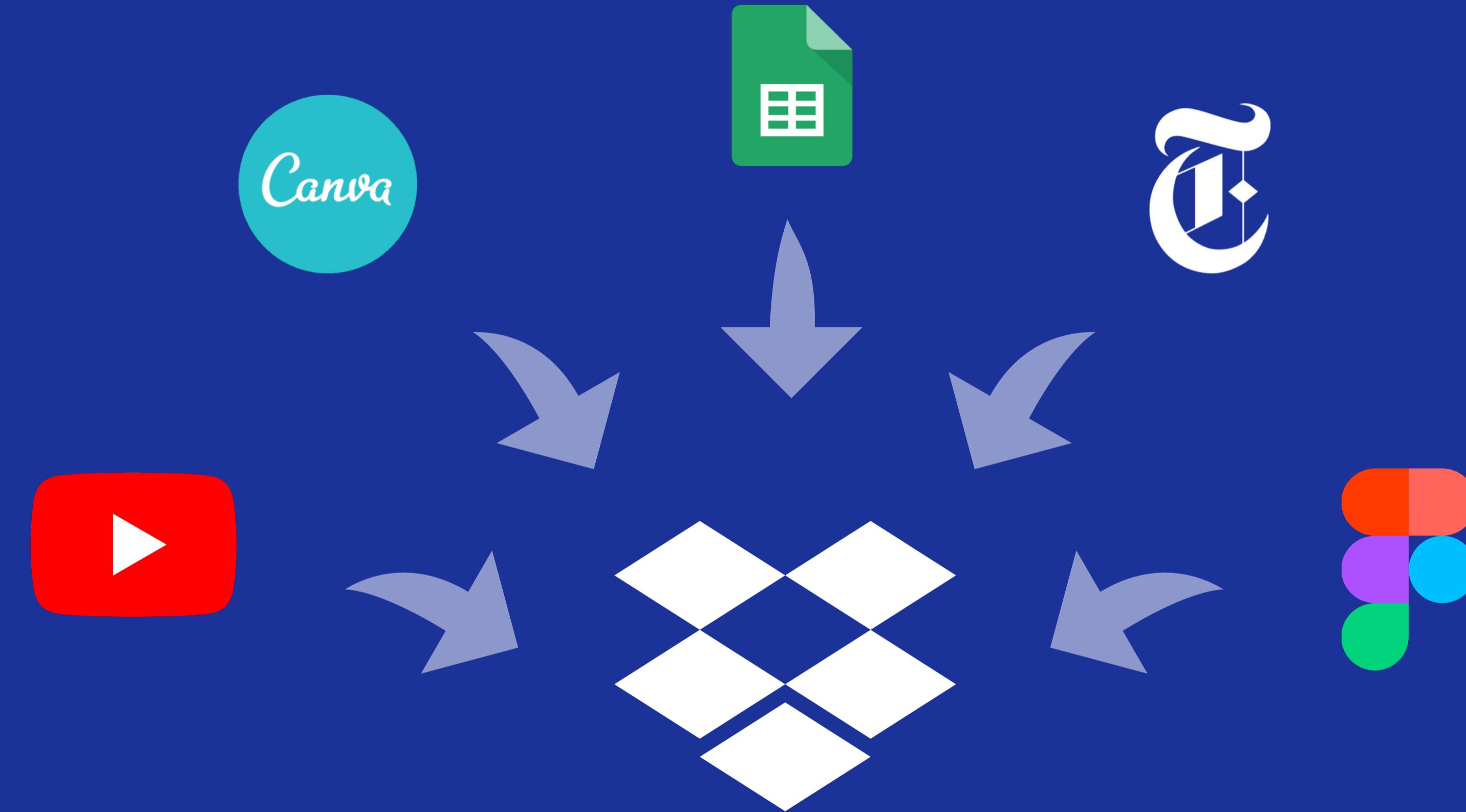


# Shortcuts by Dropbox



# A design vision for web content in Dropbox

This is a vision for what representing cloud content in Dropbox could look like. This is meant to be further validated, but presents my design perspective to be researched and sized.

## 3 parts to this

- Creation of 'Shortcuts'
- Value of 'Shortcuts' in Dropbox's surface
- Types of web content we should lean on

## User problem

As a user, I lose valuable **time** and **focus** switching between different work surfaces

## Hypothesis

Work consists of using many different tools across many different surfaces. Is there reason to believe that bringing all working content (and the context surrounding that content) is valuable?

