



# TOOLS REPORT



# PRODUCT PLANNING TOOLS

 **connectt.**



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PROJECT MANAGEMENT

# CUSTOMISE YOUR SOCIAL NETWORK

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The effort of running a social platform should not be overlooked, from mundane user administration tasks to platform configuration - all will be accessible via a client self service tools platform. Allowing a client to leverage full configurability via a marketplace of feature/function.

# RESEARCH

Investigate users and their needs and requirements through a variety of qualitative and quantitative research methods, including but not limited to card sorting, interviews, personas, analytics, heatmapping, surveys, etc . Explore existing software in use as well as available 3rd party plugins for. Recognise current pain points and potential solutions. Pre-empt possible flaws that may occur in following stages. Competitor analysis to determine best available solutions - no need to reinvent the wheel.

# DESIGN

Create workflows and journey maps to ascertain the direction and efficiency of the user experience, recognising and eliminating any pain points where possible during this process. Create lo-fi mockups initially to map out the basic outlay of the site. Once approved, create clear digital mockups with a high-attention to detail. Finally, create sophisticated mockups to show exactly how the site will look, including all colours, and intended css styling that is to be translated. Create proto-types using the high-res mock-ups via invision or code in html/css/js.

# BUILD

Working with the dev team to map out requirements and desired capabilities for the network. Making decisions on best languages to write the platform in and recognising any software that may be appropriate for the build. Anticipating any potential flaws or stumbling blocks that may occur during this or any other stage of development and planning effectively to counter this. Defining roles and collaborating effectively to ensure that front and back end development is carried out harmoniously in a clean and efficient manner.

# TEST

Initially user-test internally, getting extensive feedback from all departments where possible. Once the product is rolled out, get feedback from user surveys and questionnaires. Create focus groups that ask participants to complete back-end tasks and give honest feedback on their experience - note their frustrations during the task. Utilise heatmap tools to monitor user behaviour and trends. Use google analytics to notice drop-offs or any negative browse patterns. A/B test on snapshots of users by location or other suitable metrics.



# MODERATION TOOLS

Karl heads up the moderation team for a large online social network that caters to university students around the world, overseeing the performance of numerous staff, both remotely and onsite. He is constantly trying to maintain a safe community whilst allowing for an enjoyable portal that does not limit free speech.

Although the existing software tools available to Karl's disposal allow him to do the job, he feels that the current systems in place are cumbersome and take too much time to action. As a result, various 'work around' functions have to be used to carry out what should be quick and easy moderation tasks. For example, Karl would like to significantly reduce the steps required to message a user regarding their safety, reducing the number of clicks and eliminating the need to open new web pages.

Karl has recognised that a more stringent verification process upon sign-up would have the potential to provide more security for the network, highlighting mobile phone authentication as a potential solution.





# GOALS

- Keep community safe but also enjoyable
- Reduce overall moderation task time
- Creation of a moderation Que system
- Balance human and automated tasks



## FRUSTRATIONS

- Workarounds must be employed
- User ban process



## REQUIREMENTS

- Moderation Que
- QA Reports
- Unified UI

w/c	Corrie	Dusan
Punctual	FALSE	FALSE
Checking in and out	FALSE	FALSE
Accurate shift reports	FALSE	FALSE
Sending invoices on time	FALSE	FALSE
Good communication	FALSE	FALSE
Following guidelines	FALSE	FALSE
Dealing with issues quickly	FALSE	FALSE
Using User Watchlist correctly	FALSE	FALSE
Issuing warnings and bans fairly	FALSE	FALSE
Creating reports correctly	FALSE	FALSE
Consistent quality of response	FALSE	FALSE
Engagement (TBC)		

## QUALITY ASSURANCE

Larger networks require teams of mods to actively survey the site, creating a need for quality assurance checks regularly.

These checks need to be carried out on a persistent basis and need to be as automated as possible. A report should be generated with as little human input as possible.



