StateFarm®

Plan of Attack:

CXOne and 1x Sites Design Continuity

6/6/21

Overview

Digital Experience is creating an online hub of internal State Farm environments with the goal of providing strategic and tactical guidance for our online communications channels including:

- **CXOne** - our home for learning about (and applying) the authorized **strategic** processes, tools, and templates applied to online customer experience at State Farm
- **1x (Email, ODS, VR, Chat, SFMA, etc.)** – the **tactical specifications** for applying brand standards for our online communications channels including Email, Web, VR, chat and online and internal system UI and application design, coding and development at State Farm
- **1x Content** – **Customer-facing Online Communications** standards, guidance, voice/tone, and processes for all written vehicles and communications at State Farm.

Once completed, this hub will represent the common threads among the customer experience channels of 7+ different communications and omni-channels at State Farm.

Challenges:

1. Ensure the hub sites maintain a continuity of design, findability, architecture, and structure as "sibling sites" combining to provide a complete and cohesive representation of our online strategy and tactical guidance
2. Be representational of our online design and communications styles and standards (to the degree possible within the available software)

Goals and Objectives

- Build the hub based on a library science methodology of common terms and intents that are organized in parallel site organization formats
- Provide findability based on apples-to-applies design and architecture
- Design the sites' visually as single entries within a collective series

Benefits

- Improve consistency across State Farm digital products.
- Prevent confusion of utility and findability
- Act as a model for the online Brand
- Encourage end-user confidence and recognition leading to more efficient usability

Stakeholders

Team	Leadership	Recipients
Thomas Law – UXG **Linda Powers** – UXCS **Rosie Huf** - **UXCS** **James Gray** - UXA **Kristin Wohlust** - UXD **Leroy Smith** - PM	**Vijay Yarraguntla** – ET Executive **Jay Mathews** – ET Director **Josh Goodwin** – Sr. CD/Mgmt Sponsor **Thomas Schaefer** – CD 1x Design **Corey Lower** – CD CXOne	**Josh Goodwin** – Sr. CD **Thomas Schaefer** – CD 1x Design **Corey Lowe** – CD CXOne

Timeframe

- Q2

Approach

- Rosie, James and Linda
  - Continuity Content and Taxonomy
  - Focus is voice&tone, nomenclature and use of commonalities such as Contact Us, Glossaries,
- Tom, James, Kristin
  - Design homepages
  - Landing Pages
  - Intra-page layouts
  - Site-wide typography and "Style" standards

Next Steps/Action Items – Aug 2020

1. TBD

Risk/Concerns

- CXOne is strategic and needs to be unique in its format and context.
- We still want the entire "family" of sites (including CXOne) to have a cohesion in overall design, voice, and architecture (as possible)

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STRATEGY
CXONE
Our Design Philosophies, Methodology and Strategy Deliverables

LEARN *about CX*
Customer Experience

Self-Guided Learning
• Articles
• Vods

Vision
Roadmap
Philosophies
Methods
Case
Studies

Strategic Initiative Teams & Projects

How-to Guides / **Architecture**
Journey Maps
Empathy Maps
Personas
Svc Blueprints
Experience Brief

APPLY *CX principles*
Tools & Templates
How-To Guides
Data Resources
CeFR
Enterprise Research

ASSETS

CONNECT

TACTICAL
1X CONTENT GUIDES
Our Contextual Deliverables

Contact Us
CX Glossary
FAQs
Yammer
Digital PPTX

Supported Software
BIE   Atomic Design
Adoption Dashboard
3rd Party
Resources

SEO/SEM

CONTENT SPECs
Copyright & Trademark
Element & Punctuation
PA Acronyms & Standard Terms
Writing for...
• The Web   • Application design
• Email   • Voice & Chat Scripts
• VR   • Instructional & Training

AP Styleguide
Brand Center

HOW-TO GUIDES
Voice & Tone
Accessibility

CONTENT FORUM
(Community, Examples...)

STYLE

ELEMENTS
COMPONENTS
PATTERNS
TEMPLATES

1X PROCESS
UPDATES
Onboarding & Training

Usage Guidelines
Design Specs
Content Guidance
Accessibility
Code Snippets

Design Toolkits
(SKETCH)

PDT

Accessibility Tools
A11Y
TestHarness
Staging
Server
Developer Tools
RocketChat
Gitlab

TACTICAL
1X DSM
Our Design Deliverables

1X VR

1X Email

1X SFMA

1X Voice & Chat