

Andy McIntire, User Experience Designer
RE: RWD process orientation/kick-off for new teams

Overview

Design must establish a position coplanar with business and project management, to co-lead and balance a coordinated, flexible and efficient communication and production process to completion. Content writers and implementers also require awareness, and may need guidance from designers and experienced leads. All team participants will benefit from establishing some up-front sharing of awareness and understanding via kick-off / orientation presentation. Orientation should occur early before Business sets priorities.

Comparing notes with each group will aid in formalizing an outline for orienting new business teams and for training.

Business teams and producers unfamiliar with RWD need awareness of understanding of the following:

- how to take advantage and operate within constraints of the RWD framework, existing, and emerging components and enhancements; component reference .pdf
- necessity of establishing, adjusting and approving content with all decision makers, including legal
- content changes: anticipating/communicating impact on timelines, design layout & images (within components vs. across), impact on content writers and implementers
- enhancement requests; development timelines
- overall production flow: content, wireframe, revisions, design, legal review, implementation
- errors: recognizing, reacting, communicating about; appropriate escalations; POC per team
- IA interaction: use of wireframes for estimating content layout and distribution, across breakpoints
- experience considerations: impact of heavy content, scrolling, conventions of emphasis
- coordination of designer interaction and setting expectations; requesting time estimates, jira for tracking and requests, appropriate tone, follow up and sense of urgency, use of Q, follow up escalation. Awareness of creative approval process, image selection/approval.

Content writers should understand the following, and *should guide business*:

- use of current CRD templates, including formatting and conventions such as character count, highlighting changes for designers and implementers
- component reference documents
- emerging enhancements
- authoring limitations
- creative strategy for distributing content through various components, across breakpoints; e.g. product line up for bulleted lists, dealing with heavy content;
- placement and usage of CTAs, actionable links, and text links
- modals and current usage
- taking advantage of marquees

Content implementers should understand the following:

- component reference documents
- CRD changes, impact to layout changes, communication to team
- possible placeholder content for preemptive component layout and changes
- POC for dev, design, content
- notice to design for visual QA

Designers should understand the following, and should guide business:

- leading a new team: kick off for teams with new producers, etc.
- situational awareness, errors: asserting order in chaos; appropriate escalation, communication
- errors: recognizing, reacting, communicating about; appropriate escalations; POC per team
- component reference documents
- emerging enhancements
- awareness of current CRD templates and conventions, authoring limitations
- wireframe process, coordinating business and content
- RWD image prep / naming, DAM upload, workflows
- images, sources: photos.att.com, getty images. height flex on features, icons, managing image selection with business, relative to image availability, content, and demographic/persona target.
- PNG vs JPG vs SVG. (cases for png?) Compression@70% + ImageOptim.
- recognizing, reacting, communicating about errors; appropriate escalations; POC per team
- EM resources
- VQA check list
- JIRA / tspace, internal communication

Specific problems encountered

1. Heavy content:

- scrolling, content overload
- Multiple revisions impacts all resources, timelines
- Upper business decision makers and lower executors; no coordination or push back to show/inform decision maker limits causes multiple rounds of revision

Strategy for resolution:

- pending accordions, accordions with imagery
- pending modals with content beyond legal, trigger by CTA only.
- distribute to additional horizontal components; may only resolve desktop
- question of tabs
- question of tables
- use of components without imagery
- early notice to CI, begin placeholder layout asap, tweaks within components thereafter acceptable
- use of headings per component, limited use of gray backgrounds to avoid striping; pending 90% divider
- Creative use of components:
E.G. product line ups (also with description) for bulleted lists; translates well to mobile
- Standardized CRD template with highlighted changes per revision

2. New producers, business executors, content writers

- multiple people acting as producers, little/no power to coordinate decision making
- unlimited rounds of content edits, including photos, design comps
- no one communicates to upper business about impact of changes, just executes and pushes
- producers assume nature of errors, promise turnaround times without asking POCs
- assume role of execution, without understanding of limitations
- point to design as culprit in email
- escalates to design without hesitation without reasonable wait for response from resource
- aggressive, constant follow up vs. JIRA communication, reasonable turnaround expectation

Strategy for resolution:

- call meetings, phone calls, Qs to multiple resources to coordinate (act as a producer)
- identify/anticipate impact/problems, notify/coordinate appropriate POCs (dev, CI, writer, business)
- future: kick-off call, orientation