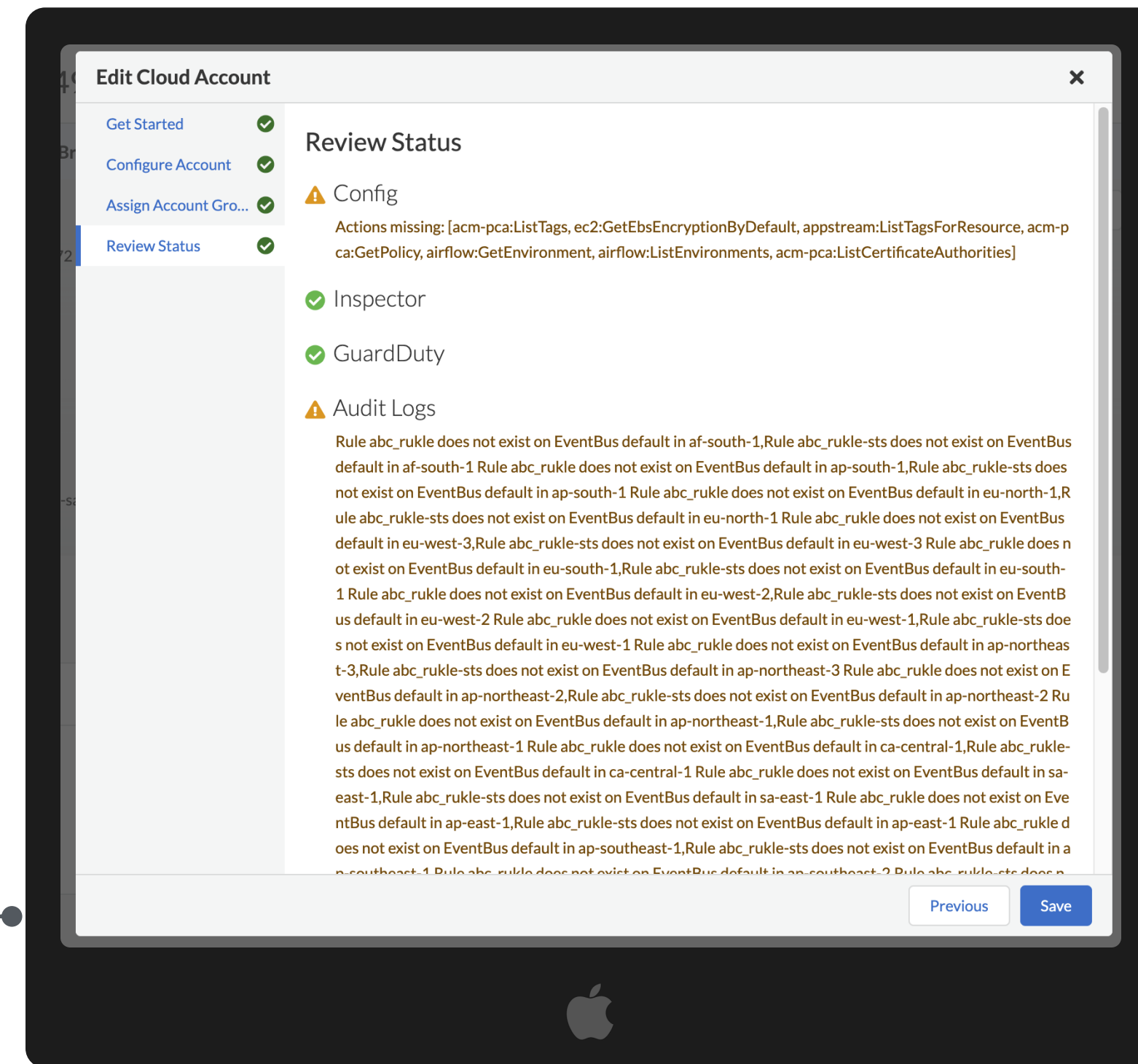
Discover: Mapping application user problems (Onboarding)

Cloud Account Onboarding Modal

- AWS: 8-10 steps
- Azure: 6 -8 steps
- Google Cloud: 8-10 steps



Visibility of Options



Errors and Remediation.

What next ?

Cloud Stacks (Region)

- Gov
- China
- Comercial

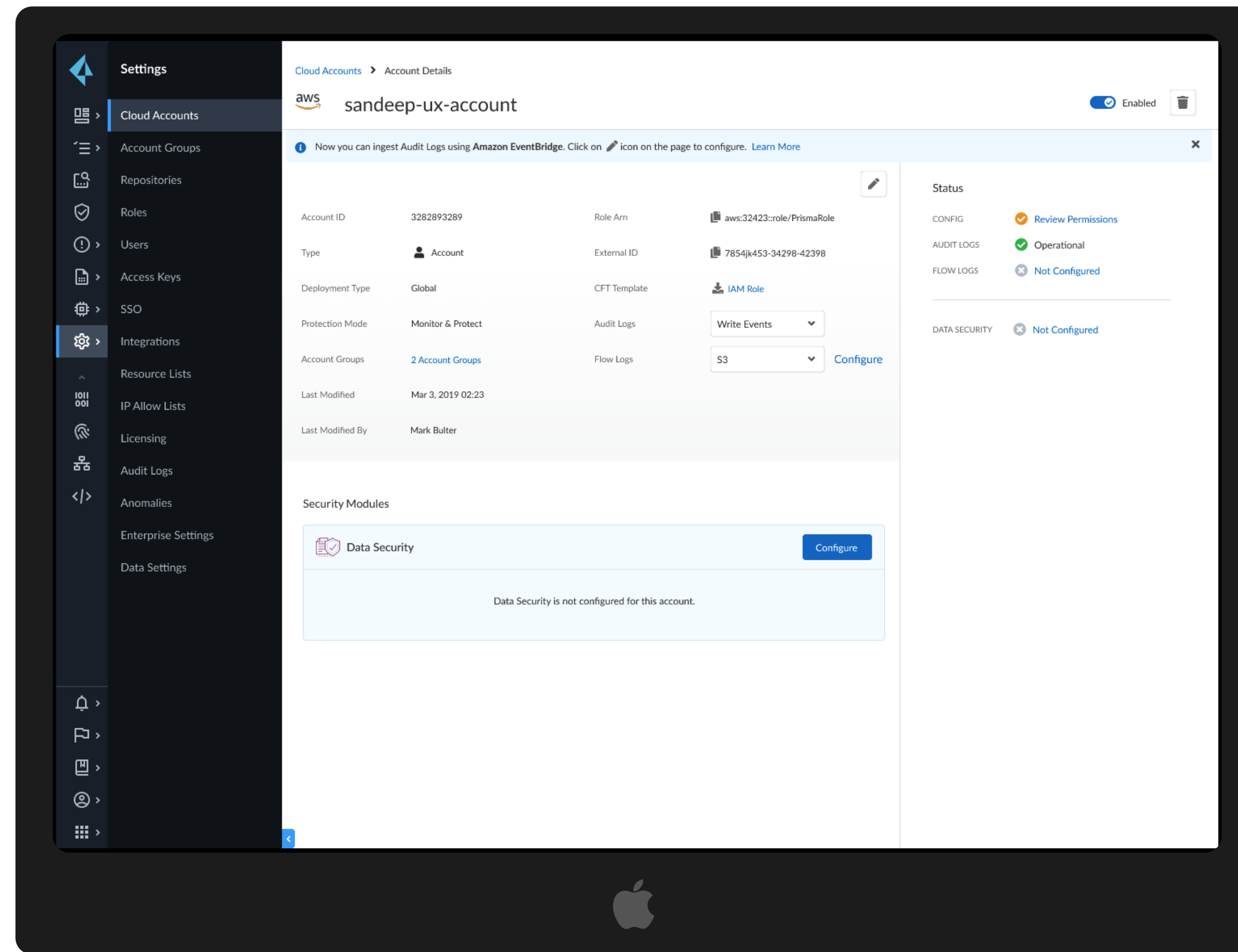
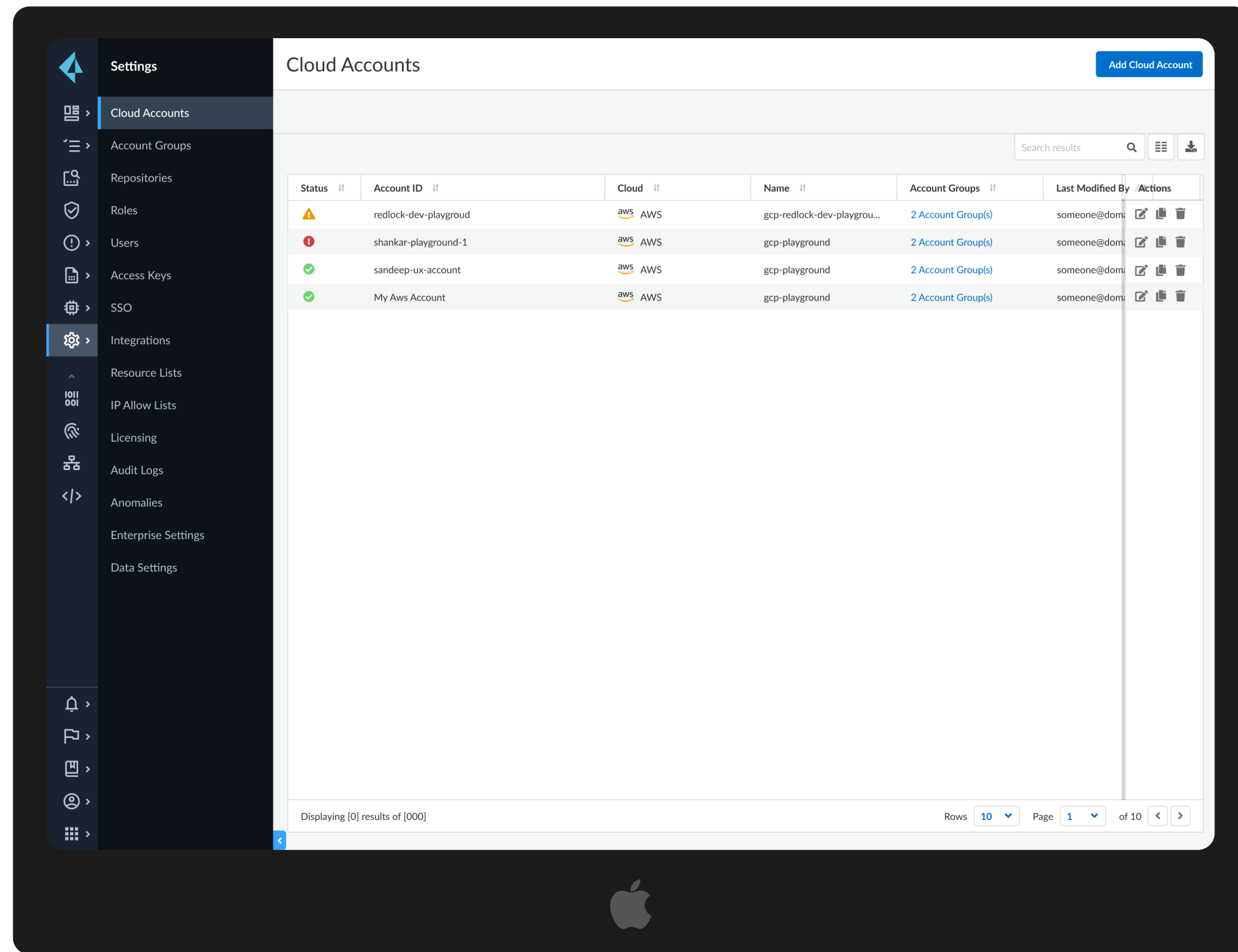
Enable Additional Security Features.

