



D^{OGS}

Design Optimisation Growth System

exploration of better workflow management for design



Background

PROJECT BACKGROUND

The design team operates using Jira and follows a Kanban model to manage design requests. Designers are expected to handle multiple tickets simultaneously, often needing to refocus on different tasks throughout the day. This working method led to a culture of silos, stress, and frequent errors. I was tasked with exploring and designing a tool better suited to these challenges. This study examines how improved UI and information clarity can significantly enhance the team's efficiency and well-being.

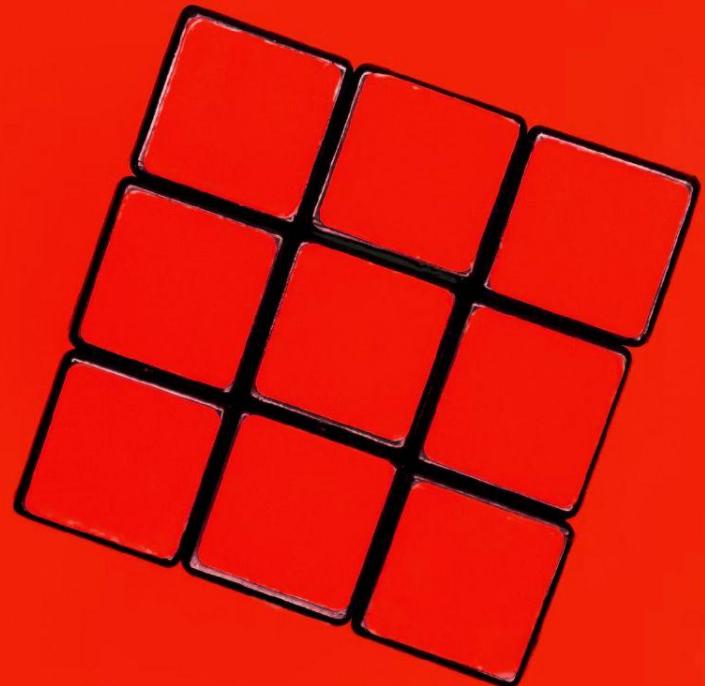
Objective

PROBLEM

The design team work extremely siloed and will often miss important task due to the job requiring focused development time but the reality of production requiring rapid re-prioritisation. Design will also sometimes miss crucial information due to the speed of doing things.

ASSUMPTION

Jira is not fit for the task as it works best with longer sprints where each card is assumed to be a day or most of a day task with pivot not required post stand-up.



