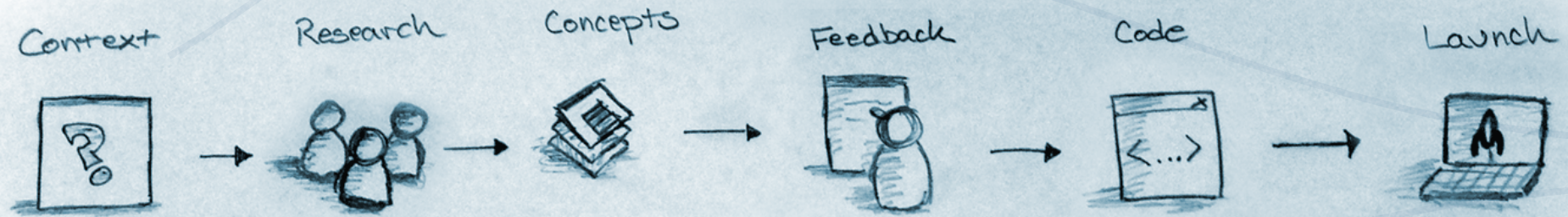


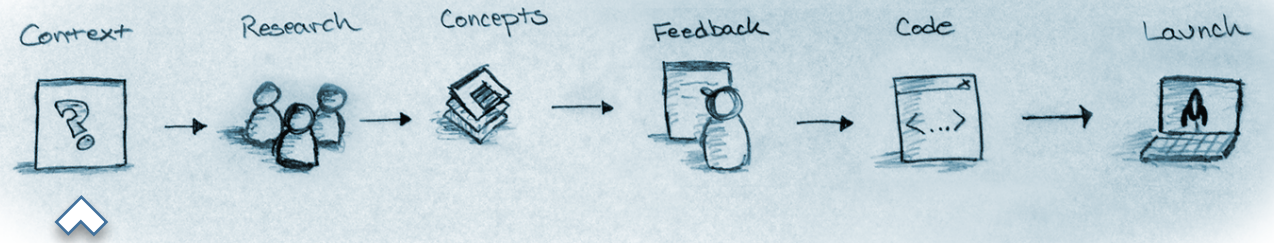
Beehive Design Process

Cary Evans | UX Designer

Beehive Journey



Context



