



IBM Marketing Experience Lab

Project “BlueDot”

Sprint 0 Review

31 July 2014

Project “BlueDot”



Project “BlueDot” digitally enables **Business Development Managers and Developers** at an uncovered ISV to understand the steps to building a marketable Mobile solution on enterprise-grade IBM Technology.

Project “BlueDot”



Desired Business Outcomes

- Increase ISV usage of IBM Bluemix, IBM Cloud Marketplace, developerWorks, and PartnerWorld
- Help Business Development Managers and Developers feel it is easy to get their ISV started with Bluemix and Cloud Marketplace

About Sprint 0

Dates: July 14-July 30
 Team Members: 9
 Stories: 1 of 1
 Tasks: 10 of 10

The Team



Josh Scribner
Product Owner



Jeff
Technology Integrator



Pawel
User Experience



Sean
ScrumMaster



Chip
Developer



Shawn
Designer



Ning
Developer



Tim
Content Strategy



Doreen
Content Strategy

Sprint 0 Tasks & Stories



- Define personas
- Map user journey
- Develop measurable product goals
- Build a prioritized product backlog
- Begin content audit and re-use search
- Initial wireframes aligned to BlueDot user journey
- Develop visual design and brand direction
- Create a development environment
- Prove out production capability
- Story 7: As BizDev Manager or Developer, in order to take full advantage of the site, I want to understand how BlueDot will help me in my role
- Foundational scrum activities

Visioning: Define Personas

A pragmatic persona is a simple sketch created in a workshop setting.

- Crucial tool in the product discovery process
- Provides a glimpse of who the user is and how the product will affect them
- Based on the experience and knowledge of the team
- Focuses team on information that is relevant to product development

Persona: Beth the BizDev Mgr



A Business Development Manager at an uncovered ISV (Gourd)



Context

- Trying to find new markets & sales avenues for their company
- Not yet 100% committed to IBM
- ISV is in Tier 3 of IBM Coverage model (uncovered)
- Uses a Mobile device, and is apt to learn about a new offering from that device

About

I have a basic understanding of technology, sales & marketing trends, and the major players in my industry

I understand cost-benefit analysis, sizing of development efforts

I want to understand how IBM offerings will move my agenda forward

I want to understand how to market our product

I'm busy: I like high level summaries with the ability to share/reuse content

Sometimes I want an overview, sometimes I want to learn how to get started

I'll reach out to Sandy Carter for more info if I have to

Implications

Types of Content:

- Beth's content can get a *little* technical
- Business topics (strategy, competitive research) are good
- Influenced by case studies, testimonials
- Point to competitive offering comparisons

Short, passively experienced content w/ take-aways/reshare

PartnerWorld offers some of this content, but is hard to register for (why should Beth bother?)

BlueDot Supplements existing marketing material w/ Get Started info

Beth believes she is worthy of IBM Executive-level attention

Persona: Daniel the Developer

A Developer at an uncovered ISV (Gourd)



Context

- I have an idea for a product, but not a clear vision of how to market it, or the variety of its uses
- I am on a team where I am responsible for building a new product, or improving an existing one.

About

I'm often asked to build things, agnostic of tech

I have a favorite technology and I'm loyal to it, but I still want to feel cutting-edge.

I just want to be the developer, not the marketer or salesperson

I want content I can trust, and I want to have influence on the content because I need to feel helpful.

I like simplicity in solutions, don't waste my time with cumbersome tech or unintuitive interfaces.

Implications

I want a solution, not a technology

I prefer to use things I'm familiar with, but I'll *try* new things

I just want to be the developer, not the marketer or salesperson

Social:

- Can I trust the content?
- Can I influence the content?
- Can I share the content?

"Keep it Simple" and respect my time

Persona: Chris the Content Editor



An IBMer who edits or manages BlueDot content



Context

- I have been asked to make new progressions available to mobile developers through BlueDot
- I need to maintain the quality & timeliness of the content on the BlueDot site (including links)
- I need to promote new content via social channels

About

I have front-end development skills and I'll use them (when necessary)

I work with the content author to get final edits

Sometimes I need to respond quickly to editorial changes

I work primarily from my laptop, connected via wifi

My work is aligned to a growth initiative or subject

Implications

WYSiWYG + HTML (for all editors) and ability to update page templates (for selected admins)

Preview mode/staging

Ability to publish to production immediately

No need for responsive design or offline mode

Need to filter by MY stuff

Visioning: Map the User Journey



A story map helps the entire team to see the big picture; to see the entire breadth of the system and its diverse set of uses.

- arranges user needs and actions into a model that displays the total functionality of the product
- prioritizes the work required to deliver that functionality
- built by participants who represent the **value** (business and strategy), **feasibility** (technology and process), and **usability** (design and content) of the project

