

# Marketplace Design Guidelines & Process Overview

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## Introduction

### The Who

Magnify360 provides e-tailers & large online marketers with a full-service solution to optimize profits by driving better clicks and conversion.

- Experts at PPC, Affiliate & Display Traffic Acquisition
- Patented Technology on Optimizing User Experience on Landing Pages, Websites, and eCommerce Sites

### The Why

Marketers want a turnkey solution to rapidly push out new ideas, tests, and designs and find out if they have a positive or negative impact on conversion rates for all their traffic.

- Clients need to increase conversion rates
- Online marketing costs are increasing
- Profits are being squeezed
- Difficult to make and test changes on most websites
- Want to optimize all types of traffic (paid search, display, affiliate, organic)

### The How

#### What is a Microsite?

Each unique experience designed is called a separate microsite. They are typically used to add a specialized group of information either editorial or commercial. Such sites may be linked in to a main site or not or taken completely off a site's server when the site is used for a temporary purpose. The main distinction of a microsite versus its parent site is its purpose and specific cohesiveness as compared to the microsite's broader overall parent website.

#### What is Dynamic Overlay (DYNO)?

- Allow the creation of microsites
- Proprietary technology to change clients' websites
- Javascript Based, more specifically jQuery
- Embeds into websites with "universal library" and "DYNO commands" (2 lines of JavaScript)
- Changes existing pages and content to improve conversion rates magnify360 is an innovative web optimization company offering metrics-driven web design solutions designed to improve user experience and website effectiveness for e-commerce and acquisition-based companies

Unlike traditional web design, we combine our Playbook, Competitive Marketplace, and Testing Platform, to drive measurable web design and optimization success for all of our clients.

## Common Terms

**Microsite:** a unique user experience served by m360, developed using the DYNO product / library

**Control:** the client's original webpage experience, used as baseline

**Testing:** the period when a new microsite is being tested to find out its performance relative to control

**Optimized:** the set of microsites that have beaten the control and are used to serve production traffic

**Performance / Lift:** the measurement of increase in revenues compared to the control

**Quality Score:** a blended calculation of a microsite's engagement, conversion rate and revenues that represents the overall quality and effectiveness of a microsite

## Scope of Consulting Services

As part of the magnify360 design marketplace you will be participating in Landing page & Website design. Designs are based on a supplied creative brief and supporting assets which may include an existing site/page. You may also be tasked to design variations to an existing design. All finished design(s) / variation(s) must be provided as a development ready PSD. The Scope of the Services and Deliverables (Tickets) will be available within JIRA which is the platform we use to manage our design projects. Tickets must be worked on in order of Priority and date Ticket created as identified by magnify360.

Consultant must log all work in JIRA for all Tickets that Consultant is working on. Specifics on the JIRA workflow and additional details are provided later in this document.

## Payment and Schedule for Consulting Services

Consultant will be paid according to the Payment Structure defined in the Marketplace Payment Structure. magnify360 will send out bimonthly reports (the "Payment Report") summarizing the completed Tickets and Payments to Consultant for a given period.

## General Design Guidelines

Our clients have high expectations when it comes to web design. Be sure to always keep the following points in mind and remember that the goal is to always design with intent. The design should not only look good, but ideally help increase performance as well!

*\*Special Note - A more detailed brand guidelines section is listed late in this document and should be referred to often.*

**Clean, Corporate Look and Feel** - No blinking, psychedelic elements, pictures that have nothing to do with the brand etc unless explicitly directed.

**Scan-ability** - Visitor should be able to easily absorb key points in 1/4 sec.

**Purposeful Visual Flow** - Use directional queues to dry the eye to the main call to action (CTA).

**Break up Page Visually** - Use key elements that support the goal of the page (e.g. testimonials, footers, etc...) to increase readability of page.

**Clear Headlines & Calls to Action** - Layout headlines, sub-headlines and CTA's in clear fashion. They should stand out from the other elements on the page.

**Follow Client Header / Footer Brand Standards** - These area's are usually off limits. Unless explicitly instructed, keep these areas intact.

