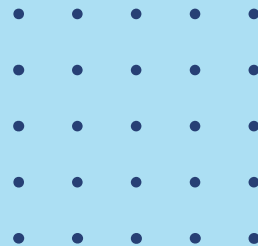


# Agenda



## 1. Context

Project scope, priority division & customer profile

## 2. MVP & USP

What is needed to run pilots, and what makes us unique?

## 3. Achievements

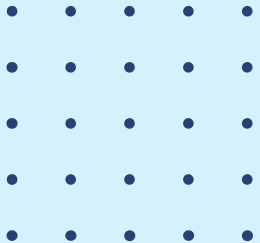
Accomplishments that myself and the company are proud of

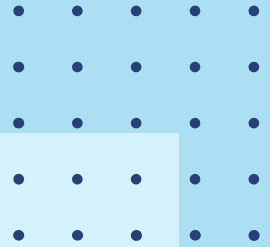
## 4. Improvements

Difficulties we encountered and how we resolved them

# 01. Context

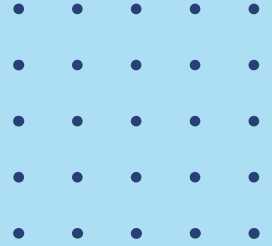
Project scope, priority division &  
customer expectations





## Scenario

- 10 - 15 employees (1 manager, 1 product designer)
- Startup in Delft, funded by founder Exact Online
- Involved from the start → no design system, no proven method of development, etc.



## Project

Structured & organized  
multilingual communication  
for non-desktop organizations



## Priority

Proof of concept, streamline  
core functionalities, pilots &  
iterations

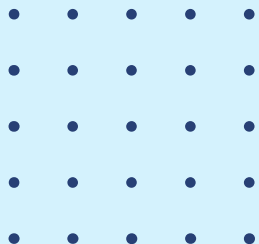


## Customer

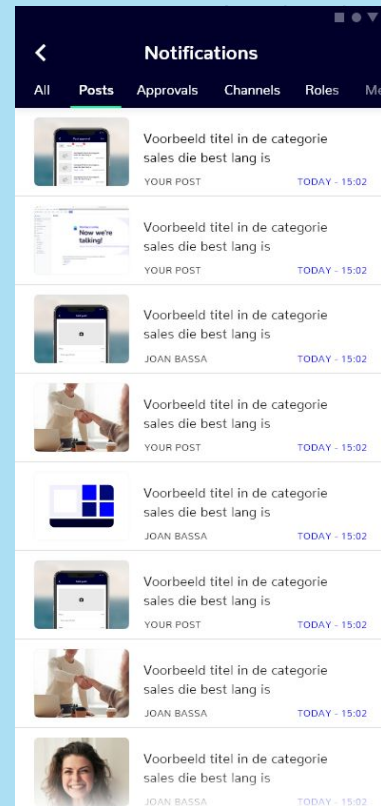
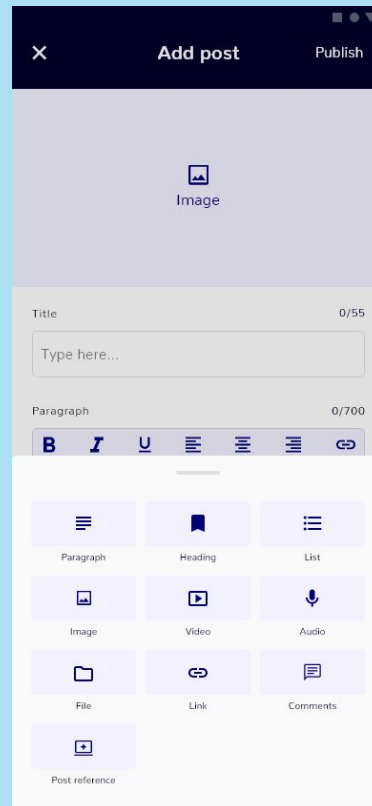
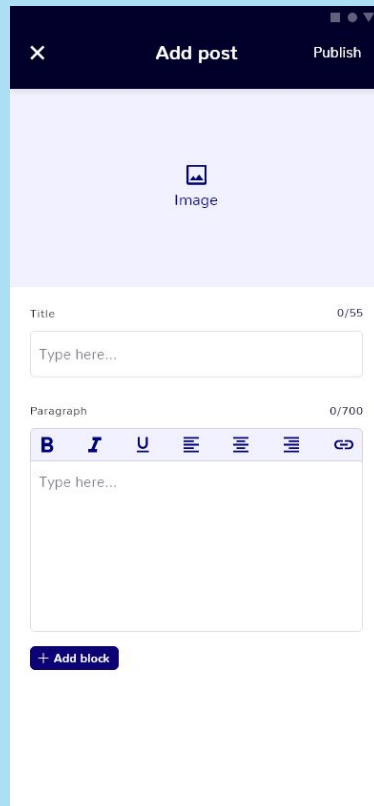
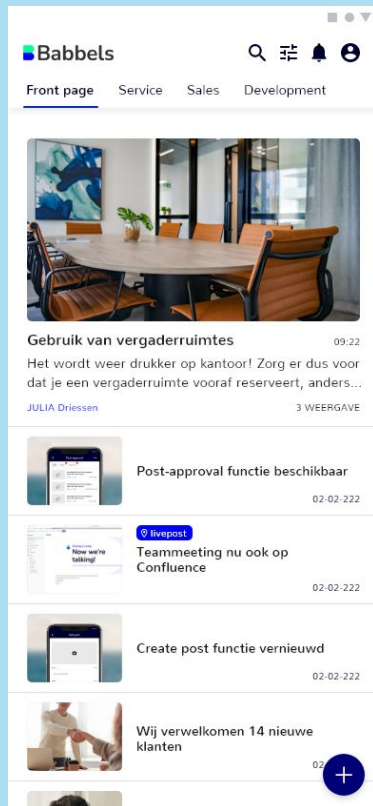
Organizations with multiple  
(interdisciplinary) departments  
in multiple locations