## Why does creation matter?

Creation is the first entry point for people to see exactly what web content might look like in their Dropbox. Without the first step of having people create shortcuts, it makes it harder for us to learn from why people would continue to use shortcuts.

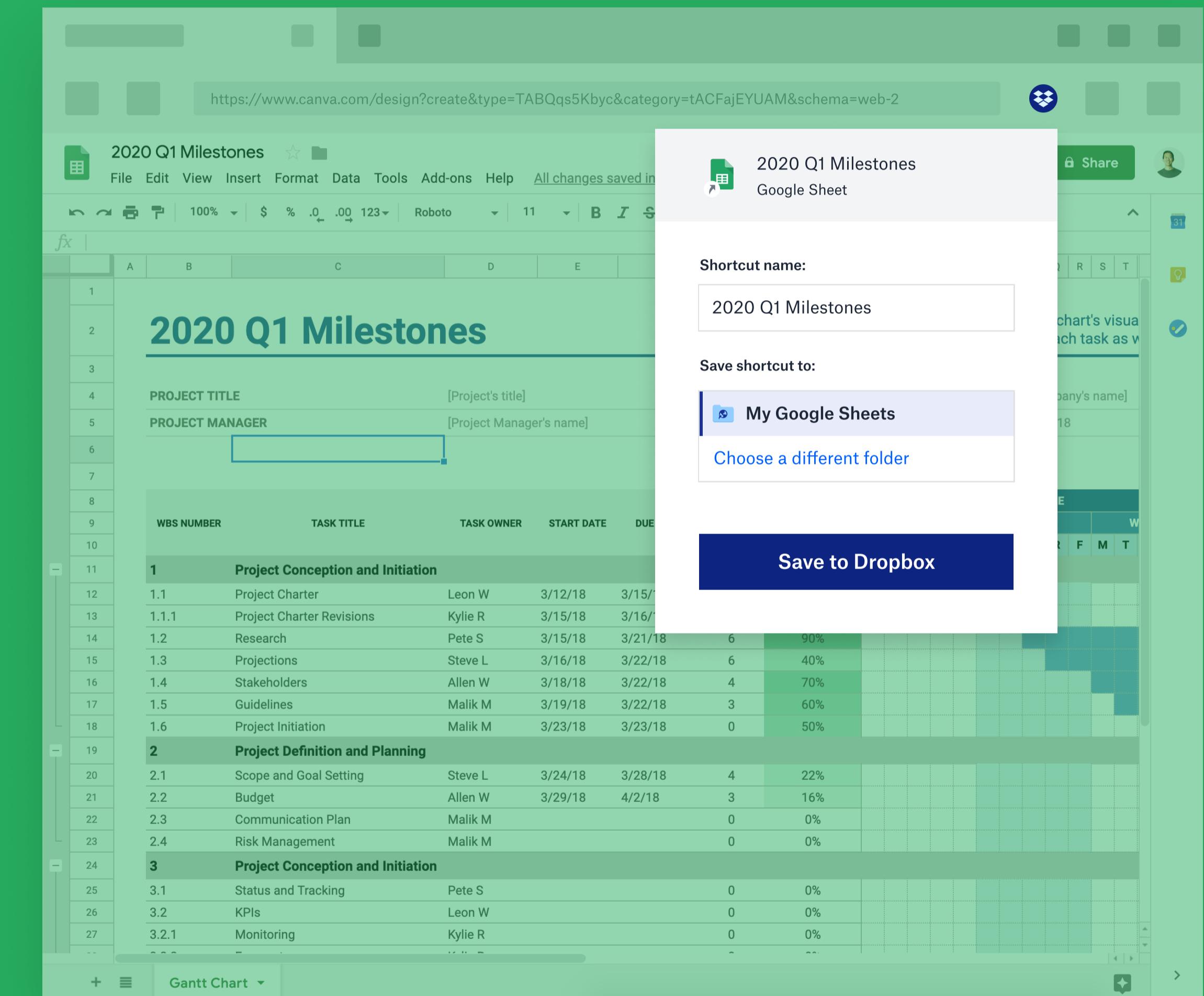
## How we're validating this

Chrome extension as the most lightweight method of creating shortcuts. Working with **Engineering** to scope out feasibility of different creation methods.

