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March 2022

Introduction



Ryan G. Wilson

- 20+ years of user-centered design industry experience
- 4 degrees within UX – MS in HCI, MFA in Graphic Design, Ph.D. in HCI
- Have produced many end-to-end projects for startups & notable brands
 - Yum!, Apple, Lowe's, Kroger, & Winklevoss Capital
- Strong leader – Art Director in 3 roles and most currently Director of UX
- Recruited, managed, and mentored UXers and creatives
- Coach, Teacher, Mentor – Taught college courses in web, graphic, and motion design for 4 years
- Produce clean and clear UX deliverables and documentation

Audience

FullStory Team

- Empathy
- Clarity
- Bionics



Josh Teague

Founding Designer, Director
FullStory



Ingrid Cruz

Head of Product Design
FullStory



Arielle Coambes

Head of UX Research
FullStory



Dan Tecson

Senior Product Designer
FullStory



Ryan G. Wilson

Senior Product Design Manager
FullStory

How I solved all of the problems... in one file

Creating a repeatable source of truth for a project/product, empowering stakeholders with access to all documents and information at any time of the day, introducing new best-practice methods with a UX team, and creating a developer handoff... all in one document.

March 2022

Problem

“Ryan, can you send me the last draft of the user flows? I can’t find the file you sent.”

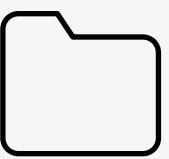
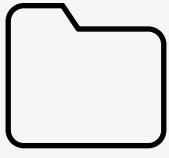
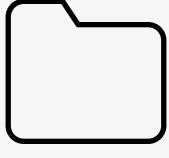
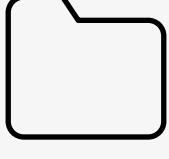
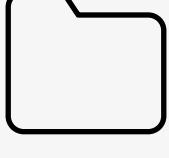
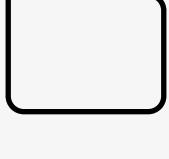
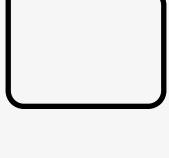
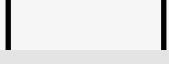
“Ryan, I need to share the UI concepts with an investor, can you point me to those again?”



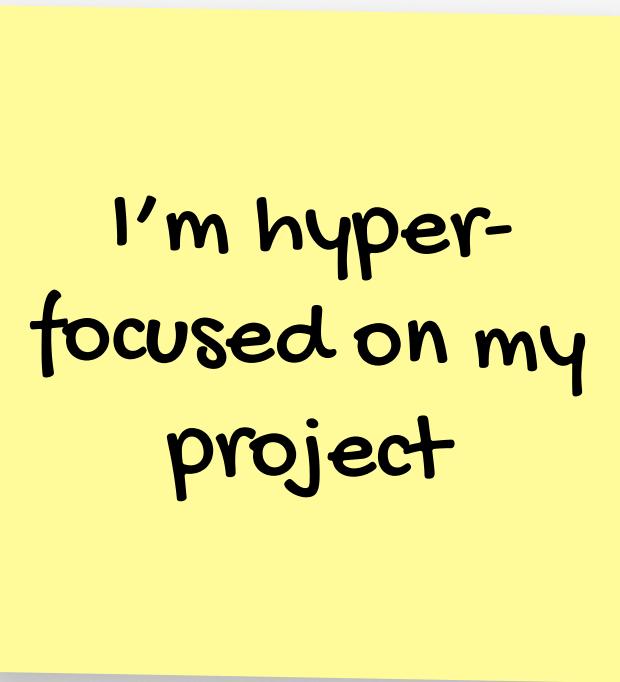
Davey

Problem

2016

-  Davey's Project
 -  00 Recorded Meetings
 -  01 Research
 -  02 Requirements & User Stories
 -  03 User Flows
 -  User Flow V1.pdf
 -  User Flow V1.ai
 -  User Flow V2.pdf
 -  User Flow V2.ai
 -  04 Wireframes
 -  05 Prototypes
 -  06 Fidelity UIs

