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Interaction design Social Ads Tool - case study

# Overview

Social Ads Tool is a solution that allows managing online ads campaigns developed by 77agency. It was meant to be a high profiled tool for new media marketing and advertising agencies.

I was involved as a Product and Interaction designer, working closely with the project manager and on later stage with the software developers to craft the product and the user experience and also to produce all the graphic material.

Project duration: several months.

The work started in the beginning of 2010 when our team was assigned the task to create the design of a tool that was in development since two months and the engineers were ready with quite few of the functionality.

It was targeted to help our own account managers or client companies to manage ad campaigns on Facebook and eventually other social networks.

At the same time few other similar tools were in development by competitors (as we found out later) and the main reason for that was that the proprietary Facebook ads management tool was not very advanced at the time (or even now), and there was a big need of something that lets you organise thousands of ads for hundreds of clients or edit ads in bulk, schedule posts or automate decisions like automatically pause campaigns and balance budget.

The development approach was to use Scrum methodology, which allows to schedule releases in short streams, gathering feedback and quickly iterating, starting small and then grow on features based on the user feedback. Each work-stream, a.k.a. sprint, comprises new functionality as well as improvements and/or fixes to an existing release.

There was no way to predict how big the project can go or if any new functionality will be implemented that won't fit with the design well. For me it was not the easiest way to go, but the advantages of this process for the overall commercial success of the product were bigger than the missteps we could possibly do during the design phase.

It was crucial to get core functionality right, and build a interface that is scalable and adaptable, so at later stage new features can be added fast and clear design specification are at place to facilitate the process.

**It was crucial to get the core functionality right, and build a interface that is scalable and adaptable, so at later stage new features can be added fast and clear design specification exist to facilitate the process.**

## Facebook Advertising Campaign Management

Simple design : Clutter free navigation and campaign management

Intuitive usability: Designed to easily manage thousands of campaigns

Pioneering technology: Features that Facebook currently do not offer

 REQUEST A LIVE DEMO

at [www.socialadstool.com](http://www.socialadstool.com)

<http://www.socialadstool.com>

Developed by [www.77agency.com](http://www.77agency.com)

# Requirements

## Users

Our target were all professionals in marketing agencies that were creating and managing ad campaigns for multiple clients. They were not the average computer user and were experienced with many of the different tools offered by the ad networks they were working with.

We had to try to build a tool that is offering better functionality then anything they use right now, but also that works and looks better then anything else. We had to add value to the product not only by offering more stuff to do and see, but the way you get what you need should be smother and clearer.

**SOLUTION:** There was no better place for us to start the research then inside our own company. 77agency is a marketing company and we probably have more then 50% of the staff being account managers, at least in the Milan office where i am based.

We've started the process by interviewing quite few of our account managers that were managing campaigns on Facebook and Google and asked them questions about what are their current problems with the applications they use, what is that they like and why.

## People Loved

- speed
- automation
- comfort and flexibility
- clever solutions
- clean interface that stays out of the way

## People Hated:

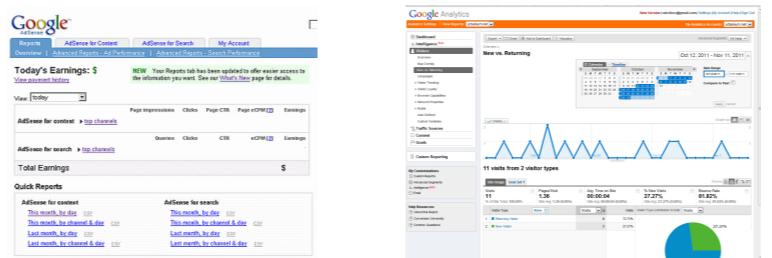
- waiting
- doing repetitive operations
- losing their work
- confusing interface
- hard to find help
- get used to something new

We were trying to form a matrix of the most common answers, and pin point common areas that could be considered in the design. We analysed multiple times the operations flow and reduced the steps for each operation keeping as much as possible the user on the same page without refreshing it. We grouped related elements in to the same layout zone, keeping consistent the position of the elements and the visual language through all the screens.

We had to add value to the product not only by offering more stuff to do and see, but we had to enhance the experience by achieving users goals in a smother, clearer and more enjoyable way.

## Follow the best practises.

Most of the people are already used to how such tools work. We should try to keep similar feel but enhancing it.



**SOLUTION:** We analysed the the tools offered currently on the market like Facebooks own ads management system and Google Analytics.

We decided to look closely to the google's platform, because it was more complex but also there were few interface elements we really liked as the flexible design, how the filters interface works and the spartan style that clearly highlights only the important info.

## Should be personalisable.

We had to give a possibility to the user to easy change the colour skin of the application to fit best their agency colours or mood.

**SOLUTION:** To give personality but keep consistency through the UI we decided to base the whole design on different shades of grey, using pure black and white for the text and then one colour that could be customisable by the user.

## Easy to scale

Because of the development approach that has been chosen to build something first and then based on user feedback to change it, the layout structure should be designed to allow this. The requirement was to create templates that later can be used independently by the software developers to produce new functionality.

**SOLUTION:** We did this by choosing a modular structure for the main layout but also applying modularity to each one of the elements like main menu, filters, action panels, buttons and forms.