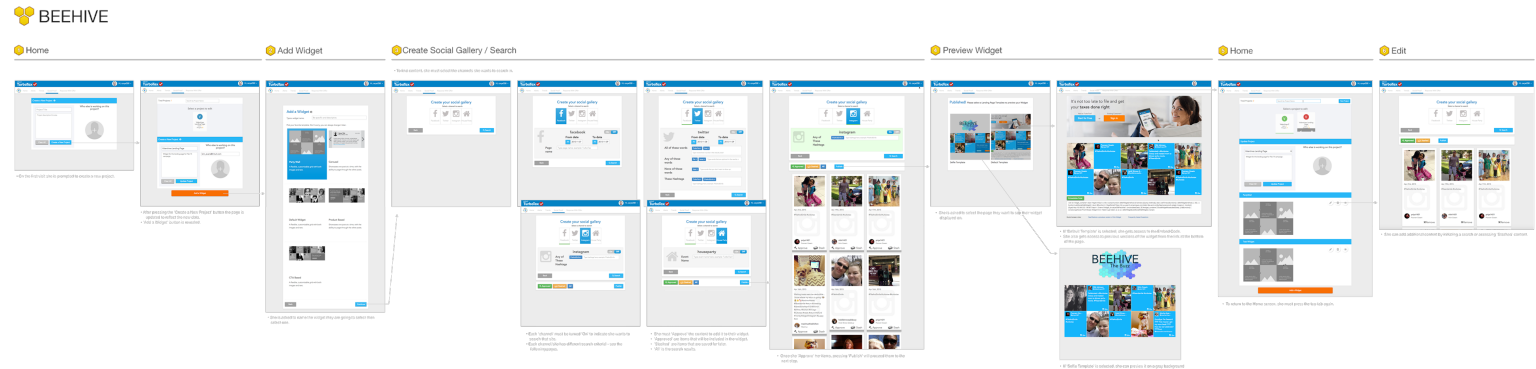
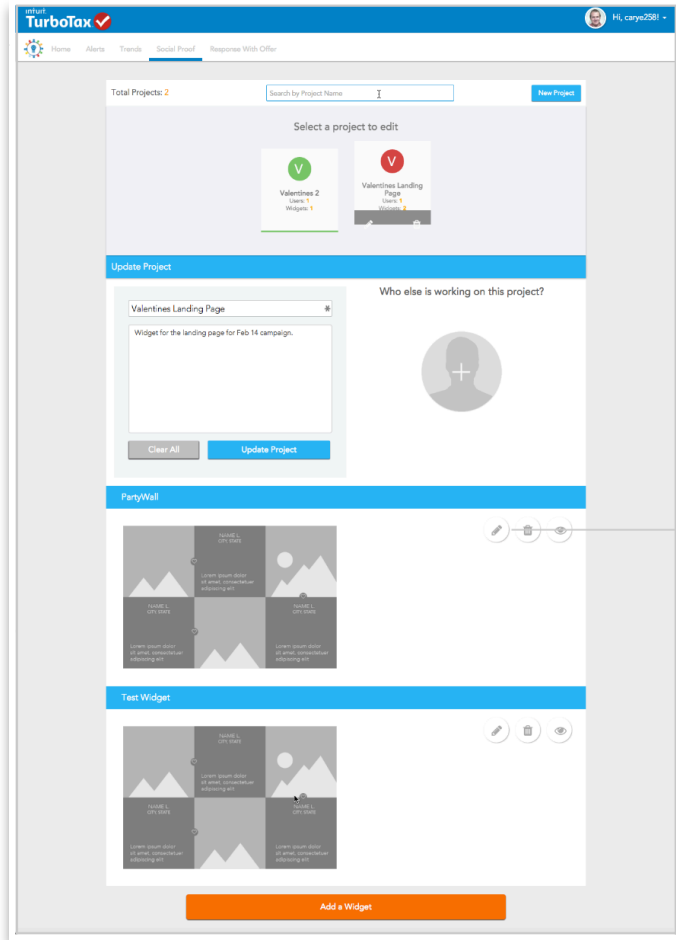
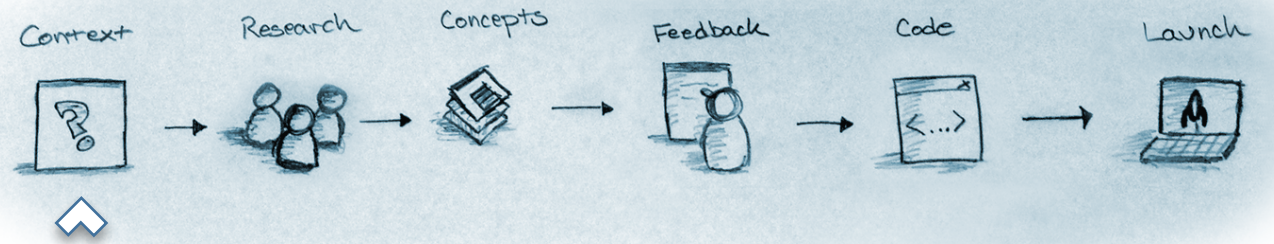
In TY15 they ran tests using social proof - conversion increased 18%.

