

About Me

Grovo Explore

Multi-Language & CC

Grovo Style Guide

ABOUT ME

I'm Xintong Chen. Sometimes people call me

Claire

I'm a

Product Designer w/ front-end experience

Why I like product design

Work around constraints/limitations

Make people happier and make things better

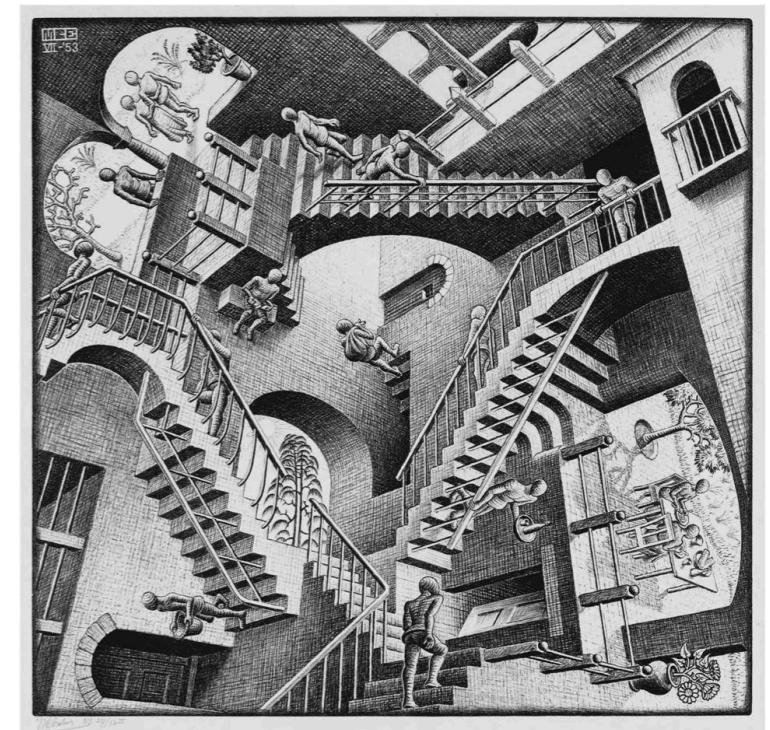
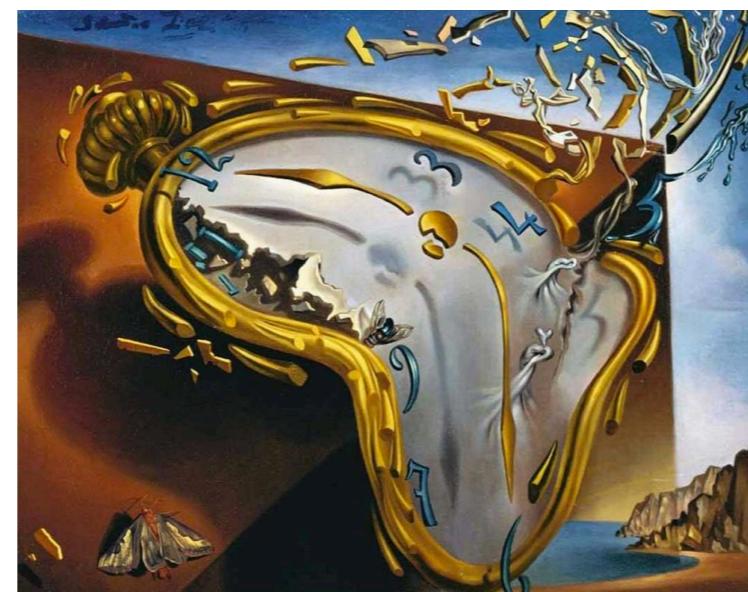
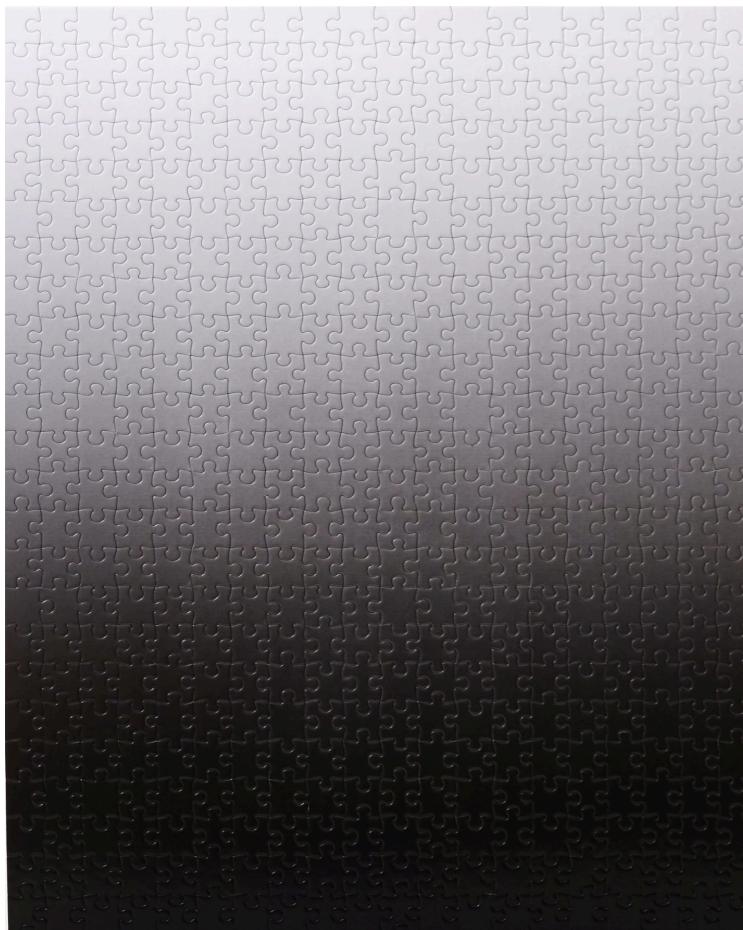
Always discovering new things through the journey

.....