A tale of an ISV

Name: **Beth**
Role: **Business Development Manager**
ISV: **Gourd Software**

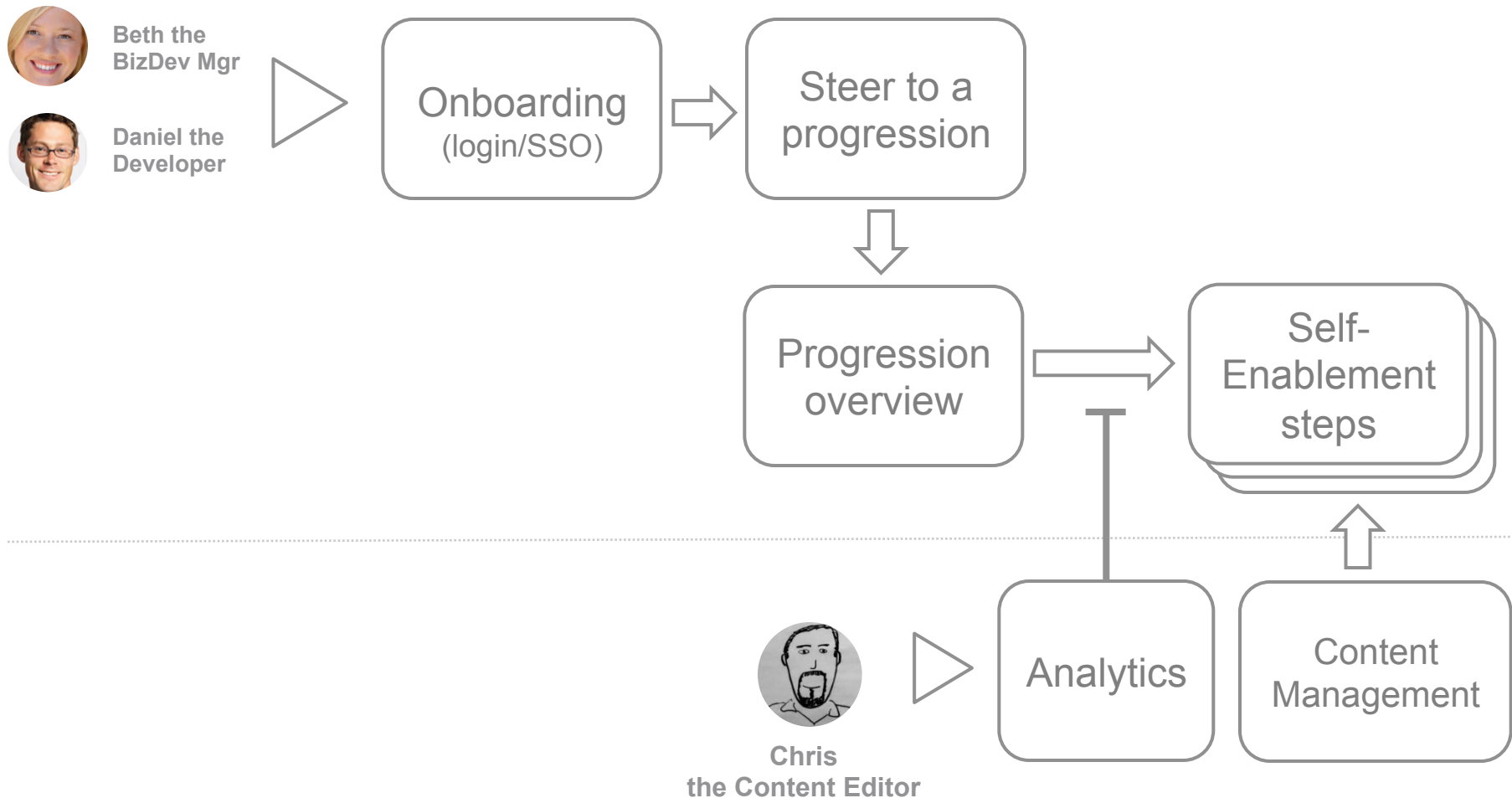
Client: **UPS**
App: **“Where’s my stuff (been)?”**

Brief: Build UPS a new Mobile app for people to see

- when their package will arrive
- how far it traveled
- the weather along its route

The day after Beth got the briefing from UPS, she saw an announcement about IBM+Apple. Knowing that Apple’s iPhone is a primary mobile platform for UPS’s users, she reaches out to IBM by emailing Sandy Carter and asking for more information about how IBM technology can help her build an app. Sandy sends Beth a link to BlueDot.

User Journey



Research: What is a Progression?



A linear, guided experience through a series of steps that will enable our users to better understand an end-to-end solution or an IBM process

BlueDot's use of progressions differentiates its content style on Category sites, PartnerWorld, and DeveloperWorks.

Emergent Progressions



BlueDot will steer the user to a progression appropriate for their objective and role.



▶ Building a Mobile App	+	+
Get started with IBM Bluemix		+
▶ Building and Marketing a Service to IBM's partners/clients	+	+
Get started with IBM Cloud Marketplace	+	
Become an IBM Partner	+	

Emergent Progression: Building an IBM App



Types of Mobile Apps

?



What kind of app are you building?

Device only: Go here to learn about Worklight

Device+logic/data: Learn about PaaS

What is PaaS?



Overview of PaaS, stressing hosting in the cloud, plug-in services, breadth of services

Bluemix is IBM's PaaS



Overview of IBM Bluemix, value (cost savings, go to market faster, etc), show outline of the Get Started with IBM Bluemix progression

Use existing services



Cost savings through use of existing services, examples of Services, how to find them in IBM Bluemix & IBM Cloud Marketplace

Develop like you'll deploy



Cost savings of developing from day one on the same platform you'll deploy.

Scaling and predictable costs



Predictable cost model for hosting and services, ability to scale without touching hardware

Review & Next Steps



Summary of steps. Encourage secondary outcomes (offer app to IBM clients on cloud marketplace, become a Partner, etc.)

Share the page



Take-away for developers



Presentation slide(s)

The team will work on creating these 3 elements of the progressions



1

For each intermediary step in the progressions

- Tell me: Text overview, text details/walkthrough
- Show me: Video overview, video demo
- Let me: Send me to the place to do the task
- ~~Give me example code/content/etc to complete the task~~
- ~~Offer Customization tips~~
- Track my progress



2

Our users want to share what they've discovered with peers, executives and technologists

- Direct others to the digital content I am viewing
- Get a slide for a C-level presentation
- Get material I can hand to developers to get them started



3

Create and manage content, organized in progressions

- WYSIWYG + HTML editor
- Preview mode, for reviews by editor, author, approver
- Production is updated in real-time
- Organize and re-order progressions and content



Sprint 0 Task: Develop measurable Product Goals



Product goals are simple, concise articulations of what a successful business outcome would look like.