# 02. MVP & USP

What is needed to run pilots, and what makes us unique?



# Core functionalities



Babbels

Feed

Service

Sales

Development


🔍

🔧

🔔


👤

02-02-2222




Gebruik van vergaderruimtes

02-02-2222



Gebruik van vergaderruimtes

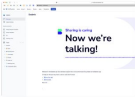
02-02-2222



02-02-2222  
Post-approval functie beschikbaar

Het wordt weer drukker op kantoor? Zorg er dus voor dat je een vergaderruimte vooraf reserveert, anders...


02-02-2222



02-02-2222  
Teammeeting nu ook op Confluence

Het wordt weer drukker op kantoor? Zorg er dus voor dat je een vergaderruimte vooraf reserveert, anders...


02-02-2222



02-02-2222  
Create post functie vernieuwd

Het wordt weer drukker op kantoor? Zorg er dus voor dat je een vergaderruimte vooraf reserveert, anders...

02-02-2222



02-02-2222  
Wij verwelkomen 14 nieuwe klanten

Het wordt weer drukker op kantoor? Zorg er dus voor dat je een vergaderruimte vooraf reserveert, anders...

Babbels

All

Posts\*

Approvals

Channels

Roles


Members

🔍

🔧

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👤




Teammeeting nu ook op Confluence

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore. 

Joan Rassa

Today - 15:02




Teammeeting nu ook op Confluence

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Joan Rassa

Today - 15:02




Teammeeting nu ook op Confluence

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Joan Rassa

Today - 15:02



Teammeeting nu ook op Confluence

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Joan Rassa

Today - 15:02

Babbels

Feed

Service

Sales

Development

🔍

🔧

🔔

👤

TITL0/55

Type here...

PARAGRA0/700

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O

Type your message...

Add post image

Location

Location:

Ad

Link

Embed

Highlight on frontpage

Topic:

Ad

Sales

Service

Engineering

Publish

Tomorrow

In 2 days

In a week

Done

December 2022

Time: 12:12

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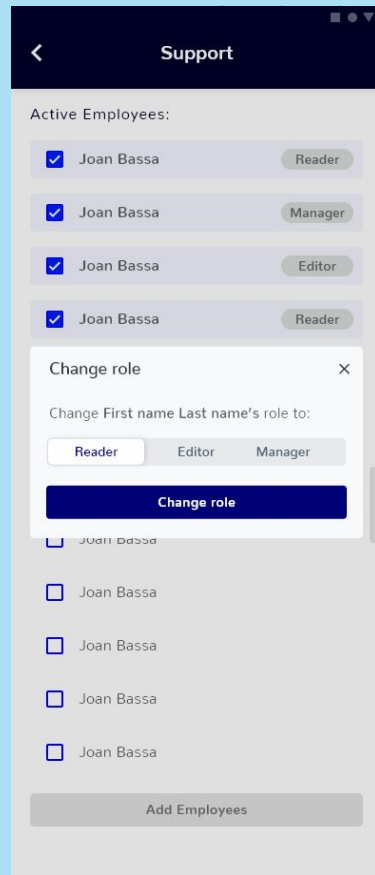
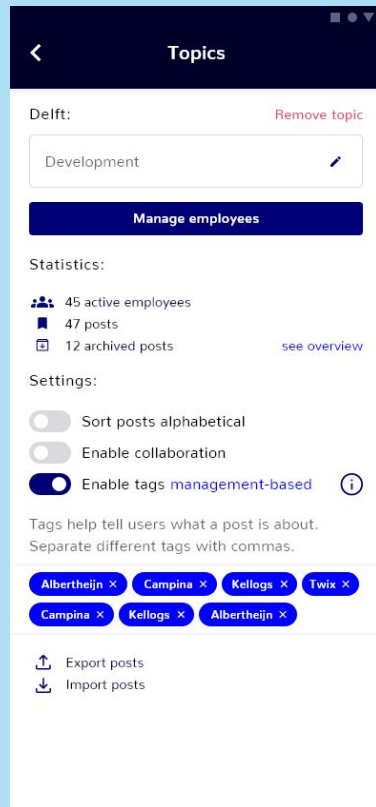
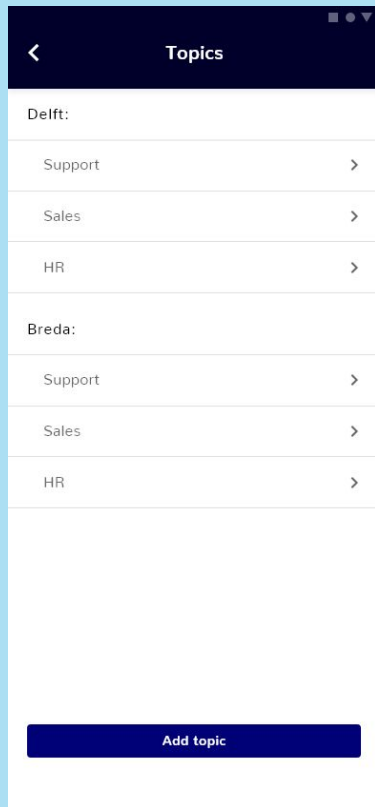
