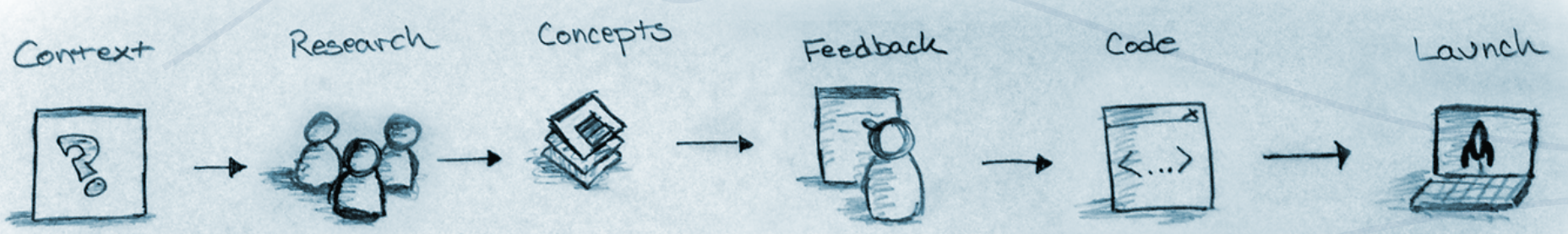
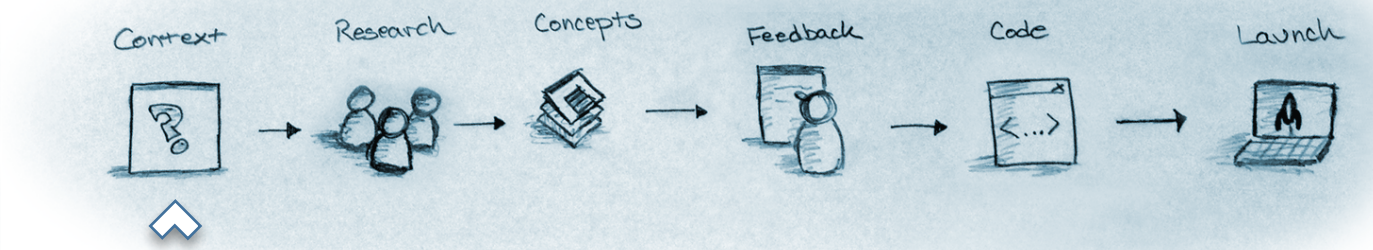
Beehive Design Process

