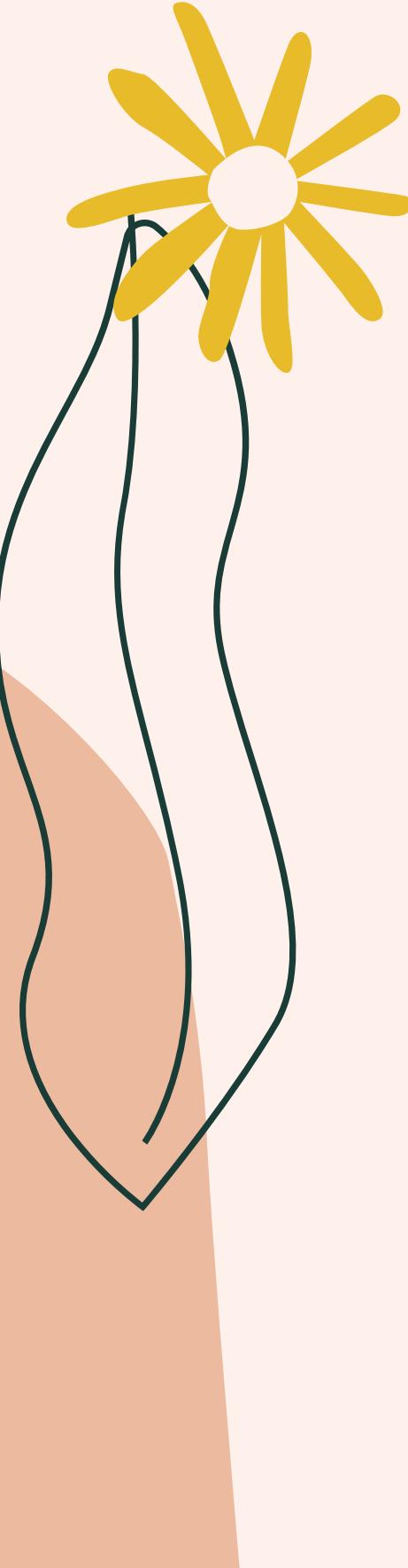


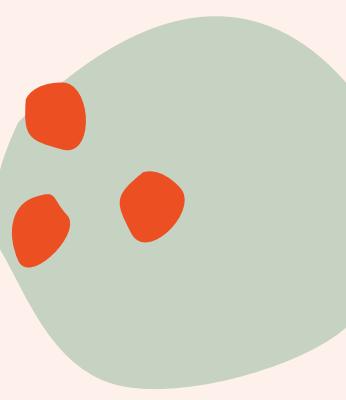
PROJECT PRIORITIZATION

Ana Mingyang Wang & Chen Zhang



Introduction

- Project Prioritization is an internal project management application for the Teams and Subscriptions Marketing team (TSM) which is in charge of building B2B marketing landing pages on the Canva website.
- Project Prioritization will help teams to prioritize their projects and improve team's productivity by ensuring the team focus on the most impactful projects based on available capacity.





FRANCOIS BONDIGUEL

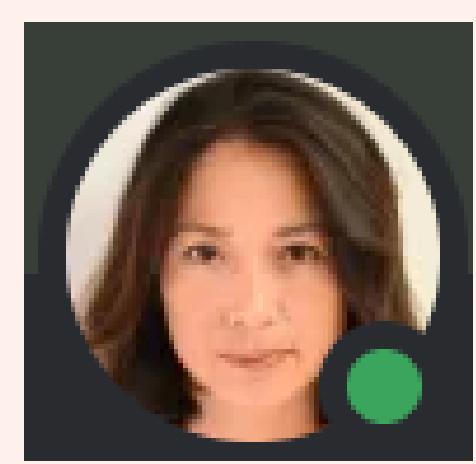
HEAD OF GROWTH MARKETING B2B AT CANVA



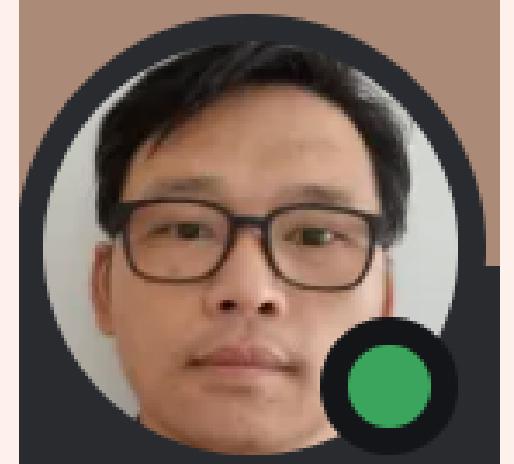
ANA MINGYANG WANG
SOFTWARE ENGINEER



CHEN ZHANG
SOFTWARE ENGINEER



NHI TRAN
SOFTWARE ENGINEER



ANTHONY CHUNG
SOFTWARE ENGINEER





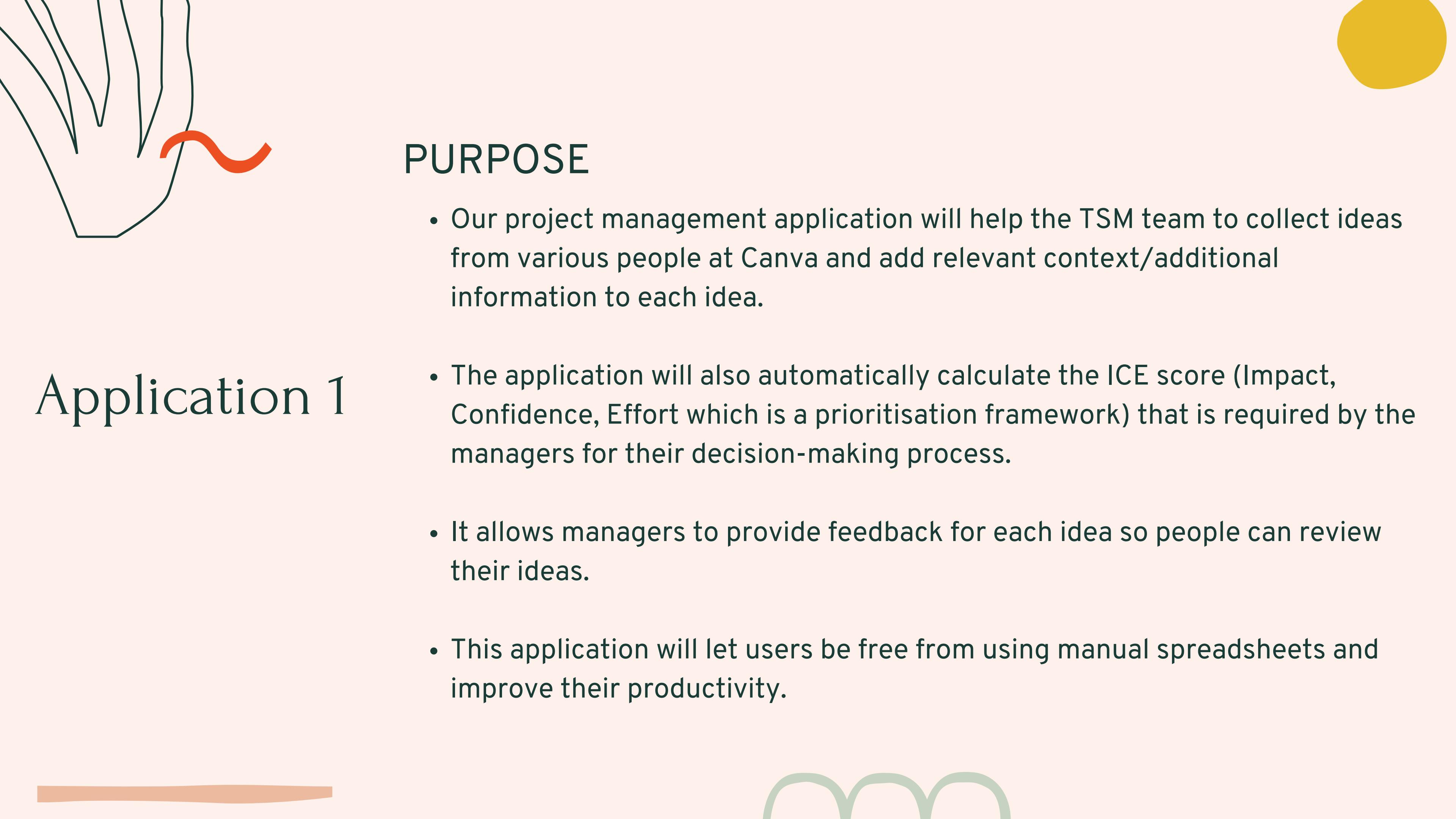
Tasks for Two Teams

APPLICATION 1

The Project management app to collect and track ideas and feedback from users and prioritize projects to improve team productivity.

APPLICATION 2

The Project management app that would simplify the decision-making process for managers to estimate, prioritise, and approve ideas/initiative submitted by their employees