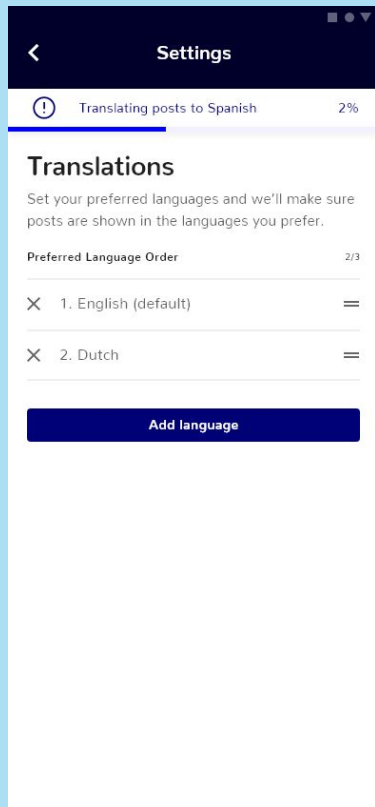
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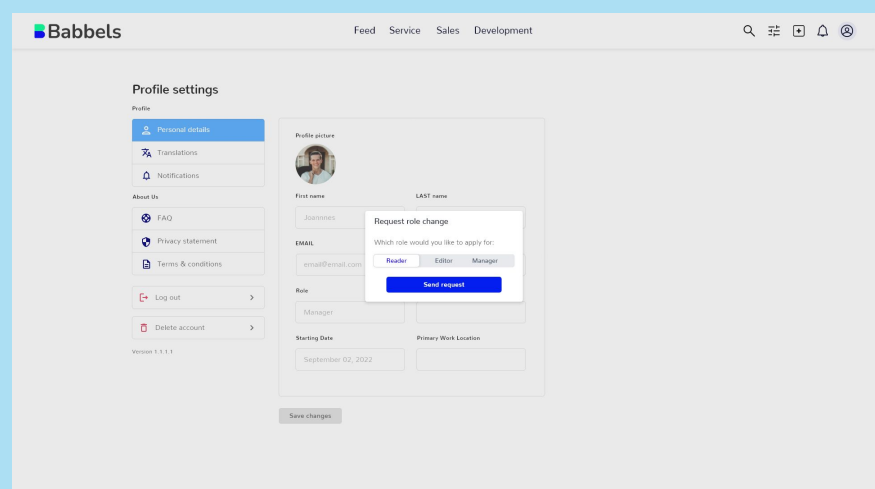
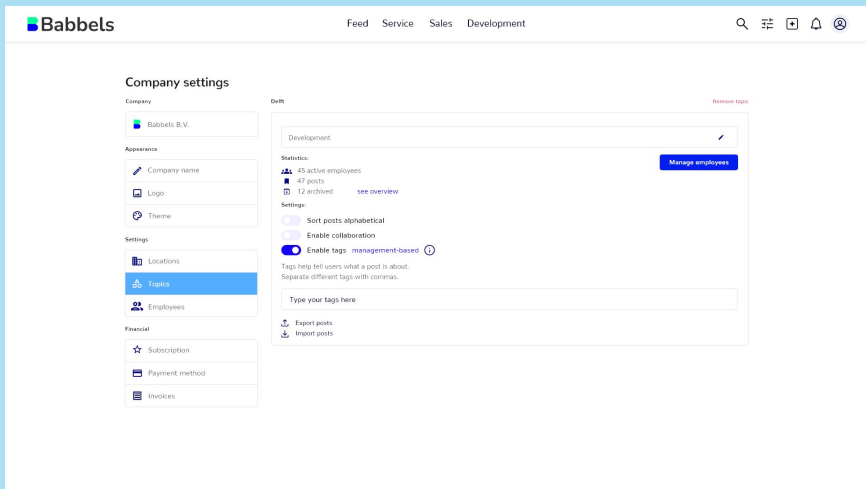
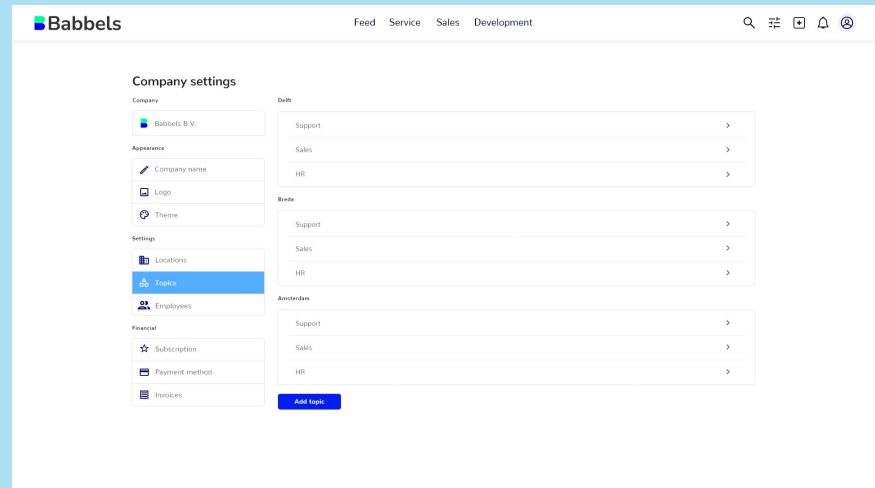
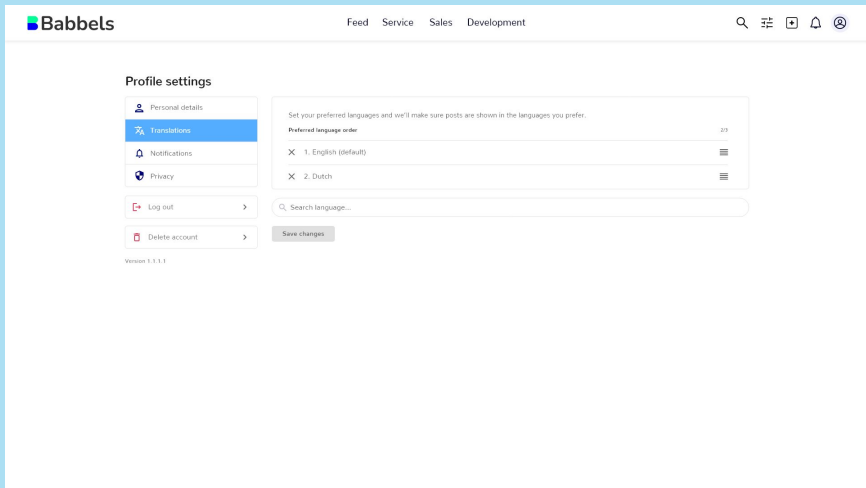
Delete