## Simple Design

There weren't really any set requirement about the visual style. It has to be clean and light, but besides that we were free to go any direction we want.

**SOLUTION:** The obvious choice was not to design rich graphic interface with lots of gradients, shadows, reflections or colours. I decided to reduce the amount of "chrome" to the absolute minimum and use lots of white space instead.

The data we had to display was almost all numeric with many parameters per each campaign, ad, client or report. For some pages we had to display more then 30 columns.

3	0.014286	0.014285	0.015135	0.013873	0.016035	0.013362	0.016989	0.012741	0.017999	0.011999	0.0190
4	0.028571	0.028568	0.03027	0.027744	0.03207	0.026721	0.033977	0.025478	0.035998	0.023993	0.0381
5	0.042857	0.042844	0.045406	0.041607	0.048106	0.040072	0.050966	0.038208	0.053997	0.03698	0.0572
6	0.057143	0.057112	0.060541	0.055462	0.064141	0.053414	0.067955	0.050927	0.071995	0.047956	0.0762
7	0.071429	0.071368	0.075676	0.069303	0.080176	0.066742	0.084943	0.063631	0.089994	0.059915	0.0963
8	0.085714	0.085609	0.090811	0.083129	0.096211	0.080052	0.101932	0.076317	0.107993	0.071866	0.1144

**SOLUTION:** We reduced the total width by allowing the user to turn on and off certain groups of parameters to simplify the representation or by replacing some of the data with icons that were displaying information when moused over

There were also extensive list of filters for each section, and although some of them were the same (as Client and time period selection) we still had many that were unique and in the initial wire frames were presented in different places in the layout.

Further more, we had also tenths of different actions for each section that could be applied on data entries like Create, Edit, Bulk operations, Export, import, Download etc. Depending on what sub functionality a user is performing, both filters and action buttons are selected and personalised for the user in order to facilitate performing intuitive and relevant actions

Client: Buongiorno Channel: Argentina Period: from 15/12/2010 to 13/01/2011  
View: Summary View by: Day Days of week: All Campaigns/Ads: All Advert type: All Conversions: All

**SOLUTION:** We combined all filters in to one generic Filters Module that were displaying the available filters in the context of each activity. It was positioned always under the main menu through a button that was displaying the current selection of the filters. On click this button expands to a big panel where each filter could be set with new values.

# Information Architecture

## Social Ads Tool - Flow Diagram and activities

**Dashboard Page** – to quickly access data and clients.

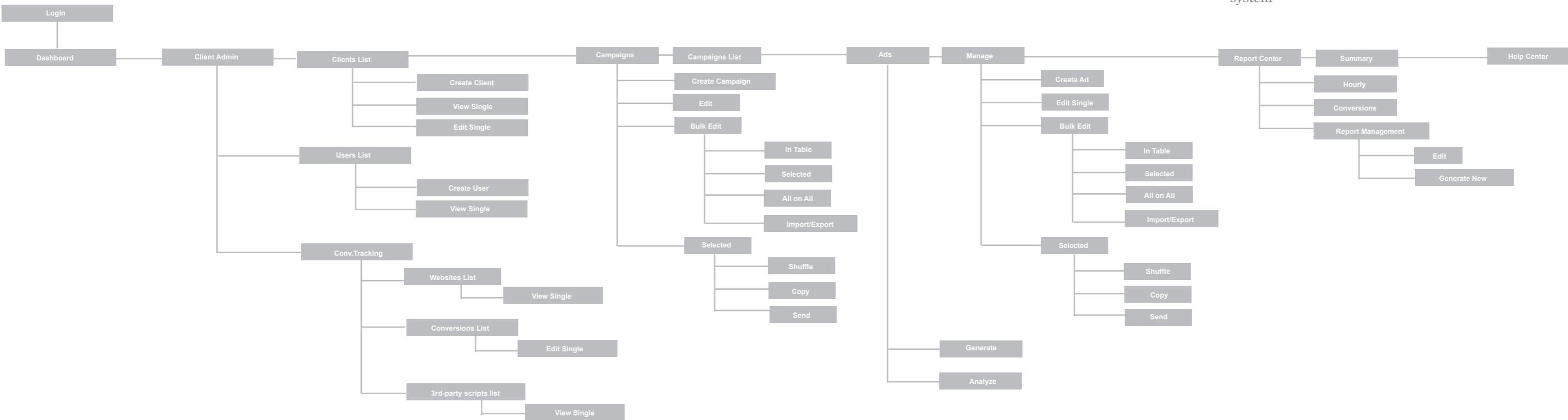
**Clients Admin** – Manage Create/Edit/Delete Client information  
Create users of type Operator and Manager for a client

**Campaigns Manager** – to create and schedule campaigns  
The use of a scheduler gives the option to define a schedule by time and day of the week, program the campaigns in an intuitive way via multiple selections

**Ads Manager**– This is where a user can manage Ads in a very powerful way, publish the creative ads, estimate the performance of ads, estimate bid price, get keyword recommendations, activate auto bidding function and generate large amount of ads automatically

**Reports Centre** Display business reports for conversions and products.  
Plot data in coloured graphs. Export reports in PDF, MS Excel, CSV, XML. Save sent reports in the system

**Help Centre** – to obtain help and communicate with the back office



# Concept Development

Non intrusive notifications and contextual help

Two level menu to that leads to the main sections of the app

Dedicated filters area always found at top right under the main menu. Expandable filter panels to access the individual filters. Confirmation to save before being able to continue.

