



# D<sup>OGS</sup>

Design Optimisation Growth System

exploration of better workflow management for design

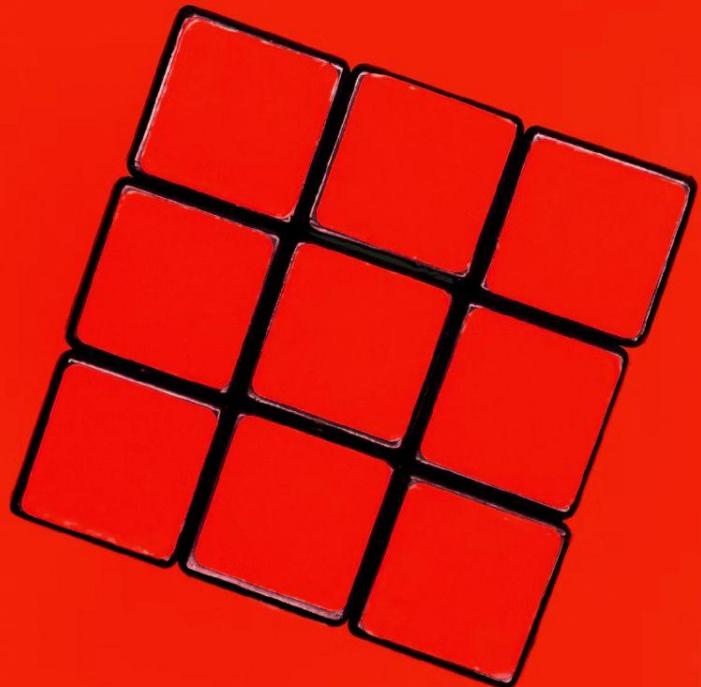
# Objective

## 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.



# Users

## 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



## STAND-UP

Aware of what is coming today



# ASSIGN

Read cards and decide  
what they will be working  
on



## FOCUS

Designers is on task  
locking in on solving from  
idea, to design, to  
execution



PIVOT

Get asked to work on a revision urgently or change task because of something unaccountable in stand-up



