Communication Exercise

🔁Switching Frontend Framework

Audience: CEO & VP of Engineers

Solid.js is a modern JavaScript framework that enables the development of flexible, composable, and highly performant applications. Adopting it will allow the team to work faster with a modern codebase, addressing the limitations of our outdated Backbone code. Additionally, it simplifies hiring by aligning with the growing pool of engineers skilled in Solid.js.

Incorrect:

- It has many declarative primitives which allow you to embed reactive data directly in your templates.
- All the industry has moved past Backbone and it's time for us to keep with it by moving our frontends to Solid.js.

🧪Implementing A/B Testing Tool

Audience: Engineering Team

We're implementing VWO (Visual Website Optimizer) to begin A/B testing different UI and UX designs. The goal is to identify the best-performing options that meet our key requirements: the ability to quickly disable problematic features and accelerate experimentation to optimize performance and user experience.

Incorrect:

- Freshmarketer didn't integrate with all the tools we use internally.

- Google is competing in the same market as we do. We did not feel like we could ship our data to them.
- HubSpot's offering offered too little in the way of feature richness.

🔗 Adding Share Button to Classified App

Audience: Stakeholders, Engineering Team, Designer Team

We're here to evaluate a better design system that aligns with our project goals. The proposed design focuses on consistency and reusability, integrating seamlessly with our existing codebase. While another design has been suggested, it appears overly flashy and doesn't align with our established design framework.

Incorrect:

- By choosing this design, we can enjoy many benefits.
- I encourage all of you to support my design so we can stay on track and work toward a better future together.