Dedicated actions bar above the data lists. The individual actions are combined in groups

Reduce the total width of the tables by turning off and on individual columns or groups of columns.

Show statistic information about the time spent with calculations to give sense of speed to the user.



## Make it simpler

For a tool that is supposed to display that big amounts of data and options, would be a mistake for a designer to choose rich graphic interface. I decided to reduce to the absolute minimum the amount of “chrome” and use white space instead.

Iterating through the initial ideas during the first week, i was trying with each new version to make the interface lighter and simpler, leaving only the core functions visible.

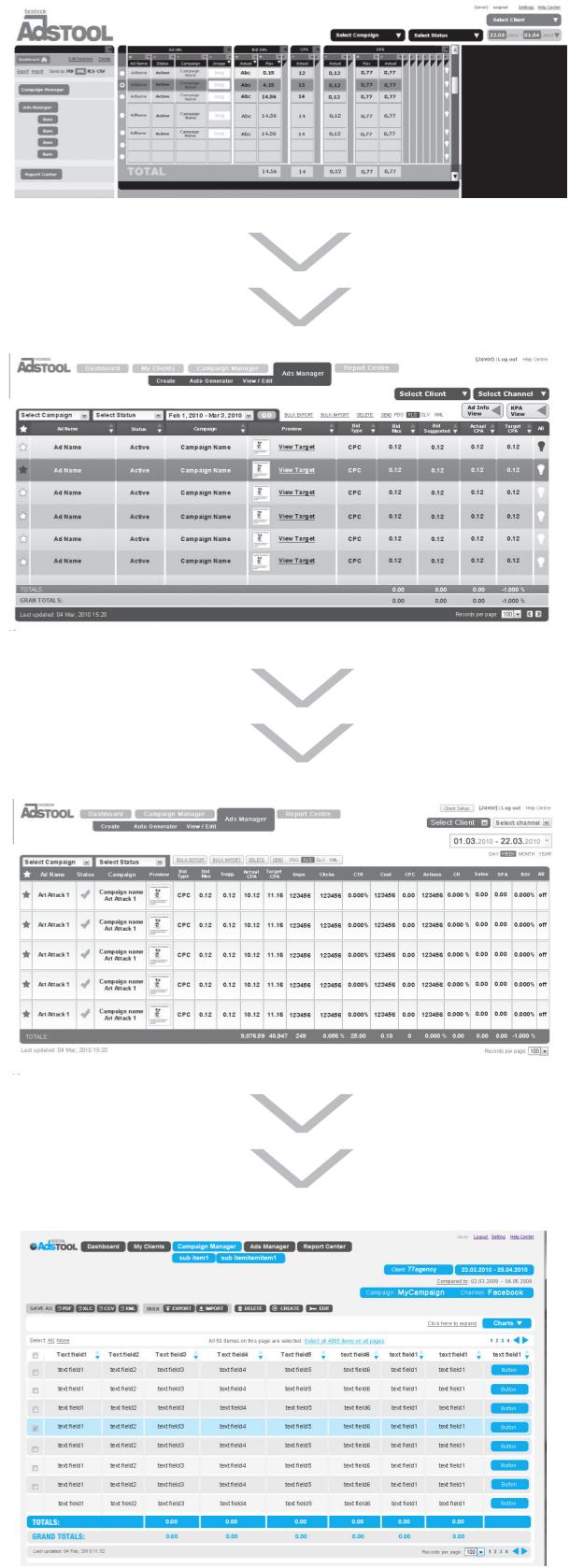
Displaying the secondary information near the core data, but requiring an interaction from the user like mouse over to show pop up or click to open accordion menu. That helped to clear the initial layout ideas, and allowed more free space to be used to display BIG the important data, It created immediate sense of hierarchy, making it easy for the eye to scan the page instead of reading it.

Gathering further feedback from testers revealed that this approach was not interpreted by the users as “more work” as i feared, but instead, they felt engaged in to the experience and appreciated the simplicity of the interface.



Our efforts towards making the interface look lighter continued with the decision to use light grey background instead of white background i was using on my first versions.

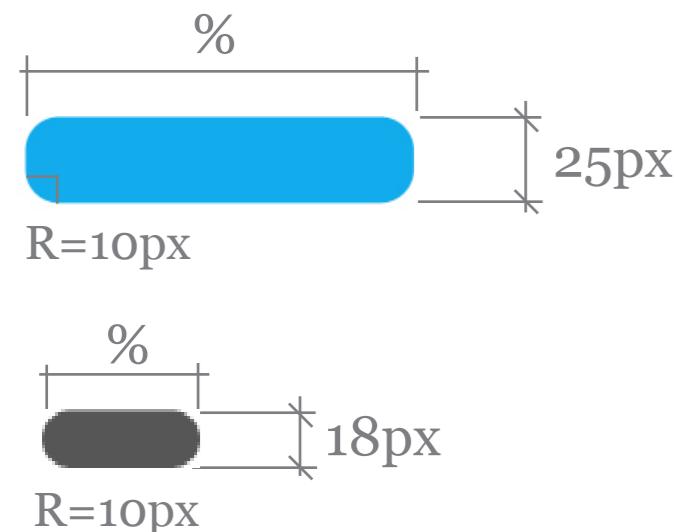
There are so many horizontal rows and buttons, that if i kept all of them solid it will clutter too much the design as on some of the first designs. I wanted to have intense colour only on few selected elements and make them really popup in the design, leaving the rest of the chrome transparent. Having light grey background allowed me to create white containers with black text inside that looked boxed and not floating around.



