

PoA:

On-site Self-paced Tour for 1x Online

6/6/21

Overview

The 1x Online team recently re-launched its frontify web site of tactical styles, standards, and codes for online channel. In addition to a new look and feel, the web site has a new navigation format and additional sections and value add features that our in-house audience may not be aware of.

To help orient and educate our colleagues on the revised site, we're creating a short, on-site tour animation.

The tour can be selected by the visitor via a link on the 1x Online home page.

Challenges:

1. Frontify (the environment housing the site) has a limited ability to accommodate on-site tour animations and functions.

We're addressing this by providing the tour as both

- A "mirror site" available as a self-paced walk thru via tiny URL: <https://s.f/tour-1x-ODS> (this is a sample tour – not final product)
- A short video available from the home page.

2. The site is in a constant, agile state of update.

We're being careful to create the tour using a format that allows us to easily revise individual "sections".

3. The tour is a short orientation – not a marketing vehicle.

Our 1x Online audience already knows what the site is ... they don't need to be sold

As such, we need to be careful to not overextend the intent of the tour:

- **Do** show visitor the major features of the site and where to find them.
- **Don't** attempt to rationalize or "sell" the site's/feature's values.

Goals and Objectives

- Orient the visitor to the major sections/features of the site.
- Walk through the left rail of "Fundamentals"
- Explain where to learn more about atomic design
- Show the basic page organization of a typical widget to illustrate
 - Spec details
 - Code details

- Sketch Tool Kit, AP Stylebook and other resources
- Explain where to find process, contact, and various “Updates” information

Benefits

- Provide an “elevator pitch” introduction to the site’s structure
- Make the introduction quick, visual and easy to share via email, url.

Stakeholders

Core Team	DE Leadership Stakeholders	Stakeholders
James Gray – UXA, script, storyboards Abram Smith – UXD video, construction, and animations Kristin Wohlst – UXD continuity guidance	Jay Matthews – Sponsor Josh Goodwin – Sr CD Thomas Schafer – 1x Sponsor	DE Departmental Devs, UXAs, Designers, Copy Strategists

Timeframe/ Approach

Line items here will be completed and implemented in an agile format.

- Script – June 1
- Storyboards – June 10
- Assembled story arc – Aug 1
- Animations – Aug 1
- Non-Voice version – Aug 7
- Voice version – Aug 10
- Freshness date/owner - TBD

Next Steps/Action Items

- Mgmt Review with Tom S and Josh G

In Scope

- On-site and tiny URL access

Out of Scope

- Marketing and communications vehicles

Outcomes

1. We’ll need to figure out the best way to mark success.

Risk/Concerns

- Keeping it up to date (need to map out a review schedule).