Knowing When to Break the Rules























Open up our process



Open up our process Push our craft





Content Recommendation Tool





- 1. Brief
- 2. Research
- 3. Low-Fidelity
- 4. Scope
- 5. Visual
- 6. Code
- 7. QA
- 8. Code Review
- 9. Testing
- 10. Deploy



Content Recommendation Tool





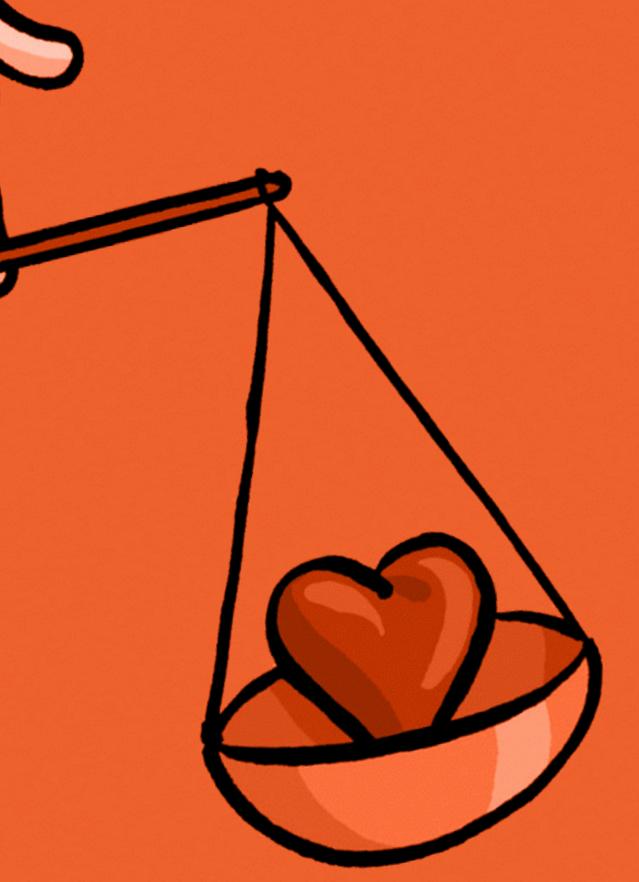
Content Recommendation Tool

2016 - 800+ brands