- descriptions of the benefits of the product to SWG/EcoD
- focused on business value
- create a shared understanding of the reasons for developing the product

Good goals help us narrow and define the scope of our work and are measurable.

Bad goals are ambiguous, intangible, or overly ambitious.

Sprint 0 Task: Develop measurable Product Goals



- Increase ISV usage of IBM Bluemix, IBM Cloud Marketplace, developerWorks, and PartnerWorld
- Help Business Development Managers and Developers feel it is easy to get their ISV started with IBM Bluemix and IBM Cloud Marketplace

Metrics:

- How many people did BlueDot send to IBM Bluemix? IBM Cloud Marketplace? developerWorks? PartnerWorld?
- How many IBM Bluemix, IBM Cloud Marketplace, and PartnerWorld registrations come from BlueDot?
- Did BlueDot make the user feel it is easy to get started with BlueMix and Cloud Marketplace?
- How many people start and finish each progression? All progressions?
- How much content is re-shared?

Sprint 0 Task: Build a prioritized Product Backlog



- Describes the User Journey, organized as stories
- Stories are prioritized in order to deliver the maximum amount of value
- The team sizes the highest priority stories at the beginning of each Sprint, and commits to doing a feasible amount of work

Sprint 0 Task: Build a prioritized Product Backlog



1	Priority	Nickname	Component	Story	Acceptance Criteria & How to demo	Notes
2	7	100	Pre-Login	As DtD, in order to understand what BlueDot will do for me, I want to read a description of how BlueDot can help me in my Development role	1 I go to a URL to our landing page 2 I see a description of BlueDot that explains how it will benefit me and how I will use the site	"How i use site" means we need high level UX. Initial landing page design should be implemented to achieve th
3	15	99	Pre-Login	As DtD, in order to get started quickly with my personalized BlueDot experience, I want to be able to quickly get through the entry requirements -- like login -- for BlueDot	1 I see access to login on the first screen, and be encouraged to access it to continue my experience 2 On clicking the login access button, I see a mechanism to login	Our stakeholders demand to know w has accessed the site, and may use to make additional partner opportunit available
4	22	98	Login	As DtD, in order to have a secure and personal experience, I want to log in with an ID and password which -- when successful -- causes the application to treat me as a unique individual	1 I enter my valid IBM credentials 2 I am told my login was correct 3 I see a personal greeting	We don't need to handle invalid login
5	43	97	Progression Overview	As DtD, in order to understand the breadth of the process for creating a mobile app using IBM technology, I want an outline of the steps involved	1 After I am logged in, I see a single piece of content that is an outline of the steps for creating a mobile app	This can be super-high level, i.e. "4. Development team selects a BlueMi Hosting environment. 5. Developer team selects services to attach, on BlueMix"
6	44	96	First Bluemix Link	As DtD, in order to start building quickly with IBM technology, I want to be able to quickly get to enablement content that shows me how to get started building	1 For each step in the outline, link to a piece of documentation on BlueMix	
7	1	50	SSO	As Daniel, in order to access Bluemix easily from BlueDot, I want my BlueDot login to also enable me to access Bluemix	Login in on BlueDot using whichever WebIdentity SSO BlueMix uses; go to Bluemix to prove I am also logged in there	
8	2	49	Dashboard of Progressions	As Daniel, in order to know I am on my personalized BlueDot dashboard, I want to see my name and a list of my progressions	After login, I reach a dashboard that shows me my name and one progression (with space for more progressions)	
9	3	48	Progression contains Items	As Daniel, in order to get self-enablement for Getting Started on BlueMix, I want to access a progression of tasks/self-enablement from my dashboard that guides me to getting started on Bluemix		
			Progress	As Daniel, in order to avoid duplicating any effort I have invested in the Getting Started on BlueMix progression, I want to see which progression tasks/self-enablement I have started and completed when I am viewing the Getting Started on BlueMix		



Sprint 0 Task: Begin content audit & re-use search

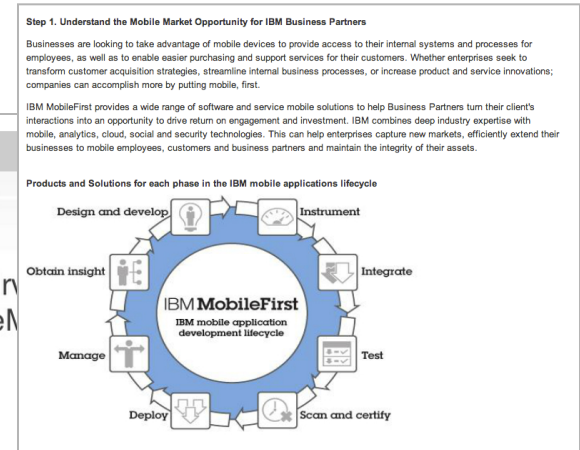
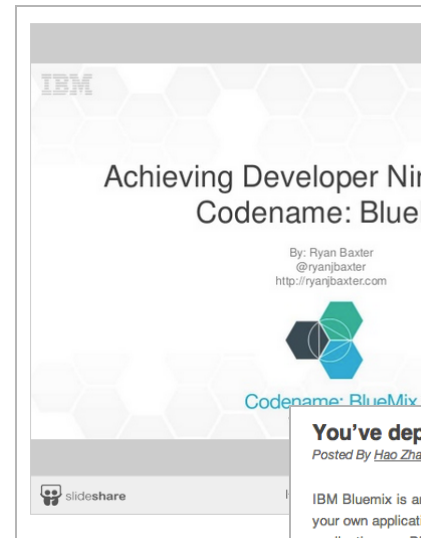


- **Clarify** and direct with customer-focused progressions
- **Curate** to inspire learning and drive to conversion.
- **Inform** and inspire with useful tools, content and responsive UX
- **Convert** with relevant content and thoughtful UX that supports fast and easy registration

Sprint 0 Task: Content Strategy – Core elements



- **Discover** and audit to understand and inform strategy
- **Define** and structure to organize and help deliver content
- **Design** and develop adaptive content that support responsive design
- **Deploy** and govern to support workflow, guidelines and performance



You've deployed your application in IBM Bluemix—now what?

