

# **Simplifying the DNA analysis SaaS in 4 weeks.**

**Unblocking sales by making the  
first user-centered DNA analysis  
tool in the industry.**

# Context

**iBinom is a DNA analysis SAAS platform that was providing mutation reports to doctors in US market.**

**In 2015 team asked me to fix with design. With no idea on the field, I stepped in.**

**It's an old case, but still one of the most complex ones I had in my life.**

# Challenge

**We needed to fix the design in 4 weeks, right before the critical US conference. Design was blocking sales.**

## **User experience**

**Doctors were reporting that platform is inconsistent, complex, and not optimised for laptop screens.**

## **Scalability**




**Design architecture wasn't ready for the new databases, monetisation flows, and edge-cases.**







Results

## Raw data (43.22 Gb of 250.00 Gb)

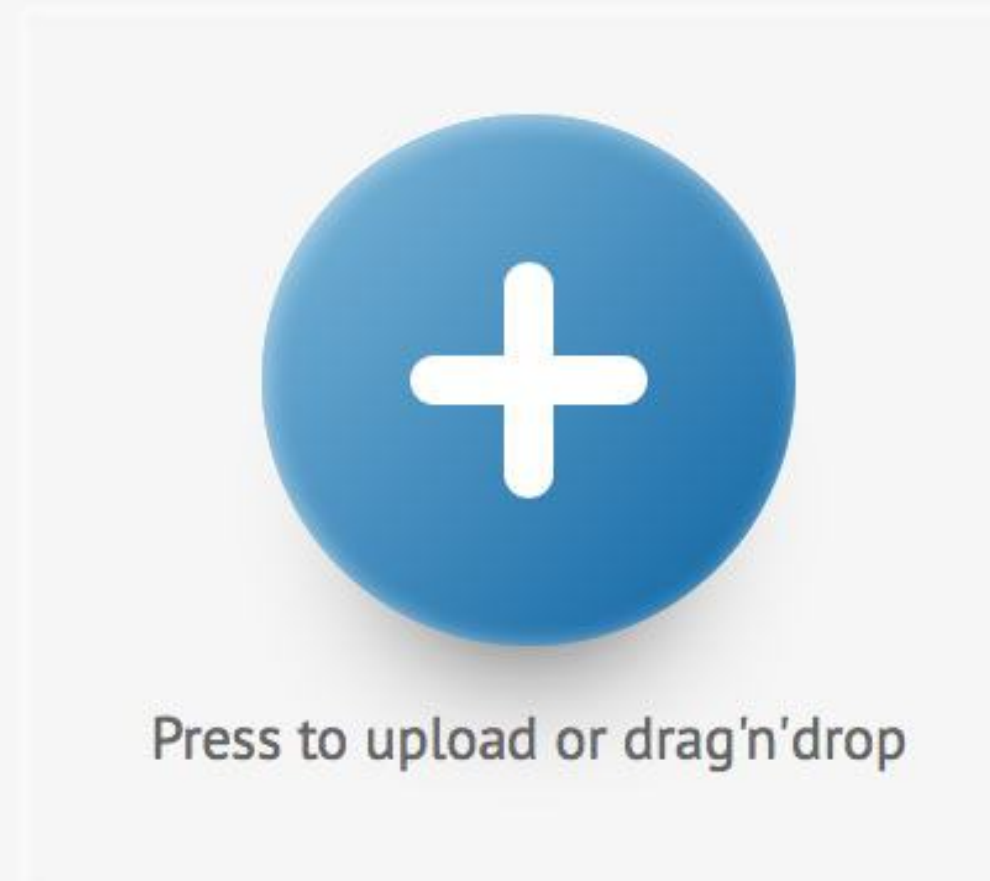
Select some files for example and you will see how it works

 Group  Move to archive  Delete

 Archive (0 files) 0 bytes

<input type="checkbox"/>	018_1.fastq.gz	<u>1.41 Gb</u> 
<input type="checkbox"/>	018_2.fastq.gz	<u>1.40 Gb</u> 
<input type="checkbox"/>	454Reads.MID19.fq	<u>3.63 Mb</u> 

Sort by name



Analyze

**Homescreen & upload. Unclear hierarchy, navigation and layout.**

Raw data **Results**

You can download result files here



<input type="checkbox"/> <u>Sample name</u> ▲	<u>Aligned reads (bam + bai)</u>	<u>VCF Filter</u>	<u>Report</u>	<u>Variant call (vcf)</u>	<u>Variant call (csv)</u>	<u>Date</u>
<input type="button" value="Archive (16 files)"/>						
<input type="checkbox"/> L001_I002_KJSC120914KJ216B.bam		<a href="#">Filter</a>	<a href="#">3.48 Mb</a> ⌵	<a href="#">25.51 Mb</a> ⌵	<a href="#">14.40 Mb</a> ⌵	07.04.2015 03:49:53
<input type="checkbox"/> sample.fastq.gz (7)		<a href="#">Filter</a>	<a href="#">745.47 Kb</a> ⌵	<a href="#">19.85 Mb</a> ⌵	<a href="#">8.82 Mb</a> ⌵	07.05.2015 02:01:20
<input type="checkbox"/> sample.fastq.gz (8)		<a href="#">Filter</a>	<a href="#">745.46 Kb</a> ⌵	<a href="#">19.85 Mb</a> ⌵	<a href="#">8.82 Mb</a> ⌵	08.05.2015 20:40:08
<input type="checkbox"/> sample.fastq.gz (9)			<a href="#">718.35 Kb</a> ⌵	<a href="#">0 bytes</a> ⌵	<a href="#">0 bytes</a> ⌵	13.05.2015 13:56:09
<input type="checkbox"/> sample.fastq.gz (10)		<a href="#">Filter</a>	<a href="#">744.97 Kb</a> ⌵	<a href="#">20.01 Mb</a> ⌵	<a href="#">8.82 Mb</a> ⌵	13.05.2015 20:54:12
<input type="checkbox"/> Myodystrophy_M		<a href="#">Filter</a>	<a href="#">745.35 Kb</a> ⌵	<a href="#">42.46 Mb</a> ⌵	<a href="#">19.51 Mb</a> ⌵	29.05.2015 19:50:09
<input type="checkbox"/> short.fastq.gz (1)		<a href="#">Filter</a>	<a href="#">746.90 Kb</a> ⌵	<a href="#">33.42 Kb</a> ⌵	<a href="#">12.95 Kb</a> ⌵	02.06.2015 16:00:26
<input type="checkbox"/> 001.fastq		<a href="#">Filter</a>	<a href="#">744.88 Kb</a> ⌵	<a href="#">90.87 Kb</a> ⌵	<a href="#">41.42 Kb</a> ⌵	04.06.2015 13:43:53
<input type="checkbox"/> sample.fastq.gz (6)		<a href="#">Filter</a>	<a href="#">745.46 Kb</a> ⌵	<a href="#">19.85 Mb</a> ⌵	<a href="#">8.82 Mb</a> ⌵	06.05.2015 14:34:09
<input type="checkbox"/> Pomykalov		<a href="#">Filter</a>	<a href="#">745.41 Kb</a> ⌵	<a href="#">17.36 Mb</a> ⌵	<a href="#">8.29 Mb</a> ⌵	09.06.2015 18:38:51
<input type="checkbox"/> Zernov 018 deafness		<a href="#">Filter</a>	<a href="#">745.14 Kb</a> ⌵	<a href="#">33.16 Mb</a> ⌵	<a href="#">15.49 Mb</a> ⌵	09.06.2015 23:06:10
<input type="checkbox"/> Zernov 002 hypotrihosis		<a href="#">Filter</a>	<a href="#">745.10 Kb</a> ⌵	<a href="#">31.27 Mb</a> ⌵	<a href="#">14.57 Mb</a> ⌵	14.06.2015 01:48:50