Understanding



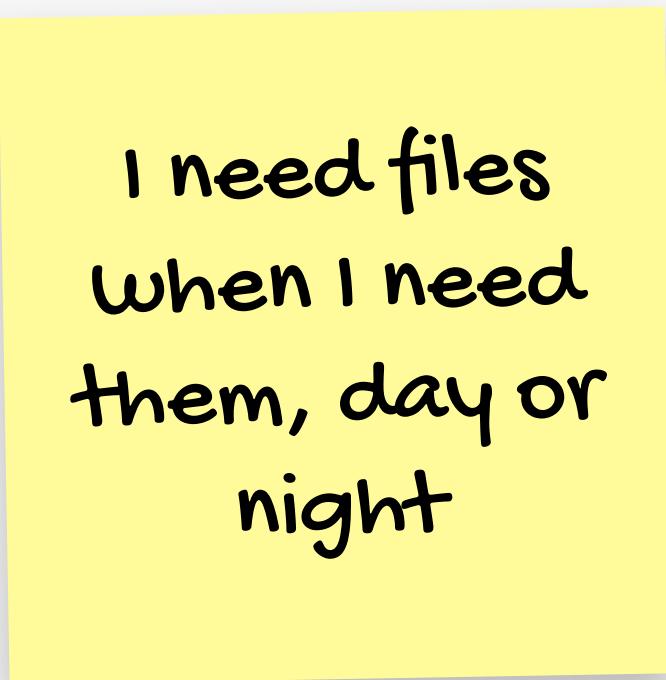
I'm hyper-focused on my project



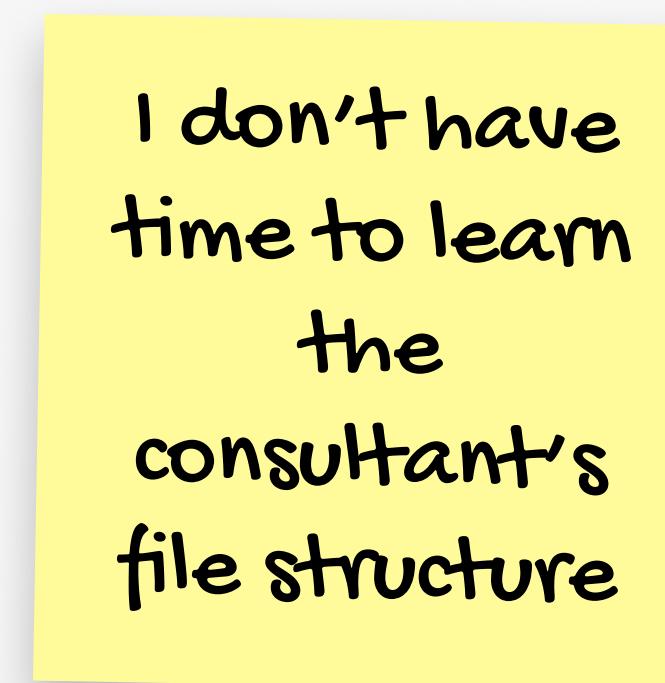
I'm the only employee I have



I need to use files as visuals for investor presentations



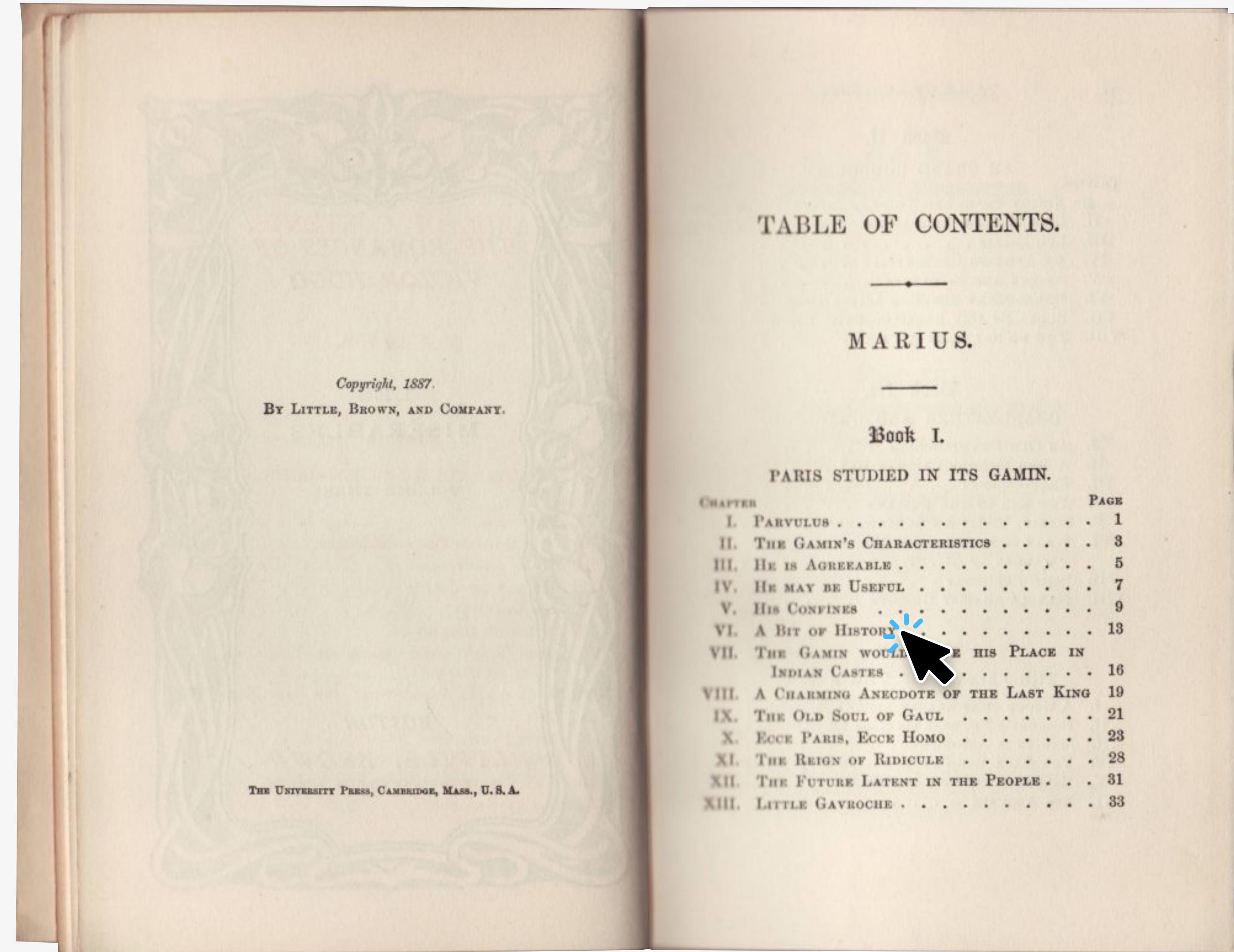
I need files when I need them, day or night