User

User Interviews



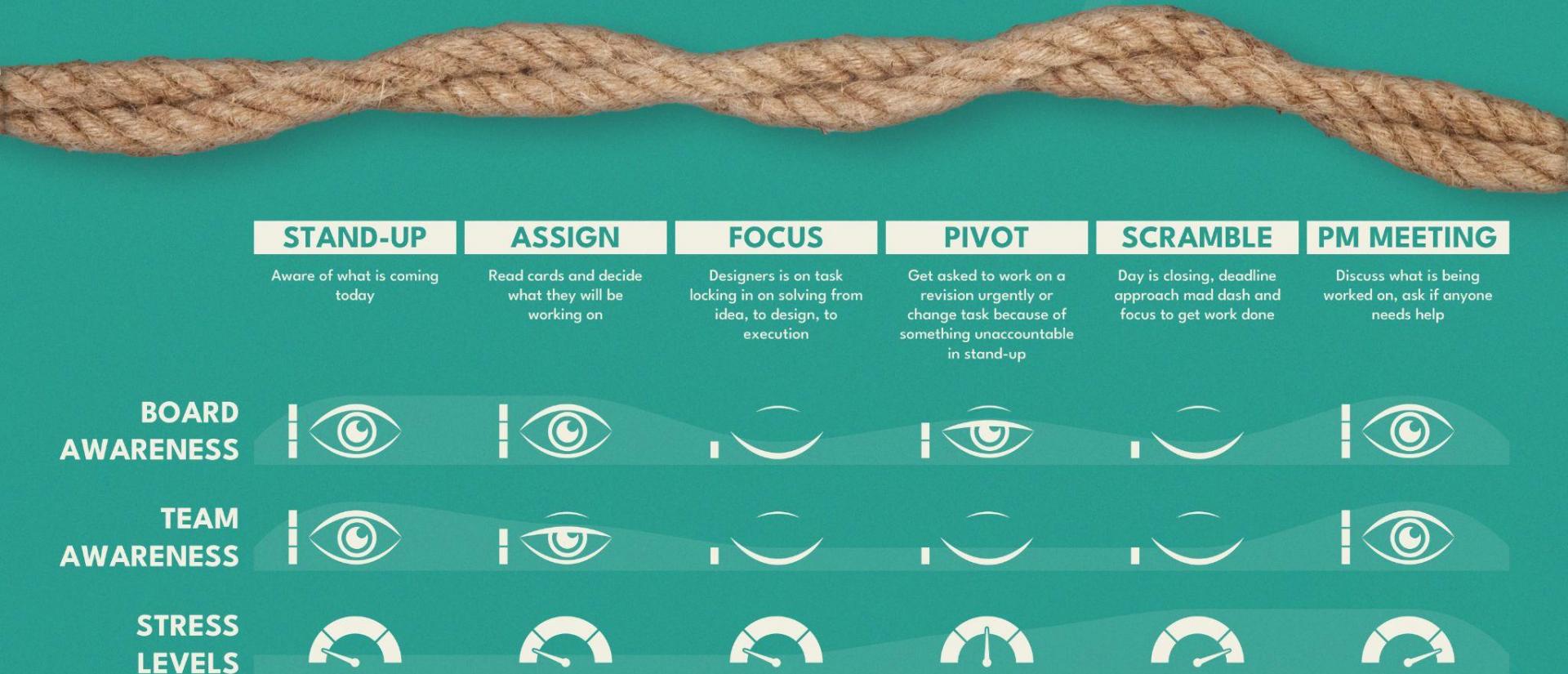
WORK

- Completes 3 - 5 briefs a day.
- Each brief has 1 - 4 builds on average.
- Briefs instructions are normally uniform.
- 1 in 10 briefs require extremely custom work.
- Will have to complete 2 - 3 revisions per day.
- Revisions can come in any time.
- Revisions sometimes need to be actions immediately.

FEEL

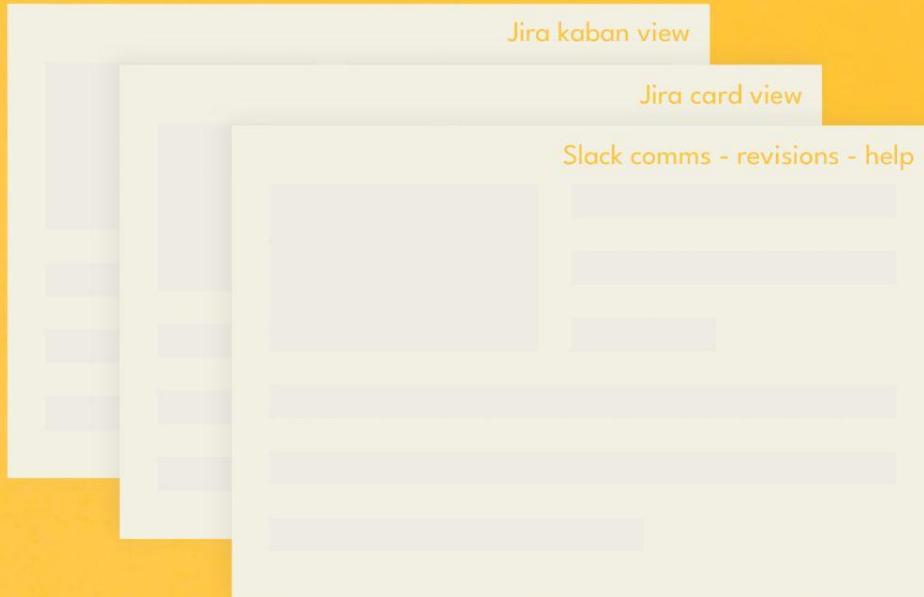
- I need to constantly context switch with work that is both creative and analytical (design + code).
- I have lots of similar work with not much time.
- Feedback and briefs are not always uniform.
- It's hard to keep an eye on the work while doing the task assigned.
- All my work is for me, and me alone.