Terminology and Ease of Understanding.

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Discover: Mapping application user problems (Land and Expand)

Cloud Account Detail Page



Errors and Remediation. What next ?

Inconsistent configuration process

Additional security features visibility

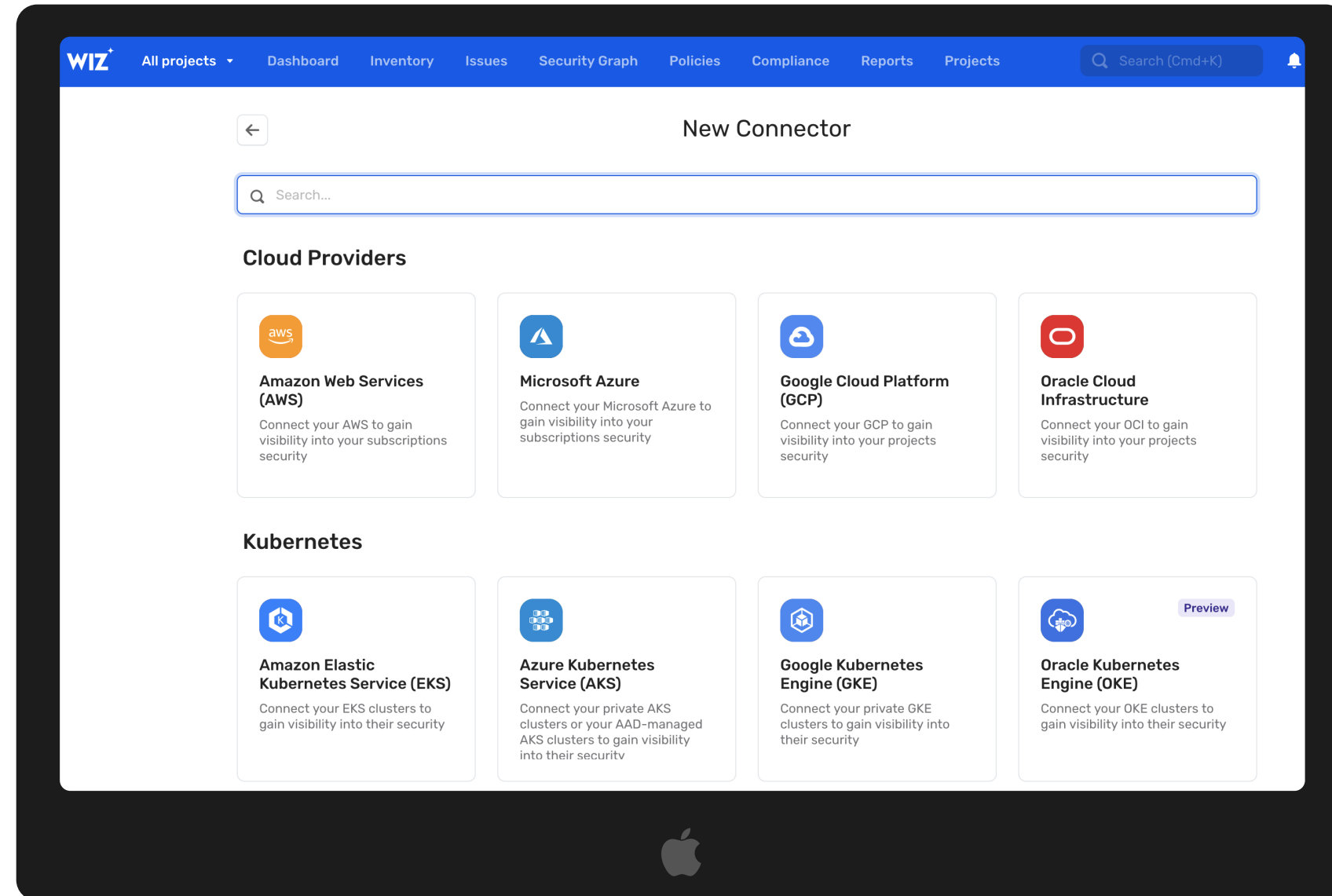
Inconsistency in Standalone and Org deployment List