## SIMILAR SOFTWARE

- Houston
- Sprout Social
- Regex



## CONSIDERATIONS

- One area to complete tasks
- UI / Machine Learning



# MARKETING TOOLS

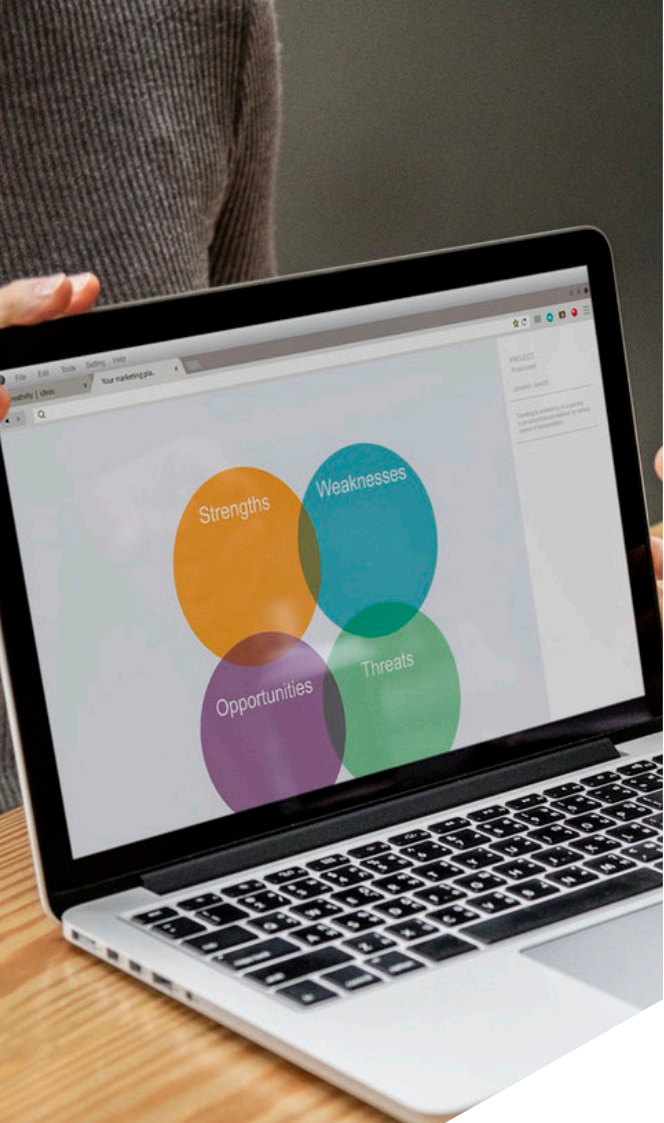
Sophie heads up the marketing team for a large online social network that caters to university students around the world, overseeing the digital advertising of the site. She needs as much insight into the audience as possible in order to target ad campaigns for maximum potential conversion.

Sophie has identified the initial registration process as a valuable method of collecting initial data that will provide essential information on users and allow the marketing team to target ads towards specific audience demographics and provide a valuable ROI.

Sophie has no experience in the technical or creative side of creating adverts, nor does she have much time to spend on this. She needs an ad creation tool that is incredibly simple to use and will create professional looking banner ads in just a few clicks.







# GOALS

- Data gathering and KYC
- Simple online ad builder
- Downloadable reports in CSV form
- AD and Post scheduling capability



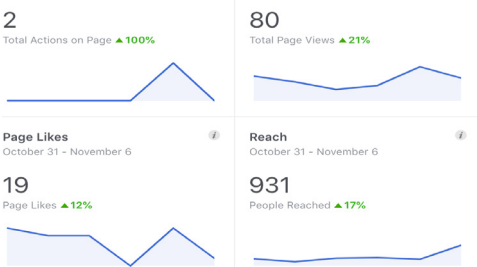
## FRUSTRATIONS

- Software can be complex and difficult to use at times
- Too many unnecessary metrics in report



## REQUIREMENTS

- Ad builder
- Analytics
- CSV Reports



## ANALYTICS DASHBOARD

A clean and simple analytics dashboard is required to display data in a concise way with only essential metrics

These metrics must add value and be simple to use for small - medium sized businesses