User Journey



Workflow

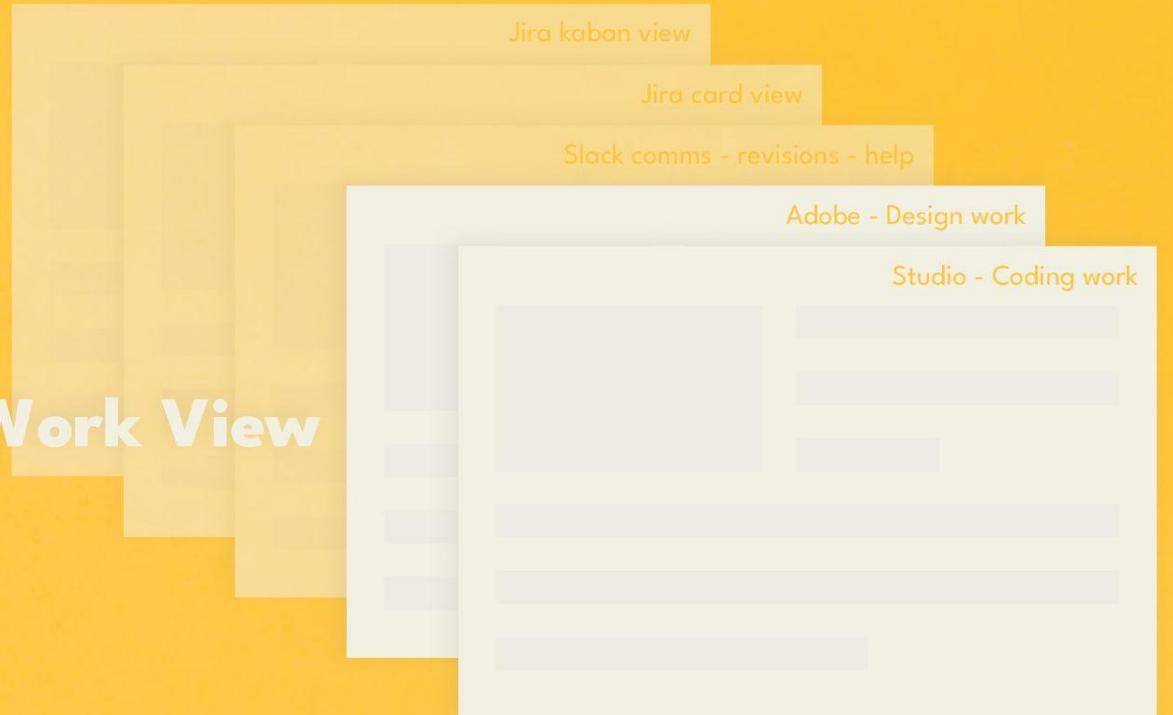
Task View



current workflow

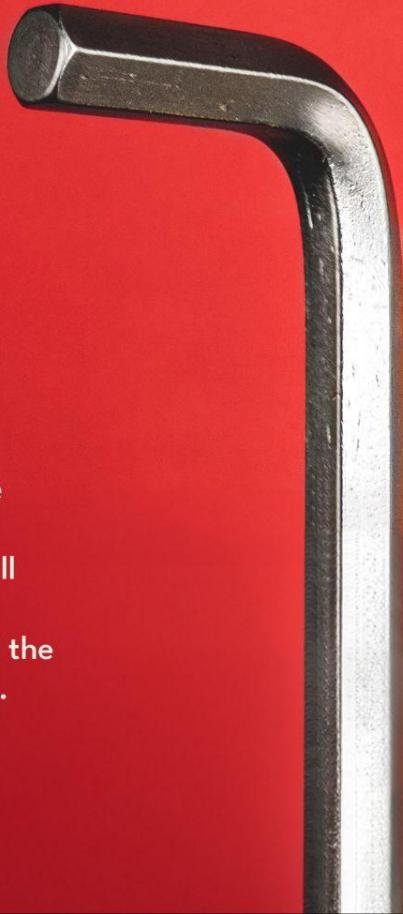
User blind to task view when in a state of flow and must actively choose to return to task view to be aware

Workflow



User blind to task view when in a state of flow and must actively choose to return to task view to be aware