## SCRAMBLE

Day is closing, deadline  
approach mad dash and  
focus to get work done



PM MEETING

Discuss what is being worked on, ask if anyone needs help



## BOARD AWARENESS



## TEAM AWARENESS

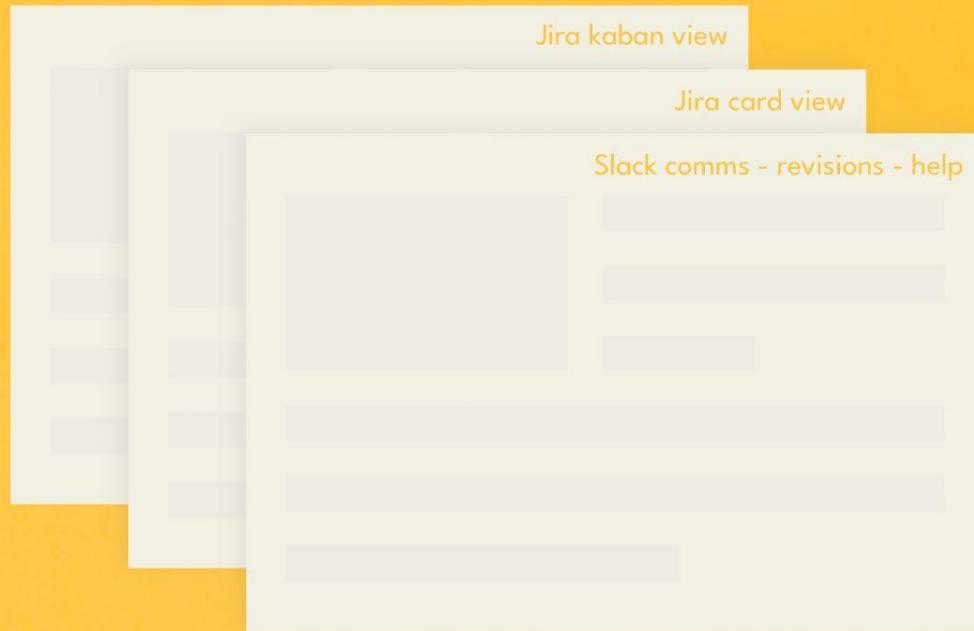


## STRESS LEVELS



# Workflow

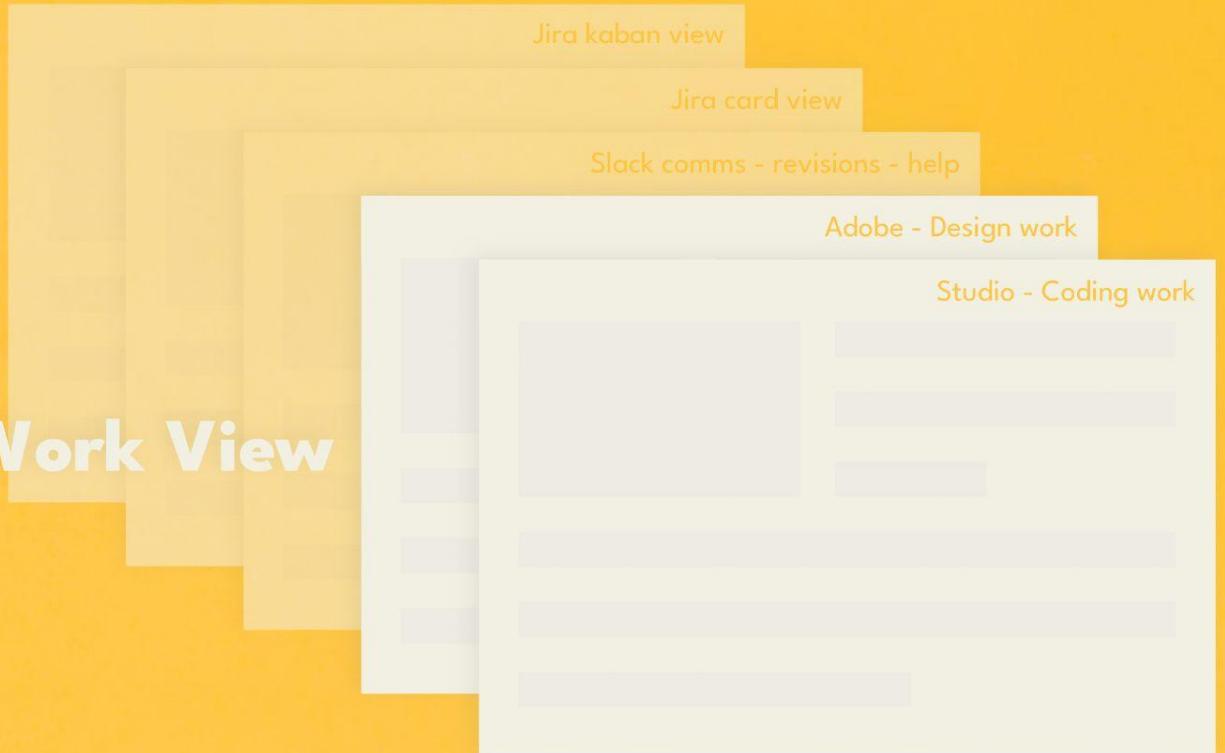
## Task View



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