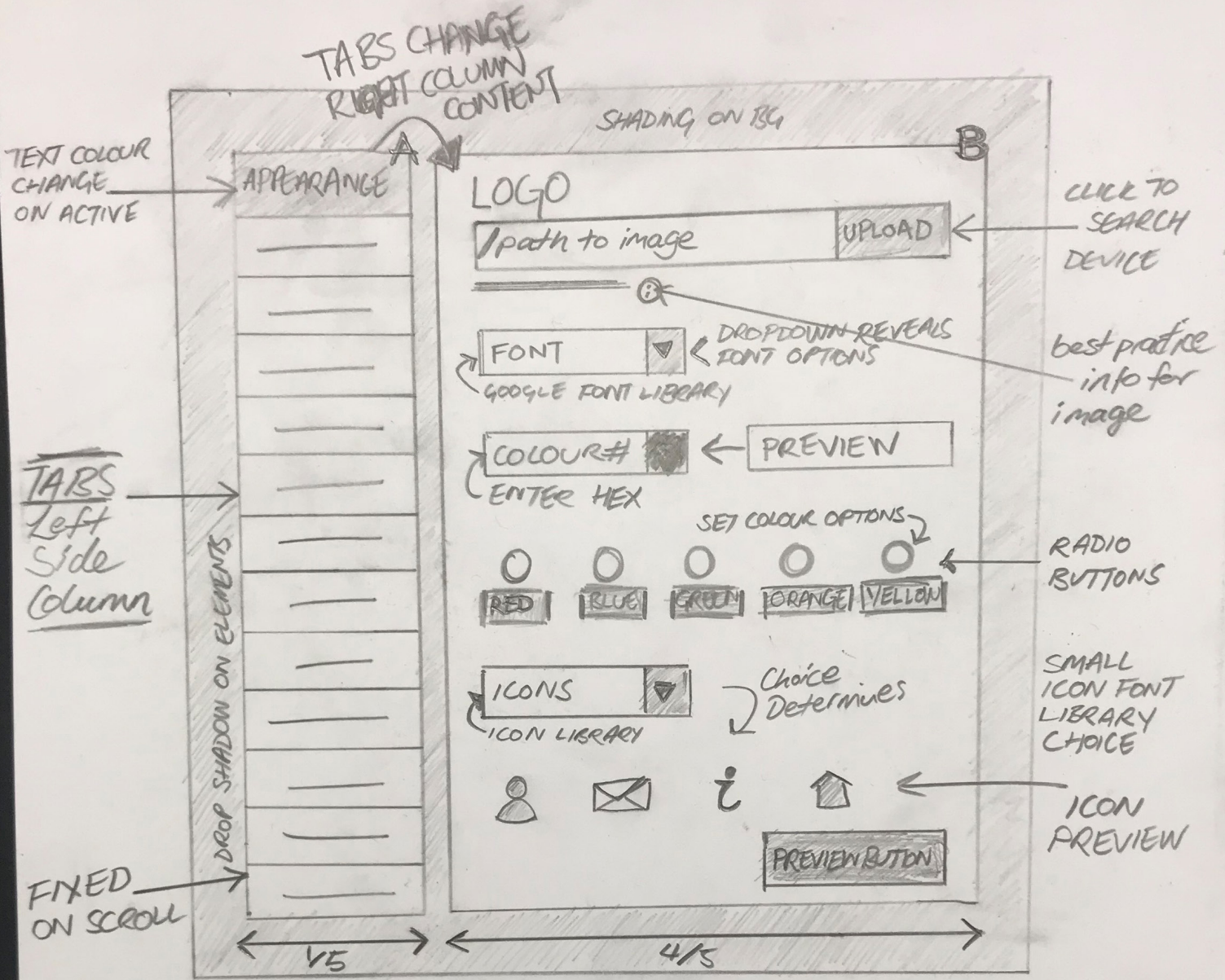
## SIMILAR SOFTWARE

- Facebook Ads
- Sprout Social
- Google Adwords



## CONSIDERATIONS

- Must be very simple and easy to use
- New reg process



LIMITED OPTIONS - Expand later, keep simple } OLD HTML / BASIC CSS STYLING  
 Minimalist Build Fast, Basic Styling