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

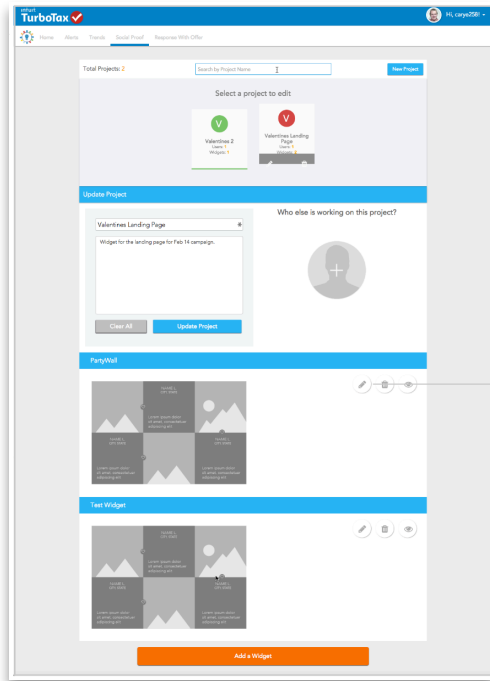
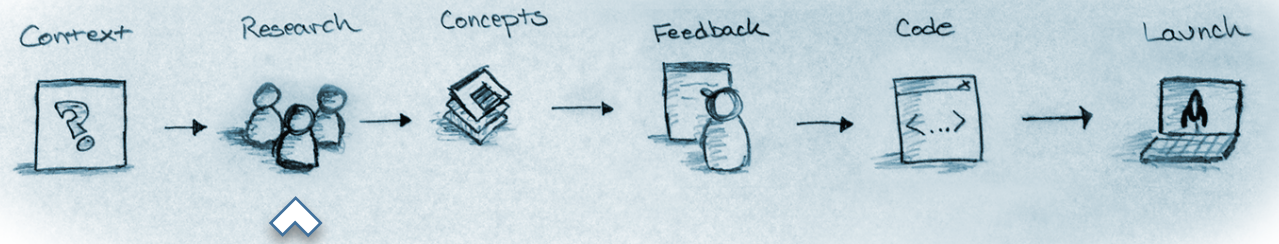


The screenshot shows the TurboTax website interface. At the top is a blue navigation bar with the TurboTax logo and links for Products & Pricing, Help, Tools & Tips, After You File, Security, and a Sign In button. The main content area features a hero section with the headline "Taxes done smarter™" and a sub-headline "Get your biggest refund with no appointment or tax knowledge needed – guaranteed." Below this are two buttons: "Start for Free" (with the subtext "Pay only when you file") and "Sign In" (with the subtext "Existing customer"). A woman is shown in the background using a tablet. Below the hero section is a section titled "Get your maximum refund with Absolute Zero®" which contains a grid of six social proof testimonials. Each testimonial includes a five-star rating, a photo of the customer, a short review, and a date. The testimonials are: 1. "Turbotax is ..." (Drookate in Wisconsin, Mar 5th, 2016), 2. "Taxes Done..." (UncleSammar in Chart, Mar 5th, 2016), 3. "Easy to use" (Joni in Stoneham, NY, Feb 9th, 2016), 4. "Great Softw.." (Abarbie in Mesa, AZ, Feb 7th, 2016), 5. "Been using ..." (Klaizer in Ocean Pines, Jan 31st, 2016), and 6. "Easy to use" (Joni in Stoneham, NY, Feb 9th, 2016). At the bottom of the page is the text "Jumpstart your taxes".