# Form and Colour

## Form

What we were looking for was aesthetics that is really simplistic and modular, but doesn't force the design to any particular direction. We let the content dictate the form and size, this way naturally embedding the graphical elements to serve the needs of the user or the system. All buttons and display containers were with flexible width that expands if necessary.



We had 2 sizes of buttons: one smaller for the action bar and one bigger for everything else. We wanted to differentiate the actions from filters by using different size, colour and position. The navigation elements was a 10 px rounded corner rectangular with height of 25 px or 18px and flexible width. I was enough for the finger to comfortably touch the buttons and easy for the eye to scan the page and find the necessary filter.

Buongiorno Greece	Active	EUR	165,000.00	573.32	164,426.68	0.00	0.00	0.00	<a href="#">View</a>
Buongiorno Italy	Active	EUR	165,000.00	3,453.99	161,546.01	0.00	0.00	0.00	<a href="#">View</a>
Buongiorno Russia	Active	USD	80,000.00	209.84	79,790.16	0.00	0.00	0.00	<a href="#">View</a>
Buongiorno Spain	Active	EUR	110,000.00	4,049.87	105,950.13	0.00	0.00	0.00	<a href="#">View</a>

The result of this approach towards full flexibility of the interface was that the overall experience using the tool was quite enjoyable for many of our test users. They said they like the "aerial" look and feel and the fact that it was very easy to scan the page and see what filters were turned on. The table visualisation was also appreciated because it was highlighting the data while the light grid was guiding the eyes without being intrusive. All the rest of the graphical elements were designed in a similar fashion trying to keep the spirit of what was build till this moment.

## Colour

To give personality but keep consistency through the UI we decided to base the whole design on different shades of grey, using pitch black and white for the text. We have only one colour, and it can be customised by the user.

#12acec



#coegfb



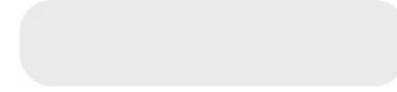
#565656



#bcbcbc



#e9e9e9



#ffffff



Black Text

Grey Text

White Text

Text Link

### Main Colour

Selected by the user. The default one is set to be #12acec like SAT logo

### Derivative Colour /

This colour is derived from the main colour but with opacity set to 25% of the original. Used to represent active state.

### Non active menu items

Heavy dark grey colour that is clearly visible but is not popping up like the main colour. Used for non active menu items

### Hovered items

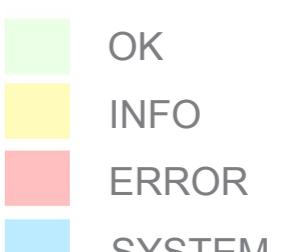
Light grey colour represent hover state.

### Background

This light grey background allowing the use of white to fill shapes instead of solid colour and it keeps the look lightweight.

### Containers Background

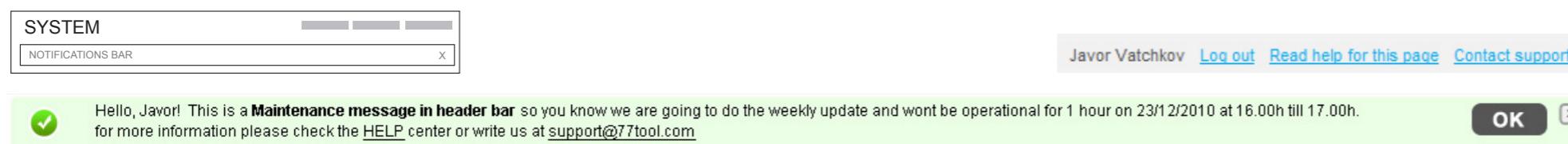
Used to define the shape of various containers of forms, filters and other boxed elements.