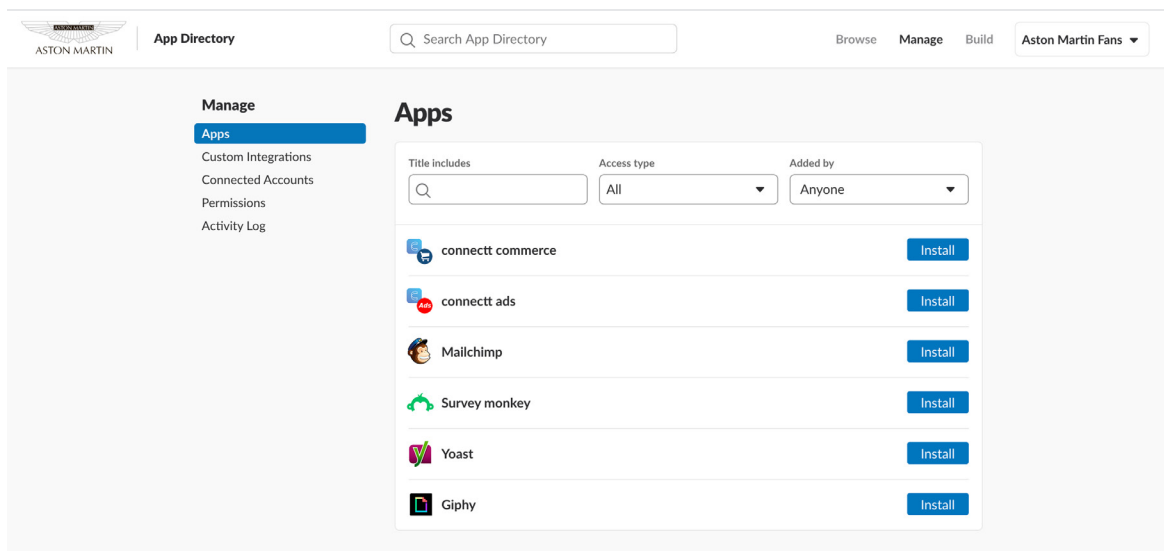
LAYOUT - Keep classic left side column } CLICK TABS TO CHANGE CONTENT  
 Responsive Columns for familiarity. COLOUR SUBTLE GREY + WHITE. BOX SHADOW. MINIMAL BORDER STROKE.

PREVIEW - Consider including preview } IFRAME?  
 Needs to be fast on page; could open in new tab. ELIMINATE PAGE REFRESH } Initial options Stick to Limit clicks

BUILD - Google fonts | Bootstrap? FRONT END-DEV?  
 Common Libraries Font Awesome | Source icon fonts  
 Basic HTML Options | No fancy CSS/STYLING

# TOOLS DESIGN

IT IS IMPORTANT TO ALWAYS CONSIDER THE USER WHEN DESIGNING THE PRODUCT. WE SHOULD KNOW WHO WE ARE DESIGNING FOR AND KEEP IT AS SIMPLE AND



Many users will have experience in some form of CMS, however it may be better to assume that they don't and design the interface to be as simplistic as possible.

Although we are aiming to deliver a feature-rich product, it is important to remember that features add complexity and don't always necessarily add value.

More features require more controls, more controls lead to complex interfaces.

Although there are time constraints in place, we should develop a rock-solid foundation to avoid potential problems arising at later stages.

Initial wireframes designs should be clear and concise for the dev team to be able to translate into code and userflows should not be overcomplicated.

To the best possible extent, Prototypes should define how the system behaves and how it responds to actions.