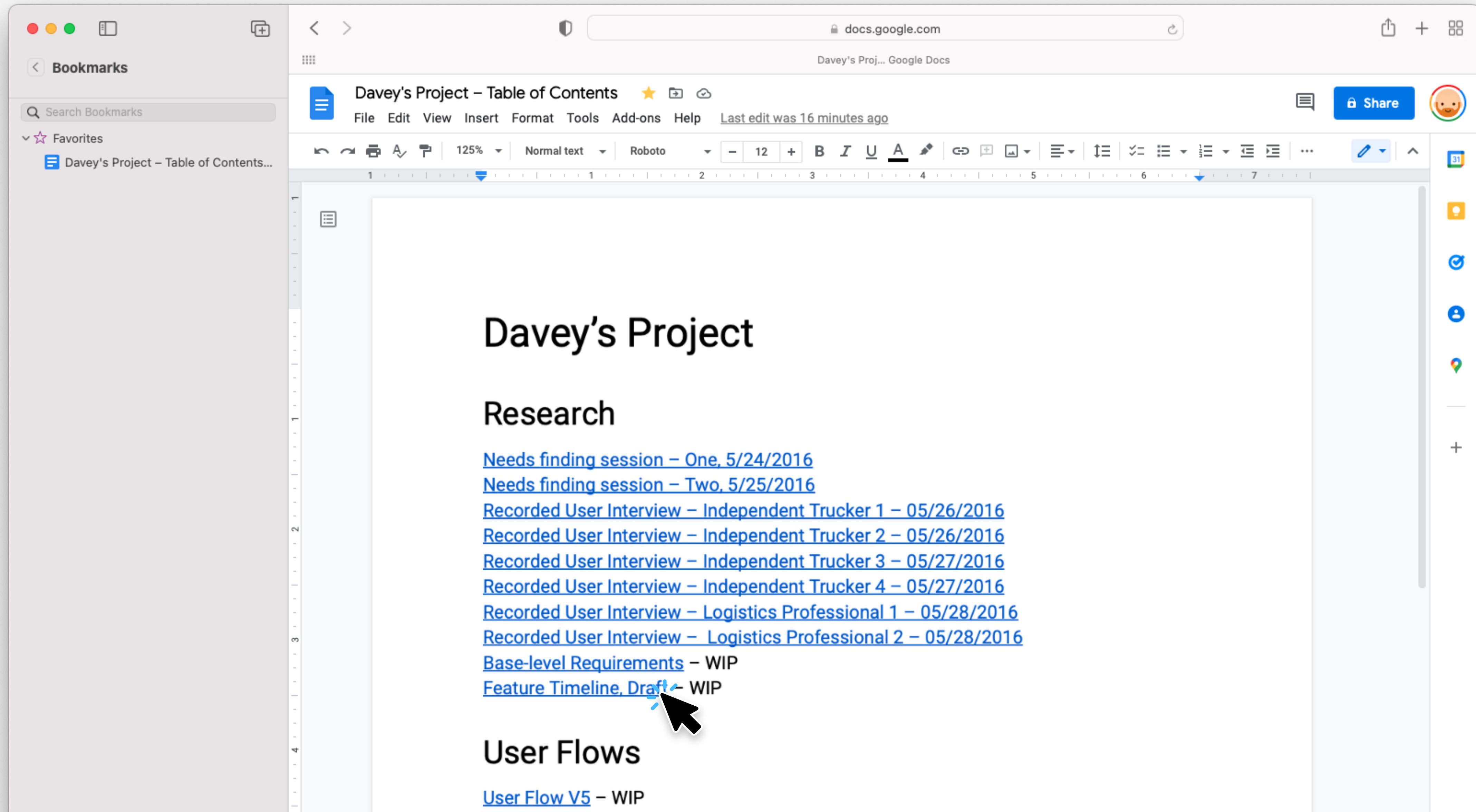
I don't have time to learn the consultant's file structure



Not a Unique Idea



First Solution



The screenshot shows a Google Docs document titled "Davey's Project – Table of Contents". The document contains a table of contents with several items listed under "Research" and "User Flows". A cursor arrow points to the "Feature Timeline, Draft" entry in the "User Flows" section.

Davey's Project – Table of Contents

File Edit View Insert Format Tools Add-ons Help Last edit was 16 minutes ago

1 2 3 4 5 6 7

Davey's Project

Research

[Needs finding session – One, 5/24/2016](#)
[Needs finding session – Two, 5/25/2016](#)
[Recorded User Interview – Independent Trucker 1 – 05/26/2016](#)
[Recorded User Interview – Independent Trucker 2 – 05/26/2016](#)
[Recorded User Interview – Independent Trucker 3 – 05/27/2016](#)
[Recorded User Interview – Independent Trucker 4 – 05/27/2016](#)
[Recorded User Interview – Logistics Professional 1 – 05/28/2016](#)
[Recorded User Interview – Logistics Professional 2 – 05/28/2016](#)
[Base-level Requirements – WIP](#)
[Feature Timeline, Draft – WIP](#)

User Flows

[User Flow V5 – WIP](#)

First Solution

For Davey

- A common place to access information
- The document was organized and easy to parse
- Empowered him to access information at will

