

# Teamwork

# Hi, I'm Ana-Maria

FAF alumna, FAF 141

BEST alumna

Global UGRAD alumna, studied  
at West Virginia University

Tech Women  
Ambassador 2021  
and Mentor

50+ projects  
30+ teams

Data Product  
Manager @ Extol

Founder of FAF NGO  
and LSI



assigned to create the Data

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- FAF alumna, FAF 141
- BEST alumna
- Global UGRAD alumna, studied at West Virginia University
- Founder of FAF NGO and LSI
- Tech Women Ambassador 2021 and Mentor
- Tech Women Mentoring Program - from ideation to achievements
- 100+ projects / small and bigger
- Data Product Manager @ Extol



slido



# Why is teamwork important?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

# I'm a Data Product Manager

I drive product success by understanding customer needs and leading my team.

I do User Research, define Product Strategy, Planning, Product Development, Release New features, Data Analysis, Problem Solving

I work with a diverse team - Backend developer, Frontend, Data Engineer, Data Analyst, UX/UI Designer

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How can we enhance our product to boost customer satisfaction?

# I want to Boost Customer Satisfaction

We had this —>

| Reports  |  |                         |                          |           | + New Report |
|--|--|-------------------------|--------------------------|-----------|--------------|
| Use this page to create or access data about your program and participants.  |  |                         |                          |           |              |
| Q. You are subscribed to reports notifications - <a href="#">remove me</a>   |  |                         |                          |           |              |
| Q. Search by display name, tags, or user   |  |                         |                          |           | Search       |
| Name   | User                                   | Date Created            | Status                   | # of Rows |              |
| <b>Unique Share Messages-2023-09-13</b> ⓘ<br>Time Range: 9/13/23 1:04 am PST - 9/29/23 1:04 am PST; Email Obfuscation: Show Entire Email; Container: Production; Share Quality: ALL  | Ana Maria Ralean<br>aralean@extole.com | 9/20/23<br>12:09 am PST | <a href="#">Download</a> | --        | ⓘ ...        |
| <b>Earned Rewards-2023-09-08</b> ⓘ<br>Time Range: 3/17/22 10:18 am PST - 9/15/23 4:41 am PST; Container: Production; Campaign ID: --; Reward Supplier Types: --; Reward Supplier Ids: --; Reward Status: reward_EARNED; Only Show Rewards Currently In This State: true; Partner Reward Ids: --; Partner Reward Supplier Ids: --; Mappings: reward_date=event.rewardEarnedDate;program=event.program;campaign_id=event.campaignId;campaign_name=CAMPAINID[event.campaignId];campaign_name_reward_status=event.currentState;reward_id=event.rewardId;recipient_type=event.data.reward_role;recipient_email=person[event.personId];email_recipient_person_id=event.personId;recipient_partner_user_id=person[event.personId];partnerUserId=event.partner_event_id=event.partnerRewardId;partner_reward_supplier_id=REWARD_SUPPLIER[event.rewardSupplierId];partner_reward_supplier_reward_supplier_id=event.rewardSupplierId;reward_supplier_type=REWARD_SUPPLIER[event.rewardSupplierId];type=event.value_type=event.faceValueType;ace_value=NUMBER_FORMAT[event.faceValue]; Sort Order: ASCENDING[reward_date]   | Ana Maria Ralean<br>aralean@extole.com | 9/15/23<br>3:41 am PST  | <a href="#">Download</a> | --        | ⓘ ...        |
| <b>List of active advocates-2023-09-08</b> ⓘ<br>Time Range: 3/17/22 10:18 am PST - 9/15/23 4:40 am PST; Container: Production; Unattributed Events: false; Visit Type: ALL; Quality: ALL   | Ana Maria Ralean<br>aralean@extole.com | 9/15/23<br>3:41 am PST  | <a href="#">Download</a> | --        | ⓘ ...        |
| <b>Influencers Pending Approval-2023-09-08</b> ⓘ<br>Time Range: 3/17/22 10:18 am PST - 9/15/23 4:39 am PST; Programs: All; Campaigns: All; Event Names: influencer_application_submitted; Mappings: Event Date=date_format[event.eventTime];Source=event.data.source;Channel=event.data.channel;person_id=person[event.personId];partner_user_id=person[event.personId];partnerUserId=email=person[event.personId];normalizedEmail=First Name=person[event.personId];firstNameLast Name=person[event.personId];lastName=shareable_code=FIRST[COLLECTION[PERSON[event.personId];shareables, filter=label=event.programLabel];code=instagram_handle=event.data.instagram_handle;tiktok_handle=event.data.tiktok_handle;website=event.data.website;preferred_shareable_code=event.data.preferred_shareable_code=message=event.data.message;instagram_followers=event.data.instagram_follower_count;youtube_channel=event.data.youtube_channel;outfit=event.data.outfit;units=event.data.units;activities=event.data.activities; Visit Type: ALL; Unattributed Events: false; Container: Production; Quality: ALL; Sources: --; Channels: --; Filters: first[COLLECTION[person[event.personId];steps, filter=stepName==application_approved];campaignId=null;first[COLLECTION[person[event.personId];steps, filter=stepName==application_declined];campaignId=null;first[COLLECTION[person[event.personId];steps, filter=stepName==application_auto_approved];campaignId=null]; Sort Order: ASCENDING[influencer_application_submitted]; Target Client Ids: -- | Ana Maria Ralean<br>aralean@extole.com | 9/15/23<br>3:41 am PST  | <a href="#">Download</a> | --        | ⓘ ...        |
| <b>UPLOADED:s0xji495a3n9alggk3b</b><br>Target Client Ids: --; Time Range: 9/13/23 8:11 am PST - 9/14/23 8:11 am PST; Mappings: Person Id=person[event.personId];id=first Name=person[event.personId];firstNameLast Name=person[event.personId];lastName=email=person[event.personId];email=profilePicture=person[event.personId];profilePicture=person[event.personId]   | admin-users@extole.com                 | 9/13/23<br>7:29 am PST  | <a href="#">Download</a> | 53        | ⓘ ...        |

