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

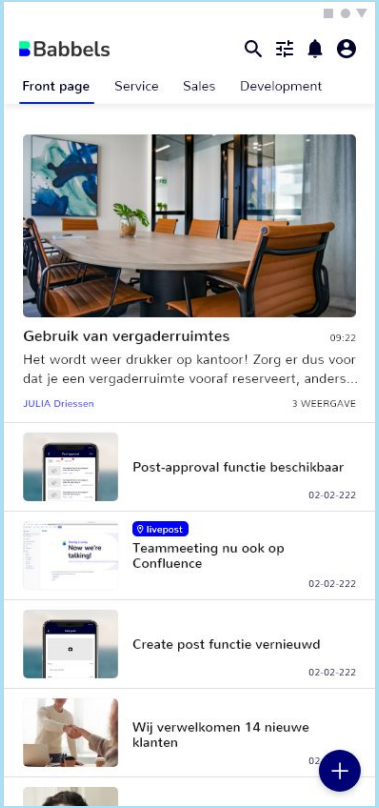
Customer

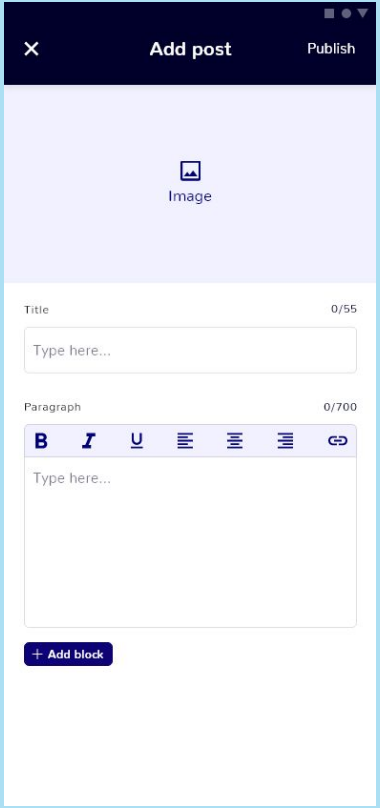
Organizations with multiple (interdisciplinary) departments in multiple locations

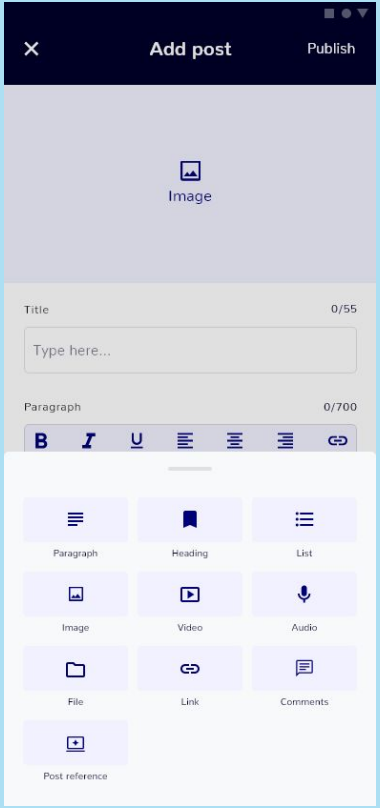
02.
MVP & USP

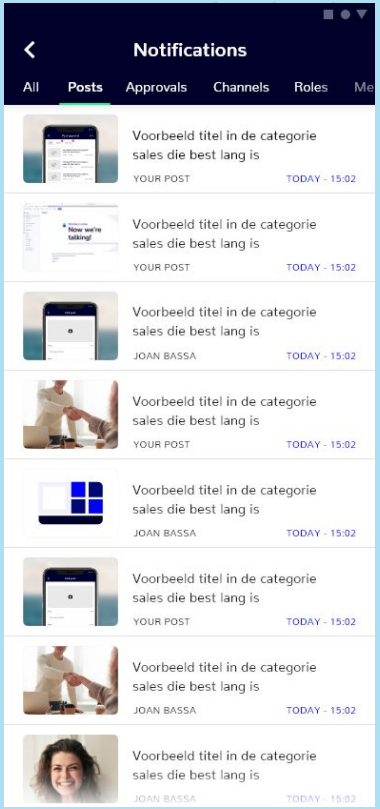
What is needed to run pilots, and what makes us unique?

Core functionalities







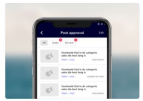


Babbels

Feed Service Sales Development

02-02-2222

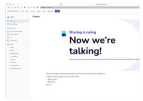
02-02-2222



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

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

Create post functie vernieuwd

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

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

Teammeeting nu ook op Confluence

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Joan Bassa Today - 15:02

Teammeeting nu ook op Confluence

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Joan Bassa Today - 15:02

Teammeeting nu ook op Confluence

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Joan Bassa Today - 15:02

Teammeeting nu ook op Confluence

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Babbels

Feed Service Sales Development

TITL 0/55

Type here...

PARAGRA 0/700

Type your message...

+ Add block

Add post image

Location

Location:

All Delft Breda

Highlight on frontpage

Topic:

All Sales Service Engineering

Publish

Tomorrow In 2 days In a week Done

December 2022 Time: 12:12

S M T W T F S

27 28 29 30 31 01 02

03 04 05 06 07 08 09

10 11 12 13 14 15 16

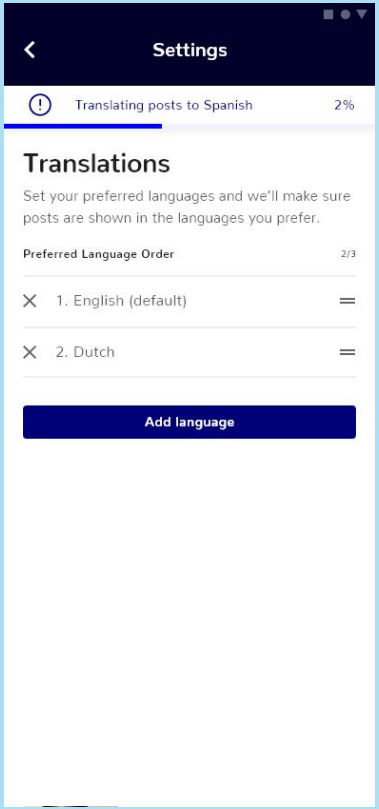
17 18 19 20 21 22 23

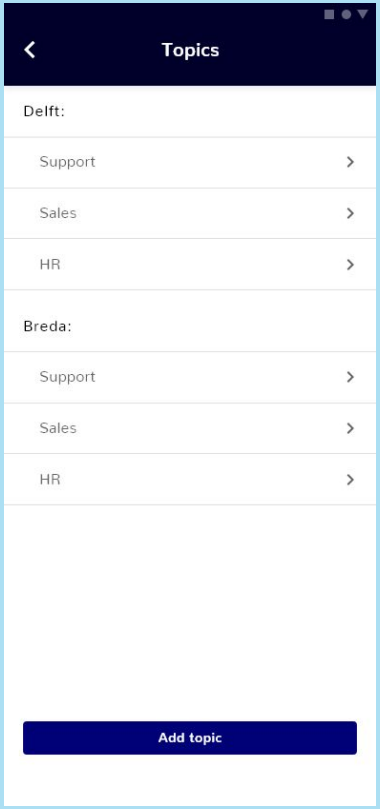
24 25 26 27 28 29 30

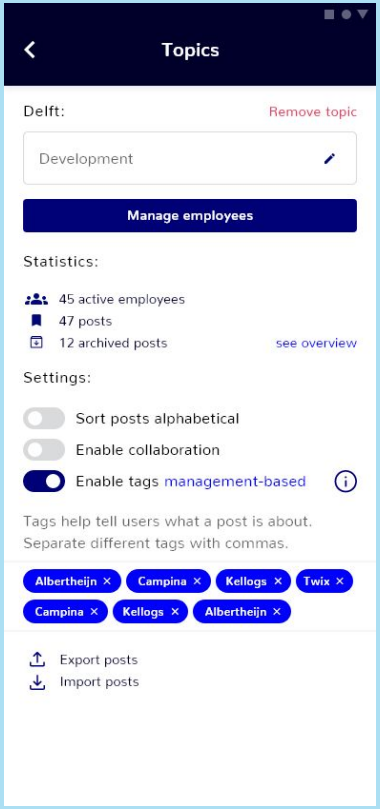
Send as push notification

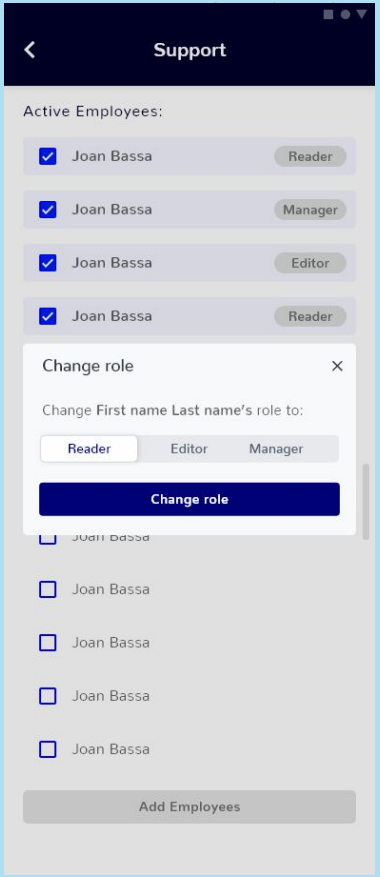
Delete Publish

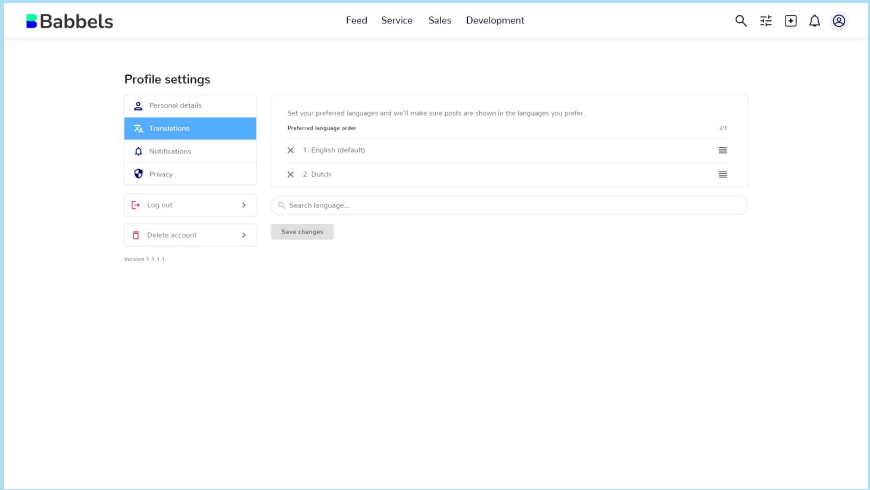
Core functionalities

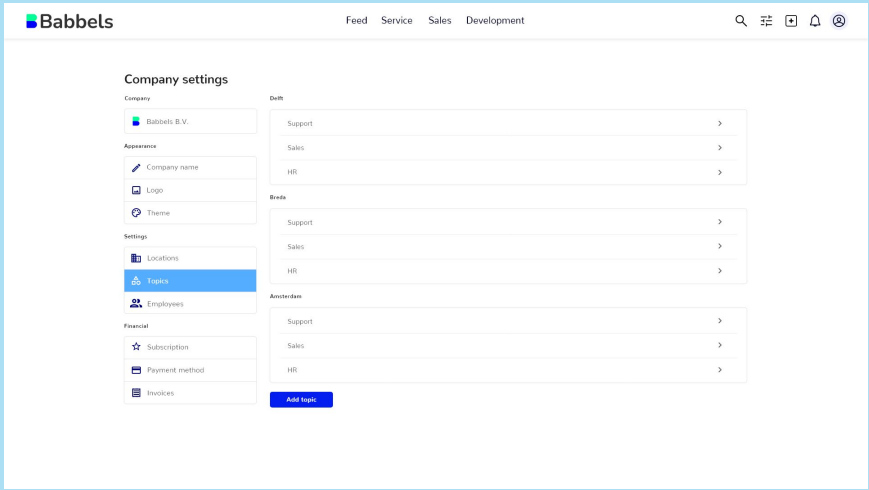









Babbels
Feed
Service
Sales
Development
Profile settings
Personal details
Translations
Notifications
Privacy
Log out
Delete account
Version 1.1.1.1
Set your preferred languages and we'll make sure posts are shown in the languages you prefer.
Preferred language order
2/3
1. English (default)
2. Dutch
Search language...