# Workflow

## Work View



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

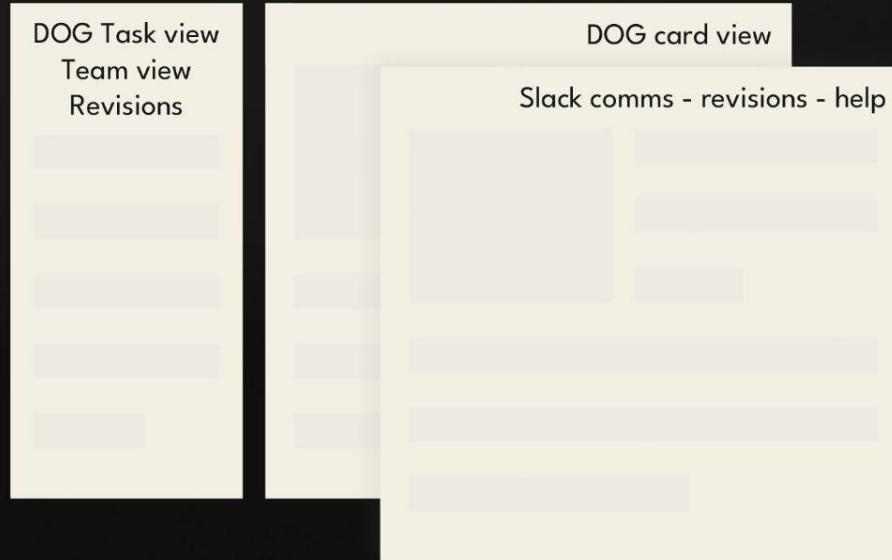
# The Fix

## 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



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

# Workflow

## Task View

DOG Task view  
Team view  
Revisions

DOG card view

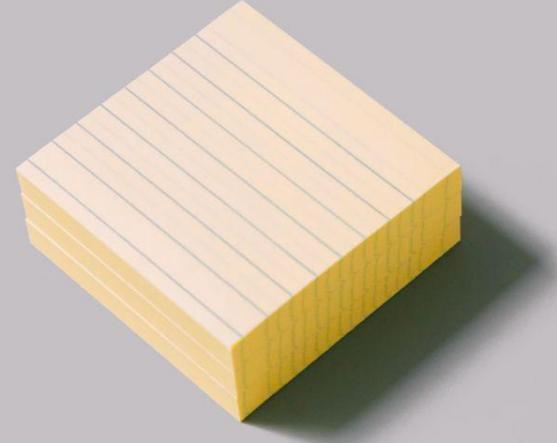
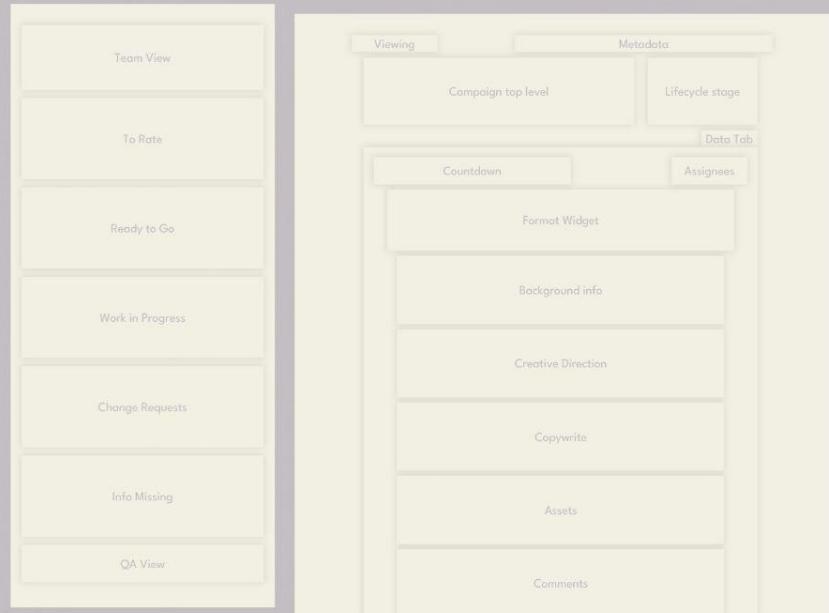
Slack comms - revisions - help

