

1x Adoption Metrics Dashboard

2021

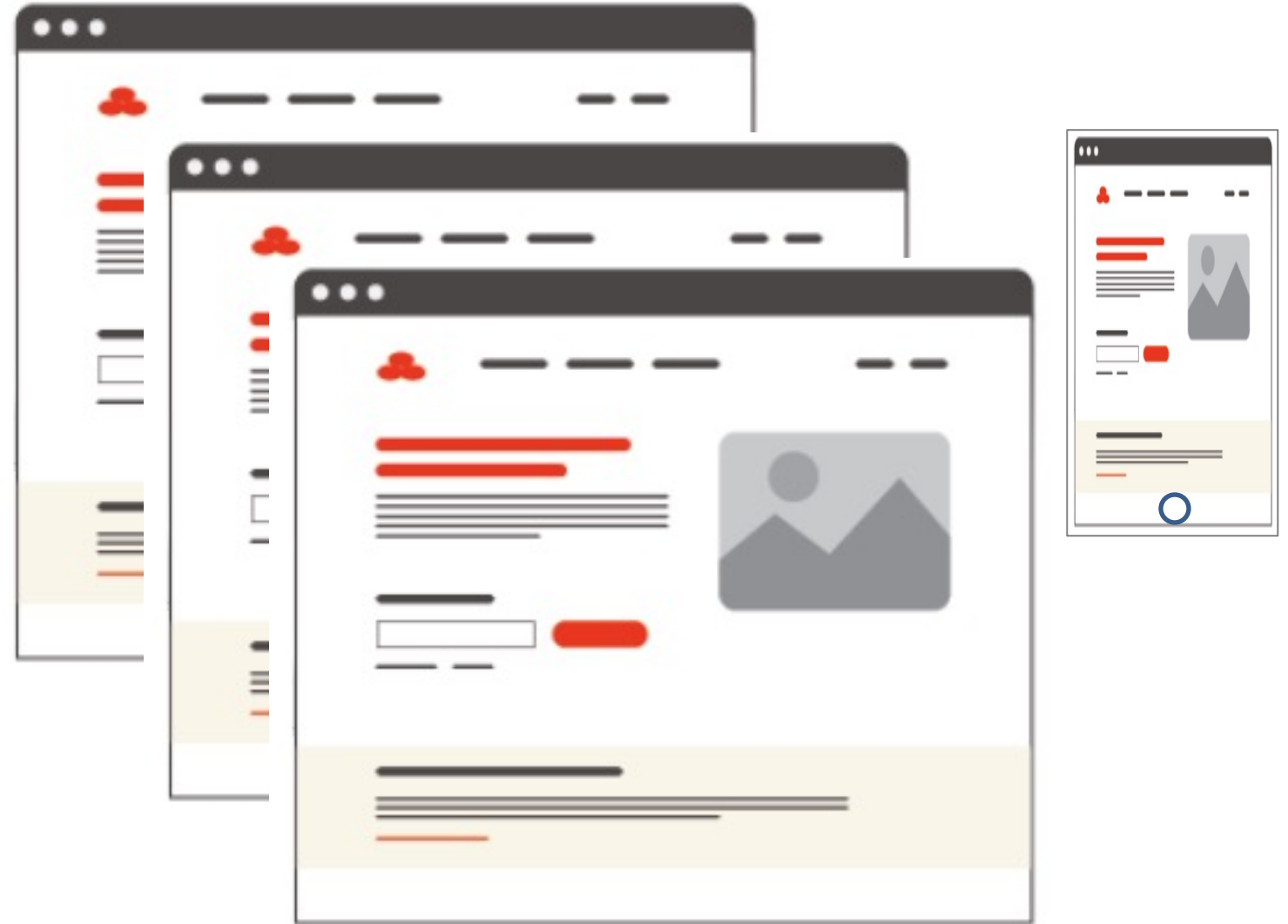
Situation

State Farm's online channels:

- 800+ customer-facing communication screens
- Over 31,000 branded design elements/variances, code snippets
- 30+ product teams
- 400+ UX/Dev practitioners

Manual compliance reporting proved unsustainable.

Despite established guidelines, the sheer scale of operation made it **difficult to QA, deliver, and manage branded, compliant experiences** for our customers.