Notifications Code Code

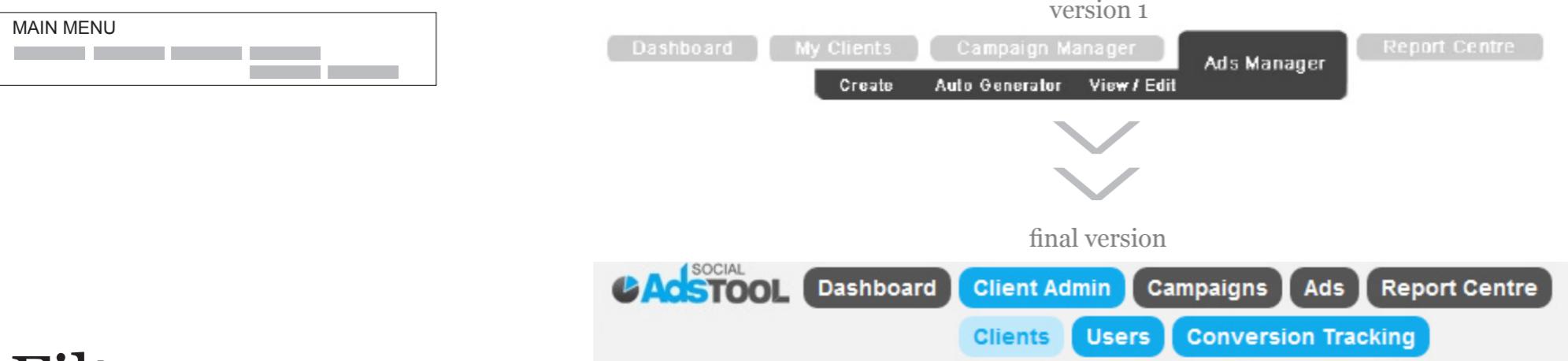
# Layout Components 1/5

## System



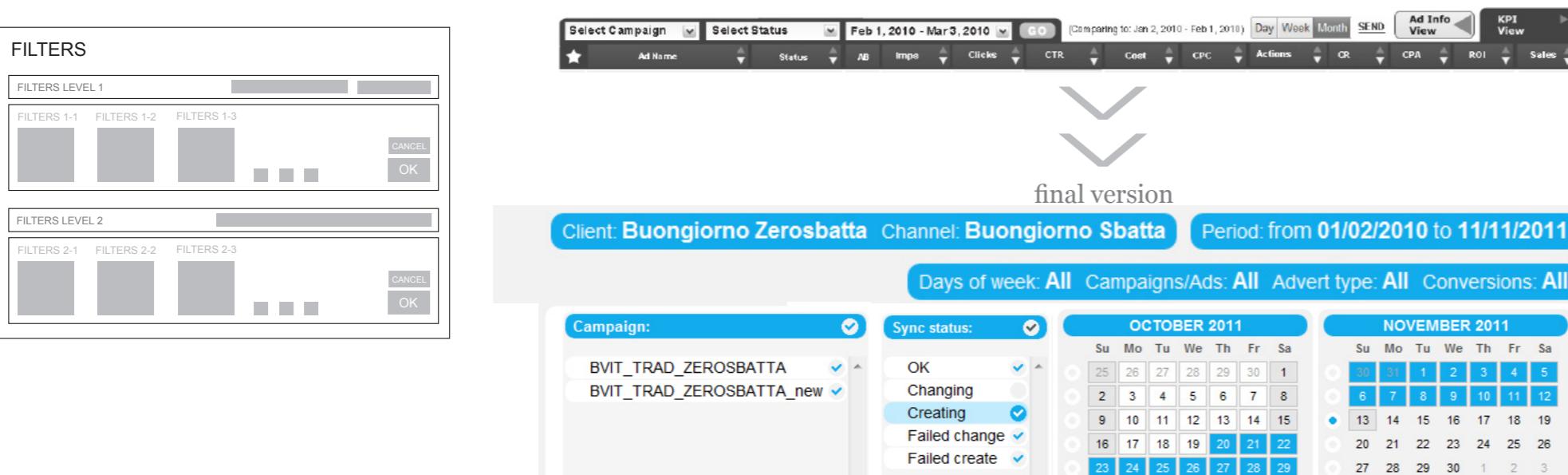
Is composed of User Help area (Login / Read Help for this page / contact support) and Notifications area where messages appear in a very visible way without being disturbing. Once closed this messages are available to view only in the dashboard page.

## Main Menu



The navigation bar is consistent throughout the entire site and displays the Product logo; it is always the main landing page of each user after log in. The function Tabs in Ads Tool Mode are: Dashboard / My Clients / Campaign Manager / Ads Manager / Report Centre / When the mouse is placed over each tab, all sub functionality relative to that specific function are displayed on the menu bar appearing below the navigation bar. When the mouse is moved away from the tabs the bar hides itself.