The Fix

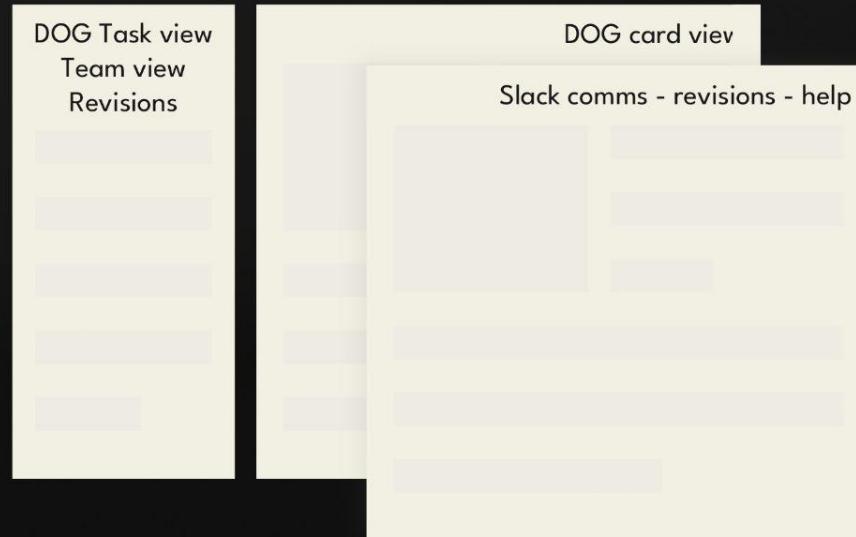


THE FINDINGS

- The lack of awareness makes for a rude shock to the system and a less productive high stress scramble.
- The work can easily be unfairly distributed due to the fluctuating requirements of jobs, unexpected pitfalls, and revisions. Elevating stress.
- To understand a job requires investment in a card and is only done by the person responsible for the brief.
- Information has no uniformity, the designer is time poor, and often the work is the same which can lead to missed instructions.
- Designers are time poor providing information at a glance and minimising processing will make for more effective team.
- Designers need a more passive way to know when a revision is required and understand the workload of other teams that doesn't require heavy investigation or slack conversations.

Workflow

Task View

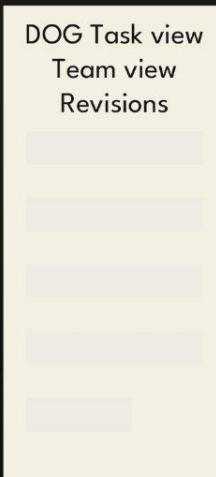


proposed workflow

User able to passively always set the view of Task on the board without it taking the entire screen. The reduction in information will be presented later showing easier means to pass task information.

Workflow

Task View



Work View

proposed workflow

User able to passively always set the view of Task on the board without it taking the entire screen. The reduction in information will be presented later showing easier means to pass task information.