Cary Evans | UX Designer

Beehive Journey

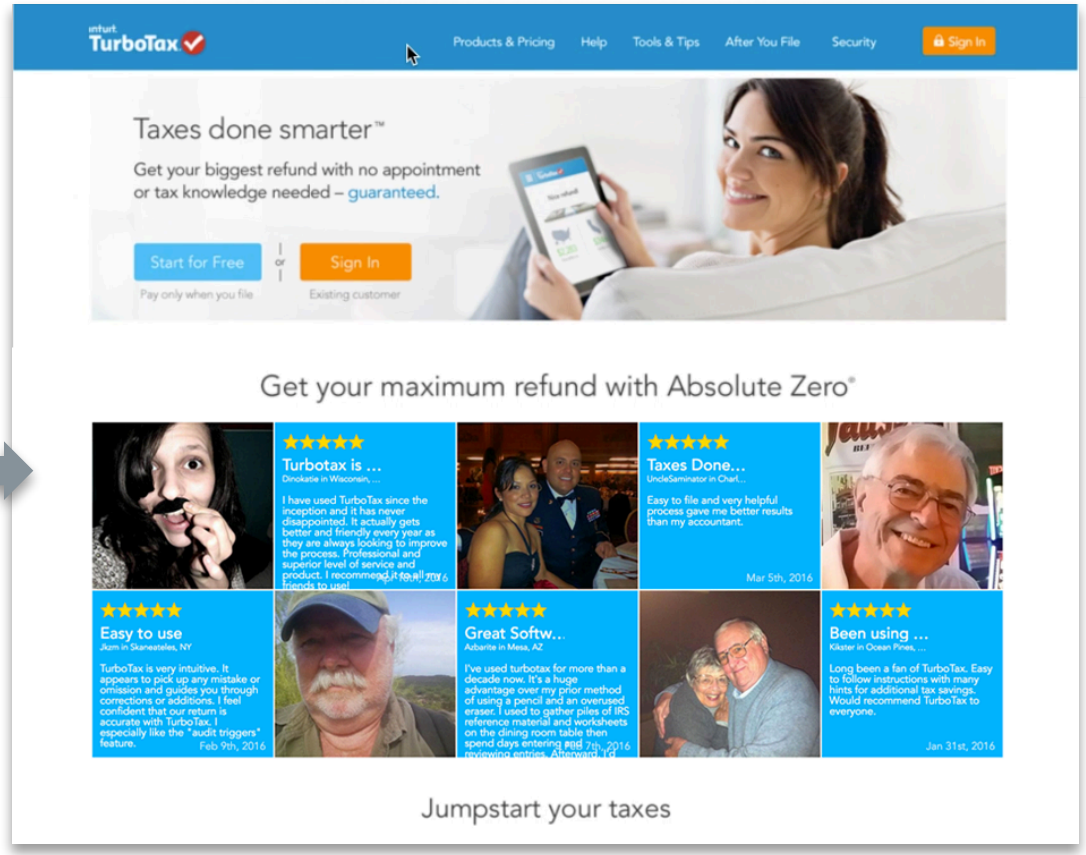


Context

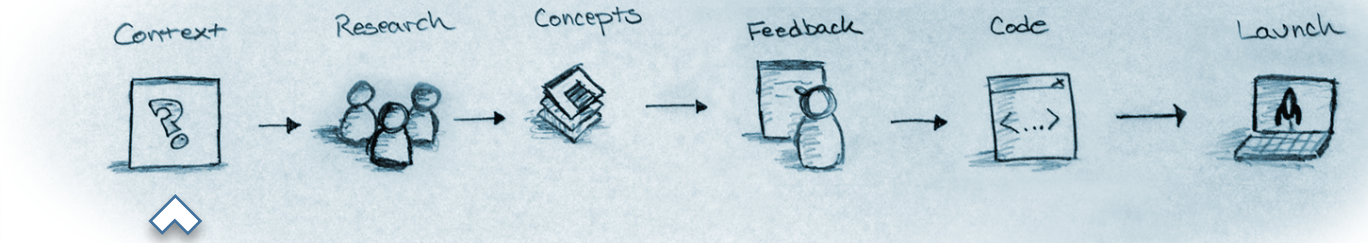


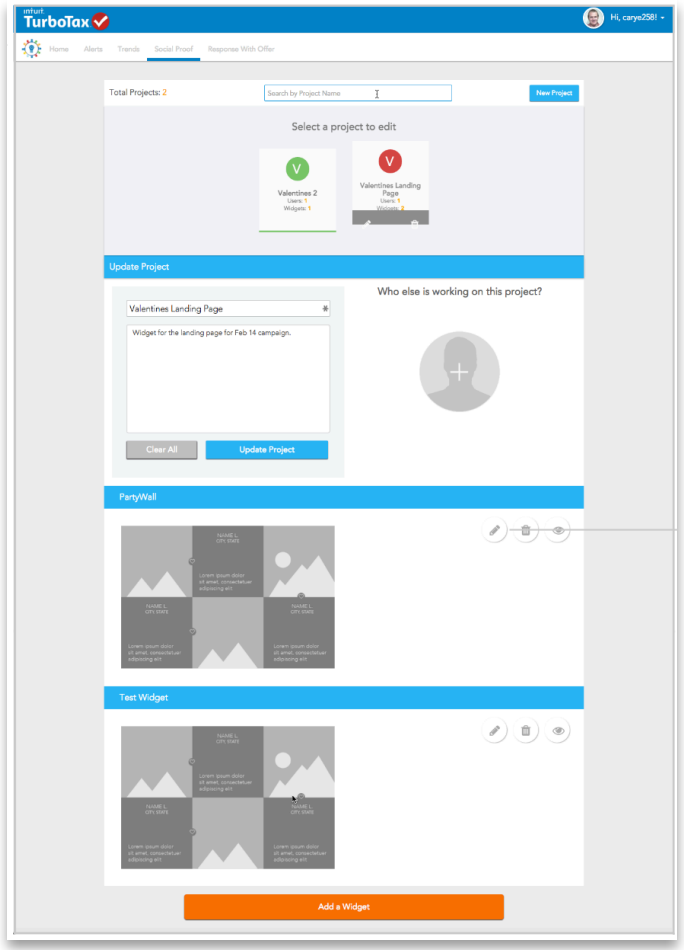
In TY15 they ran tests using social proof - conversion increased 18%.

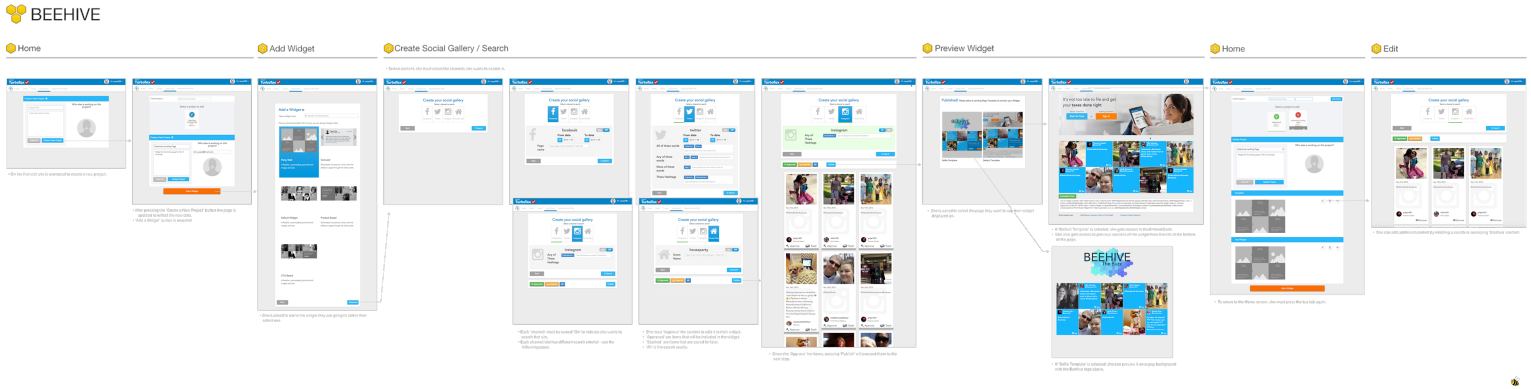
Beehive is a tool for marketing professionals that makes building social ad widgets a snap!



