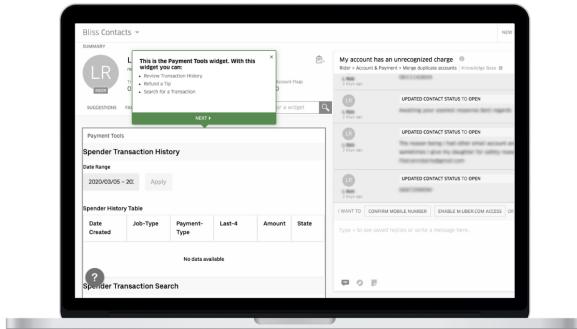


WalkMe Playbook Design Learning In the Flow of Work Solutions



CommOps Global Learning & Development
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Introduction

Within this playbook, you will find resources to help you design and develop an "In the Flow of Work" learning experience using WalkMe as the primary tool. This playbook is divided by the phases of the design and development cycle: Plan, Build, Deploy, and Analyze. It is our goal that this playbook offers definitions and best practices for WalkMe learning solutions. If you have feedback or questions regarding the playbook, please submit a [Jira](#).

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Defined

Learning in the flow of work

- A concept and learning experience where learners can easily and quickly access answers or short pieces of learning content that will help them to do their jobs at their point of need.

Our Overall Approach

Instructive

- We want to provide our learners with education through clarity. Guiding learners through a curated experience. Consider the range of learners from beginners to experts; do not assume knowledge of how the flow or interface initially works. We want instructions to be clear, concise and easy to understand for a global audience.
- *[Resource: Don't Make Me Think by Steve Krug] Brief:* The smallest amount of information that will help me
 - Example: [ShoutOut Banner](#) announcing a new feature.

Non-intrusive

- We want our learning solutions to get out of the way of the learner. There is a lot of important information that learners need to be able to see during their day to day. Make sure not to block any critical information in the moment we are designing for. Be mindful of the overall system, the learner's context. Our solution needs to work seamlessly and sequentially in a pre-existing flow and integrate with what already exists.
- *[Resource: Don't Make Me Think by Steve Krug] Unavoidable:* Formatted in a way that ensures I'll notice it
 - Example: [ShoutOut Banner](#) placed in an empty space to the learner's draw eye.

Focused and Timely

- We want to provide relevant content at the right time. It's not just what, but when. It is important to consider not only what content is relevant to the learner, but when should we deliver it. Do not overwhelm learners with all the information at once. Instead, it's better to present bite-sized information when it is appropriate.
- *[Resource: Don't Make Me Think by Steve Krug] Timely:* Placed so I encounter it exactly when I need it
 - Example: [Smart Walk-Thrus](#) is available only when the learner is working on a payment/refund.

[\[Appendix\]](#) [Read more about why we use Learning in the Flow of Work.](#)

When to use Learning in the Flow of Work

Objective and End Goal

To Address Weaknesses in a learner's process and/or performance. Doing so will allow learners within the company to strengthen their skills for further development.

To Demonstrate Consistency by giving learners time and space to apply what they have learned to real-world scenarios. Encourage this behavior by modifying learning to be repetitive to increase retention of knowledge. This helps establish fundamental capabilities that help learners work better independently and in group settings, with the confidence of knowing they've been provided the proper training and skills to do their job efficiently.

To Develop Employee Satisfaction giving learners the sense of being valued, by giving them relevant and timely support in the flow of work. Learners will engage and stay longer if they feel that an investment is being made into their development.

To Drive Employee Performance by giving them the means to grow with the company and contribute to a culture built around learning and performance. Continuous learning in the workplace makes employees knowledgeable about their role, curious to learn more, and how to enrich their time at work.

At Uber we use WalkMe for Learning in the Flow of Work

What is WalkMe?

A software tool used by learning experience designers to create guided help (demonstrations, walkthroughs, tips, workflows, new features, etc) within the systems, tools, and other web-based services learners use during their everyday work.