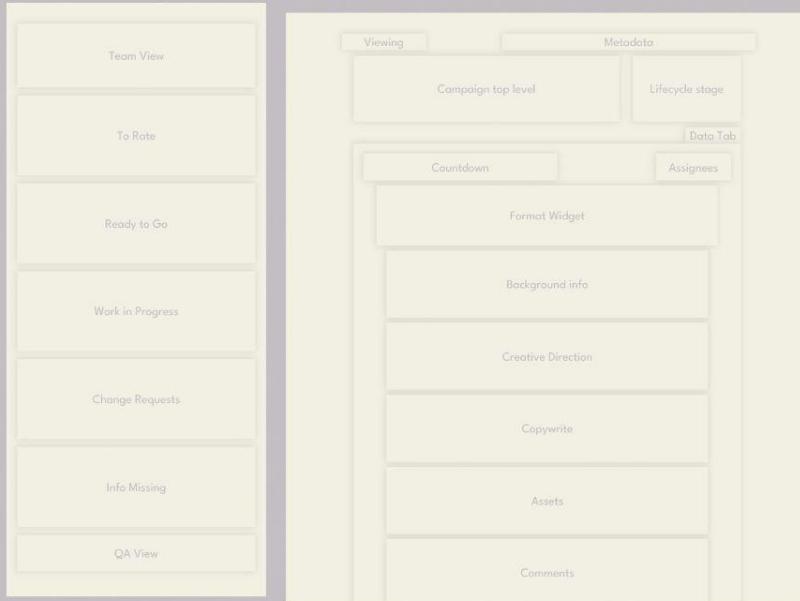
DOG card view

Slack comms - revisions - help

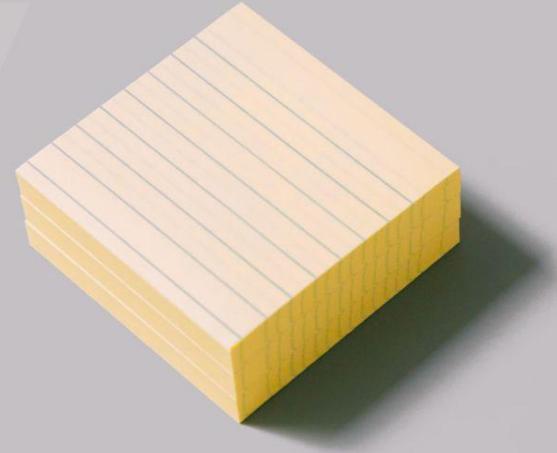
Adobe - Design work

Studio - Code work

Low Fidelity



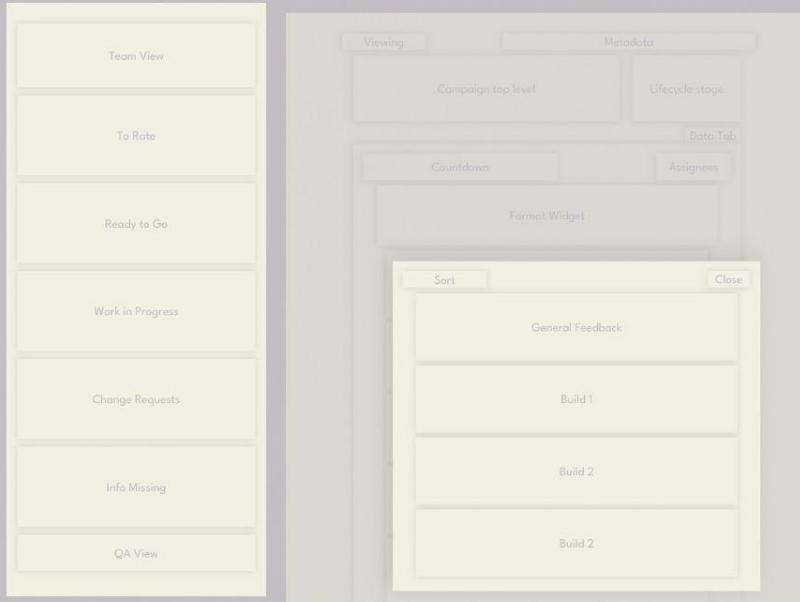
Designer interface low fidelity mock-up



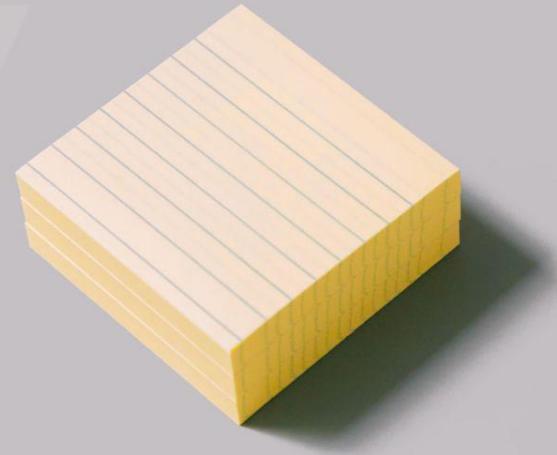
LOW FIDELITY MOCK

Task view should be slim and to the left to promote passive awareness of any changes to task. By opening card without covering the task view we can further promote this.

Low Fidelity



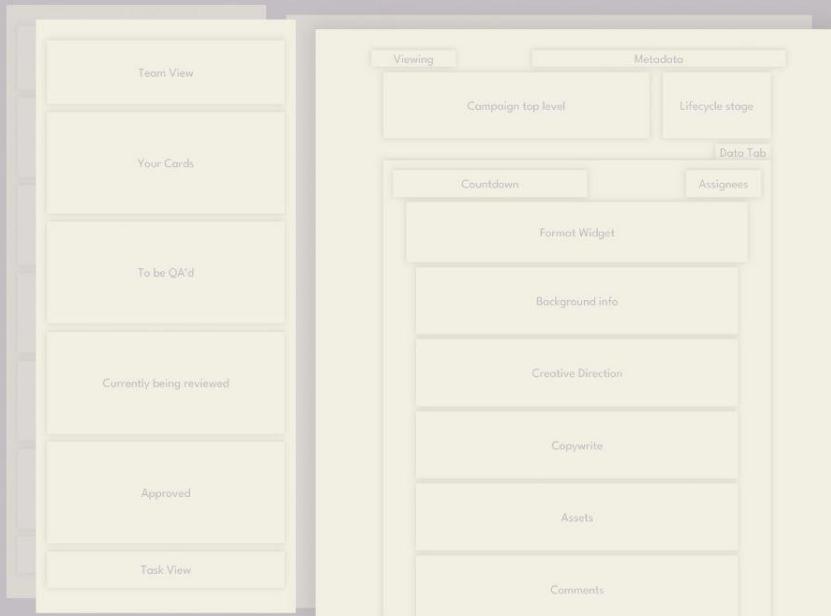
Designer interface low fidelity mock-up



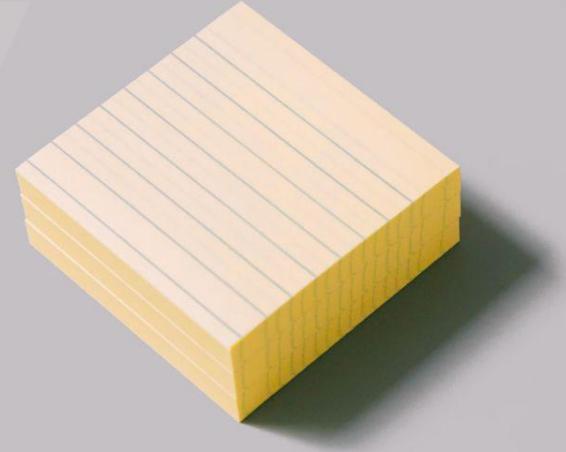
LOW FIDELITY MOCK

Revision feedback is a different type of task. We can promote this separation by opening the feedback as its own window rather than it being apart of the overall feed