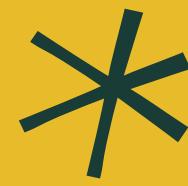


Application 1

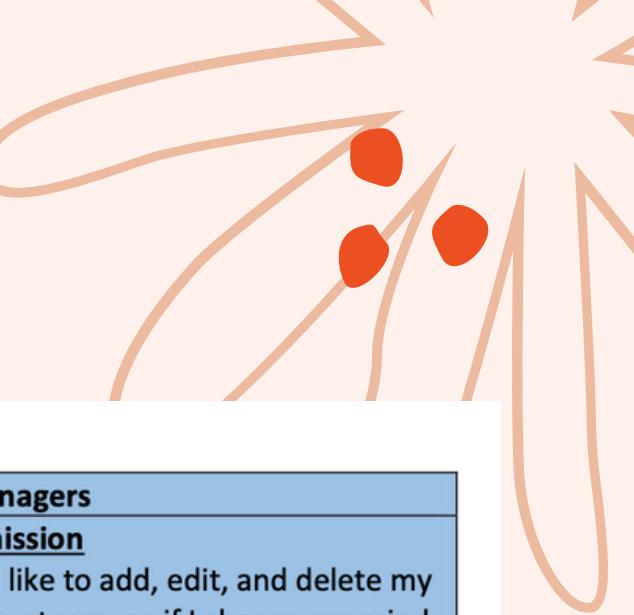
PURPOSE

- Our project management application will help the TSM team to collect ideas from various people at Canva and add relevant context/additional information to each idea.
- The application will also automatically calculate the ICE score (Impact, Confidence, Effort which is a prioritisation framework) that is required by the managers for their decision-making process.
- It allows managers to provide feedback for each idea so people can review their ideas.
- This application will let users be free from using manual spreadsheets and improve their productivity.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Initiatives / Experiments	Type	Target	Description	Owner(s)	Target launch	Impact	Confidence	Effort	ICE Score	Priority	Status	Notes
6	Product Tour (/features) phase 1: UX/UI exploration	B	Teams	Benefit-led messaging of sku Feature hubs + user testing approach, enhancing feature detail pages to hero product and optimise seo	Francois	?	Medium	Xlarge	Medium	24	P1	NOT BRIEFED	
7	Pricing iframe roadmap	I	O	3 card iframe for Free / Pro / Teams	Francois	Early Oct	Medium	Large	Medium	18	P1	IN PROGRESS	Needed for upgrade path from canva.com/free/
8	Education 'Microsite' experience - dream IA	I	Edu	Rethinking the Canva for Education user journey and content	Zach	?	Large	Medium	Medium	18	P1	NOT BRIEFED	Note output is IA/wireframes for nav, excludes wireframes / implementation. BLOCKED pending Content Strategist? M
9	Edu Contact Form	B	Edu	Custom District enquiry form to integrate with Salesforce	Harsh	?	Medium	Medium	Small	16	P2	PARTIALLY BRIEFED	Dependency on Marketing Ops for lead flows Can we create 1 form with District and C4C options/pathways?
10	Solutions hub LP	I	Teams	Update page to add segmentations (company size, industry, use case, features)	Amelia	?	Medium	Medium	Small	16	P2	NOT BRIEFED	
11	Hyperlocalise Pro LP	L	Pro	Asset localisation for top 8 (?) markets	Kate	?	Medium	Medium	Small	16	P2	GOOD TO START	Large effort & hard costs for l10n team
12	Update teams page (V2)	I	Teams	Implement demo video on page with the goal to increase team trial sign ups; run additional CRO tests to improve conversion rates	Amelia	?	Medium	Medium	Small	16	P2	GOOD TO START	
13	Worksuite LP 2.0	B	Teams	Update the /worksuite page based on recent feedback from Product leadership	Kate	?	Medium	Medium	Small	16	P1	IN PROGRESS	IN-SEASON Request
14	Pricing page change requests	I	O	Responding to feedback on pricing structure	Joyce	?	Medium	Medium	Medium	12	P2	NOT BRIEFED	IN-SEASON Request
15	Visual economy LP(s)	B	O	Work with the Brand team on an SEO page for the visual economy keyword/theme. Exploration only at this stage?	Sunil Fenot	?	Medium	Medium	Medium	12	P4	NOT BRIEFED	PARKED until next year (2023)
16	Business size LPs X3	QP	Teams	Create 3 separate pages to cater for company sizes (small, medium and large)	Amelia	?	Medium	Medium	Medium	12	P2	NOT BRIEFED	CRO Question - do we need somewhere to click through to whether this is segmentation/content is important to our audience? Won't we be duplicating content? Should we test content here?
17	Canva for Campus LP	B/QP?	Edu	Create Canva for Campus LP in time for the launch of this new Edu plan	Harsh	Nov 22?	Medium	Medium	Large	8	P1	PARTIALLY BRIEFED	
18	Education Resource Pages	QP	Edu	Teacher Resources public site > QuickPage + Contextual nav	Harsh	?	Small	Medium	Small	8	P2	PARTIALLY BRIEFED	TBC whether we're targeting logged in/existing users OR new users
19	Business LP	QP	Teams	Decide what to do with the /business LP (do we 301 to /solutions or is there a long term SEO play?)	Amelia	?	Small	Medium	Small	8	P3	NOT BRIEFED	

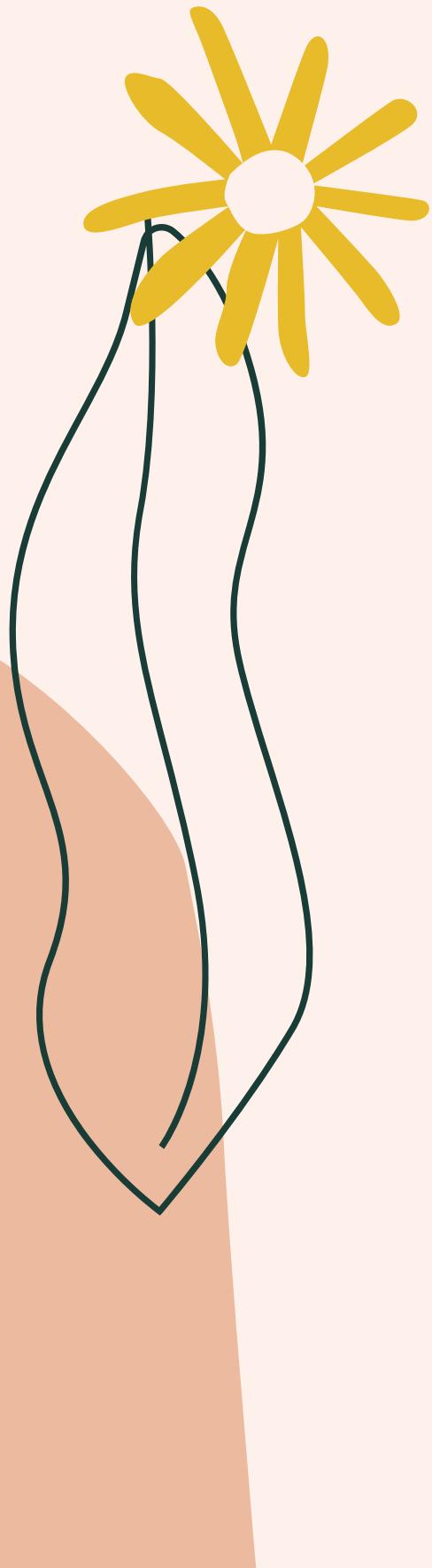


USER STORIES



- Each user story provides an idea of what feature/functionality is going to be built.
- We have six themes that give an overall understanding of our project management application.

User Stories		
Theme	Employees	Managers
Submit a form to share information	<p>User Story 1: idea submission</p> <p>As Yel, Software Engineer, I want to communicate my project ideas to my team, so I need to fill a form and submit it to my team/manager.</p> <p>Acceptance Criteria</p> <p>"We have to formally fill in an online form if we want to share our project ideas to the team." – Yel</p>	<p>User Story 7: feedback submission</p> <p>As Kate, Project Manager, I'd like to add, edit, and delete my feedback before I send it to my team, so if I change my mind later, I can always come back to change my feedback.</p> <p>Acceptance Criteria</p> <p>"It's nice to be able to add, edit, and delete my feedback before I send it back to my team. Sometimes, you may not always get a full picture of a certain project immediately. I may change my mind and need to update my feedback." – Kate</p>
Create, edit, and delete project information	<p>User Story 2: idea creation, modification, and deletion</p> <p>As Amela, Digital Designer, I want to be able to add, edit, and delete my ideas before I submit them, so I can feel free to make any changes in my project design later on.</p> <p>Acceptance Criteria</p> <p>"A good innovative idea doesn't appear at once and needs a lot of deliberate thinking. It's important for me to be able to add, edit, and delete ideas. Just in case, I want to change something later on before I press the submit button." – Amela</p>	<p>User Story 8: feedback creation, modification, and deletion</p> <p>As Lochy, Engineer Lead, I'd like to send my feedback to my team for each of their ideas, so they can improve their initial ideas to meet organization expectations.</p> <p>Acceptance Criteria</p> <p>"After I receive new ideas from my team, I want to give feedback to them as soon as possible, they can improve their ideas that fit into our current strategy." - Lochy</p>
View history records/listings/feedback	<p>User Story 3: view project idea history</p> <p>As Sarah, Digital Designer, I want to be able to view my project history, so I don't need to remember each project detail that I created.</p> <p>Acceptance Criteria</p> <p>"I'm a busy person and can't always remember what I did for my projects later on. I'd love to be able to review all the projects that I created before." – Sarah</p>	<p>User Story 9: view feedback history</p> <p>As Nick, QA Engineer Lead, I'd like to view my feedback history, so I can track those ideas with my feedback.</p> <p>Acceptance Criteria</p> <p>"I want to review and track the ideas with my feedback and check whether people need further support with my feedback." – Nick</p>

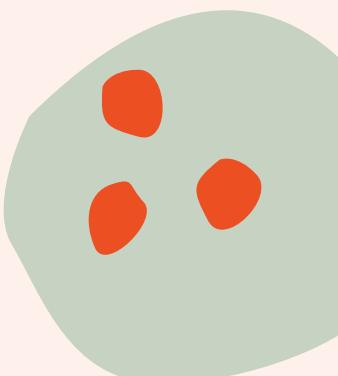


TARGET AUDIENCE

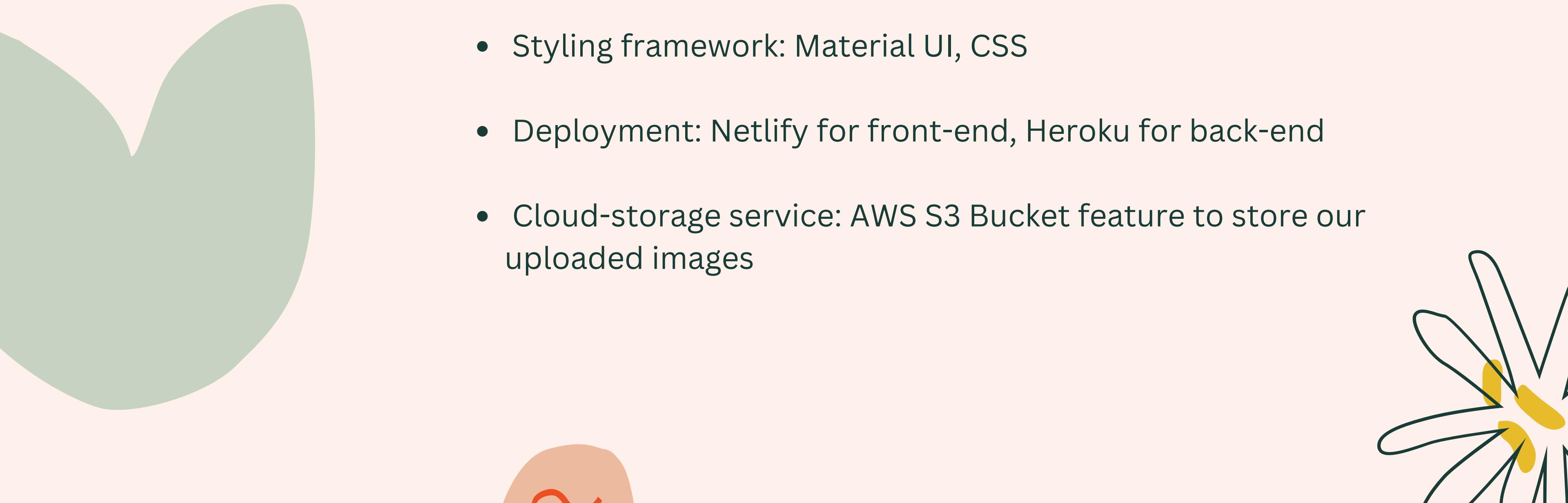
Our target audiences are all the employees in Canva and the managers in Canva's Teams and Subscriptions Marketing.

