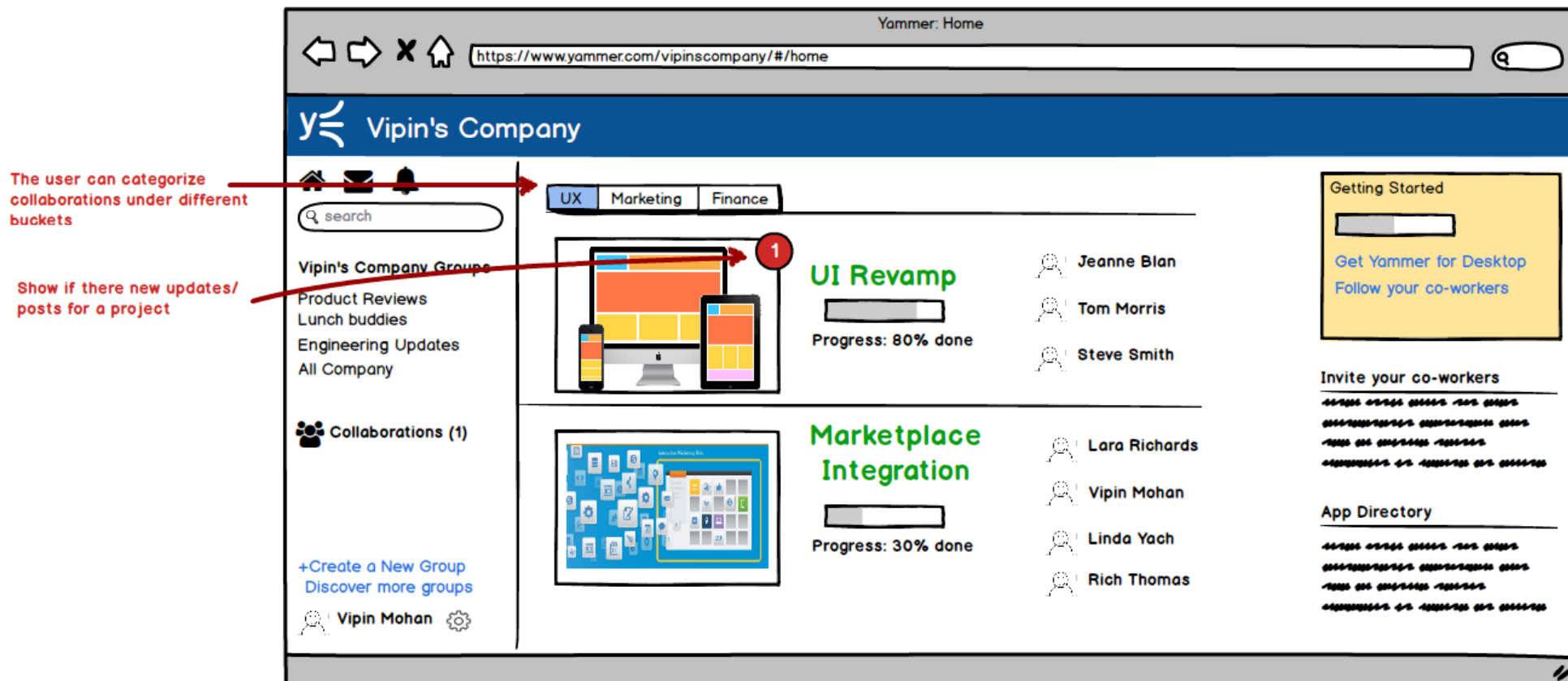


## ***“Collaborations” in Yammer***

<b>Target Users</b>	<ul style="list-style-type: none"> <li>• Users who work in cross-functional teams</li> <li>• Users who work on multiple projects/ sub-tasks at any given point in time</li> </ul>
<b>Issues/ gaps in existing use cases</b>	<ul style="list-style-type: none"> <li>• There is too much “noise and distraction” which prevents employees from maintaining focus on a given task</li> <li>• Resorting to multi-tasking can be inefficient. At the end of a work day, employees aren’t sure where they spent their time for the day</li> <li>• Too many channels for collaborations (email, Yammer, OneDrive, Calendar) result in information being spread across multiple systems and platforms</li> </ul>
<b>Potential solutions</b>	<ul style="list-style-type: none"> <li>• “Collaborations” are a platform for a project or a task. Users can plan, contribute to, track progress and communicate about the task they are working on on the collaboration page</li> <li>• A collaboration page goes beyond just a Yammer “group” providing integrations with OneDrive to maintain all files and folders relevant to the project</li> <li>• The page also provides plugins to create events for the “collaborators” – meetings, brainstorming sessions, happy hours to celebrate a milestone, team lunches etc.</li> </ul>
<b>Metrics we could use for measuring success</b>	<ul style="list-style-type: none"> <li>• Number of users creating “collaboration” projects after the feature is launched (user acquisition)</li> <li>• Number of users actively engaging with the page 1 week after creating it and 1 month after creating it</li> <li>• Number of relevant files/ folders accessed from the collaboration page vs from the OneDrive page vs on the users’ laptop</li> </ul>

"Collaborations" are a platform for a project or a task. Users can plan, contribute to, track progress and communicate about the task they are working on on the collaboration page



## A closer look at what a "collaboration" page would look like

The image is a mockup of a Yammer collaboration page. At the top, the browser address bar shows 'https://www.yammer.com/vipinscompany/#/home'. The page header is 'Vipin's Company'. The left sidebar contains a search bar, 'Vipin's Company Groups' (with links to Product Reviews, Lunch buddies, Engineering Updates, and All Company), 'Collaborations', and a '+Create a New Group' button. The central feed area shows a post by Jeanne Blan titled 'UI Revamp' with a description 'Here's my new desktop interface idea. Let me know what you think!'. The post includes a screenshot of a UI design and a 'Write a reply' input field. The right sidebar has 'Project Files' (with links to Product Requirements Doc, UI Mockups, and Slides for CEO review) and 'Events' (listing a 3pm-4pm Eng. Update Mtg and a 1pm-1:30pm UI Sync). Red annotations highlight the 'Collaborations' section and the 'Project Files' integration with OneDrive.