Creation

# Meet users where they work (Browser)

- Create shortcuts to any cloud content right from your web browser
- Choose a name and location — or use our smart default name and recommended folders





Creation

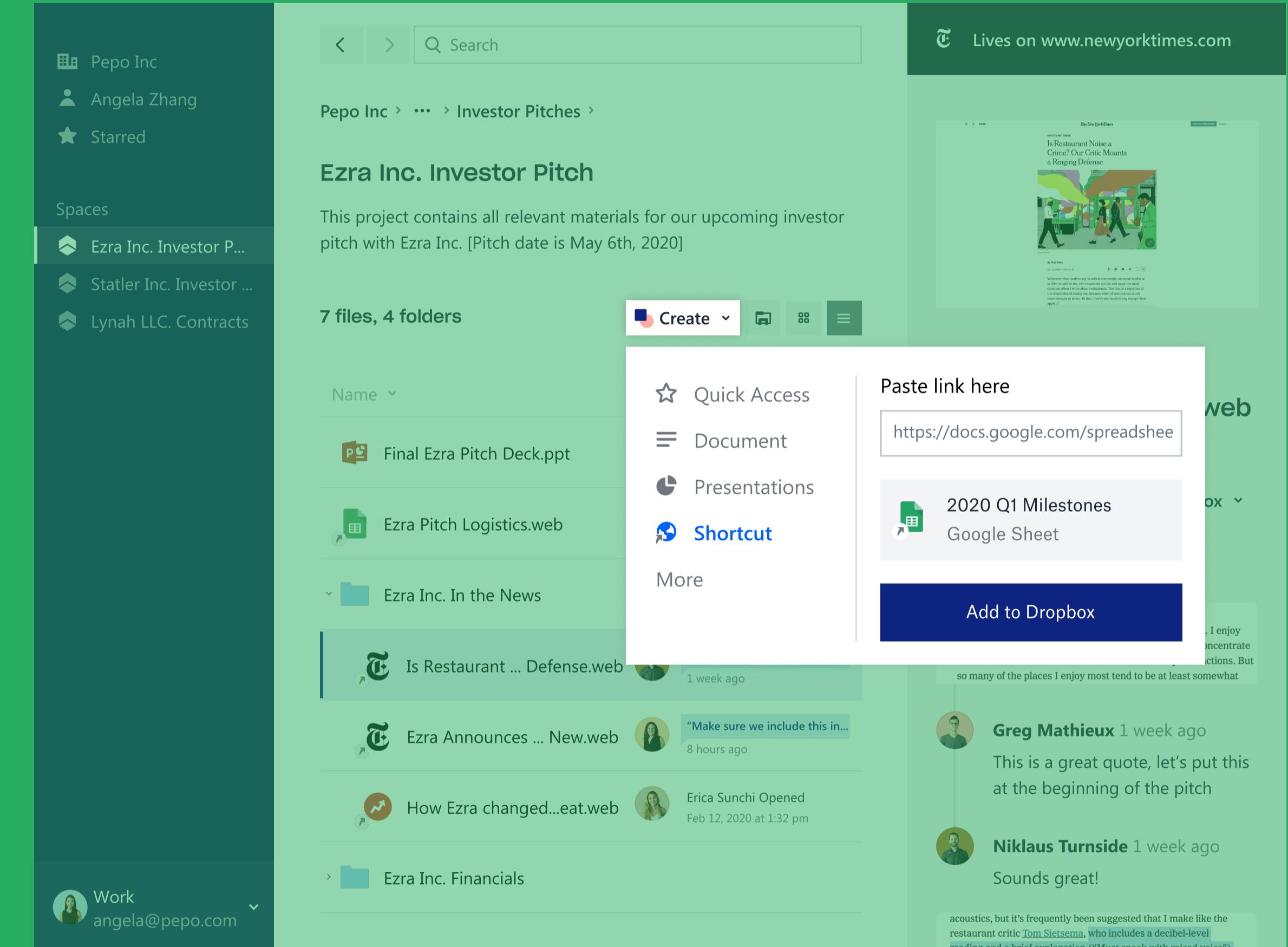
# Meet users where they work (Desktop)

- Create shortcuts from the Dropbox assistant tray
- We use your currently open tab or information from your clipboard so you can add shortcuts with a single click

