

visual collaboration
platform

23.11
2018

vlad zelinskiy
realtimeboard
product design lead

RIW

what the realtimeboard is?

2

visual collaboration platform

2 000 000 users

SaaS-business

300% y-o-y revenue growth

distributed team

4 hubs in 3 countries

140 employees

\$ 25m funded by Accel



Untitled



Share

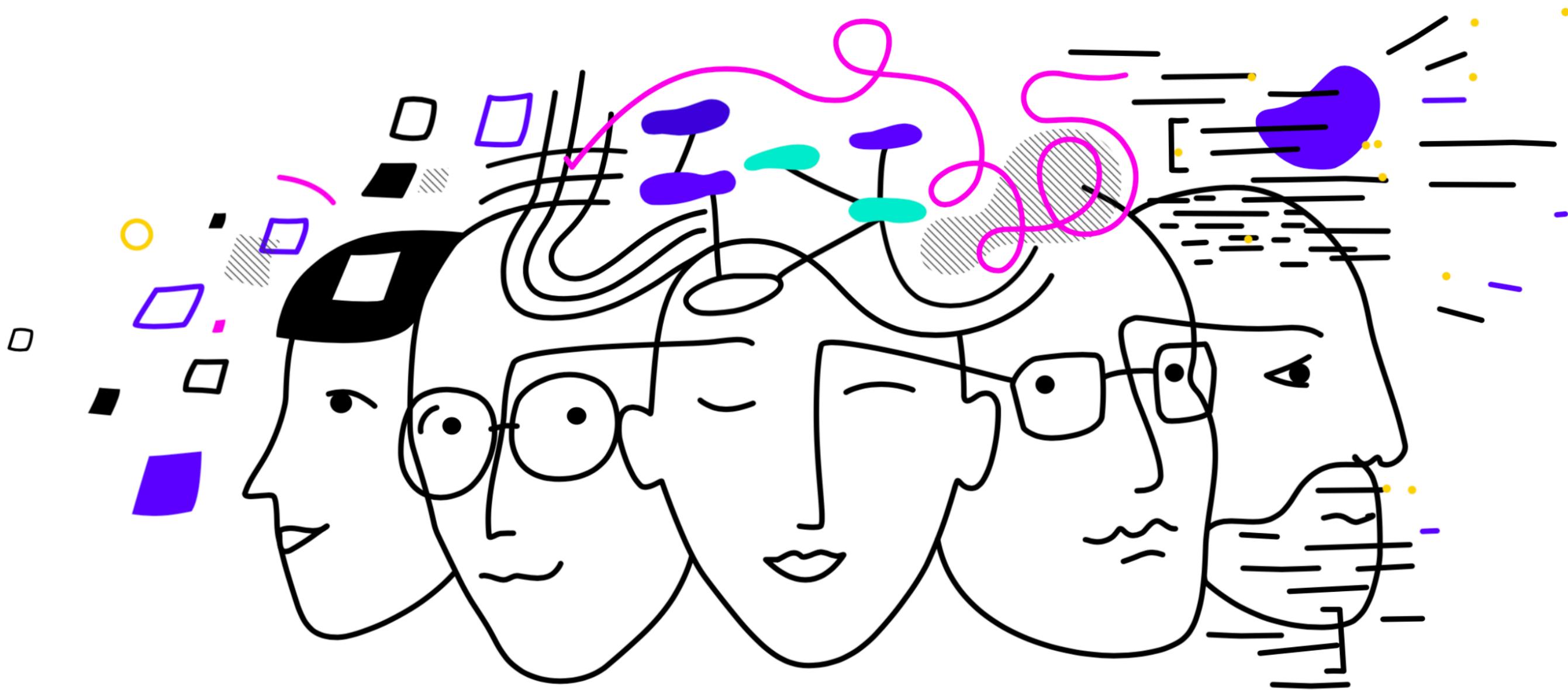


100%

Keep your team minds synced

Simple whiteboarding platform for cross-functional team collaboration

Sign up free



one of the biggest
challenge for modern
team is collaboration

one of the biggest
challenge for modern
team is collaboration

- keep everyone on the same page

one of the biggest
challenge for modern
team is collaboration

- keep everyone on the same page
- create one source of truth

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- keep everyone on the same page
- create one source of truth
- clarify and visualize your ideas

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- clarify and visualize your ideas
- see the big picture of your project

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- keep everyone on the same page
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- clarify and visualize your ideas
- see the big picture of your project
- organize and share your knowledge

- keep everyone on the same page 12
- create one source of truth
- clarify and visualize your ideas
- see the big picture of your project
- organize and share your knowledge
- track and record team progress
- run and facilitate workshops
- provide and receive feedback
- manage the project group

... and more

... and more

14

especially if your team
is distributed

product development teams

15

- core
- growth ($\rightarrow + \$ + \leftarrow$)
- enterprise
- mobile
- integration
- platform
- lab
- ux

my teams

— core

— lab

— ux

+ product design

my routine is a mixture
of digital product design
+ product management
+ project management
+ design management
+ people management
+ product research
+ product strategy
+ design-direction

of people I interact with weekly 18
9 product managers
3 dev managers
4 product designers
9 developers

of people I interact with weekly 19
9 product managers
3 dev managers
4 product designers
9 developers

and also occasionally I interact with
marketing, support, sales, success,
brand, legal, operations, people, etc.

the average product dev team 20
contains in general at least
3 functional role:

- manager
- developer
- designer

I've been combining both
designer + manager roles

manager

22

scope

time

budget

resources

revenue

manager

designer

23

scope

user needs

time

experience

budget

appearance

resources

functionality

revenue

aesthetics

manager's
artefacts

designer's
artefacts

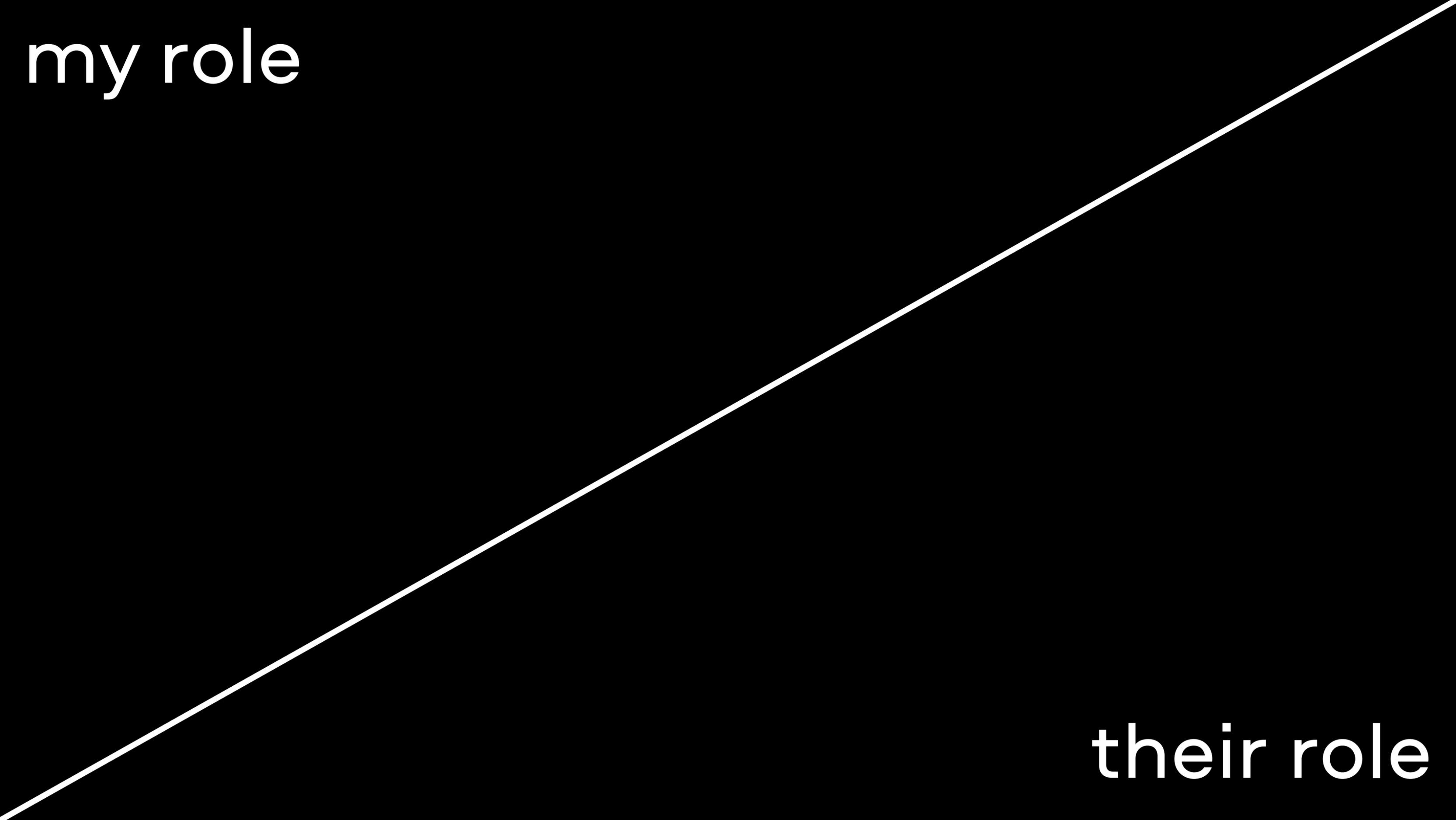
24

docs & notes
spreadsheets
paper & pen
whiteboard
schemes
presentation

visual design
interaction design
experience design
motion design
usability testing
prototyping

my role

their role



my role

the gap is here

their role



filling the gap

27

too many tools,
frameworks
and formats

we shape our tools
and our tools shape us

28

we shape our tools
and our tools shape us

so, we've built our own
canvas-based tool

1-D

30



2-D



2,5-D



→ + zoom

mindmap

31

research
+
marketing



Mind mapping launch ☆



RACI



Campaign Plan



Basic info



GENERAL INFO



NEW USERS

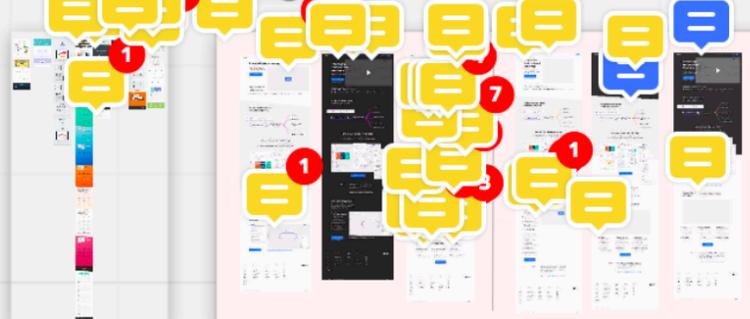


Dropbox folder with PH visuals

CURRENT USERS



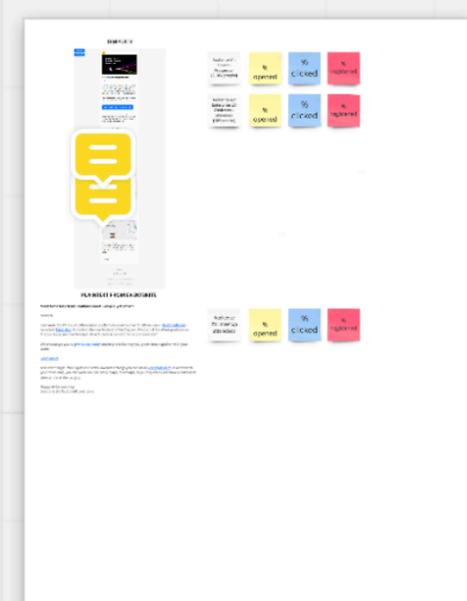
Design mind map



Final drafts for Review

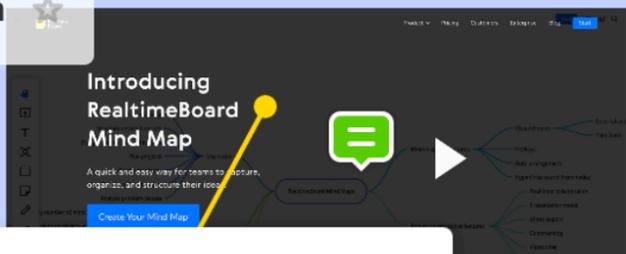


4K Initiative





Mind mapping launch

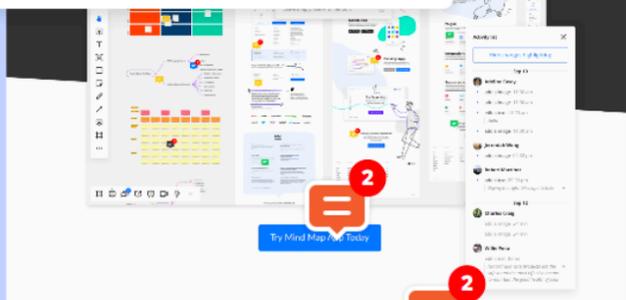


Resolve [Color indicators]

Barbra Gago 11 Sep 20:29

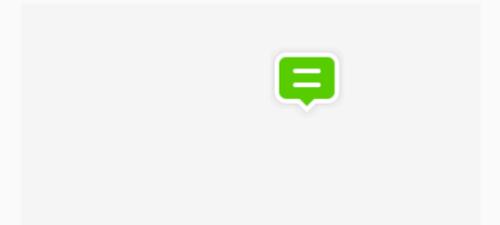
@Natalie this is the version the team prefers? I'm good going with this one to try it :) Looks good team!