**FLOW DIAGRAMS  
SHOULD OUTLINE  
COMPLEX LOGIC**

DASHBOARD

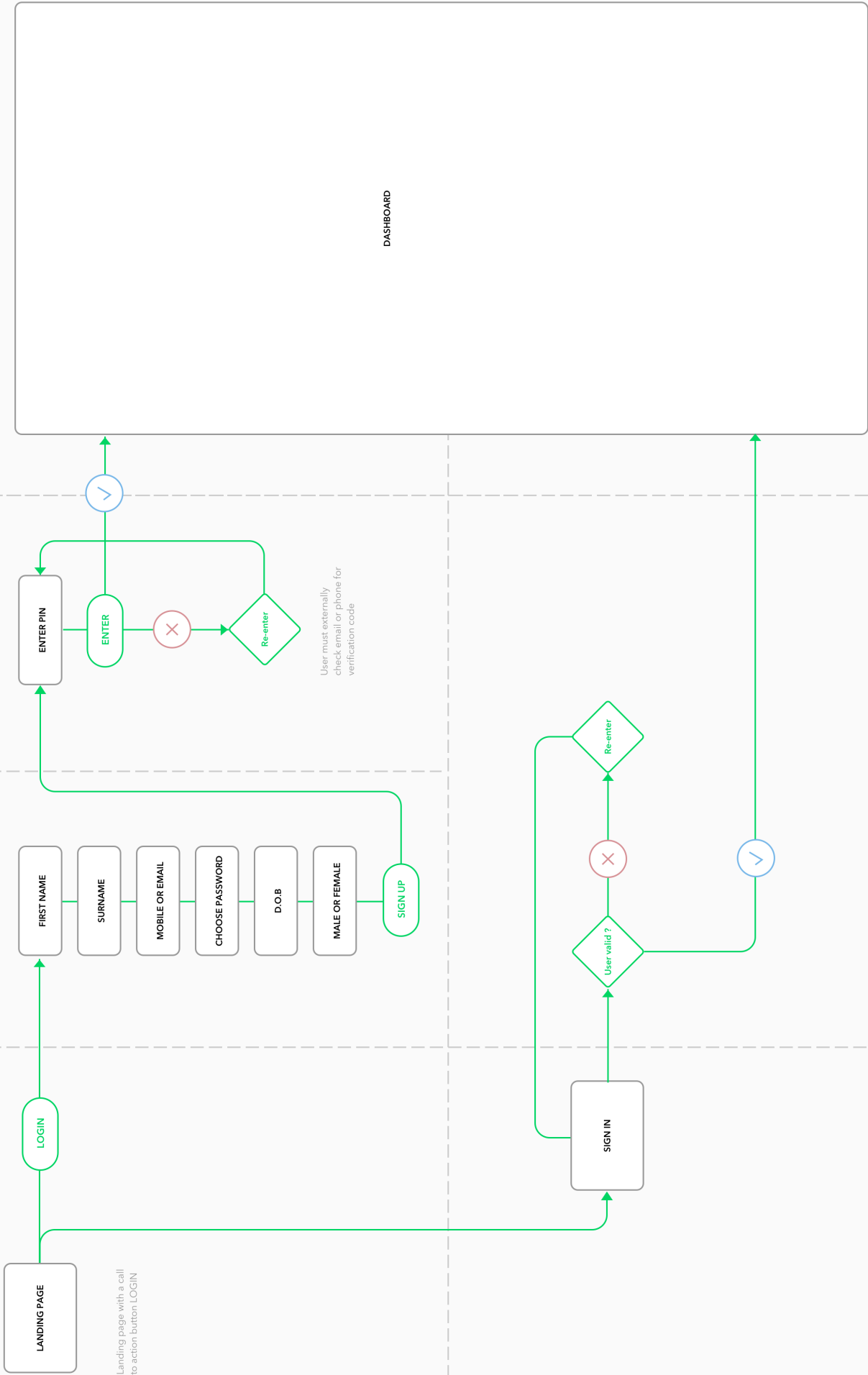
DASHBOARD

ONBOARDING

STEP 2 - ACTIVATION

STEP 1 - USER

LANDING

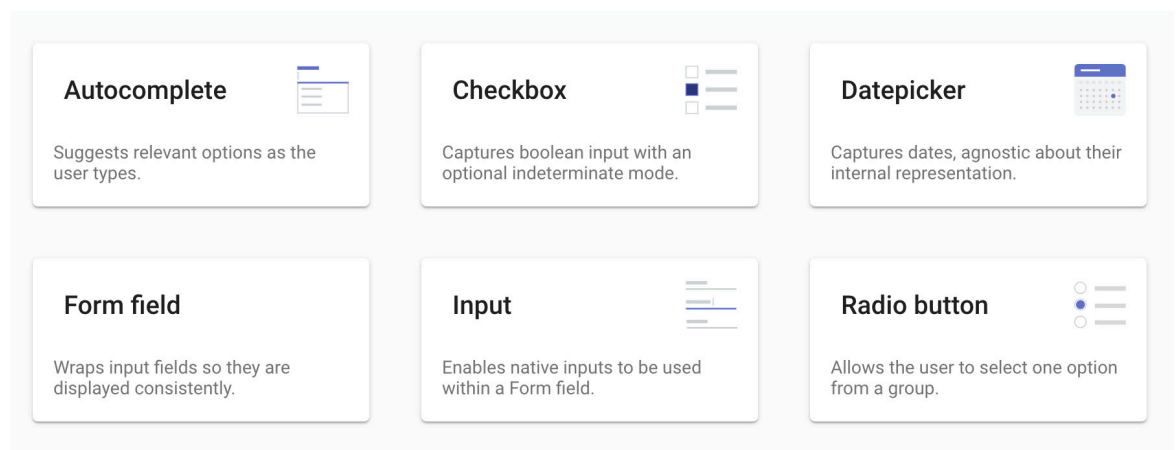


# BUILD

## TOOLS

# DON'T RE-INVENT THE WHEEL - HARNESS EXISTING SOFTWARE

WITH SO MANY INDUSTRY STANDARD OPEN-SOURCE LIBRARIES AVAILABLE, DON'T WASTE TIME BUILDING COMPONENTS THAT ALREADY EXIST



The design and dev teams will discuss and decide on the best course of action to build the product in a timely and efficient manner.