Adobe - Design work

Studio - Code work

## Work View

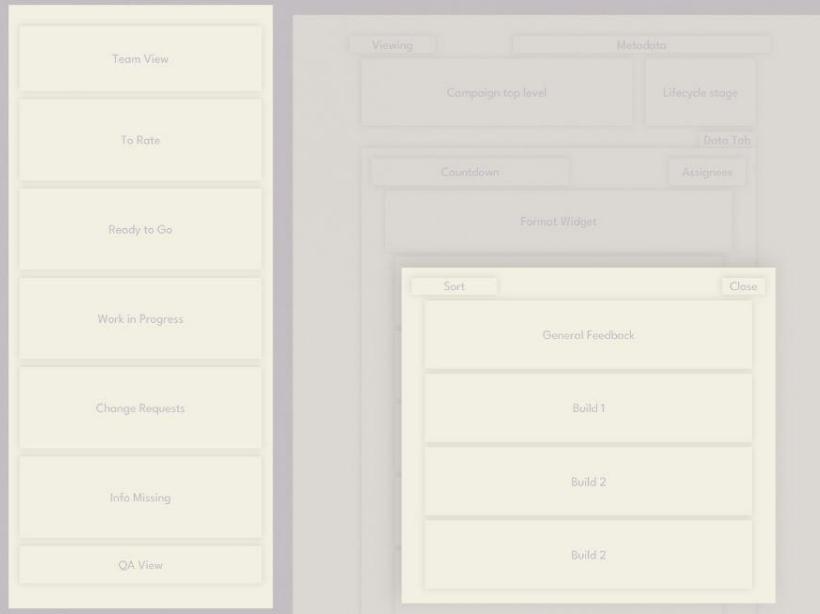
User able to passively always set the view of Task on the board without it taking the entire screen. The reduction in information as will be presented later will show easier means to pass that information



