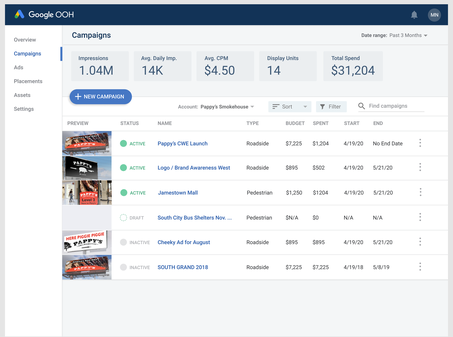
Freshworks Product Design Exercise

Starting point: the Campaigns page

The user starts at the Campaigns page, where they can see a list of their active and inactive campaigns.

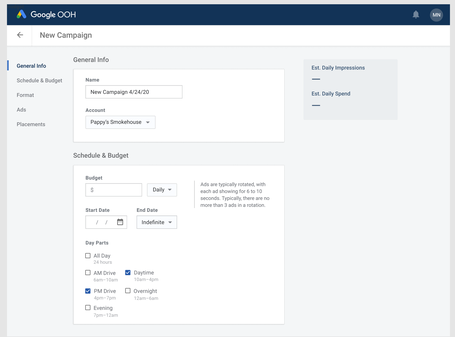
They decide to start a new ad campaign and hit the "+ NEW CAMPAIGN" button.

(Yes, "Google OOH" [for "out-of-home," which is industry lingo] is a terrible name, I know, but I couldn't think of a better name for this!)



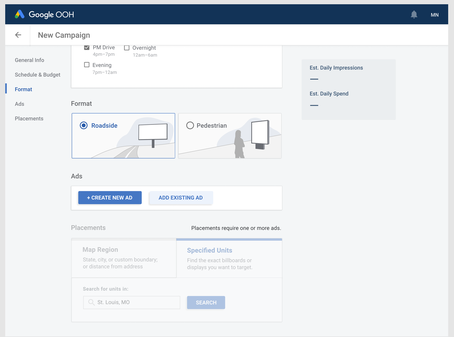
New Campaign Workflow

The campaign info is filled out from top to bottom. Information is arranged in a series of panels. Side navigation shows where the user is in the process.

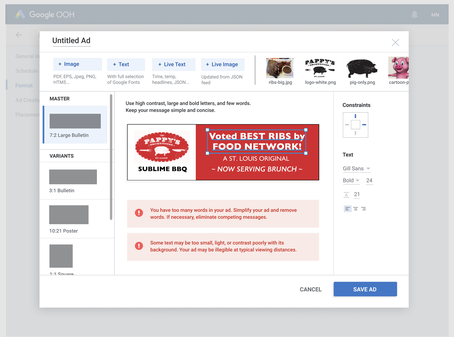


The user must choose early on between billboard and pedestrian displays. To me, the two workflows seem divergent enough that this should be specified early so the process is tailored to one or the other.

The user selects "Roadside" and then creates an ad via the "CREATE NEW AD" button.

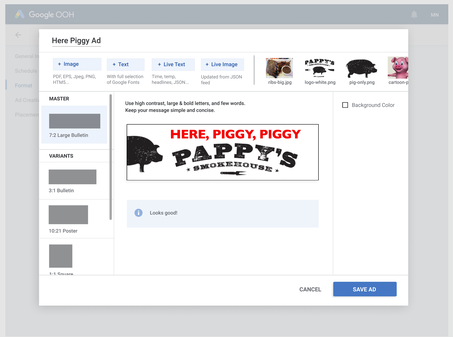


A big modal box appears that presents the user with a simple editing interface. The user can upload complete ads or assemble ads from images and text. The application analyzes the ad's design and suggests changes.

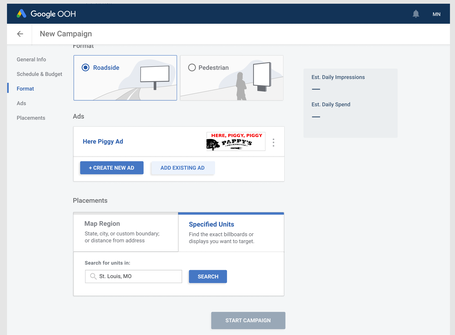


Although I didn't mock it up in detail, I envision the UI using a simplified pattern from various drawing tools like Sketch and Figma. When the user selects an object on the canvas, options related to that object appear in the right panel. For instance, when selecting text, options for font and size would appear.

The user is guided to use a simpler idea better suited to the billboard medium. "SAVE AD" button is hit.

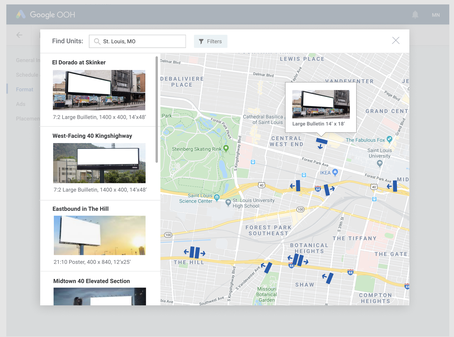


Now, the user can either target ads through map regions — and presumably in that workflow would be able to target demographics and such — or search for, and ad, specific billboard units to serve ads to.

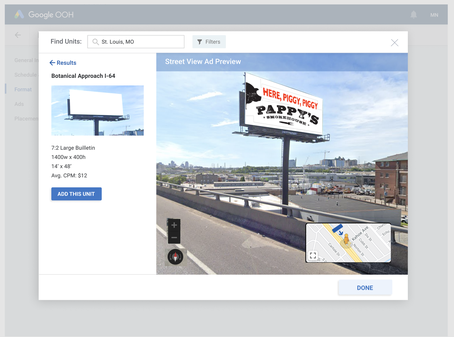
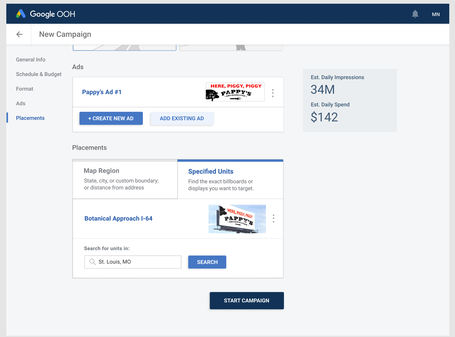


The map icons indicate which direction the billboards face with an arrow.

The user clicks on one of the search results...



A detail view of an individual listing appears. A preview of the user's ad is generated using Google Street View. (I don't know if Google could really do that with Street View, but I bet they could do it if they really wanted to!) The user adds the ad unit and hits "DONE."



The user can now start the campaign.