Save changes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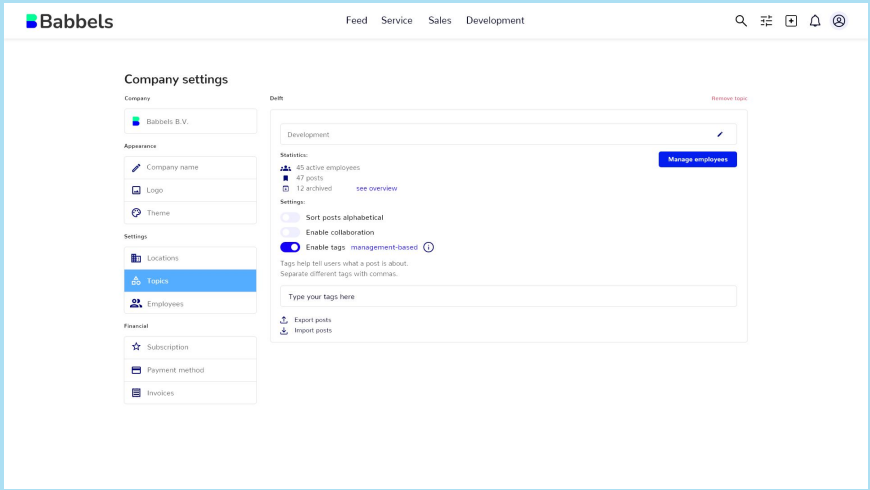
Add topic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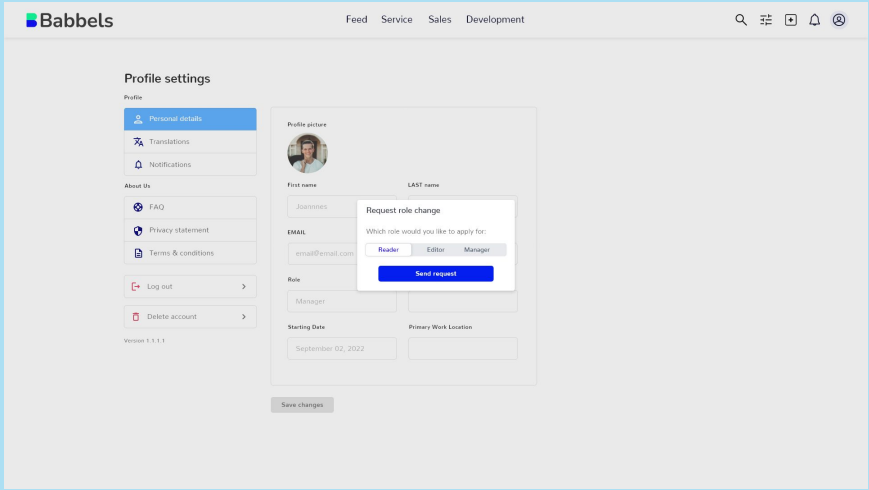
Topics
Employees
Financial
Subscription
Payment method
Invoices
Delft
Remove topic
Development
Statistics:
45 active employees
47 posts
12 archived
see overview
Manage employees
Settings:
Sort posts alphabetical
Enable collaboration
Enable tags
management-based
Tags help tell users what a post is about.
Separate different tags with commas.
Type your tags here
Export posts
Import posts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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
Joannes
EMAIL
email@email.com
Request role change
Which role would you like to apply for:
Reader
Editor
Manager
Send request
Role
Manager
Starting Date
September 02, 2022
Primary Work Location
Save changes