**Keep Consistent Fonts, Font Colors, etc.** - Generally stick to using two fonts on the page and complimentary colors.

**Design with Goals in Mind** - Every test has a specific goal. Continually refer to defined goals to ensure design is on track with expected outcome.

**Focus on the Key Play Elements** - Stay within scope of the design ticket. Don't redesign other parts of the page just to "do it". This doesn't mean we don't want your feedback! If you have an idea for improvement please ask before executing.

**Edit Copy When Called for Only** - There are often legal and branding restrictions that prevent us from changing copy how we see fit. Only make changes to copy when explicitly instructed.

## Getting Started in the Marketplace

Upon acceptance to the design marketplace you will be issued a login and password to JIRA. JIRA is the ticketing platform we use to manage and track our design projects. Details on how to use this tool are outlined in the following sections.

## Design Ticket Types

There are two types of design tickets available:

**New Design - Page Variations** - This indicates that the design will be a modification of an existing element on a page or for designing additional elements to be included within the page. i.e. new buttons, new charts, new bursts etc.

**New Design - Full Page** - This indicates the need for a new design to be created from scratch.

## Design Specification

The following written direction and supporting documentation for each project will be found in the design ticket.

*\*Special Note - If you have any questions about the project its best to ask before you begin work in order to limit the amount of possible revisions.*

Client Brand / Design Guidelines:

- client brand & mandatory components
- design style
- likes / dislikes / competitors / preferred styles

Control Page:

- The "base" page that we are trying to improve

Previous Designs/Plays for Reference:

- If previous psd's or images are available they will be included for reference

Design / Optimization Play:

- Objectives, rationale, examples
- Execution instructions

Play Execution Specifics (Needed Info):

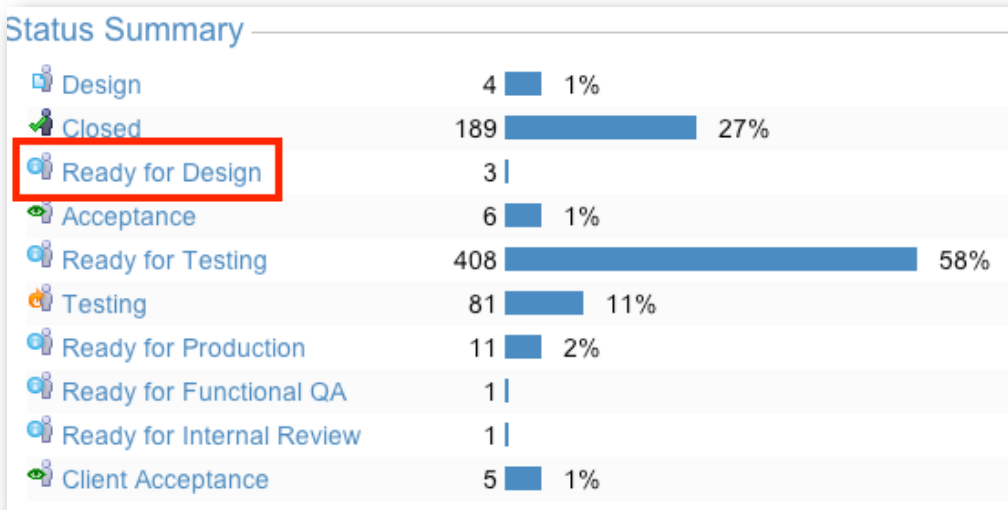
- Specific copy, images, awards, colors, directional queues, calls to action
- Examples of good pages / client "likes" for this play
- Specific criteria for passing acceptance (will generally be met if following aforementioned details)

