

# 1x Adoption Metrics Dashboard

2021

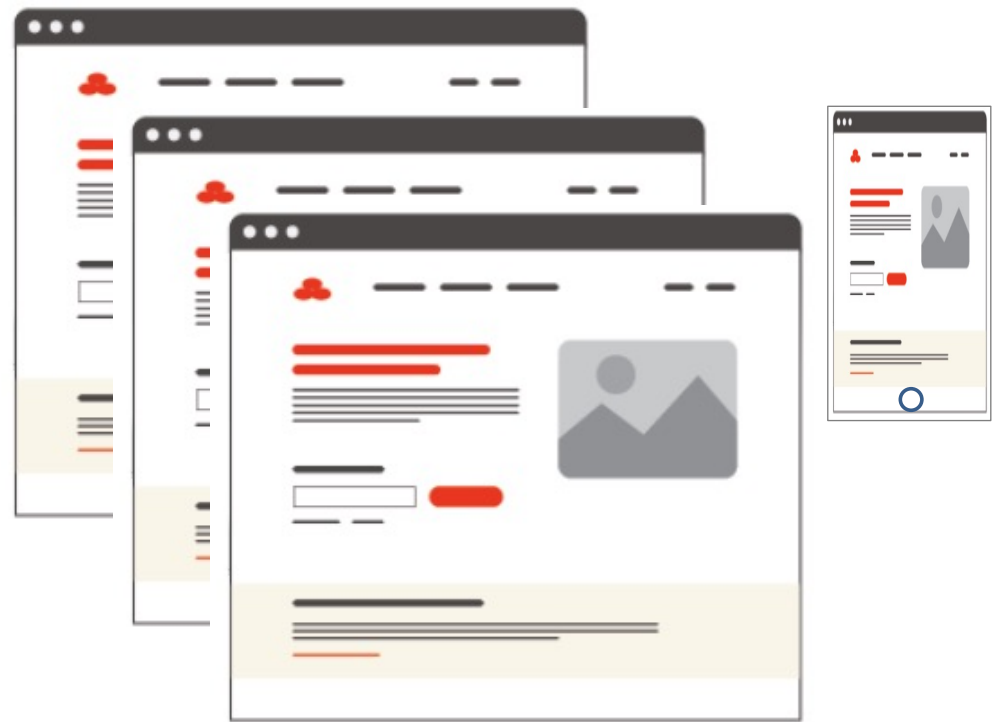
## Situation

### 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

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

Manual compliance reporting proved unsustainable.