03. Achievements

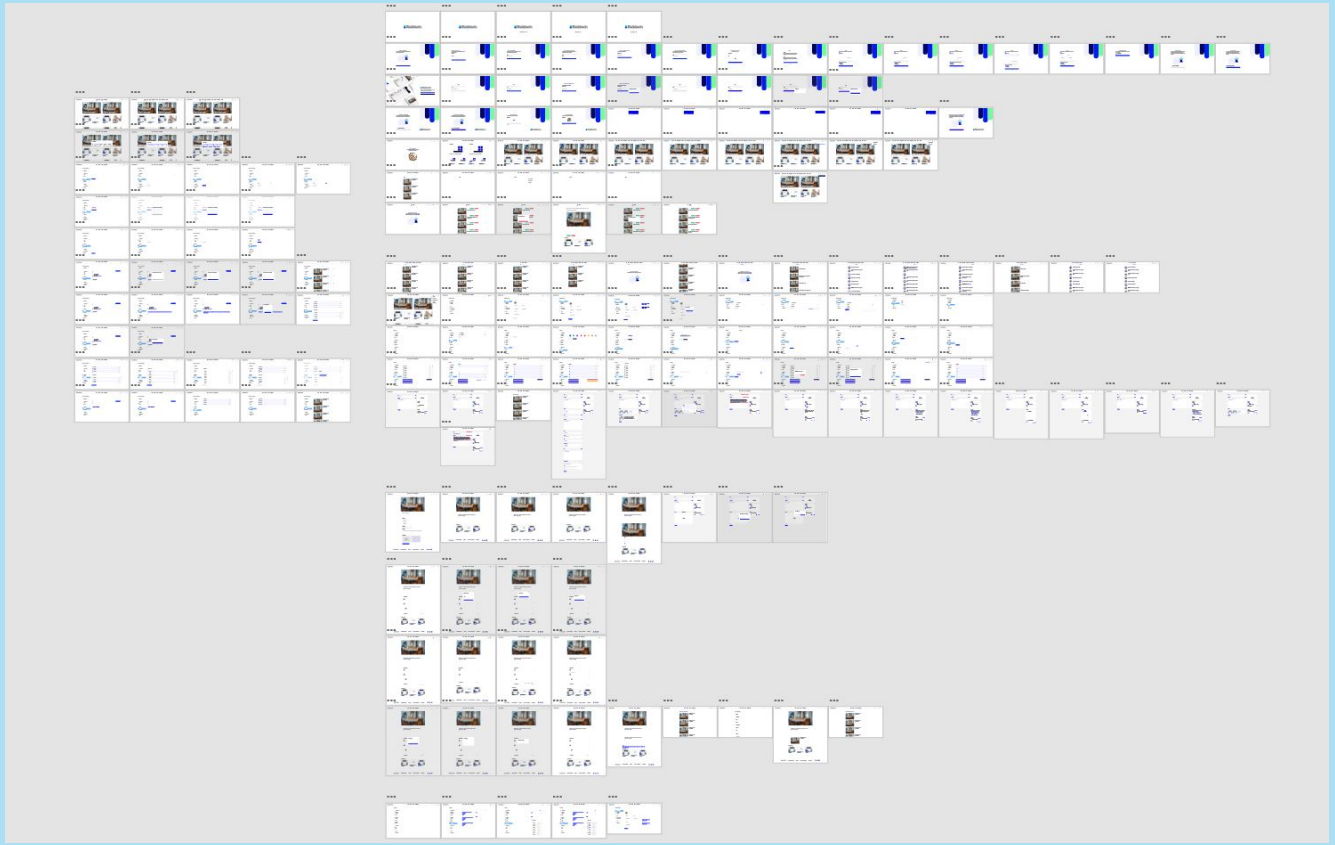
Accomplishments that myself and the company are proud of

Design strategy & team direction

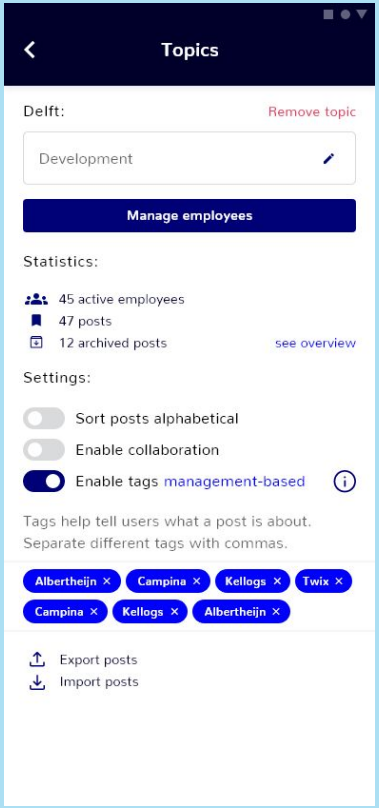
- Create design system
- Formulate design strategy
- Conduct interviews with pilot companies
- Decide development direction, roadmap & priority