## All good, but ...

- No way to quickly find the report you need (no filters, no easy access)
- Unnecessary steps to create a new report
- Not the best UI and UX

# User Research

No way to quickly find the report you need (no filters, no easy access)

Unnecessary steps to create a new report

Confused users. Not the best UI and UX



Unnecessary steps to  
create a new report

No way to quickly find the report you  
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Confused users. Not  
the best UI and UX

User Research



# Re-designing the user experience

## An Overview Page

### Create New Report

Performance & Metrics

Events

Audiences

Rewards

#### Scheduling

Save time by scheduling reports you run on a regular basis.

You can schedule any report by choosing the Schedule option when you create a new report. Then, easily access all your scheduled reports on the Scheduled Reports page.

[View Scheduled Reports](#)

#### Suggested schedule

We noticed that you run this report on a regular basis. Schedule it to run automatically with just a few clicks.

[Referral Performance by Device Type breakdown](#)

All the rewards that entered a specified state in the given time period.

### Most Recent

[View all Reports](#)

Retail QBR: LTV-2022-07-02

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

Rolling [Eng KPI] All Clients weekly count of transacted step...

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

502 Row(s)

Rolling [Tableau-Data] All Clients Contribution Report-2022-01-04

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

[Eng KPI] All Clients weekly count of transacted step events-2022-09-25

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

Opened - A/B/C test

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

fulfilled\_rewards\_report-2023-01-04

Created by Jenny Wilson

Date created 12/13/2019 5:45 PM ET

Time Range 12/13/2019 5:45 PM ET - 12/13/2019 5:45 PM ET

Rename

Duplicate

Delete

Share

Get API Call

### Recommended

Performance & Metrics

Referral Performance by Device Type breakdown

What is the percentage of the shares, conversions and advocates interacting with the referral program on mobile vs on other devices?

Events

Visited Events

Which events did people visit in a given time period? This report can be used to generate a list of New To File registrations or conversions.

Referral Performance by Device Type breakdown

What is the percentage of the shares, conversions and advocates interacting with the referral program on mobile vs on other devices?

Rewards

Visited Events

Which events did people visit in a given time period? This report can be used to generate a list of New To File registrations or conversions.

