April 16, 2020:

Experience Design Playbook, Mobile Discussion

One Roof Design System

A framework for creating intuitive and beautiful

Multifamily experiences

Agenda

01/ **Recap:** Last Week

02/ Experience Design Playbook

03/ **Discussion:** Mobile (Mary Carns)

04/ OneRoof Updates

LAST WEEK, TODAY!

TASK FORCE RECAP

RECAP

	Item	Status	Notes
1	Sketch Library	Up and running	• Cloud library sync set up and designers onboarded
2	Invision Dev Handoff	In progress	• Working with UI Devs as it gets built
3	Invision DSM	In progress	• Finalizing pricing • Preparing content
4	DesignOps Playbook	In progress	• CX Team populating baselining • Will reach out to marketing team
5	BrowserStack (Testing)	In progress	• Business case drafted, under reviews
6	Support for Mobile	Scoping/Research	• Will continue to discuss/track weekly
7	Navigation	Scoping/Research	• Design Team preparing first draft
8	Design System Plan/Roadmap	Scoping/Research	• On hold

PRESENTATION

EXPERIENCE DESIGN PLAYBOOK (draft)

MF EXPERIENCE DESIGN

PLAYBOOK

maximizing design impact

Freddie Mac
MULTIFAMILY

- As mentioned last week, **UI Developer Advocate** role is drafted; will have meeting to discuss.

- Will work closely with **marketing** for voice, tone, and brand!

- As a cross-functional practice, will reach out to **all teams** for input.