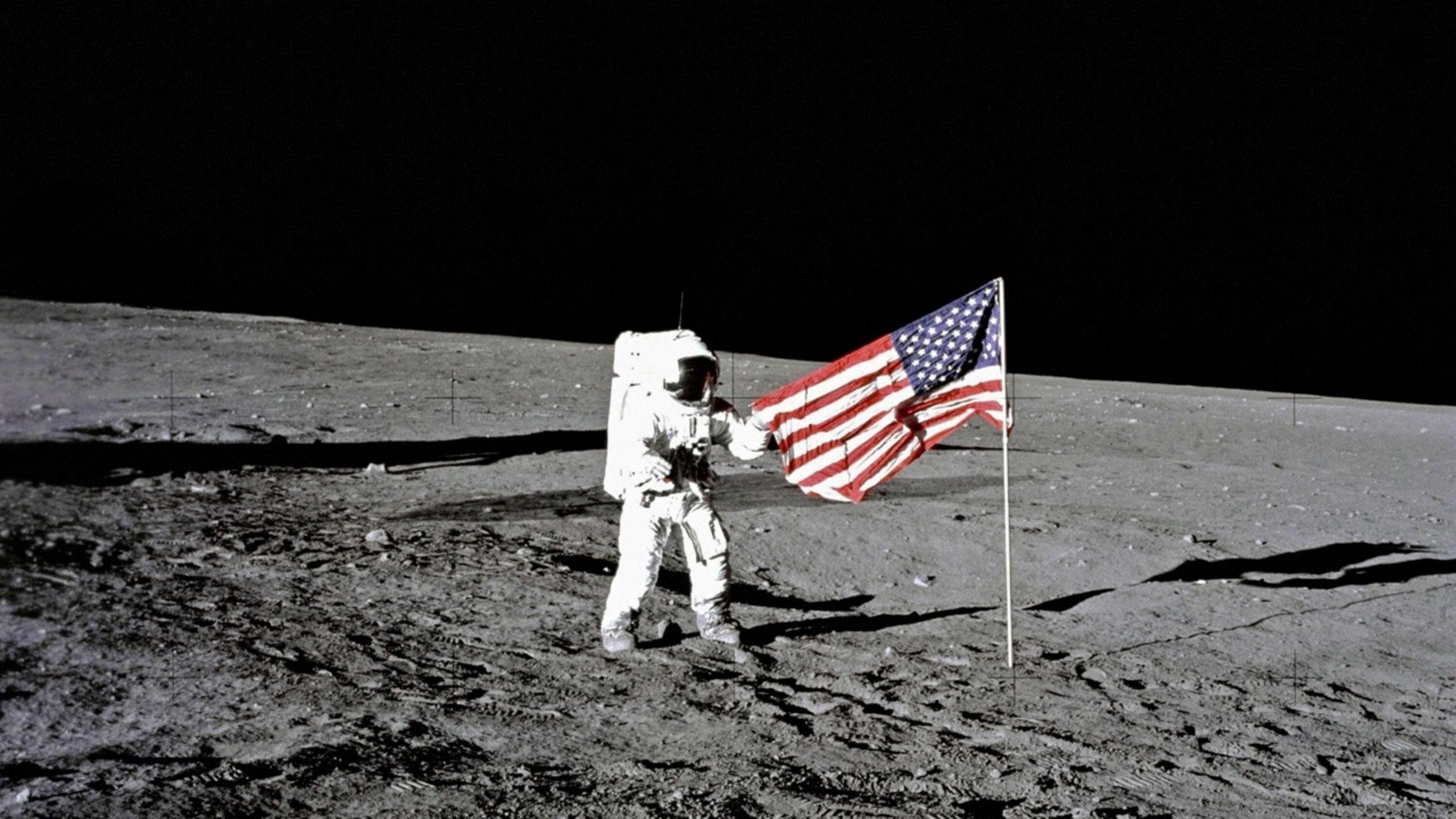


New stuff



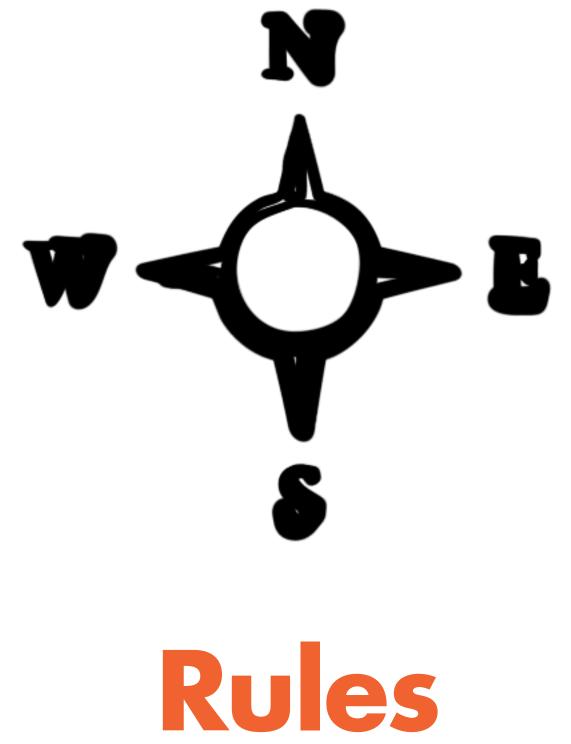
Refinements





Figuring out now to evolve



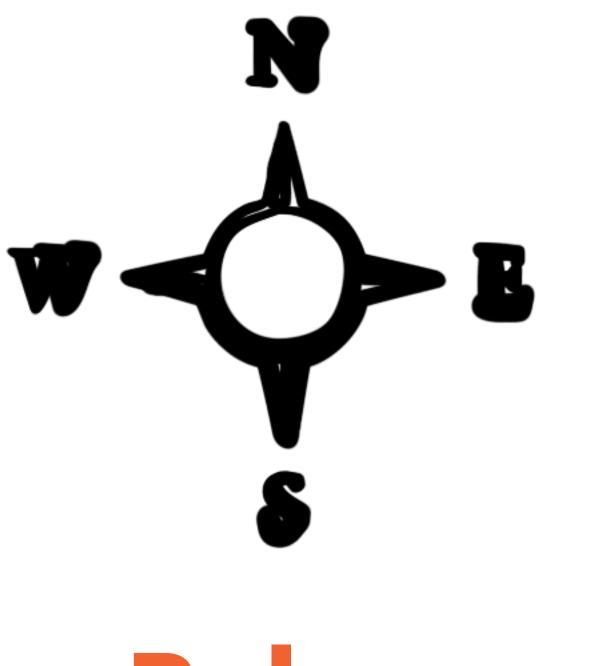








+ Tensions



Tensions = Experiments Rules +







Experiment 1

Design Groups $\bigcap \bigcap \bigcap$ $\bigcirc \bigcirc \bigcirc \bigcirc$















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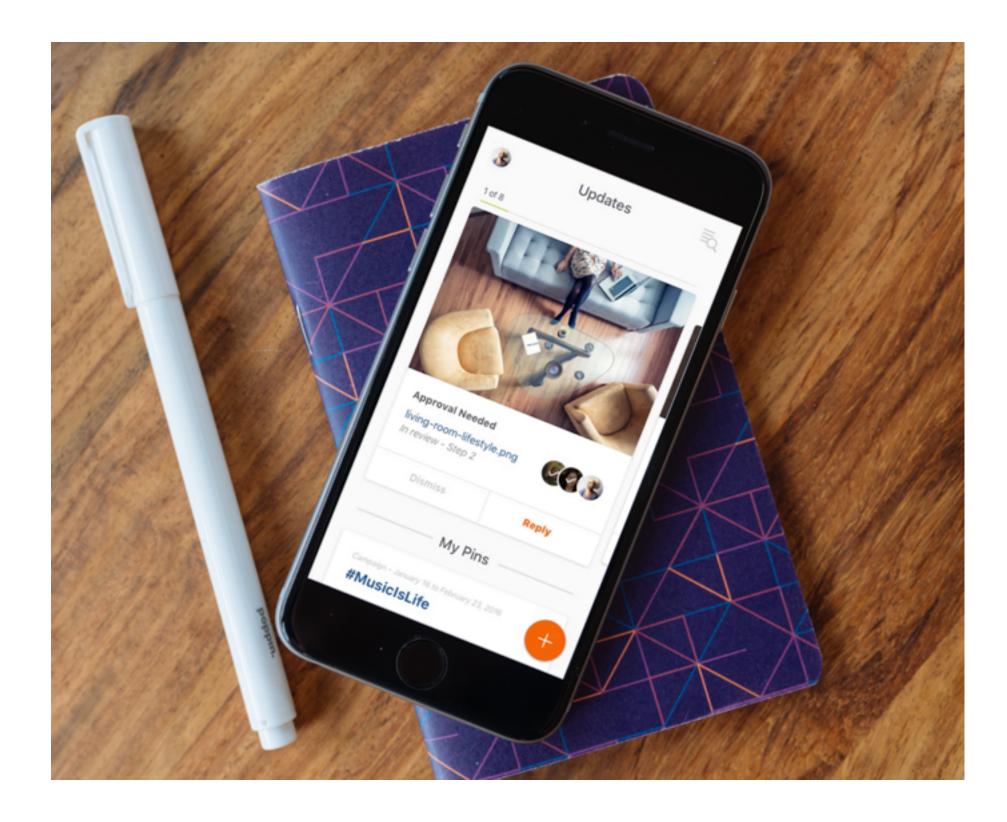