Posted By [Hao Zhang](#) 1 day ago

IBM Bluemix is an environment for you to develop and deploy your own applications. But what happens when you deploy applications on Bluemix? How does Bluemix manage the deployment of applications? In this blog post, I will help you



developerWorks. Technical topics Evaluation software Community Events

developerWorks > Technical topics > Cloud computing

IBM Bluemix

Technical resources for IBM Bluemix™ services, runtimes, and infrastructure

Webcast: Build an Android app using MobileData Cloud

30 July, 11:00a.m. EST



Walk through the real process and workflow used to build and link the MobileData service within your application. Subject matter experts show you the way to build a base application jumpstart you into building your own more complex app using Push and Node.js.

[Register](#)

Sprint 0 Task: Content Audit



Audit of key properties is underway:

- Bluemix
- Cloud Marketplace
- Thoughts on Cloud
- DeveloperWorks
- Partnerworld
- DevOps
- Other sites and blogs

Initial finding: Content geared to the **business development manager** is not as prevalent or easy to find:

Content audit: Bluemix							Assessment	
Information architecture			Page details					
Page ID	Category/section	Link	Topic	Type	Quality	Notes		
0.0	IBM Bluemix (Homepage)	https://ace.ng.bluemix.net/?cm_mm c=developerWorks-_dWdevcenter-_alltopics-_lp						
1.0	Sign up for a free trial	https://apps.admin.ibmcloud.com/manage/trial/bluemix.html		Registration form/Submit button				
1.0.1	Support link	https://developer.ibm.com/bluemix/support/		Link (post registration)				
2.0	Solutions	https://ace.ng.bluemix.net/?cm_mm c=developerWorks-_dWdevcenter-_alltopics-_lp#/solutions/solution=WebAndApp		Text/Images/links				
2.0.1	Web and Application	https://ace.ng.bluemix.net/#/solutions/solution=WebAndApp		Text/Images/links/List of services				
2.0.2	Integration	https://ace.ng.bluemix.net/#/solutions/solution=Integration						
2.0.3	Big Data							

For Partners who need to:

- ✓ **Reduce time to market** with existing skill sets, code reuse and open platform
- ✓ **Improve efficiency** by creating native, web, or hybrid apps from a single set of code for any platform
- ✓ **Integrate quickly** with existing back-end and cloud services
- ✓ **Manage risk** by securing data and access
- ✓ **Innovate faster** with continuous test, delivery & distribution of apps
- ✓ **Deploy** on premise or as a service
- ✓ **Enrich mobile apps** with a comprehensive set of APIs and cloud-based services

Source: *IBM Mobile Ecosystem Dev Business Talk*, June 2014

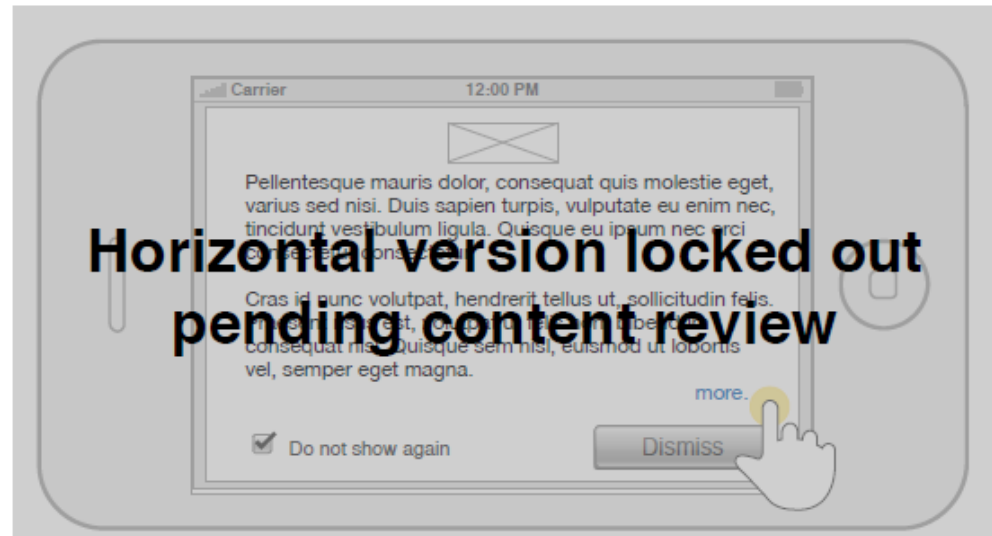
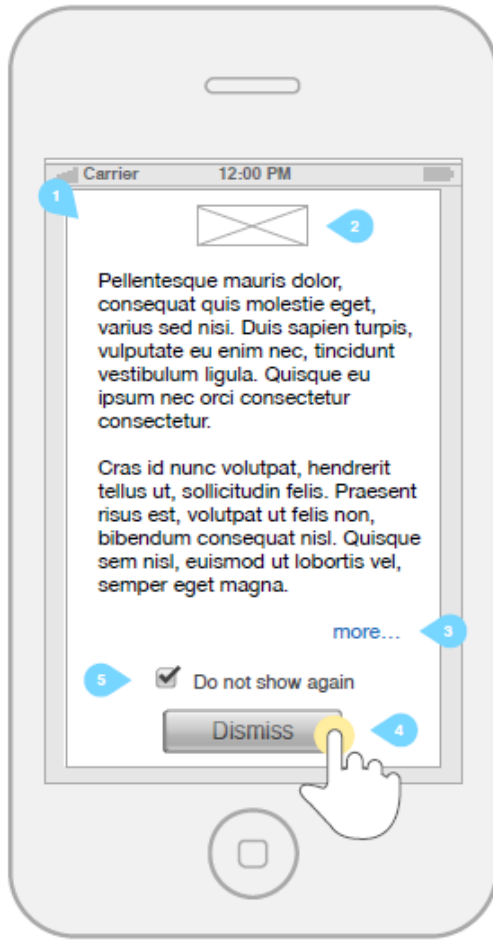
Sprint 0 Task: Initial wireframes aligned to BlueDot User Journey