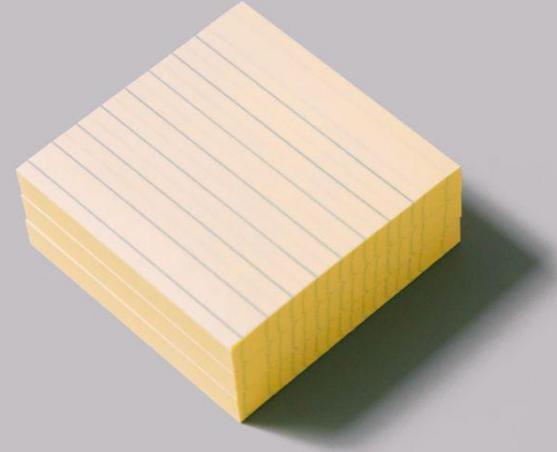
## LOW FIDELITY MOCK

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



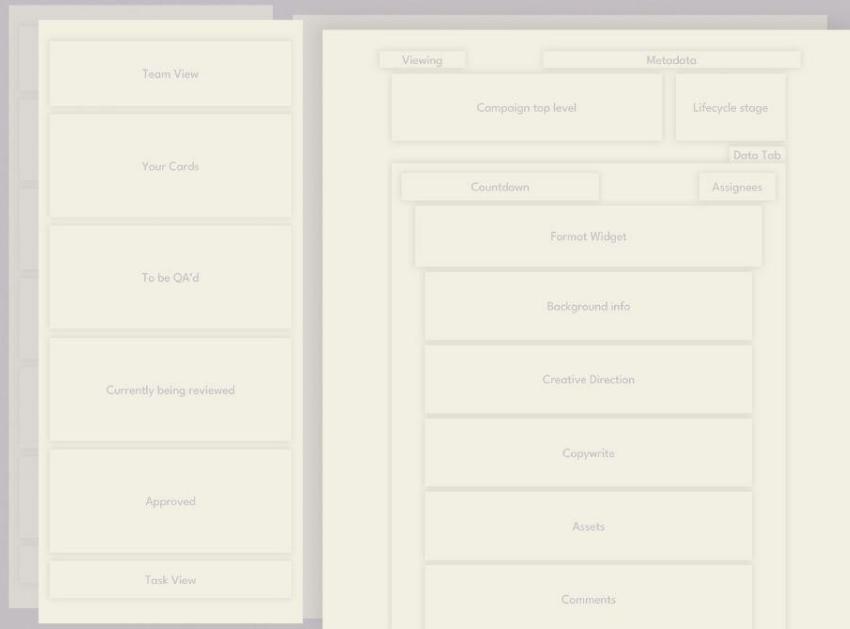
Designer Interface low fidelity mock-up



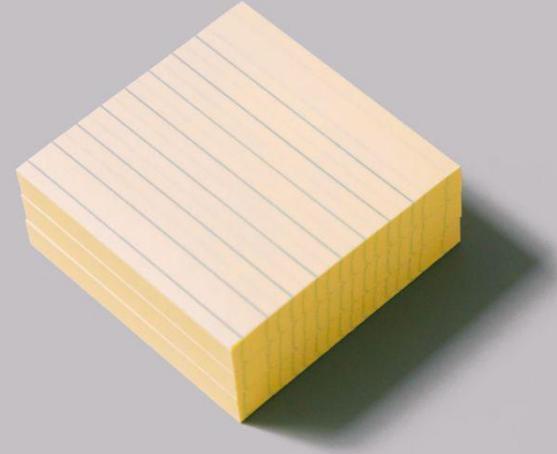
## LOW FIDELITY MOCK

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



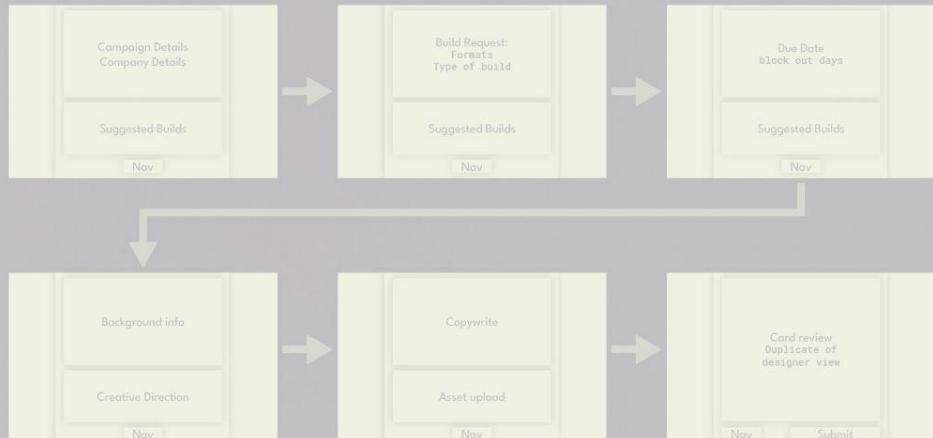
Designer Interface low fidelity mock-up



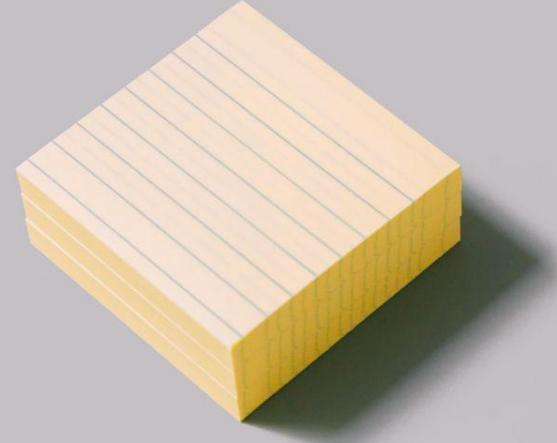
## LOW FIDELITY MOCK

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 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.