Dependency on edit icon for view details

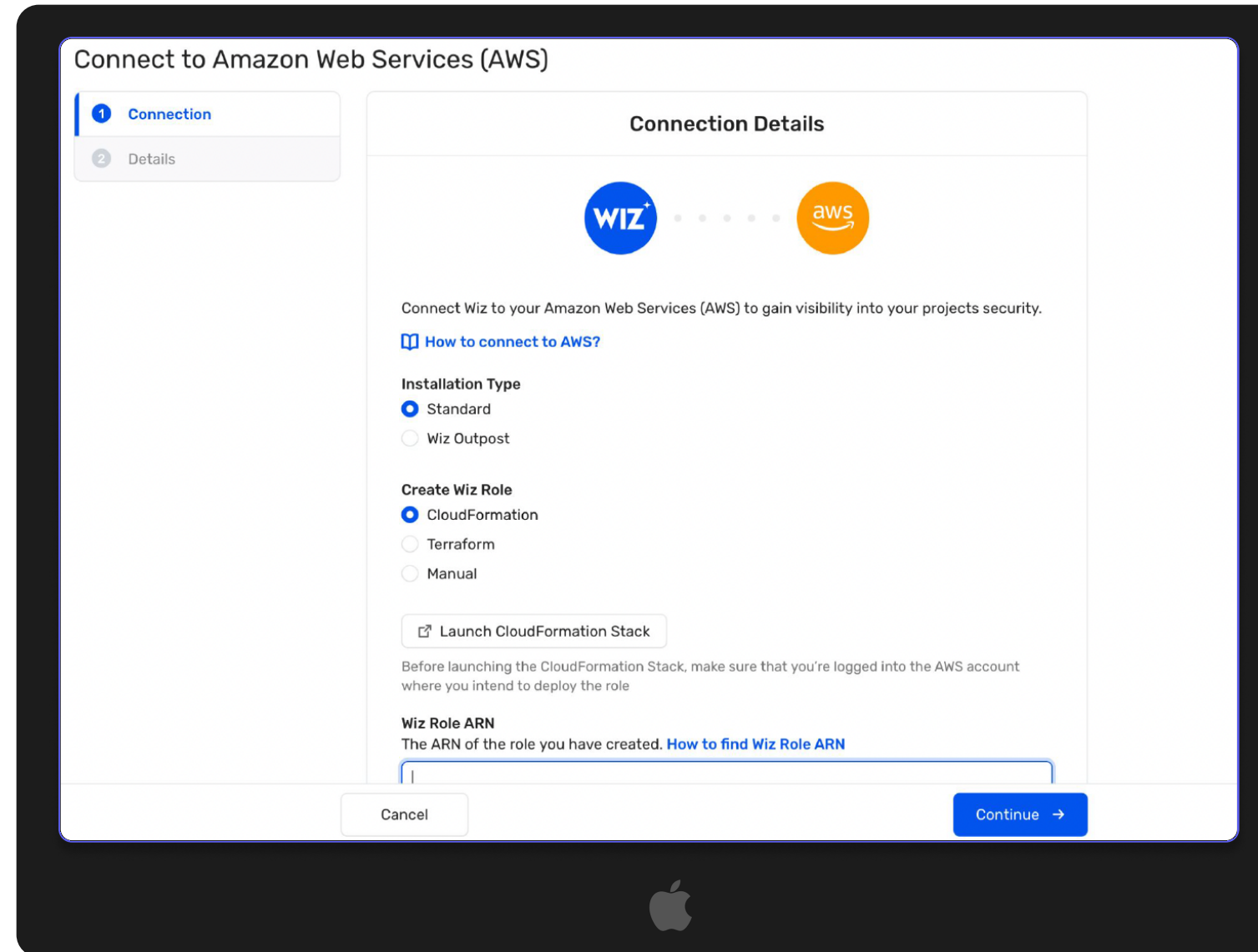
Breadcrumb for L2 Navigation

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Competitive Products : WIZ detail understanding for simplification

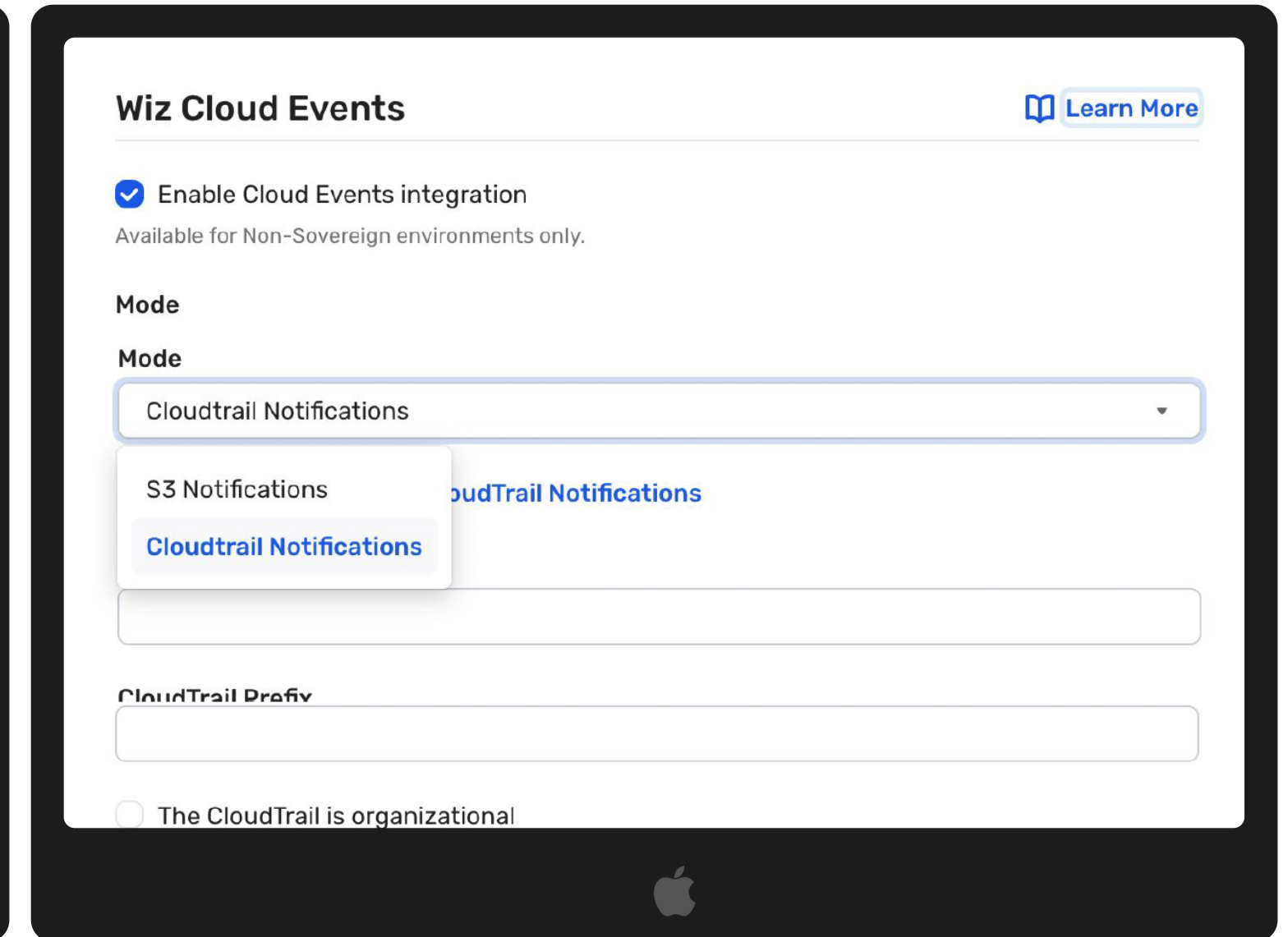


Understanding of how WIZ is displaying the cloud providers and other connectors at a unified place...



Analysing how WIZ onboard the cloud account in 2 steps and with communication with the cloud resource name at CSP side.