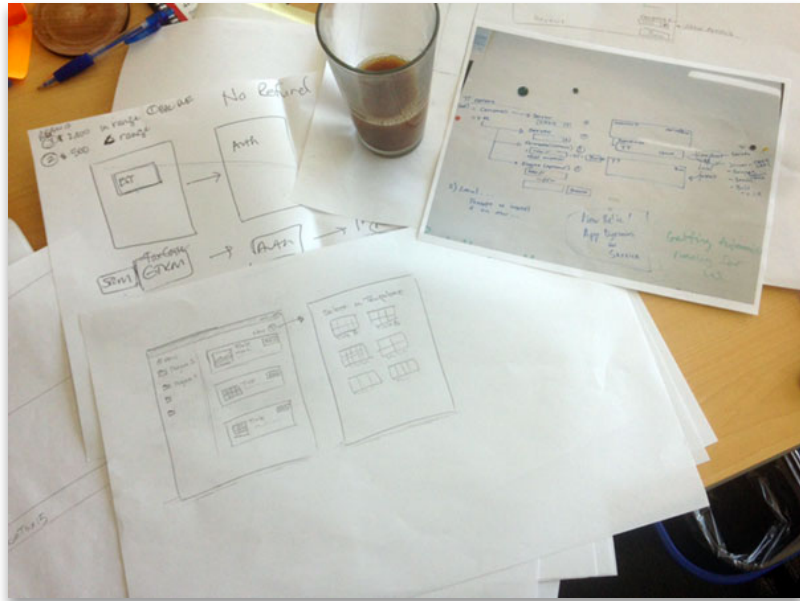
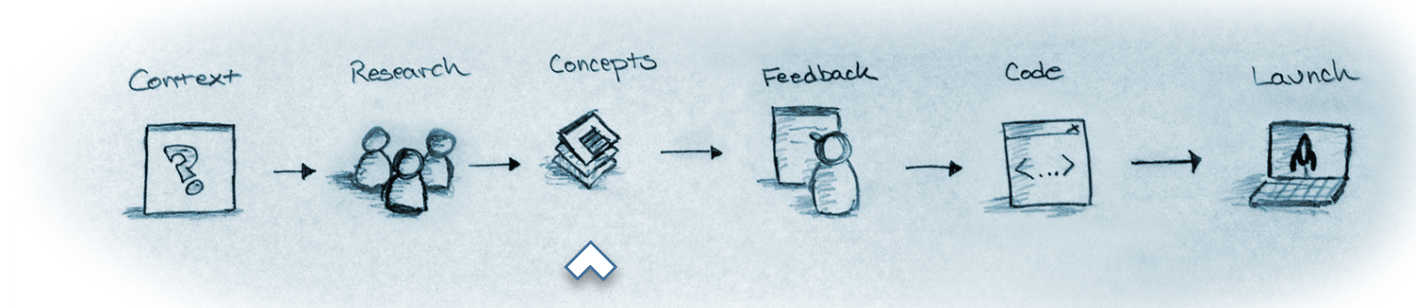
Context



Research



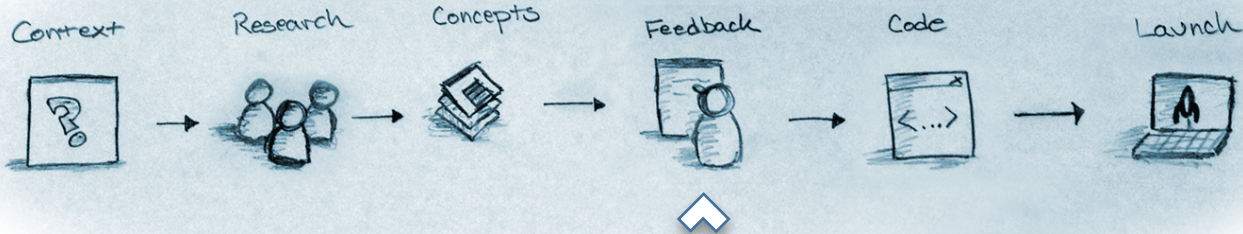
Concepts



A screenshot of a digital project management interface. The main section is titled "My Projects" and lists several projects, including "Valentines Landing Page - Draft" and "TT - Absolute Zero Landing Page - in Production". Below the projects, there is a section for "My Widgets" which includes "Party Wall" and "Party Wall for Jenny". Each widget entry has options for "Edit Content", "Preview", and "Delete".

A screenshot of a digital interface showing a grid of widget options. The main section is titled "Add a Widget" and is divided into "Landing Pages" and "Side Rails". Under "Landing Pages", there are three widget options: "Party Wall", "Carousel", and "Call to Action". Each option has a description and a "Preview" link. The "Carousel" option is highlighted with a blue border.

Feedback

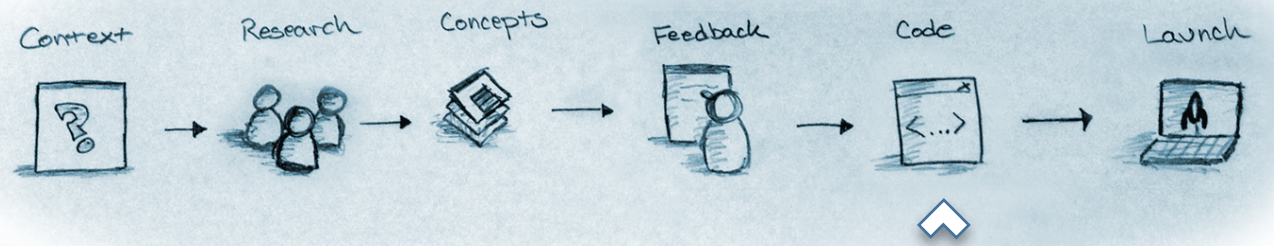


The screenshot shows a user interface for managing web projects and widgets. It is divided into two main sections:

- My Projects**: Lists several projects, including 'Valentines Landing Page - Draft' and 'TT - Absolute Zero Landing Page - In Production'. Each project entry includes a folder icon, name, CID, and an 'Edit' button.
- Add a Widget**: A section for selecting widgets, categorized into 'Landing Pages' and 'Side Rails'. Under 'Landing Pages', there are three widget options: 'Party Wall', 'Carousel', and 'Call to Action'. Each option has a description and a 'Preview' link. The 'Party Wall' widget is currently selected, indicated by a blue border around its icon.



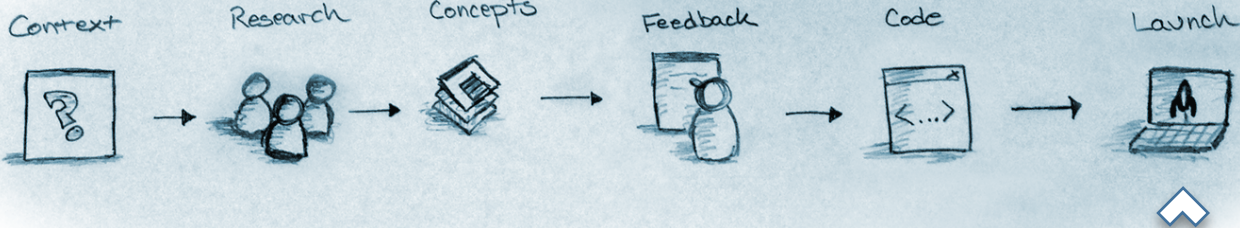
Code



```
js/views-controllers/socialproof/widget.js (src) — Brackets
119
120
121 // Page entry point. This code retrieves data from the last session (if there is any).
122 var request = $scope.get($scope.urls.widget($scope.fields.editingWidgetId));
123
124 // If the request for data is successful
125 request.success(function(result) {
126
127     console.log('[+] Successfully loaded widget data', result);
128
129     $scope.retrievedWidgetData = true;
130     $scope.widgetName = result.data.widget.name;
131     $scope.widgetTemplate = result.data.widget.template;
132     $scope.widgetDescription = result.data.widget.description;
133     $scope.productionURLs = result.data.widget.url;
134     $scope.tabApprovedLabel = 'For this Widget';
135     $scope.tabStashedLabel = 'For this Widget';
136     $scope.widgetTemplateName = $scope.getWidgetName[$scope.widgetTemplate];
137     $scope.minimumPosts = $scope.getMinimumWidgetPosts[$scope.widgetTemplate];
138
139     $rootScope.fields.allposts.length = 0;
140
141     $scope.signInApproved = [];
142     for (var platform in (data = result.data.widget.currentFilter.approvedData)) {
143         if (data[platform]) {
144             $scope.signInApproved.push(data[platform]);
145
146             data[platform].approved = true;
147             data[platform].fromsearch = false;
148             $rootScope.fields.allposts.push(data[platform]);
149         }
150     }
151     $scope.convertTexts(data);
152     $scope.approved = $scope.signInApproved;
153
154     $scope.signInStashed = [];
155     for (platform in (data = result.data.widget.currentFilter.stashedData)) {
156         if (data[platform]) {
157             $scope.signInStashed.push(data[platform]);
158             data[platform].stashed = true;
159             data[platform].fromsearch = false;
160             $rootScope.fields.allposts.push(data[platform]);
161         }
162     }
163     $scope.convertTexts(data);
164     $scope.stashed = $scope.signInStashed;
165
166     $scope.setSignInArrays();
167
168     $scope.getNumberOfPostsNeeded = function(){
169         return Math.max(0, $scope.minimumPosts - $scope.getApprovedCount());
170     }
171
172     $scope.removeNullFromArray($scope.approved);
173     $scope.removeNullFromArray($scope.stashed);
174     $scope.removeNullFromArray($rootScope.fields.allposts);
175
176     // Checks for at least one approved or stashed post