ABOUT ME

I also like

Cooking, photography, Jigsaw puzzle



GROVO EXPLORE

A product tour of Grovo for potential buyers

What's Grovo

Problem

Goal

Constraints

Research

User Flow

Design & Testing & Iteration

Demo

Metrics, Result & Next Steps

GROVO EXPLORE

What's Grovo

B2B SaaS company

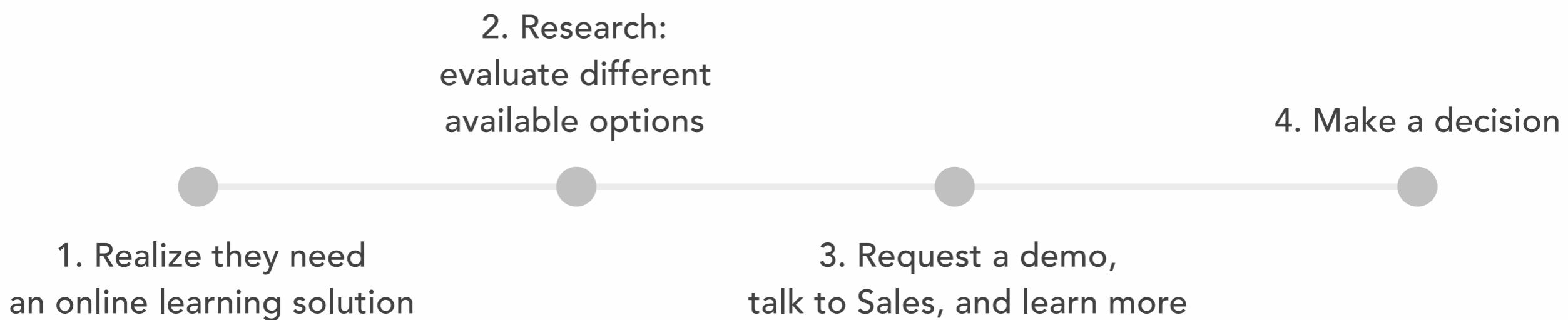
Microlearning content & learning management system