Leave a reply. Use @ to mention.

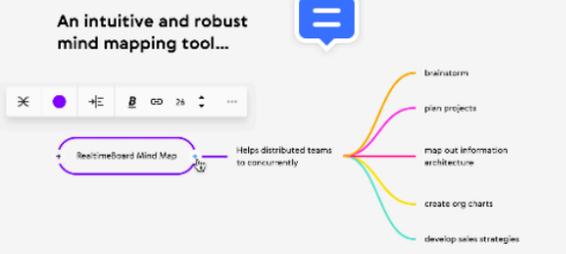
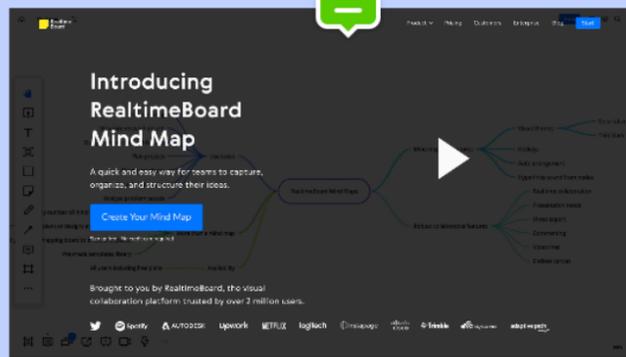


RealtimeBoard Mind Map

Never overpacked with features RealtimeBoard gives you the right amount of functionality to succeed with organizing thoughts.

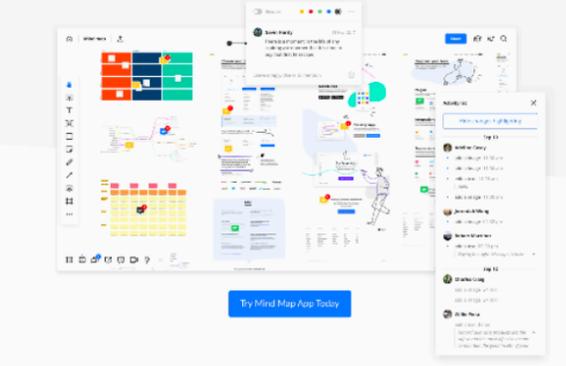


- Hotkeys** - Pressing shortcuts to build mind maps quickly.
- Real-time collaboration** - Multiple team members can create mind maps simultaneously.
- Publish and share** - Export to GitHub, send or share via email, or embed your mind maps.
- Multiple design styles** - Colors and easy-to-read mind maps in various styles.
- Seamless communication** - Sub-nodes, tags, @mentions, and comments.
- Presentation mode** - Toggle into presentation mode or back to your map interface to present ideas.
- Auto-arrange** - One-click auto-arrange your map for a more clear and structured design.
- Infinite canvas** - Add any content or other mind maps to the same canvas.
- Integrate your favorite tools** - Sync integrations for Jira, Confluence, Slack, Trello, Google Drive, and more.



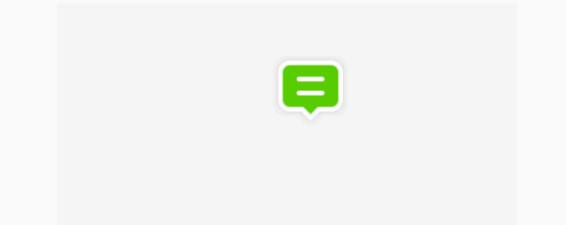
and even more than mind map

As an infinite virtual whiteboard, RealtimeBoard helps teams get any visual task done, such as user story mapping, agile planning, design iteration or visual project management.

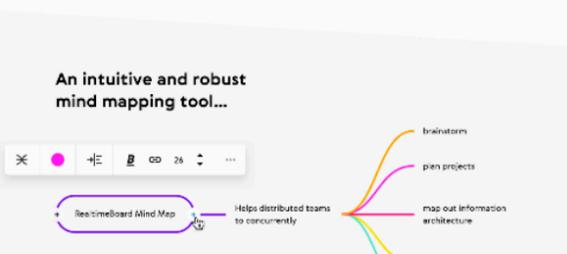
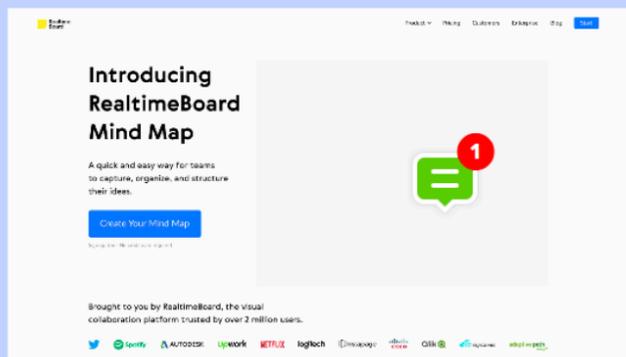


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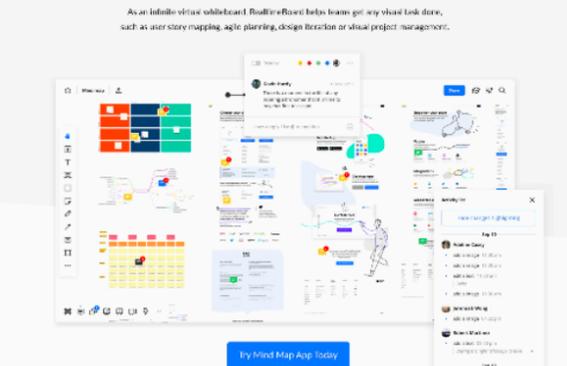


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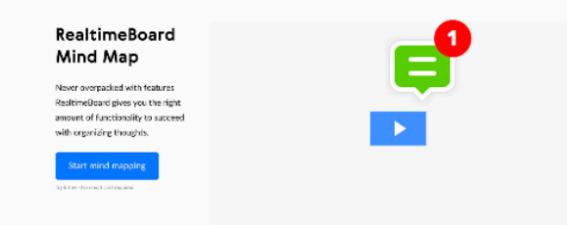
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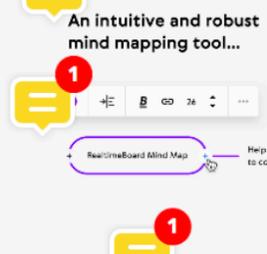
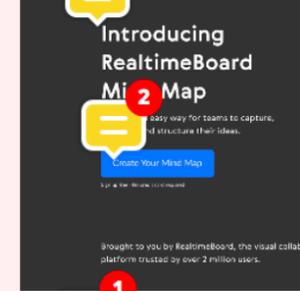
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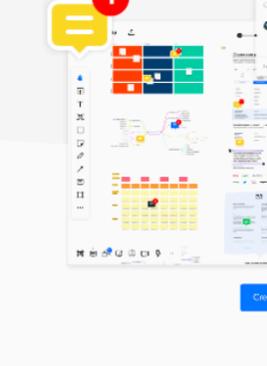
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17 [Search icon]



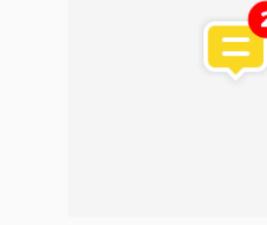
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Mind mapping launch ☆



Natalie

Mindmapping overview (internal doc)

Mindmapping 1-sheet

Landing page text

In-app hint text

Email Announcing Mindmapping (Link to How-blog)

Announcement blog post

PH Welcome text

Text for hello bar

What's new text

Email Deployment

Add screenshots and features to directory sites

5 MM types

Anna Savina

Social media announcements

Olya

Add sm announcement to paid campaigns

Change cover for social media

Internal linkbuilding to landing page & post

External linkbuilding to landing page & post

Dima

BE-758 Mind mapping video
DONE

BE-759 Mind mapping product visuals
DONE

BE-760 Update mind mapping templates in picker
DONE

BE-761 What's new gif for mind mapping release
DONE

Nadya

BE-820 Design new covers for social media
ГОТОВО

Daniil

Landing Page design

SM banners (PH + announcements)

Design a new log in form

Denis

Landing page development

Set up hello bar at the main page

Redirect from Mind Mapping example

Misha

BE-816 Email design
DONE

BE-817 Announcement post layout
DONE

Develop 5 MM types layout

BE-819 Mindmapping 1-sheet
DONE

BE-818 Animation mind mapping
DONE

Sasha

Page SEO optimization

Egor (dev)

Develop and release new log in form

Yaroslav

In-app hint development



company sync

36

strategy

Q-planning

presentation

traction

Clean up 2018 — Q1 OKRs



Anastasiya Gritsenko

Roadmap — 2018

Roadmap — 2018, Q1

Clustered bets

Group 1

Group 2

Management team retro results

Retro

New frame

Product-Design-Review template

For presentation

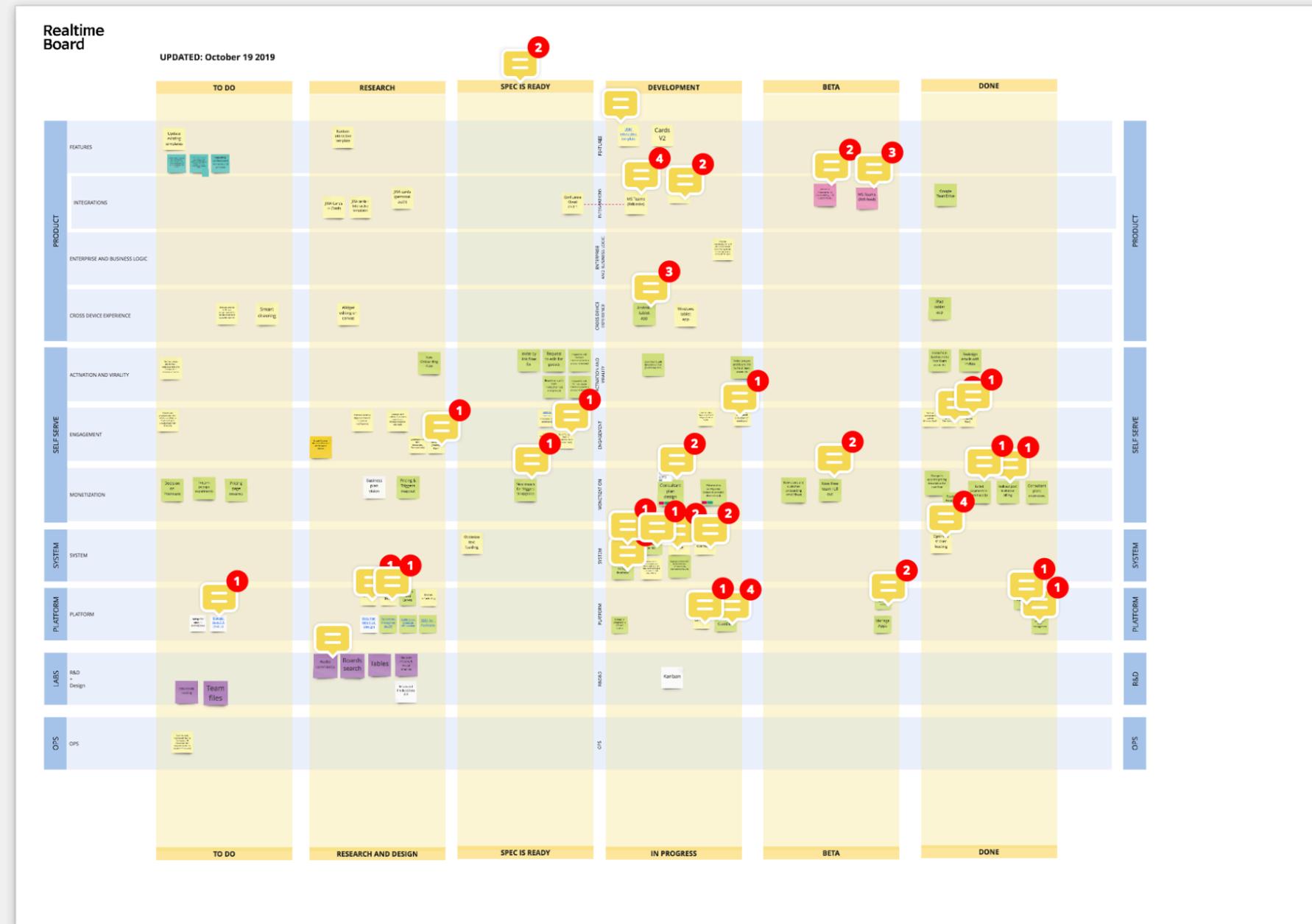
Questions from teams (to be)

OKR process suggestions from marketing team

Product Goals 2018 (Q4)