Task

In the form of a Use Case:

I wanted to prove that we could:
Manage our online design systems' compliance data by using an automated, on-demand reporting mechanism to provide compliance statistics and corrective information at page, element, and code snippet levels.

In short:

Create a valuable Dashboard capable of reporting real-time compliance data for State Farm's online design system.

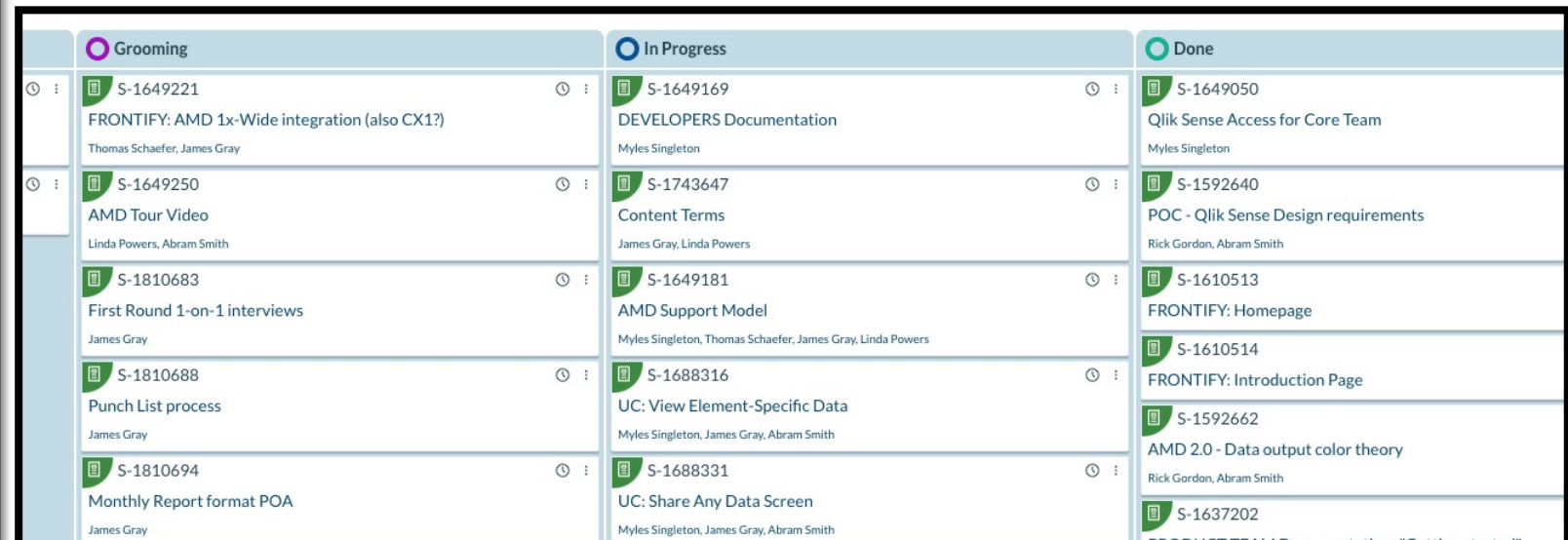
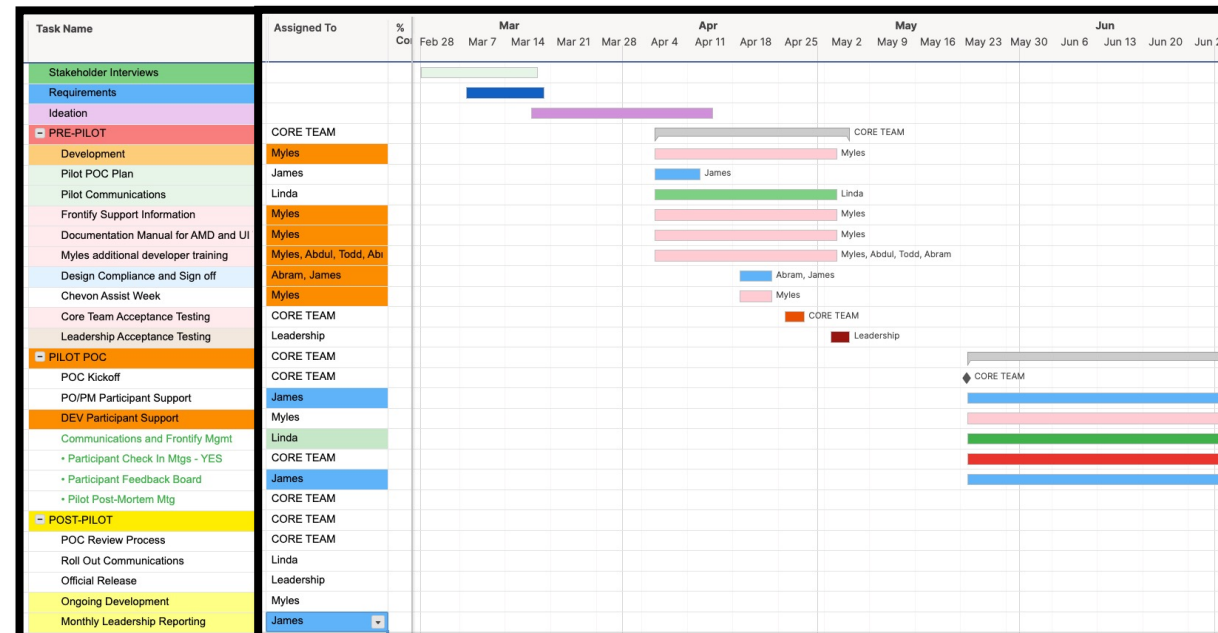
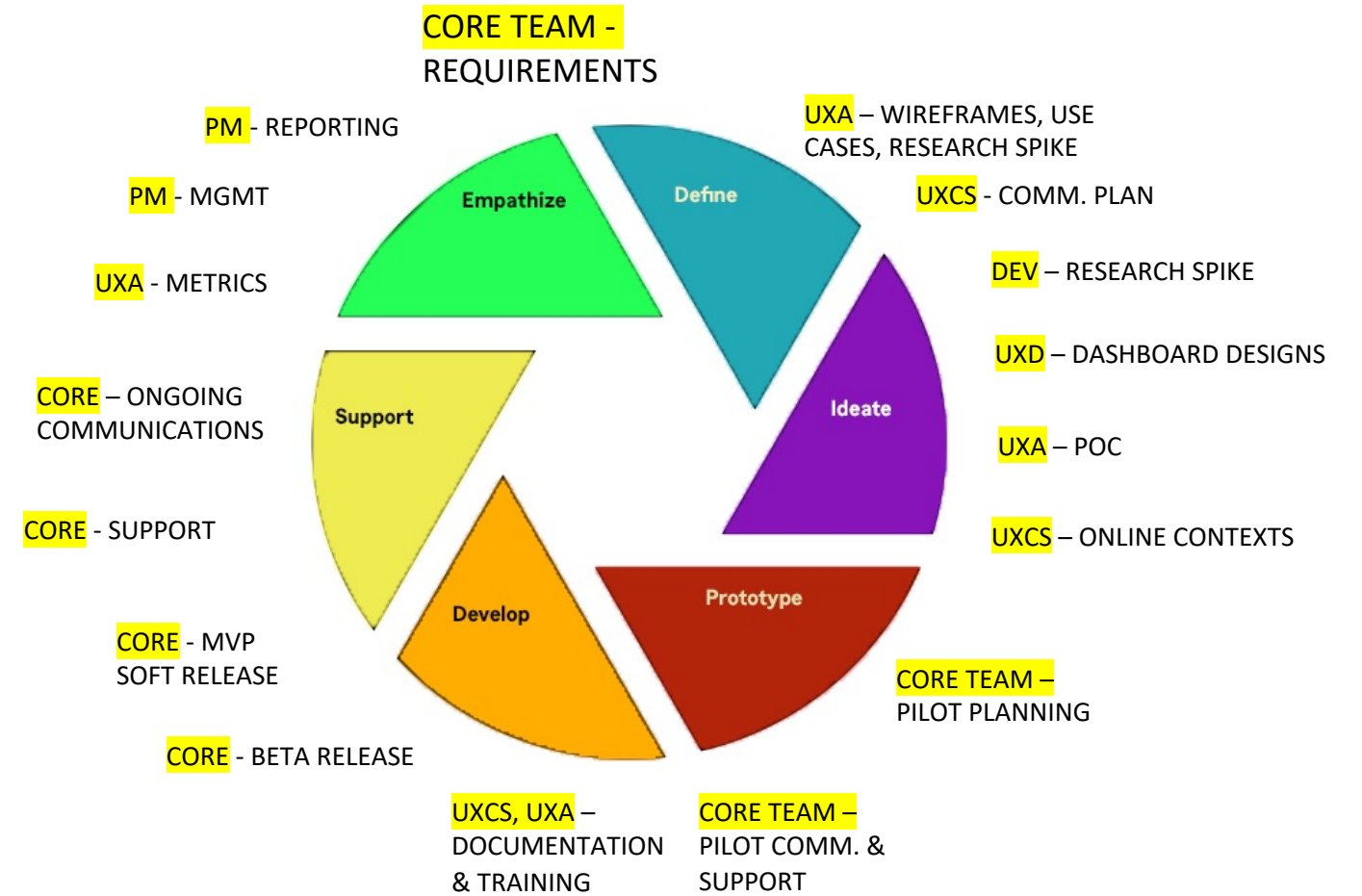