Employee training

GROVO EXPLORE

Problem

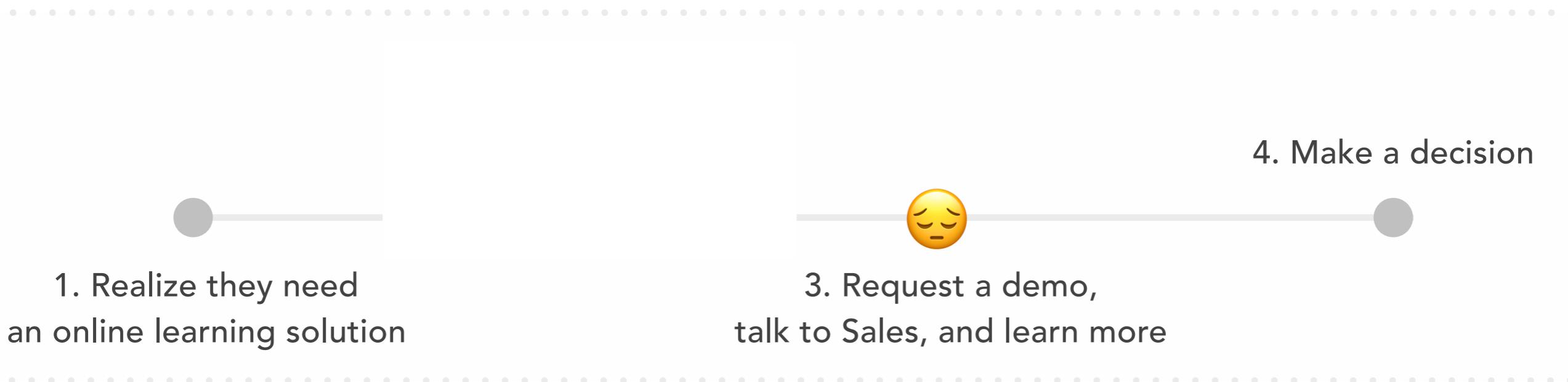
A potential buyer's user journey



GROVO EXPLORE

Problem

A potential buyer's user journey



The product was very gated

Potential buyers ended up with walking away and not knowing anything about Grovo

GROVO EXPLORE

Goal

a frictionless, engaging, and lightweight product tour

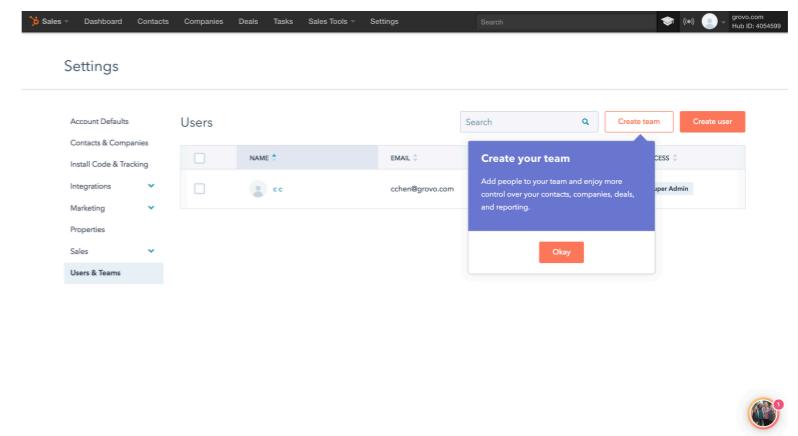
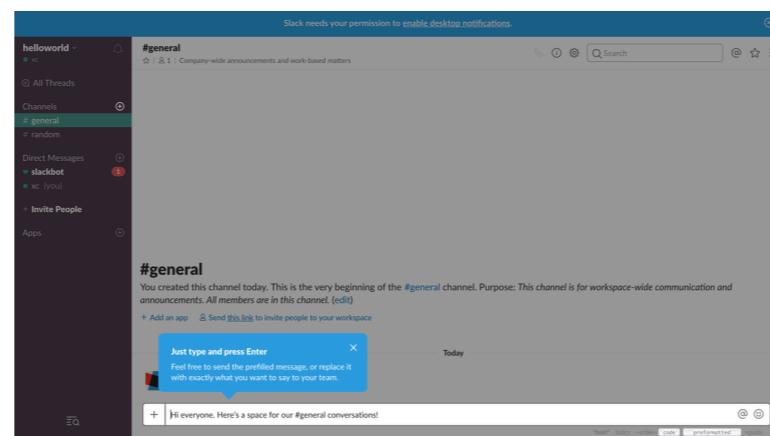
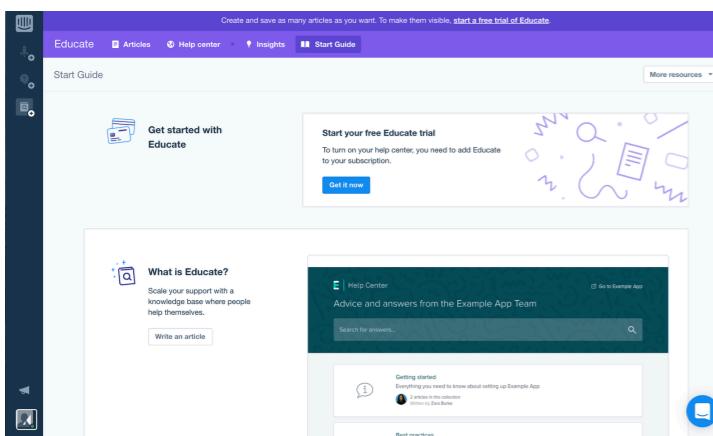
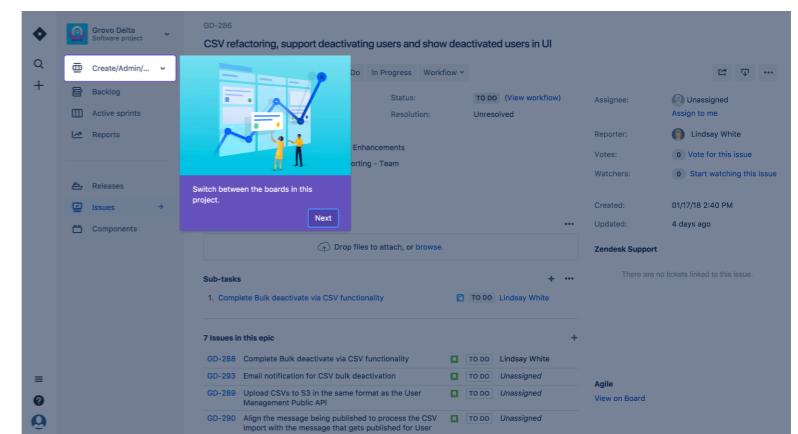
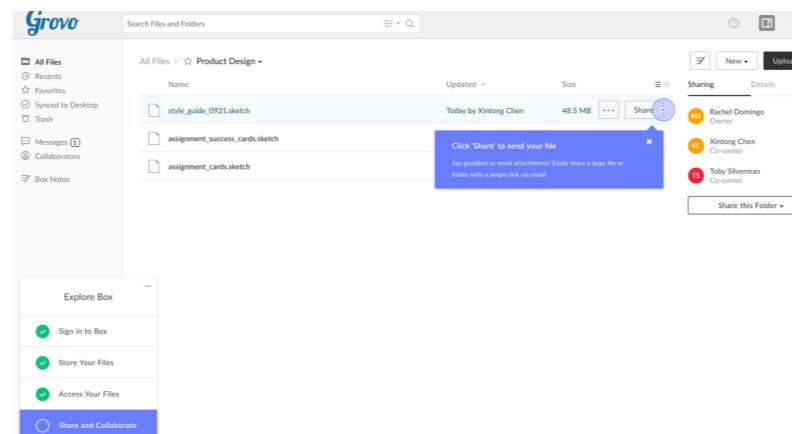
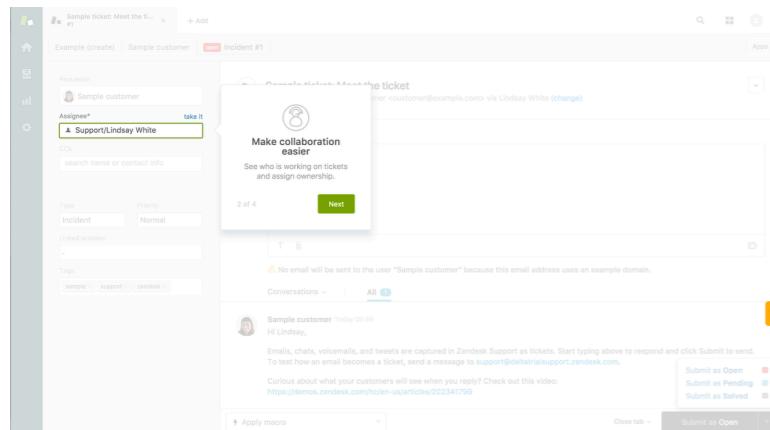
- introduce & differentiate Grovo
- attract more serious buyers for the Sales team

Constraints

Front End resources only and no Back End support

GROVO EXPLORE

Research (Competitive Research)



GROVO EXPLORE

Research (Competitive Research)

The collage includes the following screenshots:

- A screenshot of a file management interface showing a search bar and a sidebar with categories like All Files, Recent, Favorites, etc.
- A screenshot of a product design tool showing a file named "style_guide_MF2 Launch" with details like Size (42.3 MB) and Updated (Date for Marketing Clash).
- A screenshot of a help center or knowledge base platform titled "Educate" with sections for Articles, Help Center, Support, and Smart Guide.
- A screenshot of a communication channel titled "#general" with a message from "Rachel Chang" and a reply from "Xintong Chen".
- A screenshot of a ticketing or support system showing a list of tickets and their status.
- A screenshot of a settings page for "Create your team" with sections for Account Defaults, Users, and Integrations.

Overlaid on these screenshots are several large, bold text elements:

- "More guidance? More freedom?"
- "Highlight key features? Open entire product?"

GROVO EXPLORE

Research

SALES

What features excite potential buyers?

CUSTOMER SUCCESS

What features excite existing clients?

1. Watching Microlearning lessons
2. Browsing the Microlearning Library
3. Creating Microlearning content

Interaction between Sales & potential buyers

Sales did a great job at introducing
complicated features to potential buyers

GROVO EXPLORE

Research

Takeaways:

Highlight 3 strengths

Do not open complicated features

GROVO EXPLORE

User Flow

Land on grovo.com



Sign up for Grovo Explore



*immediately redirected
to Grovo Explore*

Welcome message → STEP 1 Watch first Microlearning lesson



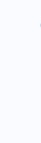
STEP 2 Browse the Microlearning Library



STEP 3 Create Microlearning content



→ Explore Grovo by themselves



Request a demo

← 5 minutes after signup
Welcome email with a URL
for revisiting Grovo Explore

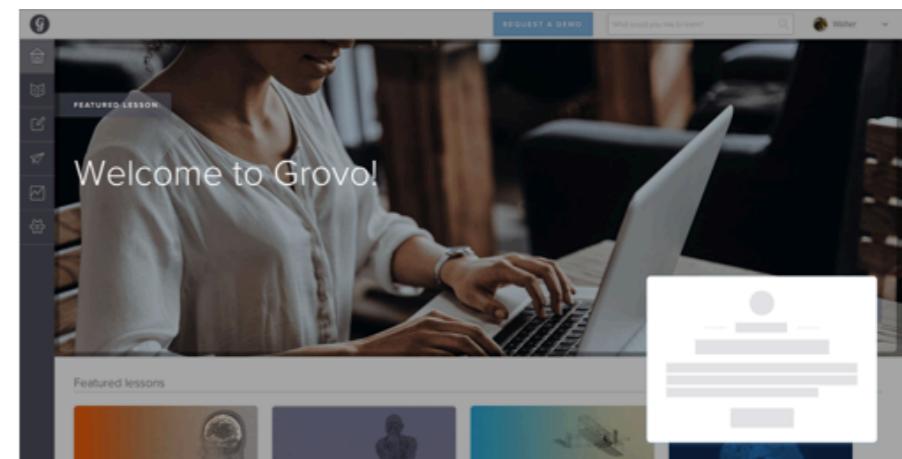
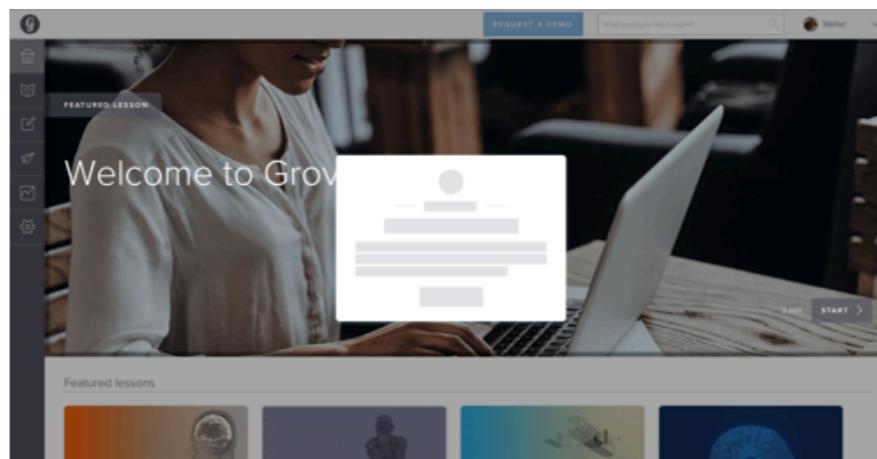
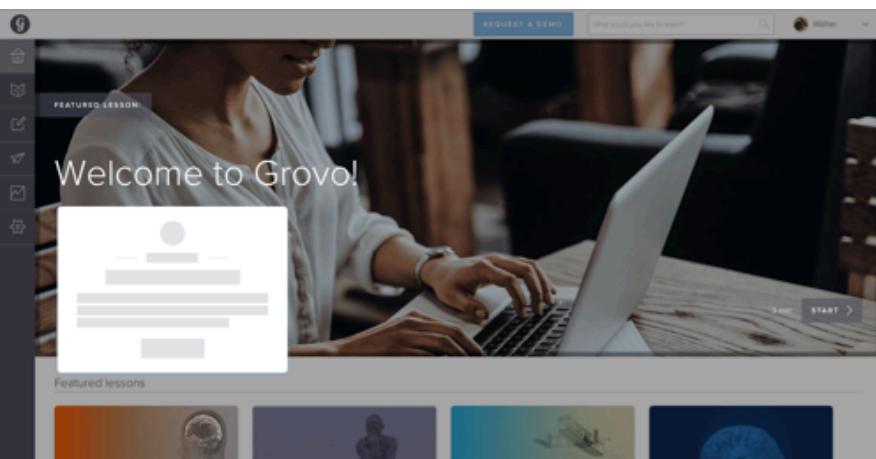
← a few days later
Email from Sales

→ Conversation with Sales!

↓
Log out

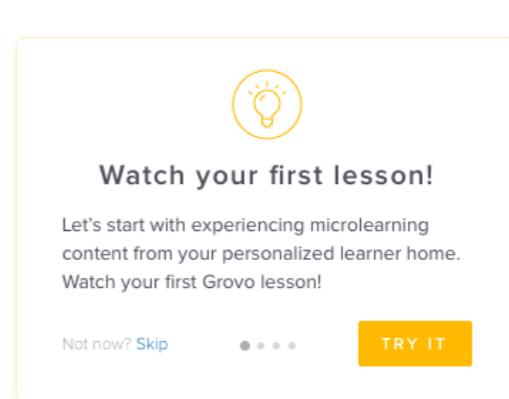
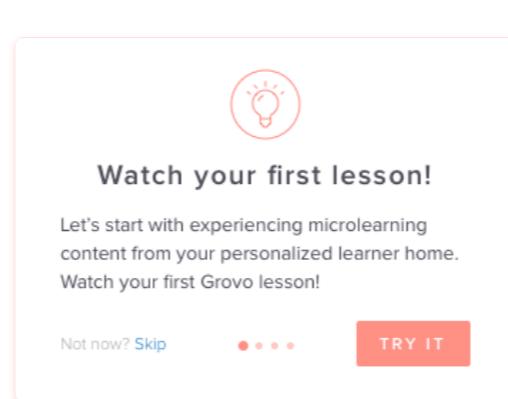
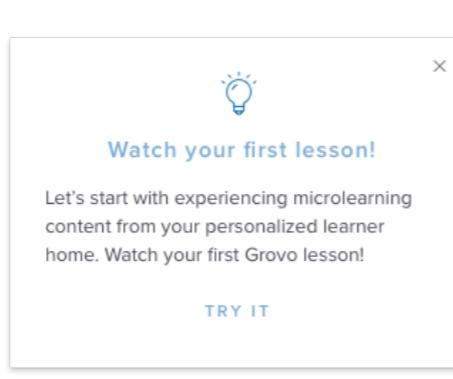
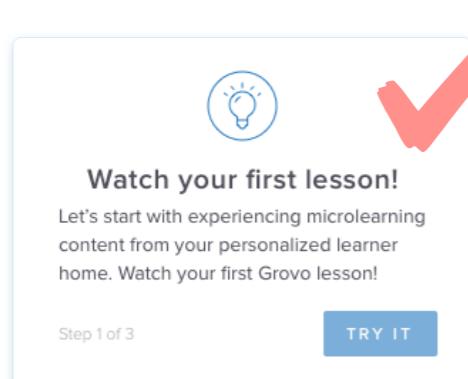
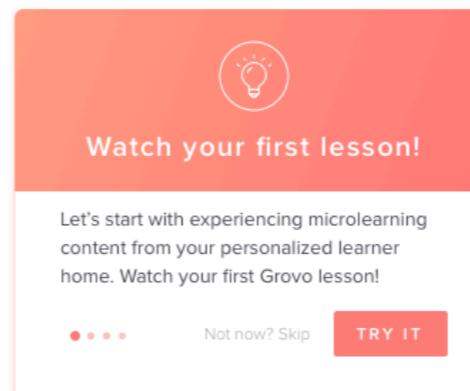
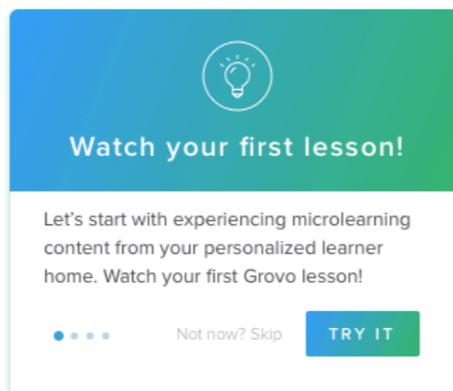
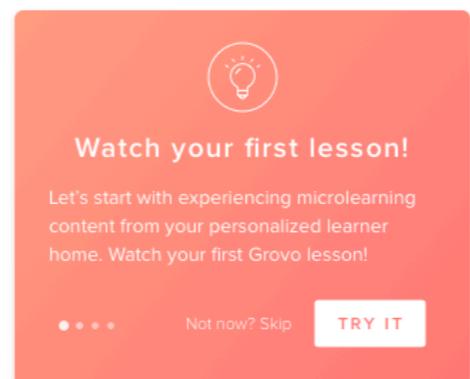
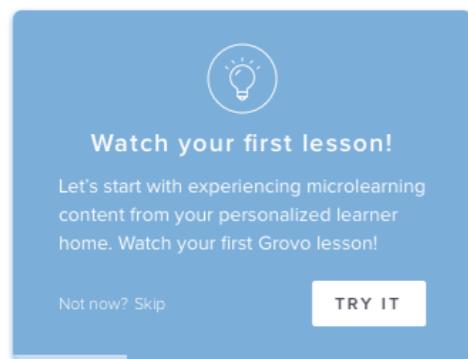
GROVO EXPLORE