- Research user journeys on sites that intersect BlueDot's mission or enablement approach
- Understand the User Journey for BlueDot
- Draft wireframes for the prioritized sections of the BlueDot experience

Sprint 0 Task: Draft wireframes

Annotations

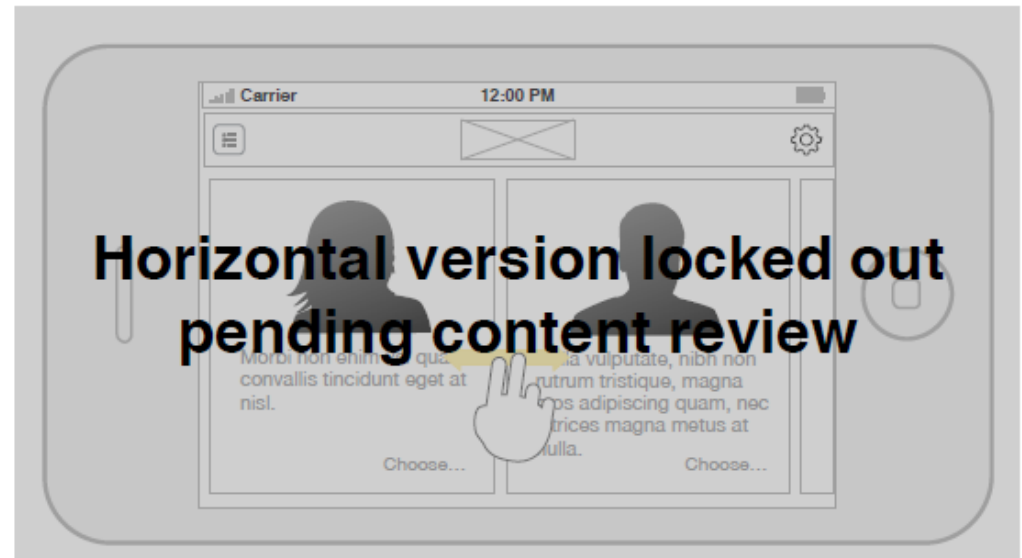
1. Use overlay to display partial "About" section.
2. Include branding.
3. By clicking "more..." user is taken to a corresponding "About" page of the site.
4. Clicking "Dismiss" takes user to the next page.
5. If "Do not show again" is checked, action is remembered and upon next visit the overlay is not shown unless there is a new alert content.



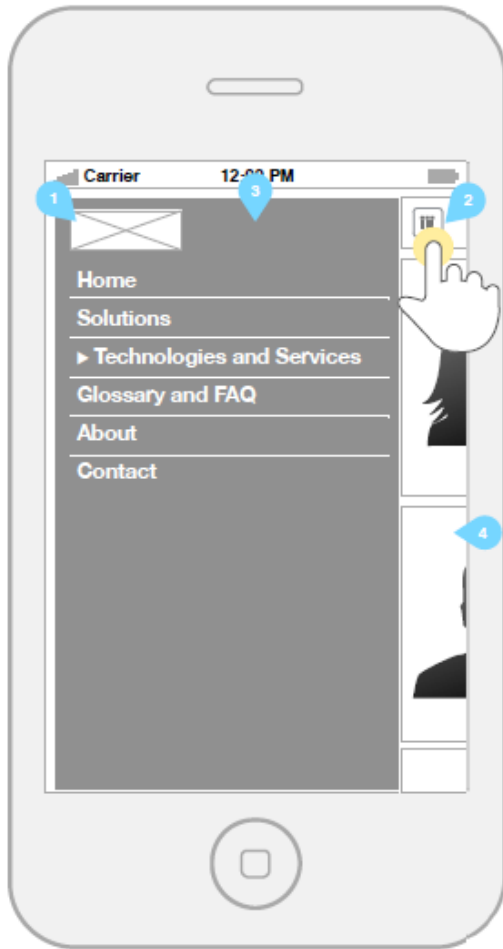
Sprint 0 Task: Draft wireframes

Annotations

1. Use "Hamburger" for site navigation.
2. Before and after login.
 - login and registration
 - logout and profile
3. Include branding.
4. Persona module. Display top one sentence to describe persona.
5. Show partial module to indicate more modules after swipe.