| Approach | Governance | Impact | Community |

GROUP DISCUSSION: MARY CARNS

ONEROOF...MOBILE

MOBILE
FORWARD vs. FIRST

Graceful degradation

Desktop → Mobile

Progressive enhancement

Mobile → Desktop
mobile-first

| Approach | Governance | Impact | Community |
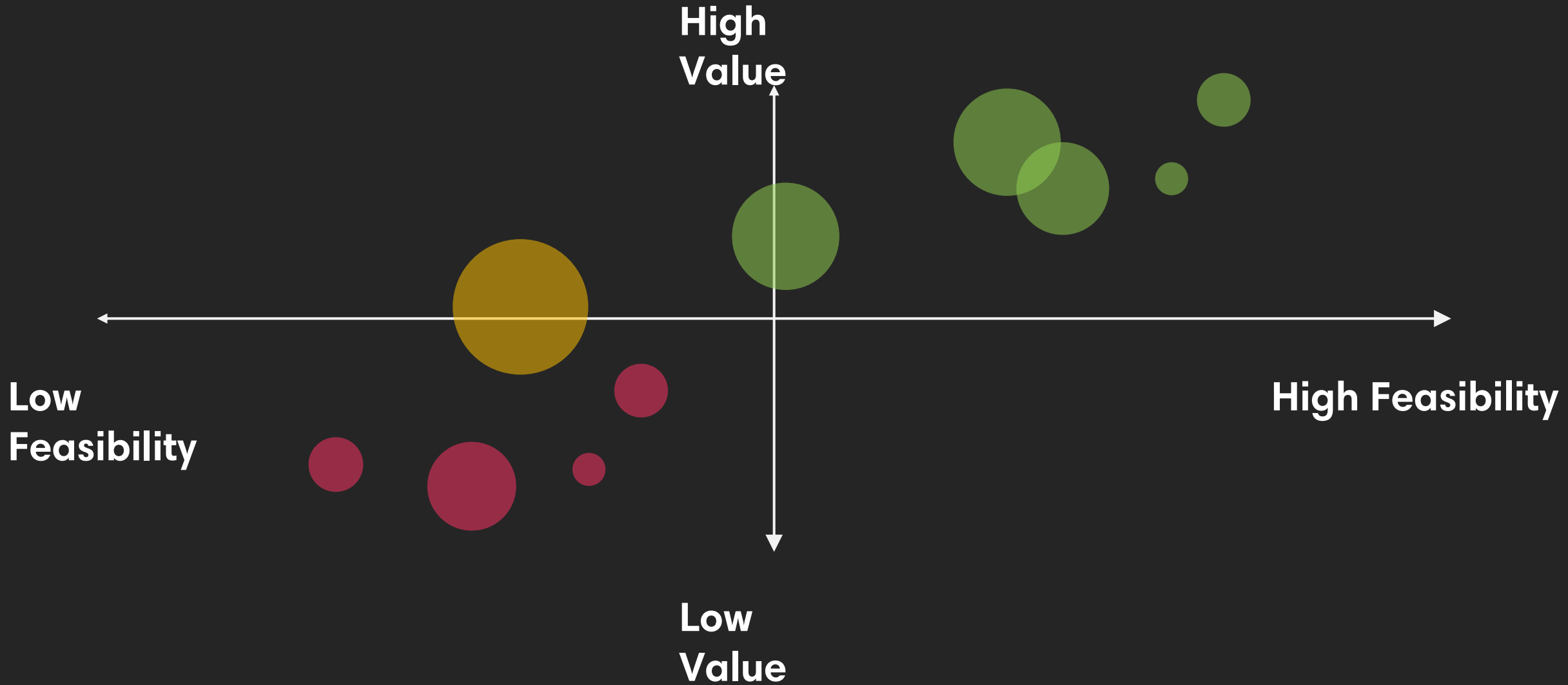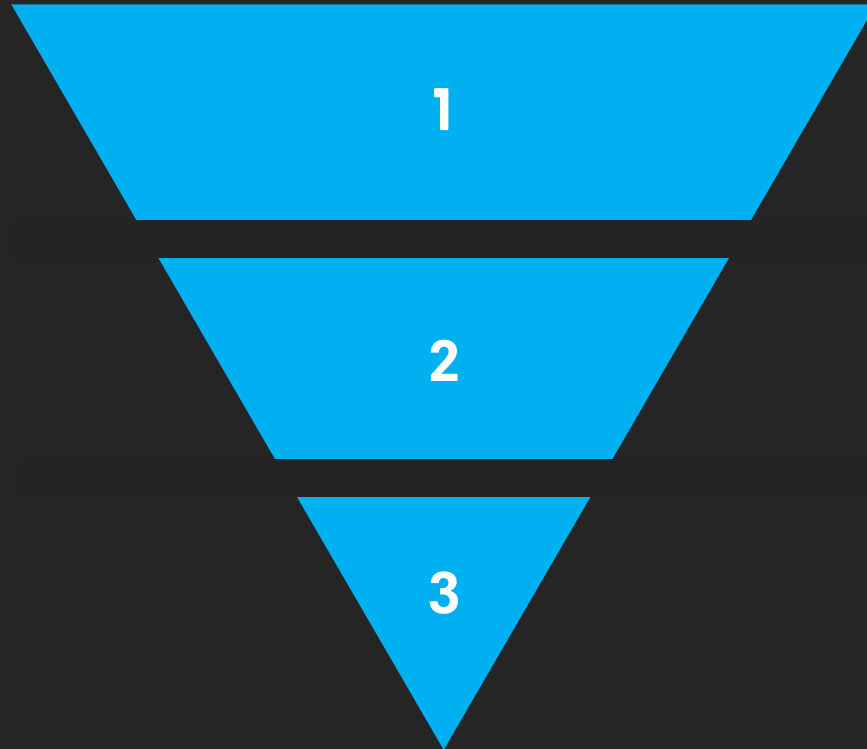
1 — **Basic responsive patterns** / **guidelines across our entire app**

2 — **Special recomposition logic** /**design for key areas and gaps**

3 — **Full use-case design.**

Approach | Governance | Impact | Community

Not everything will be perfect!

What is Multifamily's specific definition of mobile?

- Which screen resolutions ?
  - Desktop
  - Wide Mobile
  - Narrow Mobile
- Which devices? Tablets too?
- Which OS and Browsers?