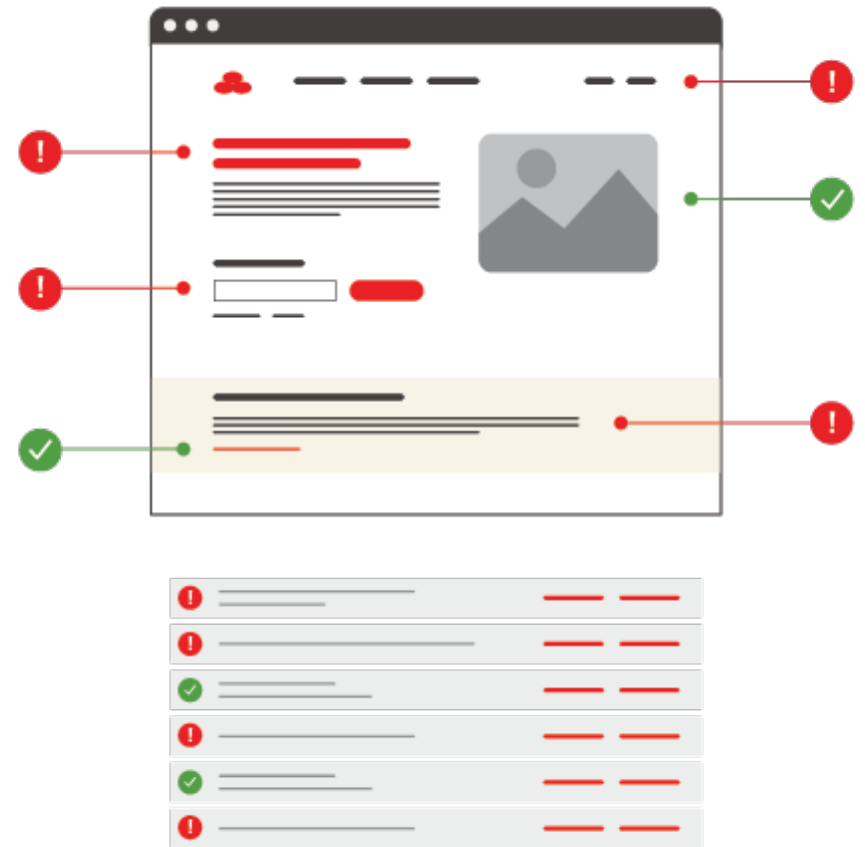
## Task

*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:**

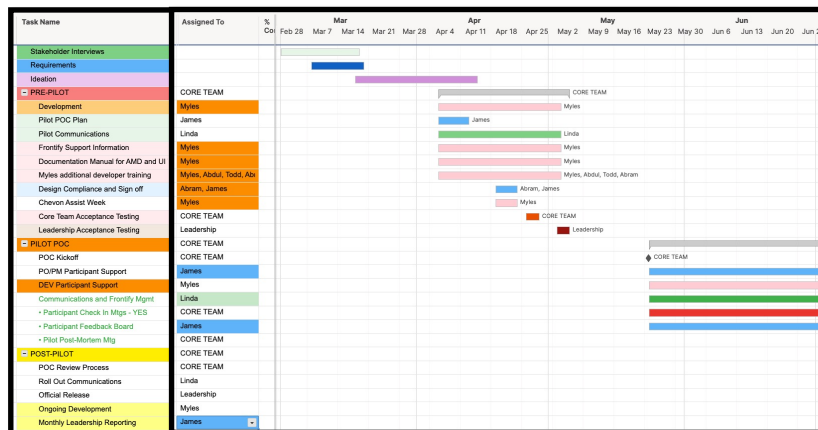
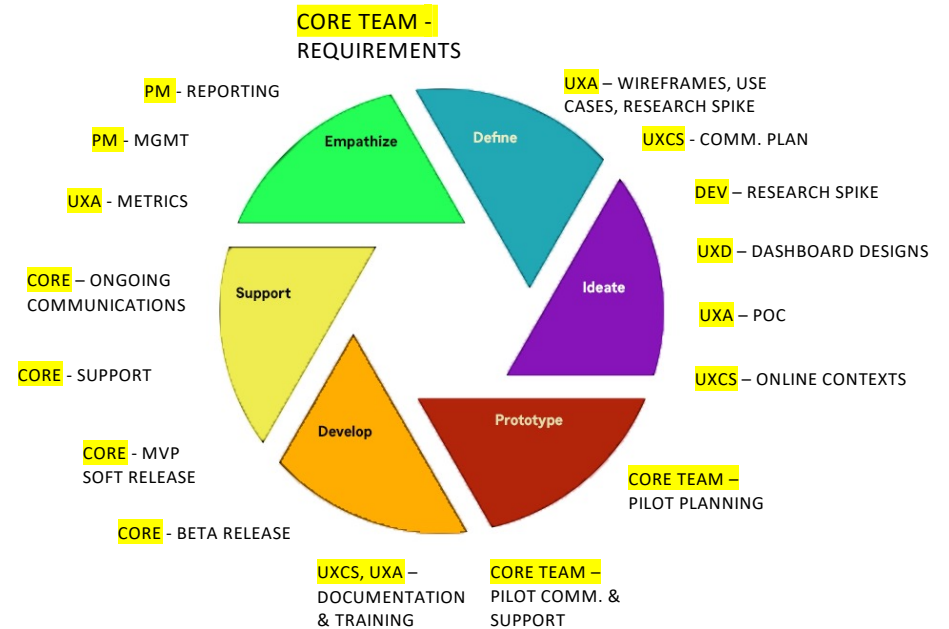
**Create a valuable Dashboard capable of reporting  
real-time compliance data for State Farm's  
online design system.**