The screenshot shows the Dropbox desktop application interface. At the top, there's a navigation bar with a search bar containing 'Search Pepo Inc', a '+' button, and user profile icons. Below the navigation bar, there are links for 'For you', 'Recent', and 'Notifications'. A red box highlights the 'Currently viewing' section on the right, which displays a list of open documents: 'Final Ezra Pitch Deck.web' (https://docs.google.com/sheet/Final-Ezra-Pi...) and 'Saved shortcuts'. A 'Save to Dropbox' button is also visible. The main workspace shows a Gantt chart titled '2020 Q1 Milestones'. The chart includes columns for 'WBS NUMBER', 'TASK TITLE', 'TASK OWNER', 'START DATE', 'DUE DATE', 'DURATION', 'PCT OF TASK COMPLETE', and a 'PHASE ONE' timeline. A tooltip for the Gantt chart says 'A Gantt chart's visual about each task as v'. The left side of the screen shows a file browser with a tree view of files and folders.

# Create shortcuts from the Dropbox surface

- Paste any link into Dropbox — it just works
- Creation gets even easier if there's already a link in your clipboard
- Install a browser extension to get auto-complete from your browser history



## What's the user value of putting web content in Dropbox?

Addressing the root problem of organizing all your team's work content. Having things such as Google Sheets, Canva Files, and research material all are associated with your other Dropbox files is the first step to having one central place for your team's content.

## How we're validating this

Qualitative interviews and research around how people are currently accessing/retrieiving their web content. Working with **Research and Product** to identify value for both users and Dropbox strategy.

Conducting a series of user interviews to get to the root question of "how do you currently find your web content right now?"

User Value

# Organize your shortcuts along all your other files

- Shortcuts are represented as rich .web files in the Smart Workspace.
- They can be organized in folders and spaces just like any other file in the filesystem
- Opening shortcuts takes you straight to the destination content

The screenshot shows the Smart Workspace interface. On the left, a sidebar lists 'Pepo Inc', 'Angela Zhang', 'Starred', 'Spaces', and three specific projects: 'Ezra Inc. Investor P...', 'Statler Inc. Investor ...', and 'Lynah LLC. Contracts'. The main area displays a project titled 'Ezra Inc. Investor Pitch' with a description: 'This project contains all relevant materials for our upcoming investor pitch with Ezra Inc. [Pitch date is May 6th, 2020]'. It shows '7 files, 4 folders' and includes a 'Create' button and a grid icon. A modal window is open, listing files and their recent activity:

- Final Ezra Pitch Deck.ppt (Greg Mathieux Opened 2 days ago)
- Ezra Pitch Logistics.web ("Can we swap timeslots here... 1 week ago")
- Ezra Inc. Media
- Ezra Super Bowl Ad.web ("Added it into our presentat... Just now")
- Ezra ... Campaign.web (Ireñe Mohl Opened May 15, 2020 at 3:58 pm)
- Time to Eat with Ezra.mp4 (Niklaus Turnside Opened May 15, 2020 at 3:58 pm)
- Ezra March Campaign.mov (Niklaus Turnside Opened May 15, 2020 at 3:58 pm)
- Ezra Inc. Financials

On the right, a video player shows a YouTube video titled 'Ezra Super Bowl Ad.web' with a thumbnail of a food stall. The video player has a play button and a progress bar showing 2:45. Below the video, there are comments from users: Greg Mathieux, Irene Mohl, Niklaus Turnside, and Irene Mohl again, discussing the video content.

User Value

# Quick context

- Rich favicons make organization even easier by showing you the type of content that the shortcut is pointing to
- Shortcuts to web pages and tools that we've integrated with show you a rich thumbnail and preview
- Shortcuts can be branded/themed based on the provider

User Value

Pepo Inc

Angela Zhang

Starred

Spaces

Ezra Inc. Investor P...

Statler Inc. Investor ...