ROADMAP Q4 2018 PROGRESS



frameworks

41

+

templates



Choose a template

Search

All templates

Recent

Use case

UX Research & Design

Lean & Agile Management

Diagramming

Innovation & Ideation

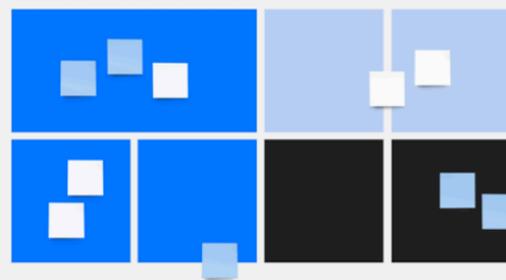
Business Analysis & Strategy

Atlassian Team Plays

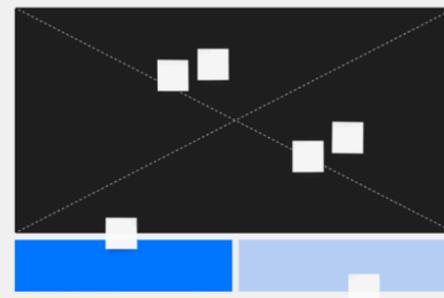
Custom templates

Personal

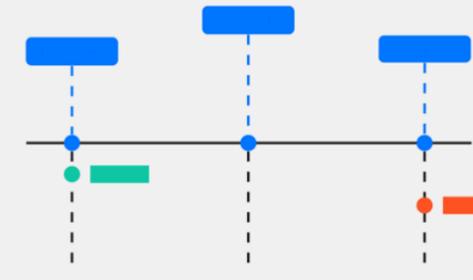
Shared with the team



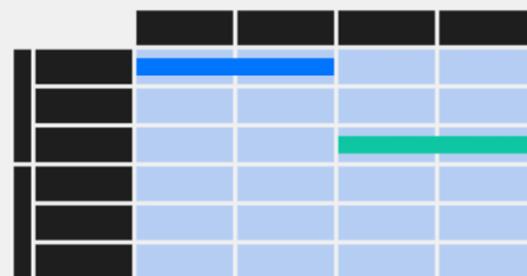
Customer Persona



Empathy Map



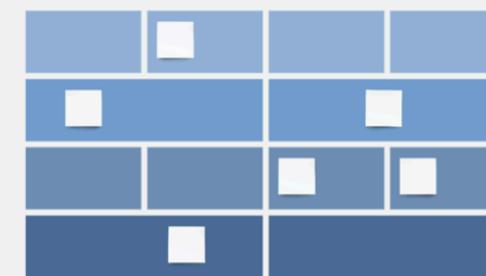
Customer Journey Map



Product Roadmap



Service Blueprint



Visual Story Map



Show when creating a new board

Continue without template



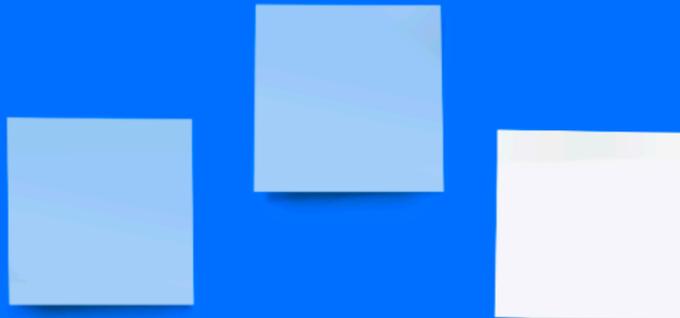
Untitled



Share



Persona



Reasons to use our product

Reasons to buy our product



Personality

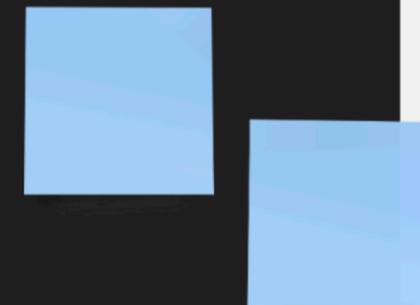


Interests



Skills

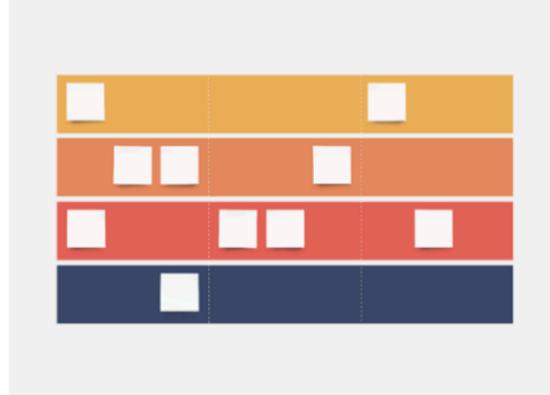
Tech savviness



100%

Visual planning

Create agile and scrum boards online, work with timelines and calendars and share your boards with your team.



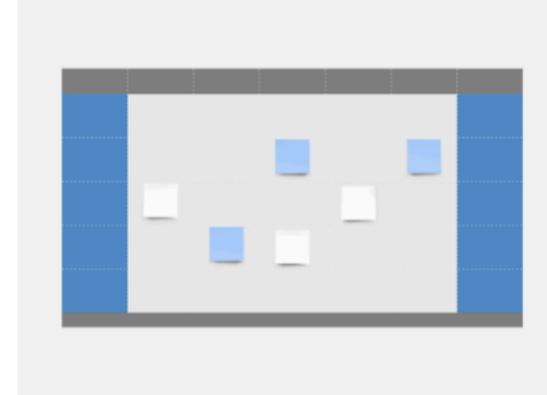
Agile Board

Manage your workflow in a highly flexible and visual way



User Story Map

Plan your product features using digital sticky notes and endless board



Monthly Planner

Make visual reminders and plan events with this online Monthly Planner



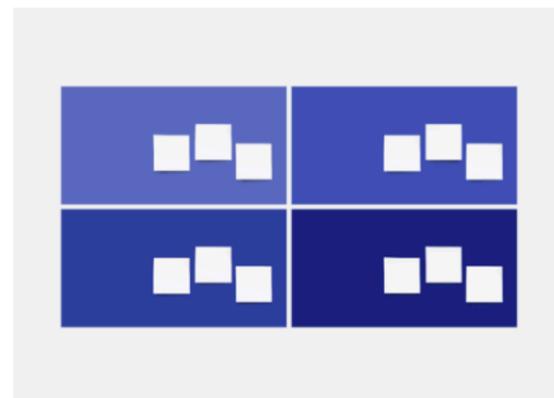
Gantt Chart

Plan your projects and see all the milestones at a glance



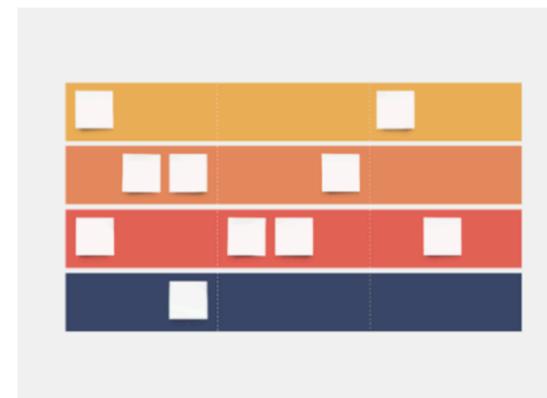
Timeline

Use this simple timeline for managing design and creative projects



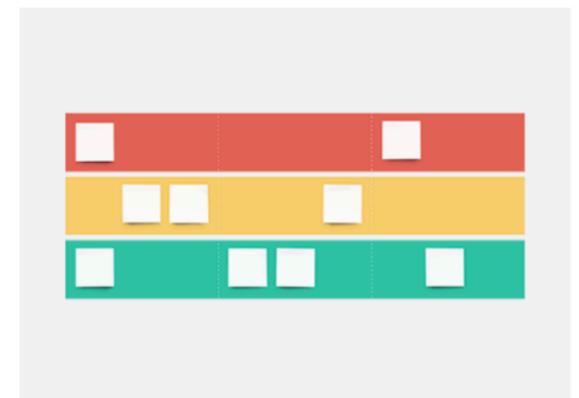
Retrospective tool

Discuss and brainstorm ideas improving your operational working process



Action plan

Organize, manage and improve your workflows with action plan

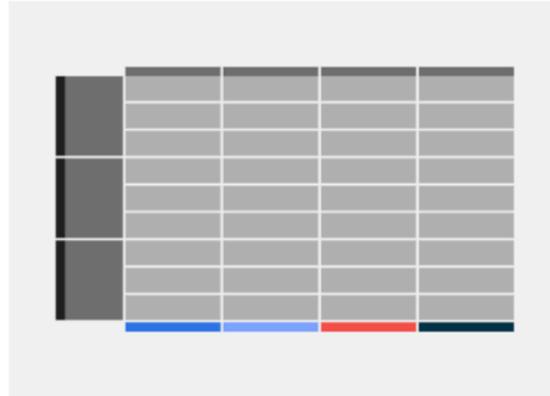


To do list

Manage your tasks and prioritize issues for working process improvement

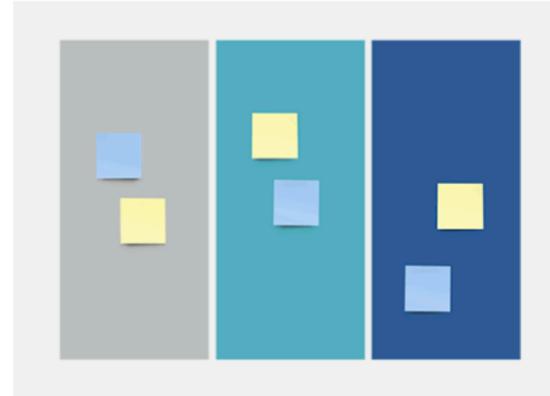
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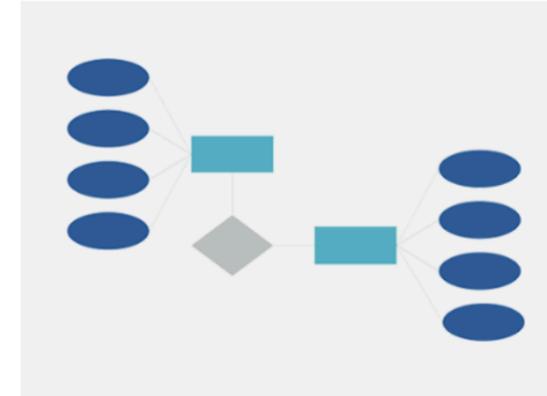
Product roadmap

Strategic initiative planning can be easy with the product roadmap template



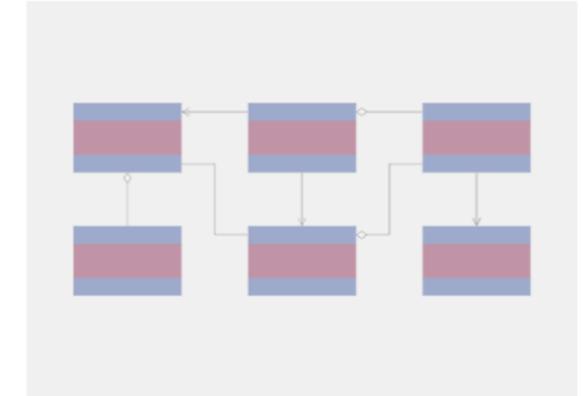
Product backlog

Put all your ideas in the same place to make your sprints more productive



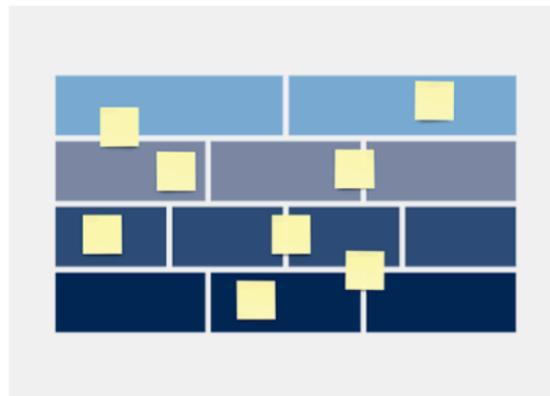
Entity relationship diagram (ERD)

Design and represent your database graphically, visualize interrelationships between elements



UML diagram

Model, visualize and represent software system structures, describe interrelationships between its elements