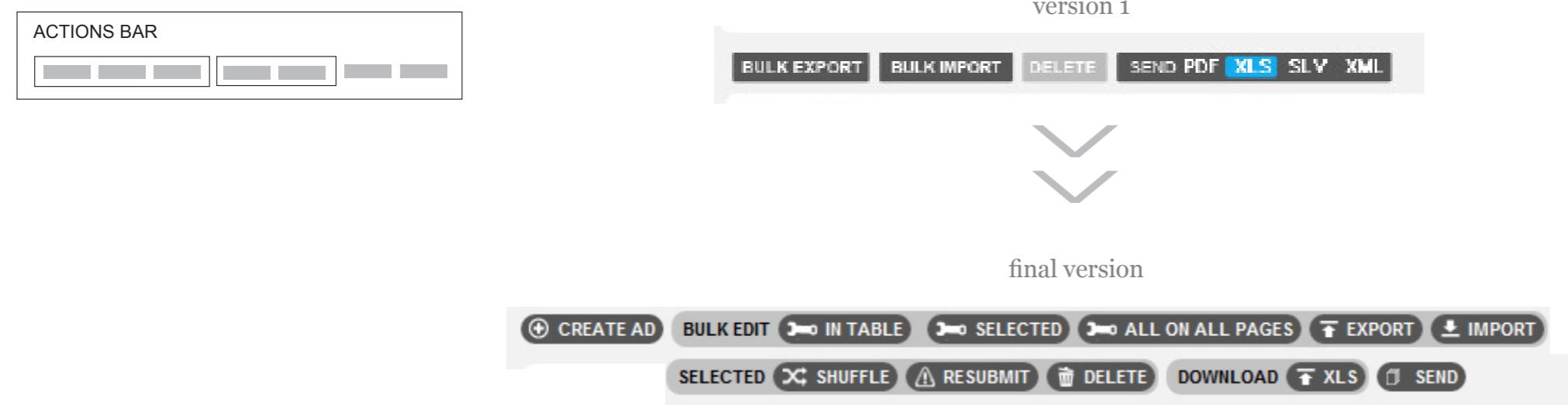
## Filters



The main goal with this element was to provide a dedicated space for filters like client selection or time frame, that is always there and always available. I provided that by combining the button and the label together and opened the filter settings underneath in the context of the action. On click this menu expands pushing the rest of the page down and the user needs to Accept or Cancel the changes before he can continue.

# Layout Components 2/5

## Actions Bar



The Actions Bar is where all operations with selected items are done.

The goal was to distinguish this element from the rest of the navigation by colour and size to stress the fact that in this toolbar users will find tools to manipulate a selection and not filter information.

I decided to use very simple icons together with the text description in order visually represent the meaning of each action.

Eventually future option could be to completely remove the labels and leave only icons to further simplify the interface for more advanced users.

## Data Lists

The image shows the evolution of the Data List. On the left, a wireframe labeled 'DATA ENTRY LISTS' shows a vertical structure with sections for 'LIST CONTROL', 'COLUMN DISPLAY CONTROL', 'ENTRY TABLE' (with a 'SELECTED' column), and 'INFO + LIST CONTROL'. In the center, 'version 1' shows a table with columns for 'text field1' through 'text field6' and a 'Button' column. It includes 'TOTALS' and 'GRAND TOTALS' rows with numerical values. Below it, two downward arrows point to the 'final version' on the right, which is a more refined table with columns for 'Name', 'Status', 'Budget', 'Date start', 'Date stop', 'Opt.', 'Total spent', 'Cost', and 'Edit' (button). The 'TOTALS' and 'GRAND TOTALS' rows are highlighted in blue. The table includes sorting icons and a header row with buttons for 'Preview', 'Performance', 'Advanced', and 'All'.

Most work we have spend on the tables design and functionality. A part of our efforts to reduce the total columns width we came up with lots of other user experience enchantments. We created set of icons to represent different statuses instead of plain text as it was originally.

In the cases where we had sum of values in the table the TOTALS and GRAND TOTALS were highlighted so the user can immediately spot the values.

On mouse over the table the hovered rows were highlighted so the user can focus his attention faster on the particular data.

# Layout Components 3/5

## Data Lists

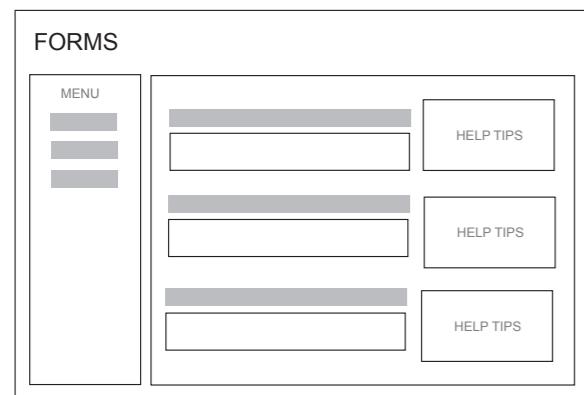
### 33 columns = Problem

This element was the biggest challenge from UI point of view. I had to deal with really really long list of parameters for each ad campaign or client that even on very big monitors and high resolutions there was always horizontal scroll visible.

Campaign	Ad name	Budget	Av.	Bid type	Imps	Clicks	CTR	CPC	CPM	Conversions	Cost	CPA	Revs	SPAs	ROI	Unique Imps	Unique Clicks	Frequency	Social unique Imps	Social unique Clicks	Social CTR	Social spent	Social %				
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0.10	CPC	Page	0,17	342.112	159	0,04%	427,17	40,17	40,00	55	14,39%	40,49	40,00	40,00	100,00%	N/A	N/A	28,174	14	0,00%	42,47	0,32%		
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,08	CPC	Page	0,18	409.800	202	0,04%	40,99	40,19	40,07	80	14,76%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	13,013	8	0,00%	40,82	3,177%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,19	405.39	519	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	45,843	10	0,00%	40,29	4,954%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	191	0	0,00%	40,00	9,304%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
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01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
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01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
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01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
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01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_20050877A	L174Lunaparis	Peased	€ 0,10	CPC	Page	0,20	1.012.254	1.012.254	0,01%	40,99	40,19	40,07	229	44,49%	40,49	40,00	40,00	100,00%	N/A	N/A	N/A	N/A	190	0	0,00%	40,00	9,454%
01_VIT_TRA_																											

# Layout Components 4/5

## Forms



**Basic Settings**

Create ad group for:

Adgroup:

Status:

**Creative**

Based on:

Creative title:

Creative URL:

**Info Tips**

**Basic Settings:** Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus Page-Maker.

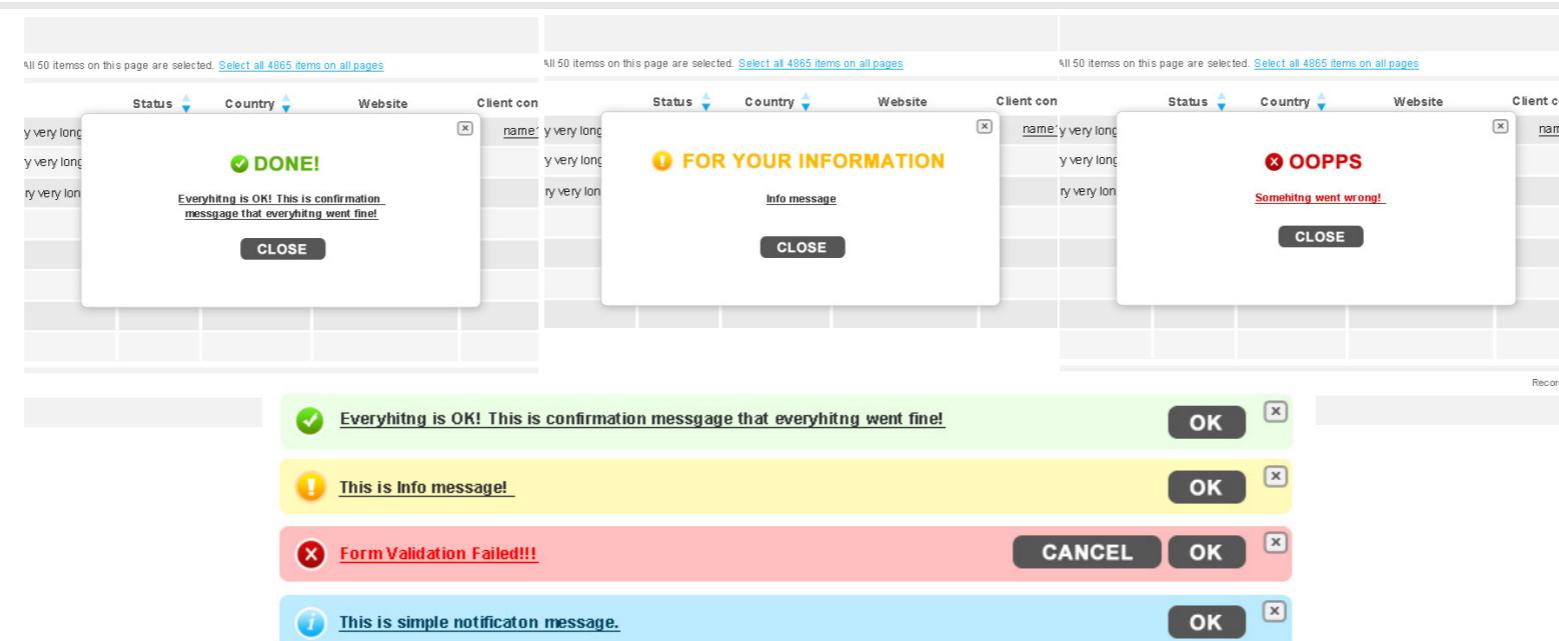
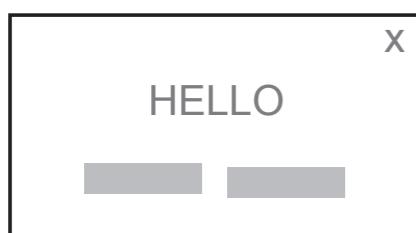
**Creative:** Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus Page-Maker.

**Cancel** **Save**



The initial designs for the FORMS were pretty standard (as you would expect from a form) with few visual goodies, but after the initial user feedback we have decided to rework this part of the template.

## Popup Messages



There were various messages that the system were displaying, but we decided to organise them in two groups:

- Messages regarding the system displayed in the header

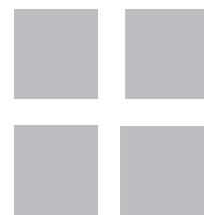
- Messages regarding the current operation displayed like pop ups.

We used a colour code for easier detection of the importance, as Green being notification about Success, Yellow - Attention, Red - Error and Blue - System message regarding maintenance or updates.

The users demanded better help system, especially during the moment of creation of campaign or client. We have decided to split the format on two, and use the right side to display Info Tips for each section of the form.

# Layout Components 5/5

## Icons



Cancel **Apply** Apply 1 2 3 4 ← →

Cancel Save Save 1 2 3 4 ← →

Select: All, None All 50 items on this page are selected. [Sel](#)

**textfield1** default MouseOver Selected

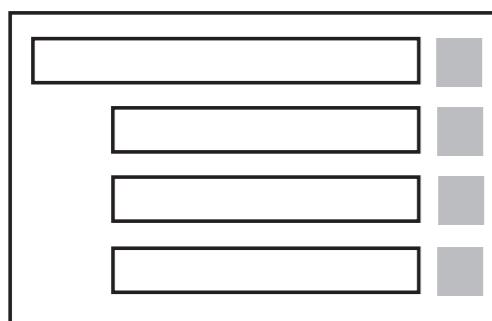
[Select all 4865 items on all pages](#) [Select all 4865 items on all pages](#)

Schedule			Autobid		
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	32	33	34	35	36
37	38	39	40	41	42
43	44	45	46	47	48
49	50				
default	Mouse Over	Active		default	Mouse Over
					Active



The visual language of the icons follows the simplistic style of the whole app. We were aiming for the bare minimum looking for clean shapes and distinctive form to represent each icon, without ornaments or effects.