**Processed results. Unclear, inconsistent and complex structure.**

**BINOM** Sample name: /L001\_I002\_KJSC120914KJ216B.bam

Input Data 101461

funclass	Codon change	Distance to transcript	Amino acid change	Amino acid length	Gene	lof_perc	nmd_perc	polyphen2_hvar_score	mutationtaster_score	mutationassessor_score	fatmm_score	sift_pred	uniprot_id	cadf_raw	phyloP40way_primate	phyloP40way_placental	1000gp1_af	1000gp1_af_af	1000gp1_eur_af	1000gp1_ame_af	1000gp1_asn_af	esp6500_aa_af	esp6500_es_af	location	coding	biom_score	HGMD	HGMD Phenotype	HGMD Reference	clinvar_significance
					TUBB8P11																			EXON	false	no				
					TUBB8P11																			EXON	false	no				
																								INTERGENIC	false	no				
																								INTERGENIC	false	no				
																								INTERGENIC	false	no				
																								UPSTREAM	false	no				
		208		18	AL645608.2																									

**BINOM** Sample name: /L001\_I002\_KJSC120914KJ216B.bam

Input Data 101461

funclass	Codon change	Distance to transcript	Amino acid change	Amino acid length	Gene	lof_perc	nmd_perc	polyphen2_hvar_score	mutationtaster_score	mutationassessor_score
					TUBB8P11					
					TUBB8P11					
		208		18	AL645608.2					

**Web report. Bad usability—table was 3 times wider than regular screen.**

# Process

To fit in 4 weeks, I had four processes at the same time. Each of them was giving valuable feedback.

## **Expert interviews**

Learning the field and user specifics. Testing the design.

## **Reports design**

Iterating on the optimal data-visualisation and look.

## **Web design**

Applying new ideas from the reports. Drafting the architecture.

## **Frontend-development**

Delivering the ready parts and reviewing the prototypes.



## Mutations

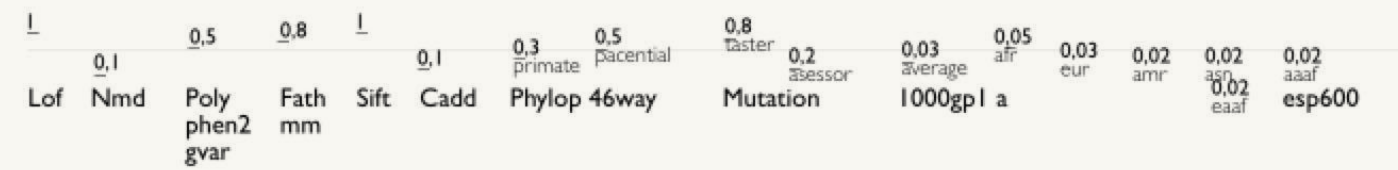
### ADF: Non synonymous coding

Chr-I, position-123123, hom (ENST 0000037012)

p.Ser384Gly/c.1150A>G  
G→A RSI2417413

Clinvar: pathogenic

HKMD: adenosine, monophos, hate, deaminase, deficiency



### ADF: Non synonymous coding

Chr-I, position-123123, hom (ENST 0000037012)

p.Ser384Gly/c.1150A>G  
G→A RSI2417413

Clinvar: pathogenic

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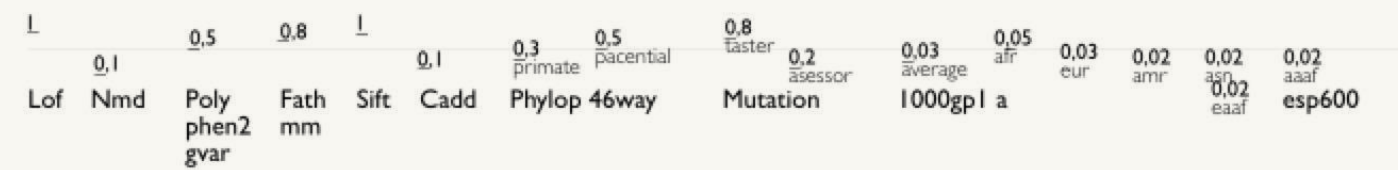
### ADF: Non synonymous coding

Chr-I, position-123123, hom (ENST 0000037012)

p.Ser384Gly/c.1150A>G  
G→A RSI2417413

Clinvar: pathogenic

HKMD: adenosine, monophos, hate, deaminase, deficiency



## WASH7P: EXON

n.1493G>A

n.o:

Chr-I, position-14653, het  
ENST 00000438504, RS 375086259

### Scores Clinvar-, ACMG-7

fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

### Frequency 0,01-0,0001

1000GPI avr afr eur amr asn ESP6500 ea aa

## DDX11LI: DOWNSTREAM

n.\*1657A>G

n.o:

Chr-I, position-14907, hom  
ENST 00000456328, RS 79585140

### Scores Clinvar-, ACMG-7

fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

### Frequency 0,01-0,0001

1000GPI avr afr eur amr asn ESP6500 ea aa

## DDX11LI: DOWNSTREAM

n.\*1657A>G

n.o:

Chr-I, position-14930, hom  
ENST 00000456328, RS 75454623

### Scores Clinvar-, ACMG-7

fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

### Frequency 0,01-0,0001

1000GPI avr afr eur amr asn ESP6500 ea aa

## DDX11LI: DOWNSTREAM

n.\*1657A>G

### Scores Clinvar-, ACMG-7

fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

## Mutations

### Gene and effect

ADF homozygote non synonymous coding

Chr-I, position-123123 (ENST 0000037012)

### Status

Clinvar: pathogenic

HKMD: adenosine, monophos, hate, deaminase, deficiency

### Acid change

p.Ser384Gly/c.1150A>G

G→A RSI2417413

### ACMG

7

Lof	Nmd	Polyphen2 gvar	Fathmm	Sift	Cadd	Phylop 46way primate pacentai	Mutation taster asessor	1000gpl a average afr	eur	amr	asn	esp600 aaaf	eaaf
1	0,1	0,5	0,8	1	0,1	0,3 0,5	0,8 0,2	0,03 0,05	0,03	0,02	0,02	0,02	0,02

### Frequency (0,1-0,0001)

1000GPI avr 0,05 afr 0,01 eur 0,11 amr 0,09 asn 0,00  
ESP6500 aa 0,09 ea 0,00

### Scores (ACMG-7)

-0,06 0,0 0,66 1,0 1,4 2,8 3,9  
fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