Strategy map

Unify all goals into a single strategy



Milestone Chart

Visualize key events in chronological order to display your project in a



Meeting organizer

Get the clear idea on each step of planning from agenda to responsibilities

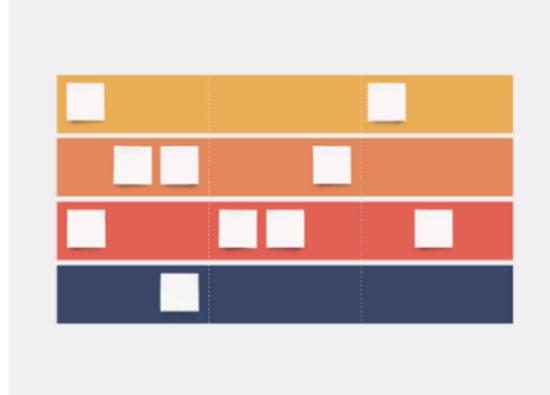


Cost-Benefit Analysis

Assess the pros and cons of moving forward with a business proposal

Visual planning

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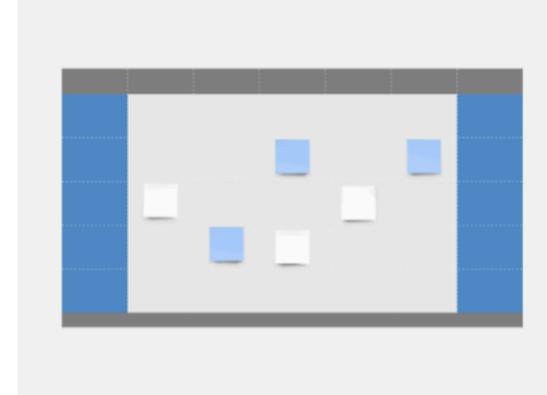
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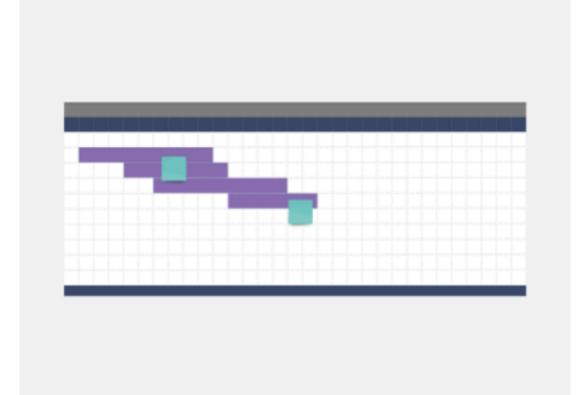
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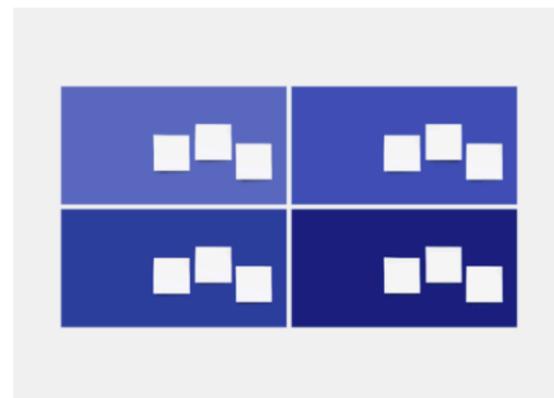
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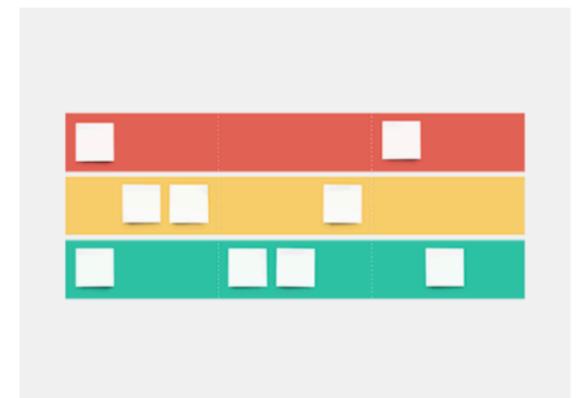
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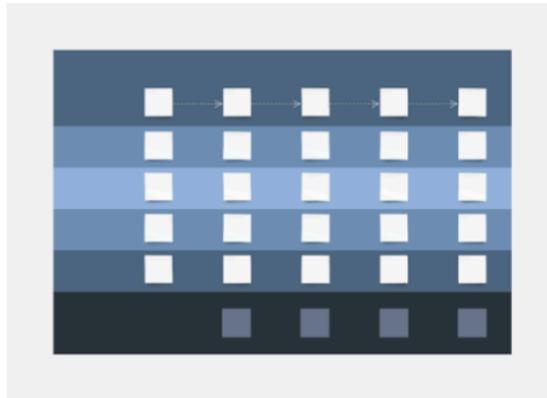


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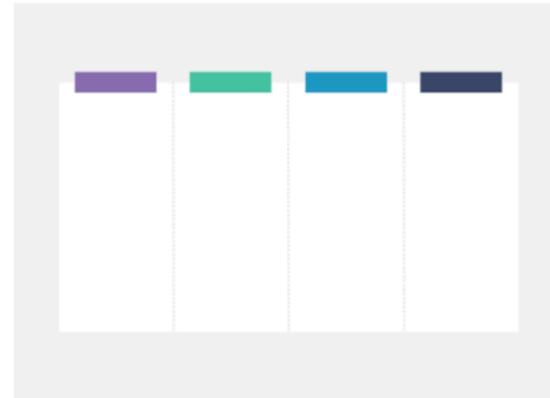
Service and Product design

See how RealtimeBoard templates can help you discover your customers needs and improve your products and services.



Customer Journey Map

Understand and improve your customers experience with this visual tool



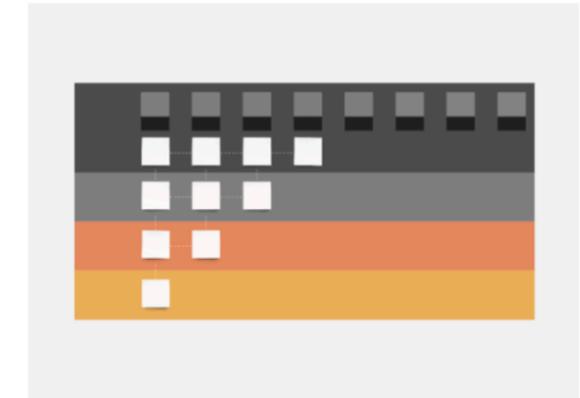
Workflow

Organize your creative work – manage your screens and statuses on a single board



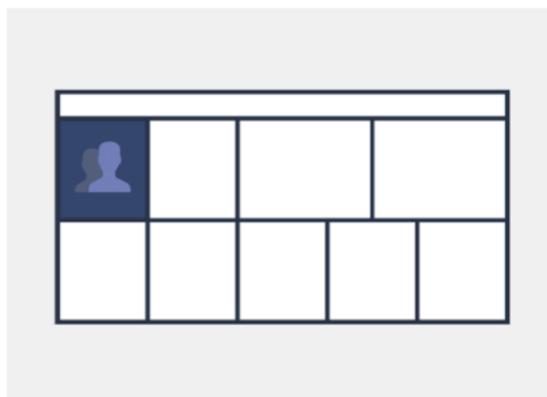
Look, Mock, Analyze

Structure your research process with this simple and effective tool



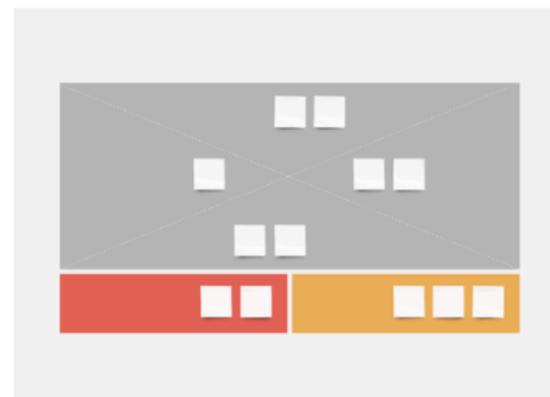
Service Blueprint

Analyze your service from the customers' point of view, explore the nature and the characteristics of the service interaction with this visual blueprint



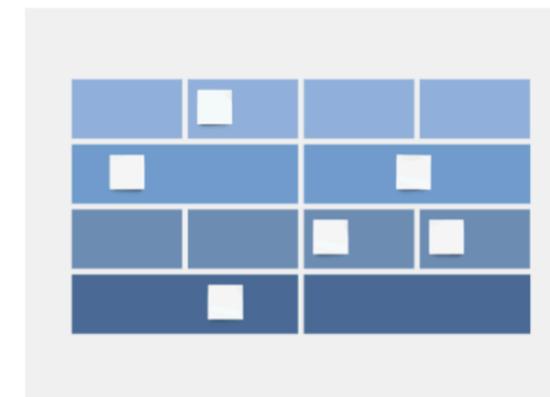
Personas

Learn your customers and improve their experience using visual personas



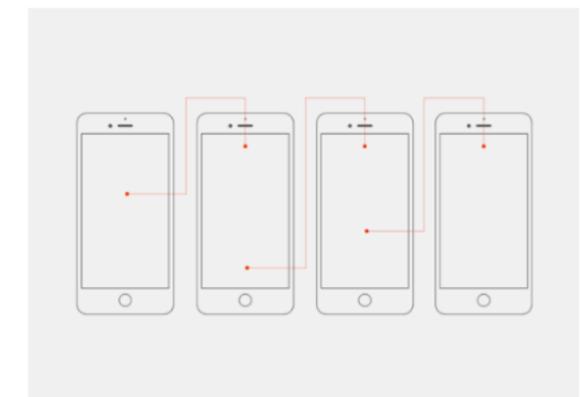
Empathy Map

Discover insights about your customers in a simple and visual way



Visual Story Map

Create your awesome stories using CAST method and rock your audience!



Wireframe tool

Design, discuss and share your wireframes with colleagues. Save a lot of time and effort.

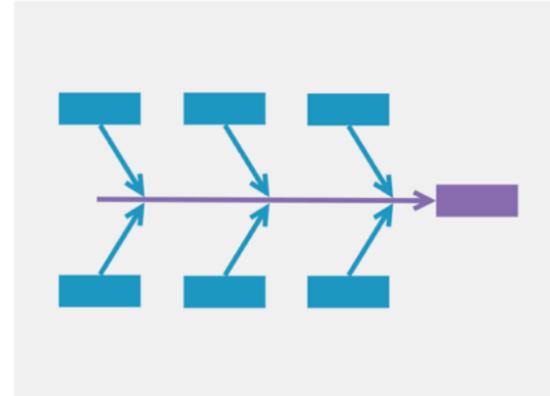
Brainstorming and note-taking

Learn how endless boards can be used for idea generation and organizing thoughts visually.



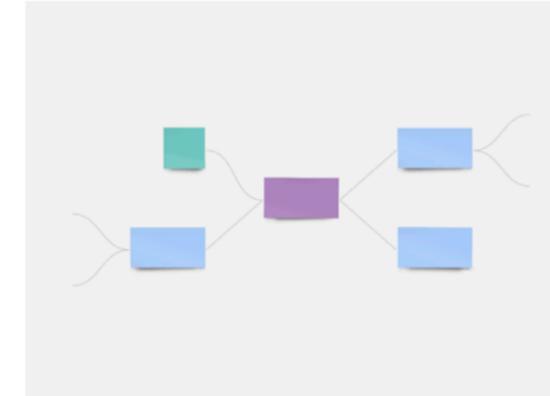
KWL Chart

Structure your notes with this popular method



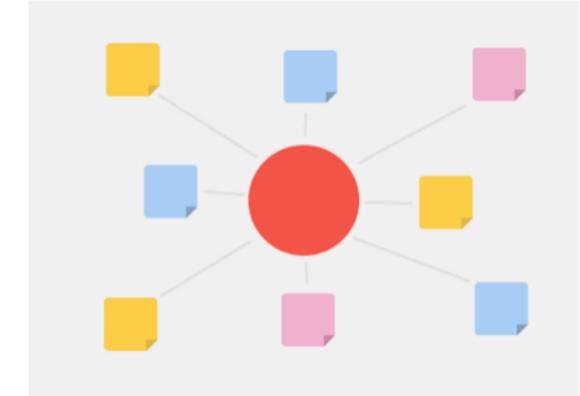
Fishbone Diagram

See the causal links and analyse the potential problems of your project with this classic approach



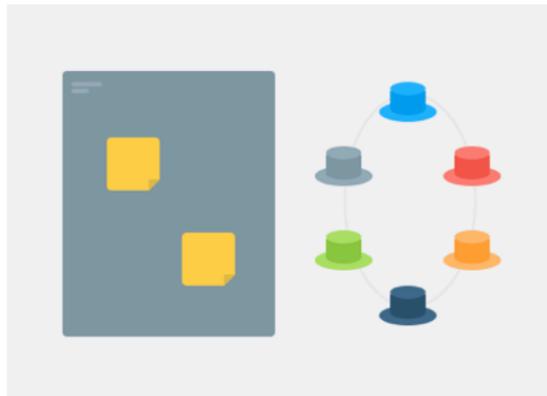
Mind Map

Grow your ideas and projects naturally, see the big picture at one glance



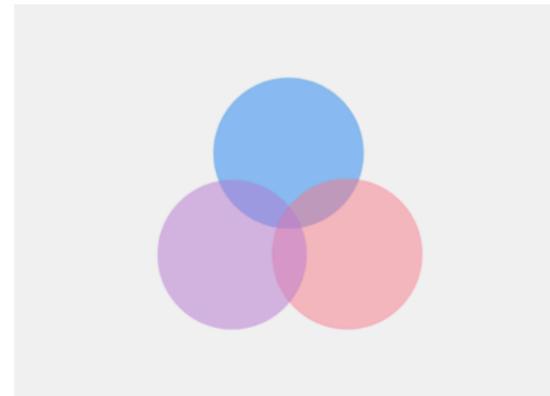
Random Words

Encourage your imagination to find insights on the problem you are facing



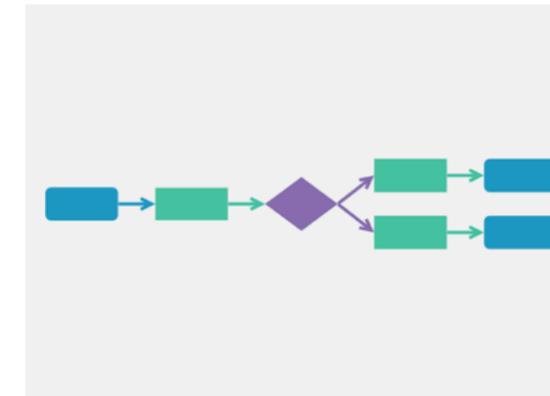
Six Thinking Hats

Use this creative tool to enhance group collaboration and individual thinking



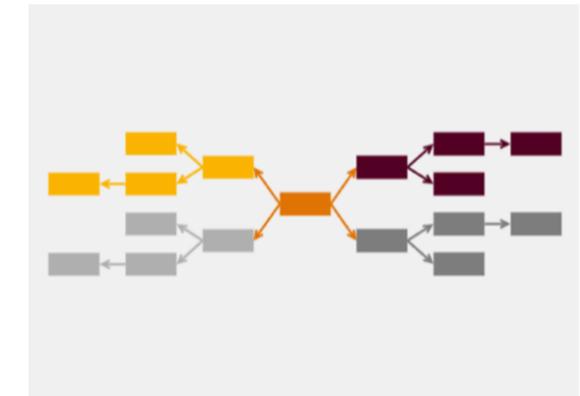
Venn Diagram

Visualise a complex idea as a simple scheme of circles



Flowchart

Manage operating processes, algorithms or workflows using flowchart maker



Concept map maker

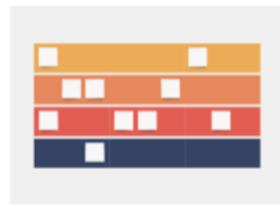
Structure, brainstorm and present your ideas in a visual way