Stack Rank

1) Chrome
2) Firefox
3) Edge
4) IE11   support
--------------   threshold
5) IE10   d
6) Safari
7) Etc.

| Approach | Governance | Impact | Community |

MAY THE
TASKFORCE
BE WITH
YOU

Tabled Task Force Items

	Item	Status	Notes
1	**Browser Data**	**Monitoring**	• **Top 25 Lenders (TBD)**
2	**Tracking Mobile Features (JIRA)**	**Monitoring**	• **Each PO will add the component field to JIRA**
3			
4			
5			
6			
7			

Recap: Task Force Goals

- Provide interdisciplinary lens and oversight/collaboration/strategy to support Design System.

- Provide the parameters for key decisions, but not necessarily make the decision itself.

DEV

CX/UX

PRODUCT
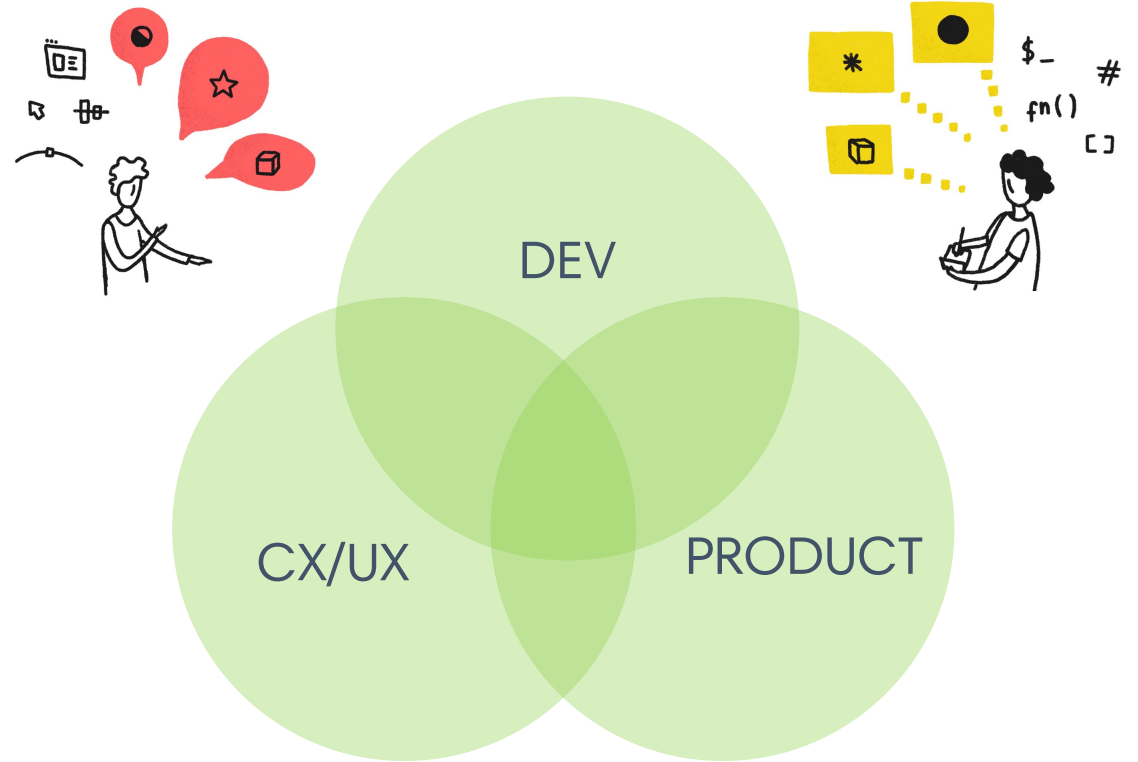
# DESIGN SYSTEM team will need to stay on top of all changes

Feature Maturity

→

Name								
Search, Sort, Filter	Team A		Team B					
Grouping			Team B					
Reorder columns/rows	Team C							
Large Data (10K+ Rows)		Team D						
Import/Export			Team E					