### ADF: Non synonymous coding

Chr-I, position-123123, homozygote

### Pathogenic

Clinvar

### Adenosine, monophos, hate, deaminase, deficiency

HKMD

ENST0000037012, RSI2417413

### Frequency (0,00-0,0001)

1000GPI 0,05 0,01 0,11 0,09 0,0001 ESP6500 0,00 0,09 ea aa

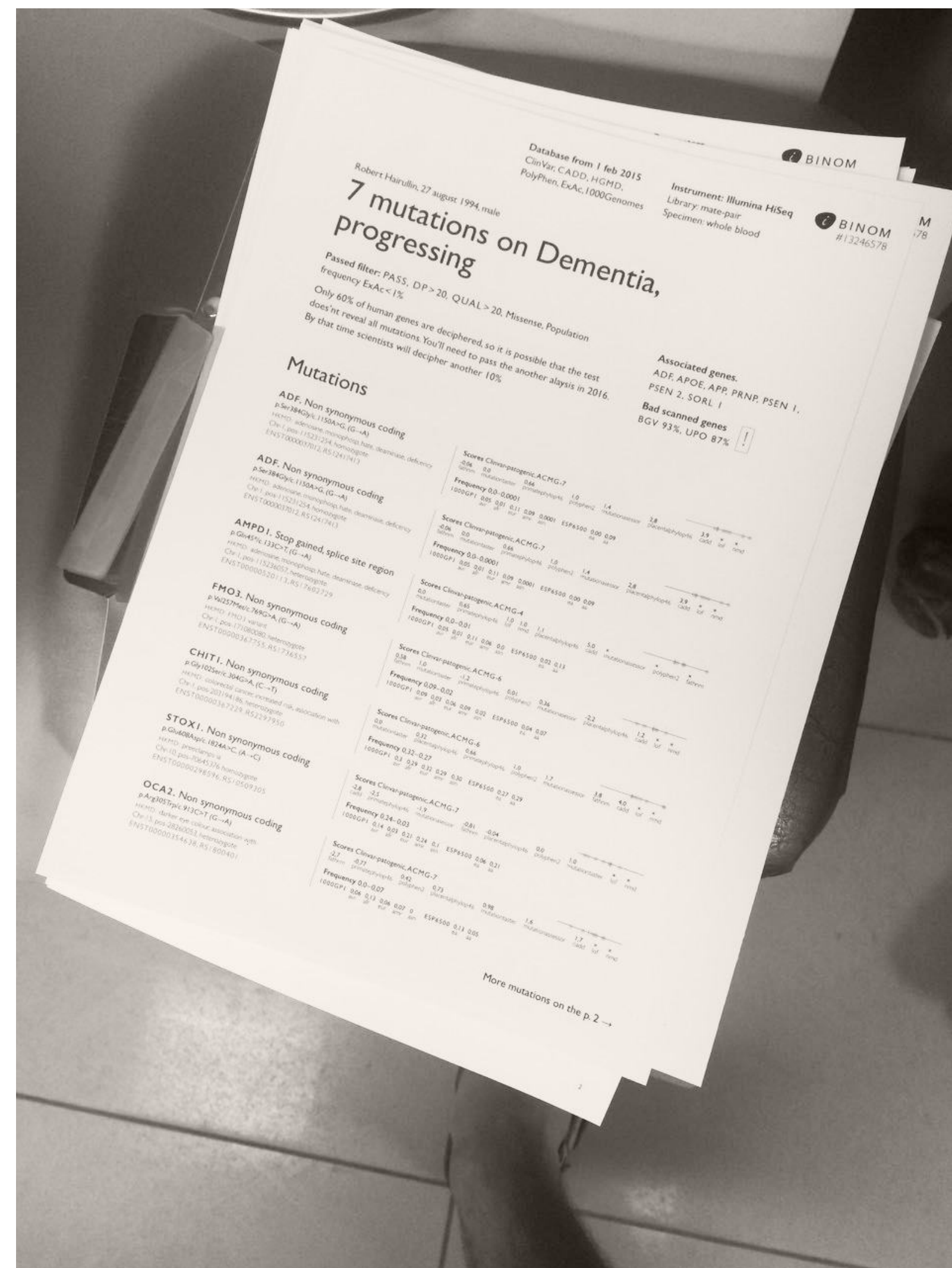
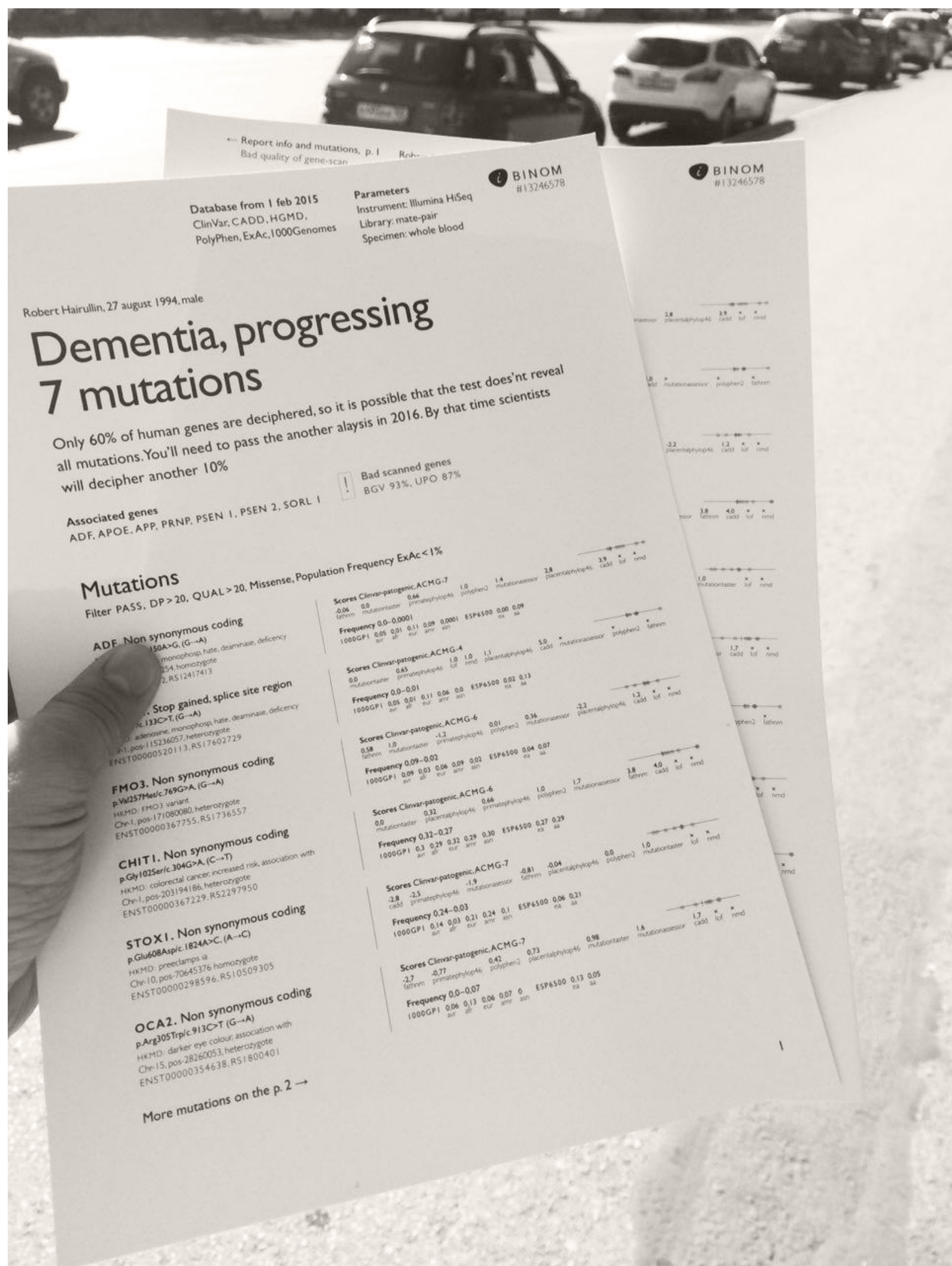
### Scores (ACMG-7)

-0,06 0,0 0,66 1,0 1,4 2,8 3,9  
fathmm mutation taster primate phylop46 poly phen2 mutation assessor placental phylop46 cadd