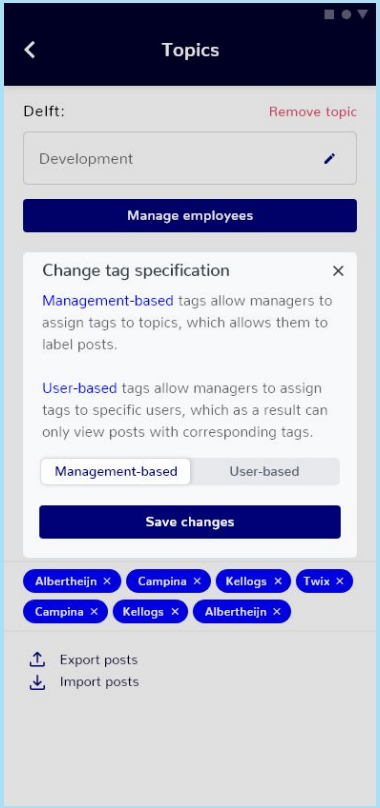
Speed of execution

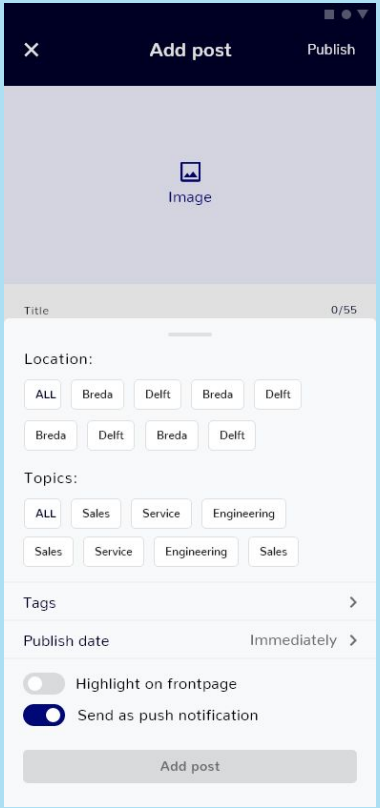
Speed of execution

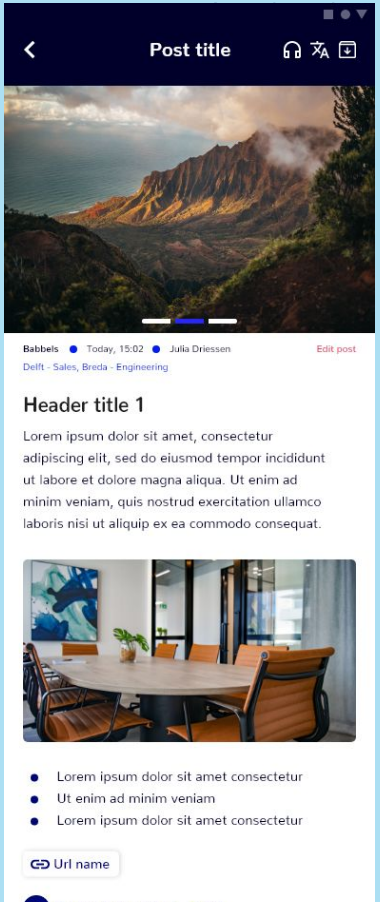


Simplicity & complexity

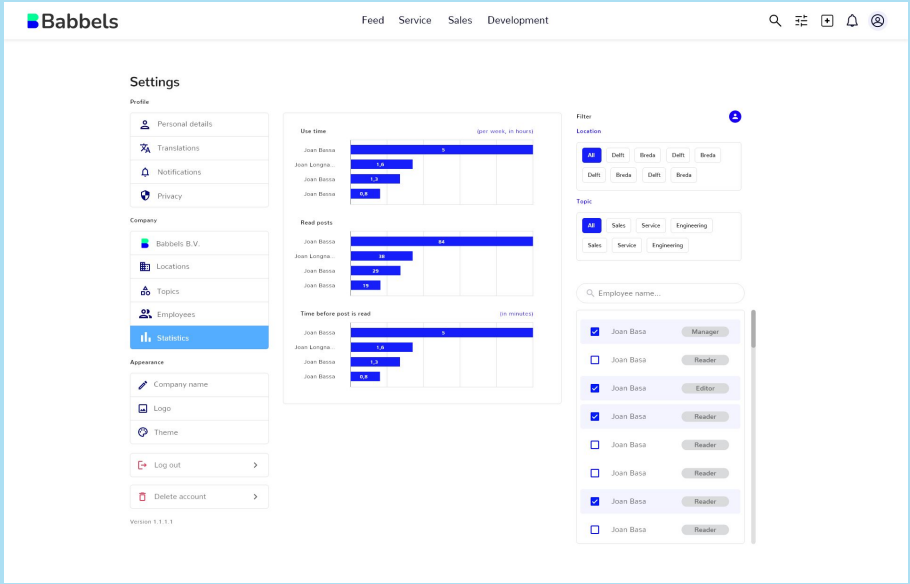








Statistics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Babbels B.V.
Locations
Topics
Employees
Statistics
Appearance
Company name
Logo
Theme
Log out
Delete account
Version 1.1.1.1
Use time
(per week, in hours)
Joan Bassa
Joan Longna...
Read posts
Time before post is read
(in minutes)
Filter
Location
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Breda
Topic
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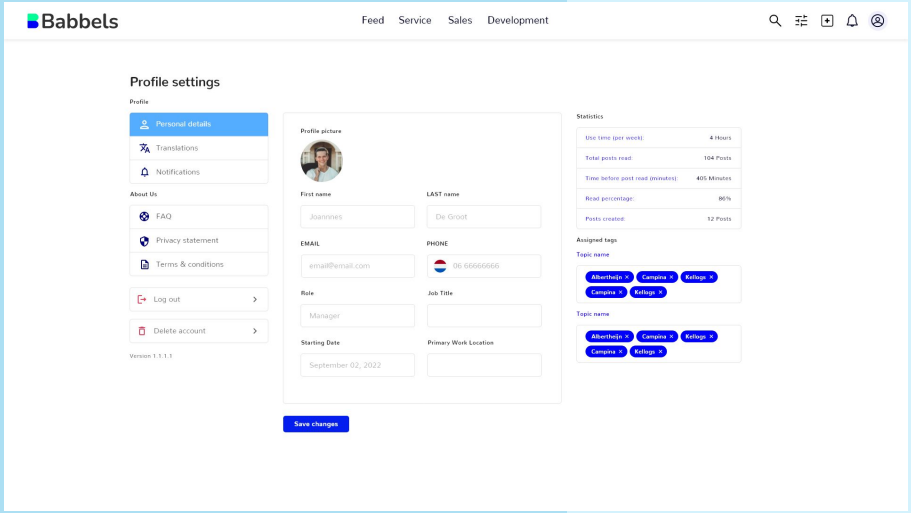
Service
Engineering
Employee name...
Manager
Reader
Editor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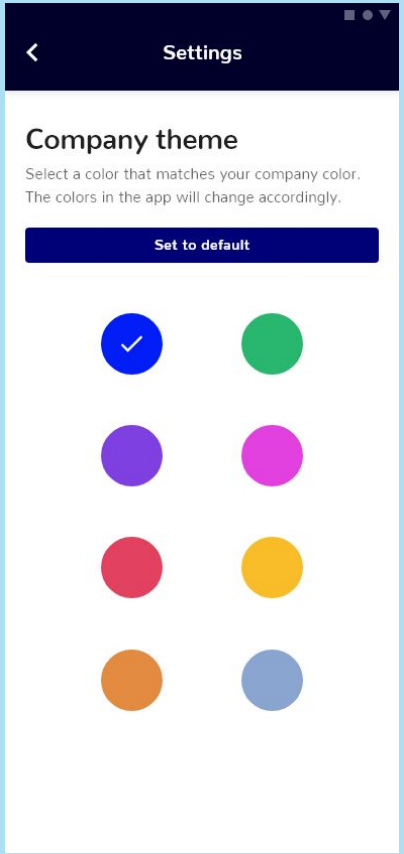
Personal details
Translations
Notifications
About Us
FAQ
Privacy statement
Terms & conditions
Log out
Delete account
Version 1.1.1.1
Profile picture
First name
Joannes
LAST name
De Groot
EMAIL
email@email.com
PHONE
06 66666666
Role
Manager
Job Title
Starting Date
September 02, 2022
Primary Work Location
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
Albertheijn
Campina
Kellogs

