SLIDERS

Closing the technical gap for intuitive,
easier more dynamic ads

Drop your PNG here to upload and build your ad.

PNG Wizard Template

View advanced options

▼ Sliders

▼ General

Progress bar colour   #ffffff

Background colour   #000000

Add border to frame

Overall timeline   35 / 60

▼ Format Animation

```
 9        },
10    bg: {
11        name: 'Background colour',
12        val: '#000000',
13        type: 'c'
14        },
15    letterboxing: {
16        name: 'Format safe area letterboxing',
17        info: 'if below a ratio of 157:318 begin shrinking height proportionally',
18        val: true,
19        type: 'toggle',
20        hide: true
21        },
22    border: {
23        name: 'Add border to frame',
24        val: false,
25        type: 'toggle',
26        },
27    borderCol: {
28        name: 'Border colour',
            val:
            type: 'c',
            hide: true
        },
34    scrollSmoothing: {
            name: 'Scroll animation smoothing',
35          info: 'help eliminate the jumpyiness created by mouse scroll wheels',
36          val: false,
37        type: 'toggle',
38        hide: true
39        },
40    overallTimeline: {
41        name: 'Overall timeline',
42        val: [ 35, 60 ],
43        range: [ 0, 100 ]
44        },
        },
47    a: 'Format Animation',
48    },
49    p: {
50        name: 'Presets',
51        val: 'left to right',
52        type: 'dd',
53        list: [ 'Manual override', 'left to right', 'right to left' ]
54        },
55    o: {
56        name: 'Opacity FROM TO val',
57        val: [ 1, 1 ],
58        range: [ 0, 1 ],
59        type: 'ft',
60        step: 0.1,
61        hide: true
62        },
63    x: {
64        name: 'TranslateX FROM TO val',
65        val: [ 25, -25 ],
66        range: [ -100, 100 ],
            type: 'ft'
```

the
Problem

The customisation within our formats is underutilised, lagging behind the market, and our design team is overworked. How do upgrade our offering to meet these problems?

the Audience

External Designer / Client

- Understand the creative direction the most.
- Will have the most feedback
- Not technically skilled but with the most opinion on execution

Internal Producer

- Has the most direct contact with client for feedback internally
- Lowest cost to their time
- Incentive to learn tool to minimise back and forths

External Developer

- The most skilled of external users
- Most likely to have minimum time to invest
- Expensive to be using their time on our platform

Internal Power-user

- In-house team paid to make the best in-class
- Small team big workload
- Two step removed from clients

the
Audience

External
Designer / Client

Creativity	★★★★★
Platform Familiarity	★☆☆☆☆
Time to invest	★★☆☆☆
Technical skills	★☆☆☆☆
Cost to use	★★★★☆

Internal
Producer

Creativity	★★★☆☆
Platform Familiarity	★★★★☆
Time to invest	★★★★☆
Technical skills	★☆☆☆☆
Cost to use	★☆☆☆☆

External
Developer

Creativity	★★★☆☆
Platform Familiarity	★☆☆☆☆
Time to invest	★☆☆☆☆
Technical skills	★★★★★
Cost to use	★★★★★

Internal
Power-user

Creativity	★★★★☆
Platform Familiarity	★★★★★
Time to invest	★★★★★
Technical skills	★★★★★
Cost to use	★★★☆☆
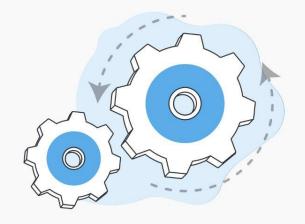
What we have

A codepen style working area with documentation on how to interact with our particularly special iframe based framework as well as information on scope.

How it's used

The scope and particular iframe issue take time spent reading documentation which is rarely afforded in the rushed environment and it's not intuitive to other environments.

What we have

PSD with toggles. Allowing the unskilled external to fill them out and with one easy drag drop get a working dynamic ad with options selected in the PSD process.