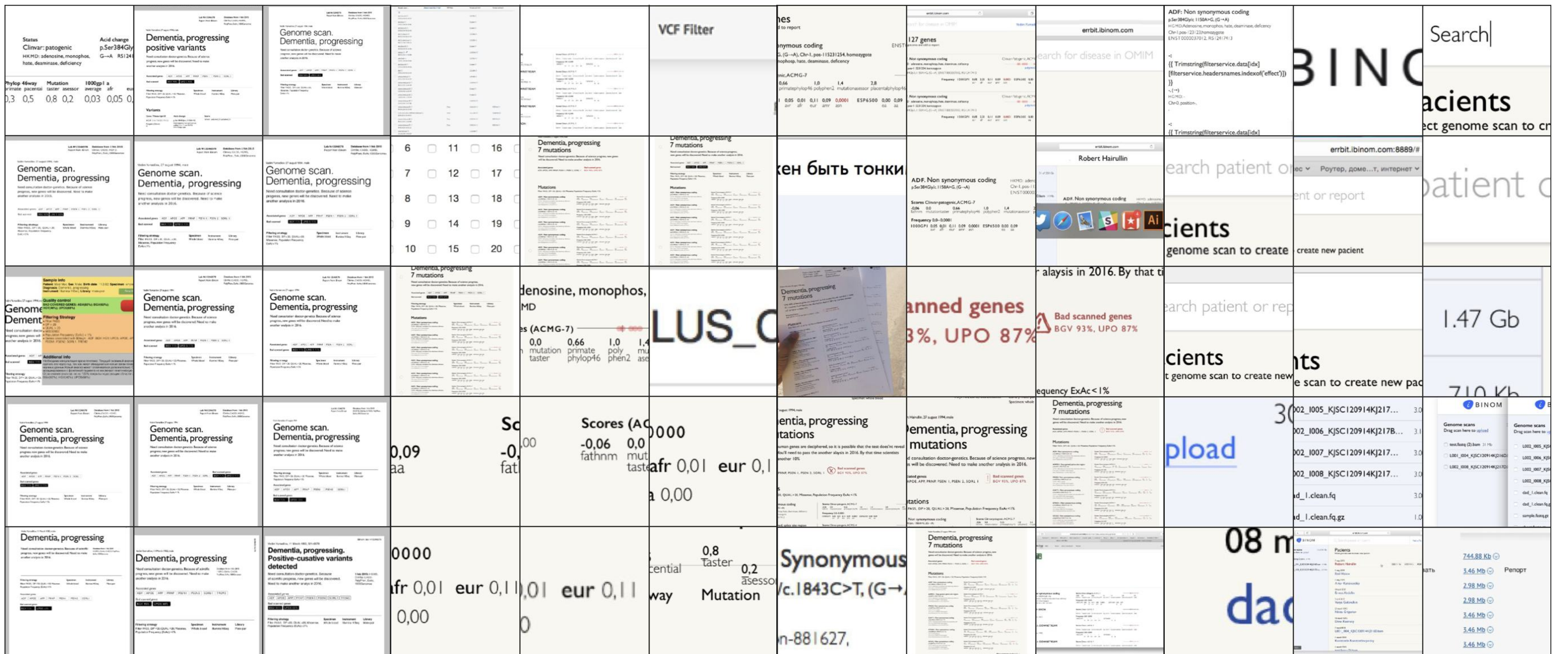
### Amino-acid change

p.Ser384Gly/c.1150A>G (G→A)

**Printed report. It took 2 weeks and 30 iterations to fit 40 columns of data in one component with clear logic and hierarchy.**



**Readability.** To ensure readability of a report in real life, we were printing each new version to hold it in hands.



**Process.** Alignment was critical, so each day we had a screenshot ping-pong with devs.

# Ready.

## **Printed report.**

We found structure that was both readable, logic, and scalable. Team confirmed it with user testing.

## **Web application.**

The new version was delivered in time. To fit in the deadline, we cut out some of the features and sacrificed refactoring.

Instrument: Illumina HiSeq Database version  
 Library: mate-pair ClinVar 1.2, apr'15, PolyPhen 1.2, dec'14  
 Specimen: whole blood CADD 1.0, may'14 ExAc 1.3, aug'13  
 Bad scanned genes! HGMD 0.31, sept'14 1000Genomes 0.3, jan'13



## Dementia, progressing. Mutations report

Robert Hairullin, 27 august 1994, male  
 Filter: DP>20, QUAL>20, Missense, Population frequency ExAc<1%

### ADF. Homozygote non synonymous coding (SNP)

4

p.Ser384Gly.c.1150A>G (gaC/gaT)  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 RS 12417413  
 Pos 1:321313

Score	Frequency
Mutationtaster 0.0 (46)	1000GPI Avr 0.05 Ea 0.05 ExAc 0.04
Mutationassessor 1.4 (30)	Afr 0.01 Aa 0.01
Placentalphylop46 0.66 (21)	Eur 0.11
Primatephylop46 2.8 (15)	Amr 0.09
Polyphen2 1.0 (32)	Asn 0.0001
Cadd 3.9 (11)	
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Bad scanned genes  
 CDH23

Selected genes  
 CDH23  
 CLDN14  
 COL11A2  
 DFNB31  
 DFNB59

### ADF. Homozygote non synonymous coding (SNP)

4

p.Ser384Gly.c.1150A>G (gaC/gaT)  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 RS 12417413  
 Pos 1:321313

Score	Frequency
Mutationtaster 0.0 (46)	1000GPI Avr 0.05 Ea 0.05 ExAc 0.04
Mutationassessor 1.4 (30)	Afr 0.01 Aa 0.01
Placentalphylop46 0.66 (21)	Eur 0.11
Primatephylop46 2.8 (15)	Amr 0.09
Polyphen2 1.0 (32)	Asn 0.0001
Cadd 3.9 (11)	
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 ESRRB  
 FOXI1  
 GIPC3  
 GJB2  
 GJB3  
 GJB6  
 GPSM2  
 GRXCR1  
 HGF  
 ILDR1  
 ADF

### ADF. Homozygote non synonymous coding (SNP)

5

p.Ser384Gly.c.1150A>G (gaC/gaT)  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 RS 12417413  
 Pos 1:321313

Score	Frequency
Mutationtaster 0.0 (46)	1000GPI Avr 0.05 Ea 0.05 ExAc 0.04
Mutationassessor 1.4 (30)	Afr 0.01 Aa 0.01
Placentalphylop46 0.66 (21)	Eur 0.11
Primatephylop46 2.8 (15)	Amr 0.09
Polyphen2 1.0 (32)	Asn 0.0001
Cadd 3.9 (11)	
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 KCNJ10  
 LHFPL5  
 LOXHD1  
 LRTOMT  
 MARVELD2  
 MSR83  
 MYO15A  
 MYO3A  
 MYO6  
 MYO7A  
 OTOA  
 OTOF

### ADF. Homozygote non synonymous coding (SNP)

3

p.Ser384Gly.c.1150A>G (gaC/gaT)  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 RS 12417413  
 Pos 1:321313

Score	Frequency
Mutationtaster 0.0 (46)	1000GPI Avr 0.05 Ea 0.05 ExAc 0.04
Mutationassessor 1.4 (30)	Afr 0.01 Aa 0.01
Placentalphylop46 0.66 (21)	Eur 0.11
Primatephylop46 2.8 (15)	Amr 0.09
Polyphen2 1.0 (32)	Asn 0.0001
Cadd 3.9 (11)	
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 PCDH15  
 POU3F4  
 PRPS1  
 PTPRQ  
 RDX1  
 GJB3  
 GJB6  
 GPSM2  
 GRXCR1  
 HGF  
 ILDR1