Publish

# Core functionalities

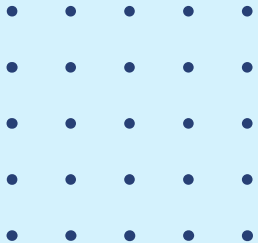






# 03. Achievements

Accomplishments that myself  
and the company are proud of

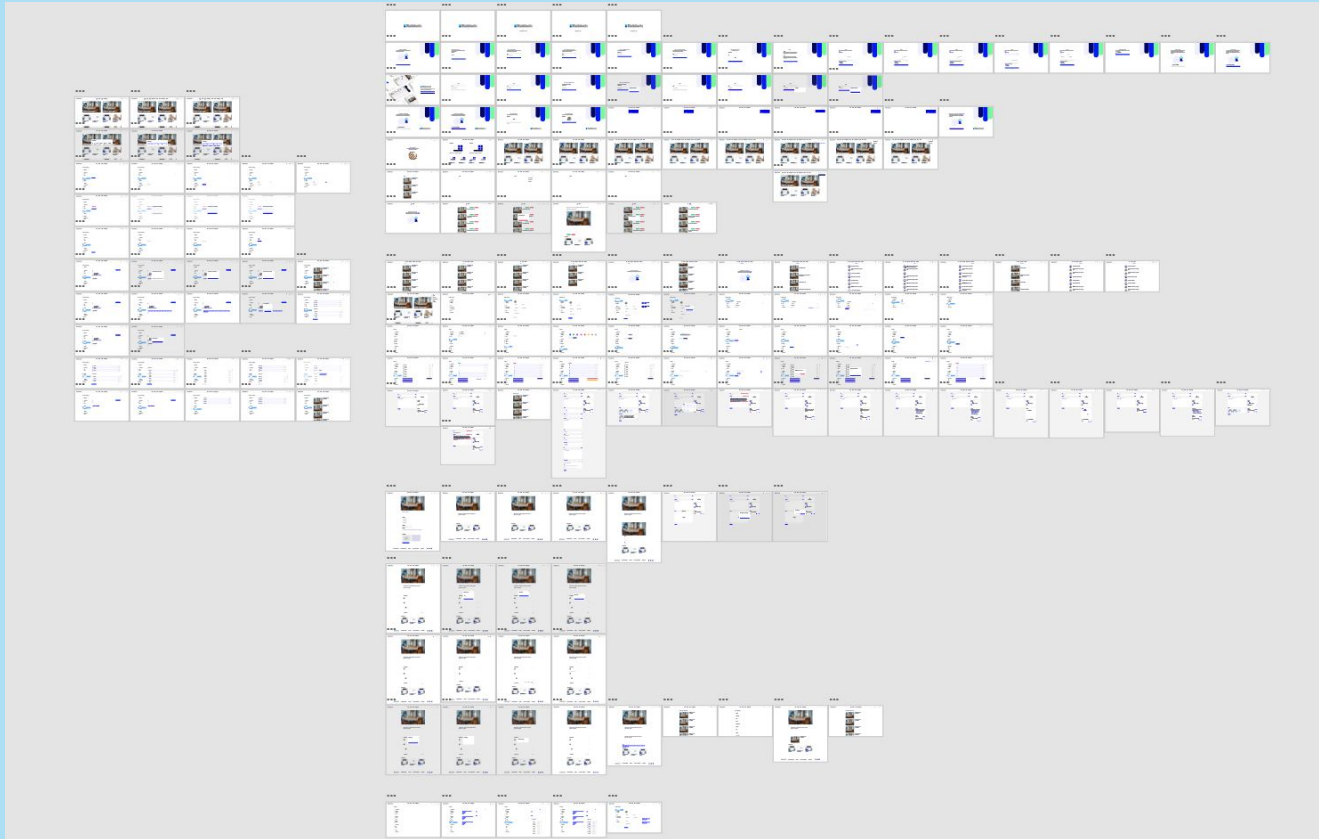


# Design strategy & team direction

- Create design system
- Formulate design strategy
- Conduct interviews with pilot companies
- Decide development direction, roadmap & priority



# Speed of execution



# Simplicity & complexity



<Topics

Delft: Remove topic

Development

Manage employees

Statistics:

45 active employees

47 posts

12 archived posts see overview

Settings:

Sort posts alphabetical

Enable collaboration

Enable tags management-based

Tags help tell users what a post is about. Separate different tags with commas.