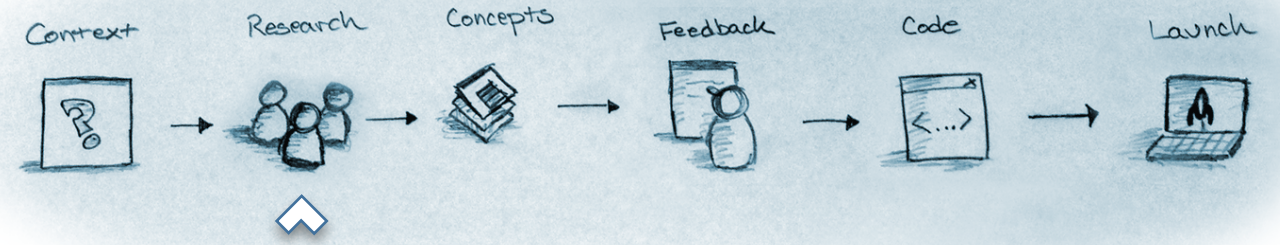
Context

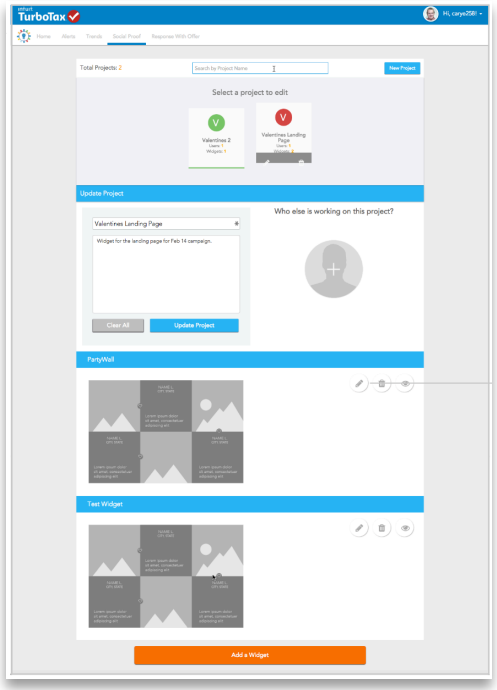

Context
Research
Concepts
Feedback
Code
Launch


intuit
TurboTax
Hi, carye258!
Home
Alerts
Trends
Social Proof
Response With Offer
Total Projects: 2
Search by Project Name
New Project
Select a project to edit
Valentines 2
Valentines Landing Page
Update Project
Valentines Landing Page
Widget for the landing page for Feb 14 campaign.
Clear All
Update Project
Who else is working on this project?
PartyWall
Test Widget
Add a Widget