### ADF. Homozygote non synonymous coding (SNP)

1

p.Ser384Gly.c.1150A>G (gaC/gaT)  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 RS 12417413  
 Pos 1:321313

Score	Frequency
Mutationtaster 0.0 (46)	1000GPI Avr 0.05 Ea 0.05 ExAc 0.04
Mutationassessor 1.4 (30)	Afr 0.01 Aa 0.01
Placentalphylop46 0.66 (21)	Eur 0.11
Primatephylop46 2.8 (15)	Amr 0.09
Polyphen2 1.0 (32)	Asn 0.0001
Cadd 3.9 (11)	
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 KCNJ10  
 LHFPL5  
 LOXHD1  
 LRTOMT  
 MARVELD2  
 ILDR1  
 KCNJ10  
 LHFPL5  
 LOXHD1

Read about exome analysis limitations on the last page

More mutations on the p. 2 →

Instrument: Illumina HiSeq Database version  
 Library: mate-pair ClinVar 1.2, apr'15, PolyPhen-2 2.2, feb'12  
 Specimen: whole blood CADD 1.2, jan'15 ExAc 0.3, dec'14  
 1000Genomes 0.3, jan'13



## Variants report

Robert Hairullin

### KCNJ10. Non synonymous coding

p.Leu50Phe.c.148C>T. (G→A)

Clinvar

NOTES ENST00000368089  
 Pos 1:160012175

Score	Frequency
polyphen2 hvar 1	ExAc ESP6500 1000GPI
mutationtaster 0.99989	Af 0.00017 Aa - Afr -
mutationassessor 2.275	Afr - Ea - Afr -
mutationassessor rank 0.74639	Amr - Alspac -
fathmm -3.88	Adj 0.00017 Af - Eur -
fathmm rank 0.95957	Eas - Twinsuk -
cadd phred 23.5	Fin 0.0003 Af - Eur -
cadd rank 0.72574	Nfe 0.00029 Af 0.00027
sift 0.059	Oth -
sift rank 0.37489	Sas -
phastcons7way vertebrate 1	
phastcons7way vertebrate rank0.90892	
phylop7way vertebrate 0.917	
phylop7way vertebrate rank 0.60462	

### DARS2. Non synonymous coding

p.Gly338Glu.c.1013G>A. (G→A)

Clinvar

NOTES ENST00000361951  
 Pos 1:173808677

Score	Frequency
polyphen2 hvar 0.074	ExAc ESP6500 1000GPI
mutationtaster 0.99954	Af 0.027 Aa 0.00726 Af 0.01238
mutationassessor 1.535	Afr 0.00654 Ea 0.03756 Afr 0.00151
mutationassessor rank 0.49068	Amr 0.01641 Alspac Amr 0.02305
fathmm -1.18	Adj 0.0266 Af 0.03191 Eur -
fathmm rank 0.78323	Eas - Eur 0.03181
cadd phred 22.7	Fin 0.03009 Twinsuk Sas 0.01227
cadd rank 0.67021	Nfe 0.03733 Af 0.03425
sift 0.078	Oth 0.029:
sift rank 0.33878	Sas 0.0153
phastcons7way vertebrate 0.998	
phastcons7way vertebrate rank0.72479	
phylop7way vertebrate 0.917	
phylop7way vertebrate rank 0.60462	

### SYNE2. Non synonymous coding

p.Ile4209Thr.c.12626T>C. (T→C)

Clinvar: Likely benign

NOTES ENST00000358035  
 Pos 14:64580075

Score	Frequency
polyphen2 hvar 0.005	ExAc ESP6500 1000GPI
mutationtaster 1	Af 0.017 Aa 0.03473 Af 0.02436
mutationassessor 0.895	Afr 0.03834 Ea 0.01581 Afr 0.04841
mutationassessor rank 0.30057	Amr 0.00752 Alspac Amr 0.01729
fathmm 0.38	Adj 0.01711 Af 0.01453 Eur -
fathmm rank 0.57592	Eas 0.00058 Eur 0.01193
cadd phred 2.59	Fin 0.02454 Twinsuk Sas 0.03476
cadd rank 0.07097	Nfe 0.01551 Af 0.0151
sift 0.093	Oth 0.02533
sift rank 0.3149	Sas 0.02217
phastcons7way vertebrate 0.032	
phastcons7way vertebrate rank0.12448	
phylop7way vertebrate 0.991	
phylop7way vertebrate rank 0.76621	

Read about exome analysis limitations on the last page

More variants on the p. 2 →

Printed report. Design passed user- and scale-tests with +10 databases.

### New patient

50 Gb of 250 Gb

0 panels, 12 exomes, 0 genomes



Drag file here to [upload](#)  
or select from the list below

7bbaca6f-0e9b-11e5-918c-22000...

7bb6f687-0e9b-11e5-918c-2200...

sample\_group (2 files)

test (2).fastq


454Reads.MID19.fq

test (1) (2).fastq

test (1) (1).fastq

New folder (6 files)

test (1).fastq

Upload file 

## Patients

Select patient to view and edit report

7 may 2015

[Bob Stempson](#)

3 may 2015

[Emil Hakov](#)

1 may 2015

[Robert Hairullin](#)

10 april 2015

[Artur Karaivanskiy](#)

5 april 2015

[Nick Stephan](#)

25 march 2015

[Artemy Adamson](#)

16 march 2015

[Arnold Bishop](#)

7 march 2015

[L001\\_I004\\_KJSC120914KJ216D.bam](#)

**Patients.** Uploading and results pages were united in a friendly one.

Filter

Depth and quality

Diseases and genes

Chromosome, position, rsID

Variant type, zygosity, effect

Scores

Populations frequency

Clinvar

## 253 variants, Robert Hairullin

Create report

**UTS2 (SNP)**  
Heterozygote non synonymous coding

BENIGN PATHOGENIC

Scores  
MT psC7vr CDDp F.MMr PP3V pIP7vr

Frequency  
kk\_afrik\_amrk\_eask\_eurk\_sasa\_e\_aa\_e\_eaxx\_afrx\_amrx\_adjx\_easx\_

p.Thr21Met/c.62C>T  
(aCg/aTg)