Collaboration Tools

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* Brief	SEND FOR APPROVAL	
Project Kickoff Photography Audience & Targeting Content Playbook • Workspace Social Strategy Social Tier 1 Social Tier 2 Social Tier 3 Creative Marketplace	Project Kickoff ••• What are we trying to acheive with this campaign? ••• More is co-sponsoring 25 music festivals in 16 countries. "Let Your Music Live" is a twelve month long activation, being run across all of our markets. The main consumer messaging with be "Let Your Music Live." Let Your Music Live speaks to the desire to be surrounded by sound. People no longer have to limit the borders of their music. They can bring the entire line of providing the consumer a way to share their favorite songs, artists and genres with the rest or the world. This connection is no more resonant than in a live music experience. By associating the emotional connection by the music band or artist live at a festival sponsored by Notes, we hope to make a connection with the consumer that carries over with them the next time they need to make a purchase of personal audio equipment. The objective is three-fold: • Increase narket share among 18-35 year-olds in urban areas • Increase brand awareness Photography ••• ••••••••••••••••••••••••••••••••••••	Filesolve Image: Construction of the product description of the



Mobile App

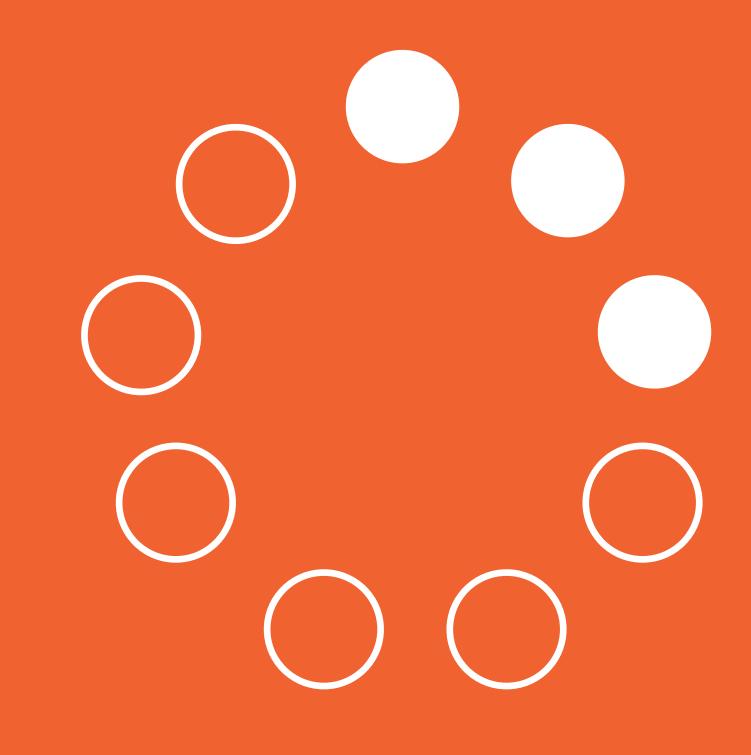




Learnings

- We are more open and share design work earlier
- Iteration is benefitted by multiple perspectives
- We use a weekly stand-up to plan our schedule •