## Actions

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

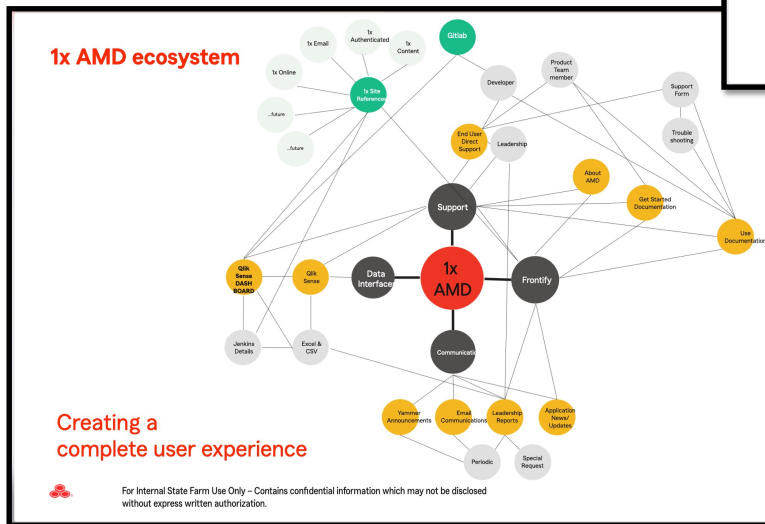
The lifecycle was subdivided by task/role and team groomed to a critical path of deliverables and Agile development stories.



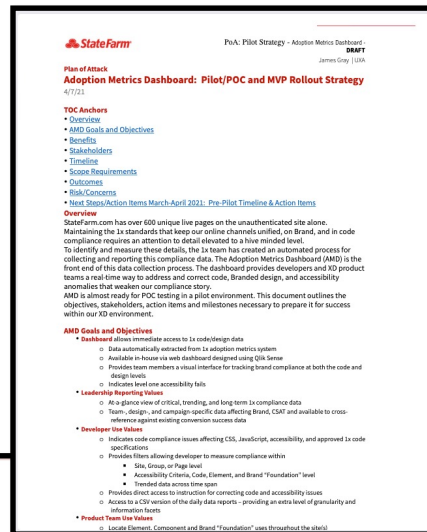
Grooming	In Progress	Done
<div>S-1649221</div> <div>FRONTIFY: AMD 1x-Wide integration (also CX17)</div> <div>Thomas Schaefer, James Gray</div>	<div>S-1649169</div> <div>DEVELOPERS Documentation</div> <div>Myles Singleton</div>	<div>S-1649050</div> <div>Qlik Sense Access for Core Team</div> <div>Myles Singleton</div>
<div>S-1649250</div> <div>AMD Tour Video</div> <div>Linda Powers, Abram Smith</div>	<div>S-1743647</div> <div>Content Terms</div> <div>James Gray, Linda Powers</div>	<div>S-1592640</div> <div>POC - Qlik Sense Design requirements</div> <div>Rick Gordon, Abram Smith</div>
<div>S-1810683</div> <div>First Round 1-on-1 interviews</div> <div>James Gray</div>	<div>S-1649181</div> <div>AMD Support Model</div> <div>Myles Singleton, Thomas Schaefer, James Gray, Linda Powers</div>	<div>S-1610513</div> <div>FRONTIFY: Homepage</div>
<div>S-1810688</div> <div>Punch List process</div> <div>James Gray</div>	<div>S-1688316</div> <div>UC: View Element-Specific Data</div> <div>Myles Singleton, James Gray, Abram Smith</div>	<div>S-1610514</div> <div>FRONTIFY: Introduction Page</div>
<div>S-1810694</div> <div>Monthly Report format POA</div> <div>James Gray</div>	<div>S-1688331</div> <div>UC: Share Any Data Screen</div> <div>Myles Singleton, James Gray, Abram Smith</div>	<div>S-1592662</div> <div>AMD 2.0 - Data output color theory</div> <div>Rick Gordon, Abram Smith</div>
		<div>S-1637202</div>

## Actions *(continued)*

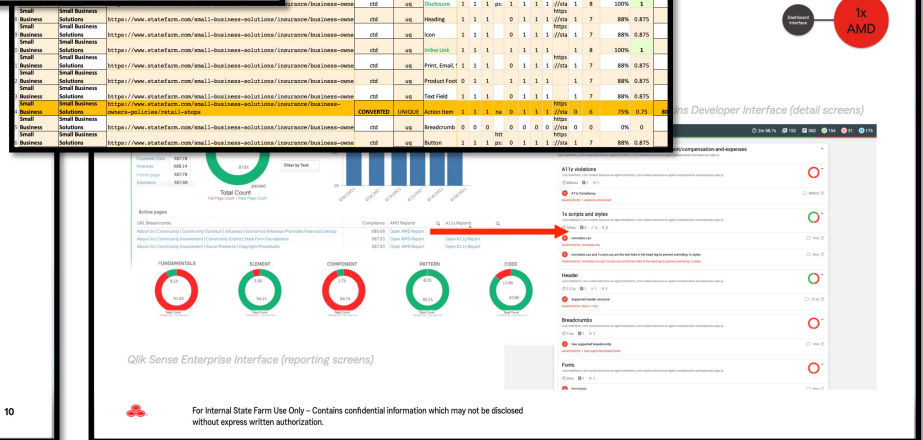
Throughout, I managed strategic communications; research; personnel assignments and deliverables (UXA, UXD, Development and UXCS); pilot planning, tracking and status updates.