FUNCTION & FEATURES

- Enable users (both employees and managers) to register for the application
- Enable users to edit their user profile
- Allow users to submit their ideas
- Allow users to add, edit, and delete their ideas before submission (once submitted employees can no longer edit/delete their ideas)
- Automate calculate ICE score
- Enable users to view their own project history, all the submitted projects, and managers' feedback
- Enable managers (only) to view their feedback history
- Allow managers (only) to add, edit, and delete their feedback before submission
- Allow managers (only) to edit other users' ICE scores
- Enable users to search for projects



Tech Stack



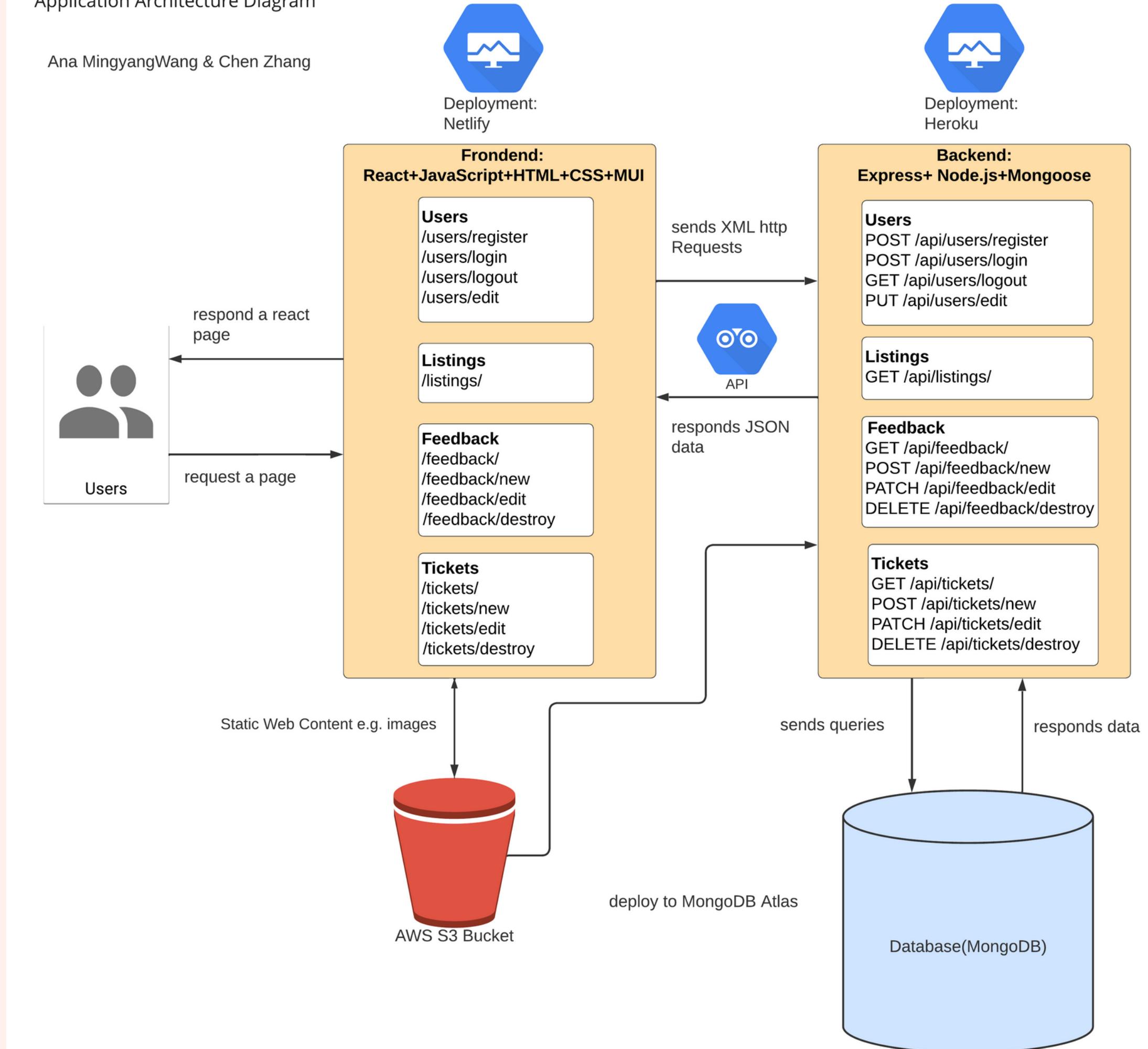
MERN full-stack app:

- Front-end: React, JavaScript, HTML
- Back-end: Express, Node.JS, Mongoose
- Database: MongoDB
- Styling framework: Material UI, CSS
- Deployment: Netlify for front-end, Heroku for back-end
- Cloud-storage service: AWS S3 Bucket feature to store our uploaded images