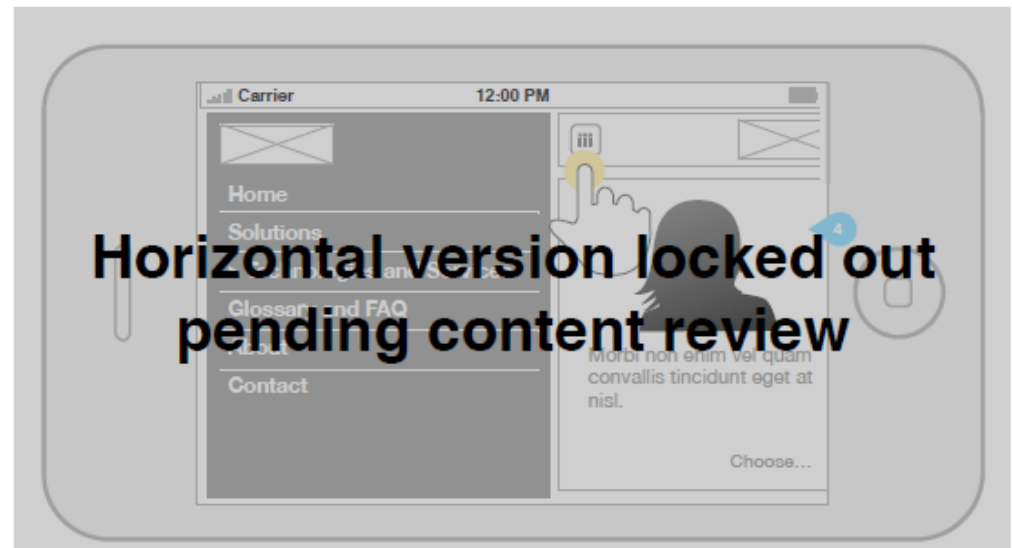


Sprint 0 Task: Draft wireframes



Annotations

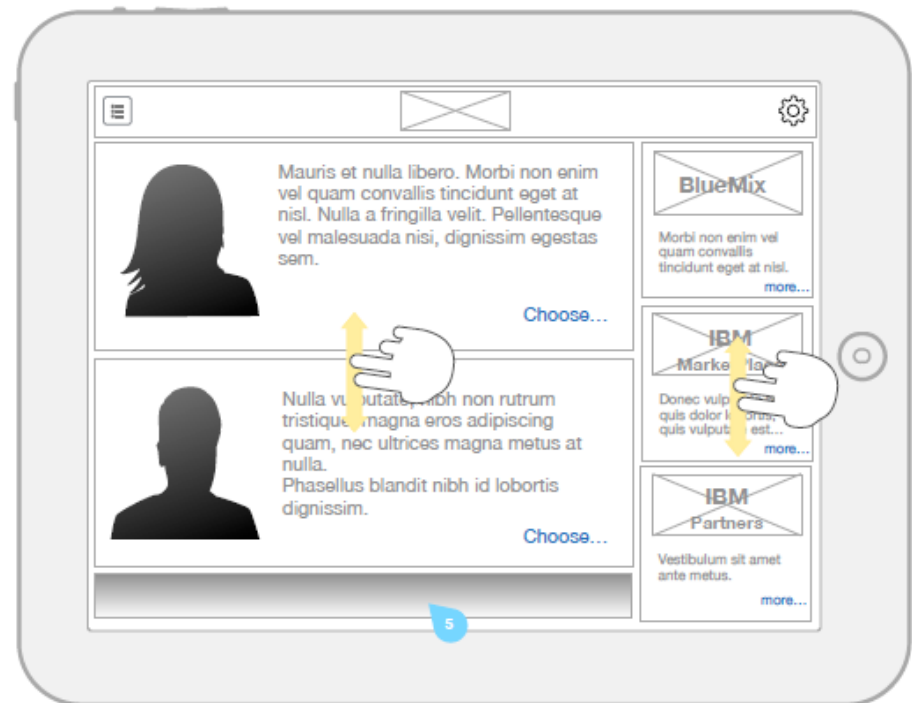
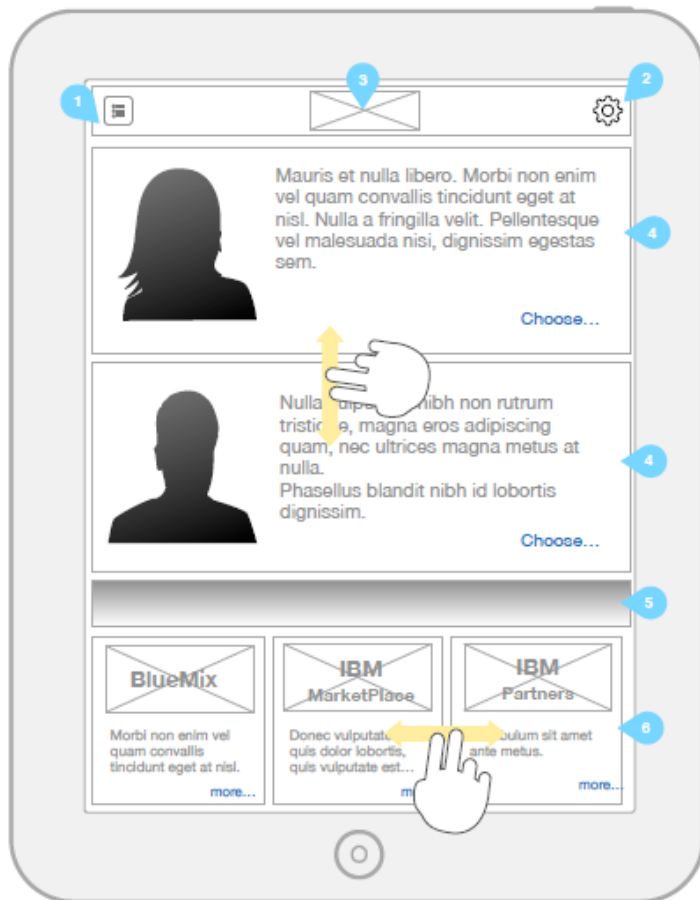
1. Include branding.
2. Rotate "Hamburger". Slide content together with the icon. Leave partially exposed. Clicking on the icon reverses the process and shows homepage.
3. Use contrasting color schema to differentiate from main page.
4. Tapping on the visible part of content brings the main page.