For me

- Lowered requests
- Ability to focus more time on project

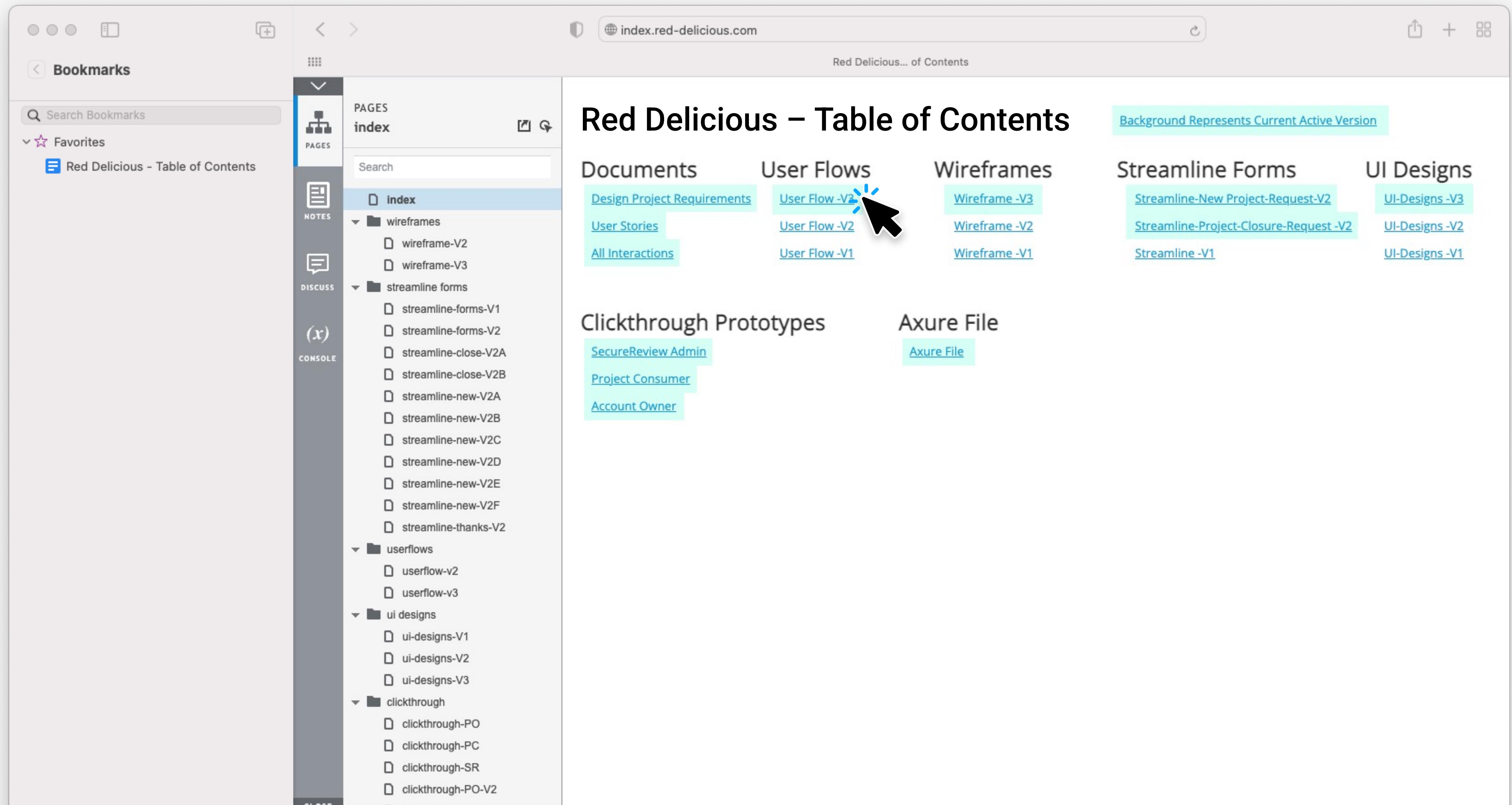


Davey

Next Problem



Second Solution



The screenshot shows the Red Delicious interface with a sidebar and a main content area.

Left Sidebar:

- Bookmarks:** Search bar for Bookmarks.
- Favorites:** A list containing "Red Delicious - Table of Contents".
- PAGES:** A tree view showing the structure:
 - index
 - Search
 - Index
 - wireframes
 - wireframe-V2
 - wireframe-V3
 - streamline forms
 - streamline-forms-V1
 - streamline-forms-V2
 - streamline-close-V2A
 - streamline-close-V2B
 - streamline-new-V2A
 - streamline-new-V2B
 - streamline-new-V2C
 - streamline-new-V2D
 - streamline-new-V2E
 - streamline-new-V2F
 - streamline-thanks-V2
 - userflows
 - userflow-v2
 - userflow-v3
 - ui designs
 - ui-designs-V1
 - ui-designs-V2
 - ui-designs-V3
 - clickthrough
 - clickthrough-PO
 - clickthrough-PC
 - clickthrough-SR
 - clickthrough-PO-V2
 - clickthrough-PO-V3
- NOTES:** Placeholder for notes.
- DISCUSS:** Placeholder for discussions.
- CONSOLE:** Placeholder for the console.