Application Architecture Diagram

Application Architecture Diagram

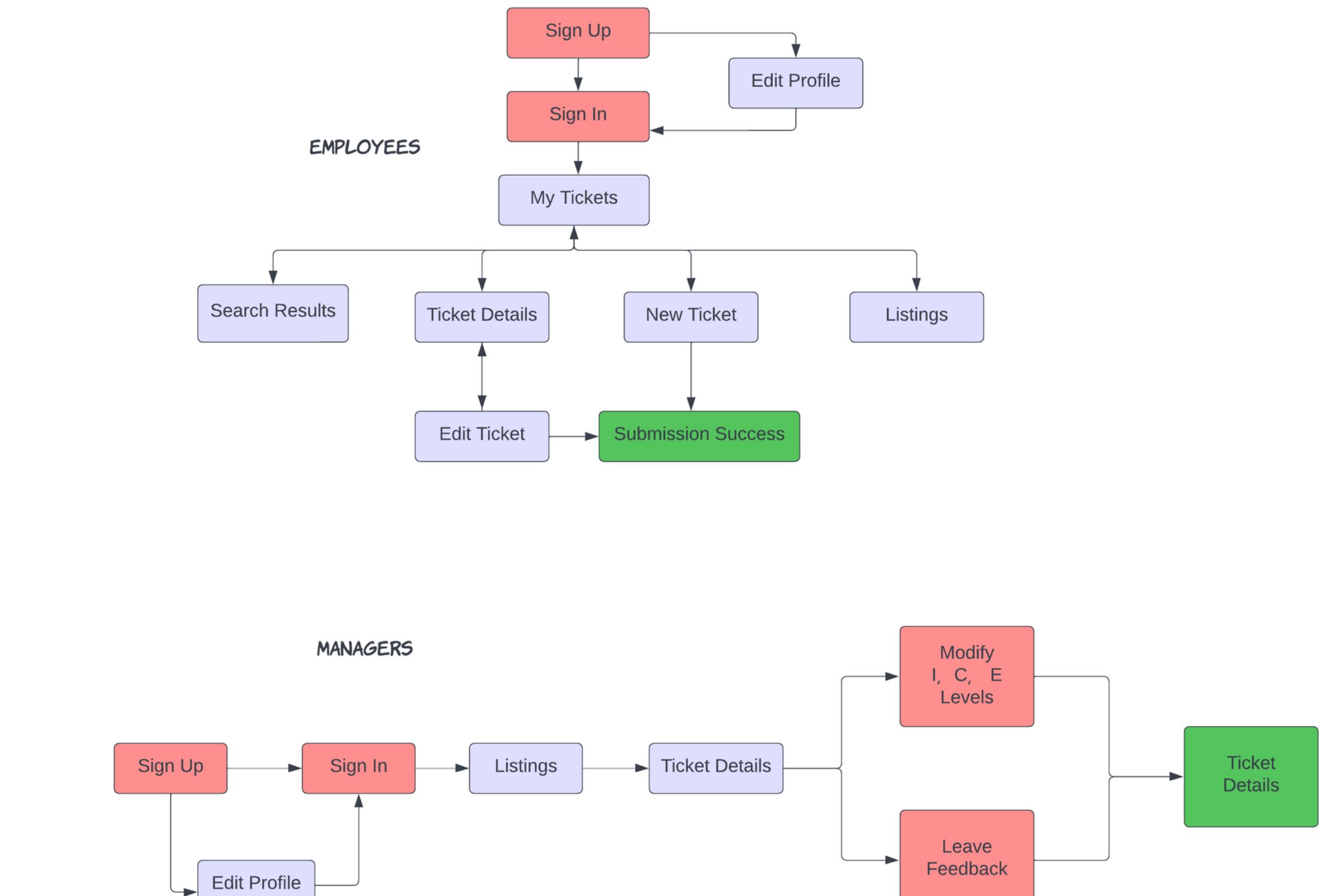
Ana Mingyang Wang & Chen Zhang



Sitemap Diagram

Sitemap of Project Prioritization Application

Ana Mingyang Wang & Chen Zhang

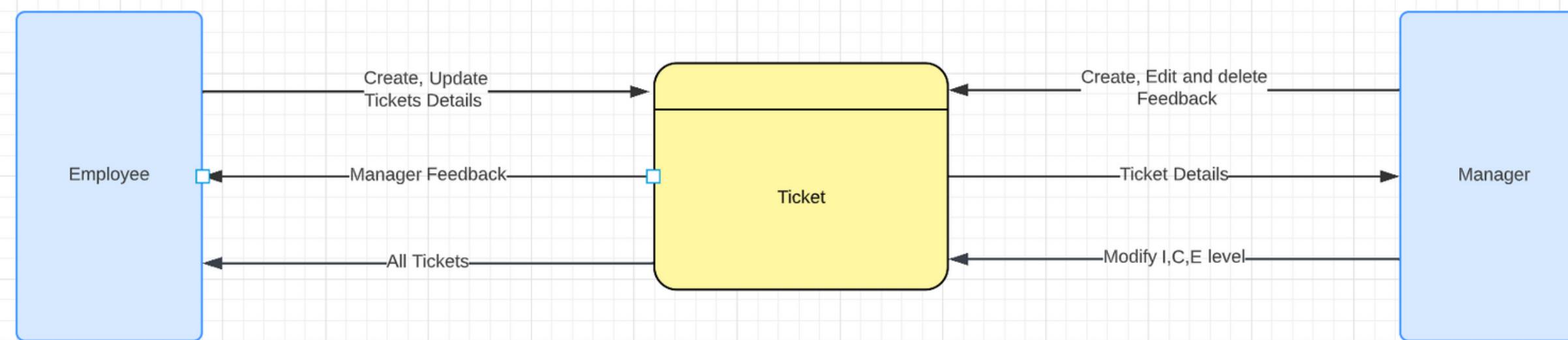


Dataflow Diagram

Level 0

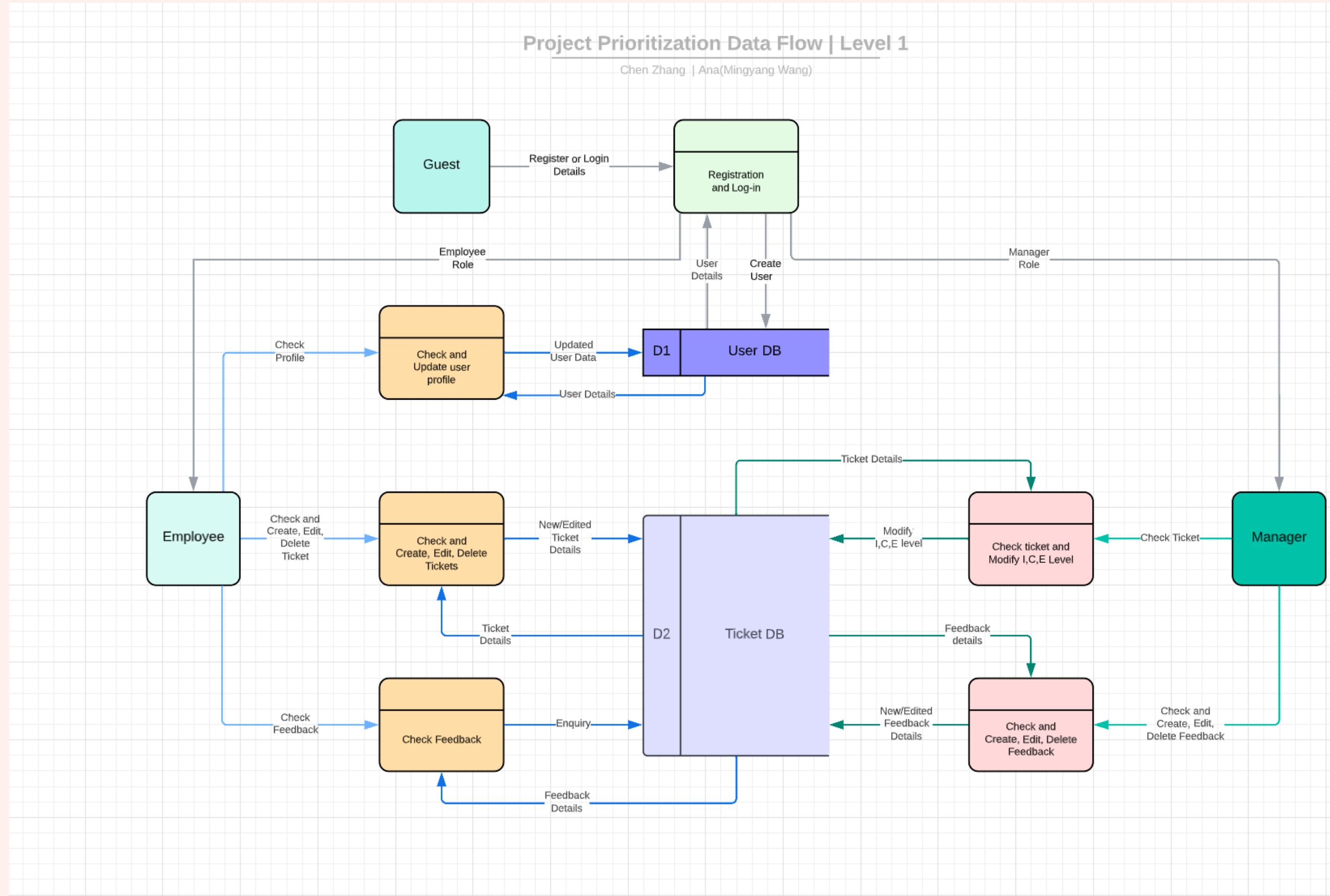
Project Prioritization Data Flow | Level 0

Chen Zhang | Ana(Mingyang Wang)