Sprint 0 Task: Draft wireframes

Annotations

1. Use "Hamburger" for site navigation.
2. Before and after login.
 - login and registration
 - logout and profile
3. Include branding.
4. Persona module. Copy amount to TBD.
5. Show partial module to indicate more modules after swipe. Maybe use fadeout gradient?
6. Promo callouts to relevant IBM tools.



Sprint 0 Task: Draft wireframes



Annotations

1. OnPageLoad show navigation expanded for a period of time that allows for loud out reading of the navigation text (5-10 sec) - (follow <https://esl008.somerslab.ibm.com/ibm/ibmer/mf/>) - Navigation items will be represented by icons in collapsed state.
2. Branding.
3. Expanded utility nav.
4. Page header.
5. Expanded persona module.
6. Promo callouts to relevant IBM tools.
7. Insert scrolling when needed.

Sprint 0 Task: Develop visual design & brand direction

- Research responsive sites that will inform BlueDot design
- Develop a color palette, font, and style guide for the site
- Research the BlueDot name, propose branding ideas

Sprint 0 Task: Develop visual design



- 1 Primary aqua
Background: #00AEEF
Border-radius: 3
- 2 Primary blue
Background: #0056B3
Border-radius: 3
- 3 Primary Gray 01
Background: #444453
Border-radius: 3
- 4 Primary gray 02
Background: #33333F
Border-radius: 3
- 5 Black
Background: #000000
Border-radius: 3
- 6 Secondary aqua 01
Background: #007070
Border-radius: 3
- 7 Secondary aqua 02
Background: #005558
Border-radius: 3
- 8 Secondary blue 01
Background: #00333F
Border-radius: 3
- 9 Secondary blue 02
Background: #005544
Border-radius: 3
- 10 Secondary grey 01
Background: #EEEEEE
Border-radius: 3
- 11 Secondary grey 02
Background: #CCCCCC
Border-radius: 3
- 12 Secondary grey 03
Background: #AAAAAA
Border-radius: 3
- 13 Secondary grey 04
Background: #777777
Border-radius: 3
- 14 Secondary grey 05
Background: #555555
Border-radius: 3
- 15 Secondary grey 06
Background: #333333
Border-radius: 3
- 16 Aqua gradient
Background: #000000
Border-radius: 3
- 17 Blue gradient
Background: #000000
Border-radius: 3
- 18 Grey gradient 01
Background: #000000
Border-radius: 3
- 19 Grey gradient 02
Background: #000000
Border-radius: 3
- 20 Grey gradient 03
Background: #000000
Border-radius: 3
- 21 Aqua-Blue gradient
Background: #000000
Border-radius: 3
- 22 Grey-grey gradient
Background: #000000
Border-radius: 3



BlueDot will leverage typography specifications from the updated visual standards guidelines from the Austin Lab. Tweaks will include using standard font increments which may vary up to 1px from the recommended sizes. A font minimum of 11 px will be implemented instead of 10px per the standards recommendation. We will also have a wider range of smaller sizes at to accommodate scalability for mobile.