BEEHIVE
Home
Add Widget
Create Social Gallery / Search
Preview Widget
Home
Edit

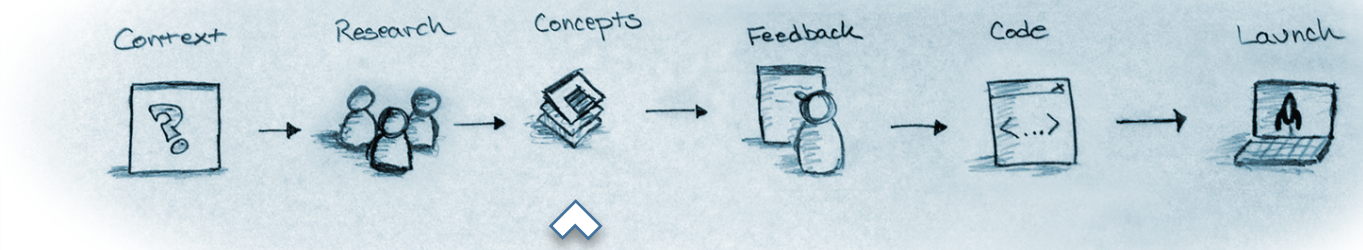
Research

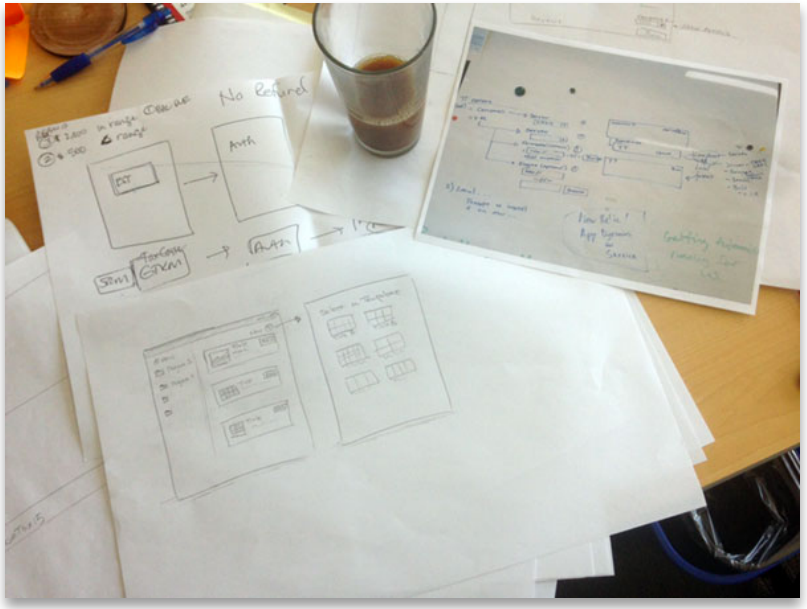

Context
Research
Concepts
Feedback
Code
Launch

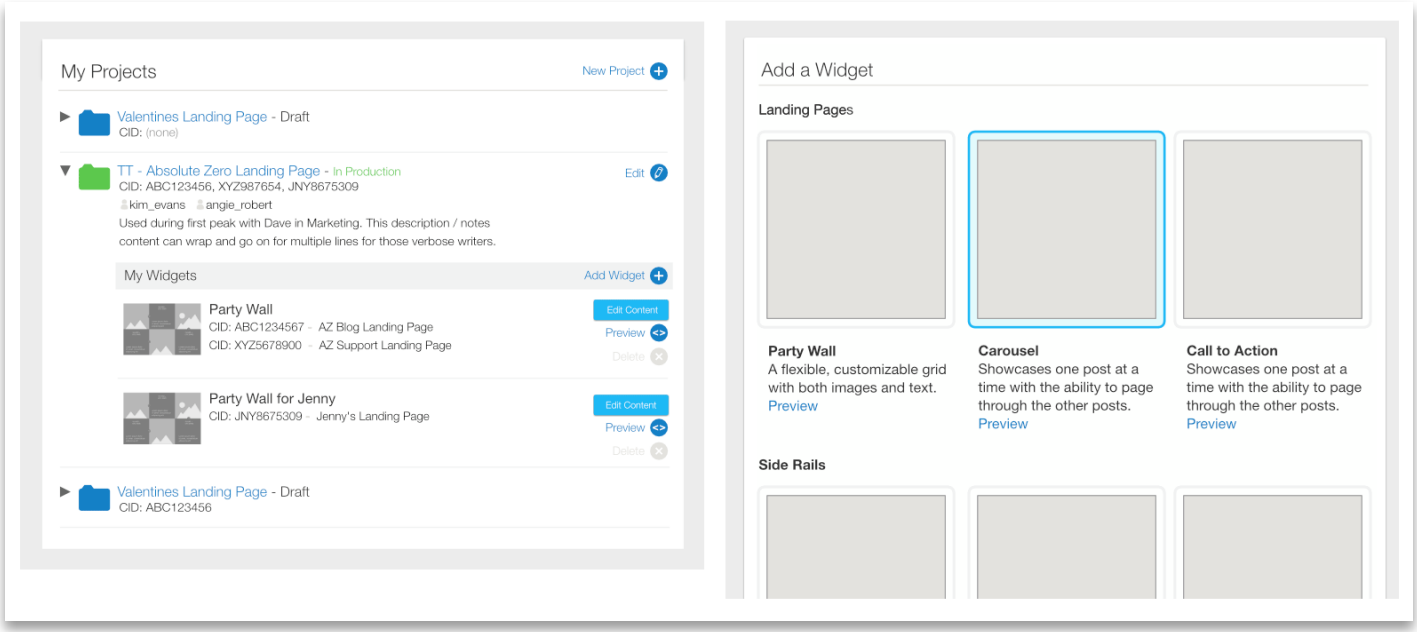

TurboTax
Select a project to edit
Update Project
Who else is working on this project?
Clear All
Update Project
PartyWall
Test Widget
Add a Widget

Smart Pay
Expose URL on cards
Review DB
Working Days
PTO/Holidays
Avg. Velocity

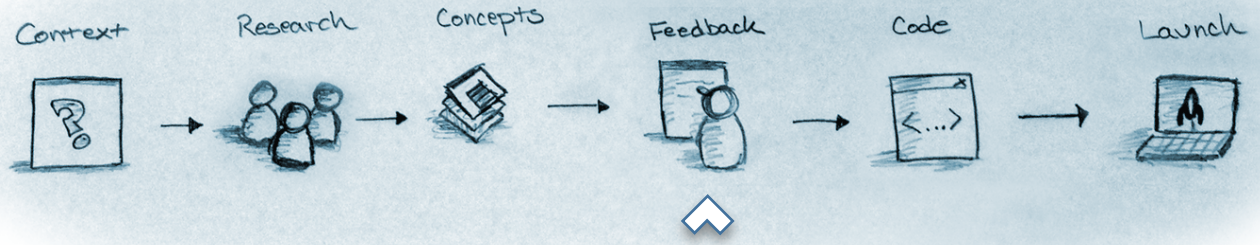
Concepts

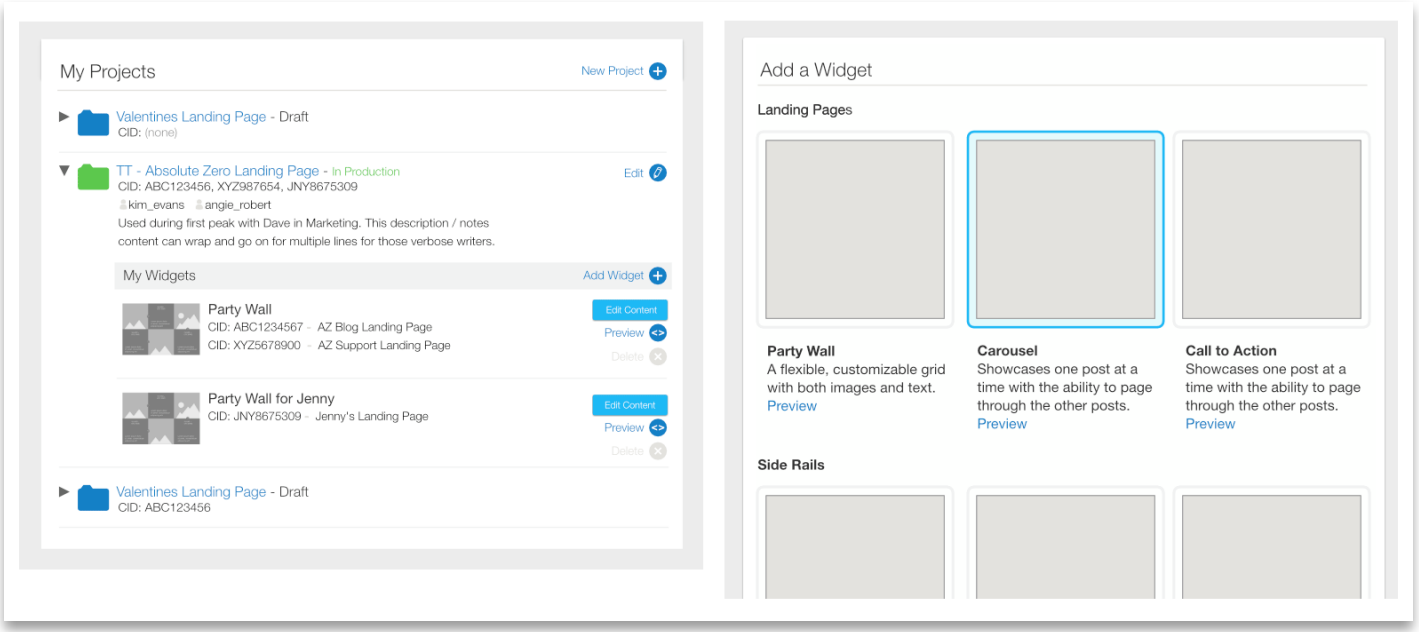

Context
Research
Concepts
Feedback
Code
Launch




My Projects
New Project
Valentines Landing Page - Draft
CID: (none)
TT - Absolute Zero Landing Page - In Production
Edit
CID: ABC123456, XYZ987654, JNY8675309
kim_evans
angie_robert
Used during first peak with Dave in Marketing. This description / notes content can wrap and go on for multiple lines for those verbose writers.
My Widgets
Add Widget
Party Wall
CID: ABC1234567 - AZ Blog Landing Page
CID: XYZ5678900 - AZ Support Landing Page
Edit Content
Preview
Delete
Party Wall for Jenny
CID: JNY8675309 - Jenny's Landing Page
Edit Content
Preview
Delete
Valentines Landing Page - Draft
CID: ABC123456
Add a Widget
Landing Pages
Party Wall
A flexible, customizable grid with both images and text.
Preview
Carousel
Showcases one post at a time with the ability to page through the other posts.
Preview
Call to Action
Showcases one post at a time with the ability to page through the other posts.
Preview
Side Rails