Experiment 2 Design Partners





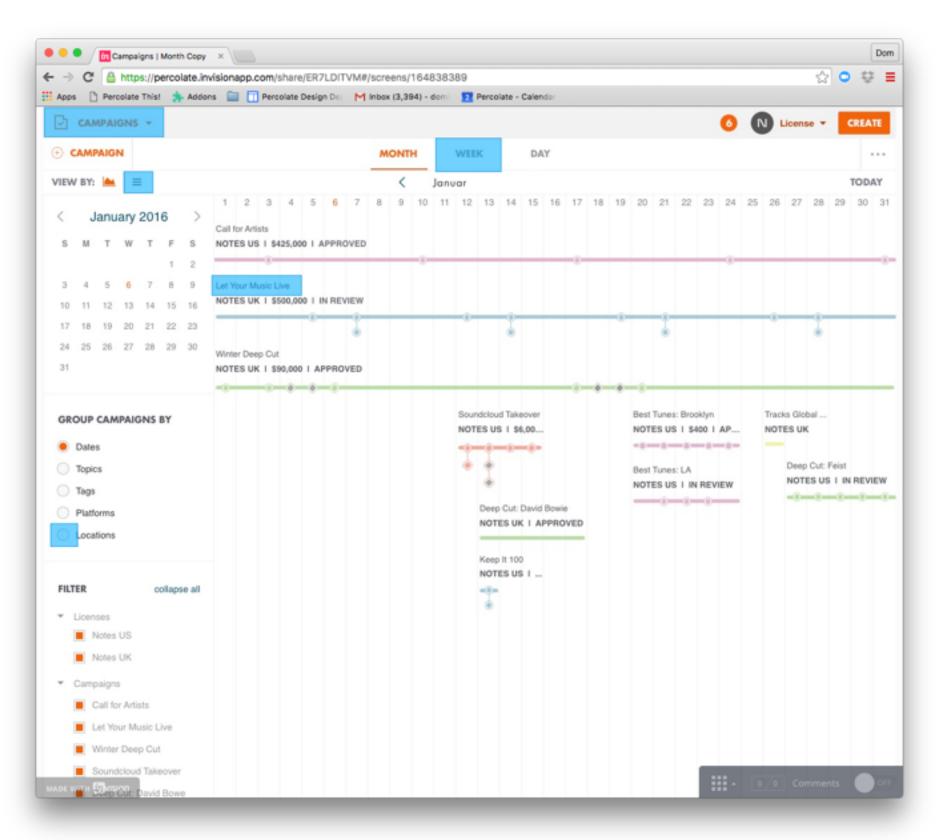




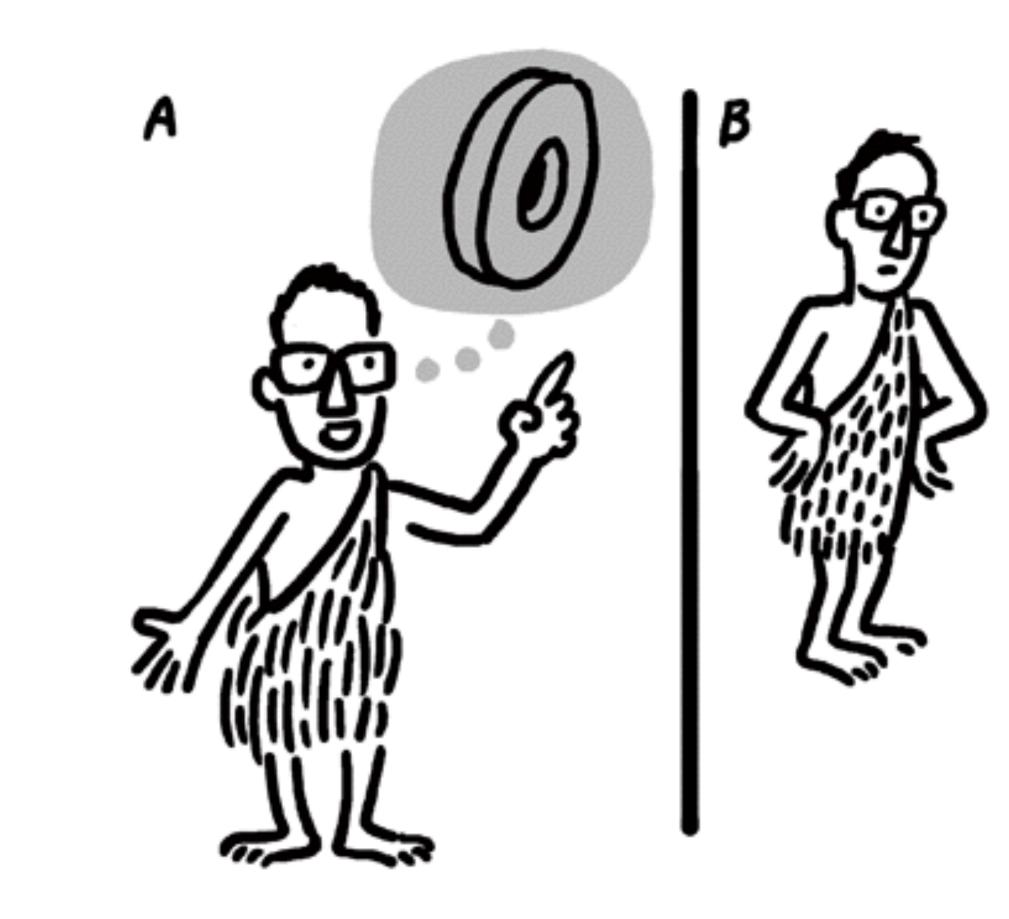




Jobs to be done









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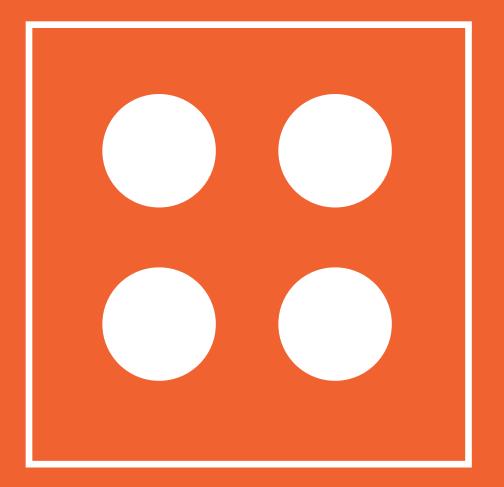