Low Fidelity



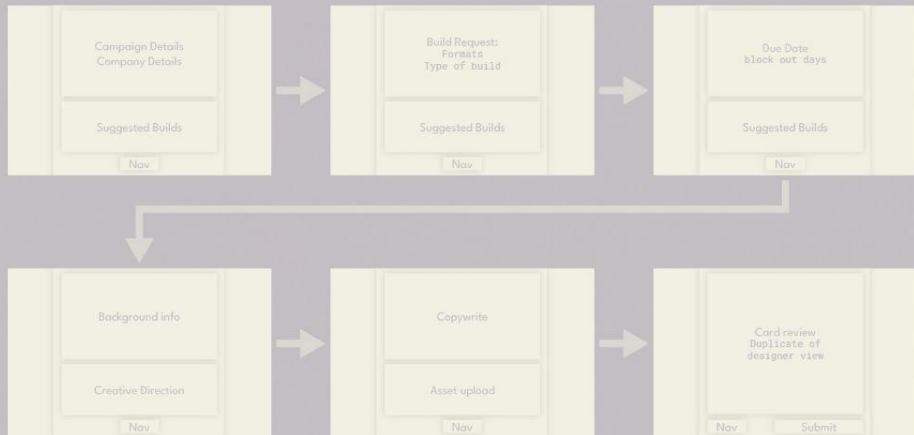
Designer interface low fidelity mock-up



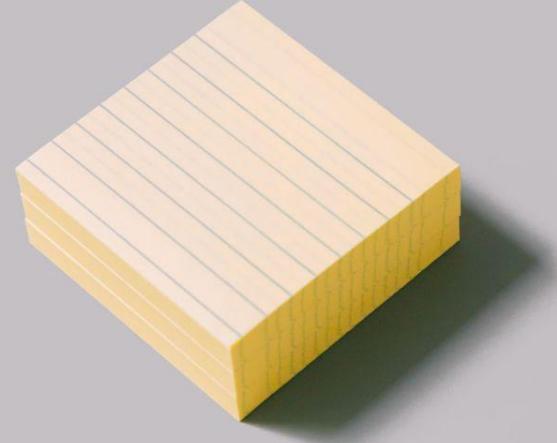
LOW FIDELITY MOCK

Quality Assurance like Revision is a different type of task. We change the overall view to a QA mode to encourage context switching to to allow maximum attention to the task.

Storyboard



Sales request interface storyboard



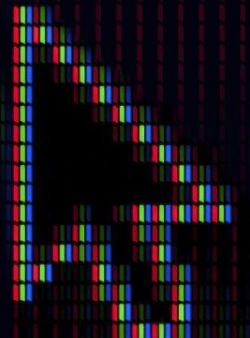
SALES STORYBOARD

By breaking up card raising into steps with instructions, we aim to unify Sales approach. Providing multiple outs with suggested builds, that gets refined with the information given we hope to allow sales an exit to the raising process before significant effort is applied to the raising.

Prototype

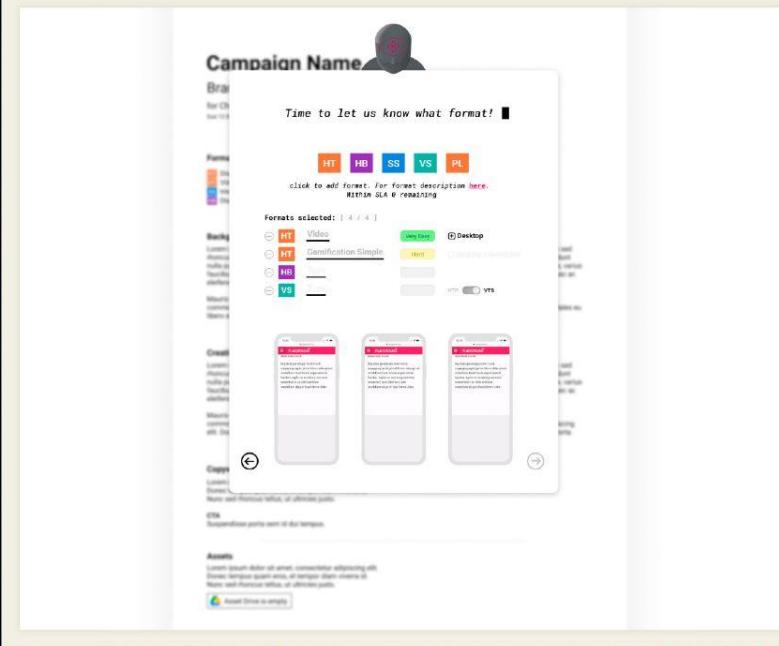
PROTOTYPE THOUGHTS

The proposed prototype as evident from the low-fidelity mockup would allow for better information hierarchy and visibility. However these are not the only proposed improvements. Over the next couple slides we will explore each improvement and what it offers section by section.



