

Slide Studio – The “*motivation*” behind building it:  
Prior to Slide Studio launch, managing the Hero Rotator / [Hero Images](#) was very challenging for the dealers  
(Video: <https://www.youtube.com/watch?v=b1TkabXtvos>)

1. The dealers had little clue as to how the collections & slides are organized and what will get displayed on the consumer site.
2. To add a new slide to the Hero-Rotator it was a tedious process and took a whole lot of effort and time.
3. Selecting an appropriate/relevant Content-Type for the Slide was confusing.
4. Specifying the order of slides / re-ordering them was not possible.
5. OptIn / OptOut wasn’t possible prior to Slide Studio.  
*OptIn / OptOut = Feature that enables a dealer to either OptIn or OptOut from OEM created slides.*
6. Searching for existing content was not easy as there were no advanced filters.
7. Managing SEO / Personalization for the Hero-Rotator was not very easy prior to Slide Studio.

Overall the experience for managing the Hero-Rotator was not smooth / not streamlined.

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Business Impact of Slide Studio:

- According to a report from an independent consulting company, Slide Studio scored a 90% approval rating among all our Website products (The next closest product had less than 50% approval)
- The time to create hero-rotator content dropped by around 80% after launch of Slide Studio.
- On a Weekly Average, Slide Studio has around 300000+ Hits.

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The Slide Studio tool brings many enhancements to the Configuration Experience for the HeroRotator:

Improved Usability:

1. The gallery(All Slides) view shows larger images of dealer and OEM slides, making it easy to find content.
2. Infinite Scroll – no need to click through multiple pages to find records
3. Slide Studio is the first NG tool to utilize the UX Material-Design look and feel.

Efficiency:

1. Streamlined Slide Types for HeroRotator - take the confusion out of which slide type to create by offering only Promotion, Generic, Model types of slides. For legacy purposes WhyBuy and AboutUs are also available in the tool
2. Create a slide from an existing template. This reduces a lot of work while creating a slide as the slide can be derived from an existing template which already has all the necessary content and styling applied. For new slides, the user will have to make minor adjustments rather than creating it from scratch.
3. Create a slide using a single form instead of multiple tabs, which eliminates multiple saves.
4. Image Editor: Slide Studio provides an embedded image editor with Photoshop parity. This Image Editor enables user to create the slide images within Slide Studio itself without needing to use an external editor like Photoshop etc., This also decreased the overall time to create a slide as the entire workflow can now be taken care by the person designing the slide instead of waiting for design team to design the image
5. Create Slides and attach them to Collections all in one place

Preview Experiences:

1. Preview the intentful Consumer Experience within Slide Studio BEFORE publishing slides live.

Reorder Slides:

1. Previously the slides could not be ordered within a Collection. This functionality was frequently requested by dealers and OEMs and was made available as part of Slide Studio

Opt-In / Opt-Out Easily:

1. Slide Studio makes it possible for dealers to opt-in and opt-out of OEM slides directly within Slide Studio

Baseline functionality carried forward into Slide Studio:

1. Reorder of collections
2. Creating Dynamic Collections based on a Keyword Tag
3. Slide Tools: Duplicate, Archive, Delete, Publish
4. Multi-Locale Support: Slide Studio was developed to support both English and French-Canadian locales and is i18n ready for future locales.