Cost/Benefit Summary: Table Libraries

	Feature Set	Learning Curve	Community Support	Labor Cost
Custom (We build it ourselves)	High	Depends	Depends	High
Enhanced Material	Medium	Medium	Medium	Medium
AgGrid	High	High	High	Low
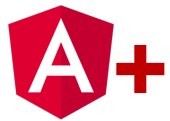
DesignOps Structure (UX+CX)

WHO: UX designers (Experience Design org) and CX team (Design Ops)
VISION/MISSION: scale design processes within a growing organization to improve the quality of design outputs

APPROACH	GOVERNANCE	IMPACT	COMMUNITY
WHAT: Dedicated team that manages the design process within the FM organization	**WHAT:** Dedicated team that updates the Design System according to capability team needs	**WHAT:** Measure design impact through usability testing (pre-production) and quantitative testing (post-production)	**WHAT:** Invest in a design culture and promote it across the FM organization to help everyone understand the value of design
HOW: Streamline workflows across capability teams, responsible for headcount/recruitment across teams, standardize tooling and systems,	**HOW:** Answer questions/concerns regarding the design system during Taskforce meetings, Create/update components/global styles	**HOW:** Enforce usability testing process and document findings	**HOW:** onboard new team members, design skills education/knowledge sharing, create an environment for retention, socialize design process

APPROACH

PROCEDURES

Weekly Design Review
Open Office Hours → Working Wednesdays
Hard/Soft approval process
Design QA testing process*

TOOLS

UX Team Jira Board (measuring sprint velocity of designers)
Microsoft Teams UX Team Channel

GOVERNANCE

PROCEDURES

One Roof Design System
Weekly DS Taskforce meeting
Component intake process
Maker/Facilitator/Approver roles
Dev Handoff/Standards process*

TOOLS

ZeroHeight
Design System Jira Board
Microsoft Teams DS Channel
Confluence

IMPACT

PROCEDURES

Usability Testing process
Quantitative production testing

TOOLS

Sharepoint Hub
Shared Research Library (pre-prod)
Usertesting.com* (pre-prod)
Medallia (post-prod)
Google Analytics* (post-prod)

COMMUNITY

PROCEDURES

FredTalks
Lunch & Learn skill-sharing
Community guild*

TOOLS

Standing Design Huddle Room*

*Has not been stood up yet, in process

Approach

Governance

Impact

Community

THE LEAN STARTUP
Created by **Eric Ries** - startuplessonslearned.blogspot.com

Designed by **KISSmetrics**

IDEAS

Learn Faster

LEARN

BUILD

Code Faster

Split Tests
Customer Interviews
Customer Development
Five Whys Root Cause Analysis
Customer Advisory Board
Falsifiable Hypotheses
Product Owner Accountability
Custom Archetypes
Cross-functional Teams
Smoke Tests

DATA

CODE

Unit Tests
Usability Tests
Continuous Integration
Incremental Deployment
Free & Open-Source Components
Cloud Computing
Cluster Immune System
Just-in-time Scalability
Refactoring
Developer Sandbox

Measure Faster

MEASURE

Split Tests
Clear Product Owner
Continuous Deployment
Usability Tests
Real-time Monitoring
Custom Liaison

Funnel Analysis
Cohort Analysis
Net Promoter Score
Search Engine Marketing
Real-Time Alerting
Predictive Monitoring