# Filters, cool animations

## Create new report

Quick create by searching report



Audiences



Events

These reports will give you information about the rewards that have been distributed in your program.



Performance & Metrics

## Scheduling

The average user at Extol could spend 2h, 15m time per week by scheduling reports.

You can assign scheduling to a report through a standard manual creation process. Just toggle the schedule checkbox, set up scheduling preferences, and go play Hogwarts Legacy where real magic happens.

[View Scheduled Reports >](#)

## Most Recent

[View all Reports >](#)

**Successful Advocates** | 09/17/2018 5:35 AM PT

Created by Ralph Edwards | Time Range 02/13/2018 8:26 AM PT - 01/19/2019 12:28 PM PT

**Furthest Step Reached Report** | 10/27/2019 1:32 AM EDT

Created by Ralph Edwards | Time Range 02/13/2018 8:26 AM PT - 01/19/2019 12:28 PM PT

**Unsubscribed Emails (as advocate)** | 10/16/2019 1:20 AM CDT

Created by Ralph Edwards | Time Range 02/13/2018 8:26 AM PT - 01/19/2019 12:28 PM PT

## Filters

Created by

Alexander Barbovski

Search Persons

Creation Date

Last Month

Report Types

One-time

Scheduled

Aggregated

Status

In Progress

Canceled

Failed

Created

Expired

Report Category

Performance & Metrics

Events

Rewards

Audience

Tags

raf22

audience

metrics

influencer

tag5

## Other settings

Sort by

Date Created

Default download format

## Reports > History

Use this page to create or access data about your program and participants.

All Reports

Scheduled

Created by Me

Save custom preset

Tag name x fueiewifi wehifquflwe



## No reports match your search!

Your search "fueiewifi wehifquflwe" doesn't match any reports.

Suggestions:

Make sure that all words are spelled correctly

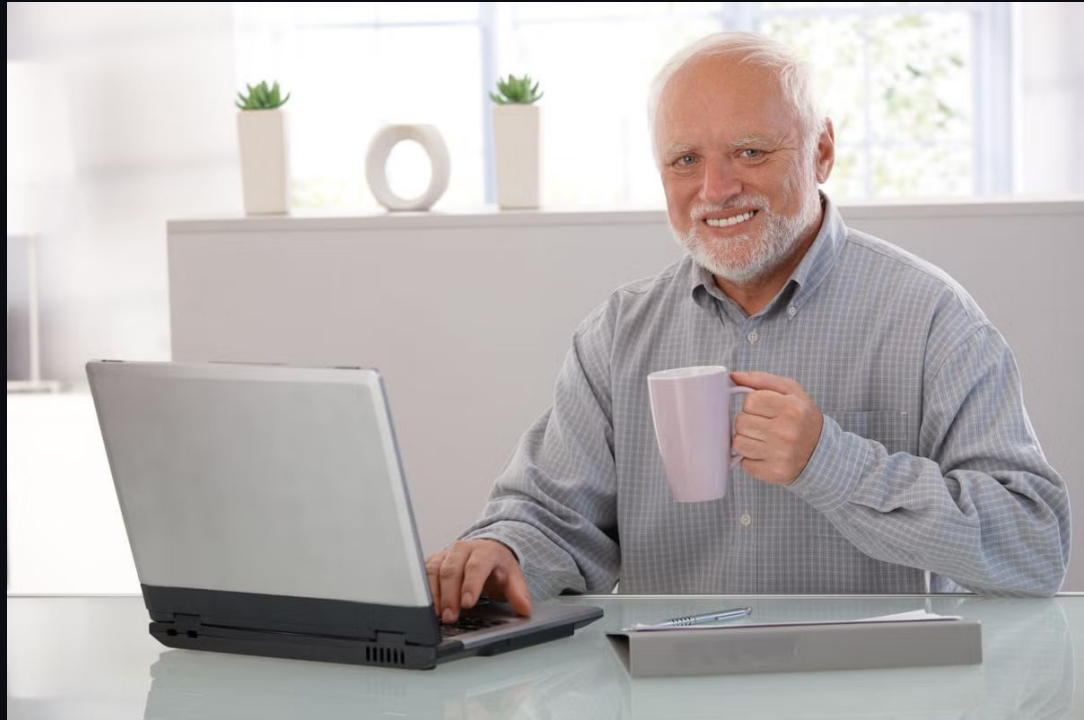
Try different keywords

Try more general keywords

Try fewer keywords

# Product Development

Working with engineers - backend & frontend





PROGRAMADOR:



@sarwarsateer

@sarwarsateer

TikTok

@sarwan.more17

```
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```

# Communication is key

- “We can’t implement this design”
- “We can’t build a recommendation engine”
- “The tags in the backend are breaking the UI”

“We can’t implement  
this design”

“You can’t filter by a person, but  
you could filter ‘created by me’”

“We can’t build a  
recommendation engine”

“The tags in the backend  
are breaking the UI”

Communication is key



# Testing is key

3 months of testing



We have this ->

## Create New Report

Search for the report you'd like to create

 Performance & Metrics

 Events

 Audiences

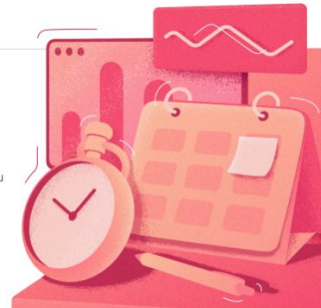
 Rewards

### Scheduling

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[View Scheduled Reports](#)



### Most Recent

[View All Reports](#)

 Average Order Value-2023-09-08  




Created by: Amy Bnz | Date created: 9/15/23 3:16 am PST | 1 rows | Time Range: 12/14/22 3:13 am PST - 9/15/23 3:16 am PST

 Average Order Value-2023-09-01  

Created by: Amy Bnz | Date created: 9/8/23 3:25 am PST | 1 rows | Time Range: 12/14/22 3:13 am PST - 9/8/23 3:16 am PST

 Average Order Value-2023-08-25  




Created by: Amy Bnz | Date created: 9/1/23 3:21 am PST | 1 rows | Time Range: 12/14/22 3:13 am PST - 9/1/23 3:16 am PST

 Successful Advocates in my pocket-2023-08-24  

Created by: Amy Bnz | Date created: 8/31/23 3:19 am PST | -- rows | Time Range: 12/14/22 3:13 am PST - 8/31/23 3:16 am PST

 Average Order Value-2023-08-18  

Created by: Amy Bnz | Date created: 8/25/23 3:20 am PST | 1 rows | Time Range: 12/14/22 3:13 am PST - 8/25/23 3:16 am PST

 Successful Advocates in my pocket-2023-08-17  

Created by: Amy Bnz | Date created: 8/24/23 3:20 am PST | -- rows | Time Range: 12/14/22 3:13 am PST - 8/24/23 3:16 am PST

### Favorites

 Ralleen Co

#### Conversion Audit

What is the quality score and approval status of my conversions?

#### Email Stats

What is the email performance of my program?

 Audiences

#### Count of Active Advocates

How many people shared in a given time period?

To learn more about our Active Advocates report, please read our Help Center article [here](#).

#### Successful Advocates

Who are the advocates who have generated 1 successful outcome (sign up, purchase, money transfer, etc.)?

### Recommended

 Ralleen Co

#### Friend Conversion

What are the referral conversions in a given time period (including subsequent)?

# This is not how teamwork works

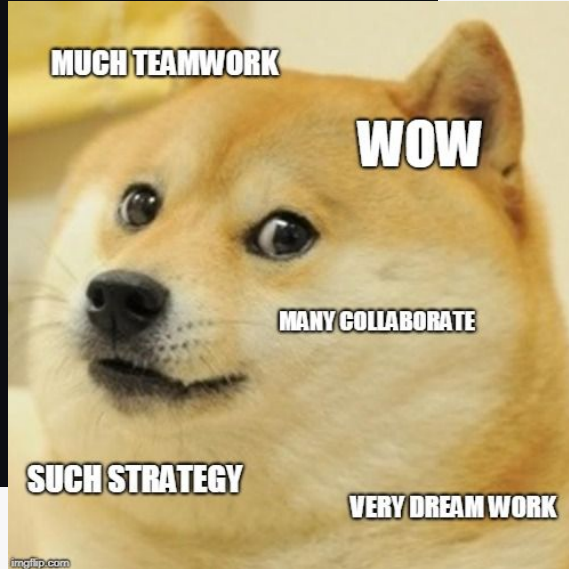
- Missed deadlines
- Poor communication
- Quality issues and lots of bugs
- Lower morale and motivation of the team

So, you better work as a team

# This is not how teamwork works

Quality issues  
and lots of bugs

Missed deadlines



Poor communication

Lower morale and  
motivation of the  
team

# Retrospective - a review for improvement



- Everyone is involved from the very beginning
- we have a 15 min daily standup meeting
  - What once could take weeks to figure out, now takes minutes or days