Lynah LLC. Contracts

Work angela@pepo.com

Lives on www.youtube.com

Lives on www.youtube.com

Pepo Inc > ... > Investor Pitches >

**Ezra Inc. Investor Pitch**

This project contains all relevant materials for our upcoming inv pitch with Ezra Inc. [Pitch date is May 6th, 2020]

7 files, 4 folders

Create

Name Recent Activity

Final Ezra Pitch Deck.ppt Greg Mathieu Opened 2 days ago

Ezra Pitch Logistics.web "Can we swap timeslots here... 1 week ago

Ezra Inc. Media

Ezra Super Bowl Ad.web

Added it into our presentat... Just now

Ezra ... Campaign.web Irene Mohl Opened May 15, 2020 at 3:58 pm

Time to Eat with Ezra.mp4 Niklaus Turnside Opened May 15, 2020 at 3:58 pm

Ezra March Campaign.mov Niklaus Turnside Opened May 15, 2020 at 3:58 pm

Ezra Inc. Financials

Ezra Super Bowl Ad.web

Uploaded by Ezra Inc. • Oct 20, 2019

Comments

Dropbox

Write a comment

2:45

Greg Mathieu 1 week ago Love this part, let's include it

Niklaus Turnside 1 week ago Agreed

Irene Mohl Just now Added it into our presentation

User Value

# Find your shortcuts using search

- Search beyond filenames by searching the underlying content that the shortcut is pointing to
- Full text & image search apply, as search is powered by the ingested preview and metadata (e.g. last modified)

The screenshot shows a search interface with a sidebar on the left and a main search results area on the right.

**Left Sidebar:**

- User profile: Work account, angela@pepo.co
- Recent items:
  - Pepo Inc
  - Angela Zhang
  - Starred
- Spaces:
  - Ezra Inc. Investors
  - Statler Inc. Investors
  - Lynah LLC. Contracts

**Search Results:**

Search term: Ezra

Name	Recent Activity
<b>Ezra Marketing Strategy.web</b> in Markeing/Ezra/Finalized Campaigns	Ireñie Mohl Modified 2 days ago
<b>Final Ezra Pitch Deck.ppt</b> in Invesort Relations/Ezra/March	Caleb Simmeh Viewed 2 days ago
<b>Is Restaurant ... Defense.web</b> in Ezra.../Ezra Inc. in the news	Greg Mathieu Opened 2 days ago
In a recent study conducted by Ezra Inc, the leading food and beverage supply chain in the world, They est...	
<b>Ezra 2020 Q1 Earnings.web</b> in Ezra.../Ezra Inc. in the news	Dirk Holm Opened 2 days ago
Due to increased regulations on European exports, Ezra saw an increase in their fixed costs for shipping Cacao	
<b>2019 Ezra Budgeting.xlsx</b> in Markeing/Ezra/Budgets	Alexandra Carlisle edited 2 days ago
<b>2020 Ezra Budgeting.xlsx</b> in Markeing/Ezra/Budgets	Niklas Turnside edited 2 days ago

**Right Panel:**

- Thumbnail for Ezra Inc. in the news article.
- Text snippet from the news article: "In a recent study conducted by Ezra Inc, the leading food and beverage supply chain in the world, They est..."
- Comments section:
  - Comment by Greg Mathieu: "Not all of them, not all the time. I enjoy restaurants, too, where you can concentrate without auditory distractions. But joy most tend to be at least somewhat..." (1 week ago)
  - Comment by Caleb Simmeh: "great quote, let's put this inning of the pitch" (1 week ago)
  - Comment by Niklas Turnside: "been suggested that I make like the ma, who includes a decibel-level" (1 week ago)

User Value

# Know who's accessed your content

- When possible, we show you who's accessed your shortcuts
- For shortcuts to cloud tools, we show you who modified the content and what changed

Pepo Inc  
Angela Zhang  
Starred  
Spaces  
Ezra Inc. Investor P...  
Statler Inc. Investor ...  
Lynah LLC. Contracts

Pepo Inc > ... > Investor Pitches >

Ezra Inc. Investor Pitch

This project contains all relevant materials for our upcoming investor pitch with Ezra Inc. [Pitch date is May 6th, 2020]

7 files, 4 folders

Name Recent Activity

- Final Ezra Pitch Deck.ppt Greg Mathieu Opened 2 days ago
- Ezra Pitch Logistics.web "Can we swap timeslots here" 1 week ago
- Ezra Inc. Financials
- Ezra 2020 Q1 Earnings.web "Significant increase in supp" 1 week ago
- 2020 Financial Model.xlsx Dirk Holman Edited May 15, 2020 at 3:58 pm
- 2019 Financial Model.xlsx Dirk Holman Edited May 15, 2020 at 3:58 pm
- WSJ Ezra Moves ... Industry.web "@Irene Relevant to Slide 5" 1 week ago
- Ezra Inc. In the News