Feedback


Context
Research
Concepts
Feedback
Code
Launch


My Projects
New Project
Valentines Landing Page - Draft
CID: (none)
TT - Absolute Zero Landing Page - In Production
Edit
CID: ABC123456, XYZ987654, JNY8675309
kim_evans angie_robert
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Valentines Landing Page - Draft
CID: ABC123456
Add a Widget
Landing Pages
Party Wall
A flexible, customizable grid with both images and text.
Preview
Carousel
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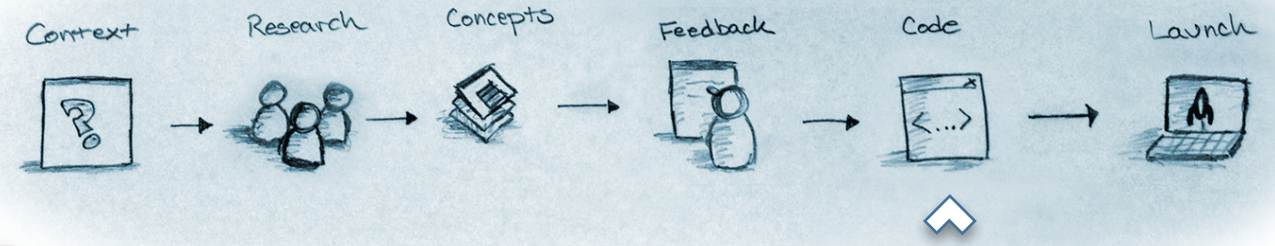
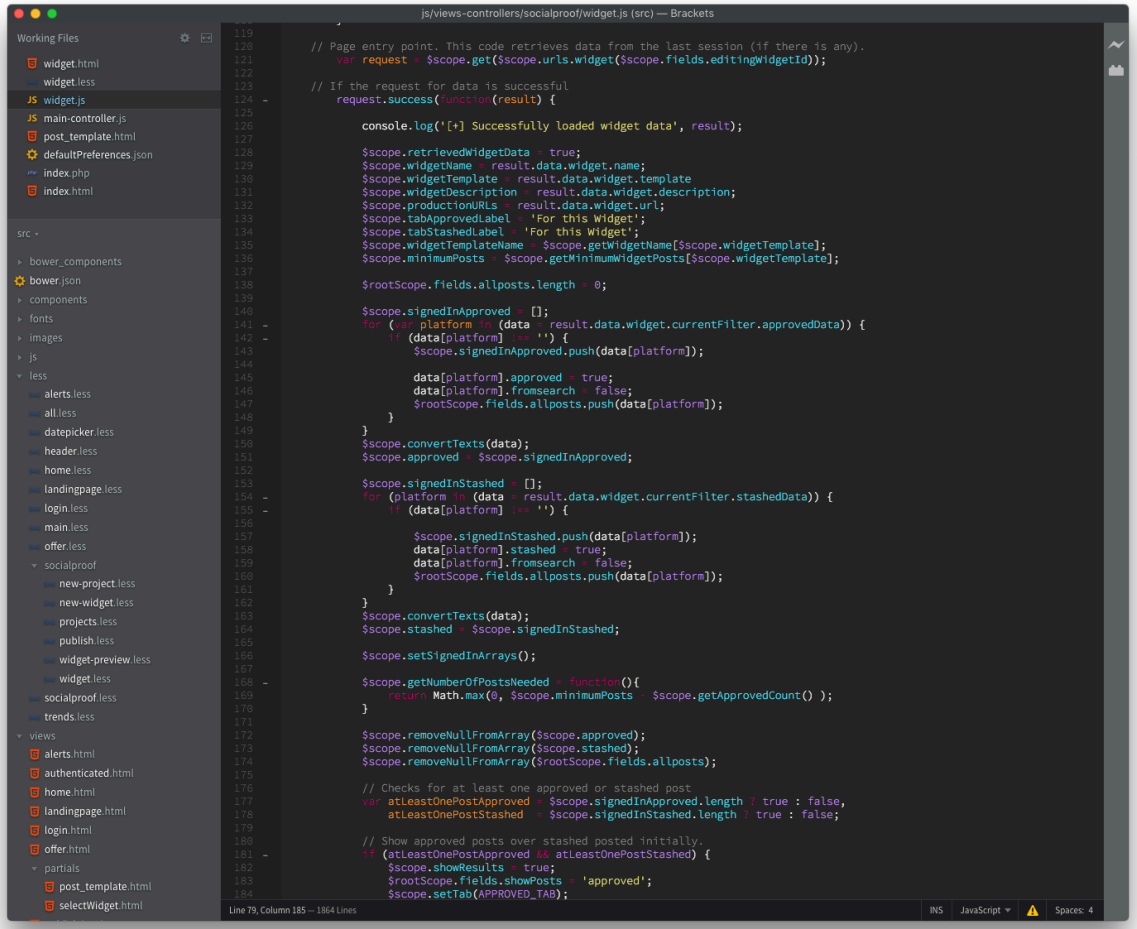
Call to Action
Showcases one post at a time with the ability to page through the other posts.
Preview
Side Rails