Design & Testing & Iteration



GROVO EXPLORE

Design & Testing & Iteration



GROVO EXPLORE

Design & Testing & Iteration



Learner home

Focus your learners on what they need to know by highlighting assignments and featured lessons.

Check out your featured lesson!



TRY IT



Watch your first lesson!

Let's start with experiencing microlearning content from your personalized learner home. Watch your first Grovo lesson!

Step 1 of 3

WATCH IT



— STEP 1 OF 3 —

Watch your first lesson!

Let's start with experiencing microlearning content from your personalized learner home. Watch your first Grovo lesson!

WATCH IT

Learner home → Check out featured lesson → Watch your first lesson

GROVO EXPLORE

Demo (Interaction & Animation)

<https://www.grovo.com/explore>

GROVO EXPLORE

Metrics, Result & Next Steps

Metrics

The increase in conversion rates of leads to prospects

Result

Soft launched late January

Next steps

- Where are the drop-offs?
- What are the most popular topics in the Library?
- On which pages do people click

[REQUEST A DEMO](#)

TINY WINS

Joel Califa

<http://joelcalifa.com/blog/tiny-wins/>

MULTI-LANGUAGE & CC

User Needs

Business Needs

Research

Goal & Scope

Design

Testing & Iteration

MULTI-LANGUAGE & CC

User Needs

Want to learn Grovo lessons in their own languages

Business Needs

Grovo is expanding its partnerships

Need to support additional languages for potential multinational corporations

MULTI-LANGUAGE & CC

overseas learners, non-English speakers, working outside of U.S.

Research

only interacting with lesson player



Sales & Customer Success: user profile

Engineering & translation agencies: budget and scope

Goal & Scope

MVP

Translation of text content and CC of video content
in Spanish, French, German and Portuguese

MULTI-LANGUAGE & CC

Design

2 entry points of language preferences (user profile)

Personal Settings

Language

Preferred language in lesson player

English (default) ▾

Show CC in **English** in lesson player whenever available.

Personal Settings

Language

Preferred language in lesson player

Español - Spanish ▾

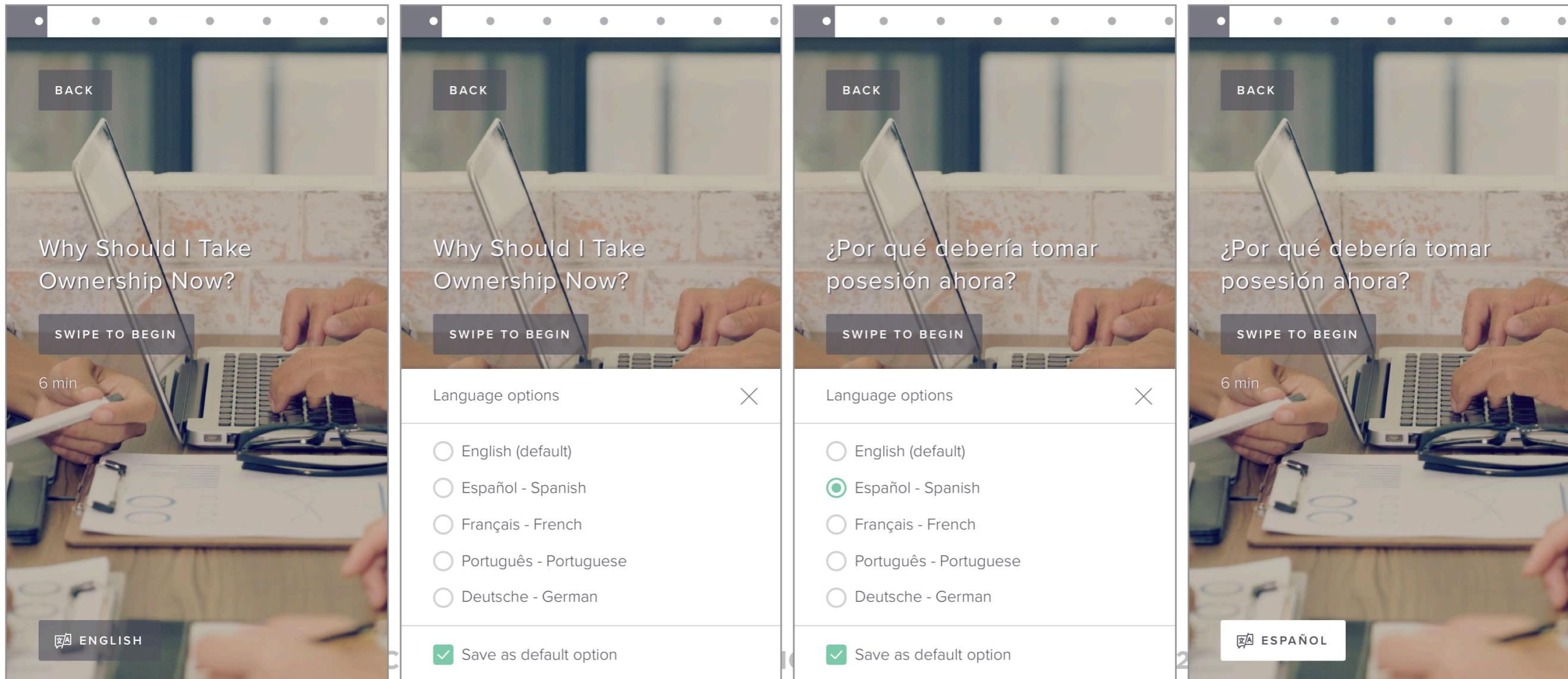
Text content in lesson player will be translated to Spanish whenever available.