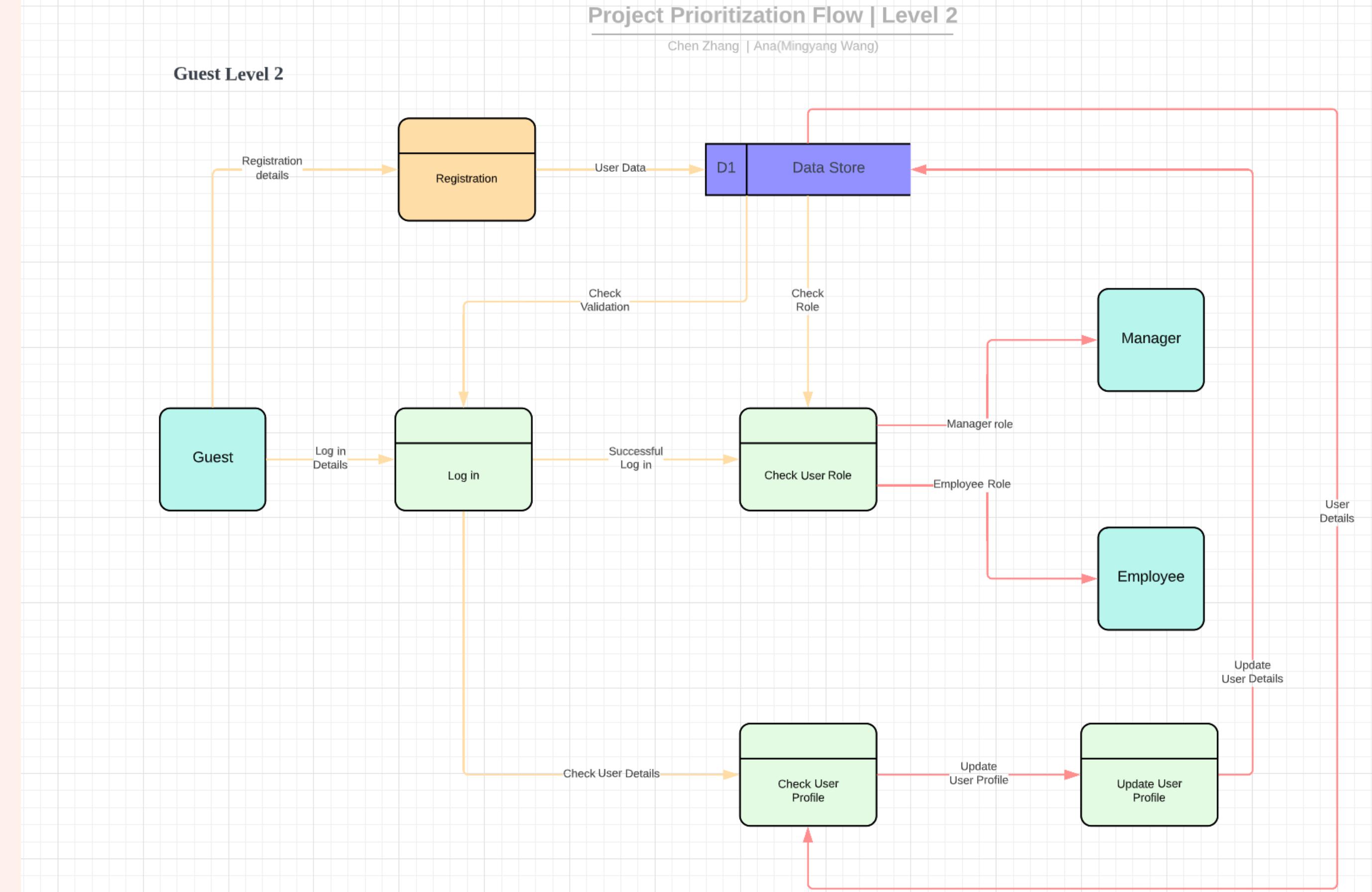


Dataflow Diagram

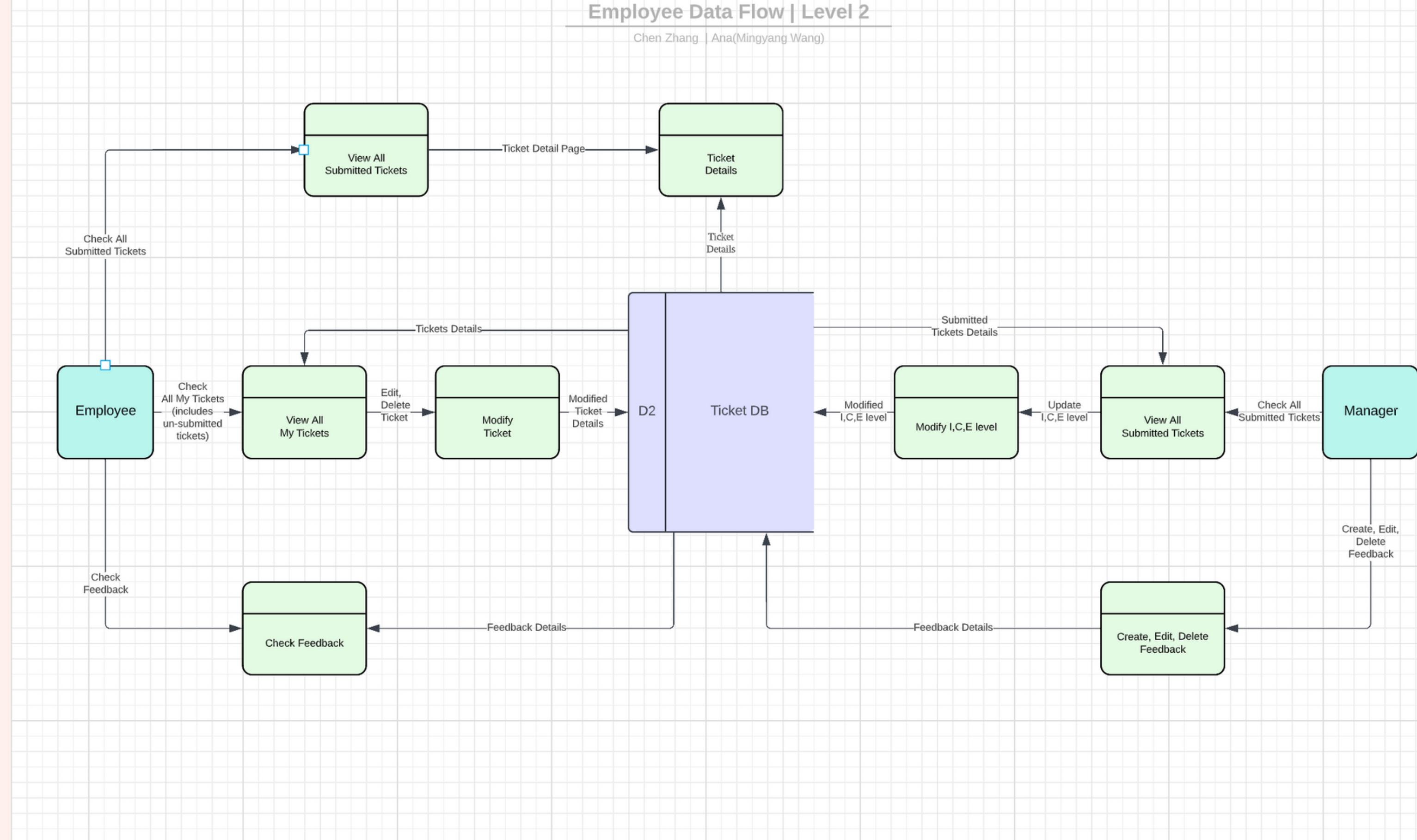
Level 1

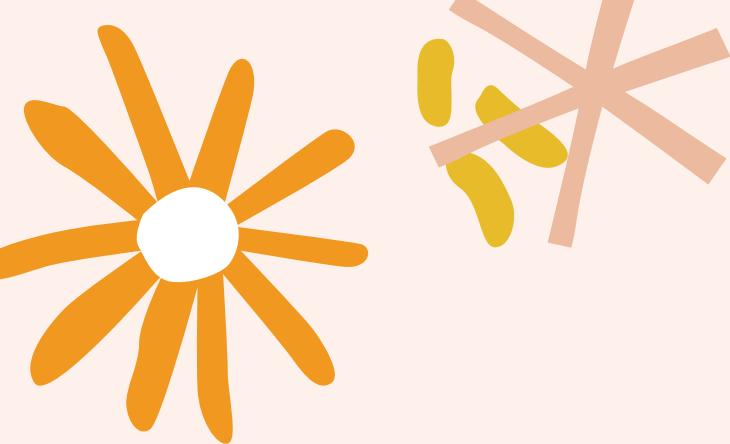


Dataflow Diagram Level 2



Dataflow Diagram Level 2





Wireframes

Sign In/Sign up



My great new website

https://www.thickets.com

Sign In

Email

Password ✓

Remember me?

[Forgot Password?](#)

Need a account? [Sign Up](#)

Sign In

Sign Up

First Name Last Name

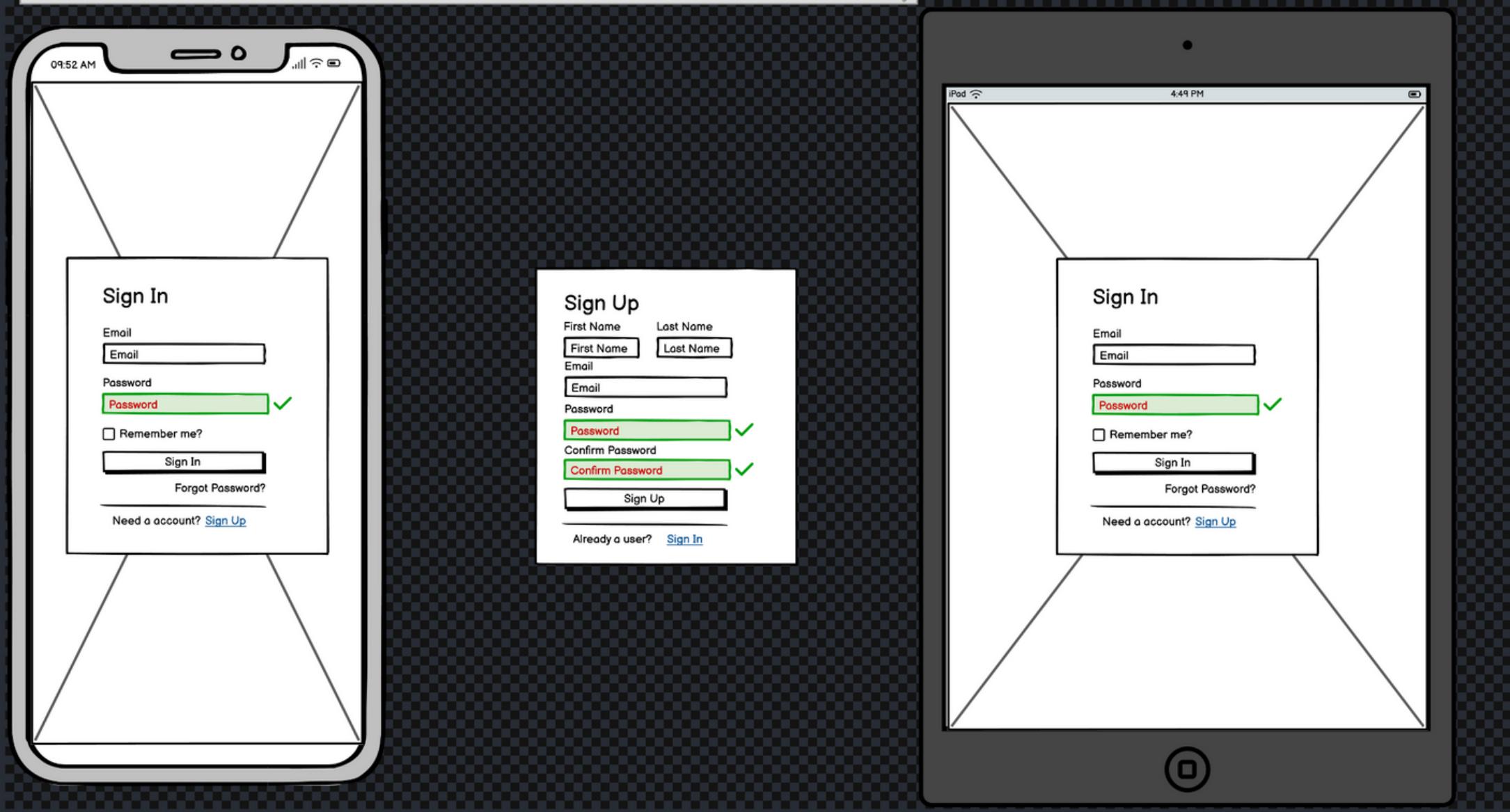
Email

Password ✓

Confirm Password ✓

Already a user? [Sign In](#)

Lorem Ipsum Dolor, Sit Amet
Consectetur Adipisicing Elit.
Alias Quidem Excepturi Natus
Iste Ut. Alias, Quod? Edum
Pariatur Obcaecati Dolorum!



09:52 AM

Sign In

Email

Password ✓

Remember me?

[Forgot Password?](#)

Need a account? [Sign Up](#)

Sign Up

First Name Last Name

Email

Password ✓

Confirm Password ✓

Already a user? [Sign In](#)