How it's used
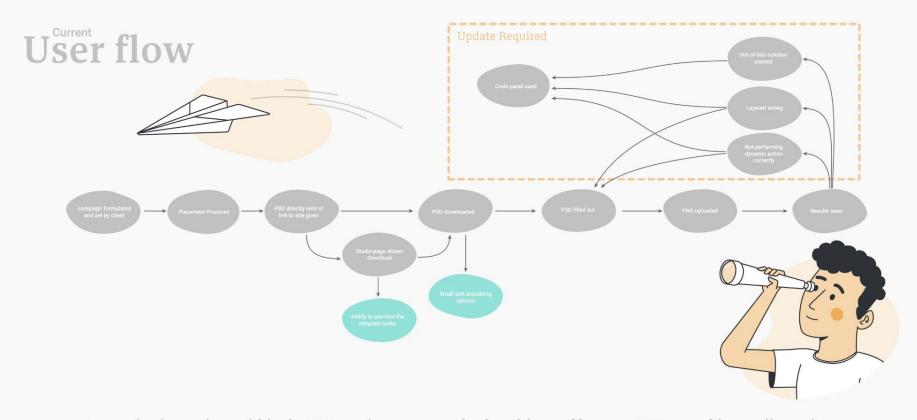
PSD customisation options rarely if ever used. Some clients rather the full-service design house experience sales will sell on.
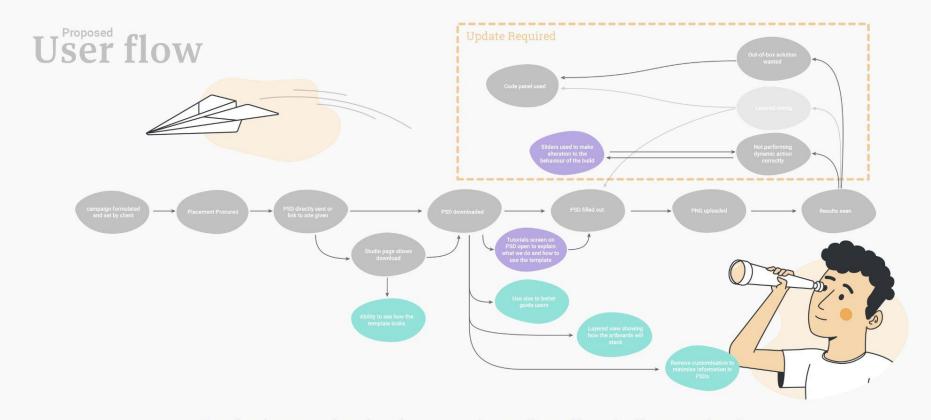
the
Planning

- DAT.ui like features allows customisation to anyone
- Restructure PSD with better communication in mind
- Make the studio codepen more intuitive
- Allow producers to take some of weight off the shoulders
- Allow for efficiency tools for revision hell

User flow

Out-of-box solution wanted

Code panel used

Layered wrong

Not performing dynamic action correctly

campaign formulated and set by client → Placement Procured → PSD directly sent or link to site given → PSD downloaded → PSD filled out → PNG uploaded → Results seen

Studio page allows download

Ability to see how the template looks

Small text explaining options

Customisation options within the PSD require users to go back and forward between PSD to see binary effects given.
We have minimal passive education within PSD, preview is left, working is right breaking reading conventions.
Code panel extremely technical and requires time to understand scope and interaction points.
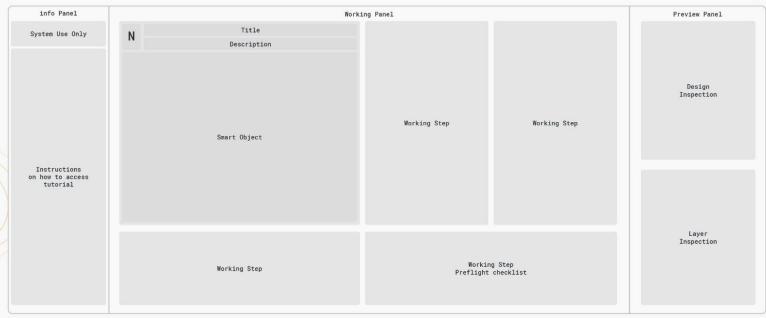
Update Required

Out-of-box solution wanted

Code panel used

Layered wrong

Sliders used to make alteration to the behaviour of the build

Not performing dynamic action correctly

campaign formulated and set by client → Placement Procured → PSD directly sent or link to site given → PSD downloaded → PSD filled out → PNG uploaded → Results seen

Studio page allows download

Tutorials screen on PSD open to explain what we do and how to use the template

Ability to see how the template looks

Use size to better guide users

Layered view showing how the artboards will stack

Remove customisation to minimise information in PSDs

New flow better teaches about how we work regardless of how the file was recieved.
Moving the customisation to upload is better real-time feedback and allow more nuanced interaction and speeding up iterations.
Create a comprehensive tutorial that sits as a minor barrier to use to ensure awareness of how the platform works for new users.
Cleaning up JavaScript panel allow for easier adoption

the Wireframe
PSD

info Panel	Working Panel	Preview Panel
System Use Only		
	N Title	
	Description	Design Inspection
	Smart Object	
Instructions on how to access tutorial	Working Step / Working Step	Layer Inspection
	Working Step	
	Working Step Preflight checklist	