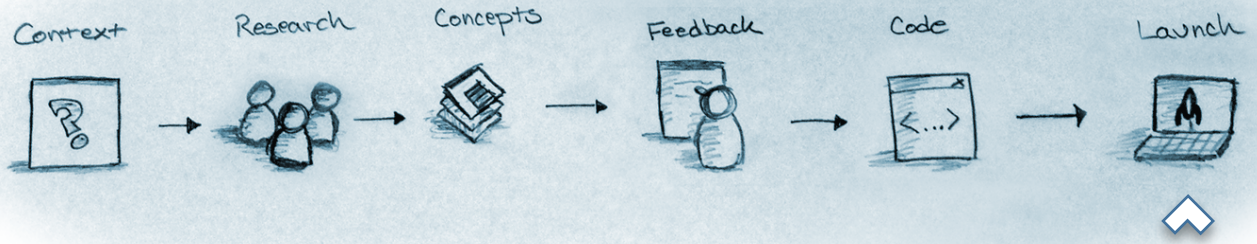
Code

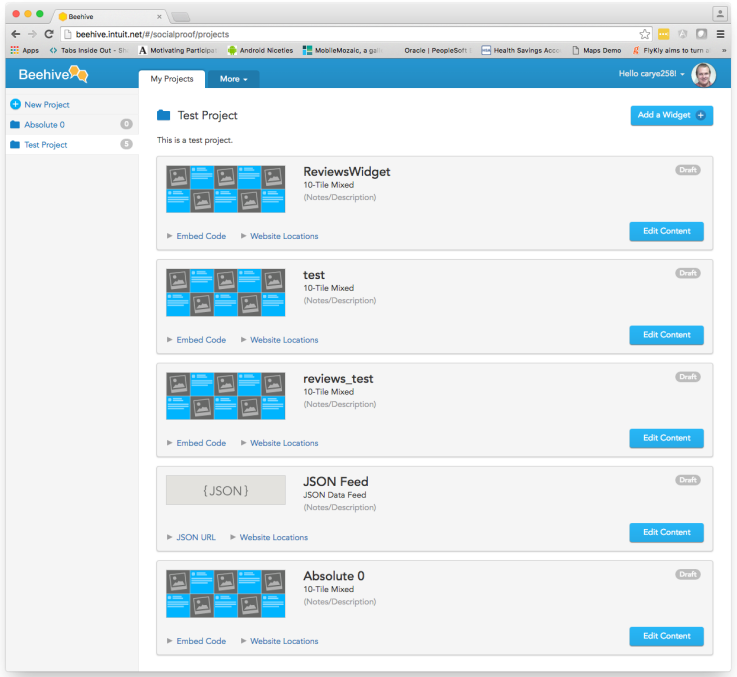

Context
Research
Concepts
Feedback
Code
Launch

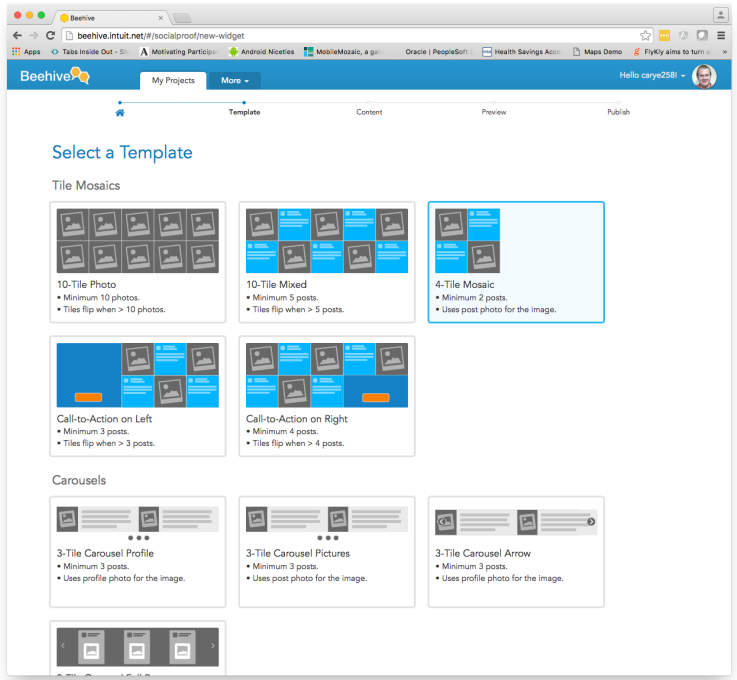

js/views-controllers/socialproof/widget.js (src) — Brackets
Working Files
widget.html
widget.less
widget.js
main-controller.js
post_template.html
defaultPreferences.json
index.php
index.html
src
bower_components
bower.json
components
fonts
images
js
less
alerts.less
all.less
datepicker.less
header.less
home.less
landingpage.less
login.less
main.less
offer.less
socialproof
new-project.less
new-widget.less
projects.less
publish.less
widget-preview.less
widget.less
socialproof.less
trends.less
views
alerts.html
authenticated.html
home.html
landingpage.html
login.html
offer.html
partials
post_template.html
selectWidget.html
// Page entry point. This code retrieves data from the last session (if there is any).
var request = $scope.get($scope.urls.widget($scope.fields.editingWidgetId));
// If the request for data is successful
request.success(function(result) {
console.log('[+] Successfully loaded widget data', result);
$scope.retrievedWidgetData = true;
$scope.widgetName = result.data.widget.name;
$scope.widgetTemplate = result.data.widget.template
$scope.widgetDescription = result.data.widget.description;
$scope.productionURLs = result.data.widget.url;
$scope.tabApprovedLabel = 'For this Widget';
$scope.tabStashedLabel = 'For this Widget';
$scope.widgetTemplateName = $scope.getWidgetName[$scope.widgetTemplate];
$scope.minimumPosts = $scope.getMinimumWidgetPosts[$scope.widgetTemplate];
$rootScope.fields.allposts.length = 0;
$scope.signedInApproved = [];
for (var platform in (data = result.data.widget.currentFilter.approvedData)) {
if (data[platform] !== '') {
$scope.signedInApproved.push(data[platform]);
data[platform].approved = true;
data[platform].fromsearch = false;
$rootScope.fields.allposts.push(data[platform]);
}
}
$scope.convertTexts(data);
$scope.approved = $scope.signedInApproved;
$scope.signedInStashed = [];
for (platform in (data = result.data.widget.currentFilter.stashedData)) {
if (data[platform] !== '') {
$scope.signedInStashed.push(data[platform]);
data[platform].stashed = true;
data[platform].fromsearch = false;
$rootScope.fields.allposts.push(data[platform]);
}
}
$scope.convertTexts(data);
$scope.stashed = $scope.signedInStashed;
$scope.setSignedInArrays();
$scope.getNumberOfPostsNeeded = function(){
return Math.max(0, $scope.minimumPosts - $scope.getApprovedCount());
}
$scope.removeNullFromArray($scope.approved);
$scope.removeNullFromArray($scope.stashed);
$scope.removeNullFromArray($rootScope.fields.allposts);
// Checks for at least one approved or stashed post
var atLeastOnePostApproved = $scope.signedInApproved.length ? true : false,
atLeastOnePostStashed = $scope.signedInStashed.length ? true : false;
// Show approved posts over stashed posted initially.
if (atLeastOnePostApproved && atLeastOnePostStashed) {
$scope.showResults = true;
$rootScope.fields.showPosts = 'approved';
$scope.setTab(APPROVED_TAB);
Line 79, Column 185 — 1864 Lines
INS
JavaScript
Spaces: 4