Albertheijn × Campina × Kellogs × Twix ×

Campina × Kellogs × Albertheijn ×

Export posts

Import posts

<Topics

Delft: Remove topic

Development

Manage employees

Change tag specification

Management-based tags allow managers to assign tags to topics, which allows them to label posts.

User-based tags allow managers to assign tags to specific users, which as a result can only view posts with corresponding tags.

Management-based User-based

Save changes

Albertheijn × Campina × Kellogs × Twix ×

Campina × Kellogs × Albertheijn ×

Export posts

Import posts

✕Add postPublish

Image

Title0/55

Location:

ALL Breda Delft Breda Delft

Breda Delft Breda Delft

Topics:

ALL Sales Service Engineering

Sales Service Engineering Sales

Tags>

Publish dateImmediately>

Highlight on homepage

Send as push notification

Add post

<Post title

Post image

Babbels Today, 15:02 Julia Driessen Edit post

Delft - Sales, Breda - Engineering

Header title 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Post image

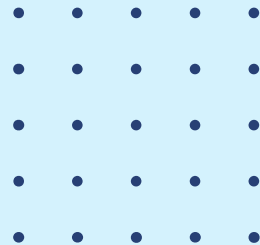
• Lorem ipsum dolor sit amet consectetur

• Ut enim ad minim veniam

• Lorem ipsum dolor sit amet consectetur

Url name

# Statistics



**Babbels**Feed Service Sales Development🔍 ⚙️ 📄 🔔 🚫

### Settings

**Profile**

- Personal details
- Translations
- Notifications
- Privacy

**Company**

- Babbels B.V.
- Locations
- Topics
- Employees
- Statistics**

**Appearance**

- Company name
- Logo
- Theme
- Log out
- Delete account

**Use time** (per week, in hours)

Joan Basa	8
Joan Longin...	1.4
Joan Basa	3.2
Joan Basa	6.4

**Read posts**

Joan Basa	14
Joan Longin...	10
Joan Basa	10
Joan Basa	10

**Time before post is read** (in minutes)

Joan Basa	8
Joan Longin...	1.4
Joan Basa	3.2
Joan Basa	6.4

**Filter**

**Location**

**Topic**

Employee name...

- ☒ Joan Basa **Manager**
- ☐ Joan Basa **Reader**
- ☒ Joan Basa **Editor**
- ☒ Joan Basa **Reader**
- ☐ Joan Basa **Reader**
- ☐ Joan Basa **Reader**
- ☐ Joan Basa **Reader**
- ☒ Joan Basa **Reader**
- ☐ Joan Basa **Reader**

Version 1.1.1.1

**Babbels**Feed Service Sales Development🔍 ⚙️ 📄 🔔 🚫

### Profile settings

**Profile**

- Personal details**
- Translations
- Notifications

**About Us**

- FAQ
- Privacy statement
- Terms & conditions
- Log out
- Delete account

**Version** 1.1.1.1

**Profile picture**

**First name** **LAST name**

**EMAIL** **PHONE**

**Role** **Job Title**

**Starting Date** **Primary Work Location**

**Save changes**

**Statistics**

Use time (per week)	4 Hours
Total posts read	104 Posts
Time before post read (minutes)	405 Minutes
Read percentage	86%
Posts created	12 Posts

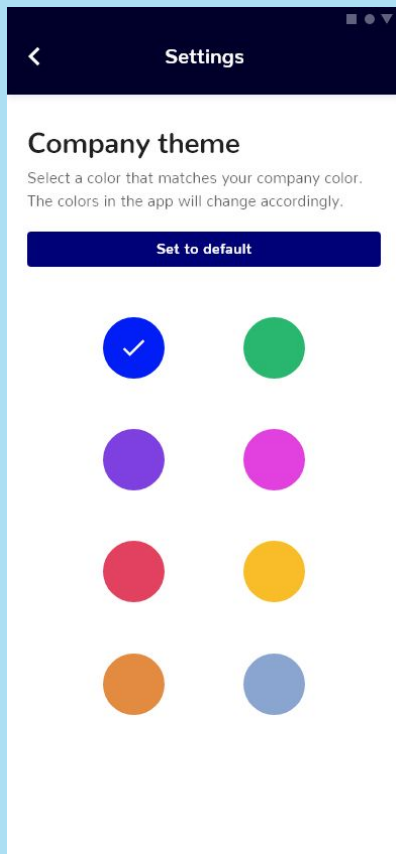
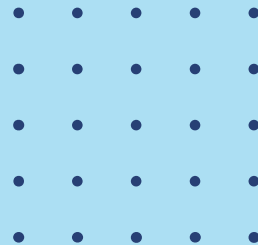
**Assigned tags**