4:49 PM

Sign In

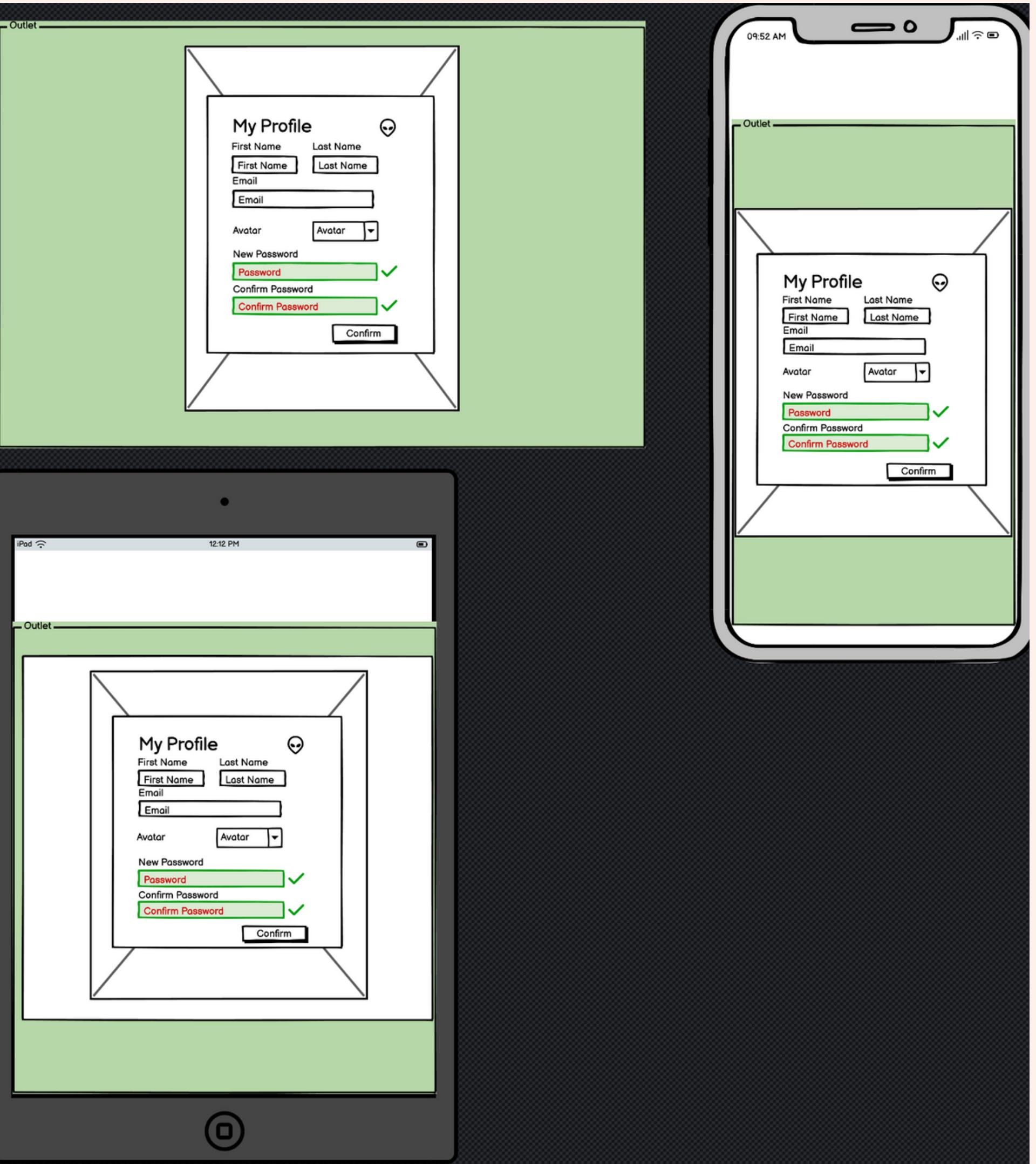
Email

Password ✓

Remember me?

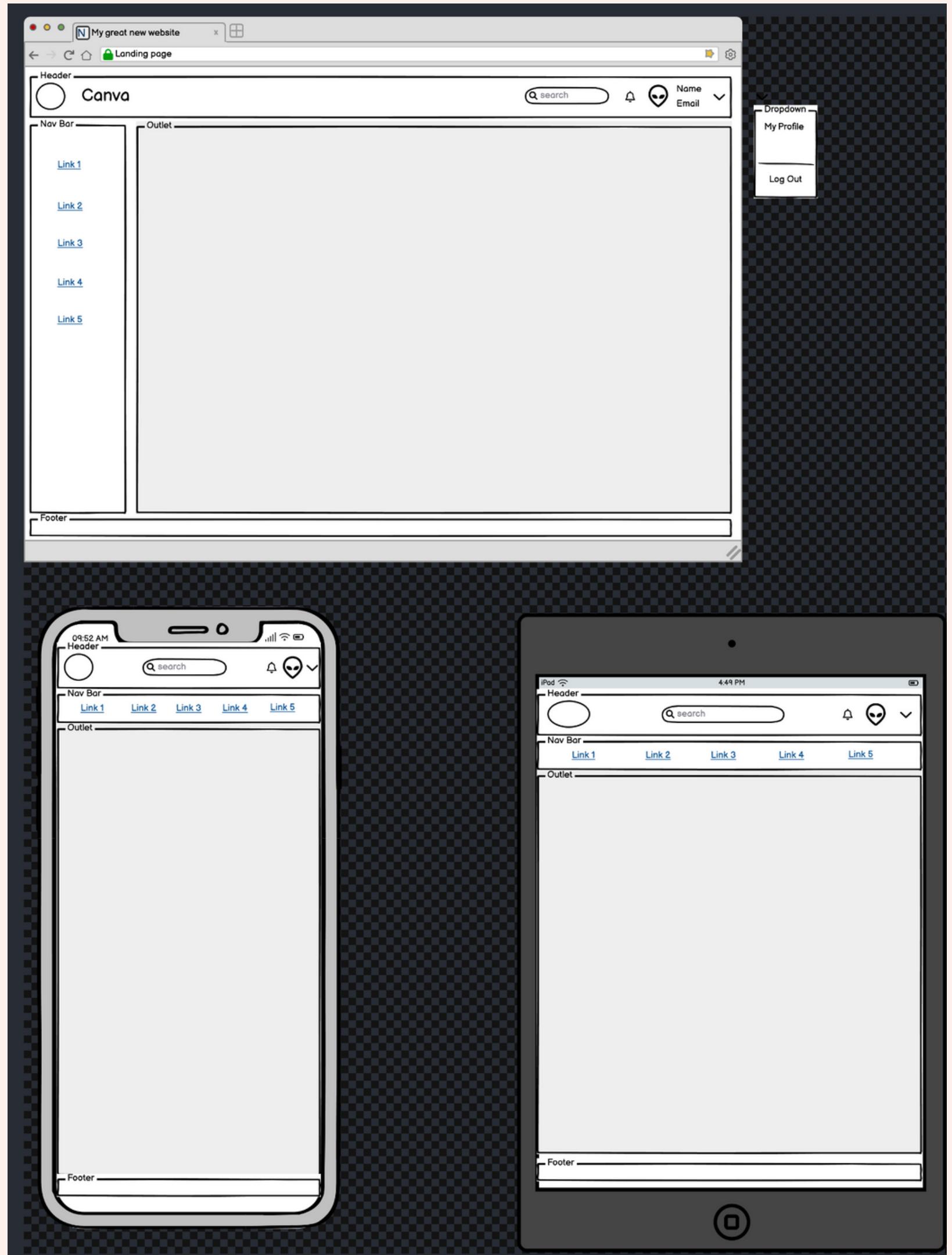
[Forgot Password?](#)

Need a account? [Sign Up](#)



EDIT PROFILE

LANDING PAGE



Outlet

My tickets

Submitted Tickets(0) Draft(0)

New Ticket

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Target,Feedback

Priority 1 ICE SCORE

Ticket Details

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Target,Feedback 1 ICE SCORE

Ticket Details

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Target,Feedback 1 ICE SCORE

Ticket Details

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Target,Feedback 1 ICE SCORE

Ticket Details

...

09:52 AM

iPad

4:49 PM

Outlet

My tickets

Submitted Tickets(0) Draft(0)

New Ticket

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Ticket Details

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Ticket Details

Ticket

Initiative	Description
<input type="checkbox"/> Submitted Date	Description

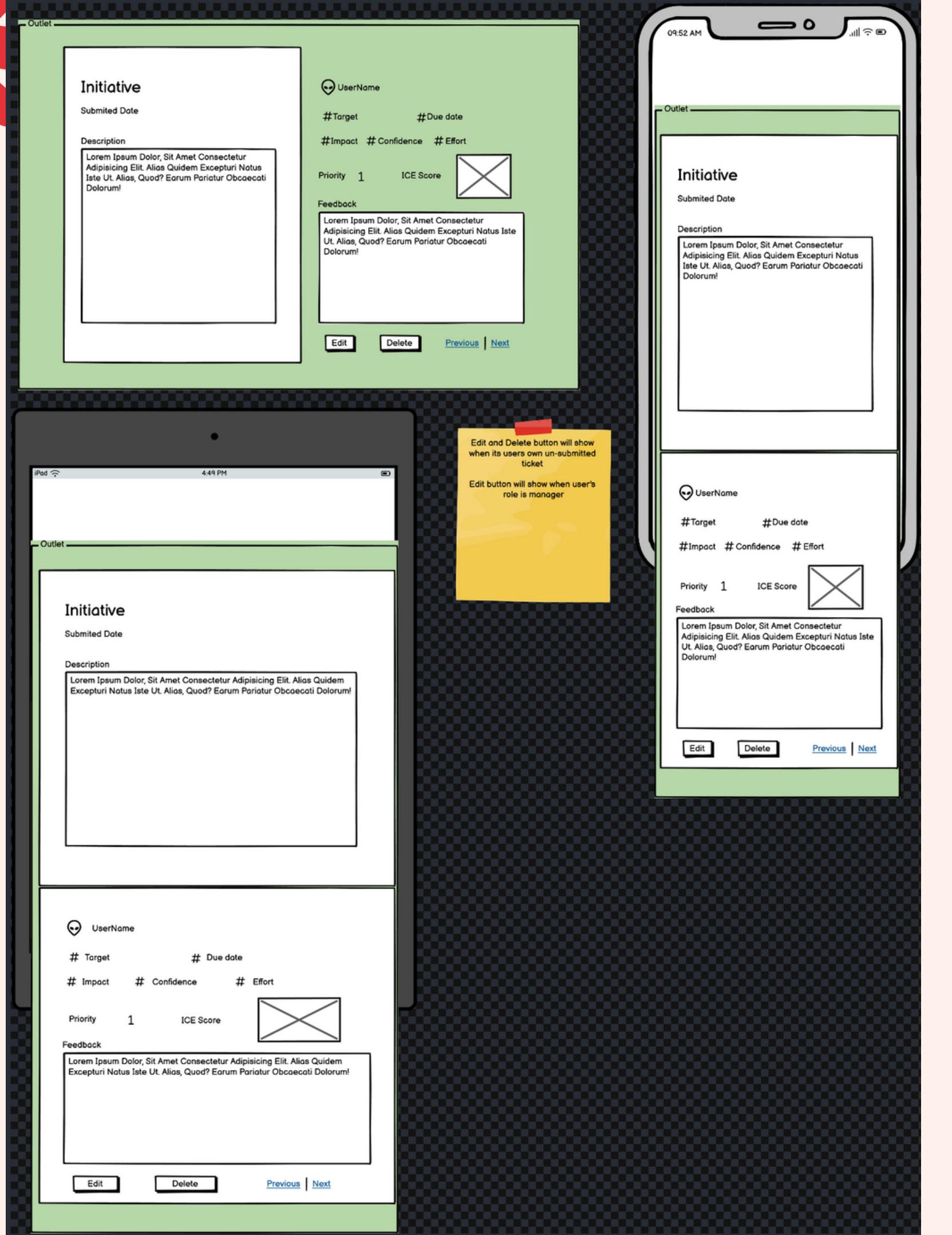
Ticket Details

Ticket

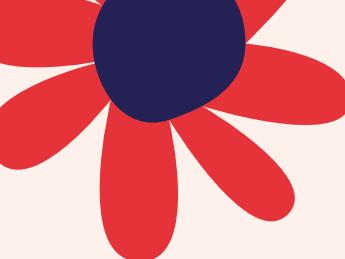
Initiative	Description
<input type="checkbox"/> Submitted Date	Description

