

Google Event



My Role

Google Events is an internal tool for Google employees to use when hosting events for marketers who use Google Ads. The product consists of two sides: Admin and Audience.

I was responsible of designing the UX of the admin side. The team consisted of a visual designer, experience designer, developer, and producer.

01 / MVP features

02 / Sales tracking flow

03 / Customer UX

04 / Admin UX

MVP features



02 / MVP Features / Admin

Preparation before the event

Set up events
Create new event and sync with DefJam

Add event materials
Topics/ Polls / Slides / Notes /

Operation during the event

Edit / Add
Polls and Notes if needed

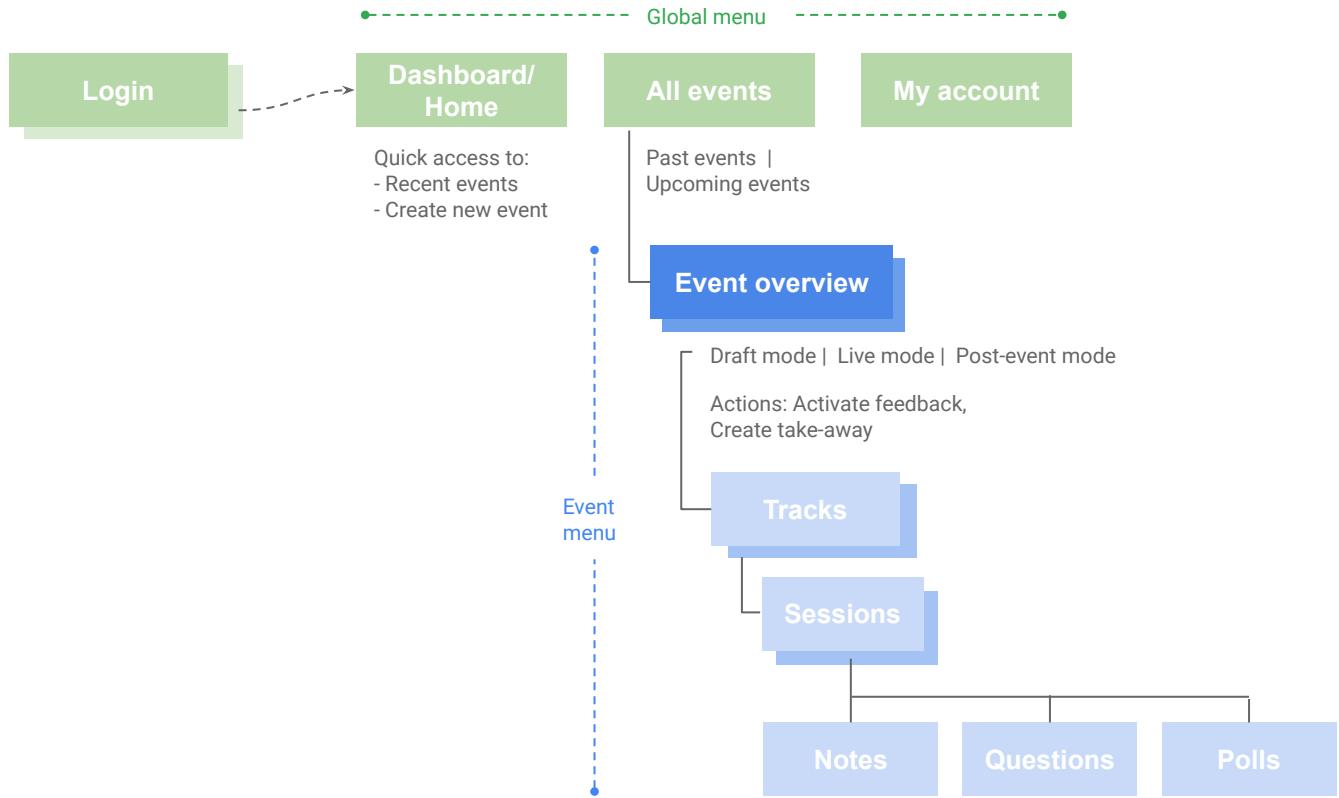
Activate
Polls / Slides / Questions / Notes / Topics

Other interactions beyond the events

Post-event wrap up
Answer questions/ generate take-away/ share customer interests w sales team

Review Past Events
Attendees / Notes / Slides / Polls / Topics / Feedback

Site map





04/ Admin UX

Pre-Event

	Pre-Event	During-Event	Post-Event
PAGES	Main Dashboard Event Edit Page	Event Page (Session) Present View Settings	Event Page (Export)
ACTIONS	Import Event Reimport Event Select Event Edit Event Archive Event	Activate/Moderate Questions Create/Activate Polls Present View Switch Tracks/Sessions Change Settings	Activate Feedback Export Data to Google

Admin Dashboard

The main dashboard consist of two sections: Current Events, and Past Events.