The dev team will employ angular to create the site and will use angular material design for components such as dropdowns and accordians.

SASS will be the CSS compressor of choice and the design team should make use of it's variables for consistency across the platform.

Personal preference will be used on how a person wishes to commit to git. but all branches are to be ordered and named via the ticket name/ number assigned.

# USABILITY TESTING

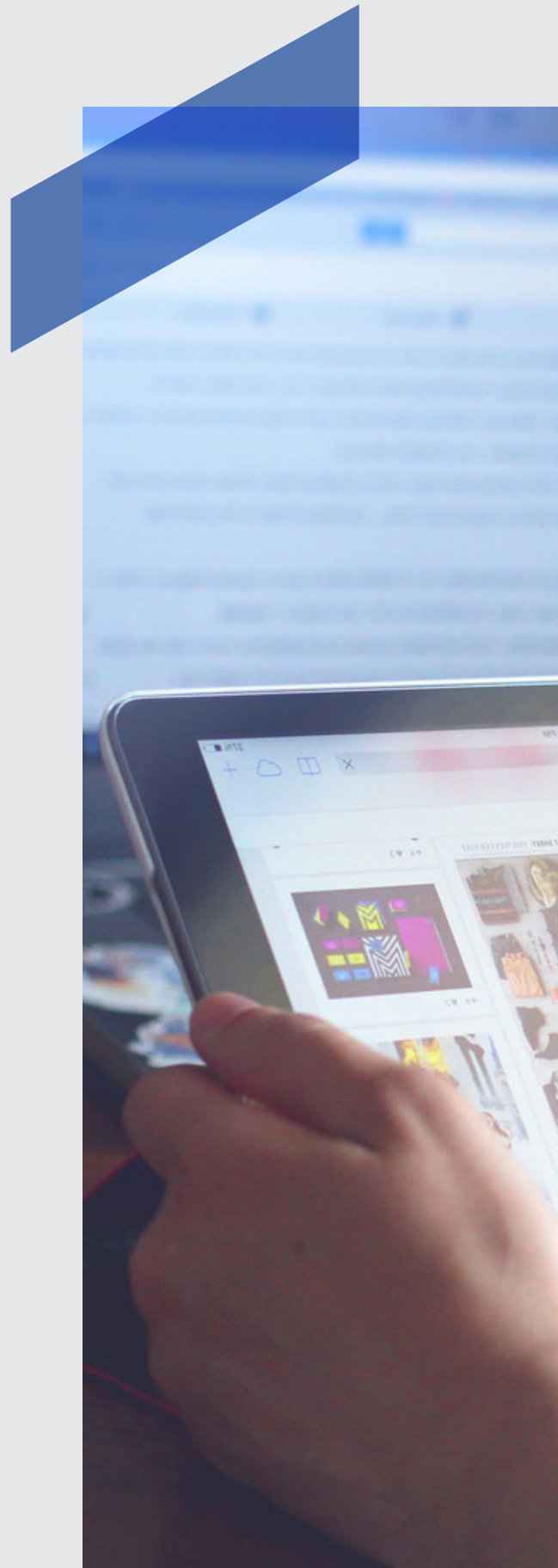
## Build the product and test how easy it is to use on real people

Once the product is built, test internally to see if completing the tasks is simple or not. Does the product meet the needs of the user? How easy is the product to use? Can processes be simplified?

Gather as much data as possible and evaluate for flaws or fixes. Analyse the data and create a plan on how best to improve the product. testing during the design process will also potentially save time and money - anticipate potential pain points before building.

## SURVEYS

Utilise internal feedback polls and surveys to collect feedback from users. Can be as simple as a one question pop-up, however it is important not to continuously inundate the user with questions and disrupt their experience.







## RECORDINGS

Recording software such as hotjar allow site owners to see how users are interacting with the site. By analysing their behaviour we can gain an understanding of the overall user experience and adjust it if needs be.