Learnings

- We need to keep all design research options open
- Scheduling time with multiple customers is tricky •

• We're developing better relationships across the company

Experiment 3 Component Library









Percolate
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Home / Misc / Dropdown
No label
Long label, short options
This is a very long label that looks a little funky \checkmark
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Dropdown with headings V







Experiment

Primary Na

🔅 Created by Jeremy Bloom

Creative Preview Creative Details

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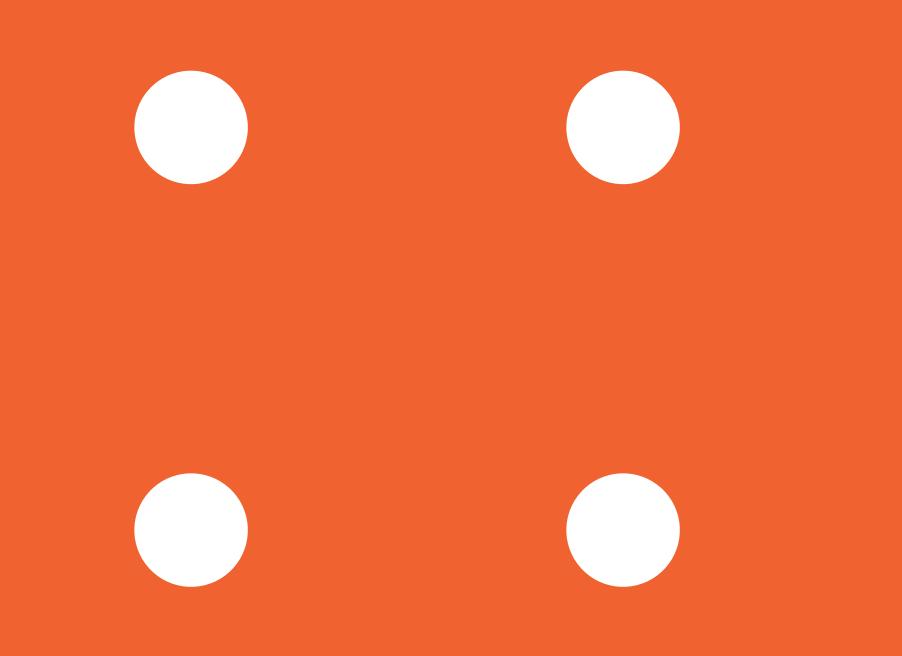
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ription	JB Jeremy Bloom Elliott Romano I dont think we will show a badge if there are not any updates. 2 months ago
current navigation structure is not prepared for the onset of Global Search, ness Maps, and Global Settings. The design team would like to update our ated navigation bar in preparation of the large 2016 feature releases. nges and functionality: plication dropdown appears on hover	JB Jeremy Bloom Kimberly Peterson It's intended to expand to the width of the page. 2 months ago
verage badge count accumulation near license dropdown ve 'Support' link into License Dropdown ve settings to application dropdown nor visual design updates including: Circular avatars, create icon removal	KP Kimberly Peterson Jeremy Bloom is this navbar still 940px wide? 2 months ago
	ER Elliott Romano Jeremy Bloom approving- curious what the 0 state for the "to do" badge is- probably just don't show it. 2 months ago
	MS Mary Liz Stunja Could we offer a keyboard shortcut to switch between apps? (like how cntrl + Shift + tab works) 2 months ago
navigation-20160. SKETCH Navigation_2016 2 MB 1563 x 1012 171 KB	NB Noah Brier Left annotations on image. Looks good. 2 months ago
	MS Mary Liz Stunja This is a design led change that stemmed out of "modernizing percolate design". The design team as all in alignment on the changes and I agreed to be the PM

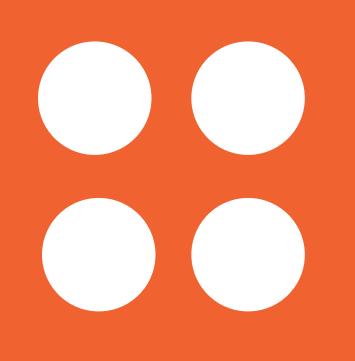


Learnings

- Visibility encourages collaboration from all disciplines
- We need to figure out how much feedback to give
- It takes time to get components into our sprints

Experiment 4 Visual Design

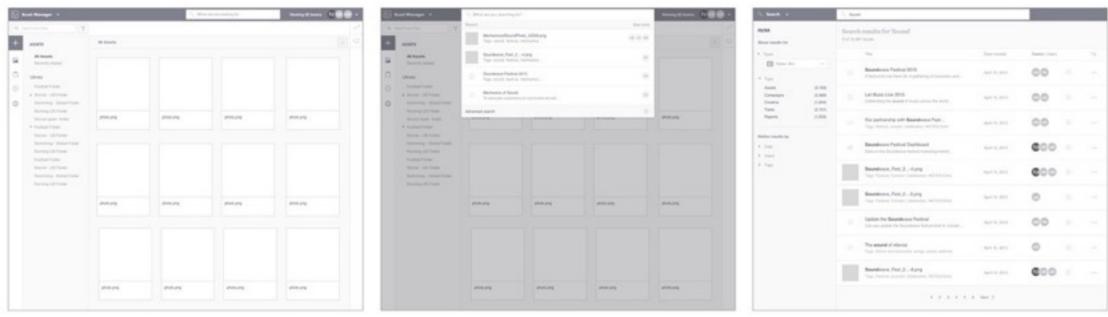






AS A GLOBAL MARKETING MANAGER

As a global marketing manager, I want to search for content published by my brands during last year's music festivals, so that I can find successful creative and assets and send them for reference to a team running a similar campaign this year.