Current Events show events that have been imported and ready to go live.

Past Events can be sorted by name or date by clicking on the down arrow.

Edit Event Page (Next Slide)

This screenshot shows the 'Edit Event Page' interface. At the top, there's a header with 'Google Events', 'Dashboard', and 'My Account'. Below that is a 'Current Events' section with a table listing five events: Event A, Event B, Event C, Event D, and Event E. Each event row has 'Name', 'Organizer', and 'Last Edited' columns, followed by 'Reimport', 'Share', 'Edit', and 'Archive' buttons. The 'Edit' button for Event E is highlighted with a blue box and an arrow pointing to it from the 'Edit Event Page' title. Below the current events is a 'Past Events' section with a similar table structure, also featuring an 'Edit' button for Event E. At the bottom right of the page is a 'Show More' button.

NAME	ORGANIZER	LAST EDITED	Reimport	Share	Edit	Archive
Event A	Name	07/01/2019				
Event B	Name	07/01/2019				
Event C	Name	07/01/2019				
Event D	Name	07/01/2019				
Event E	Name	07/01/2019			Edit	

NAME	ORGANIZER	DATE
Event A	Name	07/01/2019
Event B	Name	07/01/2019
Event C	Name	07/01/2019
Event D	Name	07/01/2019
Event E	Name	07/01/2019

This screenshot shows the 'Import Event from DefJam' feature. At the top, there's a header with 'Google Events', 'Dashboard', and 'My Account'. Below that is a 'Current Events' section with a table listing five events: Event A, Event B, Event C, Event D, and Event E. Each event row has 'Name', 'Organizer', and 'Last Edited' columns, followed by 'Reimport', 'Share', 'Edit', and 'Archive' buttons. The 'Edit' button for Event E is highlighted with a blue box and an arrow pointing to it from the 'Edit Event Page' title. Below the current events is a 'Past Events' section with a similar table structure, also featuring an 'Edit' button for Event E. At the bottom right of the page is a 'Show More' button.

NAME	ORGANIZER	LAST EDITED	Reimport	Share	Edit	Archive
Event A	Name	07/01/2019				
Event B	Name	07/01/2019				
Event C	Name	07/01/2019				
Event D	Name	07/01/2019				
Event E	Name	07/01/2019			Edit	

NAME	ORGANIZER	DATE
Event A	Name	07/01/2019
Event B	Name	07/01/2019
Event C	Name	07/01/2019
Event D	Name	07/01/2019
Event E	Name	07/01/2019

Event Edit

Key features:

- Create poll
- Assign color tag
- Activate question

Popup Overlay
(Next Slide)

The screenshot shows the Google Events interface for editing an event. At the top, there's a navigation bar with the Google logo, a back arrow, and a title 'Event Name'. On the right are buttons for 'Import Sheets' (highlighted with a blue box and an upward arrow), 'Save', and 'Save & Upload'. Below the title, there are two sections labeled 'Track A' and 'Track B'. Each track has a color indicator (red for Track A, yellow for Track B), a dropdown menu, and a 'Activate Questions' switch. A 'Create Poll' button is located at the bottom of each track section. Under each track, there are three sessions: Session 01, Session 02, and Session 03. Each session contains a poll question with a link. The entire interface is enclosed in a large blue border.

Google Events

Back

Event Name

Import G-Sheets

Dashboard My Account

Import Sheets Save Save & Upload

Track A ● ▾ Activate Questions ● ●

+ Create Poll

Session 01

How did you like this presentation?

Do you like these polls?

Session 02

What is the best part of this event s...

Session 03

Which factors are having the strong...

Track B ● ▾ Activate Questions ○ ○

+ Create Poll

Session 01

How did you like this presentation?

Create Poll

'Create a Survey' not in MVP

Create Poll

Select Poll Type ▾ Assign Session ▾

What would you like to ask?