Three-panel view (left to right) Info on using PSD, Working panel for design modifications, Preview with layered design.
Working panel subfeatures: In order of size visible when zoomed out, N step, Title of Smart Object, Description of interaction and functionality.
Preflight checklist: Common mistakes, upload instructions, and in-studio customisation.
Preview panel: In-situ mock shows combined design and layered view for element stacking.
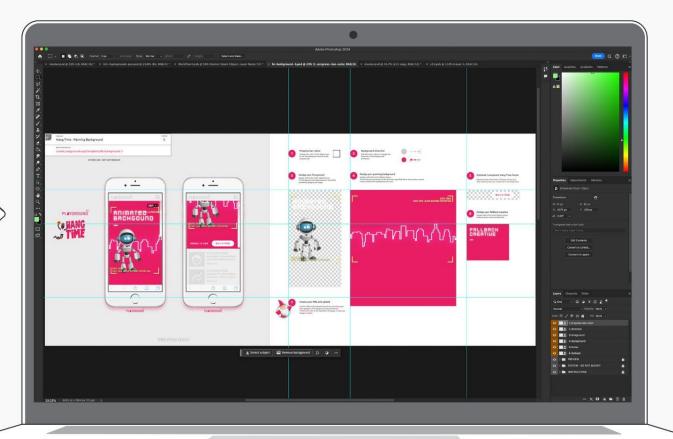
the Wireframe
Sliders

Upload section

Advanced

Opt Color picker   Fn
Opt toggle   Fn
Opt Slider
Fn
Opt Range
Fn
Opt From-to Range
Fn
Opt Dropdown
Fn
Opt Textfield
Fn

Slider Section

Documentation
Panel

INVISIBLE BY DEFAULT
Build specific Javascript

INVISIBLE BY DEFAULT
Sliders Object code

VISIBLE BY DEFAULT
Refined javascript scope
limited to only relevant
to build.

INVISIBLE BY DEFAULT
Build specific Javascript

Preview
Panel

Slider sections collapsable, advance mode makes more complex section hidden allow for staggered learning.
Sliders are constructed through the JavaScript object, altering the slider updates the JS object allowing for flexibility within tool
Hide all format creating / template default set-up below a hot-key to reveal option within the JS panel
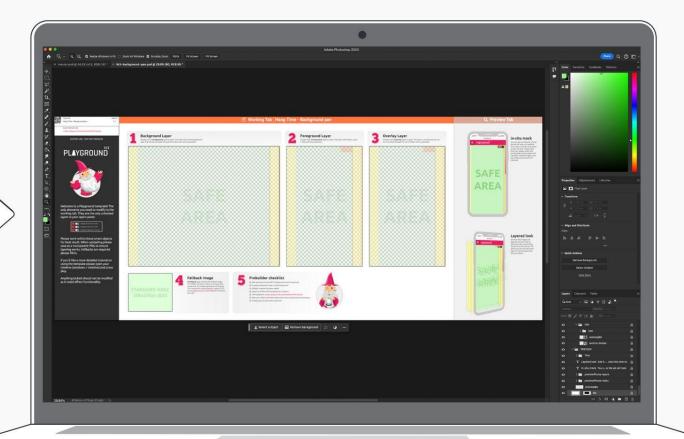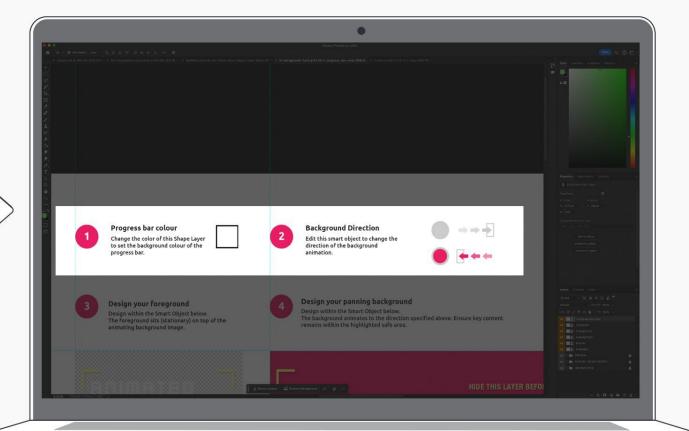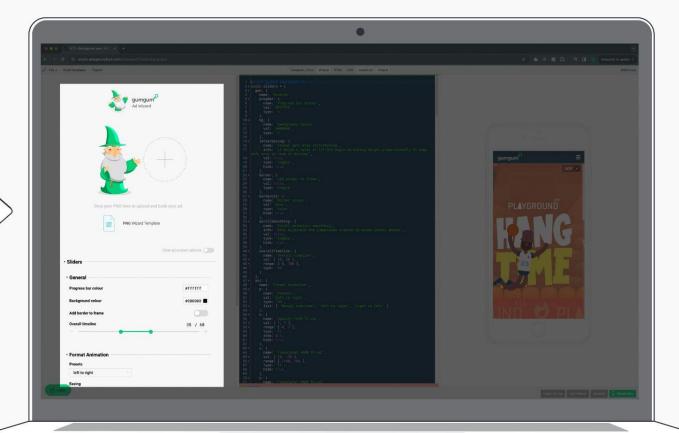
the Reveal
JS tab

Before
After

the
Reveal
JS tab

Before

After

Thanks for reading

SLIDERS