Show subtitle in **Spanish** in lesson player whenever available.

MULTI-LANGUAGE & CC

Design

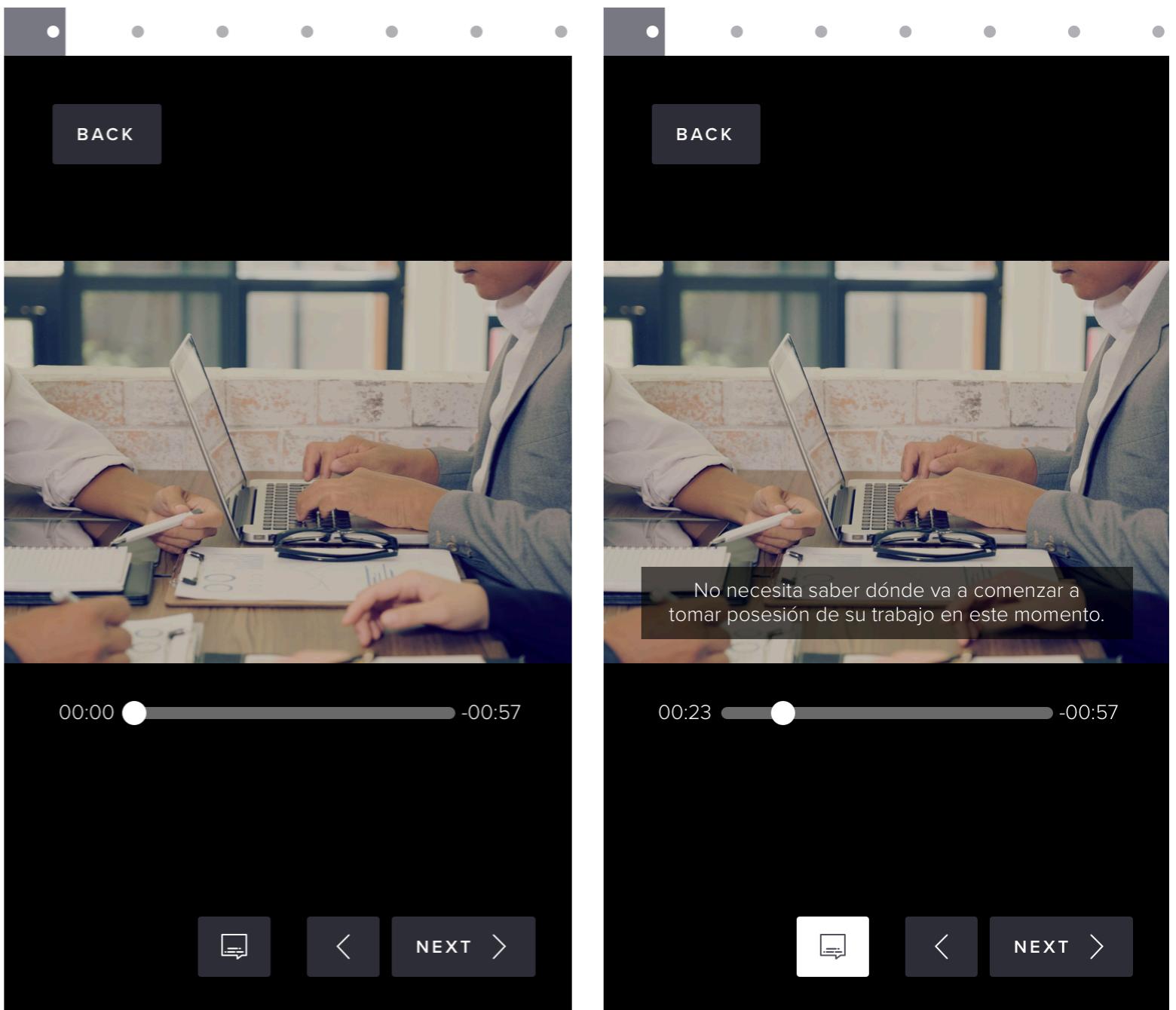
2 entry points of language preferences (lesson player)



MULTI-LANGUAGE & CC

Design

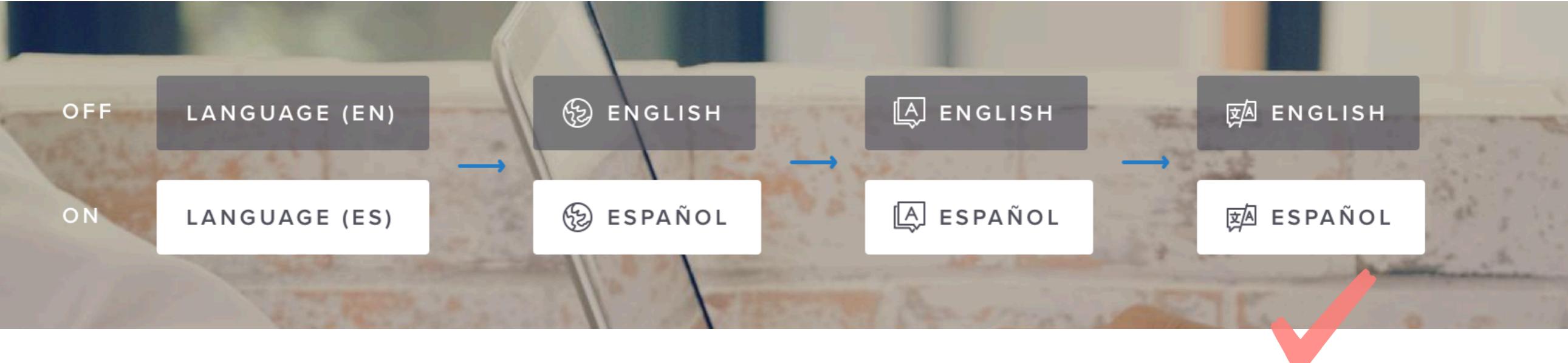
Closed Caption



MULTI-LANGUAGE & CC

Testing & Iteration

non-English speakers may not be able to read the English words on the button. So I decided to use visual elements:



PRODUCT DESIGN STYLE GUIDE

Grove Last updated Apr 10, 2018

CATEGORIES

- Formulas
- Variables
- Style
- Grid system
- Colors
- Transparencies
- Icons
- Logos
- Making

COMPONENTS

- Buttons
- Text
- Type
- Contextual
- Formatters
- Notes
- Progress indicators
- Quotations
- Navigation
- Modals
- Icons
- Popups
- One-line answers

MOTIONS

- Animations
- Locating
- Animation
- Reveal

THEME STATES

- Active state
- Active form
- Inheritables
- Page # of 1000
- Component cards

Grid system (2)

8-point grid

We use soft 8-point grid system, which means size of elements and spacing between elements should be multiples of 8, but we also have exceptions, e.g. 20px height header, etc. We should try to minimize use or spacing that are not multiples of 8.