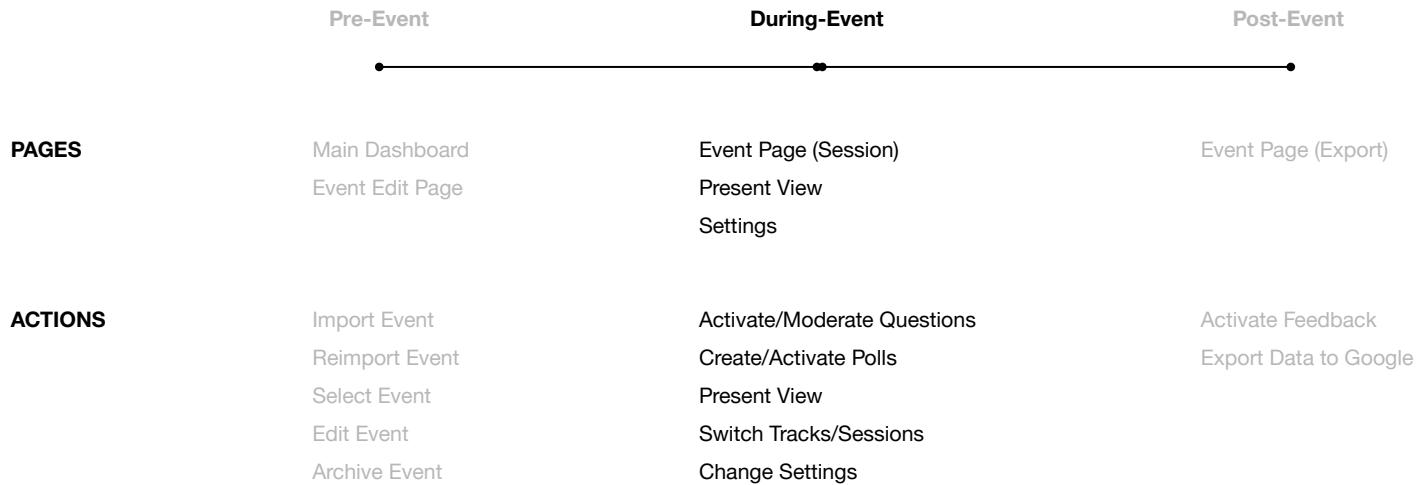
Add description

+ Add Option

Mark correct answer
 Allow participants to select multiple options

[Create a Survey](#) [Cancel](#) [Save](#)

During Event



Event Live View

After selecting an event, the admin is taken to the Session page where they can select which Session to enter and activate questions and polls.

The admin will automatically land on the first session of the Event considering that the admin will not exit the event frequently.

They can navigate between Tracks and Sessions via the drop-down at the top bar.

The screenshot shows the 'Event Live View' interface. At the top, there's a back button, an 'Event Name' field, a 'Home' button, an 'Export' button, and a settings icon. Below this, there are two sections: 'Track A' and 'Track B'. Each section has a dropdown menu, an 'Activate Questions' toggle switch (which is green), and a table of sessions. The tables have columns for 'Sessions', 'Speakers', and 'Time'. In Track A, there are three sessions: Session 01 (John Doe, 10:00 - 10:35), Session 02 (John Doe, 10:40 - 11:20), and Session 03 (John Doe, 11:25 - 12:00). In Track B, there are also three sessions: Session 01 (John Doe, 10:00 - 10:35), Session 02 (John Doe, 10:40 - 11:20), and Session 03 (John Doe, 11:25 - 12:00).

Sessions	Speakers	Time
Session 01	John Doe	10:00 - 10:35
Session 02	John Doe	10:40 - 11:20
Session 03	John Doe	11:25 - 12:00

Sessions	Speakers	Time
Session 01	John Doe	10:00 - 10:35
Session 02	John Doe	10:40 - 11:20
Session 03	John Doe	11:25 - 12:00

Moderate Questions

The screenshot shows a moderation interface for a session named "Track A - Session 01". The interface is divided into two main sections: "Incoming" questions and a list of questions.

Incoming Questions:

- When's the new Google Pixel coming out?** (30s)
Moderation status: Approved (green checkmark) and Rejected (red X). This question is currently live.
- How much does it cost to bring the company website to the top of Google Search?** (1m)
Moderation status: Approved (green checkmark) and Rejected (red X). This question is currently live.

Archived Questions:

- This is a question?** (9 upvotes)
Anonymous user, posted on 4 July, 11:00am.
Moderation status: Approved (blue checkmark), pinned (blue pushpin), and flagged (blue square).
- This is a question?** (9 upvotes)
Anonymous user, posted on 4 July, 11:00am.
Moderation status: Approved (blue checkmark), pinned (blue pushpin), and flagged (blue square).