Atlassian Confluence @Confluence · 14h

5 fun retrospective templates for distributed teams with **RealtimeBoard**
ow.ly/foHQ30kaGzf





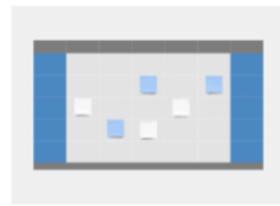
Agile Board

Manage your workflow in a highly flexible and visual way



User story map

Plan your product features using digital sticky notes and endless board



Monthly Planner

Make visual reminders and plan events with this online Monthly Planner



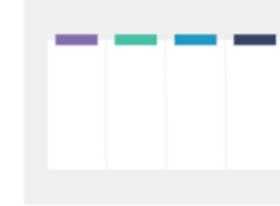
Gantt Chart

Plan your projects and see all the milestones at a glance



Customer Journey Map

Understand and improve your customers experience with this visual tool



Workflow

Organize your creative work – manage your screens and statuses on a single board



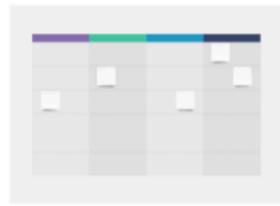
Look, Mock, Analyze

Structure your research process with this simple and effective tool



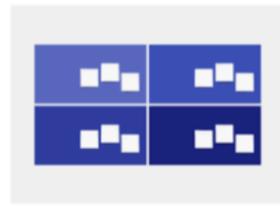
Service Blueprint

Analyze your service from the customers' point of view, explore the nature and the characteristics of the service interaction with this visual blueprint



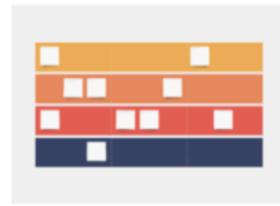
Timeline

Use this simple timeline for managing design and creative projects



Retrospective tool

Discuss and brainstorm ideas improving your operational working process



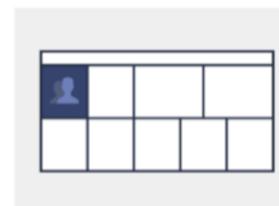
Action plan

Organize, manage and improve your workflows with action plan



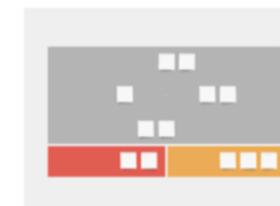
To do list

Manage your tasks and prioritize issues for working process improvement



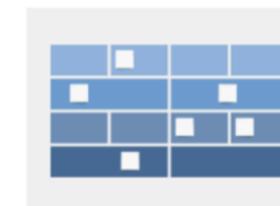
Personas

Learn your customers and improve their experience using visual personas template



Empathy Map

Discover insights about your customers in a simple and visual way



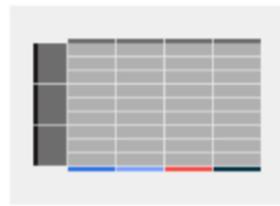
Visual Story Map

Create your awesome stories using CAST method and rock your audience!



Wireframe tool

Design, discuss and share your wireframes with colleagues. Save a lot of time and improve collaboration using wireframe tool



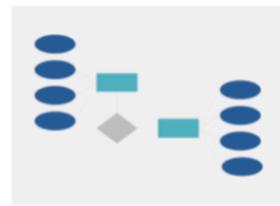
Product roadmap

Strategic initiative planning can be easy with the product roadmap template



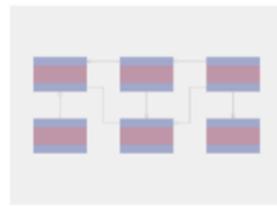
Product backlog

Put all your ideas in the same place to make your sprints more productive



Entity relationship diagram (ERD)

Design and represent your database graphically, visualize



UML diagram

Model, visualize and represent software system structures, describe interrelationships between its elements



Online sketching

Draw and collaborate with your team using online sketching



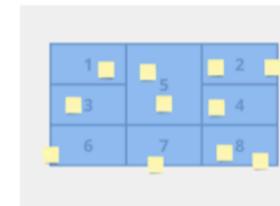
Sitemap

A very flexible, easy and quick way to represent website content



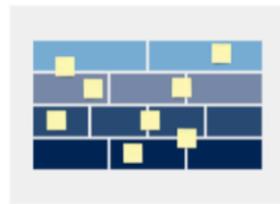
Data Flow Diagram (DFD)

Design and present processes, databases and external entities with DFD



Lean UX canvas

Form hypotheses, build experimentation plans and frame your work as a business issue



Strategy map

Unify all goals into a single strategy



Milestone Chart

Visualize key events in chronological order to display your project in a timeline



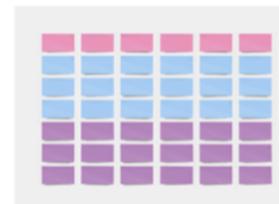
Meeting organizer

Get the clear idea on each step of planning from agenda to responsibilities.



Cost-Benefit Analysis

Assess the pros and cons of moving forward with a business proposal



Mental Model

Create a superior user experience using Mental Model diagram



Features Audit

Improve your product by adding new features or improving existing ones

education

46

aka

workshops

perm

tochka design school

Этапы проекта: идея, функциональность, прототип, вайкаут, визуальный дизайн, интерфейс своего проекта в Figma



Таня

New frame

Техническая схема

New frame Figma

Примеры

New frame

New frame

Дизайн сайтов, которые мне нравятся

New frame



Алиса

Алиса

Алиса

Алиса

Этапы проекта

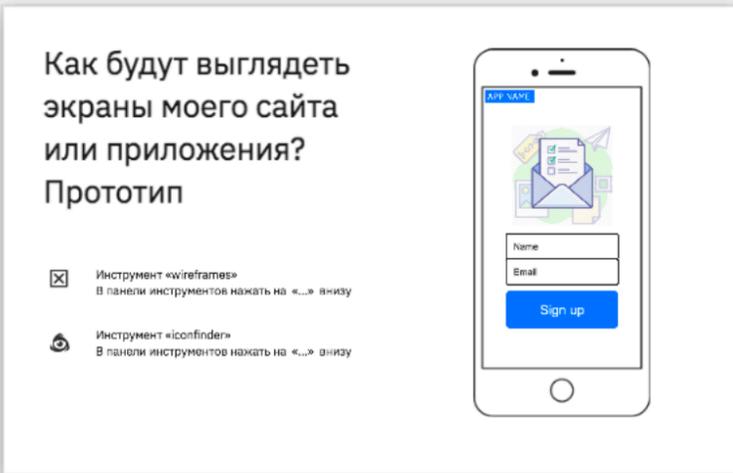
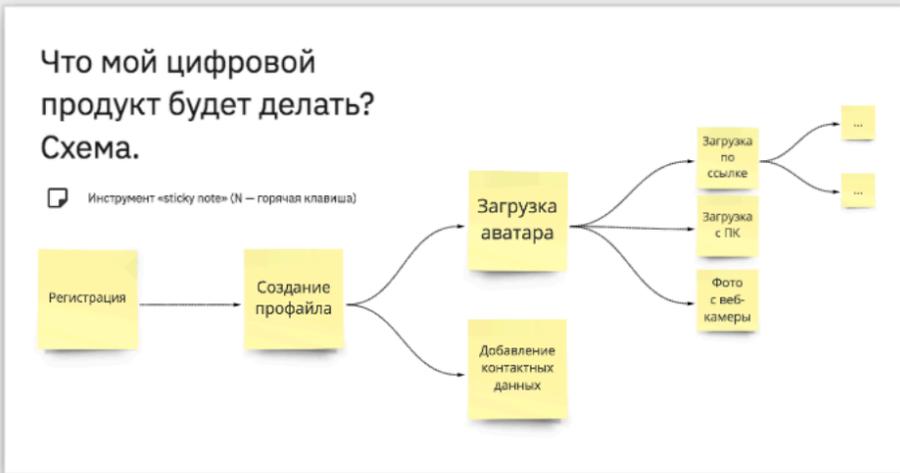
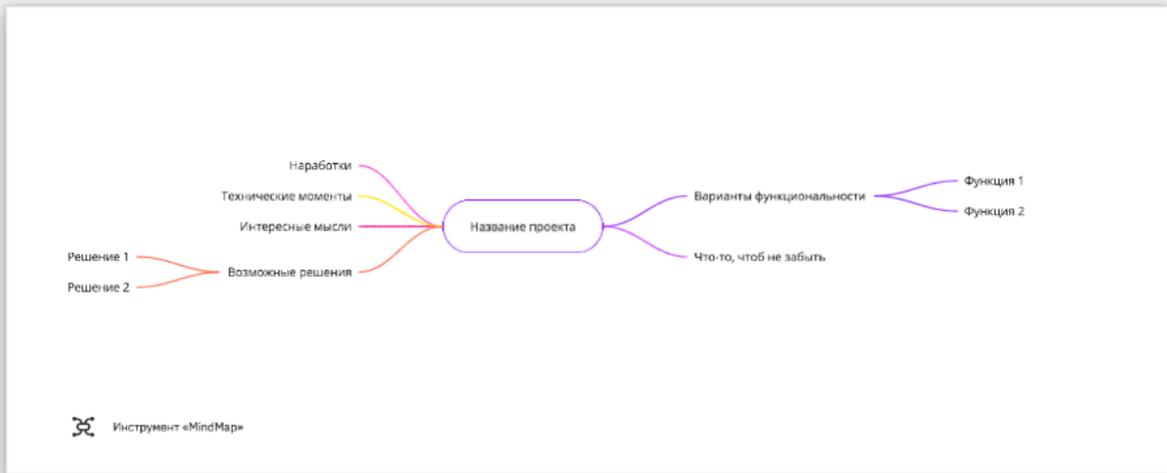
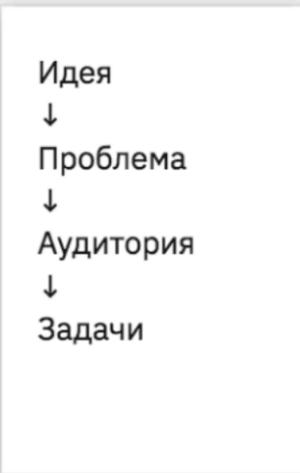
1. Описание

2. Генерация идей

3. Функциональность проекта

4. Блочный прототип

5. Ко...