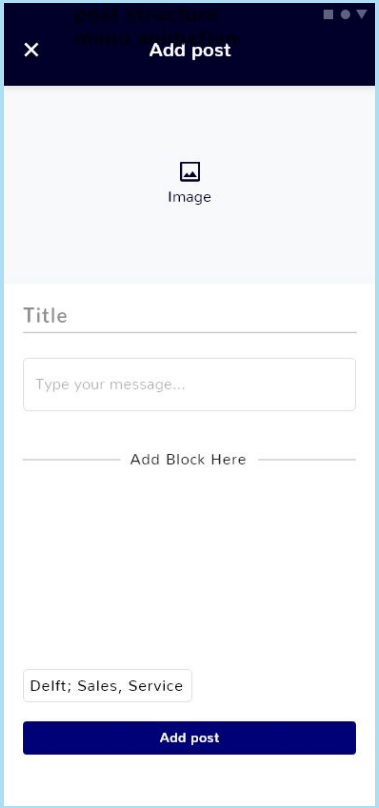
White label customization

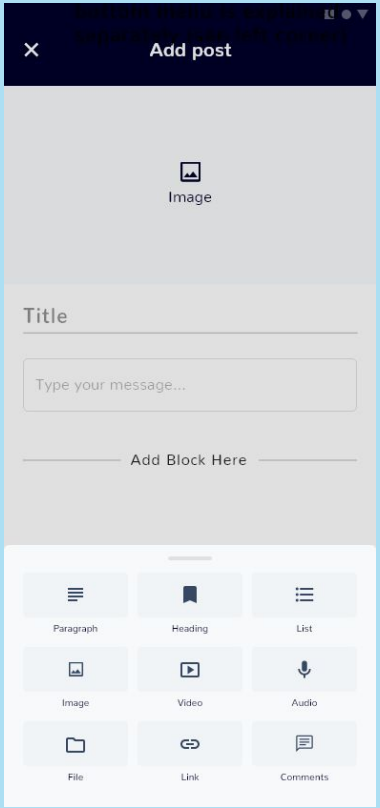


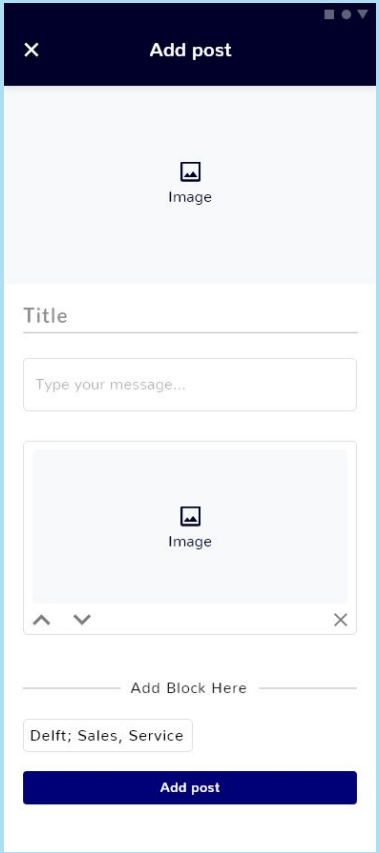
04.
Improvements

Difficulties we encountered and how we resolved them

Adding posts

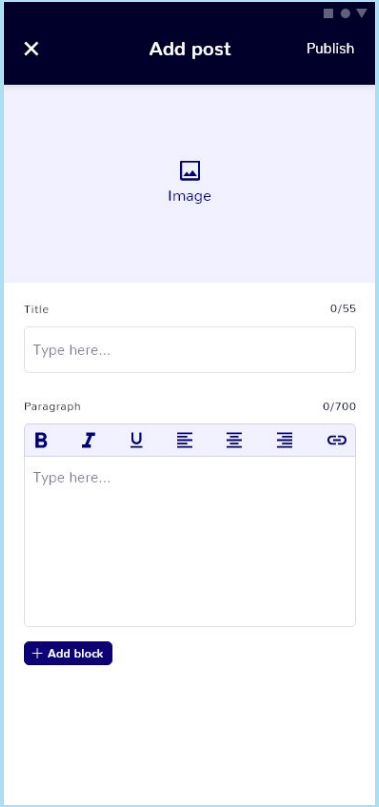


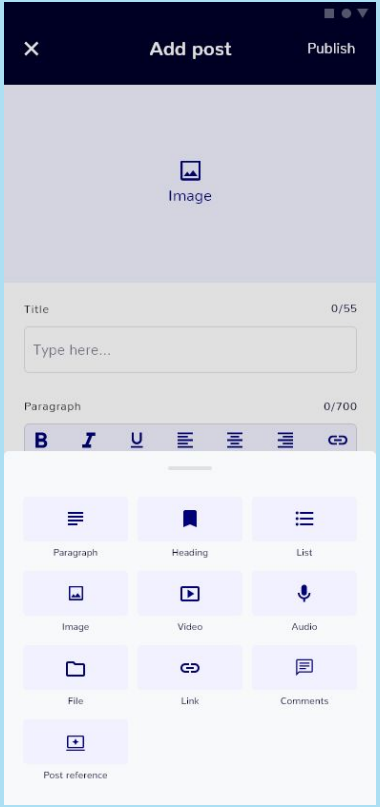


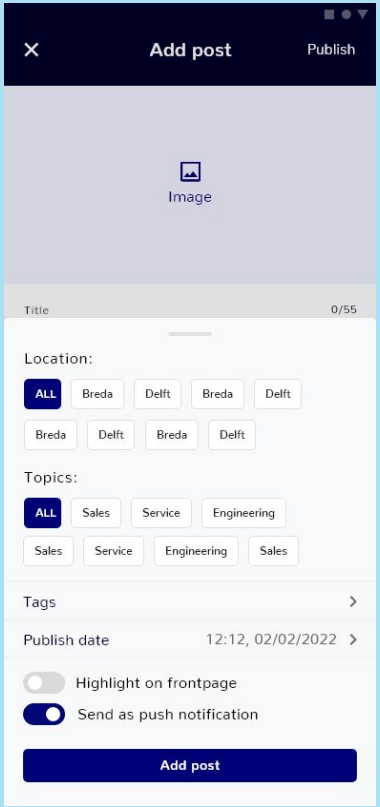


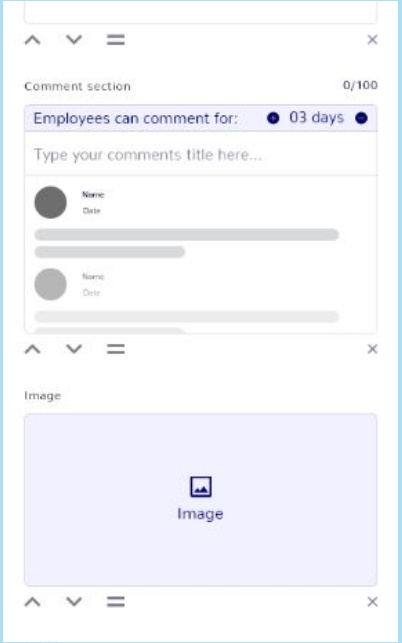
- Not intuitive for users
- Difficult to navigate with multiple blocks