Plan

[\[Resource\]](#) [Design and Development Cycle Template](#)

Start building your WalkMe solution by duplicating the Design and Development Cycle Template. In the Plan Phase, you'll complete the following three steps:

- [Problem Discovery](#)
- [Solution Discovery](#)
- [Solution Sign-Off](#)

Problem Discovery

Use Cases

[\[Resource\]](#) [Use Cases: How to Write, Resources and Templates](#)

Develop use cases with stakeholders to gain a better understanding of the learning gap/problem you are solving for and how to focus your learning solution.

Review collected regional use case examples:

- [APAC](#)
- [US&C](#)
- [LatAm](#)
- [EMEA](#)

User Stories	
User [Actor / Personal]	Example: Uber Eats CSR
User Goal:	Example: Learn about new changes to contact types
Basic Flow to Achieve Goal:	The IRT agent is assigned a queue of safety related contacts to resolve each day. They go through each issue trying to understand what the user is reporting and determine how to resolve the issue. In this case, an IRT agent will review what the user reports, and what the issue type is. In order to resolve they need to understand the issue type and look up the knowledge base in Salesforce. After looking it up they will follow the support logic in order to resolve the issue.
User Story:	As an IRT agent, I want to understand the updates to the contact types, so that I am able to correctly identify and resolve contacts.

Use Case Template

Use Case Name	
Region	
User [Actor / Persona]	
User's Goal	
Basic Flow to achieve Goal	
User Story	As a [actor/persona], I [want to], [so that].

Learning Solution Objectives

[Resource] [Learning Solution Objectives \(D&D Cycle\)](#)

After you identified the User Stories that will give you a clear understanding of what the user should achieve, it is time to set your Learning Solution Objectives.

Learning Solution Objectives		WalkMe Goal
Level 1 (reaction): After completing this program, participants should give high ratings on:	Standard: The learning solution's relevancy and effectiveness through the LES.	N/A
Level 2 (learning): After completing this program, participants should be able to:	Example: Use the Payment Tools widget to refund a tip	Example: User clicks on 'Refund Tip' button
Level 3 (behavior): After returning to the job environment, participants should:	Example: Use the Payment Tools widget instead of Braintree for 100% of Payment Contact Type Groups.	Example: 100% users use Payment Tools & 0% users use Braintree
Level 4 (results): When the materials are fully implemented, the following business metric should be realized:	Example: Lower average handle time per user issue requiring a refund.	N/A

Develop learning solution objectives with stakeholders that follow the Kirkpatrick Levels and aim to impact the business. These will help align with Subject Matter Experts (SME) in order to clarify what type of behavior change or impact is wanted from the learning solution. A good objective addresses the specific thing(s) the Subject Matter Expert (SME) wants to impact.

Use the design and development cycle template to align on the learning solution objectives

- Reaction (Level 1) is standardized through the LES template.
- Fill in Learning, Application and Behavior, and Impact (Levels 2, 3, 4) with stakeholders.

Evaluation Strategy

After choosing your Learning Solution Objectives, it's time to fill out the Evaluation Strategy table.

Evaluation Strategy			
Level of Evaluation	Method	Goal	Actual
Level 1: Reaction	LES	> 80%	
Level 2: Learning	WalkMe Completion Goal	> 80%	
Level 3: Behavior	WalkMe Behavioural Goal	> 80%	
Level 4: Results	Design Time Delivery Time AHT	< [...] min	
Level 5: ROI	ROI on WalkMe vs. traditional ROI on WalkMe	<	

Fill out the goals for each level of evaluation. During the Analyze phase of your WalkMe project, you will come back to this table to review the Actual results and evaluate the success of your WalkMe solution.

Solution Discovery

You have now identified the User Stories and the Learning Solution Objectives - the next step is to discover the WalkMe solution you will build out.

Identifying the WalkMe Solution				
#	Solution	Build Time (mins)	Total (mins)	Actual
0 - ShoutOut		30	0	
0 - Smart Walk-Thru		90	0	
0 - Smart Tip		10	0	
0 - Launcher		30	0	
0 - Survey		30	0	
0 - Menu		15	0	
0 - Widget		15	0	
Total		0		

Fill out the **Solution Discovery** section in the WalkMe Design & Development template to identify the WalkMe apps you plan to utilize to achieve your Learning Solution Objectives. The following matrix can help you choose the right WalkMe apps to achieve your goals:

Root Cause	Project Need	Suggested WalkMe Solutions
Users don't know how to start the process	We need to navigate users through a process	Smart Walk-Thru & Launcher
Users can complete the process, but with errors	We need to provide guidance or validate fields within a process	SmartTips Launcher & Smart Walk-Thru

Users are not seeing important company or site announcements	We need to communicate information to users quickly	ShoutOut
Users are confused by website elements	We need to provide additional guidance	SmartTips
Parts of the page/site are being deprecated	We need to block users from entering, saving, etc.	Smart Walk-Thru & Launcher (Invisible)

Solution Sign-Off

You completed the Problem Discovery by identifying User Stories, setting Learning Solution Objectives and choosing your Evaluation Strategy. Based on your Problem Discovery, you identified the WalkMe Solutions that will address the problem and help achieve your identified goals.

Now it's time to get sign-off on your solution, before moving to the Build phase. Make sure the following stakeholders sign-off:

- Program Manager
- Subject Matter Expert (requester of the solution)
- Lead Instructional Designer

Build

The Build phase of your project consists of 5 stages:

- Design
- Development
- QA
- Translations
- Go/No Go Decision

Design

[\[Resource\] WalkMe Figma Project](#)

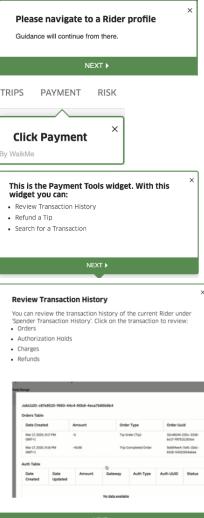
Bliss: WalkMe Applications

[\[Resource\] Design Standards per Tool Template](#)

[\[Resource\] Bliss Mockups Figma File](#)

Below are WalkMe Design Standards for Bliss. WalkMe consists of a suite of applications that can provide different learning experiences and solutions. Follow these standards when designing your WalkMe solution.

[\[Video\] Bliss Solution Demonstration](#)

Smart Walk-Thru				
Bliss Smart Walk-Thru				
Solution Description	Use step-by-step balloons. Guide learners to the correct tab in Bliss they should be working in. Highlight relevant information in order to complete the process. Design Language used: Smart Walk-Thru templates available in WalkMe Editor, Helvetica font, Color #588A50 [Green], Image (4) shows Gif (Not recommended)			
Application	WalkMe Template ID	Goal	User Guidance	Best Practice
Smart Walk-Thru		Demonstrate to learners how to complete a process	Reveals a step-by-step process using balloon steps to guide the user (Refer to the Balloon Conventions)	Limit walkthrough steps to 2 to 3. The last step should complete/resolve an action. Flag the crucial steps / information for users, but don't try to account for every possible question, path, behavior, or detail. Add the LES at the end of a walkthrough to collect learner feedback. Set appropriate goals in order to track learner completion. (Refer to Track Learner Achievements)