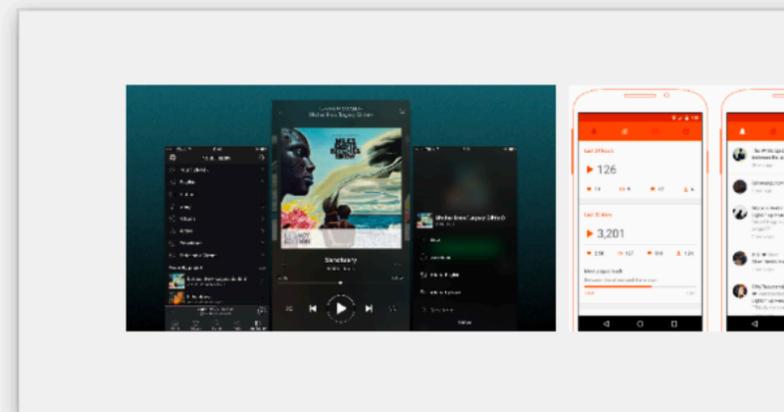
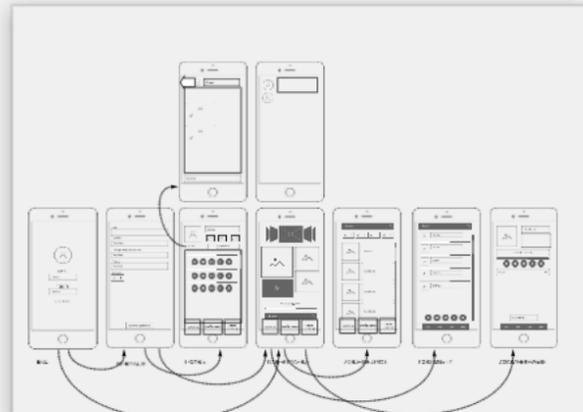
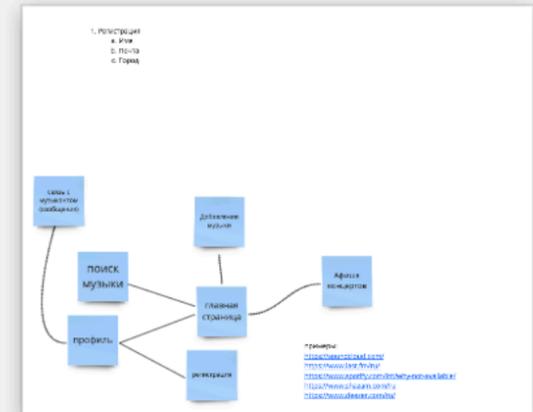
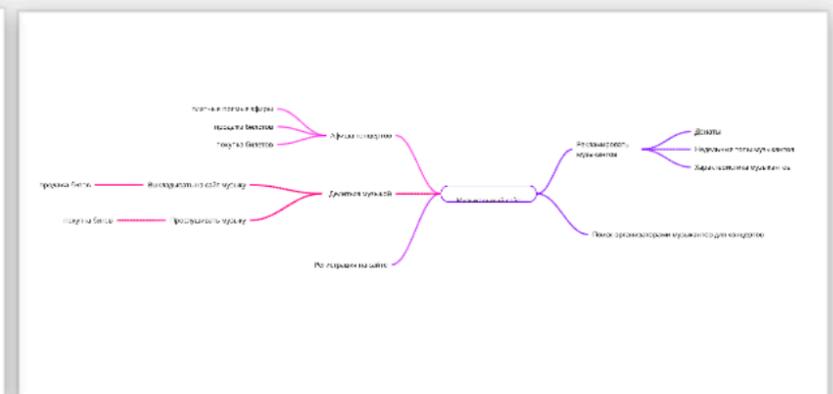


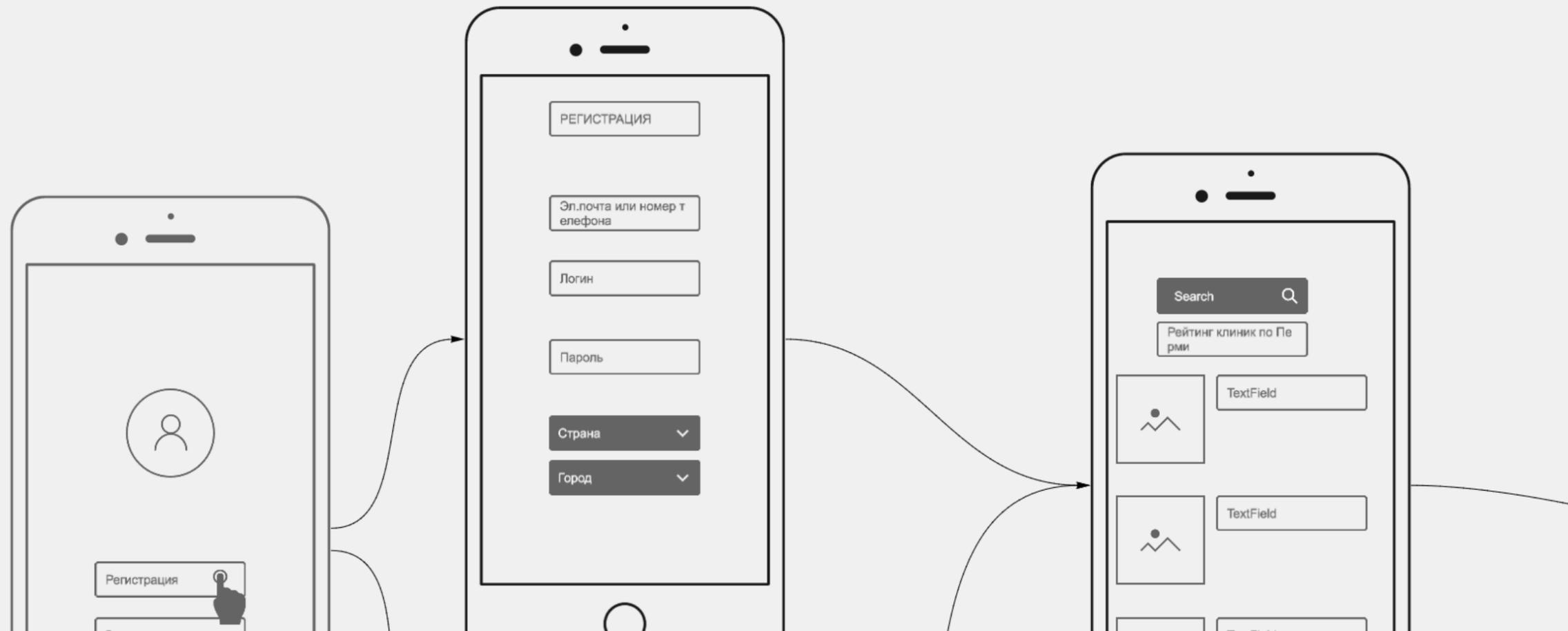
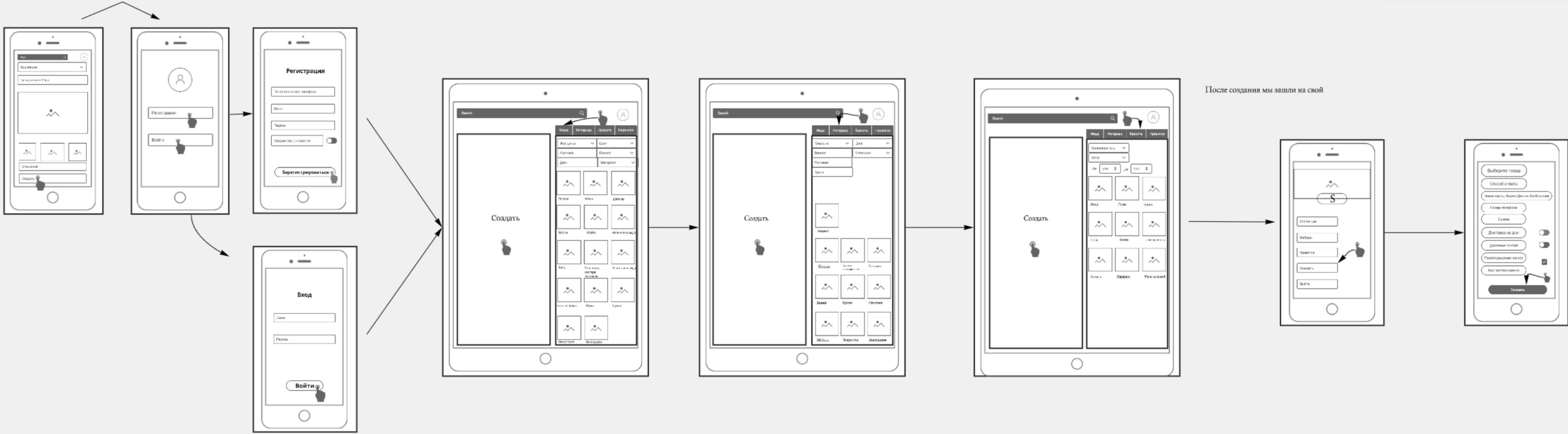
Таня

Таня

Описание функциональности сервиса New frame

New frame





5. Конкурентный анализ

Как работают и выглядят продукты конкурентов? Ссылки. Картинки. Анализ слабых и сильных сторон

6. Поиск визуального языка

Какие приложения и сайты мне нравятся, как сделаны? Ссылки, картинки, комменты

7. Визуальный дизайн, UI

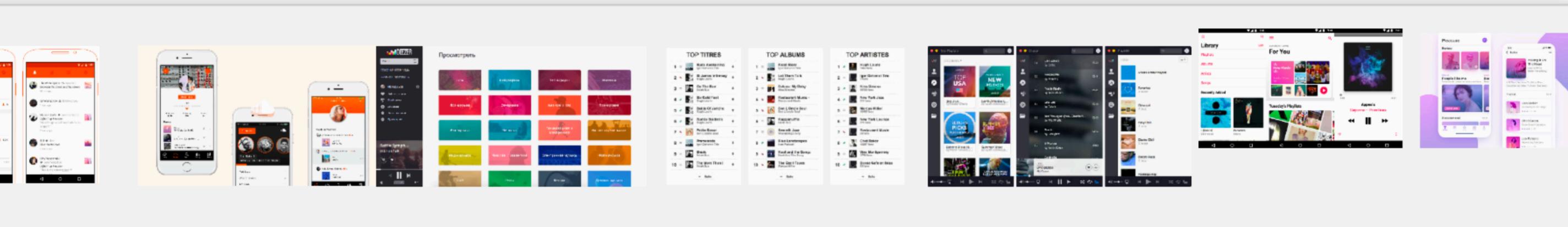
Figma.
Знакомство с инструментом визуального дизайна.
Отрисовка одного из примеров п. 6

www.figma.com
зарегистрируйтесь самостоятельно

8. Отрисовка интерфейса своего проекта

Выбираем визуальный стиль и референсы, которые хотим взять за основу. Смотрим на прототип и функциональность своего сервиса, начинаем шаг за шагом отрисовывать весь сценарий.