**Topic name**

**Assigned tags**

**Topic name**

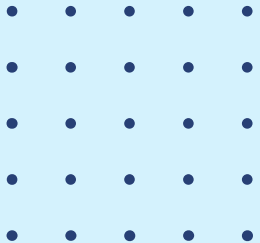
# White label customization



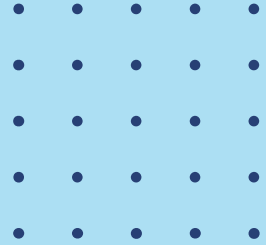


# 04. Improvements

Difficulties we encountered and  
how we resolved them



# Adding posts



✕

Add post

Image

Title

Type your message...

Add Block Here

Delft; Sales, Service

Add post

✕

Add post

Image

Title

Type your message...

Add Block Here

Paragraph

Heading

List

Image

Video

Audio

File

Link

Comments

✕

Add post

Image

Title

Type your message...

Image

Add Block Here

Delft; Sales, Service

Add post


- Not intuitive for users
- Difficult to navigate with multiple blocks
- Tedious to edit selected information

# Adding posts

×

Add post





Publish

  
Image

Title 0/55

Type here...

Paragraph 0/700

**B** *I* U    


Type here...

+ Add block

×

Add post





Publish


  
Image


Title 0/55


Type here...


Paragraph 0/700


**B** *I* U    


  
Paragraph


  
Image


  
File


  
Post reference


  
Heading

  
Video

  
Link

  
List


  
Audio

  
Comments

×

Add post

Publish

  
Image

Title 0/55

Location:

ALL

Breda

Delft

Breda

Delft

Breda

Delft

Breda

Delft

Topics:

ALL

Sales

Service

Engineering

Sales

Service

Engineering

Sales

Tags >

Publish date 12:12, 02/02/2022 >

☐ Highlight on frontpage

☒ Send as push notification

Add post


^ v =


×

Comment section 0/100

Employees can comment for: 03 days

Type your comments title here...


 Name:  
Date

 Name:  
Date

^ v =

×

Image

  
Image

^ v =

×

- Flexible for all users
- Easy to navigate
- Editing information post info in 1 screen

# Onboarding




<

## Enter phone or email

Phone Email

REGISTERED PHONE NUMBER


 Phone number

[View our Privacy Policy](#)

Next





< Settings

COMPANY

 Babbels B.V. ▼


## Profile settings

PROFILE

-  Personal details >
-  Translations >
-  Notifications >
-  Privacy >

## Company settings

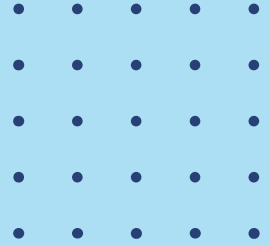
APPEARANCE

-  Company name >

Company name ×

Bliss Mobil B.V.

Save



- No explanation about in-app structure
- User had to add info within settings before getting started
- In-app navigation required to add first users & topics/locations

# Onboarding (manager)



Snel en eenvoudig communiceren op de werkvloer doe je met Babbels.

Register as an organisation

Login as a user

## Welcome to Babbels!

You're about to start the registration of your company with Babbels. We'll guide you through the

Start registration

Step 1 Of 5

## What can we call you?

Your name will be used for our communication with you, and be visible for all employees.

First name

Last name

Next

[View our Privacy Policy](#)

Step 2 Of 5

## How would you like to login?

You have the option to login with your mobile phone or your email address. Please choose your preferred method:

Phone Email

Phone number

Next



# Onboarding (manager)




<Step 3 Of 5

## What is the name of your organisation/team?

Company name

Logo

  
Image

Next

<Step 4 Of 5

## Setup

Location

Each company has at least one location. You can later add as many locations as you need. Please use your primary location to start.

Topic

Each company is divided into topics. If needed, topics can be adjusted later per location. Please use your most prevalent topic to start.

Next

<Step 5 Of 5

## Users

Add users e-mailadres or phone number related to the previous topic.

Employees - HQ


Joan Bassa  
+31637404406  
email@email.com

Reader

First name

Last name

Phone number

 Phone number

Email

Role

Reader

Editor

Manager

Readers are only able to read posts.

[+ add employee](#)


Next

<

## Create company

You're ready to finalise your company environment! Click the button below to confirm your information and make use of Babbels.