Analysing the type of deployment WIZ has and how the options are clear for the users/customers



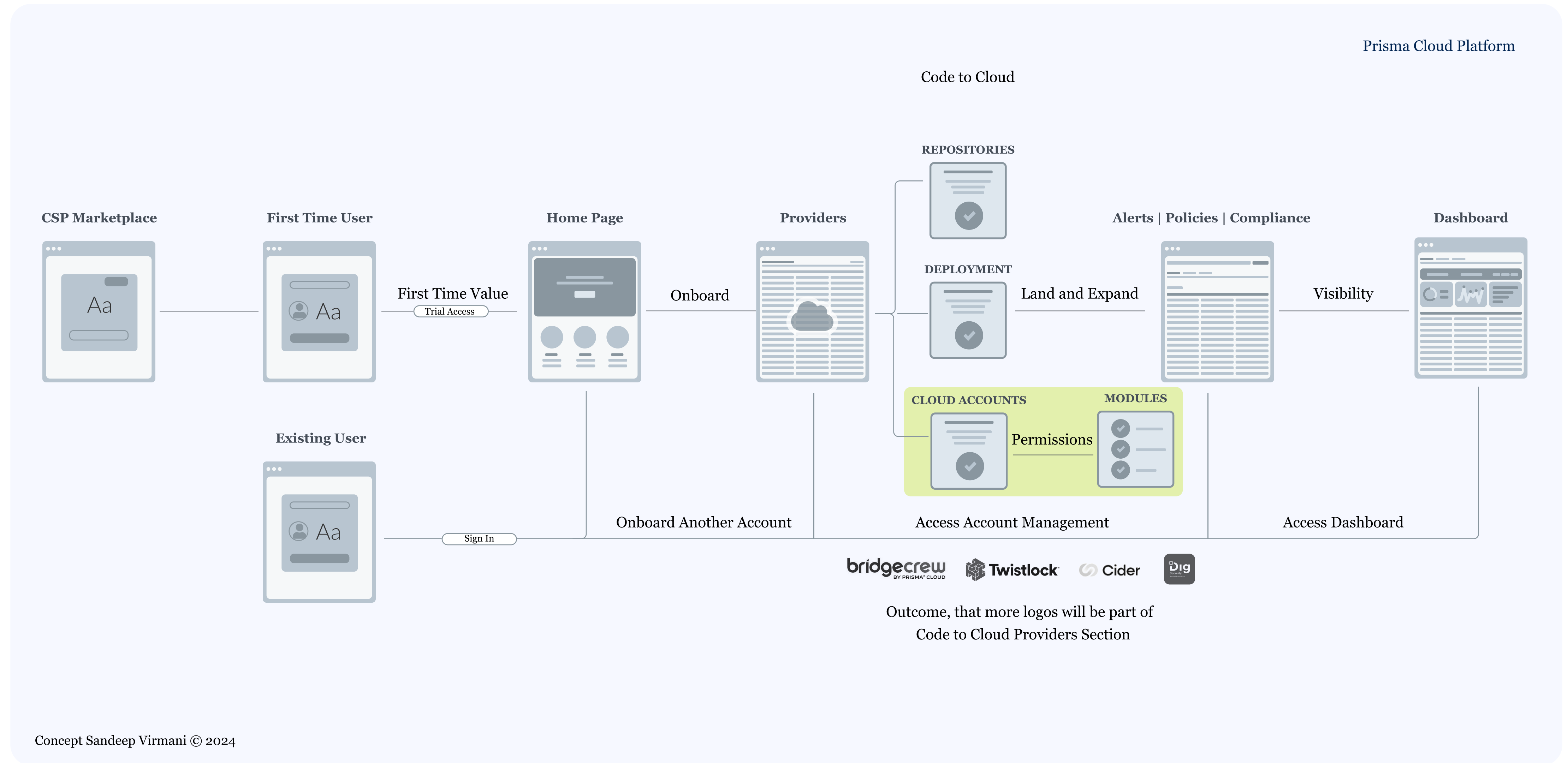
Discovering how WIZ is displaying the options to connect with Cloud Trail notification for faster Ingestion.

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Define, Design and Test

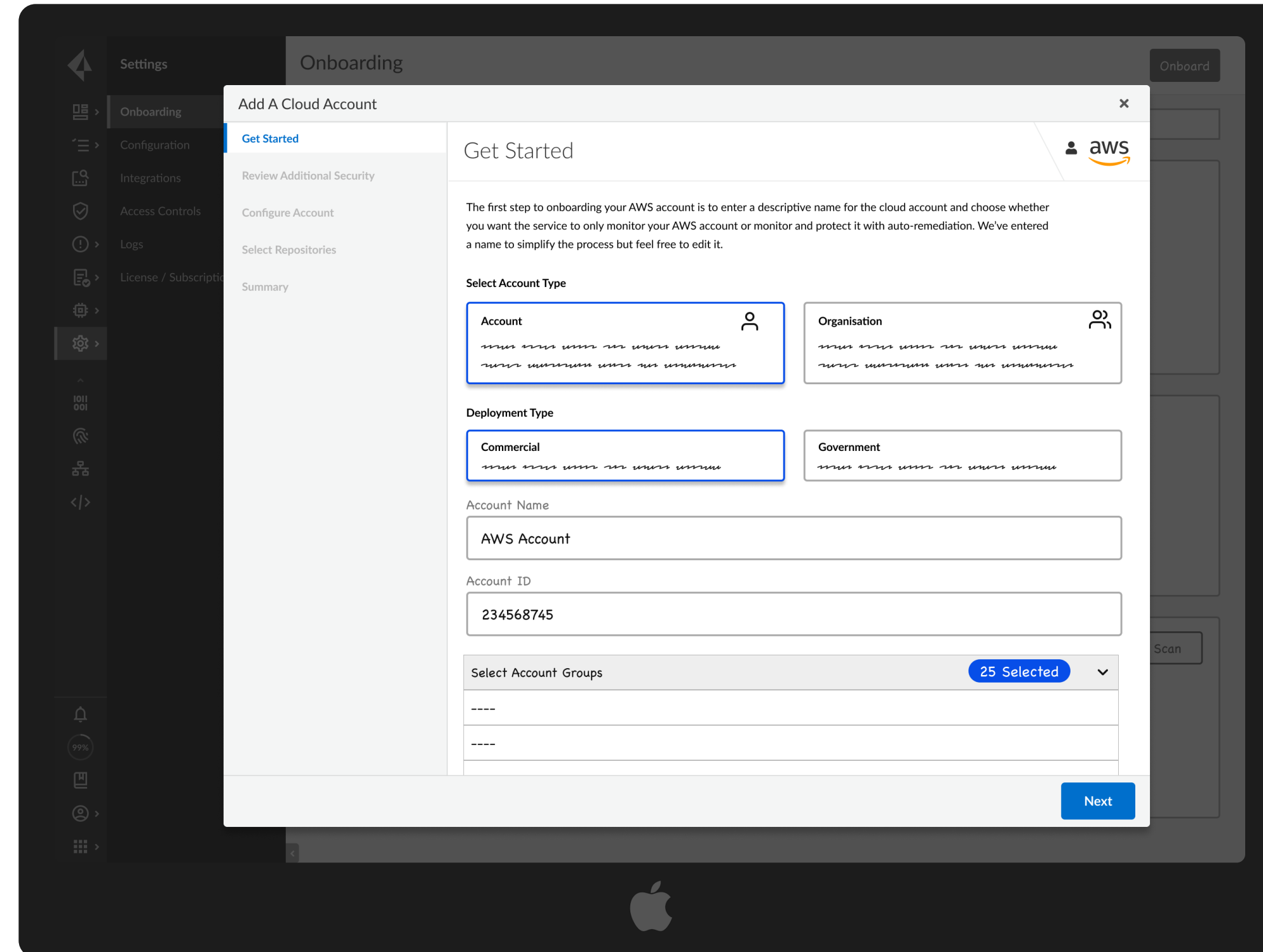
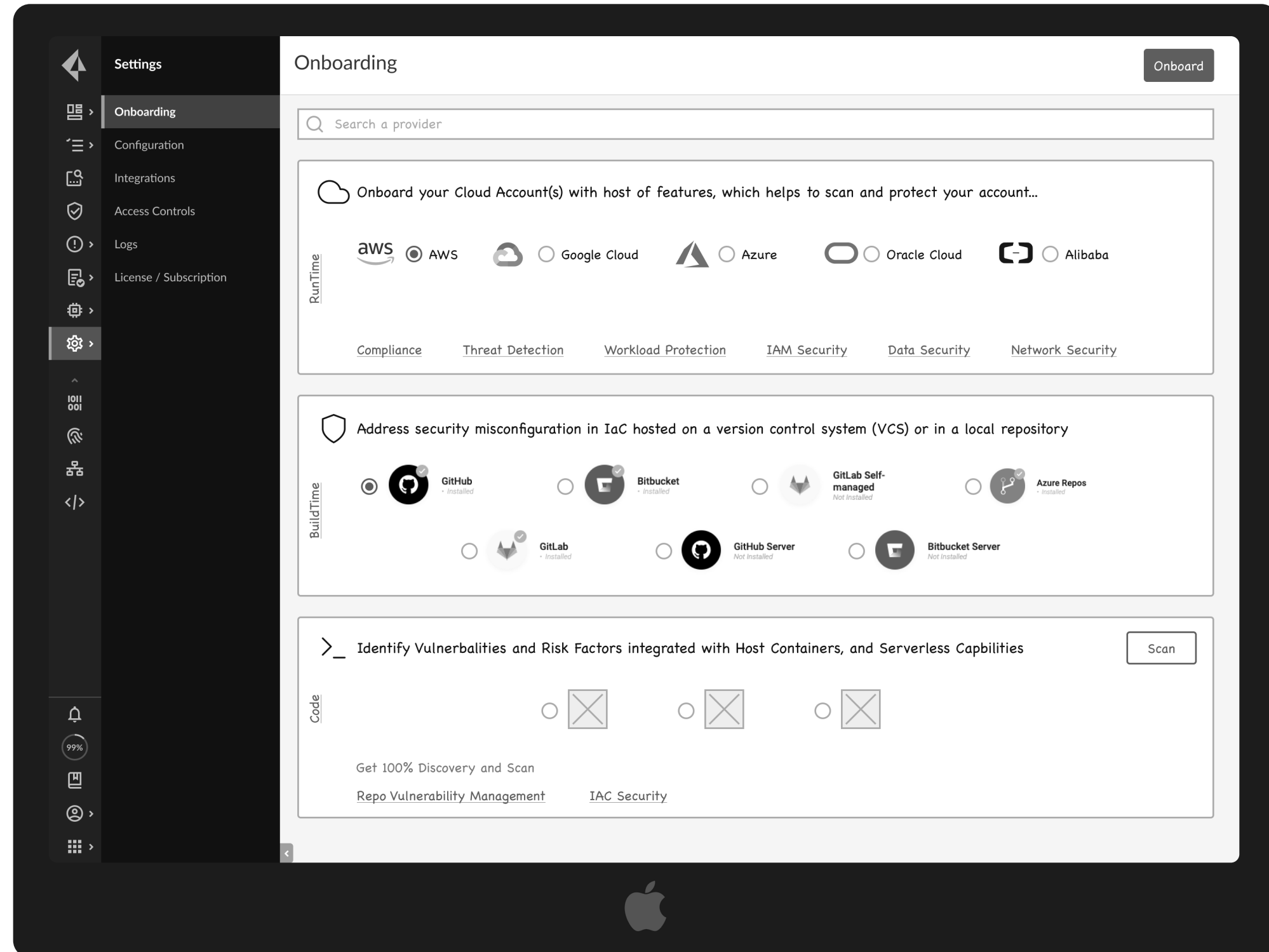