AS A BRAND MANAGER

As a brand manager, I want to quickly locate by title the campaigns and creative my team is working on, so that I can jump is, review, and provide feedback.



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Experiment



Header | 18px | Bold

Body 2 | 14px | Bold

Body 1 | 14px | Regular

Small Text | 12px | Regular



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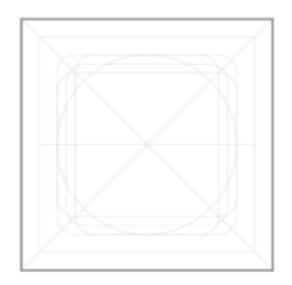
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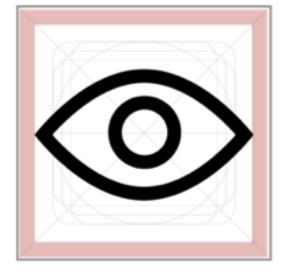
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Error text for a form

Form Header

BUTTON | 14px | XBold









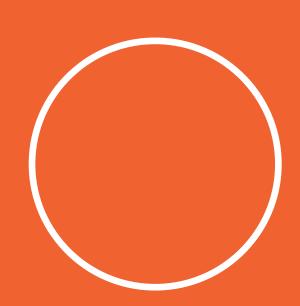
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- We're all on the same page with design changes
- It encourages accountability for improving our product •
- •

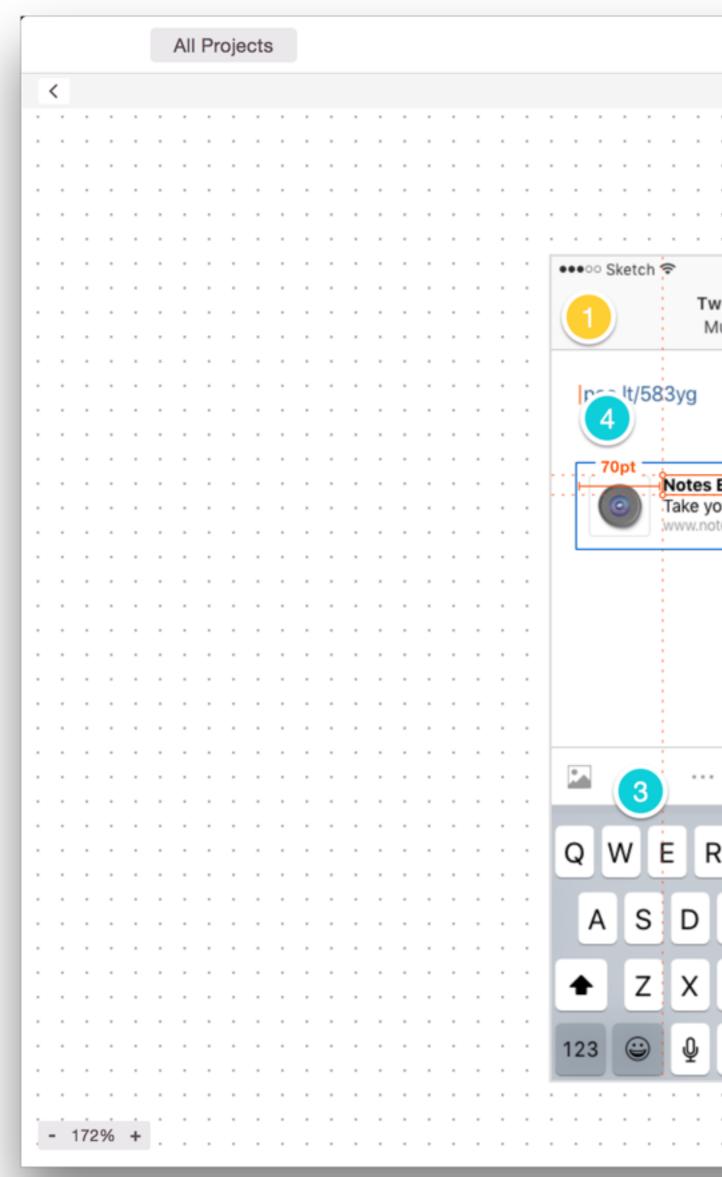
It can be hard to prioritize projects amongst regular sprints