## Menus and Selection



Campaign status:

- Active
- Paused
- Completed
- Scheduled

Conversions:

- + External
- Internal
- Connections
- Javagame
- Ringtones

Sync status:

- OK
- Changing
- Creating
- Failed change
- Failed create

**+** Activities  
Business/Technology  
Events  
Family Status  
- Interests  
Autos  
Charity/Causes  
Education/Teaching  
Pop Culture  
Environment



The selection menus inside the filters panel were one of the things we focus more. There were multiple levels sub menus so we had to introduce few more elements to the template as check boxes selection, open/close pack, calendar and others.

## Footer



[Service & Support Policy](#) | [Privacy & Security Policy](#) | [Backup Policy](#)

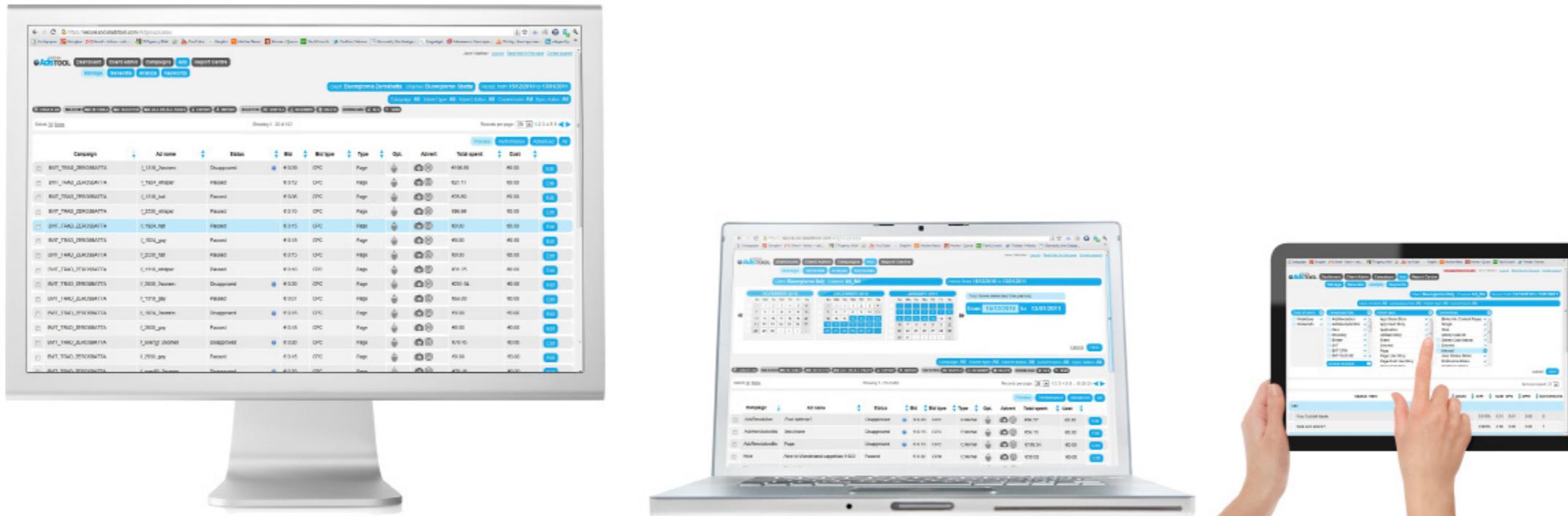
Page generated in 0.05 seconds  
Page updated in 1.031 seconds



This is where the privacy stuff went, but we added notification about how fast we loaded the current page to increase the sensation of smoothly working application.

# Results

People that use the software for a first time seems to be surprised of how natural the work flow is and how easy is to achieve your goals with few clicks.



Feature	Facebook Platform	Social Ads Tool Platform
Multi Campaign management	✗	✓
Multi Ad management	✗	✓
Ad Generator	✗	✓
Bulk editing features	✗	✓
Automatic Ad Optimisation	✗	✓
Auto Bidding Feature	✗	✓
Campaign Goals	✗	✓
Multivariate Testing	✗	✓
External conversion tracking	✗	✓
Multi-Level Account Access	✗	✓

Social Ads Tool is still in ongoing development and new features are implemented every month.

We are still collecting users feedback and do small changes here and there, but the main design work was finished back in 2010 and there were very few design changes since then.

We successfully have build an application that is flexible and scalable, with superior user experience then the competitors (or at least that what i like to think)

The overall feedback we received from clients and internally is very positive, and new features are designed to fit the overall spirit of the experience.

People that use the software for a first time seems to be surprised of how natural the work flow is and how easy is to achieve your goals with few clicks.

I am very satisfied with what we achieved during this months and even today, I have learned a lot during the process, especially analysing user feedback and translating it to interaction that if not engaging is at least enjoyable and definitely not frustrating!