Define: First Time User Journey (To be Scenario)



Concept Sandeep Virmani © 2024

Define: Wireframe to establish design decisions and Test

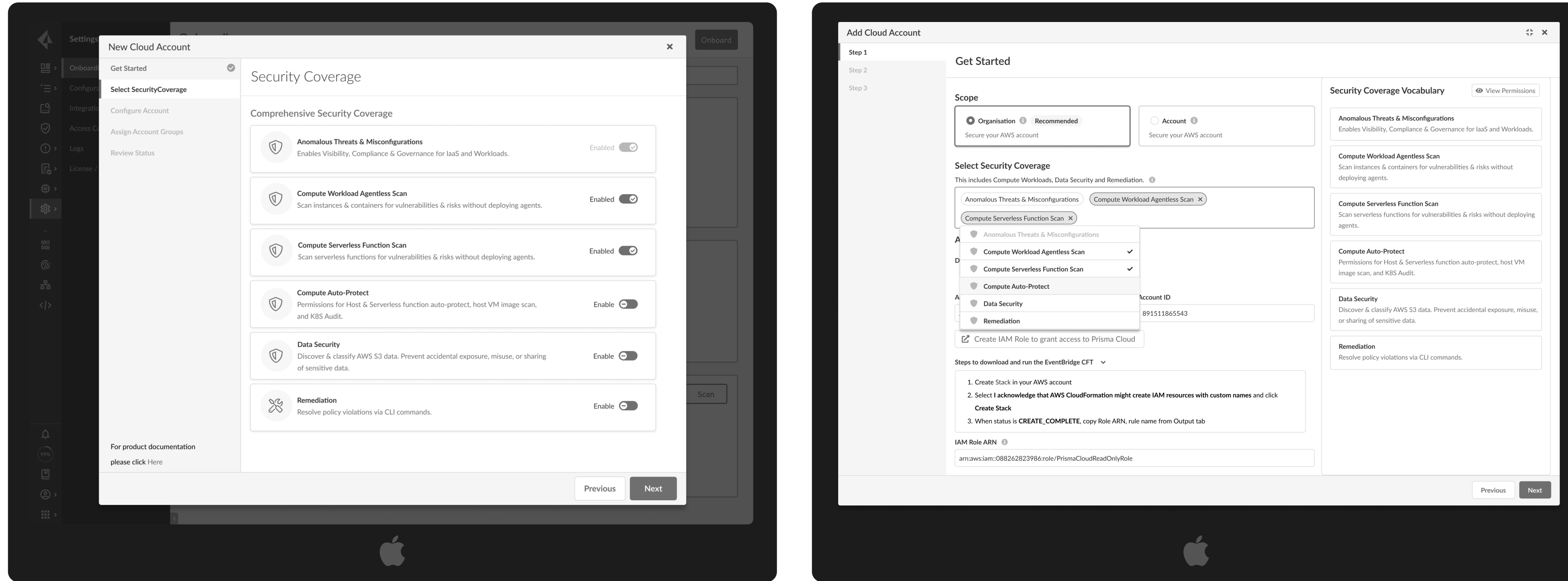


My idea was to have a unified page design to onboard all providers. It was challenging to get all product owners to agree, but I succeeded through collaborative efforts and persuasive skills. Stick around to learn more.

I tried various design options to keep all choices available for my users, which I learned from contextual inquiries and customer interviews.