Prototype

CARD CREATOR PROTOTYPE



MASCOT GUIDANCE

- Introduce a card creator mascot at the top of the card setup process for playful advice.
- Mascot offers hints on hover or if user spends too much time on a section.
- Vehicle for ongoing updates based on data or feedback to improve user communication.

ADAPTIVE BUILDS

- Implement a smart adaptive playlist from the beginning of the card creation process.
- Initially display random examples of popular builds.
- Refine displayed builds using information gathered from the request (build type, format, vertical, brand).
- Prioritise easy-to-input fields to streamline the process.

LIVE CALENDAR

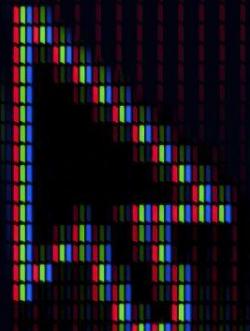
- Integrate a live calendar with colour-coding to indicate the design team's current workload.
- Helps assess the likelihood of meeting proposed deadlines.
- Prompts warnings if the team is busy, encouraging exploration of existing builds.
- Reduces stress on an overloaded team and limits disappointment.

SECTIONAL SET-UP

- Revise the card setup process by organising each section into its own step page.
- Forces the raiser to consider each section deliberately.
- Provides greater detail through mascots, placeholder text, and additional information.
- Creates a more thoughtful and consistent card for the technologist.

FINAL PREVIEW

- Introduce a final preview section to review the entire card setup before submission.
- Ensures clarity and allows viewing the card as the technologist will see it.
- Facilitates a last-minute check before finalising the request.



DOGS PROTOTYPE

TEAM VIEW

TO RATE

READY TO GO

WORK IN PROGRESS

CHANGE REQUEST

INFO MISSING

QUALITY ASSURANCE

Campaign Name

Brand Name - Vertical
to Create Horizontal
and Other Variations

READY

IN PROGRESS

BACKLOG

CREATIVE ELEMENT

Assets

Comments

Attachments

Approvals

QA

QA OPTIMISATION

SECTION FLEX

TASK VIEWER

- Transform cards into bars for an organised view with your cards.
- Hide excess task below fold, allow deep dive while reducing visual clutter.
- Reduce complex info into icons for quicker processing.

TASK SORTING

- Presort tasks by if assigned to them, SLA, due date, Star rating.
- Aid prioritisation for Creative Technologists reducing decision making.

QA OPTIMISATION

- Toggling state as task work and Quality work are divide parts of the process.
- Minimise clutter reduced chance of overlooked QA.

SECTION FLEX

- Make the workflow column modifiable.
- Keep the column on screen without workspace compromise.
- Enhance efficiency and awareness.



Prototype

DOGS PROTOTYPE

The Dogs Prototype interface displays a 'TEAM VIEW' at the top, showing team member counts (8 total) and their status: Ready (4), Work In Progress (3), Change Request (1), Quality Assurance (1), and Done (1). Below this is a 'Campaign Name' section for 'Brand Name - Vertical' with a 'Generate' button. A large central area shows a 'READY TO GO' card with a progress bar and several small circular icons representing different tasks or stages. At the bottom, there are sections for 'INFO MISSING', 'Assets' (with a note about missing files), and 'Comments' (with a note about missing file attachments).

TEAM COLAB WIDGET

- **Placement:** Position team view widget at the top for easy passive way to know if collaboration and assistance needed.
- **Integrated Information:** Include key data (cards, builds, markets, progress) in the widget to enhance engagement.
- **Streamlined Information:** segment card stages for easy passing. Visual Representation: Show designer icons and task counts to identify task distribution.
- **"Done" Column:** Add a column for builds pending sign-off, showing visibility into revision possibility.
- **Real-time Awareness:** Ensure real-time visibility into team workload to foster collaboration passively.

DOGS PROTOTYPE

The Dogs Prototype application displays a list of campaign cards. Each card includes the following information:

- Campaign Name:** The name of the campaign.
- Type of Request (T.O.R.):** UK RFP.
- Days Until Delivery:** DUE 5:30PM 25/08/2021 (VE:1 H:1 E:1 VH:1 M:1).
- Build Status:** Shows a brush icon and a hammer icon with the number 3.
- Sales Assigned Rating:** ★★★★.
- Format Requested Band:** A color-coded band at the bottom.
- Comments:** A section for comments with a placeholder message.
- Quality Assurance:** A button labeled "QUALITY ASSURANCE".