177     var atLeastOnePostApproved = $scope.signInApproved.length ? true : false;
178     atLeastOnePostStashed = $scope.signInStashed.length ? true : false;
179
180     // Show approved posts over stashed posted initially.
181     if (atLeastOnePostApproved && atLeastOnePostStashed) {
182         $scope.showResults = true;
183         $rootScope.fields.showPosts = 'approved';
184         $scope.setTab(APPROVED_TAB);
185     }
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Launch

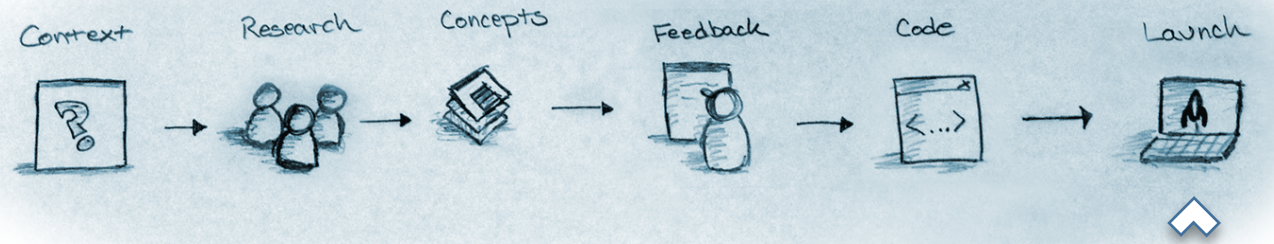


This screenshot shows the Beehive dashboard's 'My Projects' section. It features a sidebar with navigation options like 'New Project', 'Absolute 0', and 'Test Project'. The main area displays a list of projects, each with a thumbnail, title, and description. The projects listed are: 'ReviewsWidget' (10-Tile Mixed), 'test' (10-Tile Mixed), 'reviews_test' (10-Tile Mixed), 'JSON Feed' (JSON Data Feed), and 'Absolute 0' (10-Tile Mixed). Each project has an 'Edit Content' button and links for 'Embed Code' and 'Website Locations'.

This screenshot shows the 'Select a Template' page in Beehive. It is divided into two main sections: 'Tile Mosaics' and 'Carousels'. Under 'Tile Mosaics', there are three options: '10-Tile Photo' (Minimum 10 photos), '10-Tile Mixed' (Minimum 5 posts), and '4-Tile Mosaic' (Minimum 2 posts). Under 'Carousels', there are three options: '3-Tile Carousel Profile' (Minimum 3 posts), '3-Tile Carousel Pictures' (Minimum 4 posts), and '3-Tile Carousel Arrow' (Minimum 3 posts). Each template includes a brief description of its requirements and features.

This screenshot shows the Beehive social media feed. At the top, there are search and filter options, including 'Search Q Social Media' and 'Approved For this Widget'. Below this, there are social media sharing icons for Facebook, Twitter, Instagram, House Party, Contests, and Reviews. The feed itself displays a grid of user-generated content, including profile pictures, names, and short text reviews or testimonials. Each item has an 'Approve' or 'Stash' button. The reviews are for TurboTax, with users expressing their satisfaction with the software.

Launch



The screenshots illustrate the following steps:

- Test Project:** A user is editing a widget. The interface shows a sidebar with 'New Project', 'Absolute 0', and 'Test Project'. The main area displays 'ReviewsWidget' and 'test' widgets.
- Select a Template:** The user chooses a template for the widget. Options include '10-Tile Photo', '10-Tile Mixed', and '4-Tile Mosaic'.
- Content:** The user configures the widget's content, including social media filters like 'facebook', 'twitter', and 'Instagram'.
- Preview:** The user previews the widget, which displays a grid of review cards for TurboTax.
- Generate Widget:** The user clicks 'Generate Widget', resulting in a green checkmark and the message: 'Your widget has been generated! Your widget will be pushed out to development servers during the next weekly build.'
- Publish:** The user receives the embed code and a preview URL for the widget.

Beehive Journey