At the top right, there are buttons for "Present" and "Settings". Below the moderation section, there are tabs for "Questions" and "Polls".

Activate Polls

The screenshot shows a poll interface within a presentation slide. At the top right, the event name is "Track A - Session 01" with a red dot, and there are "Present" and "Settings" buttons. Below the header, there are two tabs: "Questions" and "Polls", with "Polls" being active. On the left, under the "List" tab, there are two poll items: "Multiple Choice" (Votes: 16) and "Open Text" (Votes: 16). Each item has a "Create Poll" button. On the right, under the "Results" tab, the total votes are 16. The results are displayed as a bar chart: "Yes" at 85% and "No" at 15%.

Event Name
Track A - Session 01

▶ Present ⚙

Questions Polls

List

Multiple Choice Votes: 16

Have you used YouTube Ads before?

Open Text Votes: 16

Have you used YouTube Ads before?

Results

Votes: 16

Yes 85%

No 15%

Present View - Questions

Sort by: Upvotes ▾

Track 01 ▾

LOGO

Anonymous

Is this a good question?

Join at
[event.com](#)
#event2019

EXIT | POLLs

Present View - Polls

The slide features a dark blue header with a white logo placeholder box. Below the header, there's a promotional message: "Join at event.com #event2019". The main content area is titled "ACTIVE POLL" and displays the question "This is a question for the poll?". It shows two poll options: "Yes" (85% of 9 votes) and "No" (15% of 9 votes). The bottom navigation bar includes icons for EXIT, QUESTIONS, and various presentation controls.

LOGO

ACTIVE POLL

This is a question for the poll?

Votes: 9

Yes 85%

No 15%

Join at
event.com
#event2019

EXIT | QUESTIONS | 🔒 ▢ | < □ >

Settings - Share Access

The screenshot shows a modal window titled "Share Admin Access" within a larger "Event Settings" interface. At the top right of the modal are "Present" and "Settings" buttons. The main area contains a "Link to share" field with the URL "https://event.google.com", a "Copy" button, and an "Invite people" section with a placeholder "Enter names or email addresses". A "Save" button is located at the bottom right of the modal.

Event Name
Track A - Session 01 ▾

Back

Event Settings

Share Access

Features

Share Admin Access

Link to share

https://event.google.com

Copy

Invite people

Enter names or email addresses

Save

Settings - Features

The screenshot shows a user interface for managing event features. At the top, it displays the event name "Track A - Session 01". On the left, a sidebar lists "Event Settings", "Share Access", and "Features", with "Features" currently selected. The main content area is titled "Questions" and includes a sub-section for "Anonymous Questions" with the instruction "Let your participants send anonymous questions." Below this is a section titled "Present View" with "Themes" settings. Under "Themes", "Dark blue" is selected (indicated by a blue dot) while "Light grey" is unselected (indicated by a white circle). A green "Save" button is located at the bottom right of the main content area.

Event Name
Track A - Session 01 ▾

▶ Present

Event Settings

Share Access

Features

Questions

Anonymous Questions

Let your participants send anonymous questions.

Present View

Themes

Dark blue

Light grey

Save

Post-Event

	Pre-Event	During-Event	Post-Event
PAGES	Main Dashboard Event Edit Page	Event Page (Session) Present View Settings	Event Page (Export)
ACTIONS	Import Event Reimport Event Select Event Edit Event Archive Event	Activate/Moderate Questions Create/Activate Polls Enter 'Present View' Switch Tracks/Sessions Change Settings	Activate Feedback Export Data to Google

Export Data

Admins can activate Feedback and download them once received.

They can also export the data from the event to Google sheets

The screenshot shows a user interface for managing event data. At the top, there's a navigation bar with 'Event Name' (placeholder 'Event'), 'Home', 'Export', and a settings icon. Below this, on the left, is a section titled 'Feedbacks' with a green 'Activate' switch turned on. It lists three entries: 'Customer Name' received '1m ago'. On the right, there are several export options: 'Export to Google' (disabled), 'Export All', 'Questions' (disabled), 'Export', 'Poll Results' (disabled), 'Export', 'Sales Data' (disabled), 'Export', and 'Takeaway' (disabled). At the bottom, a grey button says 'Download All' with a download icon.

Feedbacks	Activate
Customer Name	1m ago
Customer Name	1m ago
Customer Name	1m ago

Export to Google	Export All
Questions	Export
Poll Results	Export
Sales Data	Export
Takeaway	Export