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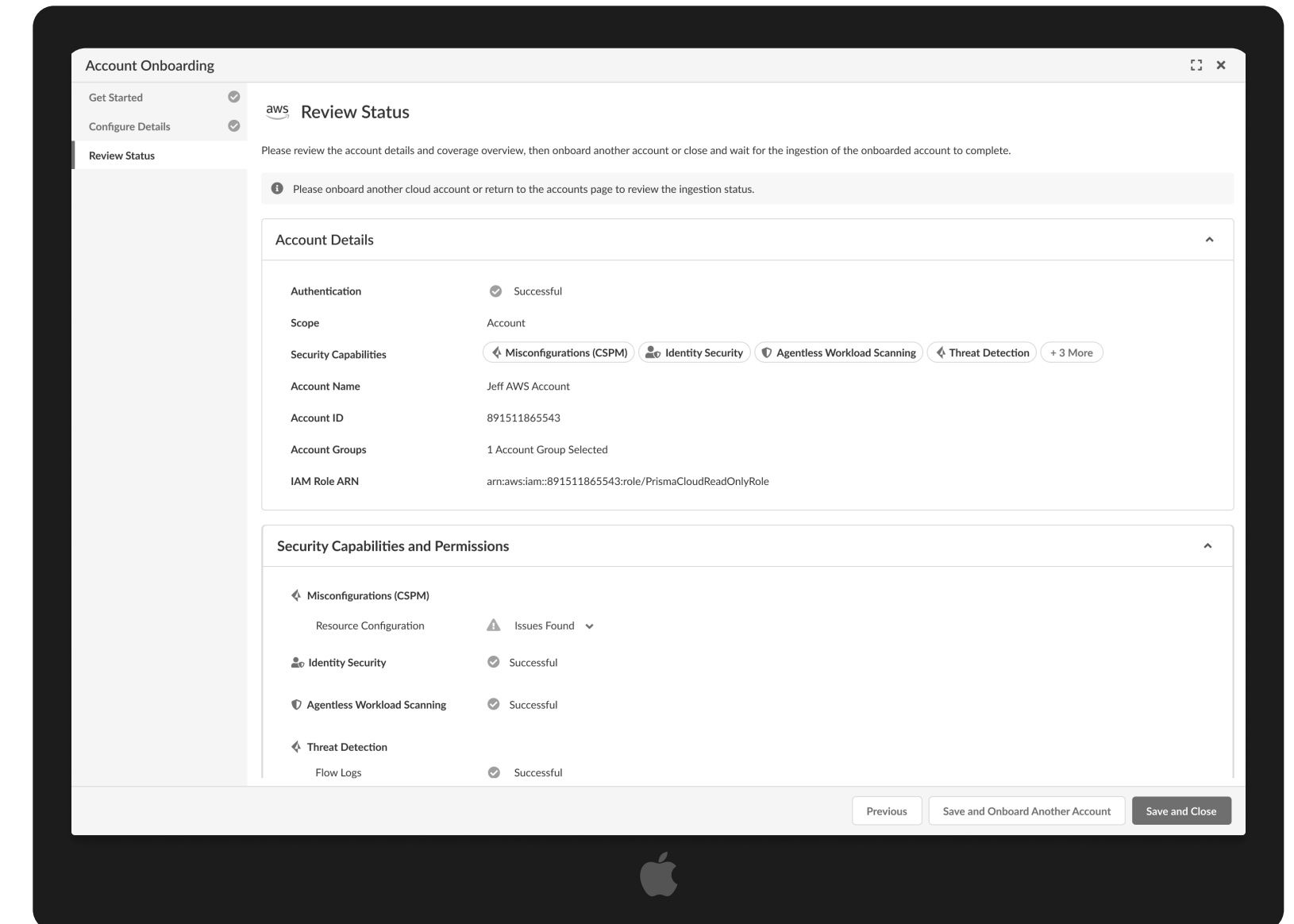
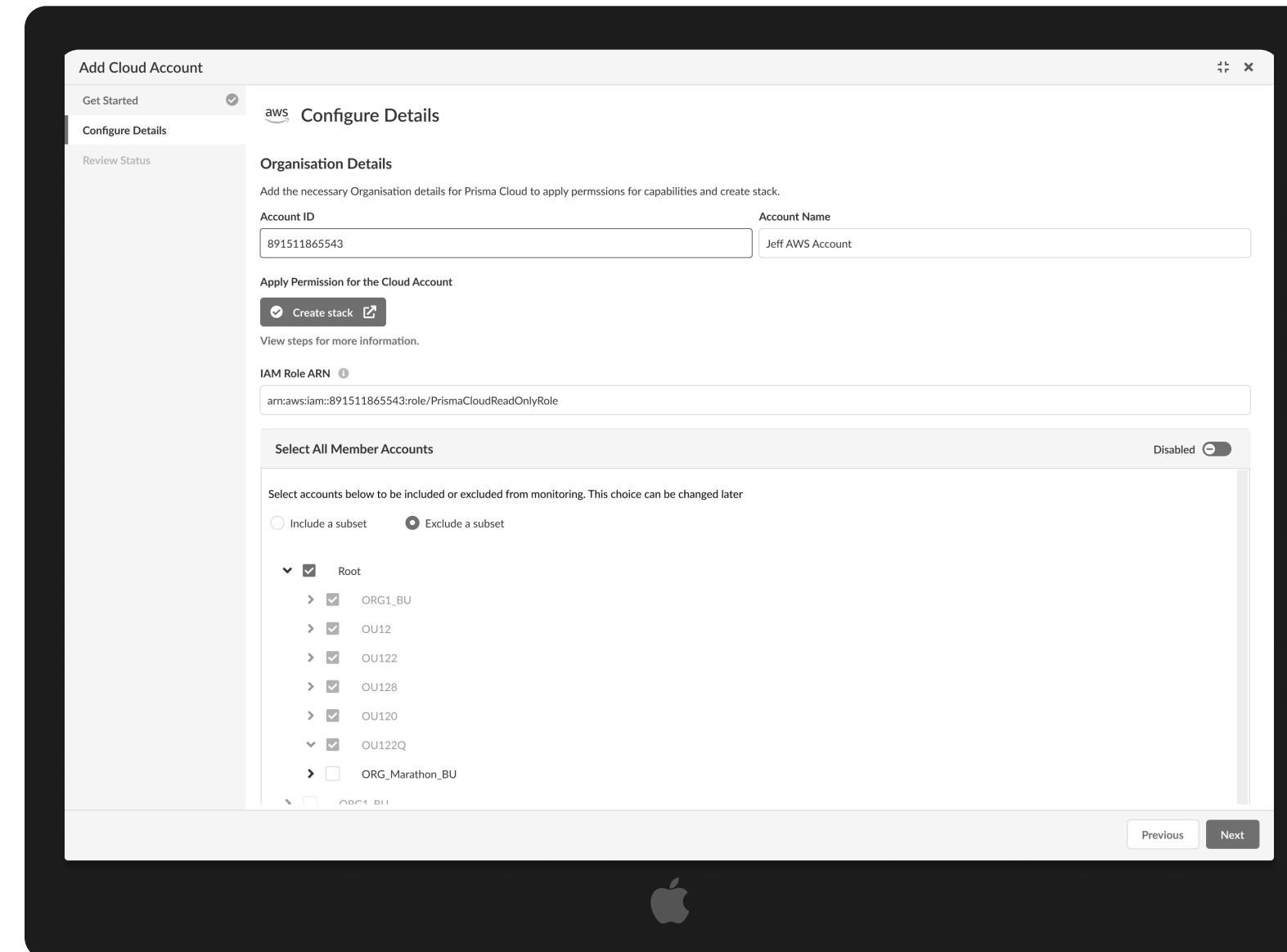
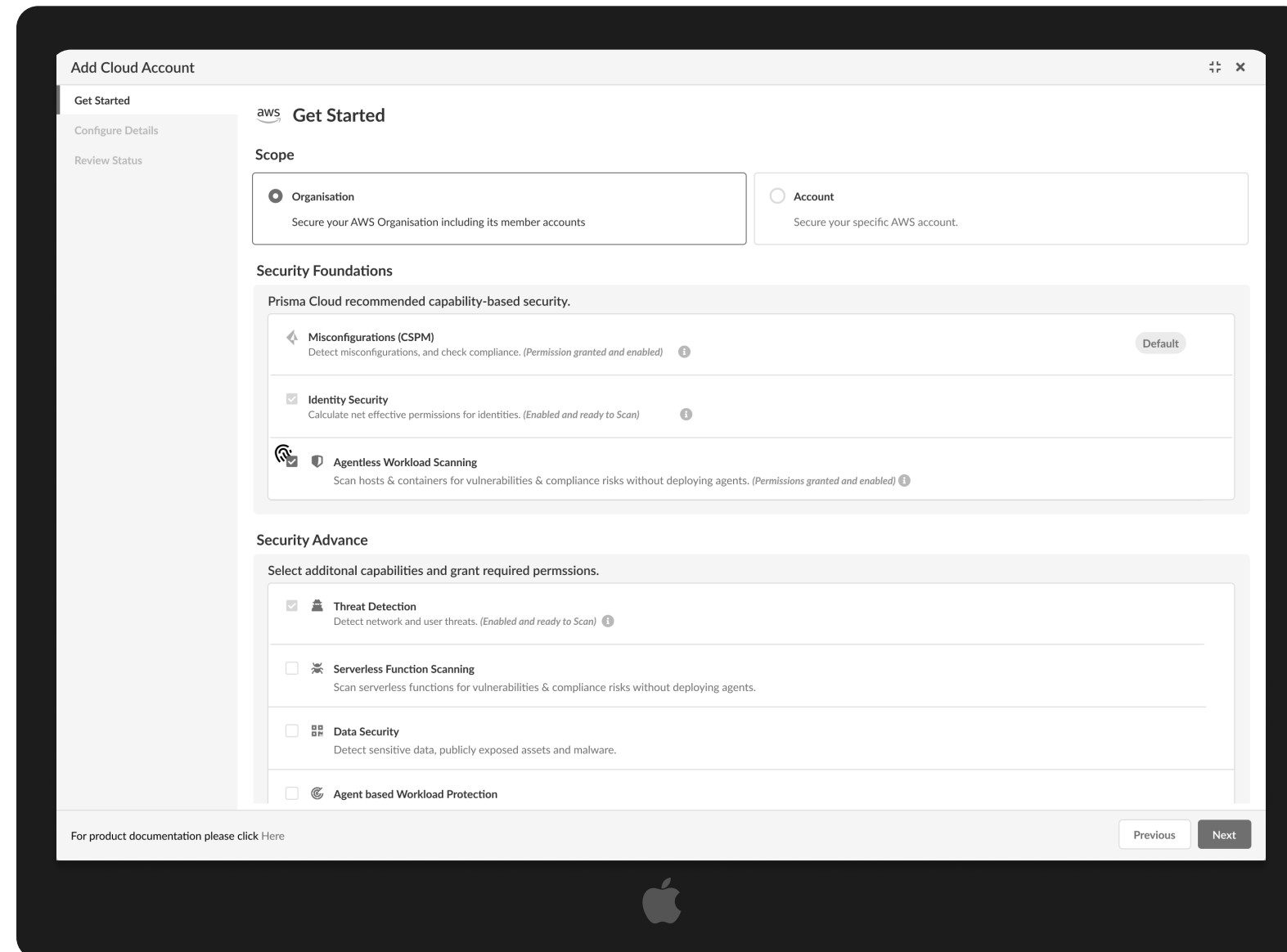
Define: Wireframe to establish design decisions and Test



I attempted to introduce various options for additional security modules to be explored and utilized by our users. However, the feedback suggested further simplification to enhance their understanding of the importance and usage of these modules.