ShoutOut				
Bliss ShoutOut	Bliss Contacts New Tip Refunds & Transaction Search are now available in Bliss Show Me SUMMARY			
Solution Description	Uses a banner balloon. Placed in the empty space above contact summary (top-left of the Bliss webpage). Clicking "Show Me" launches Smart Walk-Thru. Design Language used: Banner Balloon template available in WalkMe Editor, Helvetica font, Color #588A50 Bliss Otter Icon (included in template)			
Application	WalkMe Template ID	Goal	User Guidance	Best Practice
ShoutOut		Notifies learners of important information, prompting them to take action (dismiss, done, learn more, etc)	Uses a notification to be more visible to learners to react. Similar to a fullscreen or a banner on your mobile device. (Refer to the Balloon Conventions)	Use when you want learners to stop and interact in order to launch the learning solution. Only interrupt someone's workflow when it is vital to making their next decision.
SmartTips				
Bliss SmartTips	Refund Tips directly from the Payment Tools Widget.			
Solution Description	Uses a SmartTip balloon with a question mark icon. Place next to a field or text to provide definition/answers to FAQs. Design Language Used: SmartTip Balloon template available in WalkMe Editor, Helvetica font, Color #588A50 Question Mark Icon (included in template)			
Application	WalkMe Template ID	Goal	User Guidance	Best Practice
SmartTips		Provides contextual information to learners by adding useful tips at their point of need.	Customizable to quickly deliver information related to on-screen elements. (Refer to the Balloon Conventions)	Use it to highlight a new feature that does not require a walk-thru, explain a term or phrase, for fields that are incorrectly used by users to change behavior.
Launcher				
Bliss Launcher	Payment Tools Need Help?			
Solution Description	Places Launcher button near the new Payment Tools Widget. When clicked it relaunches the Smart Walk-Thru previously launched by the ShoutOut banner. Design Language Used: Launcher button template available in WalkMe Editor, Helvetica font, Color #588A50			
Application	WalkMe Template ID	Goal	User Guidance	Best Practice
Launcher		Learners can launch contextual help	Customizable call-to-action buttons (to	Allow learners to relaunch a Smart Walk-Thru. Place only one Launcher per
		by clicking on a button.	launch Smart Walk-Thrus, SmartTips)	page.
Widget and Player Menu				
Bliss Widget and Player Menu	How can we help you? English Type in your question... Payment Tools Navigation Review Rider Transaction History Refund a Tip Search for a Rider Transaction			
Solution Description	Question Mark Widget was originally placed in the lower left corner of Bliss webpage but interfered with other learner use cases. Changes will be implemented soon. When the widget is clicked it launches the player menu so learners can replay available Smart Walk-Thrus. Design Language Used: Widget template and Player menu template available in WalkMe Editor, Helvetica font, Color #588A50 Question Mark Icon (included in template)			
Application	WalkMe Template ID	Goal	User Guidance	Best Practice
Widget and Player Menu		Gives learners access to all available WalkMe solutions from one location.	Always available button/widget that learners can access to see a menu of learning content.	Include relevant Knowledge Base articles, Support logic, FAQ, etc that supports WalkMe learning solutions. Continuously audit when adding new content to maintain relevancy.

Survey

LES Survey

WalkMe LES Survey

1. Overall, I am satisfied with this walkthrough

5 (Agree)
 4
 3
 2
 1 (Disagree)

Next

Solution Description

LES prompts learners to complete at the end of Smart Walk-Thru. It includes 4 questions, 3 likert scale questions with 1 fill in the blank.

Design Language Used: LES template available in WalkMe Editor, Helvetica font, Color #588A50 Green

Application

WalkMe Template ID

Goal

User Guidance

Best Practice

Survey

Gather feedback from learners.

Use surveys to gather feedback from learners.

Use Learning Experience Survey (LES) template at the end of a Smart Walk-Thru. Use simple reactions (like/dislike) to allow learners to rate other guided help like SmartTips.

After building out a 'skeleton' version of your WalkMe solution, request sign-off on this Alpha version by:

- Program Manager
- SME
- Lead Instructional Designer

Development

During the Development stage, incorporate the feedback that you received on the Alpha version. Check your solution against the [QA Checklist](#). Push the updates to the Test Environment, and ask the following stakeholders to sign-off:

- Program Manager
- SME
- Lead Instructional Designer
- WalkMe Program Manager

Quality Assurance (QA)

[Resource] [WalkMe Design Review Checklist](#)

During Quality Assurance, the Lead Instructional Designer and WalkMe Program Manager will review your solution with the QA Checklist. After review is completed, adjust your solution based on the feedback.

Translations

Once you incorporated the feedback after QA, the solution is ready to send for translations. The L&D Coordinator will request translations and upload them to WalkMe.

[insert SOP for translating WalkMe]

Go/No-Go Decision

After passing QA, make the Go/No-Go decision with the following stakeholders:

- Program Manager
- SME
- Instructional Designer
- Lead Instructional Designer



Deploy

After the Build phase, it is time to Deploy the WalkMe solution to learners. The WalkMe Program Manager will [publish the Final Build to Production](#).

Make sure to communicate the WalkMe solution before deployment to regional delivery teams.

Analyze

Plan a Post Mortem one month after deployment with the following stakeholders:

- Program Manager
- SME
- Instructional Designer
- Lead Instructional Designer
- WalkMe Program Manager

During the Post Mortem, the Program Manager will report on the Success Metrics listed under 'Evaluation Strategy' in the Plan section of the WalkMe Design & Development Template.