Ticket Details

MY TICKETS



TICKET DETAILS



Outlet

New Ticket

Initiative

Font Size Bold Italic Others

Description

Target Target ▾

Due date / /

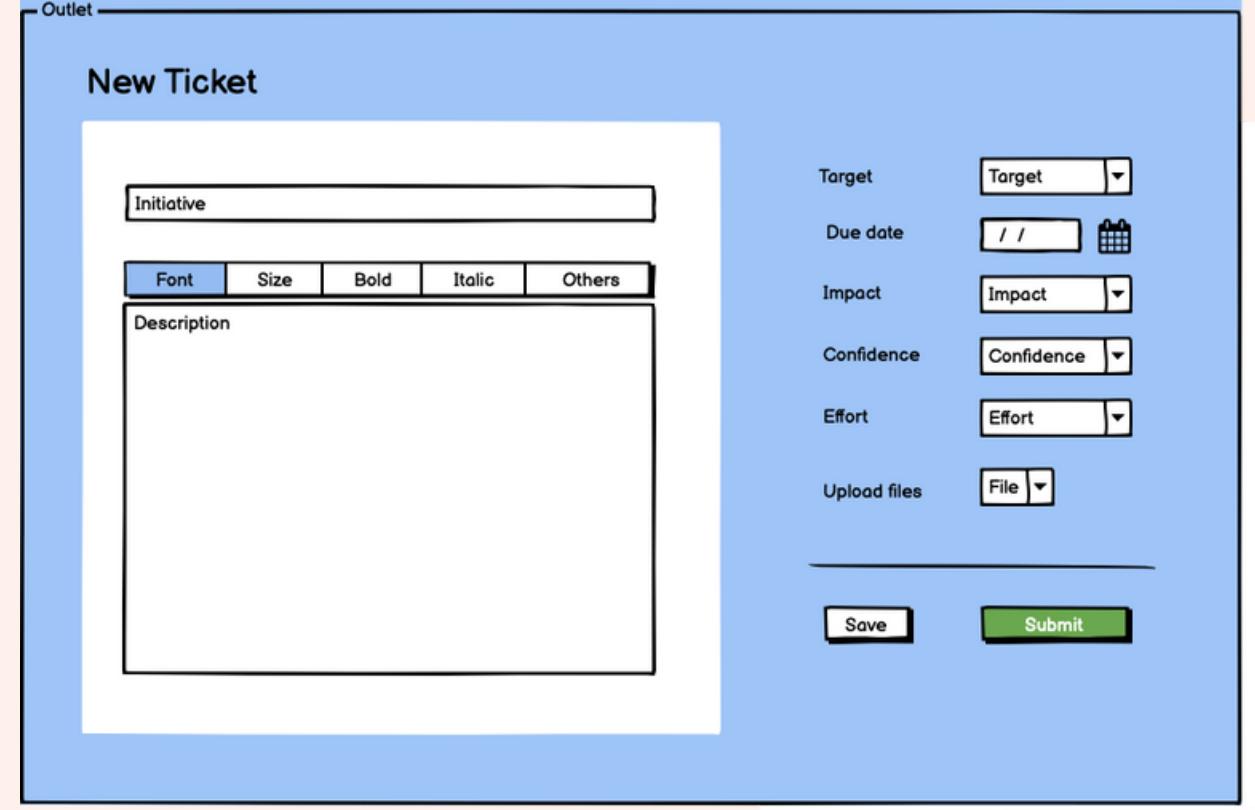
Impact Impact ▾

Confidence Confidence ▾

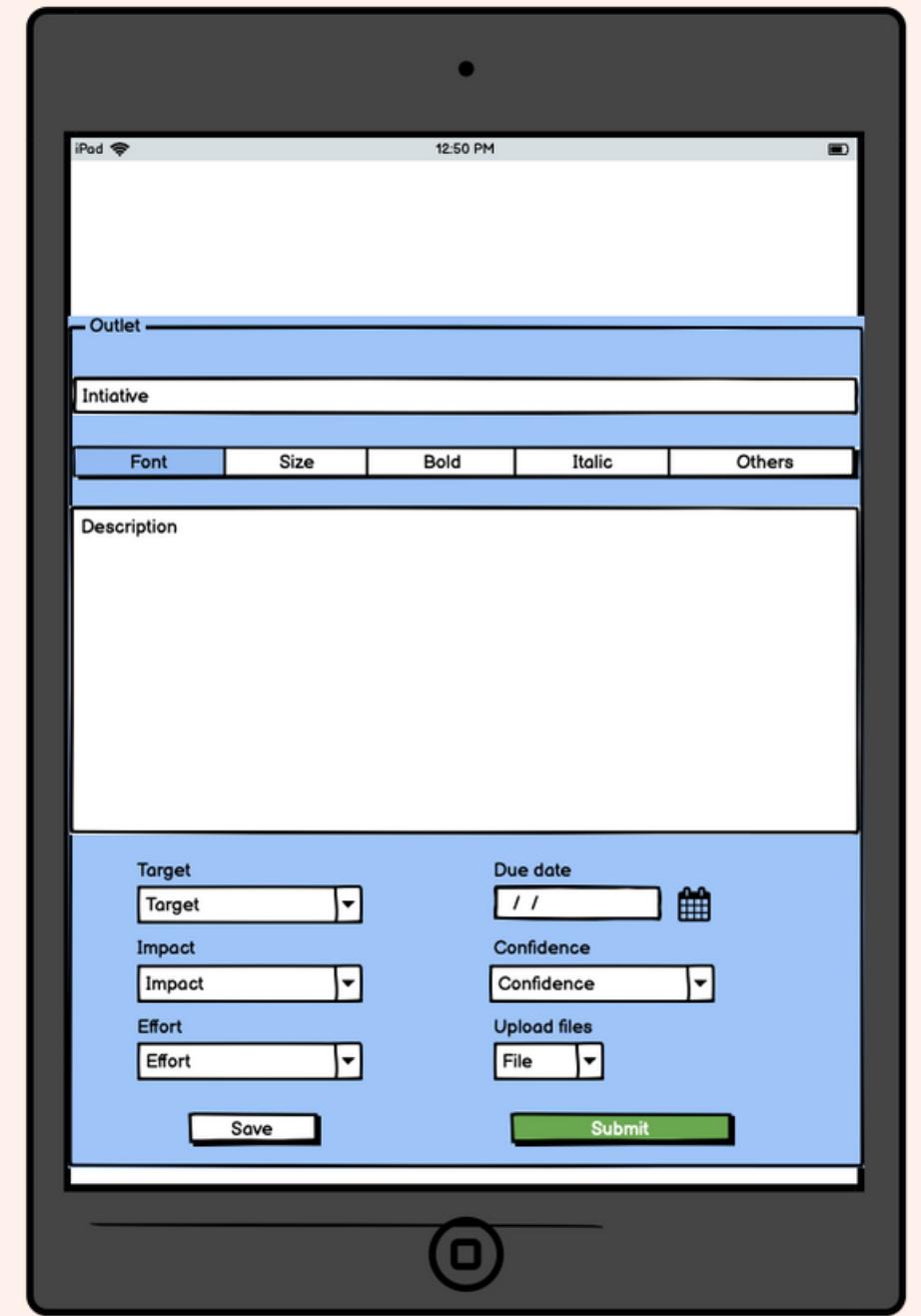
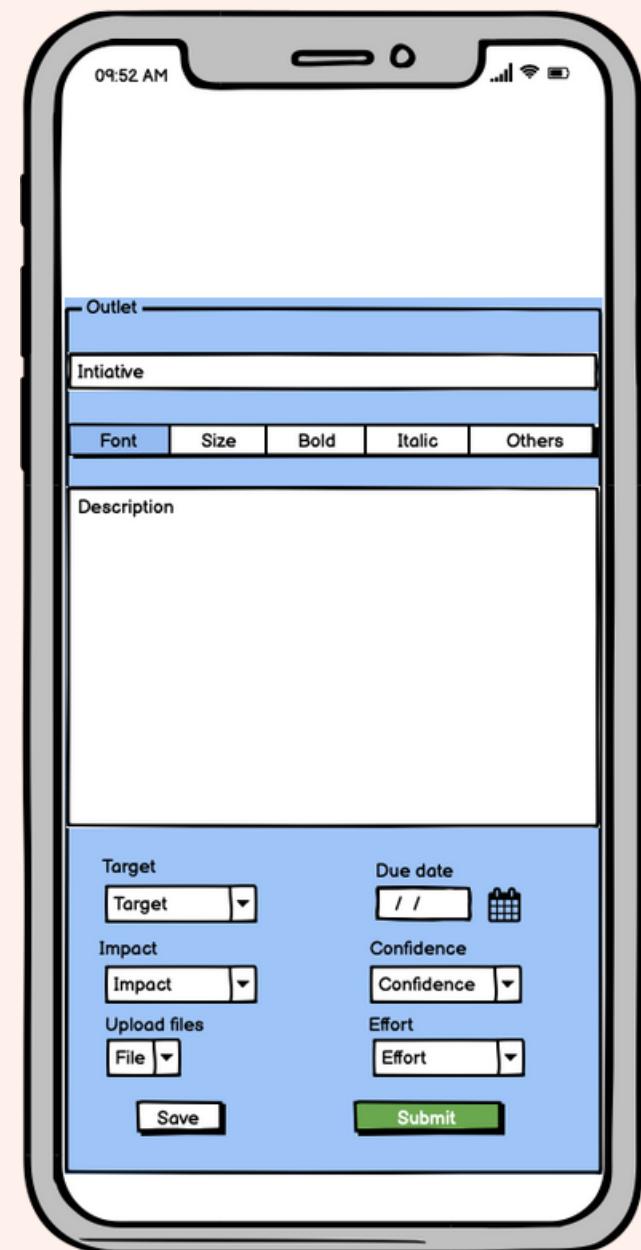
Effort Effort ▾

Upload files File ▾

Save Submit



NEW TICKETS



Outlet

Initiative	
Submitted Date	
Description	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
Feedback	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
<input type="button" value="Cancel"/> <input type="button" value="Save"/> <input type="button" value="Submit"/>	