The feed enables collaborators to communicate, exchange ideas and provide feedback with each other

An integration with OneDrive to maintain all files and folders relevant to this "collaboration"

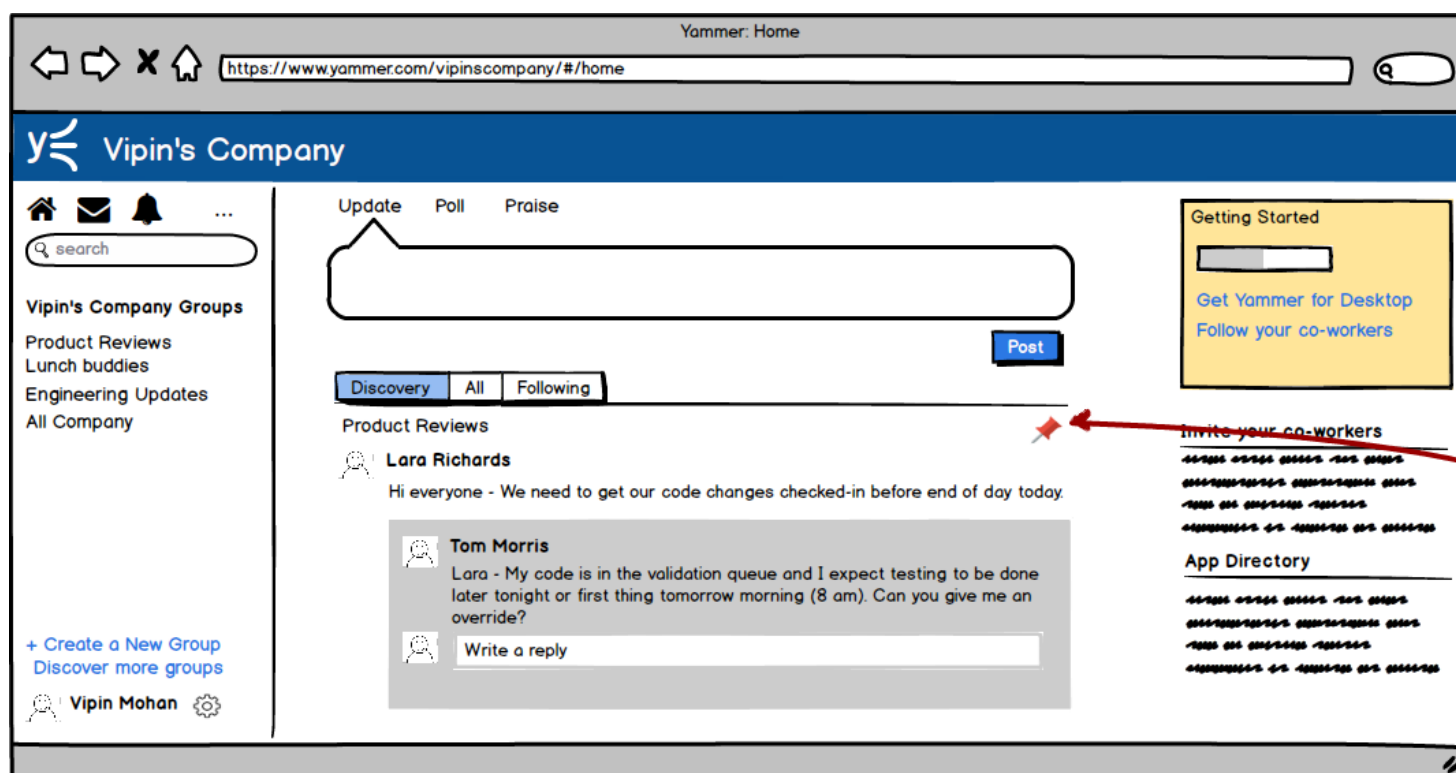
The page allows users to create events. Events can be meetings, brainstorming sessions, happy hours to celebrate a milestone, team lunches etc.

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## “Pin” important posts in Yammer

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<b>Target Users</b>	<ul style="list-style-type: none"><li>• Users who feel that information shared on Yammer is overwhelmingly large for them to consume</li></ul>
<b>Issues/ gaps in existing use cases</b>	<ul style="list-style-type: none"><li>• Users typically "star" or "flag" emails that are important, require follow up or need some kind of special attention</li><li>• It is easy for posts to get buried under the deluge of messages on the Yammer feed</li><li>• The existing bookmark feature is not a "one-click" action and is not intuitive to use</li></ul>
<b>Potential solutions</b>	<ul style="list-style-type: none"><li>• The “pin-a-post” feature enables users to move posts to the top of their feed with a single click. Un-pinning a post will move it to its original chronological order</li><li>• We could also implement a tag or label feature which will enable users to categorize posts with appropriate tags, labels or colors</li></ul>
<b>Metrics we could use for measuring success</b>	<ul style="list-style-type: none"><li>• Number of users searching for the same post multiple times (before launching the feature)</li><li>• Number of users who use the pin-a-post feature after launch</li><li>• Engagement with a pinned post. That is, is a pinned post actually getting “special attention”</li></ul>



Users can "pin" posts to move them to the top of their feed with one click. Un-pinning a post will move it to it's original chronological position.