## JIRA Workflow

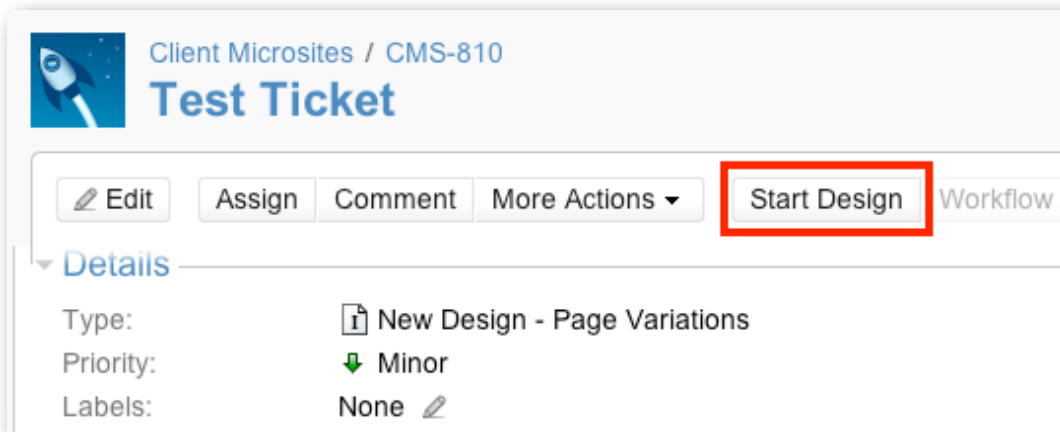
This section outlines the step by step process for accepting and completing a ticket within Jira. *\*Special Note - You may only work on two design tickets at any time.*

### Accepting a New Ticket

1. When a Campaign Manager creates a new design ticket it's sent into the "Ready for Design" bucket in the unassigned state. Include link



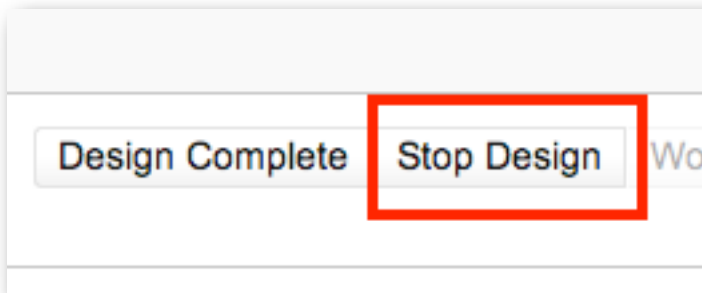
2. Designer selects the oldest ticket from the Ready for Design queue and clicks on "Start Design". This will auto-assign the ticket to the designer. *\*Special Note - No need to assign the ticket to a specific person. This happens automatically as part of the workflow.*



3. Designer Reviews ticket details & specifications and begins working on the project.

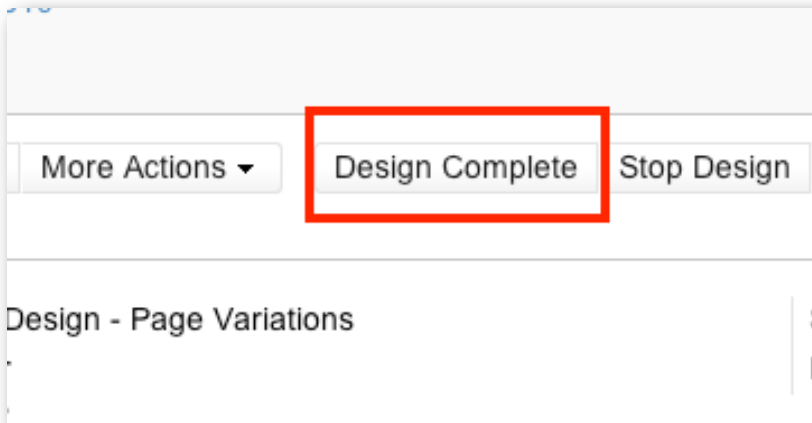
1. If directions are not clear ask a question within the comments section of the ticket.