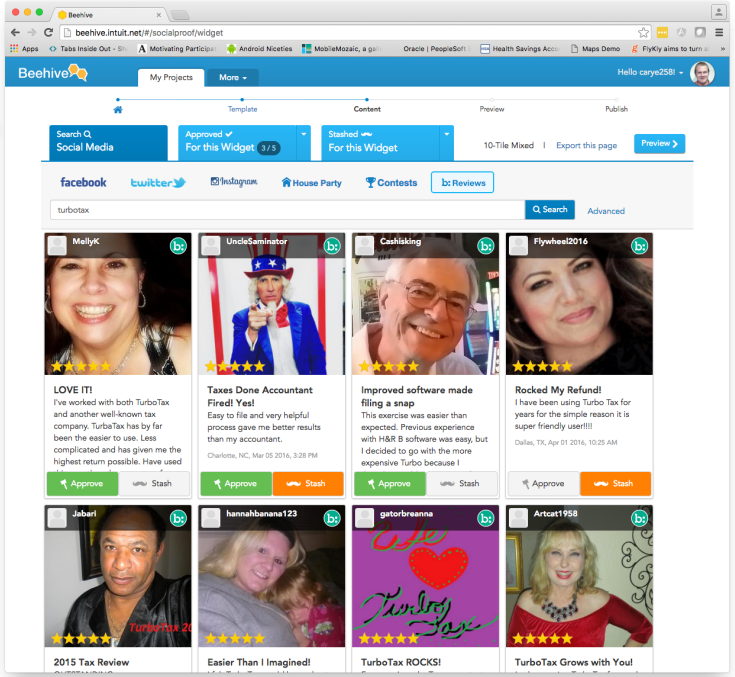
HTML
CSS
JS
{less}
ANGULARJS
Bootstrap

Launch

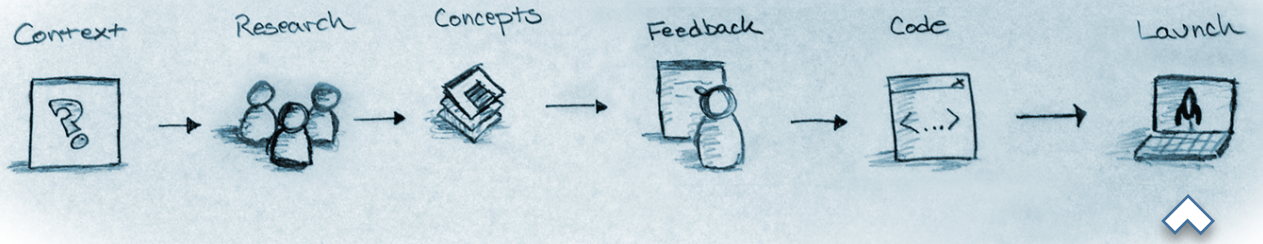

Context
Research
Concepts
Feedback
Code
Launch


Beehive
My Projects
More
Hello carye258!
New Project
Absolute 0
Test Project
Test Project
This is a test project.
Add a Widget
ReviewsWidget
10-Tile Mixed
(Notes/Description)
Draft
Edit Content
Embed Code
Website Locations
test
10-Tile Mixed
(Notes/Description)
reviews_test
10-Tile Mixed
(Notes/Description)
{JSON}
JSON Feed
JSON Data Feed
(Notes/Description)
JSON URL
Website Locations
Absolute 0
10-Tile Mixed
(Notes/Description)


Beehive
My Projects
More
Hello carye258!
Template
Content
Preview
Publish
Select a Template
Tile Mosaics
10-Tile Photo
• Minimum 10 photos.
• Tiles flip when > 10 photos.
10-Tile Mixed
• Minimum 5 posts.
• Tiles flip when > 5 posts.
4-Tile Mosaic
• Minimum 2 posts.
• Uses post photo for the image.
Call-to-Action on Left
• Minimum 3 posts.
• Tiles flip when > 3 posts.
Call-to-Action on Right
• Minimum 4 posts.
• Tiles flip when > 4 posts.
Carousels
3-Tile Carousel Profile
• Minimum 3 posts.
• Uses profile photo for the image.
3-Tile Carousel Pictures
• Minimum 3 posts.
• Uses post photo for the image.
3-Tile Carousel Arrow
• Minimum 3 posts.
• Uses profile photo for the image.