Below are examples about three elements aligned to flat grid:



LoREM iPsum

LoREM iPsum is a placeholder text used in design and publishing. It consists of a series of Latin words repeated many times.

Spacing

Spacing: margin or padding separates elements from each other and creates sub-hierarchies.

Following the 8-point grid, margin between elements and padding within elements are always multiples of 8.

Suggested spacings:



More about 8-point grid: <https://css-tricks.com/line-height-in-the-8-point-grid-system/>

style_guide_0301

CATALOG
PURPOSE
STYLE
- Colors
- Themes
- Typography
- Icons
- Logos
- Branding
COMPONENTS
- Buttons
- Text
- Custom Models
- Part Families
- Components
- Progress Indicators
- Cards
- Headers
- Headers
- Alerts
- Callouts
- Phrases
- Date Calculations
MOTIONS
- Interactions
- Animations
- Animations
TEMPLATES
- Action Form
- Legend Grid
- Page & Section
- Component Cards

Colors

PRIMARY #F0B2D0	SECONDARY #E9E9E9 (GRAY TEE)	TERtiARY #F0F0F0	NEUTRAL #D9D9D9	NEUTRAL #C9C9C9	NEUTRAL #B9B9B9	NEUTRAL #A9A9A9	NEUTRAL #999999	NEUTRAL #898989	NEUTRAL #797979	NEUTRAL #696969	NEUTRAL #595959	NEUTRAL #494949

**PRIMARY TEST: DARK
#F0F0F0 (GRAY TEE)**
Dark red for test or body copy.
Detail color for test or body copy.
Detail color for test or body copy.
Detail color for test or body copy.

**SECONDARY TEST: LIGHT
#E9E9E9 (GRAY TEE)**
Dark blue for test or body copy.
Detail color for test or body copy.
Detail color for test or body copy.

TERtiARY TEST: #F0F0F0
Dark green for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #D9D9D9
Dark orange for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #C9C9C9
Dark purple for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #B9B9B9
Dark teal for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #A9A9A9
Dark pink for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #999999
Dark yellow for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #898989
Dark lime for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #797979
Dark red for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #696969
Dark blue for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #595959
Dark green for test or body copy.
Detail color for test or body copy.

NEUTRAL TEST: #494949
Dark orange for test or body copy.
Detail color for test or body copy.

style_guide_0401

Grove	STYLING GUIDES Last updated Apr 10, 2018
CATALOG	
PURPOSE	
STYLE	
Headlines	
Cabs	
Text	
Footnotes	
List items	
Tables	
Form fields	
Data visualizations	
COMPONENTS	
Bakery	
Cartolecules	
Form elements	
Progress indicators	
Cards	
Image	
Text	
Tables	
Form fields	
Data visualizations	
MOTIONS	
Introductions	
Transitions	
Animations	
Decls	
TEMPLATES	
Introduction	
About page	
Blog posts	
Page or article	
Complex cards	

style_guide_0501

Grove	Style Guide
CATALOG	
PURPOSE	
Use different font styles, font size, and font-weight to convey visual design and information hierarchy.	
Below are the font styles that we use most often.	
Font-style	
We use different font styles, font size, and font-weight to convey visual design and information hierarchy.	
Below are the font styles that we use most often.	
H1 Page title: Browse library	
H1 Page title, Light, #F0F0F0, Black, Commerce, Page title, There is one large H1 on each page.	
H1 Page title: Browse library	
H1 Page title, Dark, #333333, Black, Commerce, Page title and Section 1 Subtitle. Commerce page. Sometimes we use dark to isolate specific title and header content.	
H1 Page title italic: What's Microlearning	
H1 Page title, Light, #F0F0F0, Black, Commerce, Page title or a detailed or informative page like the blog, lesser name, group name, etc. This is the long case when we use bold italic.	
H2 Section title: Filter by tag	
H2 Section title, Light, #F0F0F0, Black, Commerce, Page title or Section 1. There could be multiple section titles in each page.	
H2 Section title: Filter by tag	
H2 Section title, Dark, #333333, Black, Commerce, Page title or Section 1 Subtitle. Commerce page. Sometimes we use dark to isolate Section title and the content below.	
TEMPLATES	
Commerce	
Admin	
Ingestors	
Page 1 / Index	
Commerce cards	

style_guide_0403

style_guide_0404

LESSON

Lesson 1: Typography

CATALOG

PURPOSE

STYLE

Art Deco
Coral
Transparencies

TYPE

Font families
Font styles
Font sizes
Line height
Weight

COMPONENTS

Buttons
Text
Callout bubbles
Form elements
Icons
Progress indicators
Cards
Section headers
Modals
Icons
Textiles
Annotations
Cross-references

MOTIONS

Animations
Transitions
Animations
Icons

TEMPLATES

Lesson header
About Us
Integrations
Blog or article
Commerce cards

Typography (4)

Font-style

USE SAME HEADER AND FOOTER LAYOUTS

Use the font: Regular, `APPFMMT-32px-0PPI@100%`, letter-spacing: 21px. Common use: First few items in site nav.

Table Header Report Layout

Use the font: Regular, `APPFMMT-12px-0PPI@100%`. Common use: Second item in site nav.

TABLE HEADER REPORT LAYOUT

Use the font: Regular, `APPFMMT-12px-0PPI@100%`. Common use: Table header.

Subtext: All of the following are:
Secondary text, like subtitles, secondary titles, meta descriptions, and footer text.

LESSON COMPLETE

YOU MIGHT ALSO LIKE

Common use: Article header, `APPFMMT-16px-0PPI@100%`. Common use: Complete card subtitle.

Welcome to Grovo!

This uses the font: `APPFMMT-20px-0PPI@100%`. Common use: Headline/feature header over image.