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Actions

I used Design Thinking and journey mapping to guide **the application lifecycle** from requirements through development – release through metrics/CSAT.

The lifecycle was subdivided by task/role and team groomed to a critical path of deliverables and Agile development stories.



Actions *(continued)*

Throughout, I managed strategic communications; research; personnel assignments and deliverables (UXA, UXD, Development and UXCS); pilot planning, tracking and status updates.

State Farm PoA: Pilot Strategy - Adoption Metrics Dashboard - DRAFT
James Gray | UXA

Plan of Attack
Adoption Metrics Dashboard: Pilot/POC and MVP Rollout Strategy
4/7/21

TOC Anchors

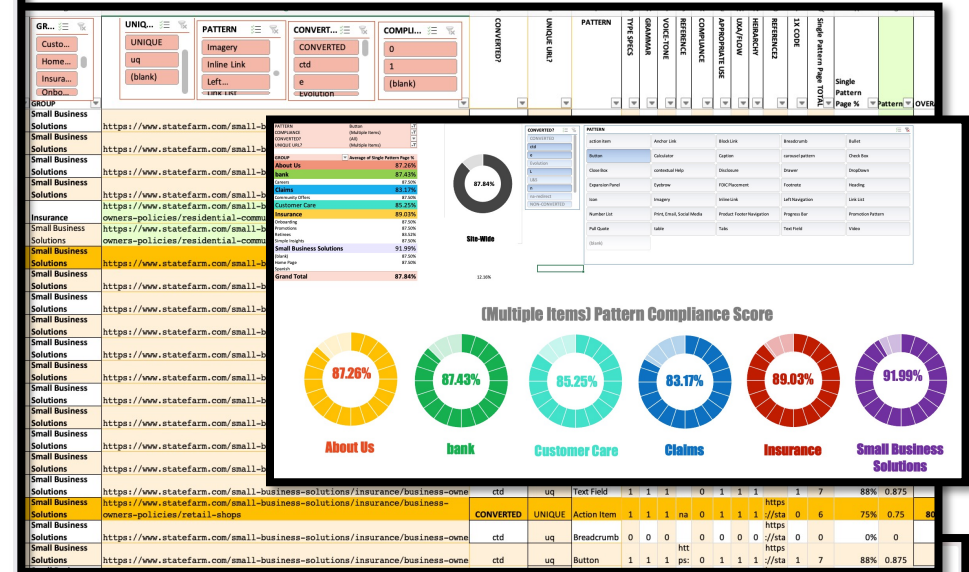
- Overview
- AMD Goals and Objectives
- Benefits
- Stakeholders
- Timeline
- Scope Requirements
- Outcomes
- Risk/Concerns
- Next Steps/Action Items March-April 2021: Pre-Pilot Timeline & Action Items

Overview
StateFarm.com has over 600 unique live pages on the unauthenticated site alone. Maintaining the 1x standards that keep our online channels unified, on Brand, and in code compliance requires an attention to detail elevated to a hive minded level. To identify and measure these details, the 1x team has created an automated process for collecting and reporting this compliance data. The Adoption Metrics Dashboard (AMD) is the front end of this data collection process. The dashboard provides developers and XD product teams a real-time way to address and correct code, Branded design, and accessibility anomalies that weaken our compliance story. AMD is almost ready for POC testing in a pilot environment. This document outlines the objectives, stakeholders, action items and milestones necessary to prepare it for success within our XD environment.