Create

Lives on [www.google.com](https://www.google.com)

**Pitch Day Logistics**

Project Title	Project Manager	Company Name	Date
[Project title]	[Project Manager's name]	[Company name]	[Date]

Project Concept and Initiation

Task Number	Task Title	Task Owner	Start Date	End Date	Duration	Per cent complete
1.1	Project Charter	Leon W.	3/15/18	3/15/18	0	100%
1.1.1	Project Charter Revision	Kyle R.	3/15/18	3/16/18	1	100%
1.2	Scope Definition	Tony T.	3/16/18	3/20/18	4	60%
1.3	Proposed	Steve L.	3/16/18	3/20/18	6	40%
1.4	Stakeholders	Allen W.	3/16/18	3/22/18	4	70%
1.5	Timeline	Mark M.	3/16/18	3/23/18	7	60%
1.6	Project Initiation	Mark M.	3/23/18	3/23/18	0	50%

Project Definition and Planning

Task Number	Task Title	Task Owner	Start Date	End Date	Duration	Per cent complete
2.1	Scope and Goal Setting	Doris L.	3/20/18	3/20/18	0	22%
2.2	Budget	Allen W.	3/20/18	4/2/18	3	14%
2.3	Communication Plan	Mark M.	3/20/18	4/2/18	3	0%
2.4	Risk Management	Mark M.	3/20/18	4/2/18	3	0%

<https://finance.yahoo.com/news/applied-mat...>

**Ezra Pitch Logistics.web**

Google Sheet Activity

- Write a comment
- Niklaus Turnside Renamed 2 days ago
- Dirk Holman Modified 2 days ago
- Greg Mathieu add 3 rows 2 days ago
- You Opened 2 days ago

## User Value

# Collaborate on the Dropbox surface

- Shortcuts ingests native comments from third party tools and allows you to respond right from Dropbox
- Dropbox powered comments are also available for arbitrary web pages and tools without native comments

The collage illustrates the integration of several collaboration platforms with the Dropbox interface:

- Dropbox Sidebar:** Shows the native integration of the Dropbox sidebar, displaying "Pepo Inc", "Angela Zhang", "Starred", and "Spaces".
- Dropbox Project:** Shows a project titled "Ezra Inc. Investor Pitch" with a Gantt chart titled "Pitch Day Logistics".
- Dropbox Comments:** Shows a list of files with their recent activity, including a comment from "Greg Mathieu" on the "Final Ezra Pitch Deck.ppt".
- Google Sheets:** Shows a screenshot of a Google Sheet titled "Pitch Day Logistics" with a "Comments" section on the right.
- Project Conception and Initiation:** A table showing the timeline for project initiation, with the first two tasks highlighted.
- Comments on Google Sheets:** A list of comments on the Google Sheet, including responses from "You", "Niklaus Turnside", and "Irene Mohl".

## What's the category of web content we want to focus on?

Web content can be split into: 1. web tools, 2. research material, or 3. files in other places. Which one of these use cases is the one we want to address?