- Tedious to edit selected information

Adding posts



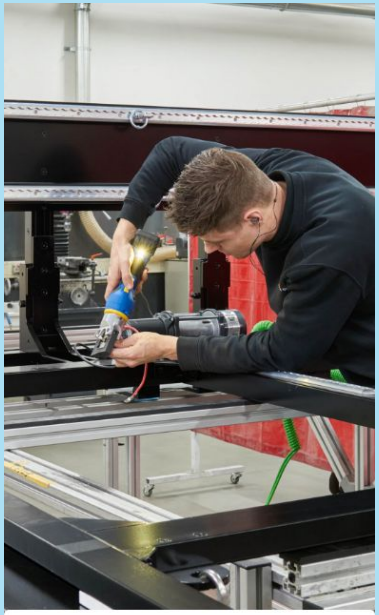






- Flexible for all users
- Easy to navigate
- Editing information post info in 1 screen

Onboarding



Babbels

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

Register

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

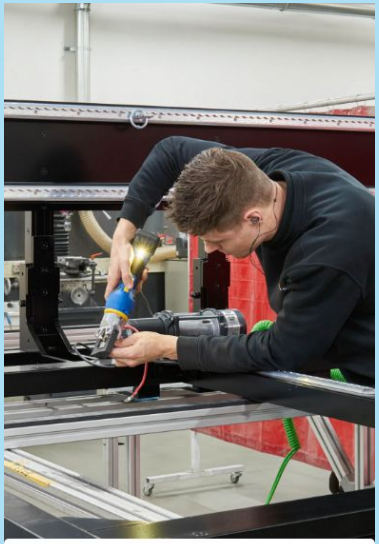
Company name

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)



Babbels

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:

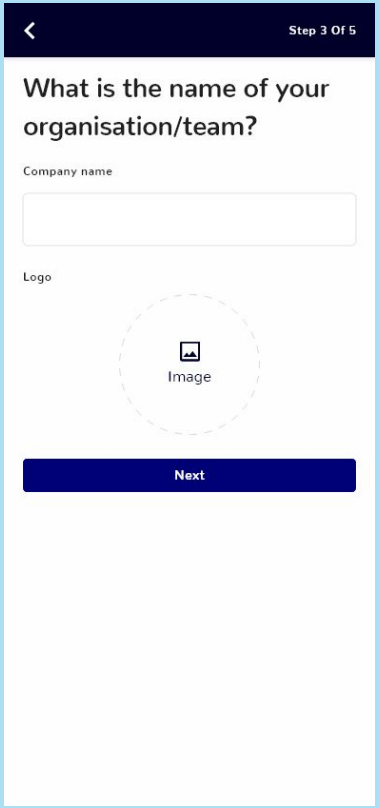
Phone | Email

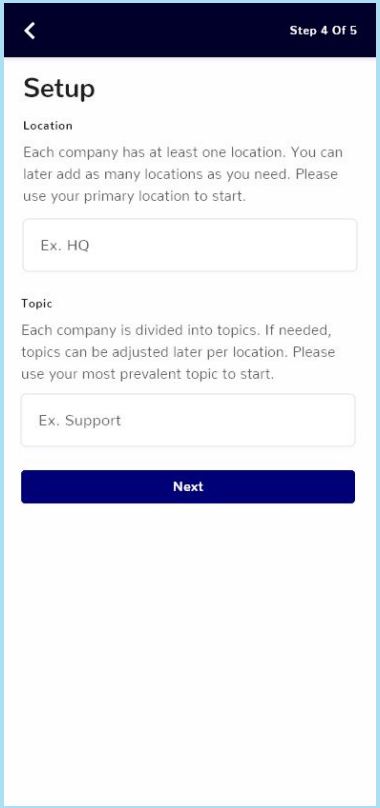
Phone number

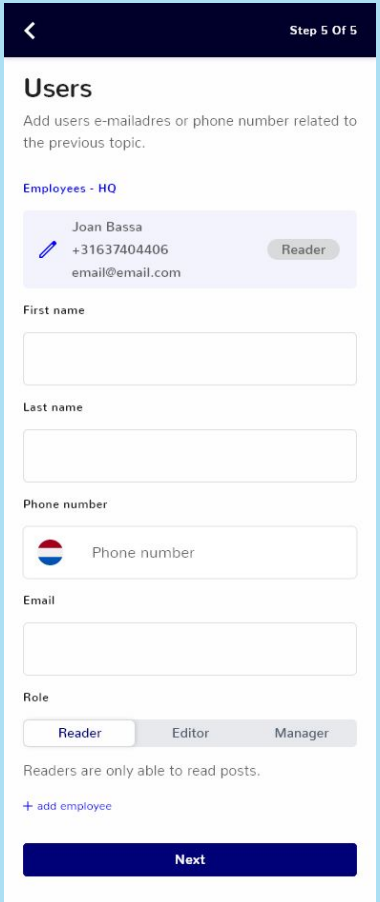
Phone number

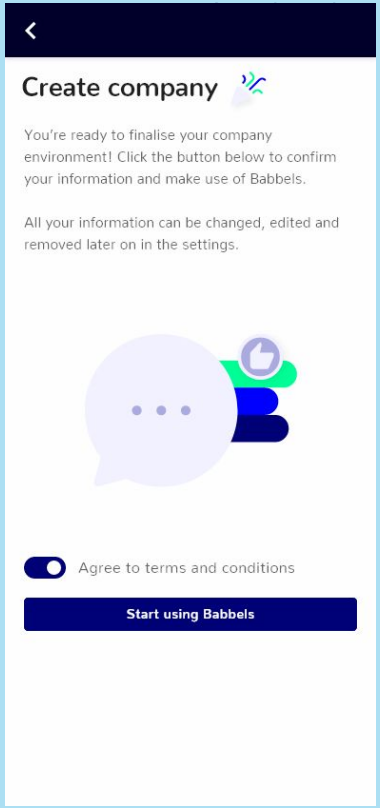
Next

Onboarding (manager)

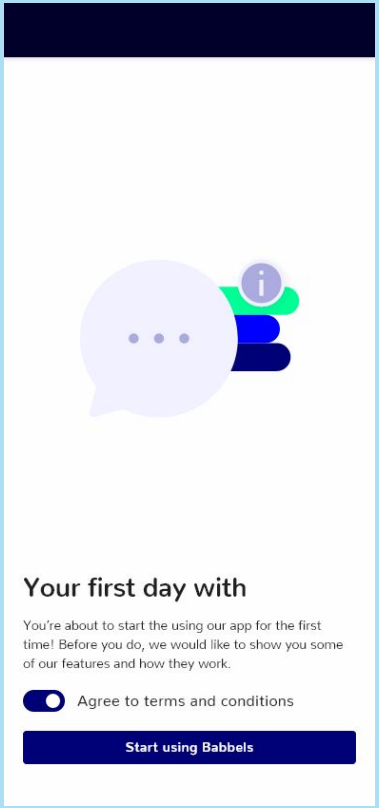


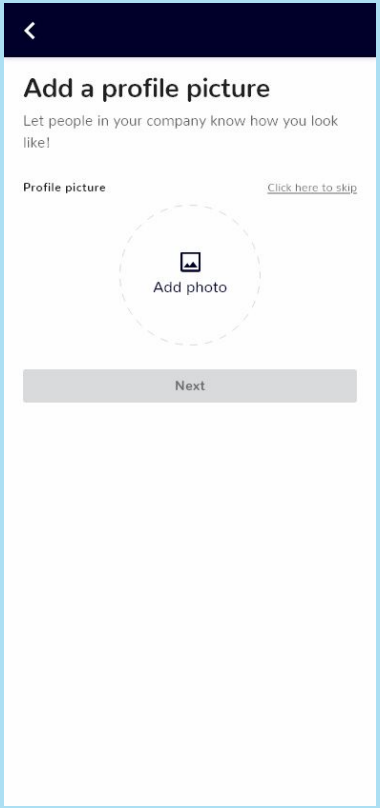


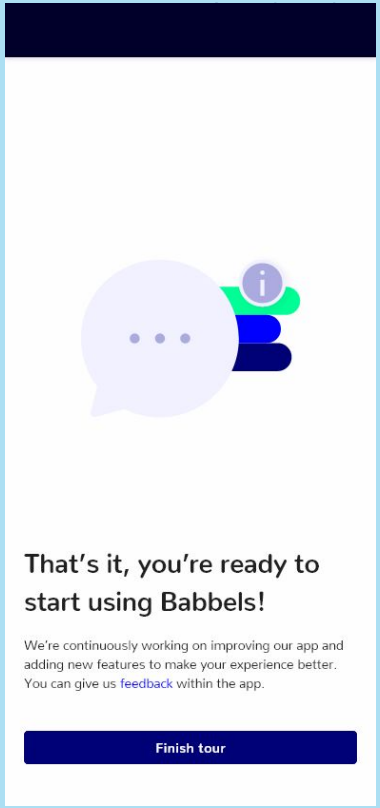




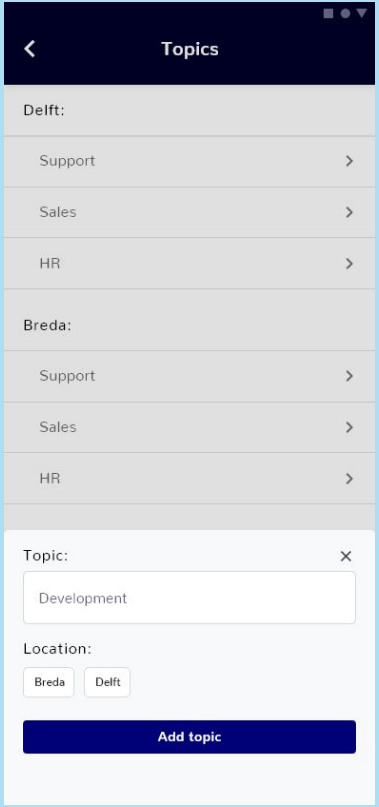
Onboarding (employees)







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