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Design: Wireframe modal breakthrough continuous testing



Finally, I was able to introduce a larger-sized modal, which was critical for our product to be accessible from any page.

Additionally, the cards for security modules worked, as users were able to quickly grasp what they needed to enable and obtain permission for.

The additional settings, which were distributed across multiple steps, were organized through multiple meetings with the Engineering head and UI Managers.

This allowed us to rewrite a few APIs to be called directly from the configuration page.

Users appreciated the single screens for ease of use.

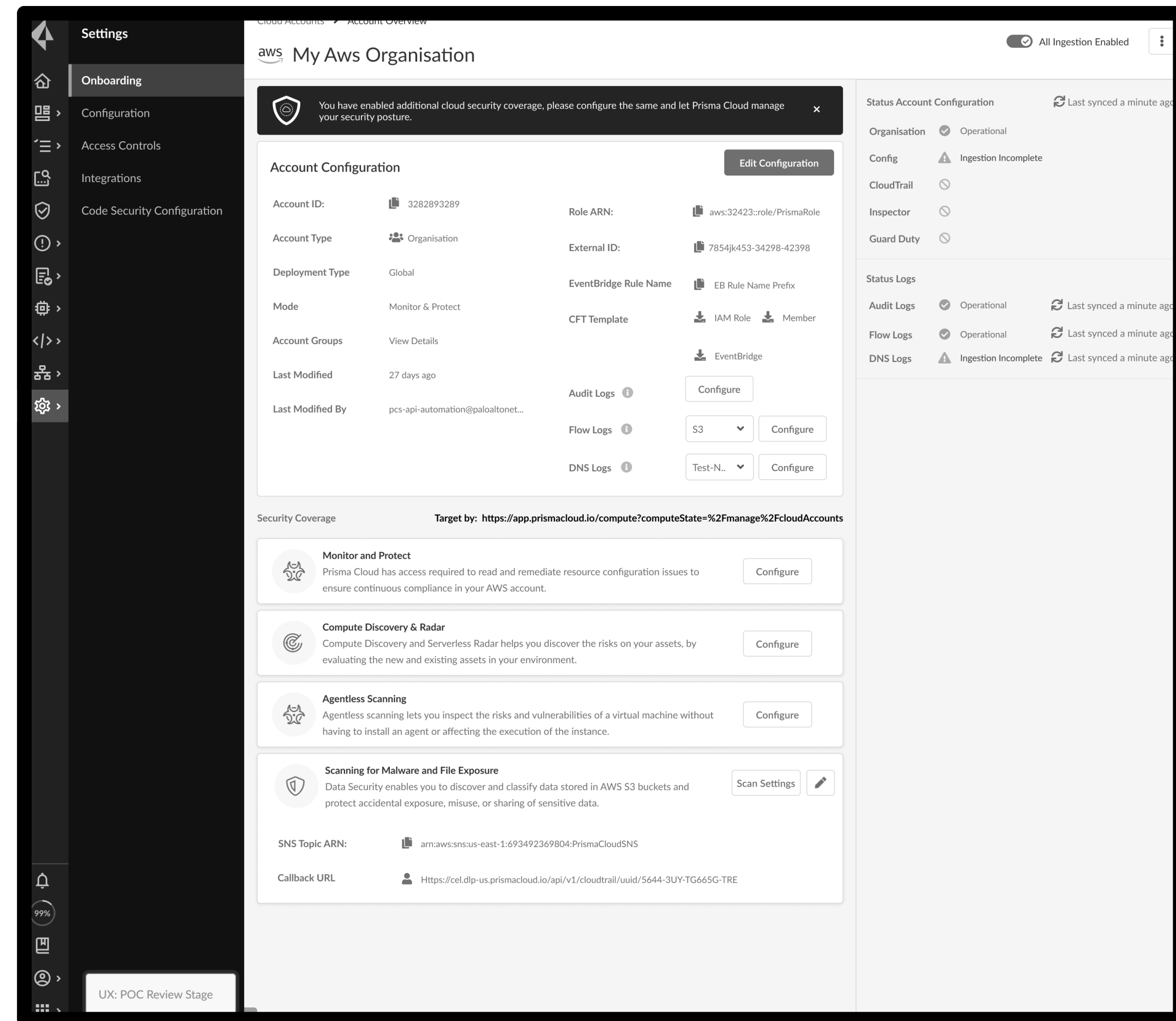
The review status screen was redesigned to display all errors and necessary remediation steps clearly.

Additionally, it shows the permissions for security modules that were signed up to be configured later, accompanied by proper messages.

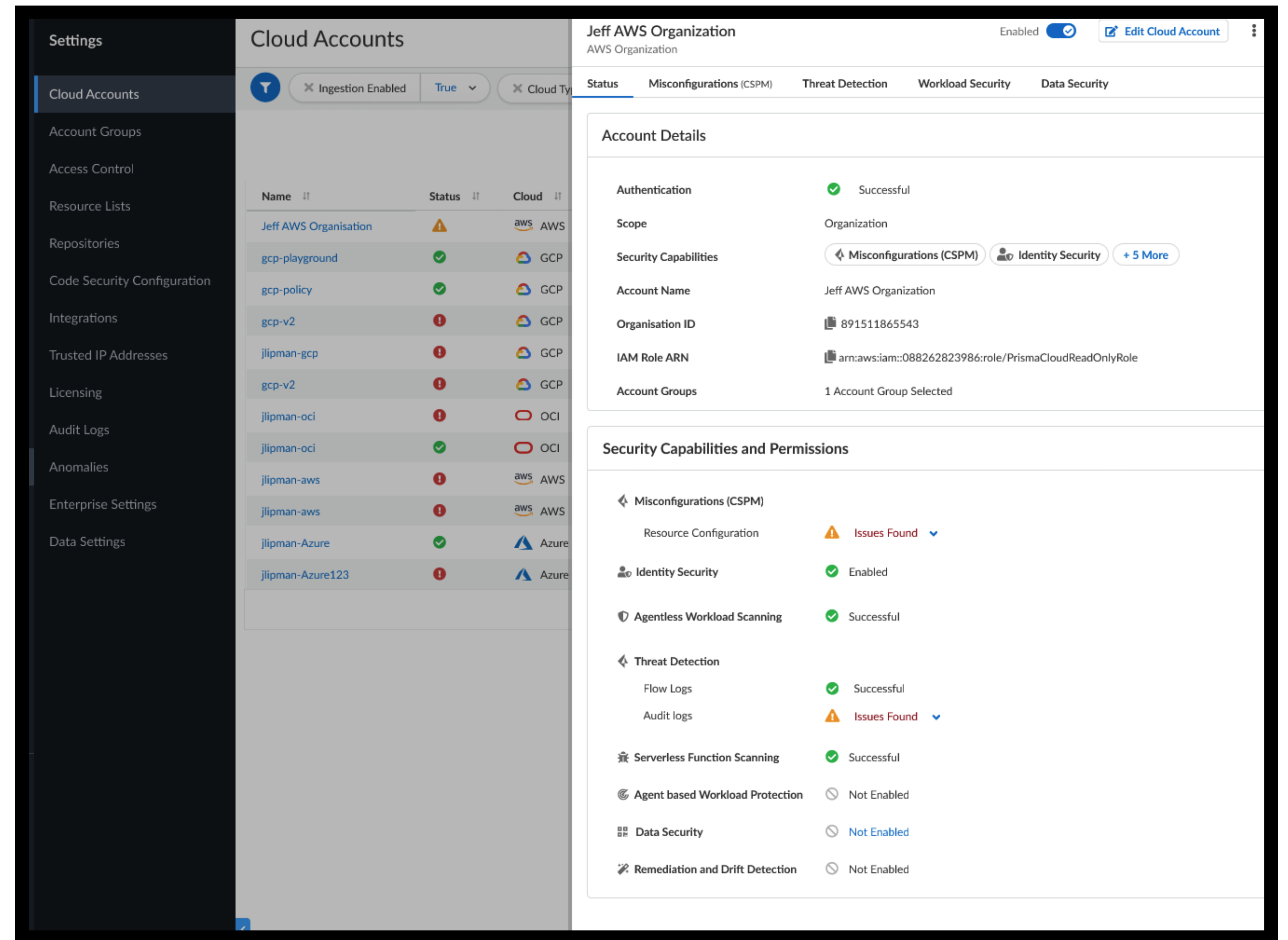
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Design: Wireframe Land and Expand