ENST00000054668, rs228648  
pos: 1:7913430

**VWA5BI (SNP)**  
Heterozygote non synonymous coding

Scores  
MT psC7vr CDDp F.MMr PP3V MAr SFTv

Frequency  
kk\_afrik\_amrk\_eask\_eurk\_sasa\_e\_aa\_e\_eaxx\_afrx\_amrx\_adjx\_easx\_

p.Arg880His/c.2639G>A  
(cGc/cAc)

ENST00000375079, rs11582960  
pos: 1:20671961

**NBPF3 (SNP)**  
Heterozygote non synonymous coding+splice site region

Scores  
MT psC7vr CDDp F.MMr PP3V MAr SFTv

Frequency  
kk\_afrik\_amrk\_eask\_eurk\_sasa\_e\_aa\_e\_eaxx\_afrx\_amrx\_adjx\_easx\_

**Web report.** Layout and architecture followed the printed report logic.

## iBinom v2.1

[Database version](#)[Privacy agreement](#)[Service agreement](#)

## iBinom v2.1

Powerful solution for genomic data analysis

### Database version

ClinVar 1.2, apr'15

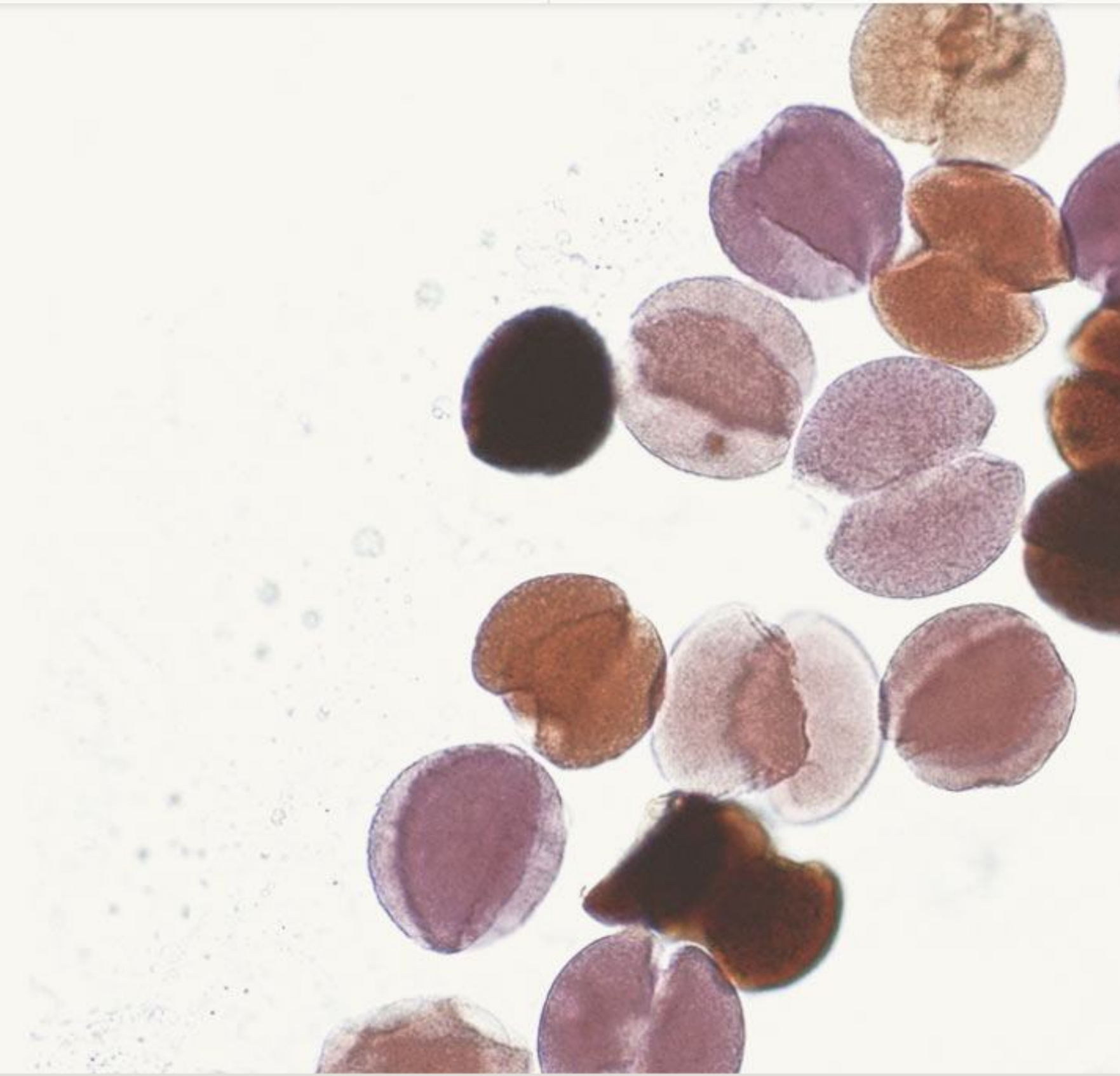
CADD 1.0, may'14

HGMD 0.31, sept'14

PolyPhen 1.2, dec'14

ExAc 1.3, aug'13

1000Genomes 0.3, jan'13



## Privacy agreement

This privacy policy applies to the services, products, technologies related to iBinom. It explains how and for what purposes iBinom may collect, use its customer's personal information and how to protect such information from you. Your use of the iBinom is Subject to this privacy policy, if you don't agree with any of the terms and conditions of this Privacy Policy, please do not submit your data or otherwise use the iBinom.

### I. PERSONAL INFORMATION COLLECTED AND COLLECTION METHODS.

Items Subject to Collection:

**Genomic Information.** iBinom may collect and store the sequence data, reads type, file types and sizes, biases, errors, and trends within and across Data, instrument type and identifiers, analysis

**Bonus.** Even the service pages got a stylish look.



# Invention

We invented the industry's new mutation frequency chart, allowing users to spot pathogenic mutations with a quick scan.