Experiment 5 Design Specs





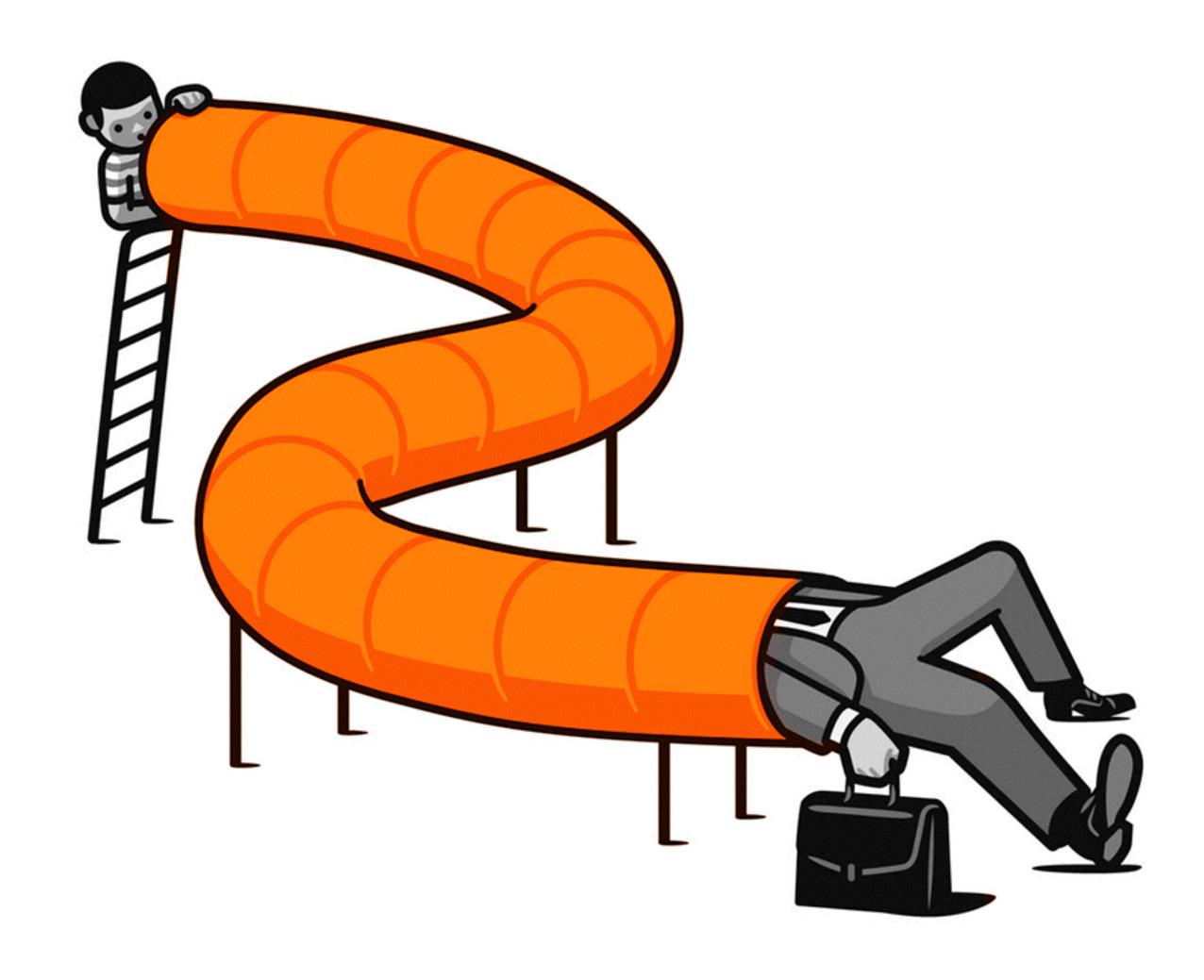




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Experiment

Global Custom Metadata Fields & Taxonomies - Functional Spec Roles - Global Admin Percolate campaign

User Story 1:

As a metadata admin, I want to create a metadata schema / taxonomy and associate it globally with all licenses in my organization so that any changes I make to this schema / taxonomy become available across all licenses that it is associated with.

Workflow 1:

1.0 User clicks 'Add custom fields' button

1.1 User is brought to Form Builder. User fills out title and selects object type drop down. Note - This is the same workflow for creating a custom field that currently exists in Percolate (with the addition of object type)