Discuss:

- Which goals were achieved?
- Which goals were not achieved?
- What should we continue doing for future solutions?
- What should we stop doing for future solutions?
- What should we change in the current WalkMe solution based on the success metrics?

[insert more details on Post Mortem after automated WalkMe dashboards are set-up by Blanka]



Resources

Design Resources

- [WalkMe Design and Development Cycle](#)
- [WalkMe University](#)
- [WalkMe Support - Design and Customization](#)
- [Figma - WalkMe Design Master](#)
- [WalkMe Playbook](#)



Appendix

Our Principles

Find the time

Identify when and where do learners typically experience gaps or obstacles in their workflow that can be solved with a learning experience. Our aim is to identify the best opportunities to educate and provide content that is available at all times bridging the gap between learning and doing.

Why find the time?

The learning experience should be designed to be friendly to the context - it should not require constant context shifting for the learner.

- [Source: [Forbes](#)] **Context shifting:** Frequent context shifts throughout the day can be extremely distracting and impair your ability to concentrate. Worse, over time they can seriously deplete your brain's ability to concentrate and make decisions. Ever wondered why, no matter how much you slept the night before, you can't focus on anything by 4 p.m.? It's because you've been shifting all day between meetings, e-mails, voicemails, hallway conversations, phone calls, and different types of tasks all day.
- Here's how this looks in practice:
 - Focusing on one task at a time = 100% of your productive time available
 - Juggling two tasks at a time = 40% of your productive time for each and 20% lost to context switching
 - Juggling three tasks at a time = 20% of your productive time for each and 40% lost to context switching



Find the access

Identify how will learners simply and conveniently access the training and resources within their workflow and preferably through tools they already use. Our aim is to empower learners with the ability to find the answers that they need on their own (building their autonomy).

Why find the access?

[Source: [Josh Bersin](#)] Learning in the flow of work offers support through bite-sized content (microlearning) to learners in their time of need and how they want it delivered.

Micro-Learning	Macro-Learning
<i>I need help now.</i>	<i>I want to learn something new.</i>
<ul style="list-style-type: none"> • 2 minutes or less • Topic or problem based • Starts by asking a question • Video or text • Indexed and searchable • Content rated for quality and utility 	<ul style="list-style-type: none"> • Several hours or days • Definitions, concepts, principles, and practice • Exercises graded by others • People to talk with, learn from • Coaching and support needed
<i>Is the content useful and accurate?</i>	<i>Is the author authoritative and educational?</i>
<i>Videos, articles, code samples, tools</i>	<i>Courses, classes, MOOCs, programs</i>



Find the value

Identify what training activities will fit into a learner's workflow and deliver clear value in order to motivate the learner to return and make training a daily habit. Our aim is to provide content that is carefully curated and its quality verified allowing learners to make thoughtful and considered decisions while on the job.

Why find the value?

Why this is valuable:

[Source: LinkedIn Learning] Learning at work, at their own pace, and in their time of need is what learners find valuable. A learning experience designed for in the flow of work provides a solution that garners buy-in from learners.



[Source: 702010 Institute] Learning in the flow of work also supports the 70-20-10 model. Rather than relying on formal instruction to educate learners on new features, processes or skills it allows them to support themselves in context and allow them to reference and share materials supporting their colleagues.

70-20-10 Model

- 70% of learning comes from experience, experiment and reflection.
- 20% derives from working with others.
- 10% comes from formal interventions and planned learning solutions.

WalkMe Component Best Practices

Balloons

Balloon Direction and Placement

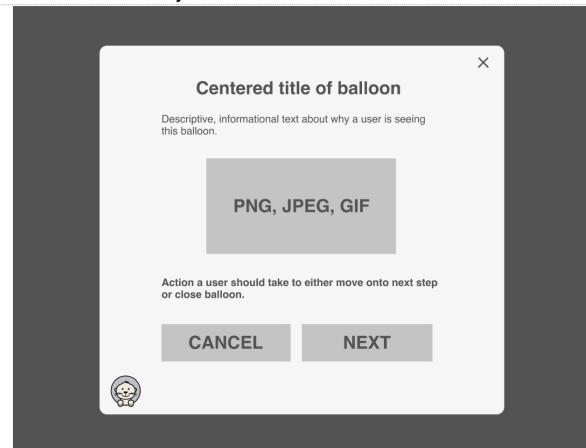
When positioning balloons in a Walk-Thru, ShoutOut, and SmartTips, keep in mind these tips:

- If the instruction in a balloon indicates that the learner needs to click on a specific button, the balloon should point at that button (vs. at the top of a page where the button is not yet visible to the user).
- Balloons should not cover up fields or search bars that the user needs to see.
- Balloon steps positioned on the left or right edges of a page can sometimes get cut off, depending on the different screen sizes that your end users may use to access your site or application.