## CARD CREATOR PROTOTYPE

The prototype interface is titled "Campaign Name" and features a central message: "Time to let us know what format! 🎉". Below this, there's a section for adding formats, with a note: "click to add format. For format description here, #FORMAT SLA & Reminding". A list of formats is shown, with "HT Video" selected. To the right, there are sections for "Builds" and "Assets". The "Builds" section shows three cards: "Kiosk", "Kiosk", and "Kiosk". The "Assets" section contains a placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tempus quam erat, et tempus diam ultricies. Nam sed rhoncus tellus, et ultricies purus." and a "Assets Drive is empty" button.

## 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

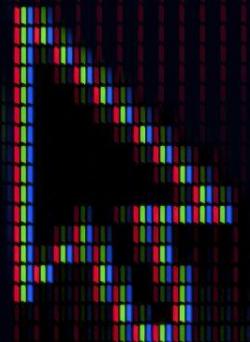
- Integrate a live calendar with colour-coding to indicate the design team's current workload.
- Helps assess the likelihood of meeting proposed deadlines.
- Prompts warnings if the team is busy, encouraging exploration of existing builds.
- Reduces stress on an overloaded team and limits disappointment.

## 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

The Dogs Prototype application interface is divided into several sections:

- TEAM VIEW:** Displays a grid of icons representing team members or projects.
- TO RATE:** A section for rating campaigns, showing a progress bar and a "Rate" button.
- READY TO GO:** A large, empty section labeled "READY TO GO".
- WORK IN PROGRESS:** A large, empty section labeled "WORK IN PROGRESS".
- CHANGE REQUEST:** A large, empty section labeled "CHANGE REQUEST".
- INFO MISSING:** A large, empty section labeled "INFO MISSING".
- QUALITY ASSURANCE:** A small section at the bottom labeled "QUALITY ASSURANCE".

On the right side of the interface, there is a detailed view of a campaign named "Brand Name - Vertical". This view includes:

- Campaign Name:** "Brand Name - Vertical"
- Description:** "To track marketing for the different segments."
- Segment Info:** A table showing segments: Segment 1 (100%), Segment 2 (0%), Segment 3 (0%), Segment 4 (0%), Segment 5 (0%), Segment 6 (0%), Segment 7 (0%), Segment 8 (0%), Segment 9 (0%), Segment 10 (0%).
- Assignment Info:** A table showing assignments: Segment 1 (100%), Segment 2 (0%), Segment 3 (0%), Segment 4 (0%), Segment 5 (0%), Segment 6 (0%), Segment 7 (0%), Segment 8 (0%), Segment 9 (0%), Segment 10 (0%).
- Creative Overview:** A table showing creative status: Segment 1 (Green), Segment 2 (Yellow), Segment 3 (Yellow), Segment 4 (Yellow), Segment 5 (Yellow), Segment 6 (Yellow), Segment 7 (Yellow), Segment 8 (Yellow), Segment 9 (Yellow), Segment 10 (Yellow).
- Copywriting:** A table showing copywriting status: Segment 1 (Green), Segment 2 (Yellow), Segment 3 (Yellow), Segment 4 (Yellow), Segment 5 (Yellow), Segment 6 (Yellow), Segment 7 (Yellow), Segment 8 (Yellow), Segment 9 (Yellow), Segment 10 (Yellow).
- Assets:** A table showing asset status: Segment 1 (Green), Segment 2 (Yellow), Segment 3 (Yellow), Segment 4 (Yellow), Segment 5 (Yellow), Segment 6 (Yellow), Segment 7 (Yellow), Segment 8 (Yellow), Segment 9 (Yellow), Segment 10 (Yellow).
- Comments:** A section for comments with a "Add Comment" button.

## TASK VIEWER

- Transform cards into bars for an organized 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

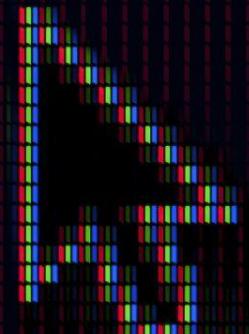
- Presort tasks by if assigned to them, SLA, due date, Star rating
- Aid prioritisation for Creative Technologists reducing decision making.