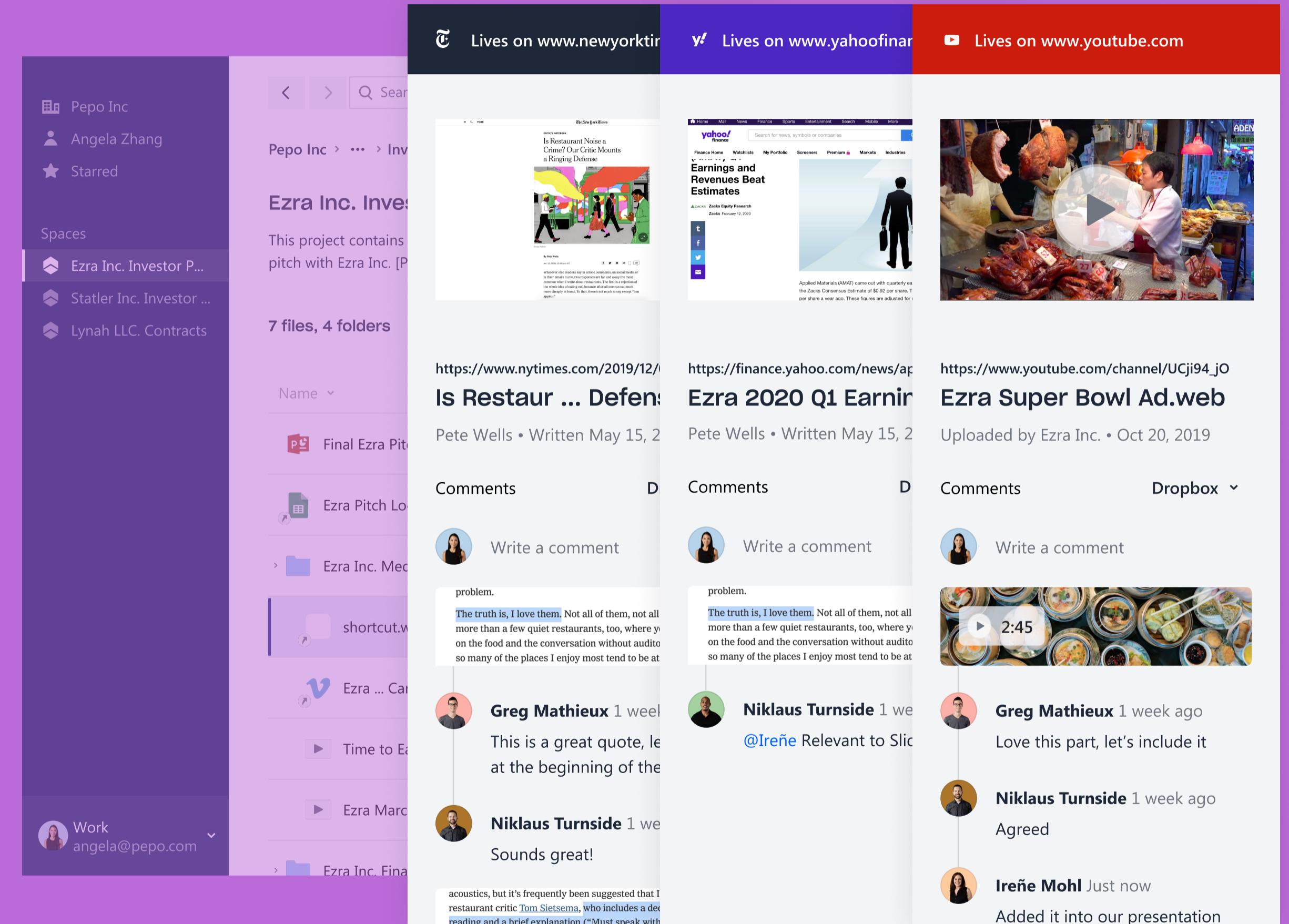
## How we're validating this

Qualitative interviews and research around how people are currently accessing/retrieving their web content. Working with **Research and Product** to identify value for both users and Dropbox strategy.

Ran a series of Facebook ads, Google ads, and painted door experiments to measure interest/willingness to pay for each category. Helped us identify which target audience to hone in on moving forward.

# Web-tools for everyone

- Rich previews allow you to collaborate with team members even when they don't have an account or license
- See activity inside the tool and respond to comments without leaving the Smart Workspace
- Examples include: Docs, Sheets, and Slides (in Google Drive), Figma docs, Canva docs, Lucidchart docs, etc