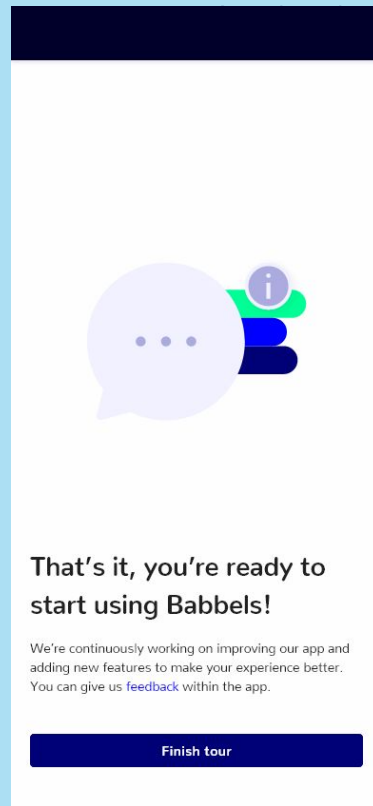
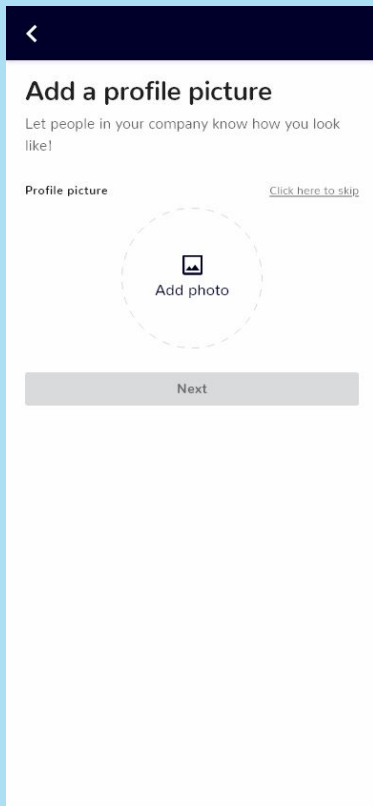
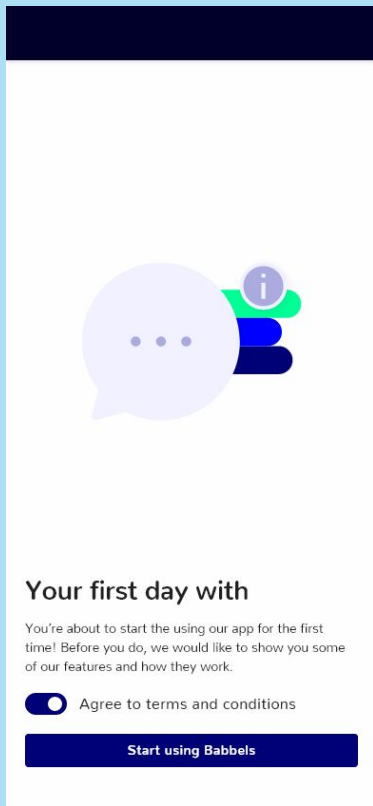
All your information can be changed, edited and removed later on in the settings.



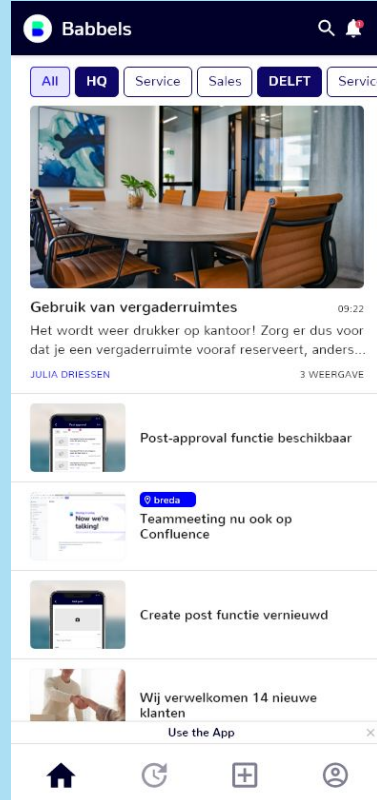
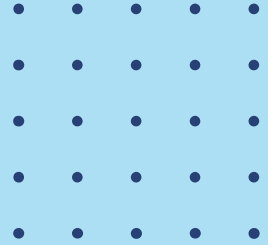
☒ Agree to terms and conditions

Start using Babbels

# Onboarding (employees)



# Core hierarchy



- Difficult to navigate between locations and topics
- Hard to edit the selected filter data
- Understanding relation between locations and topics is difficult



# Core hierarchy