ДО
отри
фиг
реа



<https://file/CL7x9kNt...>
nod
на роз
экрань

research

51

&

moodboard

Эволюция мы



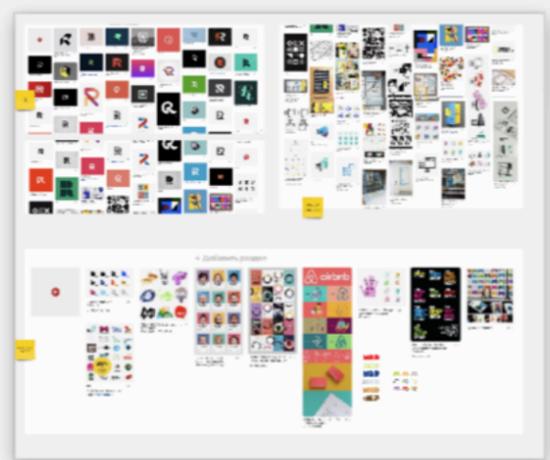
конкуренты



платформа бренда наш пользователь поиск сути бренда



Символы, отражающие суть продукта



Words on brand



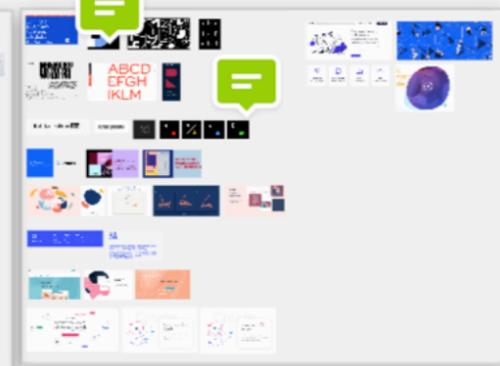
Egor



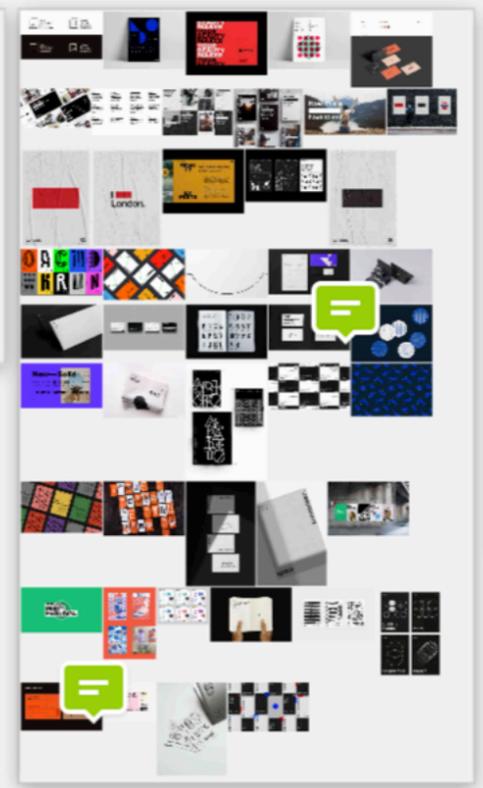
Vlad



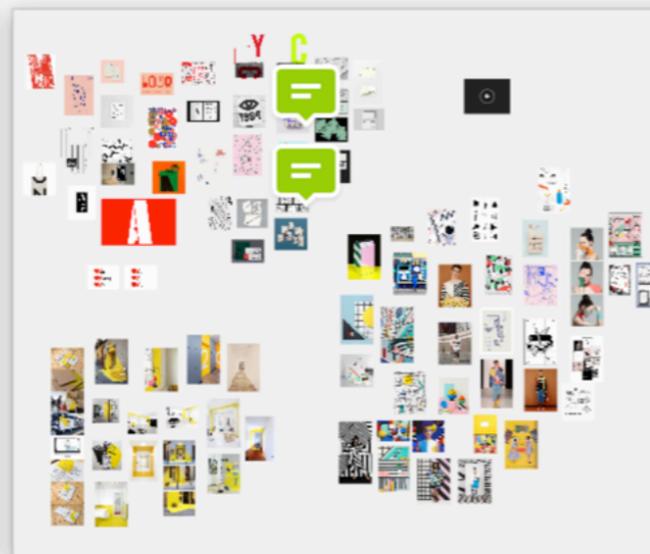
Katya



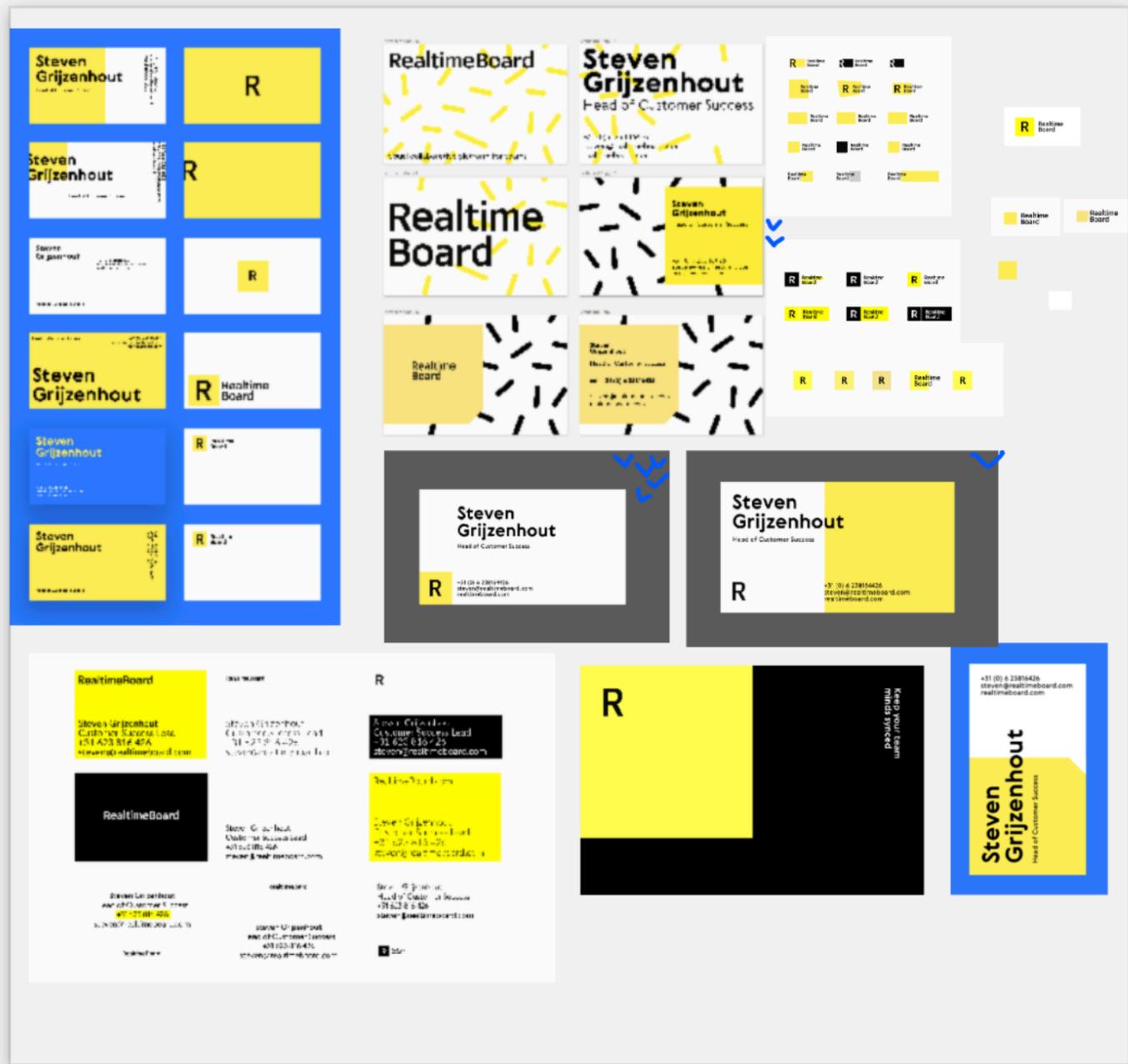
Vitek



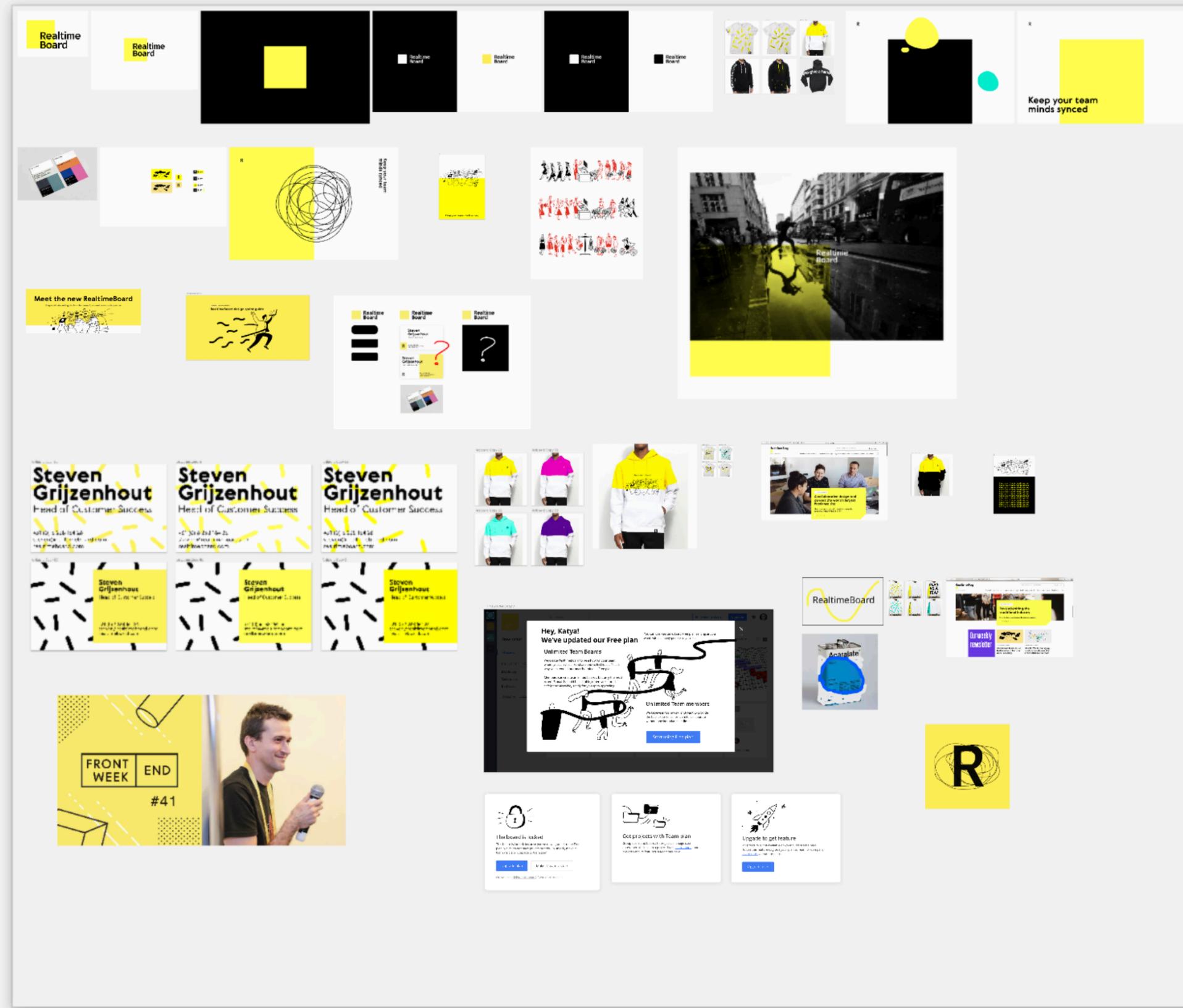
Nadya



Business card — ideas

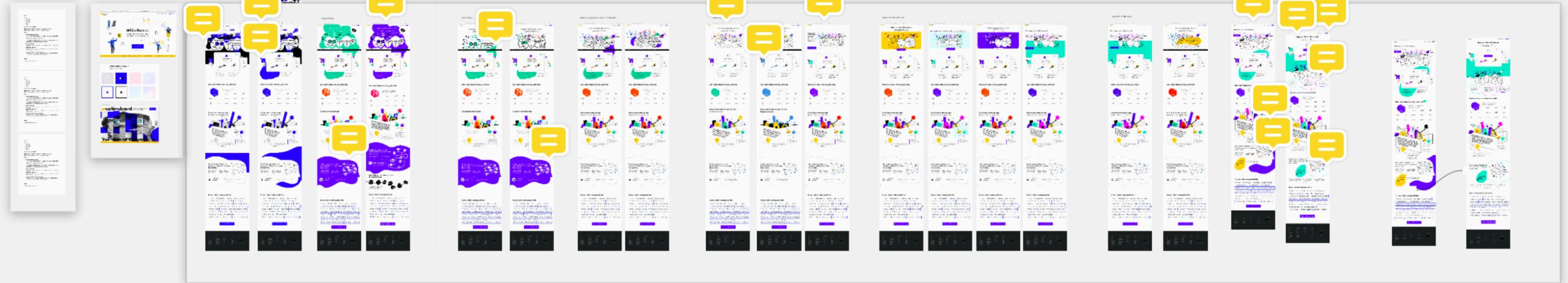


Random researches

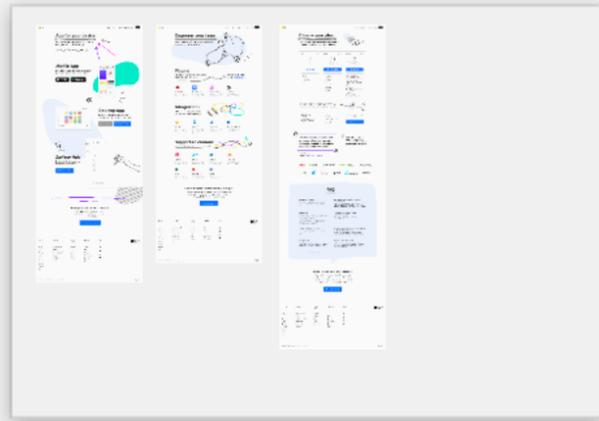




Site — DraSite Illustrations - current



Apps, Plans, Integrations



Menu



platform

56

+

customization

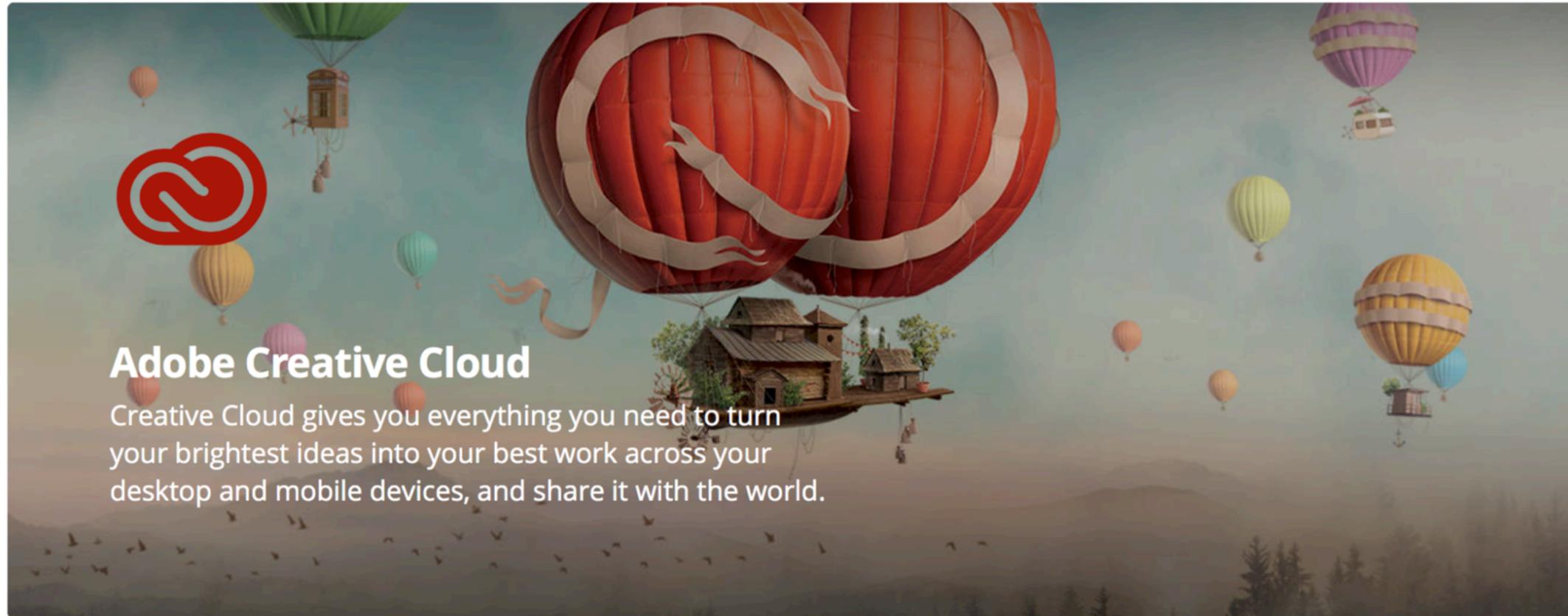
+

API

Add-ons & Integrations

RealtimeBoard team

esc



[All add-ons](#)