Balloon Text

- Keep text concise and readable - to keep text easy to read, conversational, and understandable maintain a grade 6 reading level (Flesch-Kincaid readability score). A handy resource to test your text's readability score is the [Hemingway Editor](#).
- For the text contained within your Smart Walk-Thrus, Launchers, and SmartTips, try not to exceed 12 words (as a general guideline).
- If instructions reference three or more items, consider using bullet point lists with action-oriented pieces of information.

Balloon Content Hierarchy



Braintree Example (Content Hierarchy)

A screenshot of a Braintree application interface. At the top, a green banner says "New: Tip Refunds & Transaction Search are Now in Bliss". Below it, the text reads: "Please navigate back to the contact you are working on in Bliss and click the banner for more help on where Tip Refunds & Transaction Search are now located in Bliss." Below the banner is a user profile for "Bunny" with a picture, name, and email. The profile shows "5 MONTHS" of activity. Below the profile are sections for "Credits" (\$0.00), "Adjustments & Appearances" (0), and "Account Flags" (Normal). At the bottom is a search bar with "Search for a widget" and a "Navigate to Bliss" button.

Error Messages

- Decrease user frustration by reducing the number of potential errors through validation SmartTips, a "Check My Form" Launcher, or applying a required field SmartTip or Launcher. For external sites, this can help with usability of site and retention; for internal sites, this can increase productivity and decrease the amount of time spent completing a process.
- If an action results in a page error, include a useful error message in your SmartTip validations that provides clear instructions of how to resolve the problem.
- For example,
 - Example (Bad) : Date of birth is incorrect
 - Example (Good): Please enter date of birth in the following format: DD/MM/YYYY

Reading patterns

Place content where your learner is likely to notice it first based on their reading pattern. Consider these patterns when deciding how to balance other content your learner may need to see with access to guidance. Nielsen Norman Group showed that users often read web pages in an F-shaped pattern:

- First, in a horizontal movement(across the upper part of the content area)
- Next, in a second horizontal movement (users move down the page a bit and then read across in a way that covers a shorter area than the previous movement)
- Finally, users scan the content's left side in a vertical movement

Target Audience

- Use [Segmentation](#) [WalkMe] to decide when to display your WalkMe solution to learners using different "use cases" and to push items to specific users or to remove items from a user's view according to the segmentation.
- Specific in language and instructions for specific learners

Appear at the right time

- Using the Rule Engine to determine when a WalkMe item appears (e.g., only on a specific page if a specific condition is met)
- Setting a variable to check whether this is the user's first time logging in
- Configuring Auto Play Rules based on a variable (such as the number of days left in a free trial or a specific date range)
- Including a clear "call to action" is one of the most effective ways to ensure that your users take note of available guidance and engage with it. A "call to action" invites the user to accomplish a specific task (e.g., "Show Me How"; "Check My Form"; "Give Feedback").

Track Learner Achievements

- Set 'Goals' - Goals are used in WalkMe to quantify success and understand user behavior within Insights (WalkMe's analytics platform). Using Goals, you can view not only how many times a Smart Walk-Thru, Resource, Shuttle, ShoutOut, or Onboarding Task has been played, but also if the user completed the process on your site
- Refer to WalkMe Playbook [How-to-Guide](#)

Design Language

[\[Resource\] Design Language Figma File](#)

Disclaimer: DAP Manager and Lead Instructional Designer are responsible for the Design Language for WalkMe. Regional Builders should not change aspects of the Design Language without consulting with one of these leads.

WalkMe CSS (Cascading Style Sheet)

Disclaimer: Do NOT edit WalkMe CSS without partnering with Central Learning and Development. Editing CSS in templates may affect other learning solutions.