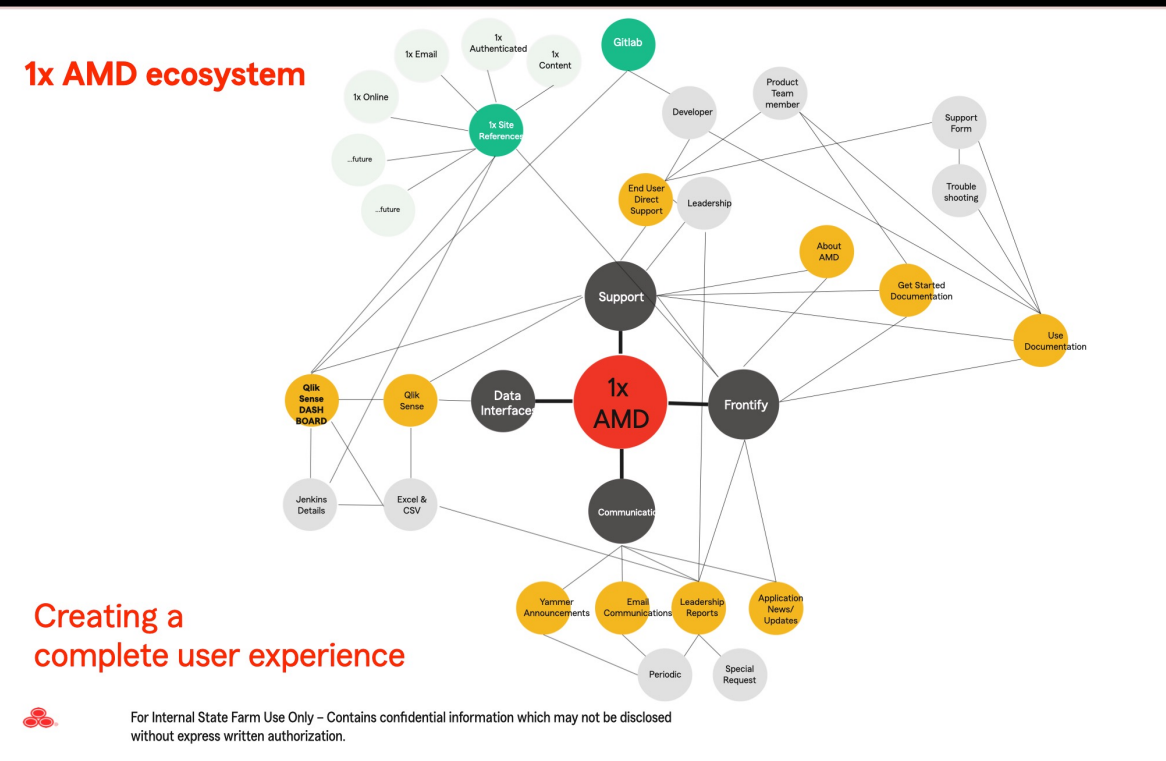
AMD Goals and Objectives

- Dashboard** allows immediate access to 1x code/design data
 - Data automatically extracted from 1x adoption metrics system
 - Available in-house via web dashboard designed using Qlik Sense
 - Provides team members a visual interface for tracking brand compliance at both the code and design levels
 - Indicates level one accessibility fails
- Leadership Reporting Values**
 - At-a-glance view of critical, trending, and long-term 1x compliance data
 - Team-, design-, and campaign-specific data affecting Brand, CSAT and available to cross-reference against existing conversion success data
- Developer Use Values**
 - Indicates code compliance issues affecting CSS, JavaScript, accessibility, and approved 1x code specifications
 - Provides filters allowing developer to measure compliance within
 - Site, Group, or Page level
 - Accessibility Criteria, Code, Element, and Brand "Foundation" level
 - Trended data across time span
 - Provides direct access to instruction for correcting code and accessibility issues
 - Access to a CSV version of the daily data reports - providing an extra level of granularity and information facets
- Product Team Use Values**
 - Locate Element, Component and Brand "Foundation" uses throughout the site(s)