## A/B TESTING

Create different versions of the product (eg: colours / layout / etc) and test to see which one performs better.

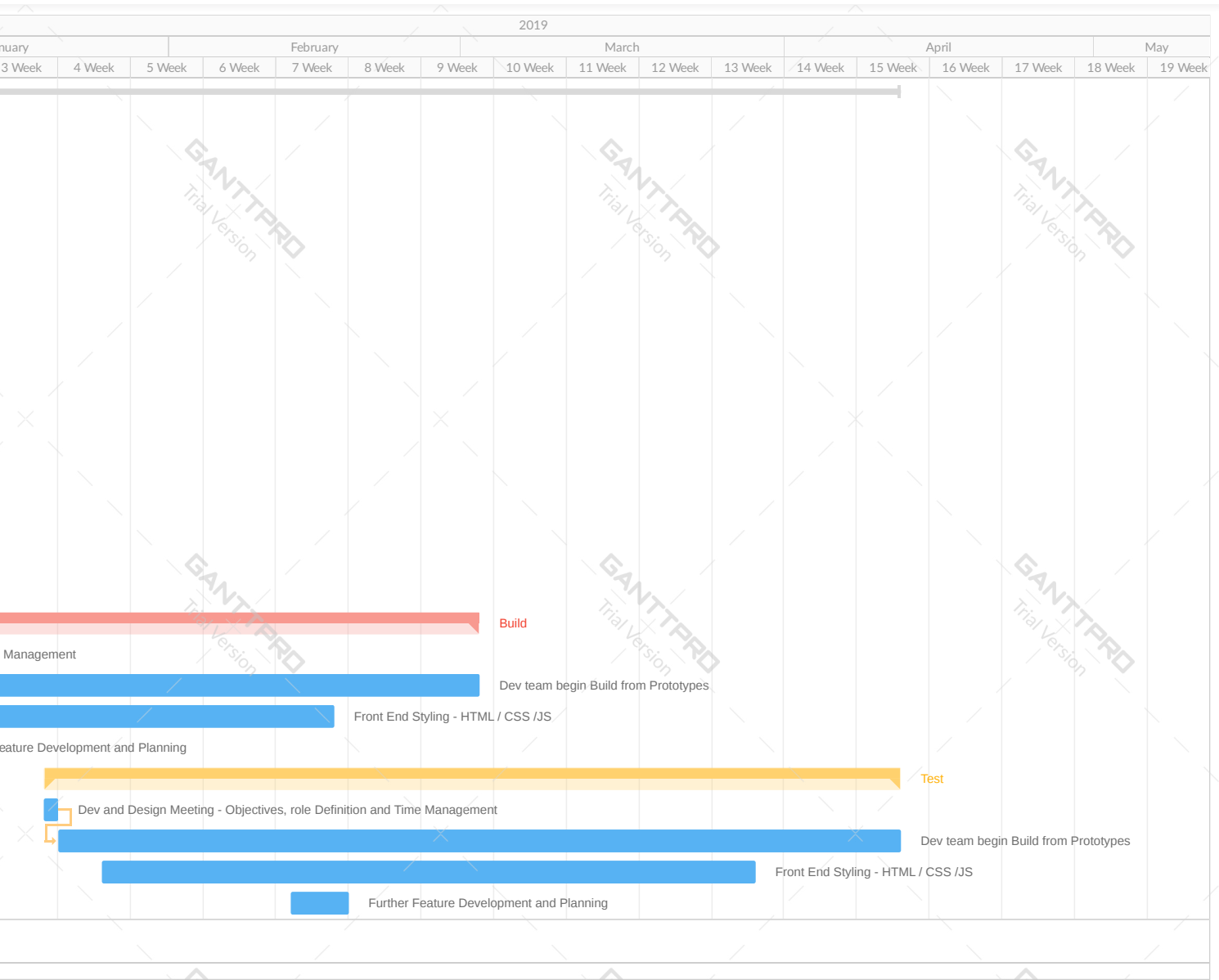
## INTERVIEWS

Set-up interviews with the people that are using the platform. See what they like and don't like, what they find difficult, what they think would improve the product.

## PRIORITISE

Once all the relevant info has been gathered. Understand the users needs and wants and prioritise what to fix or add. Understand the time constraints and work involve - separate the quick wins from the longer tasks and plan accordingly.







# PRODUCT PLANNING TOOLS

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