1.2 User creates a custom field called 'Location'. User adds desired custom field context (label, helper text, etc.)

1.3 User clicks 'Create custom fields' once they've previewed their new field

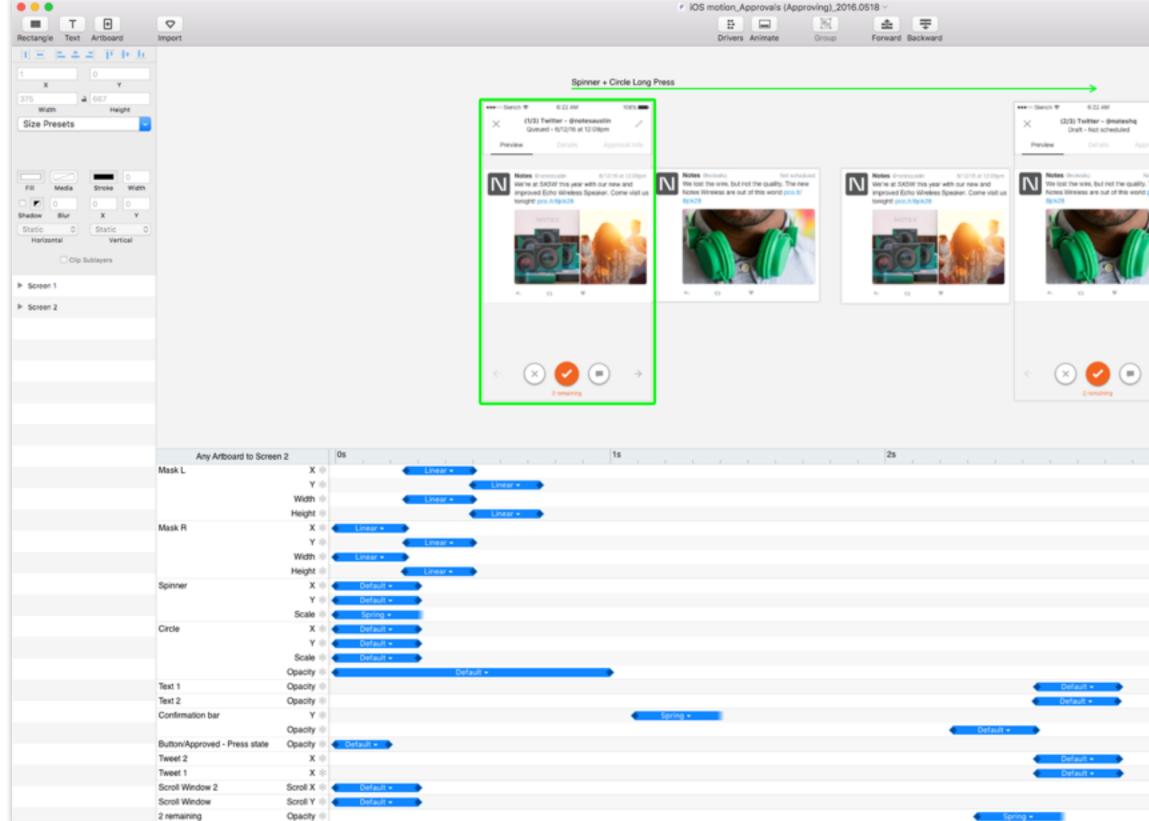
1.4 A newly created custom field form titled 'Campaign Form Fields' is added to the list.

1.5 User clicks 'More' button from the list item and selects 'Distribute'

1.6 A license selection modal appears and the user selects Notes Global

1.7 The licenses newly associated with the form field appear under the 'Distributed' column









- Extra information is helping us flag issues earlier
- We're looking to standardize documentation format(s)

• We need to figure out what projects need functional specs



Our finely tuned process became a barrier. It became a routine.

We need to regularly question our practices to evolve.

This is natural. It's happening across every part of our co.

"It's about keeping your process in check."

- Elliott Romano









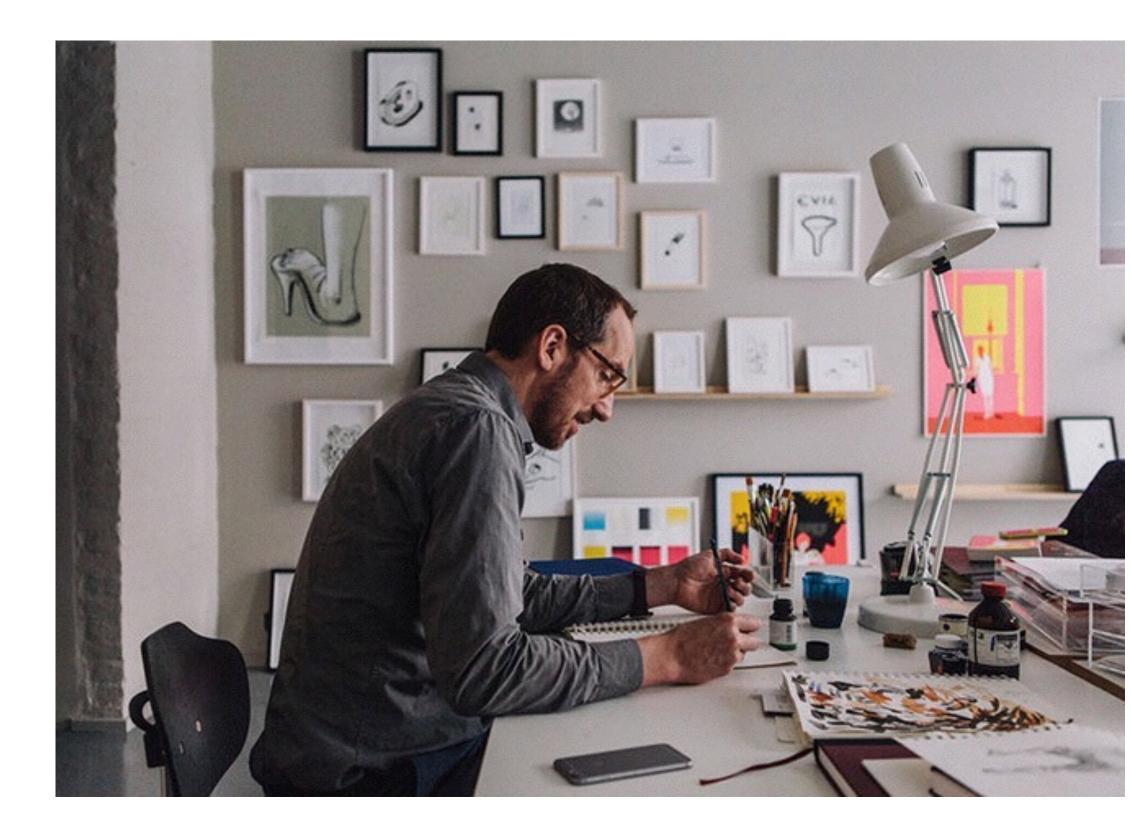












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