4. If at any time you need to pause work you can select "Stop Design" and the time tracked on the ticket will be paused.

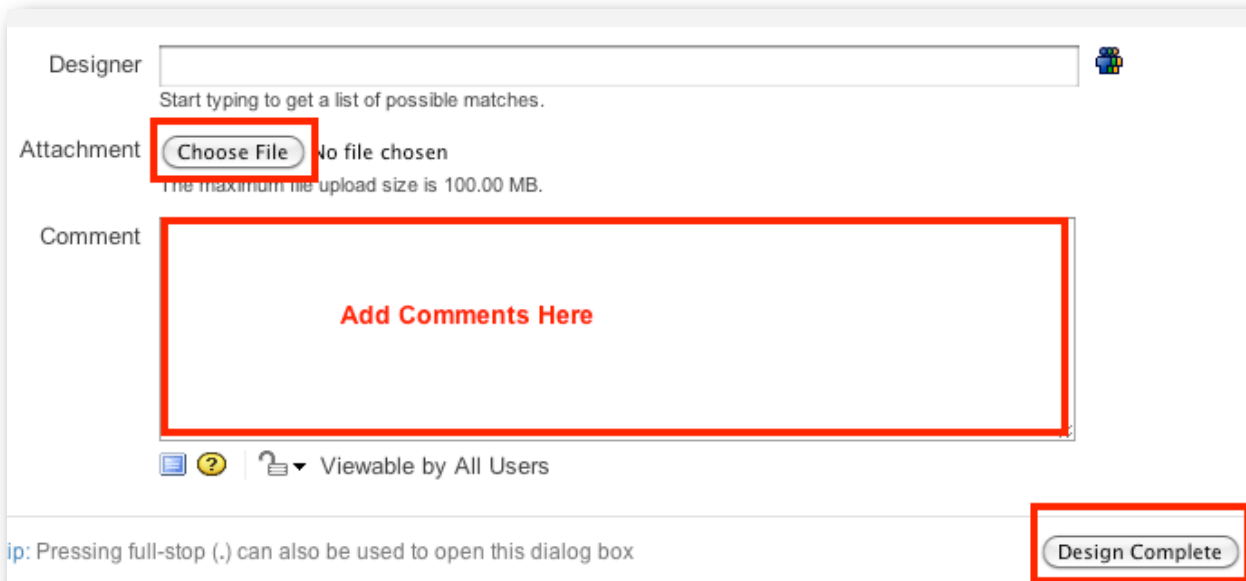


## Completing a Project

1. After you have completed the initial work on the ticket select "Design Complete" within the main navigation.



2. Add design notes, with direction, decision, concepts, etc within the comment box.
3. **Mandatory** - Attach a JPEG comp along with the final PSD or required assets.

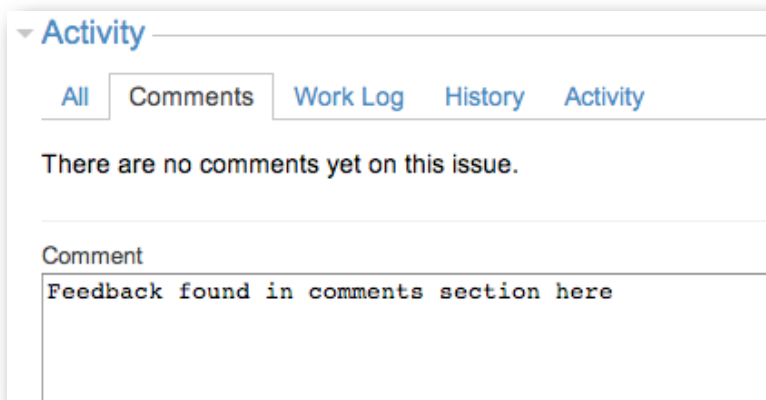


4. Select 'Design Complete' - Ticket will be automatically re-assigned to campaign manager who issued the ticket for review. *\*Special Note - No need to assign the ticket to a specific person. This happens automatically as part of the workflow.*

## Design Review Process

### Internal Review - list the possible outcomes from internal review

1. Once the design is completed the Campaign manager reviews the design and checks to see if design matches specification, checks for typos, etc.
2. If project fails scope the ticket will be sent back to the designer with details on the required edits as a comment within the ticket. A redline of the comp may also be provided in certain circumstances.