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



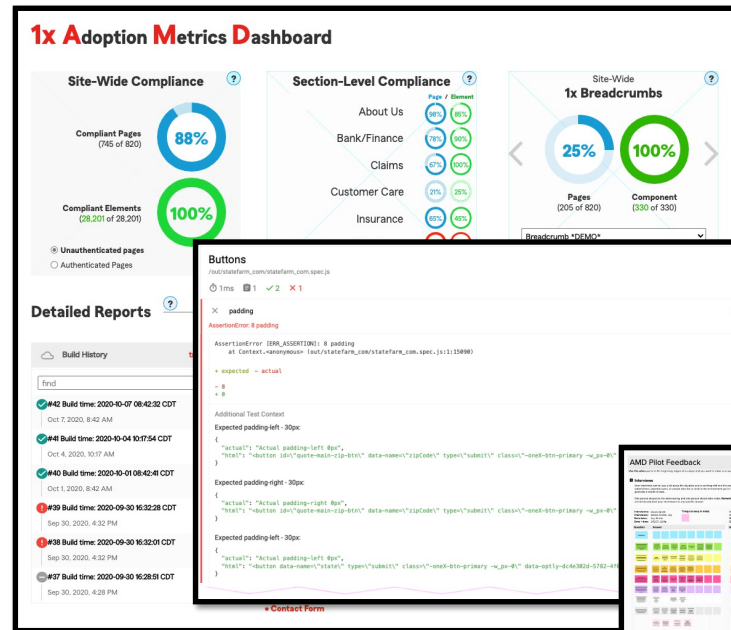
Plan of Attack (PoA) documentation provides leadership with a 30,000 view of strategy.



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.

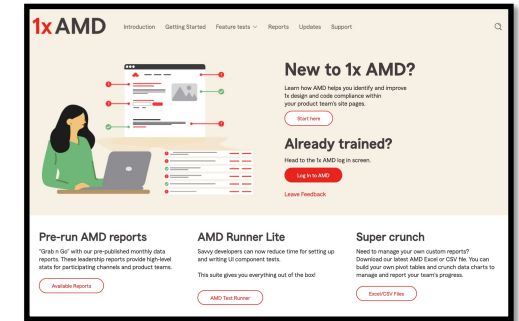
# Results

- ✓ AMD application is 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.

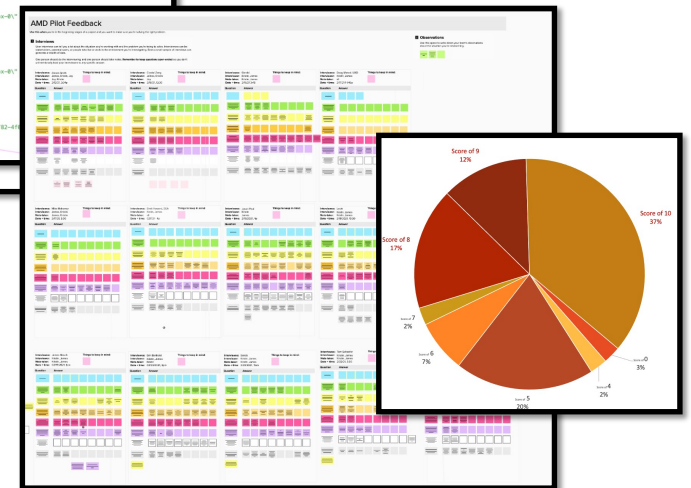


*Adoption Metrics Dashboard provides leadership with high level statistics reports by converting the information into a visual rating scale.*

*Meanwhile practitioners can deep-dive components, code snippets, and accessibility details—with instructions for corrective action.*



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



*Mural Board real-time feedback and user survey data.*