Main Content Area:

Red Delicious – Table of Contents

Documents

- [Design Project Requirements](#)
- [User Stories](#)
- [All Interactions](#)

User Flows

- [User Flow -V2](#) (highlighted with a blue glow)
- [User Flow -V2](#)
- [User Flow -V1](#)

Wireframes

- [Wireframe -V3](#)
- [Wireframe -V2](#)
- [Wireframe -V1](#)

Background Represents Current Active Version

Streamline Forms

- [Streamline-New Project-Request-V2](#)
- [Streamline-Project-Closure-Request -V2](#)
- [Streamline -V1](#)

UI Designs

- [UI-Designs -V3](#)
- [UI-Designs -V2](#)
- [UI-Designs -V1](#)

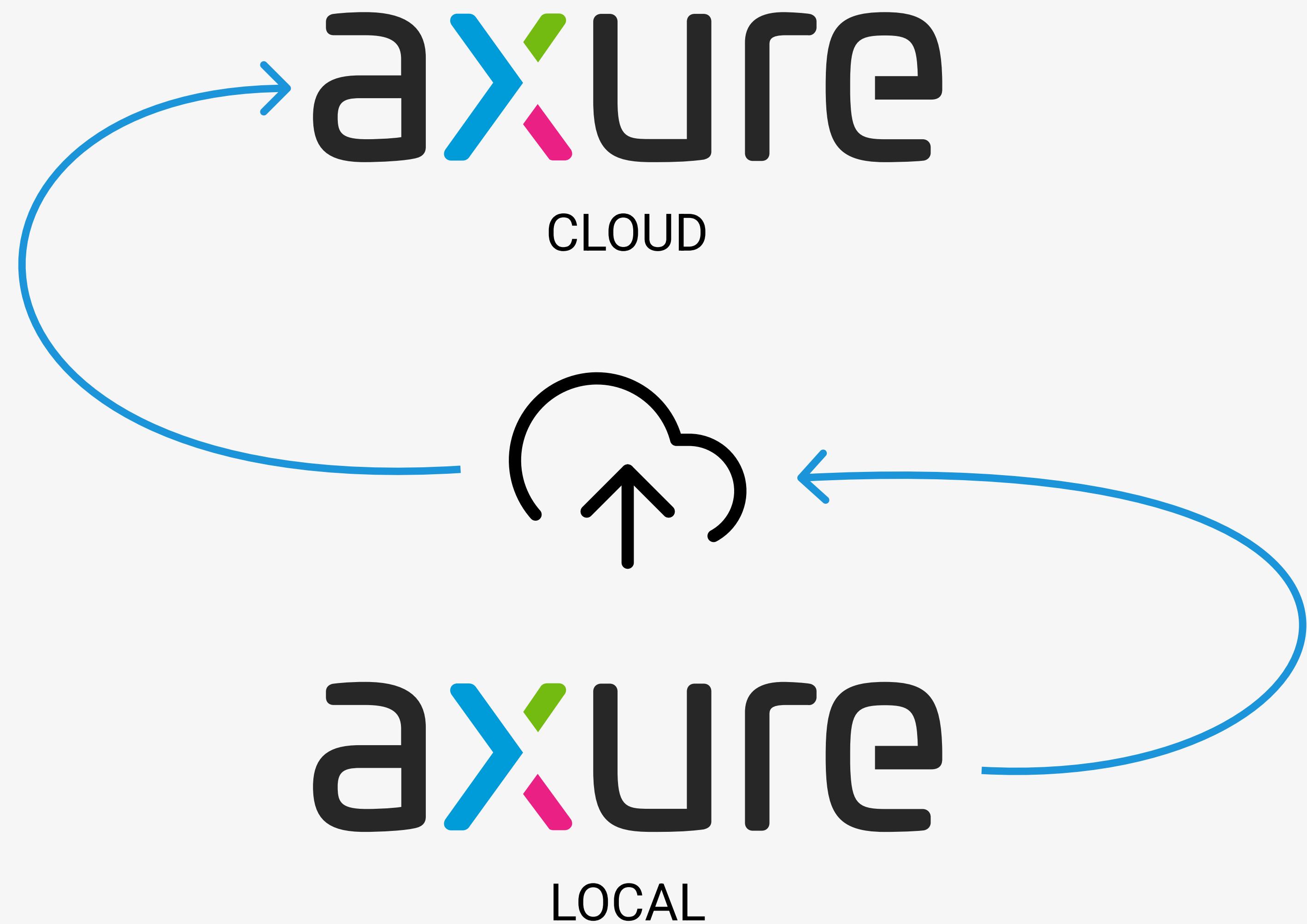
Clickthrough Prototypes

- [SecureReview Admin](#)
- [Project Consumer](#)
- [Account Owner](#)