Plan of Attack (PoA) provides leadership with 30,000 view of strategy.



ks: Application interface



Dashboard ecosystem including application, support, documentation, communications, and training swim lanes

Adoption Metrics Dashboard

Jenkins Developer Interface (detail screens)

Dashboard - Test Results
https://www.statefarm.com/careers/become-an-agent/compensation-and-expenses

A11y violations

- 80 items 1 x 1
- A11y Compliance 75% 0.75
- 1 violations discovered

1x scripts and styles

- 0 items 2 x 4 x 2
- 0 violations

Header

- 13 items 1 x 1 x 1
- 0 violations

Breadcrumbs

- 0 items 1 x 1
- 1 has supported breadcrumbs

Fonts

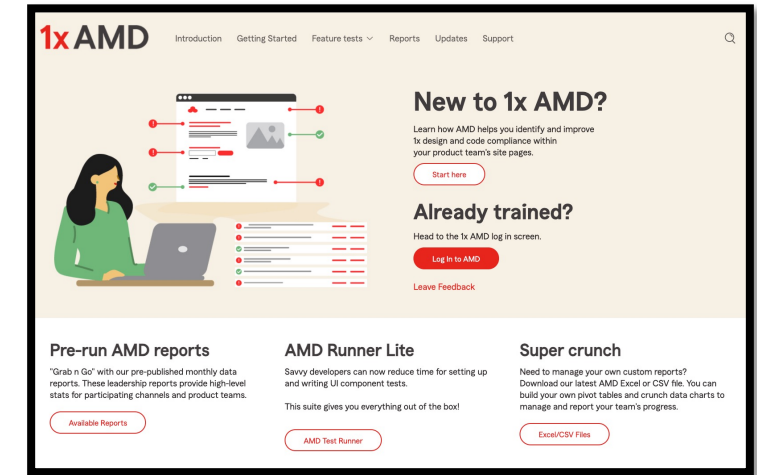
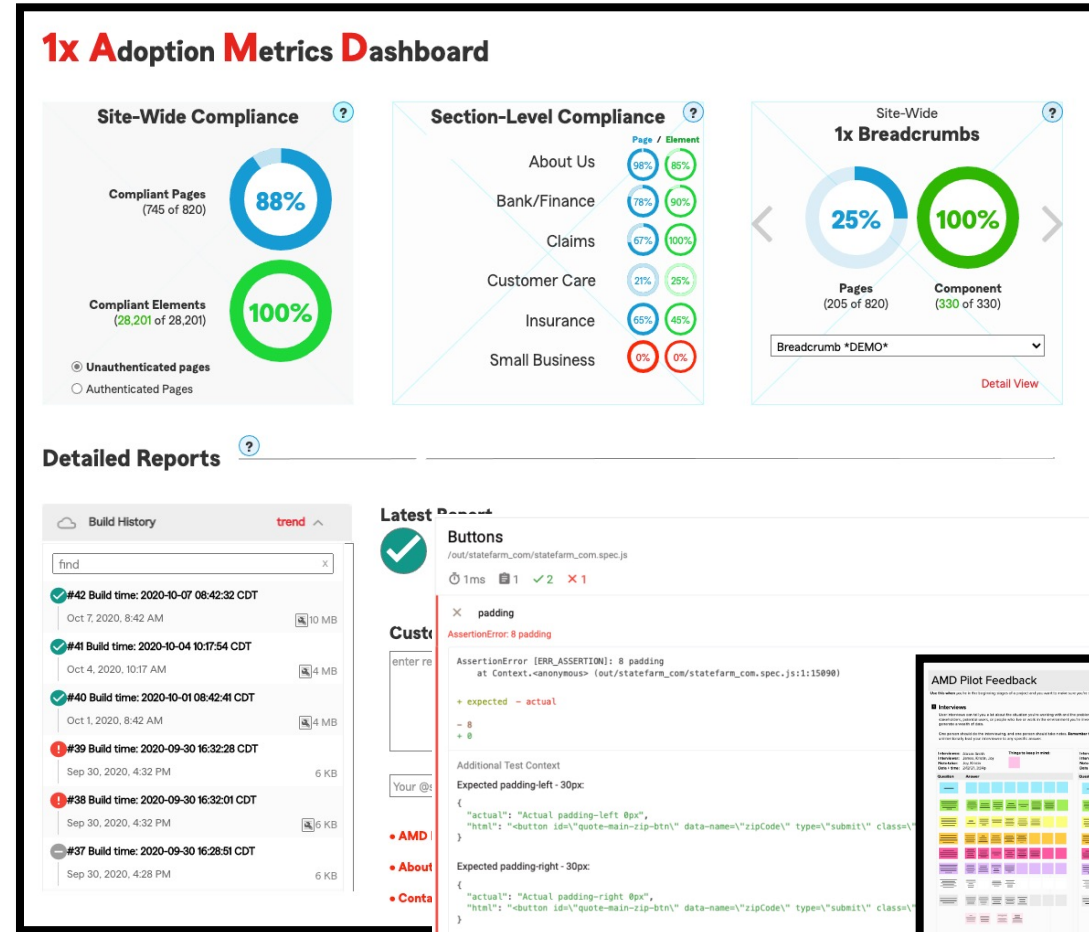
- 0 items 1 x 1
- 0 violations