AT-A-GLANCE CARD PASSING

- Lifespan Band:** Positioned on the far left, changes from green to black indicating SLA.
- Type of Request and Market:** Displayed first in the rightmost block, colour-coded for quick recognition.
- Days Until Delivery:** box icon and number dynamically change colour and flash as the deadline approaches.
- Number of Builds:** brush and hammer, Indicates builds required to gauge roughly time required.
- Sales Assigned Rating:** stars Shows the card's importance to raiser.
- Format Requested Band:** Visual representation of the format requested.
- Learning Icons:** Mouse hover reveals detailed information, aiding user learning.
- Power User Recognition:** Colour-coded bands (bottom example) and pips represent key information even with reduced column size.

Prototype

DOGS PROTOTYPE

The screenshot shows the Dogs Prototype application. On the left is a sidebar with categories: VIEW, DATE, BY TO GO, IN PROGRESS, IMAGE REQUEST, MISSING, and QUALITY ASSURANCE. The main area has a header "Campaign Name" and sub-sections: "Brand Name - Vertical" (with a note "for chit will go to the brand name"), "Formats" (with a color palette), "Background Info" (with a note about background images), "Creative Direction" (with boxes for "Genre" and "Budget"), "Copywrite" (with a note about copywriting), "Assets" (with a note about assets), and "Comments" (with a note about comments). A large button at the bottom right says "Add Comment".

META & CAMPAIGN

- Meta-data faded but present and legible
- Organized with a clear hierarchy: Campaign name, brand name, vertical, raised by, and due date with shrinking size by importance

CARD STRUCTURE

- Segmentation with improved padding, horizontal lines, and deliberate font styling for better legibility

FORMAT WIDGET

- Moved format posting from comments to its own widget.
- Clear elements: format color block, initials, build requested, assignee's icon.
- Additional features: difficulty rating, build URL name, version, and QA status.
- Quick-click boxes for URL copying and opening.

BACKGROUND INFO

- First non-widget segment.
- Offers essential information that is not creative direction.
- Removal of misused auto-generated fields for clarity and detailed input.

CREATIVE DIRECTION

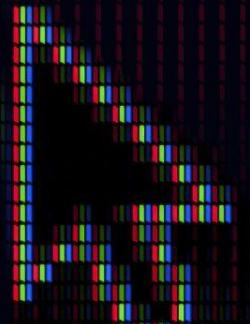
- Clear separation for general and build directions using color and initials as separation. Promotes clarity and organized communication.

COPYWRITE & CTA

- Relocated to the last user-written segment.
- Follows the Creative Direction and Background Info for a logical flow as it also the least utilised.

ASSET DRIVES

- Maintained at the bottom, consistent with the original placement.



Prototype

DOGS PROTOTYPE

A VIEW

DATE

BY TO GO

K IN PROGRESS

AGE REQUEST

MISSING

QUALITY ASSURANCE

Formats

	Rating	BuildName	Y	OK	?
HT Display	Very Easy	luheova	12	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HT Video	Easy	fusole	58	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SB Interaction	Moderate	dengla	2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HB Display	Very Hard	zertae	44	<input checked="" type="checkbox"/>	<input type="checkbox"/>

ALL feedback modify

RE

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HB

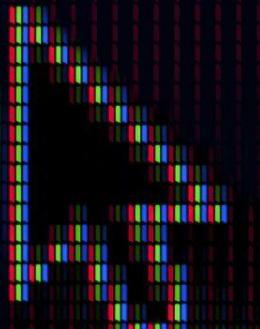
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REVISION PANEL

- Previously handled through comments, leading to messiness and mistakes.
- Revisions now conducted via the format widget with a pop-out panel.
- Separates revisions from the initial request for clarity.
- Allows for both general and specific feedback on builds.
- Feedback distinguished by format initials and references the build's URL.
- Assignee can limit feedback visibility to themselves or everyone, ensuring efficient workflow.



HAND-OFF

Hosting of the application could be handled as:



Domain



Chrome Extension



Mac App

TECH BITS

1. To build into Jira initially for data sorting and database reduction
2. Built into own database if successfully launched
3. Quick conversion to Jira tool built to support transitions to Ops team

Conclusion



CLOSING THOUGHTS

Project was a super interesting look at how important the spatial relationship of information is in regards to awareness. It was also fascinating to see how vastly a team needs vary based on the speed at which they do tasks.

With improvements in LLM's I believe the task raising which wasn't the major concern of this project could be vastly improved promoting better and easier to process cards. This is something I would explore if revisiting this project.



END

THANKS FOR READING



Design Optimisation Growth System