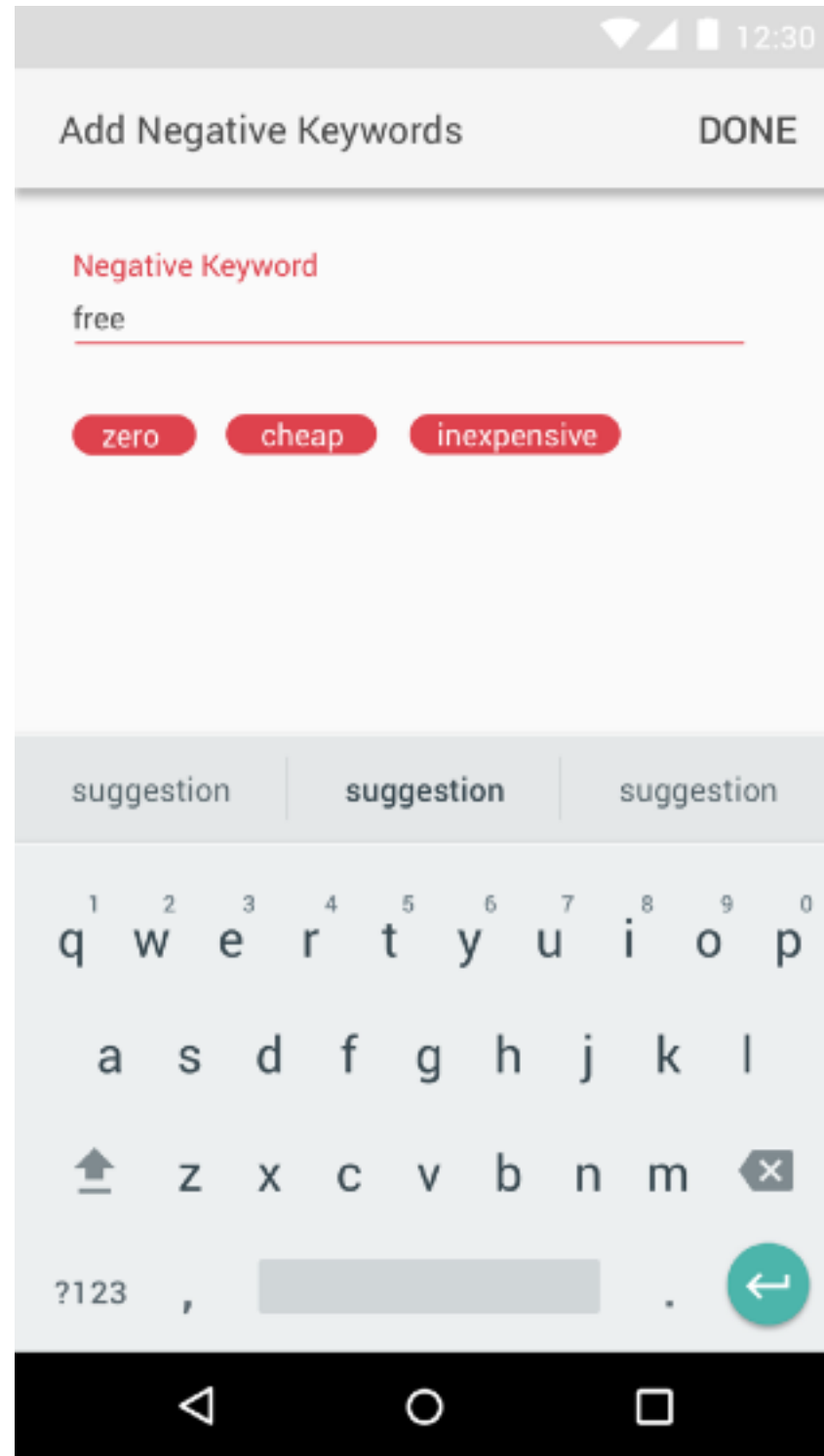


# Final Solution



**Observer** is more than an observer. It gives user insights but **it also allow users to take corrective actions on the spot.**

This is an entry screen from the Negative Keyword example.

The **user gets the insight and can correct the issue in a matter of seconds.**

# Thanks for Reading!

That's all!

As you could tell this is a very light exercise, but I hope it gives you an idea of my design process.

Here is the a link to the sketch file with all the process materials:

<https://www.dropbox.com/s/gpsi80pmfyomwgo/GoogleAdwords.sketch?dl=0>