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Manual POCs led to working prototypes created consecutively in Invision, Axure, Excel Pivot tables and Qlik Sense. Leadership is provided status updates via periodic ppt decks.

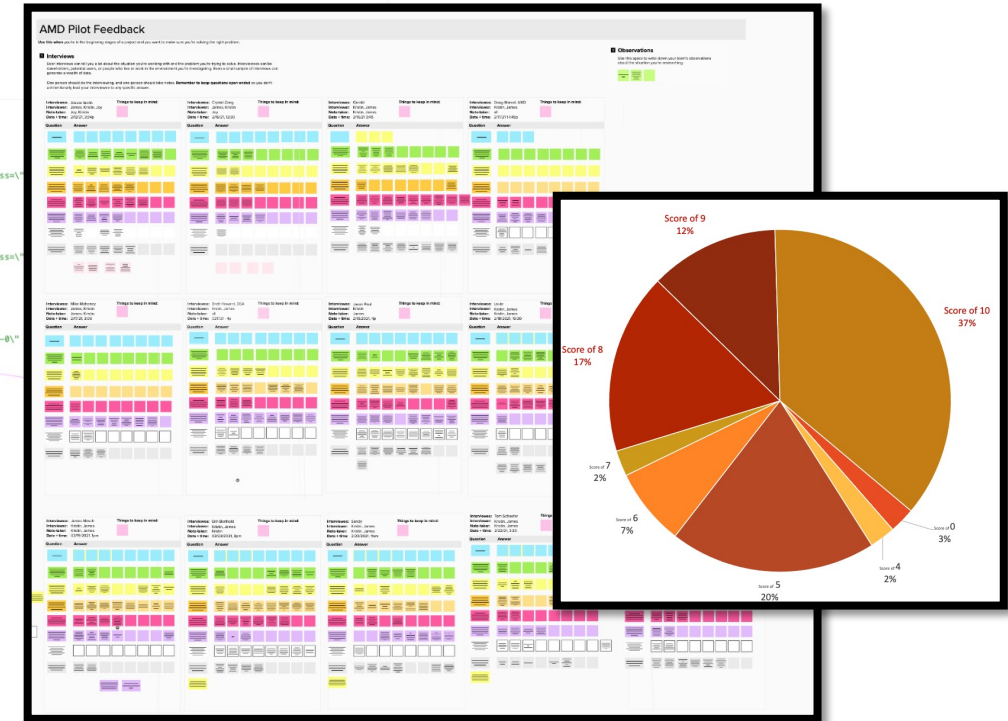
Results

- ✓ AMD application is in currently in pilot release
- ✓ Communications/Reporting plan, documentation, and training/support processes are complete and managed.
- ✓ Development is iterating in Agile based on pilot feedback.
- ✓ Our employee visitors have validated the application and proven its ROI through increased compliance from 84% to 88% in first 3 weeks.
- ✓ AMD is on track to expand into additional channels including branded email communications, VR/Chat, and internal applications in 2022.



Self-guided user documentation and leadership reporting site created in Frontify.

Adoption Metrics Dashboard provides leadership with high level statistics while allowing practitioners to deep dive components, code snippet, and accessibility details – converting the information into a rating scale with instructions for corrective action.



Mural Board real-time feedback and user survey data.