**Pathogenic**



**Better to check**



**Clearly pathogenic**

Mutation frequency is a set of small numbers 0.0001, 0.001, 0.1, 0.6. Plotting them on a linear scale will put all on zero. Adjusting the scale will make charts on different rows incomparable. Using arcsin we got to show difference while keeping the same scale.

Instrument: Illumina HiSeq Database version  
 Library: mate-pair ClinVar 1.2, apr'15, PolyPhen 1.2, dec'14  
 Specimen: whole blood CADD 1.0, may'14 ExAc 1.3, aug'13  
 Bad scanned genes! HGMD 0.31, sept'14 1000Genomes 0.3, jan'13

# Dementia, progressing. Mutations report

Robert Hairullin, 27 august 1994, male  
 Filter: DP>20, QUAL>20, Missense, Population frequency ExAc<1%.

## ADF. Homozygote non synonymous coding (SNP)

p.Ser384Gly.c.1150A>G (gA/c/gA/T) **4**  
 ACMG  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 R.S 12417413  
 Pos 1:321313

*critical*

Scores	Frequency
Mutationtaster 0.0 (46)	1000GPI ESP6500 ExAc
Mutationassessor 1.4 (30)	Avr 0.05 Ea 0.05 Avr 0.04
Placentalphylop46 0.66 (21)	Afr 0.01 Aa 0.01
Primatephylop46 2.8 (15)	Eur 0.11
Polyphen2 1.0 (32)	Amr 0.09
Cadd <b>3.9 (11)</b>	Asn 0.0001
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Bad scanned genes  
 CDH23

Selected genes  
 CDH23

## ADF. Homozygote non synonymous coding (SNP)

p.Ser384Gly.c.1150A>G (gA/c/gA/T) **4**  
 ACMG  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 R.S 12417413  
 Pos 1:321313

*50150*

Scores	Frequency
Mutationtaster 0.0 (46)	1000GPI ESP6500 ExAc
Mutationassessor 1.4 (30)	Avr 0.05 Ea 0.05 Avr 0.04
Placentalphylop46 0.66 (21)	Afr 0.01 Aa 0.01
Primatephylop46 2.8 (15)	Eur 0.11
Polyphen2 1.0 (32)	Amr 0.09
Cadd <b>3.9 (11)</b>	<b>Asn=0.0001</b>
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 CDH23  
 CLDN14  
 COL11A2  
 DFNB31  
 DFNB59  
 ESPN  
 ESRRB  
 FOXI1  
 GIPC3  
 GJB2  
 GJB3  
 GJB4  
 GPM2  
 GRXCR1  
 HGF  
 ILDR1  
 ADF

## ADF. Homozygote non synonymous coding (SNP)

p.Ser384Gly.c.1150A>G (gA/c/gA/T) **5**  
 ACMG  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 R.S 12417413  
 Pos 1:321313

Scores	Frequency
Mutationtaster 0.0 (46)	1000GPI ESP6500 ExAc
Mutationassessor 1.4 (30)	Avr 0.05 Ea 0.05 Avr 0.04
Placentalphylop46 0.66 (21)	Afr 0.01 Aa 0.01
Primatephylop46 2.8 (15)	Eur 0.11
Polyphen2 1.0 (32)	Amr 0.09
Cadd <b>3.9 (11)</b>	Asn 0.0001
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 ESPN  
 ESRRB  
 FOXI1  
 GIPC3  
 GJB2  
 GJB3  
 GJB4  
 GPM2  
 GRXCR1  
 HGF  
 ILDR1  
 ADF

## ADF. Homozygote non synonymous coding (SNP)

p.Ser384Gly.c.1150A>G (gA/c/gA/T) **3**  
 ACMG  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar **Pathogenic**

NOTES ENST0000037012  
 R.S 12417413  
 Pos 1:321313

*critical*

Scores	Frequency
Mutationtaster <b>0.0 (46)</b>	1000GPI ESP6500 ExAc
Mutationassessor 1.4 (30)	Avr 0.05 Ea 0.05 Avr 0.04
Placentalphylop46 0.66 (21)	Afr 0.01 Aa 0.01
Primatephylop46 2.8 (15)	Eur 0.11
Polyphen2 1.0 (32)	Amr 0.09
Cadd <b>3.9 (11)</b>	Asn 0.0001
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 GJB4  
 GPM2  
 GRXCR1  
 HGF  
 ILDR1  
 ADF

## ADF. Homozygote non synonymous coding (SNP)

p.Ser384Gly.c.1150A>G (gA/c/gA/T) **1**  
 ACMG  
 HGMD Adenosine, monophosp, hate, deaminase, deficiency.  
 Clinvar Pathogenic

NOTES ENST0000037012  
 R.S 12417413  
 Pos 1:321313

Scores	Frequency
Mutationtaster 0.0 (46)	1000GPI ESP6500 ExAc
Mutationassessor 1.4 (30)	Avr 0.05 Ea 0.05 Avr 0.04
Placentalphylop46 0.66 (21)	Afr 0.01 Aa 0.01
Primatephylop46 2.8 (15)	Eur 0.11
Polyphen2 1.0 (32)	Amr 0.09
Cadd <b>3.9 (11)</b>	Asn 0.0001
Lof -0.06 (5)	
Nmd -	
Fathnm -	

Selected genes  
 GRXCR1  
 HGF  
 ILDR1  
 ADF

# Results

Sales were unblocked—doctors were mentioning iBinom as the first user-centred DNA analysis tool.

**User and scalability test passed.** Team was ready to kick-start the sales on the upcoming conference. Unfortunately, startup was closed.

**Special thanks** to Andrey Afanasyev, Alexandra Vachnadze, Vasily Sitnik, Vladimir Naumov, Ilya Kitayev, and Aleksander Bespoyasov.

# Testimonial



**Andrei  
Afanasyev**  
CEO and  
Founder  
at iBinom

**Platform became solid,  
clear for doctors, and easy  
to use. Understanding  
bioinformatics in a couple weeks  
while managing the redesign  
is something I've never  
seen before**

**Multiply Outputs  
with Bold design moves  
from your new Head of  
Design and mentor.**

**For startups, agencies,  
and designers.**

**Shared at \$99.**

**With love.**

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KK