Teamwork makes the dream work.

# Two teams, one hackathon

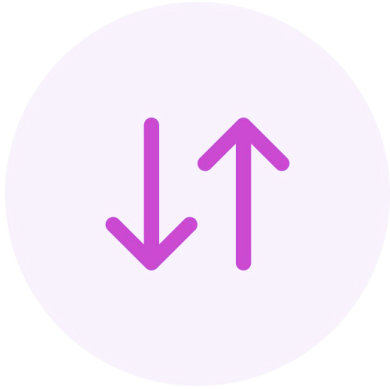
## Team One

- Quickly decided on what they want to work
- Worked hard. Code > Sleep
- Worked without pauses

## Team Two

- Took them one whole evening to decide on the topic and what to work on
- Never worked after midnight
- You could see them just sitting and talking

slido



# Which team do you think that won?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



**Hacking**  
Big Numbers

Powered by

 **Veridion.**

**NETOPIA**  
PAYMENTS

Overall winners:

**Alsite**

PRIZE

**€6000**



Website Generation  
Challenge  
winners:

**Alsite**

BOUNTY  
€1500

Powered by





The evening we decided what are we going to work on and **everyone got to talk**

When we decide our main **goal** - WIN BIG

Understood our **roles** and **responsibilities**



**Trusting** each other. Working hard, doing our work

**Planning** short meetings to discuss updates.

**Collaborating** effectively - using Telegram to share code



## Câștigătorii Hacking Big Numbers Hackathon: AISite 🥳🎉



**Celebrating success**

Kudos to our amazing winners!  
@dana.speianu @ion.mosnoi @amy.bnz  
@vadim.ciobanu.7 @vmr013



## Câștigătorii Hacking Big Numbers Hackathon: AISite 🥳🎉



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Câștigătorii Hacking Big N  
Hackathon: AISite 🤪



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@vadim.ciobanu.7 @vmr013







Câștigător  
Hack



Kuc  
@dana.  
@





Câștigător  
Hack

**Never working  
after midnight**

Kuc  
@dana.  
@

# TEAMWORK

Clear Goal

Collaboration  
Tools

Celebrating  
Achievements

Time  
Management &  
Planning

Open  
Communication

Roles and  
Responsibilities

Trust

# Clear Goal

What do you want to achieve?

What is the main objective we want to achieve as a team?



Document it!  
Project Scope  
Project Charter

## Roles and Responsibilities

Does each team member know their specific duties and contributions?

## Time Management and Planning

Are tasks and deadlines clearly defined, and does the team stick to schedules?

A weekly meeting, a daily standup meeting, or just a meeting to align between team members is helpful.

# Open Communication

Are team members comfortable sharing their ideas and concerns openly?

Debates are good!

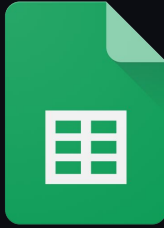
# Trust

Do team members trust each other's expertise and intentions?



# Collaboration Tools and Resources

Are we using the right tools and resources to work efficiently?



Let's look at GDrive and Gsheet, Docs

Jira and Confluence

Let's look at Trello Board

Let's look at Slack

# Celebrate Achievements

Do we take the time to acknowledge and celebrate our successes, big or small?

# CCCCOR TT

**C:** Clear Goal + Collaboration tools + Celebrate Achievements

**O:** Open communication

**R:** Roles and Responsibilities

**T:** Trust + Time Management and Planning

Questions?

# Let's connect!



[anamaria-brinza/](#)



[/brinza.am](#)



[amy.bnz](#)