Hierarchical Override Note

- BBcode > Individual Element > Global CSS

Designing Components

Use best practices outlined in the design standards when creating components so they can be:

- Lightweight** - do not interfere with a service/tool from loading or agents workflow
- Reusable** - other service/tools/designers can leverage the design

Icons

Type	Example	Conventions
General Information	Produce at least two sizes for your icons to be used in WalkMe. Recommended sizes: <ul style="list-style-type: none"> 16x16 pixels 34x34 pixels 	

Icons

16x16 34x34

Service  

Exclamation  

Information  

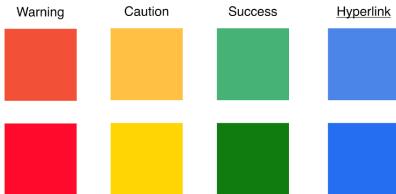
Question  

	service/tool.
Question Mark	A question mark next to a field typically provides a definition. Use this when an end user encounters a field and may wonder, "What's this?"
Information	An information icon typically provides a specific type of guidance, such as a caveat around the format of required data input or additional information the end user may need to provide.
Exclamation	An exclamation point icon should be used if/when there is a strong warning associated with a field – for example, if you are warning the end user not to do something.

Colors

Type	Example	Conventions
General Information		<ul style="list-style-type: none"> Use colors that integrate with the service/tool Maintain the color HEX is consistent throughout the design Break these rules when it makes sense (critical updates, prioritize a specific workflow learning) according to the color themes appropriate for service/tool Use colors that contrast with the native color scheme of your site or application when heightened attention is needed. Use these tools Adobe Color Wheel or other sites to easily find a high contrast, complementary color to your site.
WalkMe Example	Be sure that the text color stands out against the balloon background so that it is legible. (Refer to ShutOut) Bliss System Color: #568A50 Green	

Colors



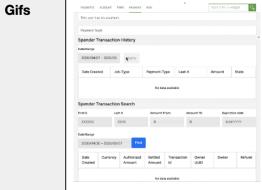
Red	Equates to warning; danger; error message; mandatory field (Refer to Braintree example below)
Yellow	Equates to approach / proceed with caution
Green	Equates to success; a process completed; corrected error
Blue	(Accompanied by an underline) equates hyperlink

Braintree Example

Transaction Search **New: Tip Refunds & Transaction Search are now available in Bliss**

Media

Disclaimer: Avoid the use of media as much as possible. Instead build a walkthrough that guides the learner how to do something in the actual tool. If you need to use media be mindful of the media size because user bandwidth varies depending on region.

Type	Example	Conventions
Images	EXAMPLE TBD	<ul style="list-style-type: none"> Keep size of images under 500KB Maintain dimensions between 500x500 pixels If using an image provide text descriptions and step-by-step instructions
Gifs		<ul style="list-style-type: none"> Gif use is NOT recommended Keep size of image under 500KB Maintain dimensions between 500x500 pixels Note: Quality of gif at this size is a poor learner experience
Videos	EXAMPLE TBD	<ul style="list-style-type: none"> Video use is NOT recommended Videos must be hosted outside of WalkMe like YouTube, Vidyard, Sprout, etc Poor learner experience based on varied bandwidth per region Not limited by size or dimensions

Fonts

Type	Example	Conventions
General Information	Most end users tend to skim for key information. Use text styling to draw their eyes toward important words within a sentence that the user should focus on (for example, bolding or italicizing words like "Do not" or "Don't forget to").	

Fonts

 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit. Sed non nibh id diam aliquet
 dignissim.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed
 non nibh id diam aliquet dignissim.

Etiam non nisi id diam aliquet dignissim.

Etiam non nisi id diam aliquet dignissim.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED NON NIBH ID DIAM ALIQUET DIGNISSIM.

**Consectetur
adipiscing**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
Sed non nibh id diam aliquet dignissim.

Consectetur adipiscing elit. Sed non nibh id diam aliquet dignissim.

Font Style	<ul style="list-style-type: none">Smallest font size to use is 9Font style should be HelveticaWhen Helvetica is not available use a Web Safe Font like Arial
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