Axure File

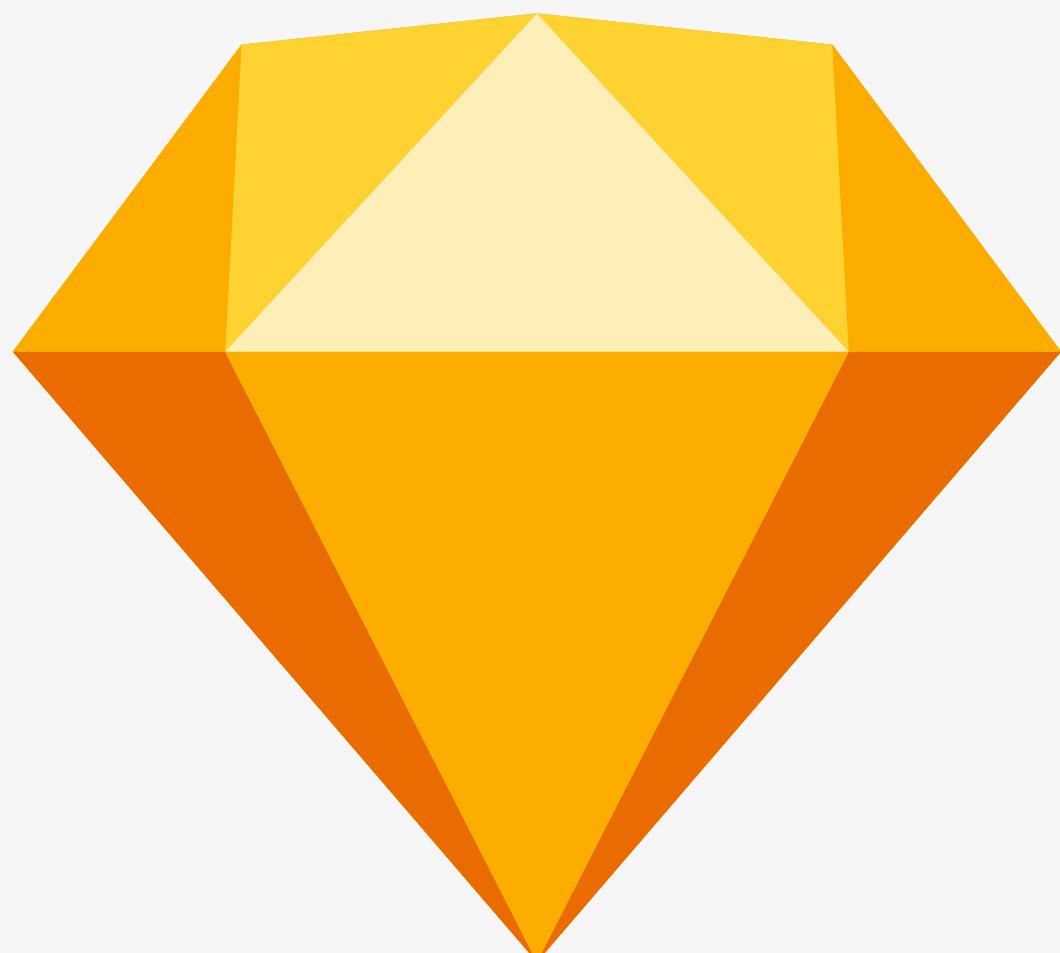
- [Axure File](#)

Second Solution



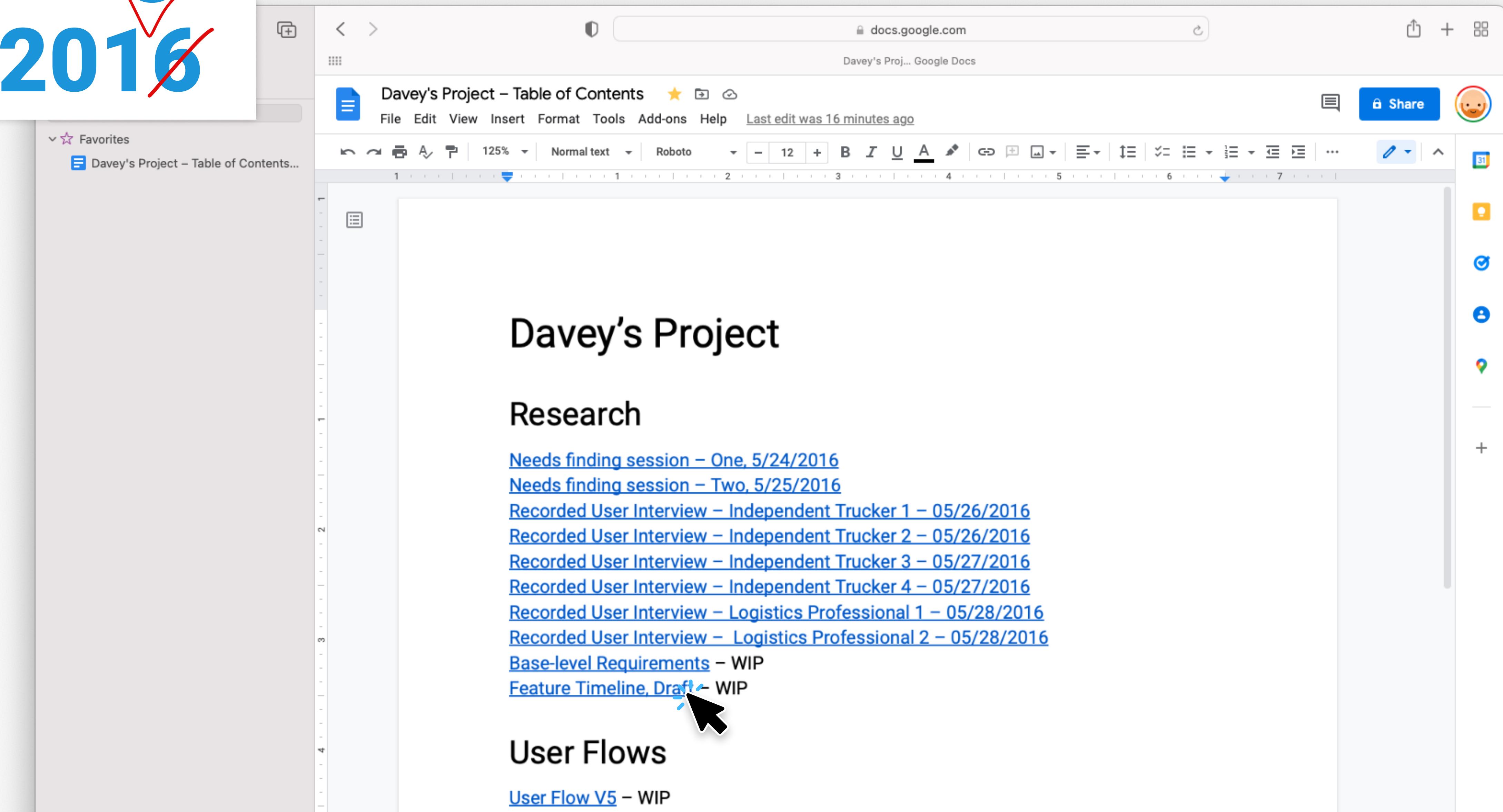
Third Problem

2016



Second Solution

8
2016



The screenshot shows a Google Docs interface with the following details:

- Title:** Davey's Project – Table of Contents
- Toolbar:** Includes File, Edit, View, Insert, Format, Tools, Add-ons, Help, and a note that the last edit was 16 minutes ago.
- Text Area:** Contains the following content:
 - Davey's Project**
 - Research**
 - Needs finding session – One, 5/24/2016
 - Needs finding session – Two, 5/25/2016
 - Recorded User Interview – Independent Trucker 1 – 05/26/2016
 - Recorded User Interview – Independent Trucker 2 – 05/26/2016
 - Recorded User Interview – Independent Trucker 3 – 05/27/2016
 - Recorded User Interview – Independent Trucker 4 – 05/27/2016
 - Recorded User Interview – Logistics Professional 1 – 05/28/2016
 - Recorded User Interview – Logistics Professional 2 – 05/28/2016
 - Base-level Requirements – WIP
 - Feature Timeline, Draft – WIP
- Left Sidebar:** Favorites section with 'Davey's Project – Table of Contents...' listed.
- Right Sidebar:** Icons for comments, checkmarks, users, and location.

Huzzah!

presented to
fullstory



Layers Assets FullStory Pres... ^

Pages +

Wireframes **The Solution**

---PRESENTATIONS---

FullStory Presentation - V1

FullStory Presentation - V2

How we use Figma

Sprint 1:1 – Weekly Demo

Sprint 1:2 – Weekly Demo

Sprint 2:1 – Weekly Demo

Animation Test

Prototype - V2

Prototype - V1

File Components

T I decided I would use this method...

T Davey was happy. This reduced th...

T The solution had to be online and i...

T So, I went to work trying to come ...

T As a UX consultant, I turned to the...

T Now, from the business perspectiv...

T About six years ago I had a proble...

T Hello, I'm Ryan! I've been working ...

T I'm happy to be presenting to you ...

T Ok... I know this is a BIG title... an...

22

— Rectangle 1246

10250 -10000 -9750 -9500 -9250 -9000 -8750 -8500 -8250 -8000 -7750 -7500 -7250 -7000 -6750 -6500 -6250 -6

-2000 -1700 -1500 -1250 -1000 -750 -500 -250 0 250 500 750 1000 1250 1500 1700 2000

presented to
Background
E5E5E5 100%

Design Prototype Inspect

Text Styles

Ag h1 - Header 1 · 48/Auto

Ag h2 - Header 2 · 48/Auto

Ag h3 - Header 3 · 42/Auto

Ag h4 - Header 4 · 36/Auto

Ag h5 - Header 5 · 24/Auto

Ag h6 - Header 6 · 18/Auto

Ag p - paragraph tag style · 16/24

Ag pre, kbd, code, samp - pre... · 16/24

Ag a - anchor tag style · 16/24

Ag a:link - anchor link tag style · 16/24

Ag a:visited - anchor tag visite... · 16/24

Ag a:focus - anchor tag focus ... · 16/24

Ag a:hover - anchor hover tag ... · 16/24

Ag a:active - anchor tag activ... · 16/24

Ag b, strong - bold tag style · 16/24

Ag i, em - italic tag style · 16/24

Ag q - quote tag style · 16/24

Ag cite - citation tag style · 16/24

Ag cite a - linked citation tag s... · 16/24

Ag dt - list defination title tag ... · 16/16

Ag dd - list defination division ... · 16/16

Ag var - variable tag style · 16/

Ag small - small tag style · 10/24

01

Title

fullstory

How I solved all of the problems... in one file

Creating a repeatable source of truth for a project/product, empowering stakeholders with access to all documents and information at any time of the day, introducing new best-practice methods with a UX team, and creating a developer handoff... all in one document.

March 2022

fullstory

Problem

"Ryan, can you send me the last draft of the user flows? I can't find the file you sent."

"Ryan, I need to share the UI concepts with an investor, can you point me to those again?"

About six years ago I had a problem.

I was working in consulting and I had a client, let's call him Davey.

Davey was a nice guy, easy to get along with, but Davey was not organized.

He was always reaching out asking

"Ryan, can you send me the last draft of the user flows? I can't find the file you sent."

or "Ryan, I need to share the UI concepts with an investor, can you point me to those again?"

This presentation I'm giving to you now was created and is currently being presented using Figma as a prototype.

Table of Contents

 = current file

Requirements

[Requirements - V2](#)

[Requirements - V1](#)

Personas

[Personas - V4](#)

[Personas - V2](#)

[Personas - V3](#)

[Personas - V1](#)

User Flows

[User Flow - V2](#)

[User Flow - V1](#)

Scenario & Task Lists

[Task List - V2](#)

[Task List - V1](#)

Wireframes

[Feature Name 1 - V1](#)

[Feature Name 2 - V1](#)

Prototypes

[Prototype - V2](#)

[Prototype - V1](#)

Roadmap

[Roadmap - Ongoing](#)

Style Guide

[Design System](#)

[Living Style Guide](#)

Research

[Research - Ongoing](#)

Video Recordings

[Video Recording Repository \(all recordings\)](#)

[User Test One](#)

[User Test Two](#)

Presentations

[Kickoff Meeting](#)