## QA OPTIMISATION

- Toggling state as task work and Quality work are divide parts of
- 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.



## DOGS PROTOTYPE

The screenshot displays the DOGS Prototype interface. At the top, there's a "TEAM VIEW" section with a grid of icons representing team members. Below it is a "READY TO GO" section with a table showing counts for different regions: AU (4), SEA (2), UK (4), and US (1). The main area features a "Campaign Name" section with a "Brand Name - Vertical" field and a "Segment Card" showing stages like "Ready", "Work in Progress", and "Done". A "TEAM VIEW" card below shows team member counts (8 total) across four categories: Ready to Go, Work in Progress, Change Request, Quality Assurance, and Done. At the bottom, there are sections for "INFO MISSING", "Assets", and "Comments".

## 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 and Market:** UK RFP.
- Days Until Delivery:** DUE 5:30PM 25/08/2021.
- Format Requested Band:** VE:1 H:1 E:1 VH:1 M:1.
- Number of Builds:** 0.
- Learning Icons:** Icons for brush and hammer.
- Sales Assigned Rating:** 3 stars.
- Power User Recognition:** A color-coded band at the bottom (purple) with colored dots.

The interface also includes a header with 'TEAM VIEW' and 'TO RATE' sections, and a footer with 'QUALITY ASSURANCE' and 'Add Comment' buttons.

## 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.

## DOGS PROTOTYPE

The Dogs Prototype application interface features a sidebar on the left with categories: A VIEW, PENDING, BY TO GO, IN PROGRESS, IMAGE REQUEST, MISSING, and QUALITY ASSURANCE. The main area displays a 'Campaign Name' card with sections for 'Brand Name - Vertical' (with placeholder 'My Craft Beverage'), 'Card Data' (with placeholder 'Card Data'), 'Format' (with placeholder 'Dinner'), 'Background Info' (with placeholder 'Leverage your brand's unique selling point. Don't let them pass you by!'), 'Creative Direction' (with placeholder 'Create a compelling headline, tagline, and visual elements that reflect your brand's personality and values.'), 'Copyrite' (with placeholder 'Write a compelling headline, tagline, and visual elements that reflect your brand's personality and values.'), 'Assets' (with placeholder 'Upload your brand's logo, images, and files here.'), and 'Comments' (with placeholder 'Add comments or questions here.'). A large red 'Save Draft & Continue' button is at the bottom.

## 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

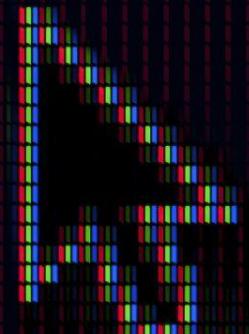
- Clear separation for general and build directions using color and initials as separation. Promotes clarity and organized communication.

## 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.



## 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.

### DOGS PROTOTYPE

A VIEW

DATE

PRIORITY

BY TO GO

K IN PROGRESS

AGE REQUEST

MISSING

QUALITY ASSURANCE

Formats

Rating	Build Name	Y	O
Very Easy	luheva	12	0
Easy	fusole	58	0
Moderate	dengla	2	0
Very Hard	zertae	44	0

ALL

GE

luheva

zertae

feedback

modify

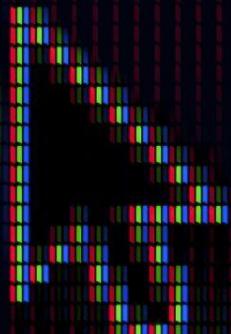
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None of the above tallies fit ultricies justo.



# Hand Off

## 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 easier to process cards. This is something I would explore if revisiting this project.



END

THANKS FOR READING



Design Optimisation Growth System