3. Refer to the 'Completing a Project' steps mentioned above and repeat the process.

### Client Acceptance

1. When the ticket has "Passed Internal Review", then the PSDs will be sent to Client for review.
2. All clients get a maximum of two revisions per ticket. If client has feedback the comments are added to the ticket and the ticket is re-assigned to designer for re-work and the process is repeated.
3. Once the ticket has "Passed Client Acceptance", it will then be marked "Closed" which means the project has been successfully completed and removed from the queue. *\*Special Note - Tickets are paid out based on their closed status.*

## Applications

### Applications Used (Design)

- Adobe Photoshop
- Adobe Illustrator

### Application Requirements

1. Save all files in generic form. Do not save any files as a version (i.e. Illustrator 5).
2. All external files should use the following naming convention:

#### PSD File Naming Convention:

ClientName(ClientID#)CampaignName(CampaignID#)\_Summary.PSD

Summary = Play + Variation

Also: Please also provide a jpeg screenshot, following the same convention.

**Example: QBO(793)Tax2012(3855)DropFormRed.PSD**

#### .PSD and Layer Treatment

- All layers should be named. 'Layer xx' is not a layer name.
- Remove all unused layers in the final document. Have all layers for quality review turned on.
- If multiple variations are nested within the PSD, place them in folders, not just layers.
- Buttons should contain roll-over state-sprites, not duplicate layers.
- Keep in mind these are meant to be production-ready, so organizational hierarchy is extremely important, such that our producers need to get in and slice this stuff immediately.

## Fonts

### **Pay attention to scale and proportion.**

Multiple fonts work best together when they have similar proportion and scale. For example, Georgia and Verdana have similar shapes, even though one is serif and one is sans serif. The same could be said for Times New Roman and Arial Narrow. Look at specific characters in each font to see how similar they are, as well as entire words.

### **Unify fonts with color or style.**

If you throw up six different fonts on your site, with ten different colors, and four different styles, you're probably just going to give your visitors a headache (if they stick around that long). While you don't necessarily have to only use one color or one style, you need to be much more careful in how you use them. As far as colors go, try to stick to colors either in the same hue or saturation level. You want the colors to mesh, rather than clash.

### **Pay attention to priority and emphasis of different fonts.**

This has been touched on a bit already, but the priority and emphasis that different fonts convey naturally has to be taken into account. Some fonts are going to draw more attention than others. It's one reason using multiple fonts is both incredibly fun and very hard to get right. Changing the color of a font can help, too.

### **Avoid the similar.\***

Similar fonts are tricky. Using something like Georgia and Garamond right near each other, for example, doesn't really do much and can end up making one or both fonts look a little off. A lot of non-designer folks might not really see the differences between the fonts and think they just look strange—not quite right. The same can be said for fonts like Verdana and Tahoma or Arial and Helvetica.

### **Keep body text readable.**

While playing around with funky typography can work really well in navigation, headers, and other parts of your site, large chunks of body copy just don't work well with multiple typefaces. Stick to one, preferably site-wide. In many instances, body text will not be part of a design or layout ticket, and will have its own client-based guidelines.