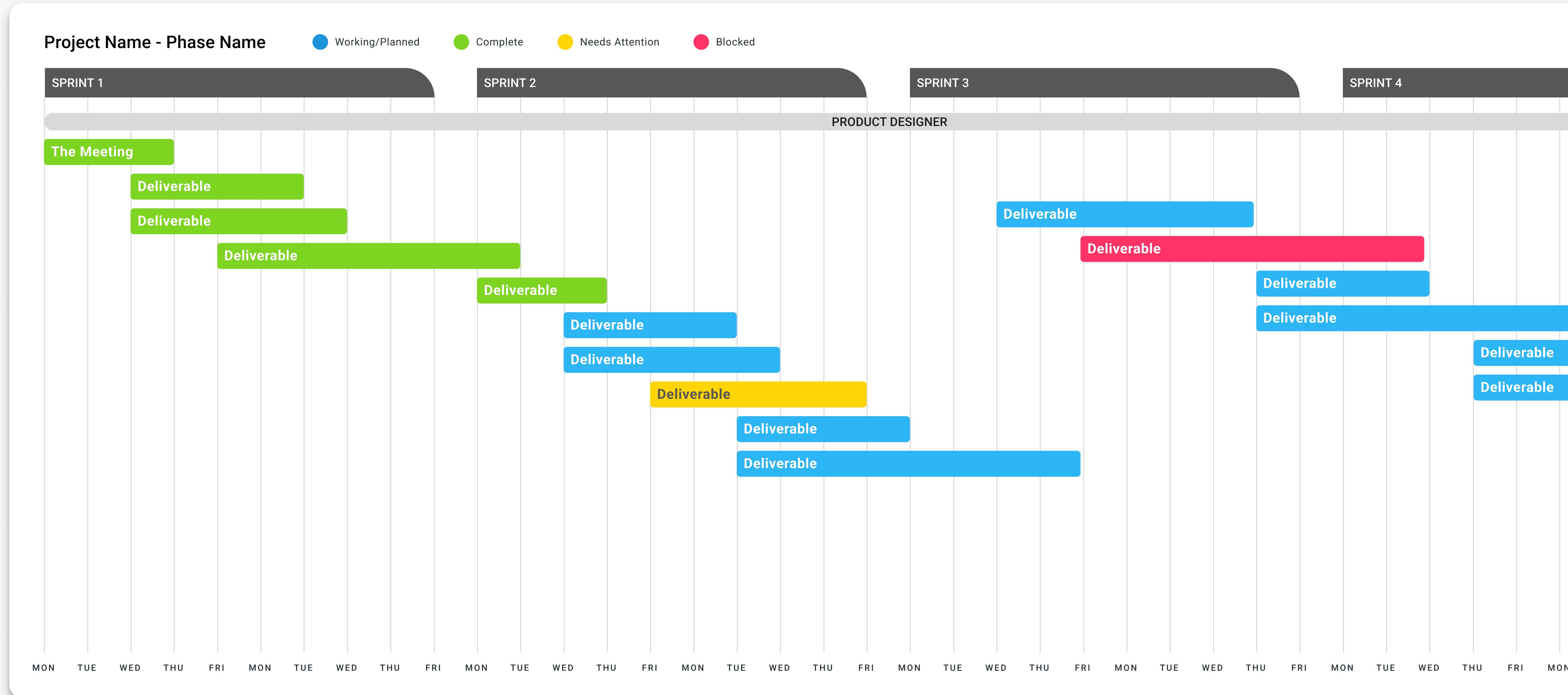
[How we use Figma](#)

[Sprint 1:1 – Weekly Demo](#)

[Sprint 1:2 – Weekly Demo](#)

[Sprint 2:1 – Weekly Demo](#)

Additional Benefits



Additional Benefits

2020

“I really like that we always know where our deliverables are!”

“It is so easy to access our files whenever we need them!”

Ben

Additional Benefits

For All

- A common place to access information

For Management

- Review work and presentations

For Clients

- Cost savings as compared to products like Confluence

Additional Benefits

For All

- A common place to access information

For Management

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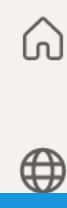
For Leadership

- Easily see progress & compare to SOW

1101011011000110

Additional Benefits





SA

Use in Other Companies

[Send to](#) [Promote](#) [Page details](#) [Immersive Reader](#) [Analytics](#)

Published 3/1/2022

[Edit](#)

Conversations



2022

Site contents

Recycle bin

[Edit](#)

Chaintrack Replacement – "Project Hellcat"



Wilson, Ryan G

KTD/SENIOR PRODUCT DESIGNER

Project Manager, TBD

Product Designer, Ryan Wilson ryan.wilson@kroger.com**Tech Lead**, Alex Heiss alexander.heiss@kroger.com

The purpose of the document is to list out and link to all associated Discovery documents (including document versions) to make viewing and finding information easier. If you do not have access to a linked document, please reach out to the document owners.

This is intended to be a living document, meaning if you are a subject matter expert, Project Manager, Product Designer, or any researcher on this project, please feel free to make additions and revisions as needed. If you are not directly related to researching this project, please reach out to the document owners with suggestions for revisions or additions, or, Comment or use Track Changes where revisions and additions are needed.

Table of Contents

Base Project Files

[Kanban Board](#)[Project File Folder](#)

Base Project Documentation

[Prioritized List of Product Artifacts](#)[Project Glossary](#)[Project Name Definition](#)[Recording Approval Script](#)

Checking In

Does what I'm showing here make sense?

Do you see value in the work we are doing?

Is this what you were expecting to see this week?

Do you have any questions?

Thank You!

Anyone have questions?