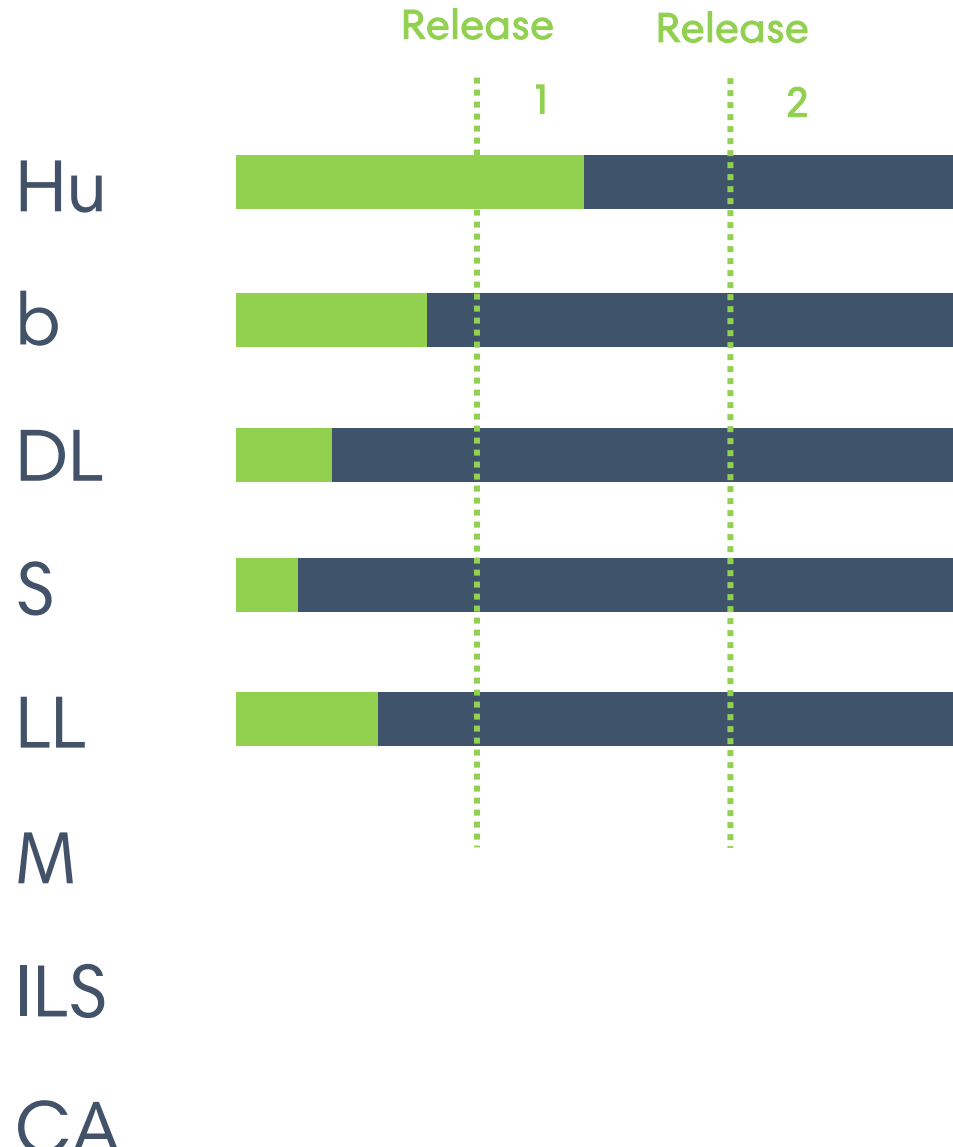# METRICS

Approach

Governance

Impact

Community

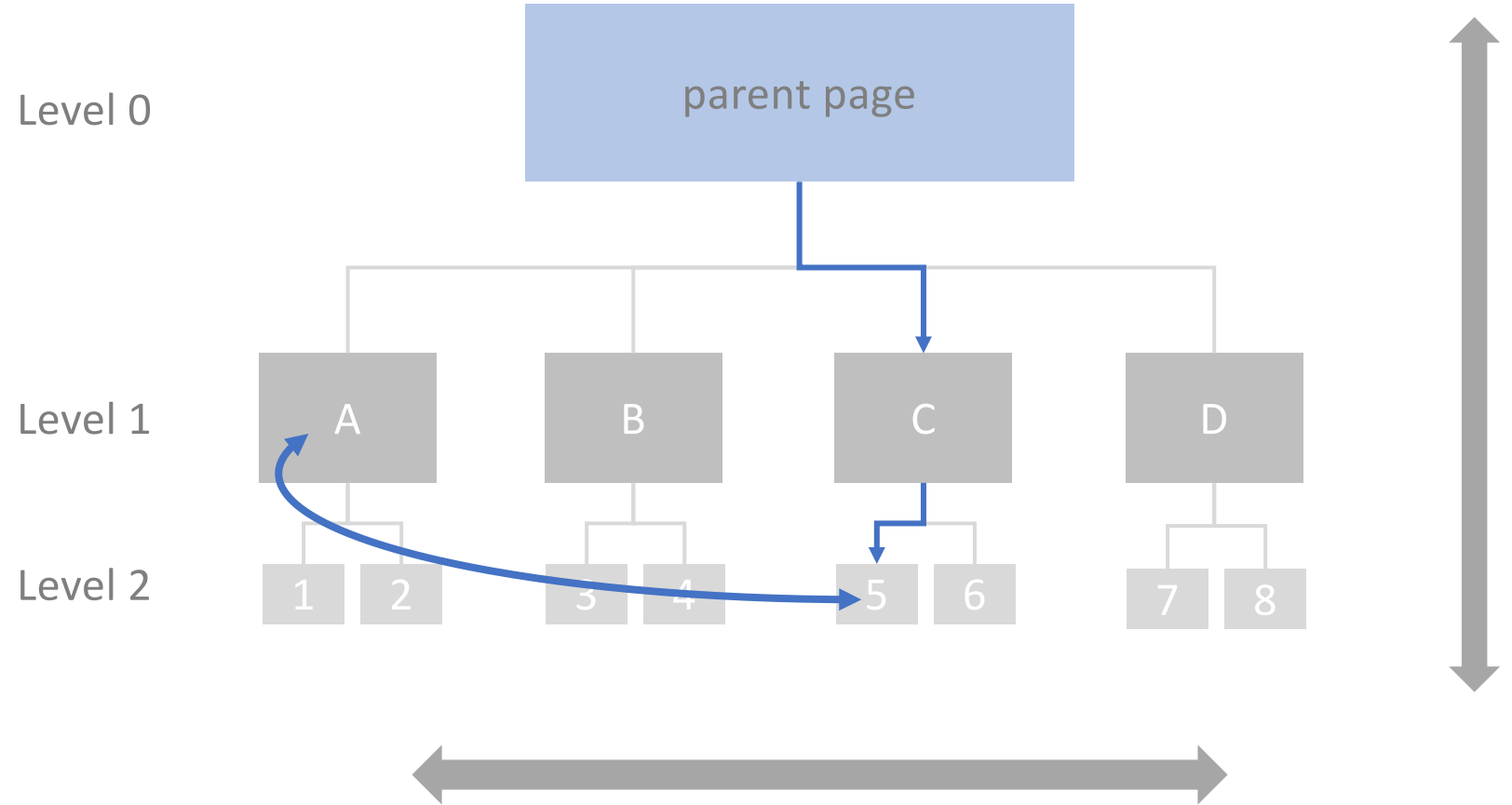| LEVEL 1	**Enterprise-Wide GAAP Measures (MF)** Revenue | Margin | Cash Flow | Quarterly Results | …
LEVEL 2	**Multi-Family Scorecard & Measures** CSAT Data (Journey Pulse, Micro-surveys) | Capability Baseline | Yearly Customer Survey
LEVEL 3	**LIVE Product-Level Metrics** Customer Feedback | Usage Metrics (% of use, key actions, avg. # etc.)
LEVEL 4	**PRE-LAUNCH Product-Level Metrics** A/B Tests, Usability Tests (Time on Task, Task Completion, System Usability Scale (SUS) | QA Data (Bug count, agile testing quadrants)

Related Measures:
Opportunity Intake (Increase)?
Hedging Costs (Reduction)?
Labor Hours (Reduction)?
System Retirements/Sunsetting?