### **Don't overlook different font styles.**

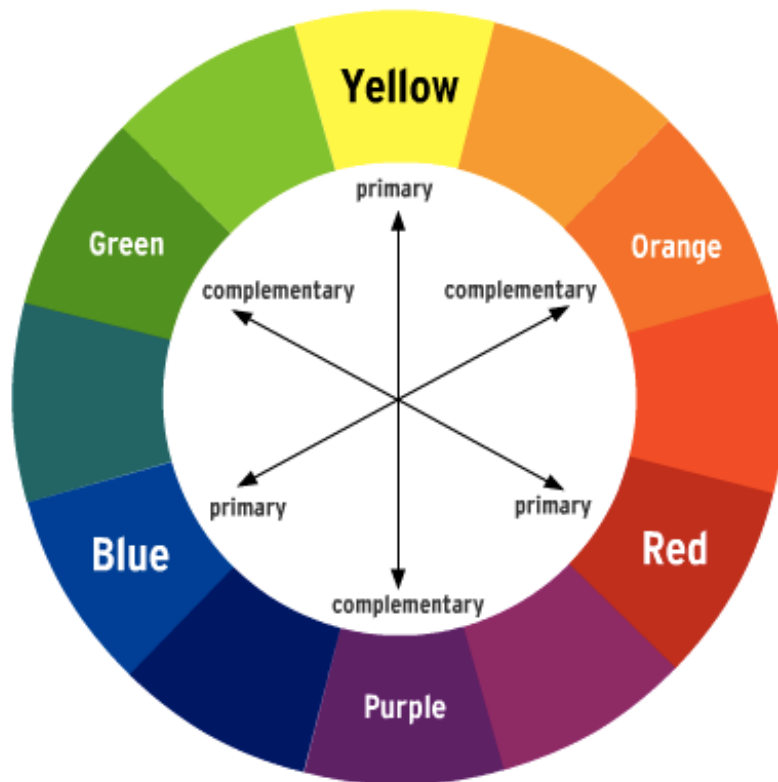
We've talked about how using different styles and font decorations can change the priority and importance of different typographic elements. But one thing many designers overlook is using multiple styles, sizes, and decorations to achieve the look of mixed typography while still working entirely with web-safe fonts.

### **Remember the Big Picture.**

This is probably the most important thing on this list. Whenever you're designing anything, you should be sure to take a step back from it often and look at the big picture.

## Color

Color plays an important role in the way we communicate with each other. Color not only helps give a design visual beauty, but it can also make a person react or feel a certain way. This feeling may be on a subconscious level, but it could affect the way that person thinks about a product or service. That's why it is so important to choose the right palette when creating a new design.



### How Does Color Work?

Our eyes see the visible world by light. The colors we see are made of merging red, green, and blue light. So, our eyes see in RGB? Yeah – you could say that – but CMYK comes into play too. Color is visible due to the RGB light that our eye sees, but that light is mainly reflected light – light reflected off our world of CMYK colored objects.

### Color Resources

Here are some resources and tools to help you choose that perfect color palette

### **Colourlovers**

COLOURlovers is a creative community where people from around the world create and share colors, [palettes](#) and [patterns](#), discuss the latest [trends](#) and explore colorful articles.

### **Kuler**

This web-hosted application for generating color themes that can inspire any project. No matter what you're creating, with Kuler you can experiment quickly with color variations and browse thousands of themes from the Kuler community.

## **Final Notes**

### **Don't get sloppy.**

There is a significant difference between marathons and sprints. Quality matters. We will track number of tickets failing QA. Designers who consistently fail QA will receive a warning with subsequent removal from the marketplace.

### **Ask questions.**

Once you've accepted a ticket, if any instructions are not clear, ask your Campaign Manager. There is never an unnecessary question. Move on to the next ticket until you get a response.

### **Order**

Work on the highest priority tickets first. It will keep our internal production flow in order. Work on the oldest tickets first, seen by Creation Date. Likely if they weren't created today, they have the highest priority. Stale tickets, which have not been touched in 24 hours are the highest priority. Also, if you do not work on a ticket for that same given period of time you will be notified via automatic email.

### **Timing**

Tickets must be started within 24 hours of assigning the ticket to yourself. The sooner and faster you get it done the more you get paid. The longer you take, the less likely you are to remain in the marketplace. Revisions must be made within 48 hours of revision being re-sent to designer. Do not let your status of the ticket remain "In Design" for more than 48 hours. Longer than this could result in your ticket going stale, and having the project reassigned.

### **Support**

Welcome to the Marketplace! We are here to support you as you go. JIRA related questions and concerns can be relayed to [Conor@magnify360.com](mailto:Conor@magnify360.com), which is also a G-chat protocol IM. Availability for Conor is 9am to 6pm; PST, Monday through Friday.