UX/UI design

Agile management

Product management

Project management

Brainstorming

Diagramming

Productivity

Communication

Cloud storages

Task trackers

Image/icon banks

Data visualization



Cisco icon set
Image/icon banks



AWS icon set ✓
Image/icon banks



Chat ✓
Communication



Iconfinder ✓
Image/icon banks



Tables & charts ✓
Data visualization



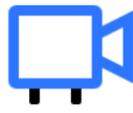
Wireframes library ✓
UX/UI design



OneDrive ✓
Cloud storages



Google image ✓
UX/UI design

 <p>Cisco icon set Image/icon banks</p>	 <p>AWS icon set ✓ Image/icon banks</p>	 <p>Chat ✓ Communication</p>	 <p>Iconfinder ✓ Image/icon banks</p>
 <p>Tables & charts ✓ Data visualization</p>	 <p>Wireframes library ✓ UX/UI design</p>	 <p>OneDrive ✓ Cloud storages</p>	 <p>Google image ✓ UX/UI design</p>
 <p>Video chat ✓ Communication</p>	 <p>Pinterest ✓ UX/UI design</p>	 <p>Jira cards ✓ Agile management</p>	 <p>Google Drive ✓ Cloud storages</p>
 <p>CA Agile Central (Rally) ✓ Agile management</p>	 <p>Box ✓ Cloud storages</p>	 <p>Microsoft Azure Icon Set ✓ Image/icon banks</p>	 <p>Adobe Creative Cloud ✓ UX/UI design</p>
 <p>Voting plugin ✓ Brainstorming</p>	 <p>Dropbox ✓ Cloud storages</p>	 <p>Unsplash ✓ Image/icon banks</p>	 <p>Countdown timer ✓ Project management</p>



Untitled



Share



Tools

+ More tools



Templates



Web page capture



Paste iFrame code



Text



Shape



Sticky note



JIRA



Upload



Unsplash



Tables and charts



Connection line



Comment



Pen



Frame



Sticky recognition



Wireframes



IconFinder



CA Agile



100%

Join our API beta

Here at RealtimeBoard, we would like you to be able to automate, extend, and customize your RealtimeBoard experience and functionality.

This is why we allow you to create your own applications.

Currently applications can use:

- Rest API that can create/share boards and invite users to accounts
- Web plugins that can manage content of the board and add external functionality
- Webhooks that can send notifications to external systems

We highly recommend looking at our Platform capabilities if you are a:

- RealtimeBoard customer with 100+ users
- Integrator, MSP, or VAR working with Agile/Digital Transformation projects
- Developer creating products for software/product/design teams

Your name *

Work email *

Company *

customer stories

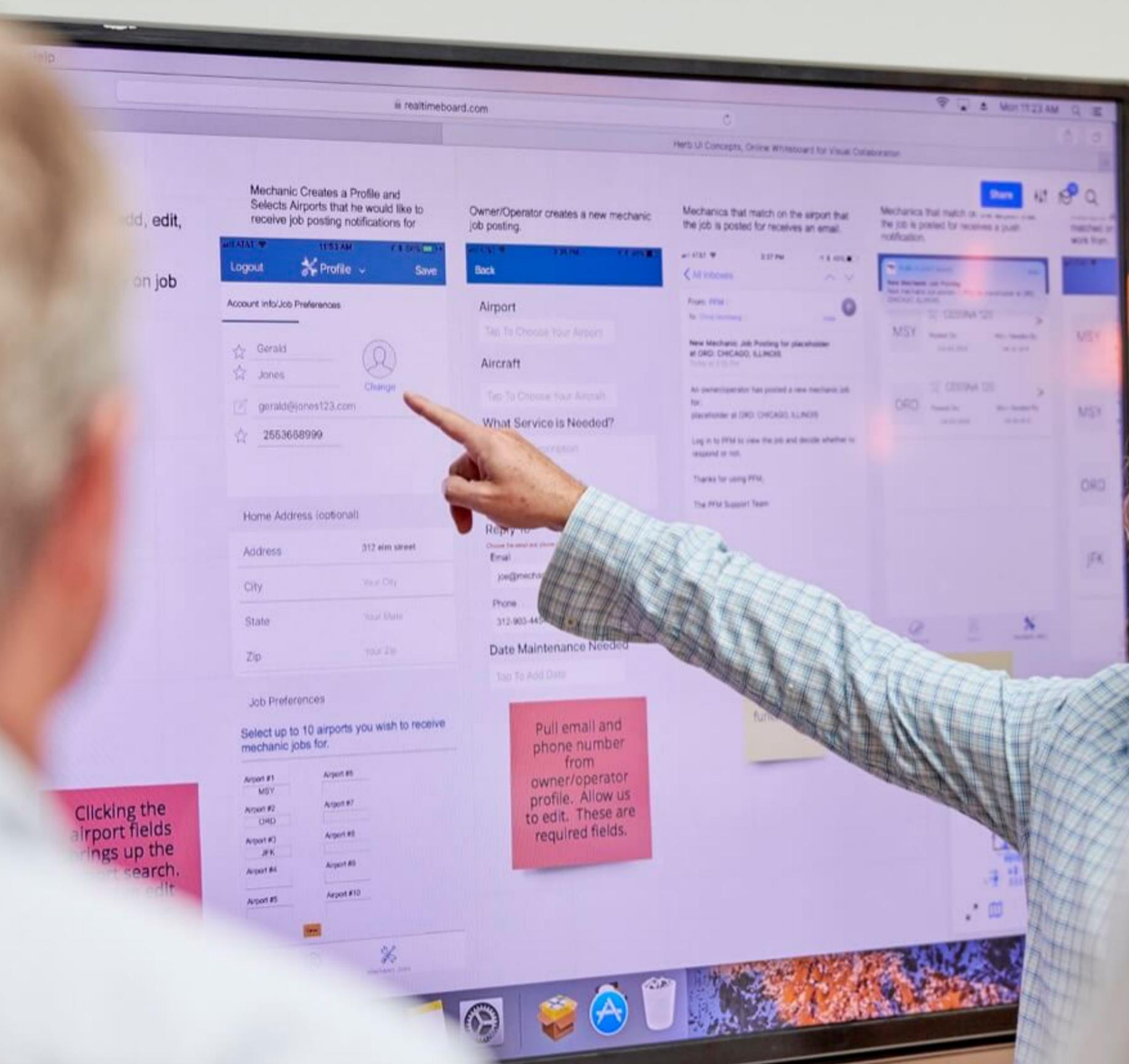
61

+

realtimeboard blog

+

custom

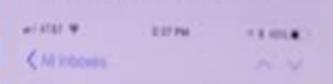


Mechanic Creates a Profile and Selects Airports that he would like to receive job posting notifications for

Owner/Operator creates a new mechanic job posting.

Mechanics that match on the airport that the job is posted for receives an email.

Mechanics that match on the airport that the job is posted for receives a push notification.



Account info/Job Preferences

Account info/Job Preferences form with fields for name (Gerald Jones), email (gerald@jones123.com), and phone number (2553608999).

Airport

Tap To Choose Your Airport

Aircraft

Tap To Choose Your Aircraft

What Service is Needed?

Tap To Add Description

Home Address (optional)

Home Address form with fields for Address, City, State, and Zip.

Reply to

Email form with fields for Email and Phone.

Date Maintenance Needed

Tap To Add Date

Job Preferences

Select up to 10 airports you wish to receive mechanic jobs for.

Job Preferences form with 10 airport selection fields (Airport #1 to #10).

Pull email and phone number from owner/operator profile. Allow us to edit. These are required fields.

Clicking the airport fields brings up the edit search.





Google Meet | dardnovan | 1:10 PM

and requirements are different
Creation of TV Content
Localization and Subtitling
Global Web Content For ECommerce

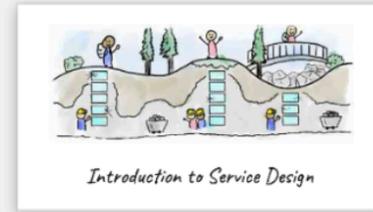
Complexities with Agencies

- Agency Selection
- Agency Management
- Agency Communication
- Agency Reporting
- Agency Billing
- Agency Integration
- Agency Compliance
- Agency Security
- Agency IP

Security and IP Concerns With Agencies

Mark B.

Service Design



Introduction to Service Design

Journey



Everything we do in life is a journey

Story



A good journey tells a story

Fiction



A ideal journey is a fiction

Appendix: Officevibe

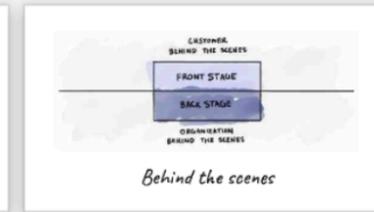


Connected



Everything is connected!

Behind the scenes



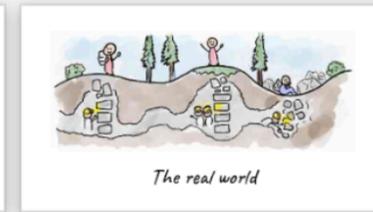
Behind the scenes

What is service design



What is Service Design?

Reality



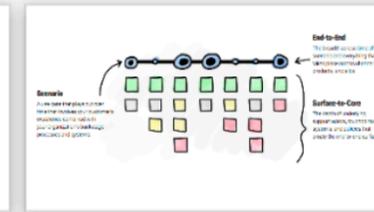
The real world

Service Blueprint



Service Blueprint

Service Blueprint



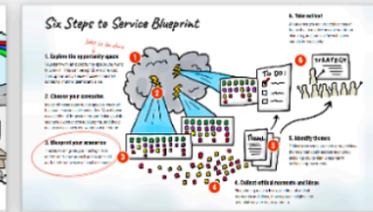
Surface to Core

Service Blueprint



Service Blueprint

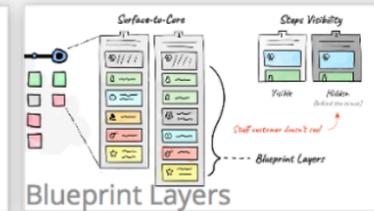
Six Steps



Understanding journey



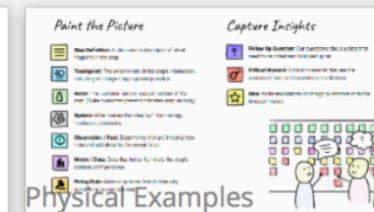
Understand the journey together



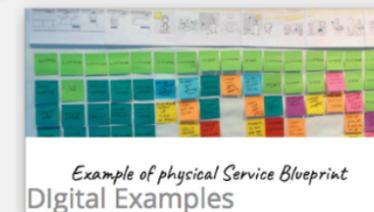
Blueprint Layers



Organization experience



Physical Examples



Example of physical Service Blueprint

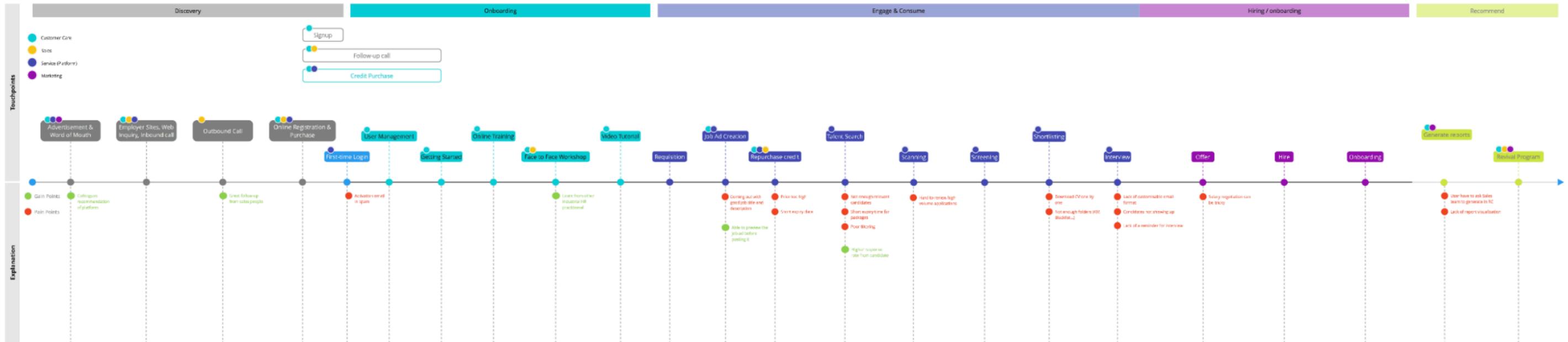


Example of digital Service Blueprint

Customer Journey Map



Draft Customer Journey Map



we are looking
for talents

@vladzely

vlad zelinskiy
product design lead
realtimeboard