Outlet

iPod 4:49 PM

Initiative	
Submitted Date	
Description	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
Target	<input type="button" value="Target"/>
Due date	<input type="text" value="/ /"/> <input type="button" value="Calendar"/>
Impact	<input type="button" value="Impact"/>
Confidence	<input type="button" value="Confidence"/>
Effort	<input type="button" value="Effort"/>
Upload files	<input type="button" value="File"/>
Feedback	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
<input type="button" value="Cancel"/> <input type="button" value="Save"/> <input type="button" value="Submit"/>	

09:52 AM

Outlet

Initiative	
Submitted Date	
Description	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
Feedback	<input type="button" value="Font"/> <input type="button" value="Size"/> <input type="button" value="Bold"/> <input type="button" value="Italic"/> <input type="button" value="Others"/> Lorem Ipsum Dolor, Sit Amet Consectetur Adipisicing Elit. Alias Quidem Excepturi Natus Iste Ut. Alias, Quod? Eorum Paratur Obcaecati Dolorum!
<input type="button" value="Cancel"/> <input type="button" value="Save"/> <input type="button" value="Submit"/>	

EDIT TICKET

Outlet

All Submitted Tickets

Ticket	Initiative	Description	Priority	Target,Feedback	ICE SCORE	Ticket Details
	Submitted Date	Description	1		X	
	Submitted Date	Description	1		X	
	Submitted Date	Description	1	...	X	
	Submitted Date	Description	1	...	X	

04:52 AM

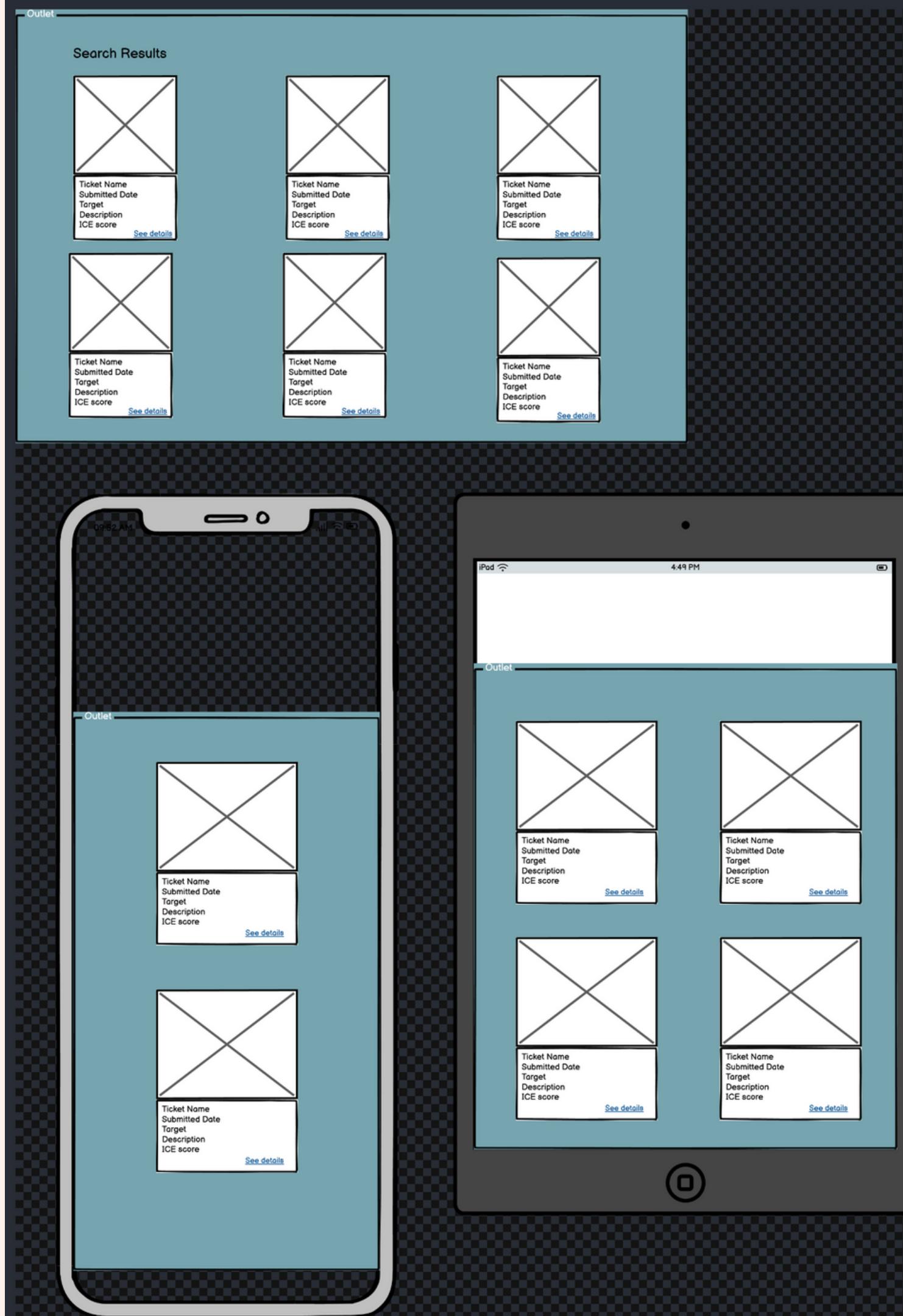
iPod

All Submitted Tickets

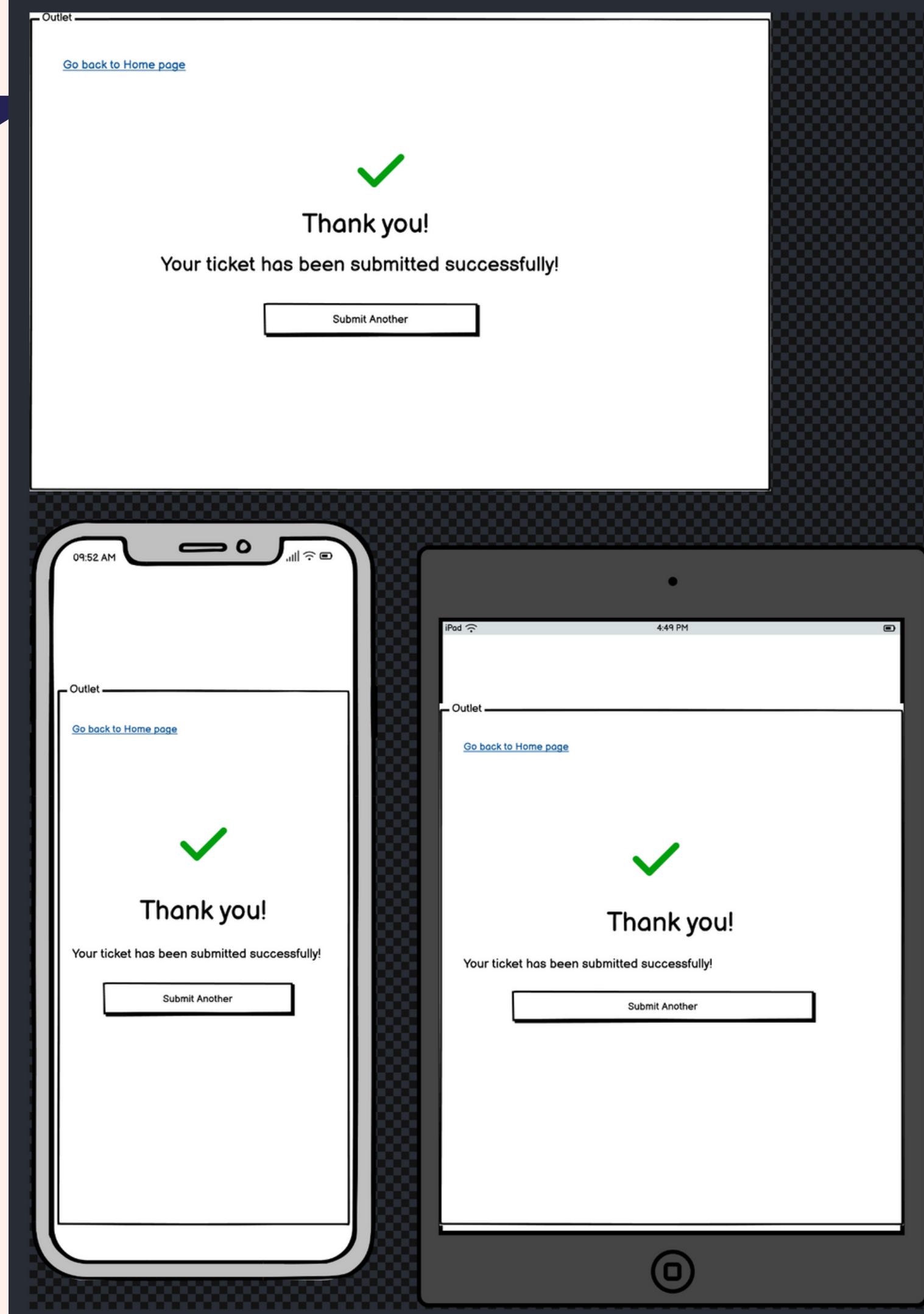
Ticket	Initiative	Description	Priority	Target,Feedback	ICE SCORE	Ticket Details
	Submitted Date	Description	1		X	
	Submitted Date	Description	1		X	
	Submitted Date	Description	1	...	X	
	Submitted Date	Description	1	...	X	

LISTING PAGE (ALL SUBMITTED TICKETS)

SEARCH RESULTS



SUBMISSION SUCCESS



TRELLO

This board is set to public. You can change its visibility at any time. [Learn more here](#)

Project Prioritisation Application

Part A: Plans

- Sprint Week 3 31/10-6/11**
 - Sprint Week 3**
 - Screenshots of Trello board throughout the duration of the project
 - Finish Work T3A2 Part A
- + Add a card

Part A: Doing

- Part A: Double Check**
 - Dataflow Diagram**
 - Application Architecture Diagram**
 - Presentation**
 - Presentation slides**
- Part A: Double Check**
- Wireframes**
- My Tickets Page Wireframe**
- Search Result Page Wireframe**
- Landing Page Wireframe**
- Submission Success Page Wireframe**
- User Stories**

PartA: Done

- Finish Line**
 - Purpose of the project
 - Functionality / Features
 - Target Audience
 - Tech Stack
 - User Stories

Board Workspaces Recent Starred Templates Create Search AW CZ Share Automation Power-Ups Filter

THANK YOU