PRODUCT DESIGN STYLE GUIDE

Problem

The product kept evolving very fast for the past 2 years
Hard to keep consistency among multiple designers

Process

Went through everything in the product
Summarized, set up rules, built Sketch components
Submit tickets for front-end improvements

PRODUCT DESIGN STYLE GUIDE

Examples

This identifies the field in API and CSV. It cannot be edited.

This identifies the field in API and CSV. It cannot be edited.

This identifies the field in API and CSV. It cannot be edited.

This identifies the field in API and CSV. It cannot be edited.

This identifies the field in API and CSV. It cannot be edited.

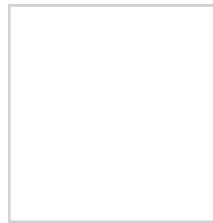


This identifies the field in API and CSV. It cannot be edited.

16px

PRODUCT DESIGN STYLE GUIDE

Examples



WHITE
#FFFFFF
Common use:
Default color for
text against dark
background.



GRAY 100
#F7F7F7
Common use:
Background for top
nav and
highlighted areas.



GRAY 200
#ECECEE
Common use:
Background for
secondary buttons.



GRAY 300
#D2D2D6
Common use:
Default color for
divider lines and
input border, etc.



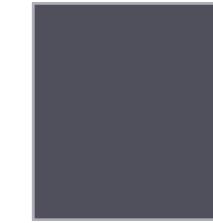
GRAY 400
#B0AFB5
Common use:
Default color for light
text and icon against
light background.



GRAY 500
#7B7B85



GRAY 600
#5E5E6A



GRAY 700
#50505D
Common use:
Default color for
text against light
background.

PRODUCT DESIGN STYLE GUIDE

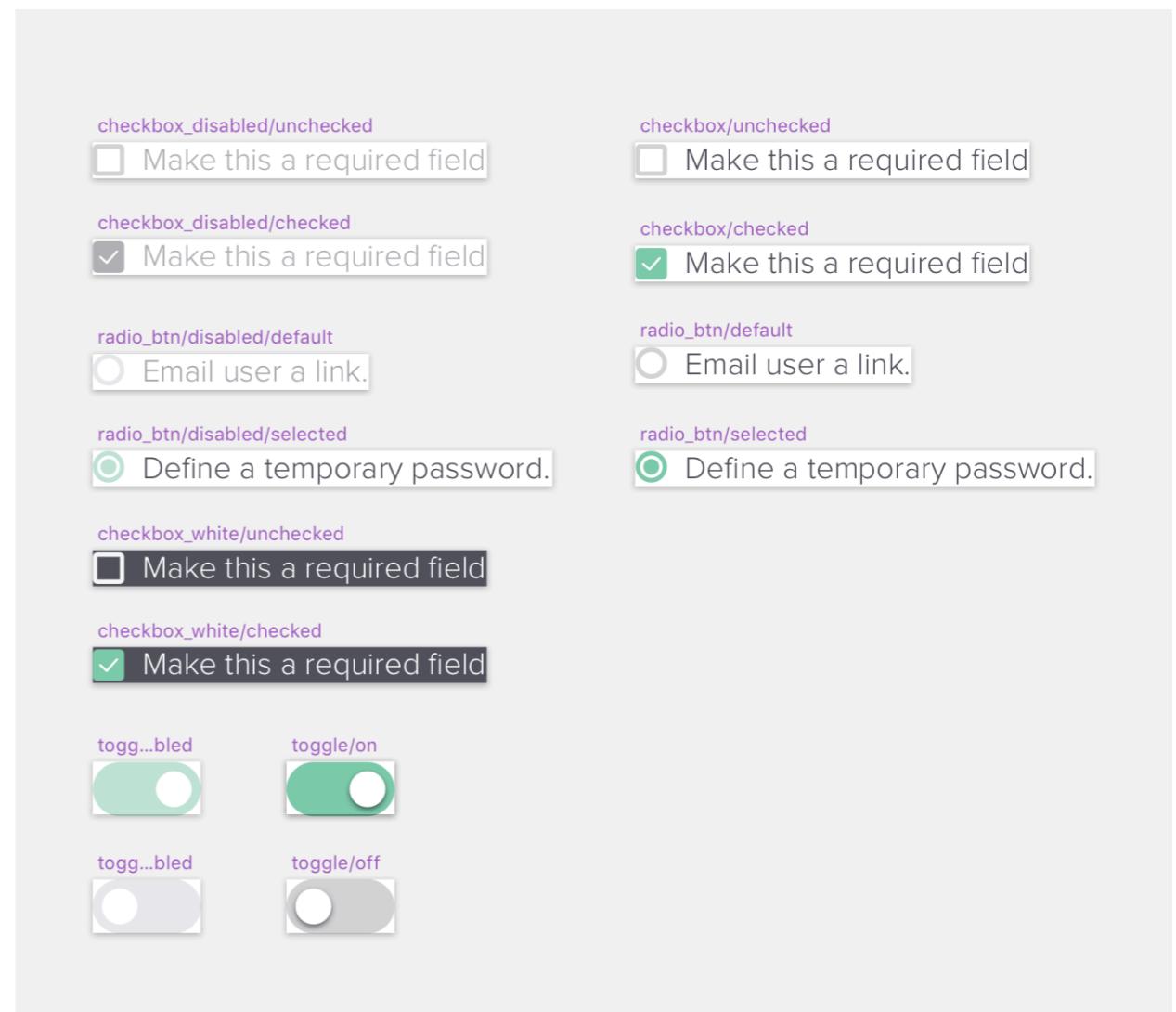
Results

The screenshot shows a navigation sidebar on the left with several sections:

- H5 BUTTONS BIG (DARK)**: Proxima Nova Lt Bold — 12pt
- H5 BUTTONS BIG (LIGHT)**: Proxima Nova Lt Bold — 12pt
- H5 BUTTONS BIG (BLUE)**: Proxima Nova Lt Bold — 12pt
- H5 BUTTONS BIG (WHITE)**: Proxima Nova Lt Bold — 12pt
- H5 BUTTONS SMALL (WHITE)**: Proxima Nova Lt Bold — 10pt
- H6 BUTTONS SMALL**: Proxima Nova Lt Bold — 10pt

Below the sidebar, there's a main content area with a tree view of style categories:

- _complete card**:
 - Multiple Styles
 - _BUTTON**:
 - Multiple Styles
 - _link**:
 - Multiple Styles
 - _nav**:
 - Multiple Styles
 - _style guide/paragraph**: Proxima Nova Lt Regular — 14pt
 - _supportive info**: Proxima Nova Lt Regular — 12pt
 - _TABLE/H5 TABLE HEADERS**: Proxima Nova Rg Regular — 12pt
- _title**:
 - Multiple Styles



THANK YOU :)