Before

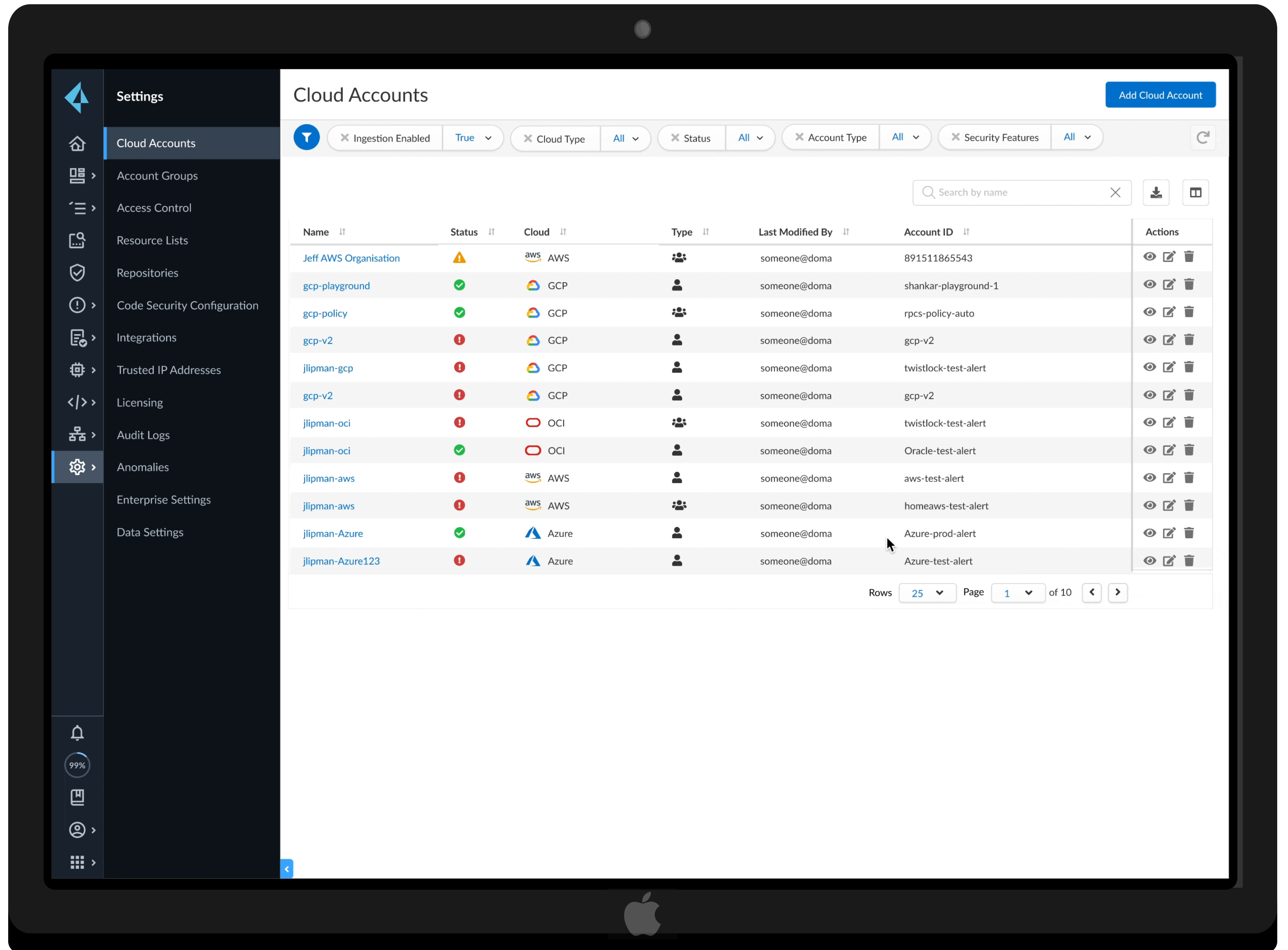


After



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Implementation



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User Impact

Revitalised Prisma Cloud Unified Onboarding Experience, achieving a cutting-edge **3-step process** that outperformed competitors and slashed touch points by an impressive **57%**.

Designing security configurations nudges after Unified Onboarding Experience, saw customer sentiments went up by **8X** and credit consumption by **150%** in less than **6 weeks**.

First-time value realization

Cloud and Deployment scope		Total Wizards/screens		Total clicks to complete onboarding		% Reduction in Wizards/screens	% Reduction in Clicks
		Current	Simplified	Current	Simplified		
AWS	Standalone	5	3	10	6	40	40
	Organization	6	3	15	6	50	60
GCP	Project	6	3	11	6	50	45.45
	Organization	7	3	17	9	57.1	47.06
Azure	Subscription	6	3	16	10	50	37.5
	Tenant	7	3	19	8	57.1	57.89

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User Validation and Feedback

This is exactly what builds our confidence in Prisma Cloud, we really feel Prisma Cloud is listening to customers and improving what matters to us. This simplifies our effort as we plan to add more accounts in the next few months"- Informatica



We currently have a 10-step onboarding checklist for each cloud type and based on what we see currently, I can reduce that to just a couple for each cloud. This is a huge improvement for us in terms of how we enable different capabilities Prisma Cloud offers"- Unacademy



Unified Onboarding experience in PCEE was very positive experience. Everything just worked- Binh, SA, Nvidia POC



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Applauds

Director Engineering, India

Quadir Kareemullah: (+100) @sandeep.virmani

#collaboration #execution for the fabulous cloud account onboarding UX

Reporting Manager, USA

Jason Davila: (+25) @sandeep.virmani Onboarding efforts deserve an award for MOST FEEDBACK EVER from the MOST PEOPLE! Great work on these efforts! #execution #collaboration #integrity

Senior Director Engineering USA

Hari Srinivasan: (+20) @sandeep.virmani appreciate the hard work in bringing the onboarding screens to this level. It helps to see the vision and makes it easy for review. Much appreciated. #collaboration #customerfirst #disruption

UX Counter Part Israel

Lina Gurevich: (+10) @sandeep.virmani Thanks for your collaboration and visibility with cloud onboarding! #inclusion #collaboration

UX Researcher USA

Stephanie Chen: @sandeep.virmani (+25) Thank you for walk me through the complexity of cloud account onboarding this week. 😊 #inclusion #integrity #collaboration

UI Development Principal

Rahul Kumar: (+10) @sandeep.virmani For consistent help to deliver Cloud Account onboarding UX. Your feedback really helped it achieve faster #collaboration

UX Manager USA

Justin Lancaster: (+25) @sandeep.virmani @stephanie.chen Thanks for all your help! Love working with you guys on the Prisma Cloud Onboarding UX! #collaboration #execution #customerfirst #integrity

Senior Director Engineering USA

Hari Srinivasan: (+5) @sandeep.virmani @ritish.raghavan Thank you for what you do. It's tough and you are doing really good in getting to converge. Looking forward to the final designs.