Beehive
My Projects
More
Hello carye258!
Template
Content
Preview
Publish
Search
Social Media
Approved
For this Widget 3 / 5
Stashed
For this Widget
10-Tile Mixed
Export this page
Preview
facebook
twitter
Instagram
House Party
Contests
Reviews
turbotax
Search
Advanced
MellyK
UncleSaminator
Cashisking
Flywheel2016
LOVE IT!
Taxes Done Accountant Fired! Yes!
Improved software made filing a snap
Rocked My Refund!
Approve
Stash
Jabari
hannahbanana123
gatorbreanna
Artcat1958
2015 Tax Review
Easier Than I Imagined!
TurboTax ROCKS!
TurboTax Grows with You!

Launch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Feedback
Code
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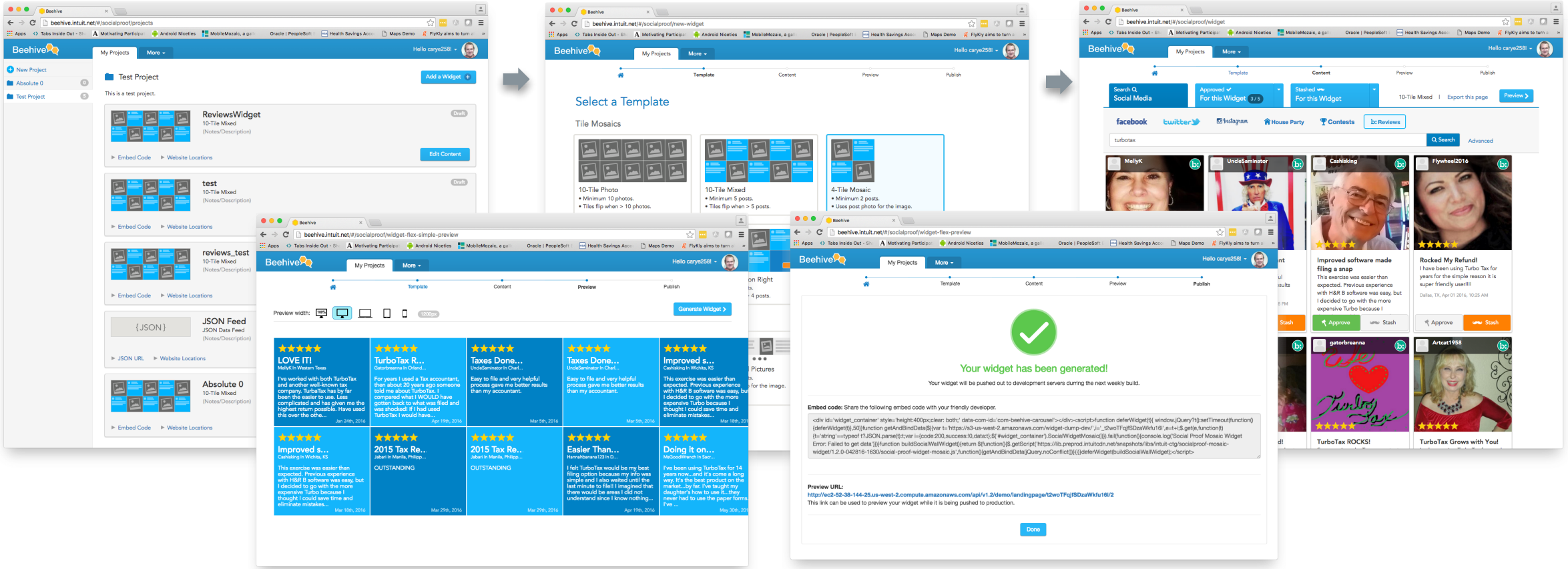
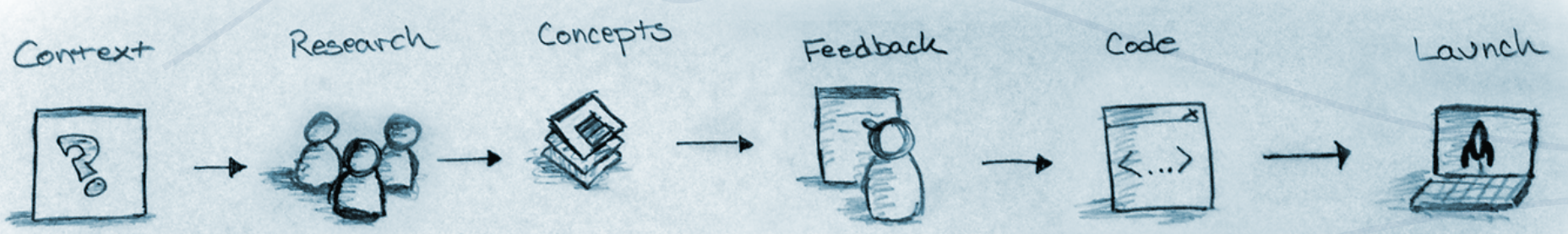

Beehive
My Projects
More
Test Project
Add a Widget
ReviewsWidget
10-Tile Mixed
Edit Content
test
reviews_test
JSON Feed
Absolute 0
Select a Template
Tile Mosaics
10-Tile Photo
10-Tile Mixed
4-Tile Mosaic
Template
Content
Preview
Publish
Search Social Media
Approved For this Widget
Stashed For this Widget
10-Tile Mixed
Export this page
Preview
facebook
twitter
House Party
Contests
Reviews
turbotax
Search
Advanced
MellyK
UncleSaminator
Cashisking
Flywheel2016
Improved software made filing a snap
Rocked My Refund!
Approve
Stash
gatorbreanna
Artcat1958
TurboTax ROCKS!
TurboTax Grows with You!
Preview width:
Generate Widget
LOVE IT!
TurboTax R...
Taxes Done...
Improved s...
2015 Tax Re...
Easier Than...
Doing it on...
Your widget has been generated!
Your widget will be pushed out to development servers durring the next weekly build.
Embed code: Share the following embed code with your friendly developer.
Preview URL:
http://ec2-52-38-144-25.us-west-2.compute.amazonaws.com/api/v1.2/demo/landingpage/t2woTFqjfSDzaWkfu16l/2
This link can be used to preview your widget while it is being pushed to production.
Done

Beehive Journey