# Research material for all

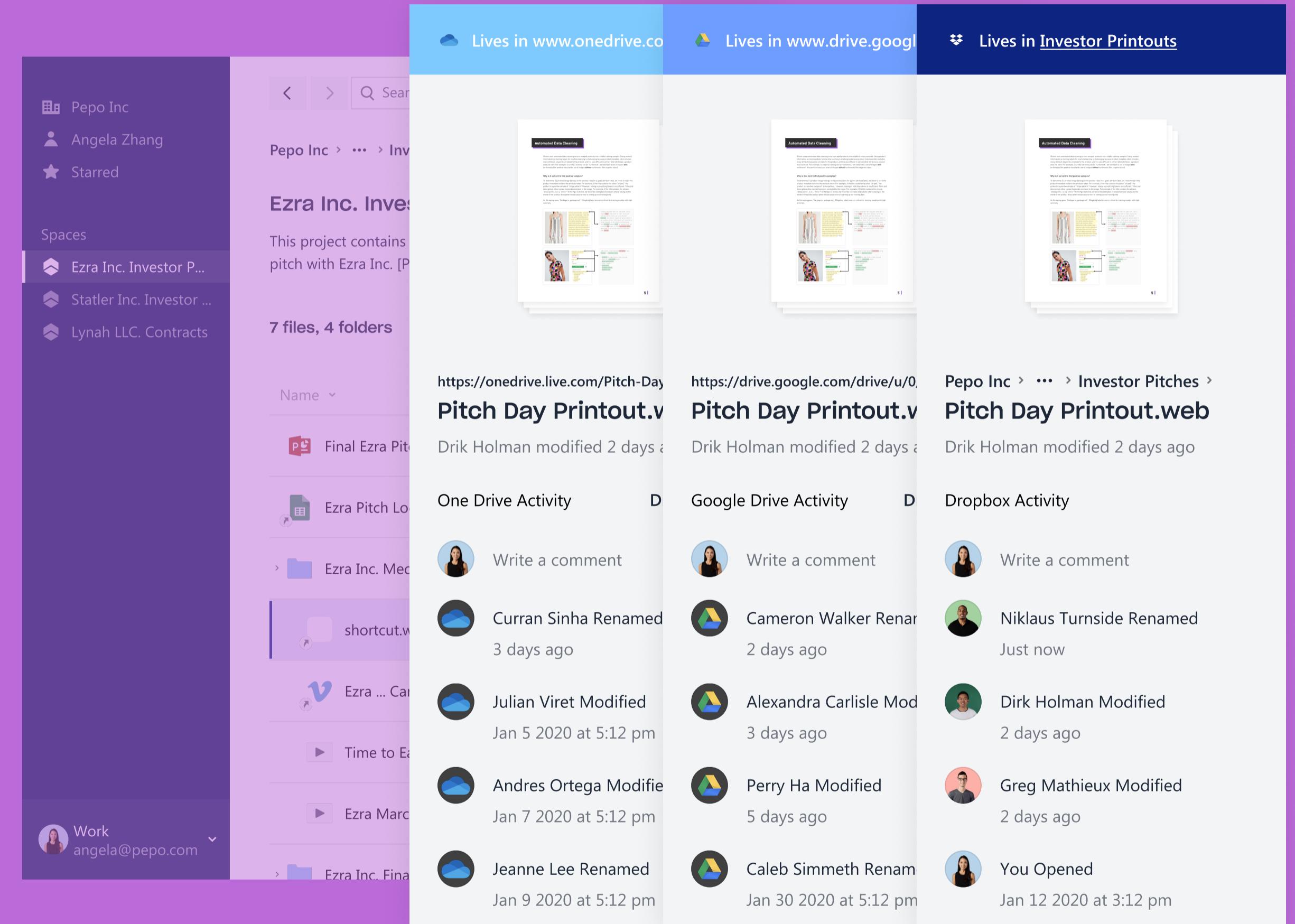
- Research together by creating collaborative collections to web material and rich media (e.g. videos)
- Preview snapshots, tag team members, and comment on any piece of the web page or video
- Examples include: New York Times articles, YouTube links, blog posts, Wikipedia articles

The collage illustrates the following features:

- Canva:** A screenshot of a design project titled "Ezra Inc. Investor Pitch". It shows a "Document styles" panel and a preview of a yellow "BACKSTAGE PASS" graphic.
- Figma:** A screenshot of a Figma workspace titled "Brand Assets.web". It shows a "Comments" section with messages from "Canva Comments" and "Figma Comments".
- Google Sheets:** A screenshot of a Google Sheets document titled "Pitch Day Logistics". It shows a "Comments" section with messages from "Project Charter" and "Research".
- Pepo:** A screenshot of the Pepo interface showing a sidebar with "Spaces" like "Ezra Inc. Investor P..." and "Statler Inc. Investor ...". It also shows a "Work" section with an email address "angela@pepo.com".
- Collaboration Examples:** A central area showing a "Backstage Pass.web" file from Canva, a "Brand Assets.web" file from Figma, and a "Pitch Day Logistics" sheet from Google Sheets, each with its respective URL and modification history.

# OneDrive, GDrive, it's all the same

- Go beyond rigid folder structures by organizing Dropbox files in multiple folders
- Work across suites by organizing files in Google Drive or OneDrive in one place
- Examples include: files elsewhere in Dropbox, in Google Drive, in OneDrive / Sharepoint, or in a fileserver



# Q&A