40px BlueDot sample text

32px BlueDot sample text

24px BlueDot sample text

20px BlueDot sample text

16px BlueDot sample text

14px BlueDot sample text

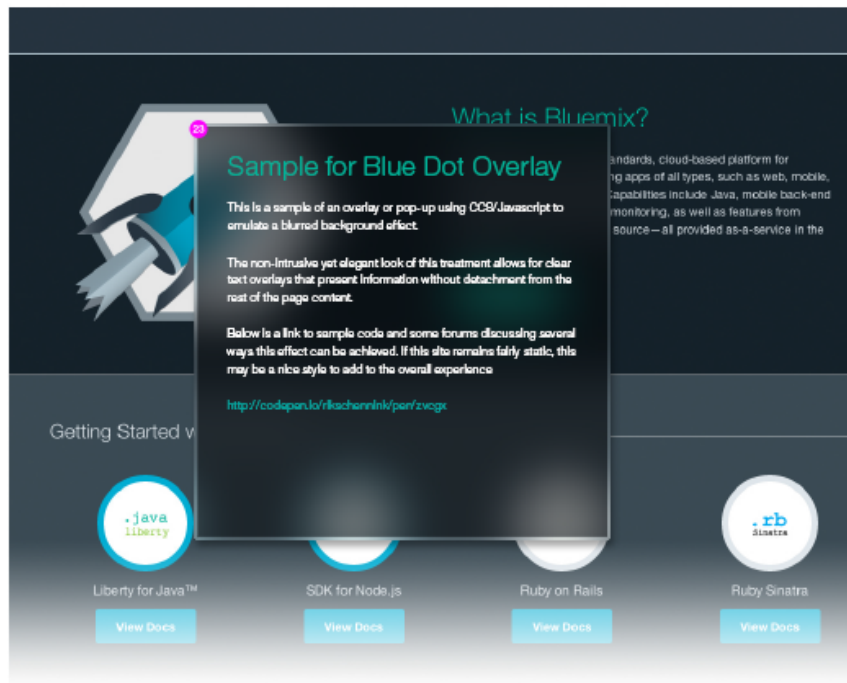
12px BlueDot sample text

BlueDot sample text Helv Neue Light

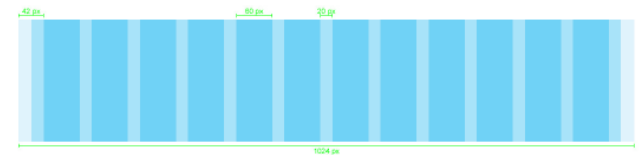
BlueDot sample text Helv Neue Roman

BlueDot sample text Helv Neue Medium

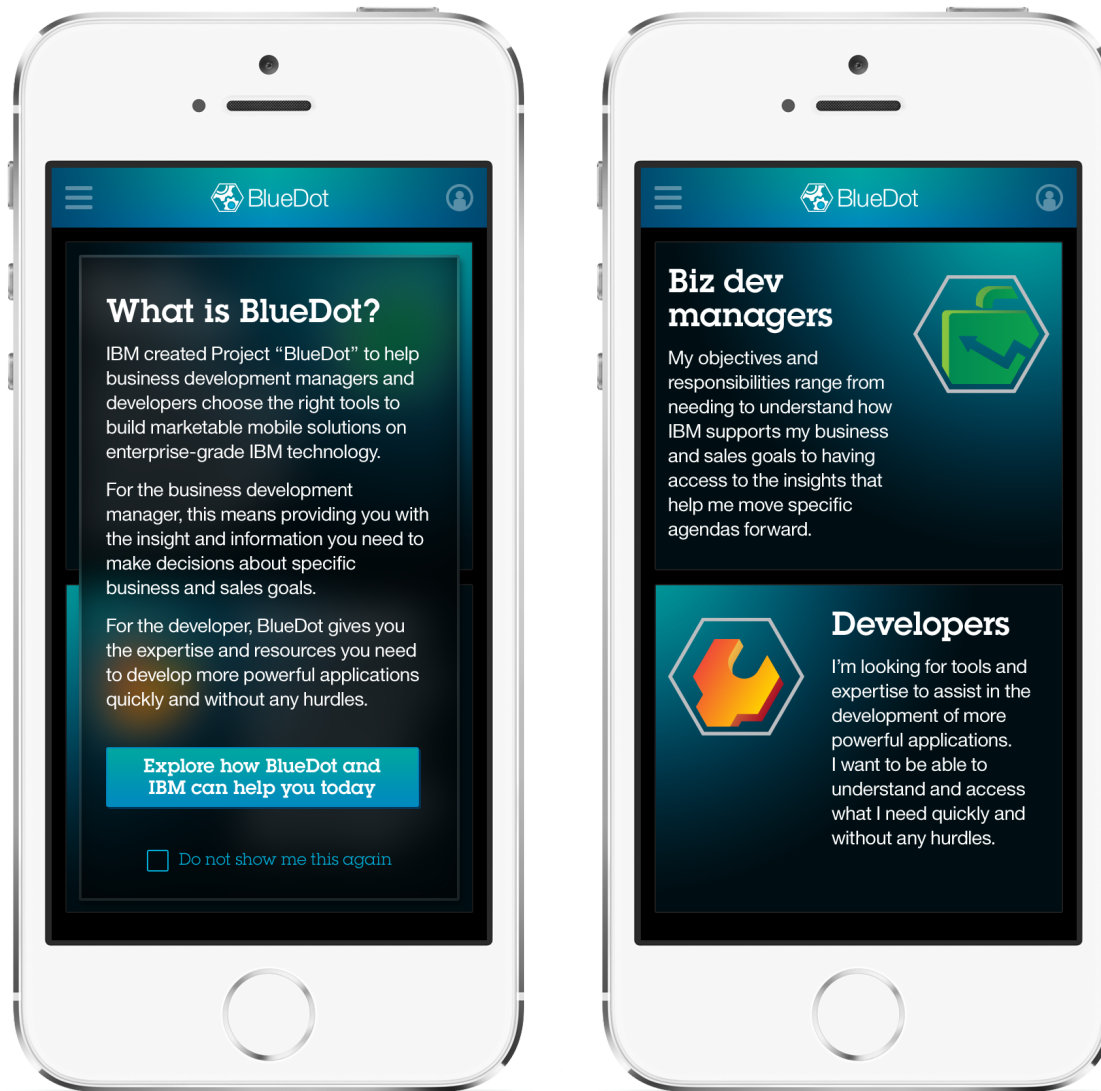
BlueDot sample text Helvetica Neue Bold



BlueDot will be based on a 12 column grid allowing more flexibility between desktop, tablet and mobile within a responsive framework. This grid is based on a standard width of 1024 px with 42 px margins and 20px gutters. 12 columns also allow for variation between 1,2,3,4 and 6 columns to fit the look and feel of typical v17e layouts as well as adaptation for stacking when switching to a mobile or vertical tablet layout.



Sprint 0 Task: Develop visual design





BlueDot



BlueDot



BlueDot



BlueDot

Sprint 0 Task: Create a development environment



- Agree on standards [Done]
- Create a code repository [SVN - Done]
- Create a QA environment [Done]
- Create a process for moving code from developer's workspace through code repository and to QA environment [Done]
- Research candidate CMS's [Done]
 - **Selected:** WordPress using ThinkAcademy's configurations & plugins

Sprint 0 Task: Prove out production capability



- Prove we can deploy content, services, and data onto a production BlueMix environment (see story 7)
- Demonstrate an authentication system that uses IBM WebIdentity credentials.
- Validate data and content storage and retrieval model [Done]
- Document technical architecture and deployment processes

Sprint 0 Task: Prove out production capability



<https://bluedot.mybluemix.net/>

IBM id

One key, many possibilities.

Your IBM id provides access to services, communities, support, online purchasing, and much more.

Create IBM id

Sign in

IBM id (user@company.com)

Password

Forgot password?

Sign in

Contact Privacy Terms of use Accessibility Cookie Preferences

Attribute information

This is bluedot_index.jsp page

Attribute	Values
Identifier	https://idaas.ng.bluemix.net/idaas/openid/www.ibm.com/jescribn@us.ibm.com
Recur	0
Authentication Policies	http://www.ibm.com/idaas/authnpolicy/basic/verified_email
email	jescribn@us.ibm.com
firstname	Joshua
lastname	Scribner
organization	IBM
verified_email	jescribn@us.ibm.com
verified_phone	

[Reload this welcome page and see what's happen](#)

[Return to index page](#)

Attribute information

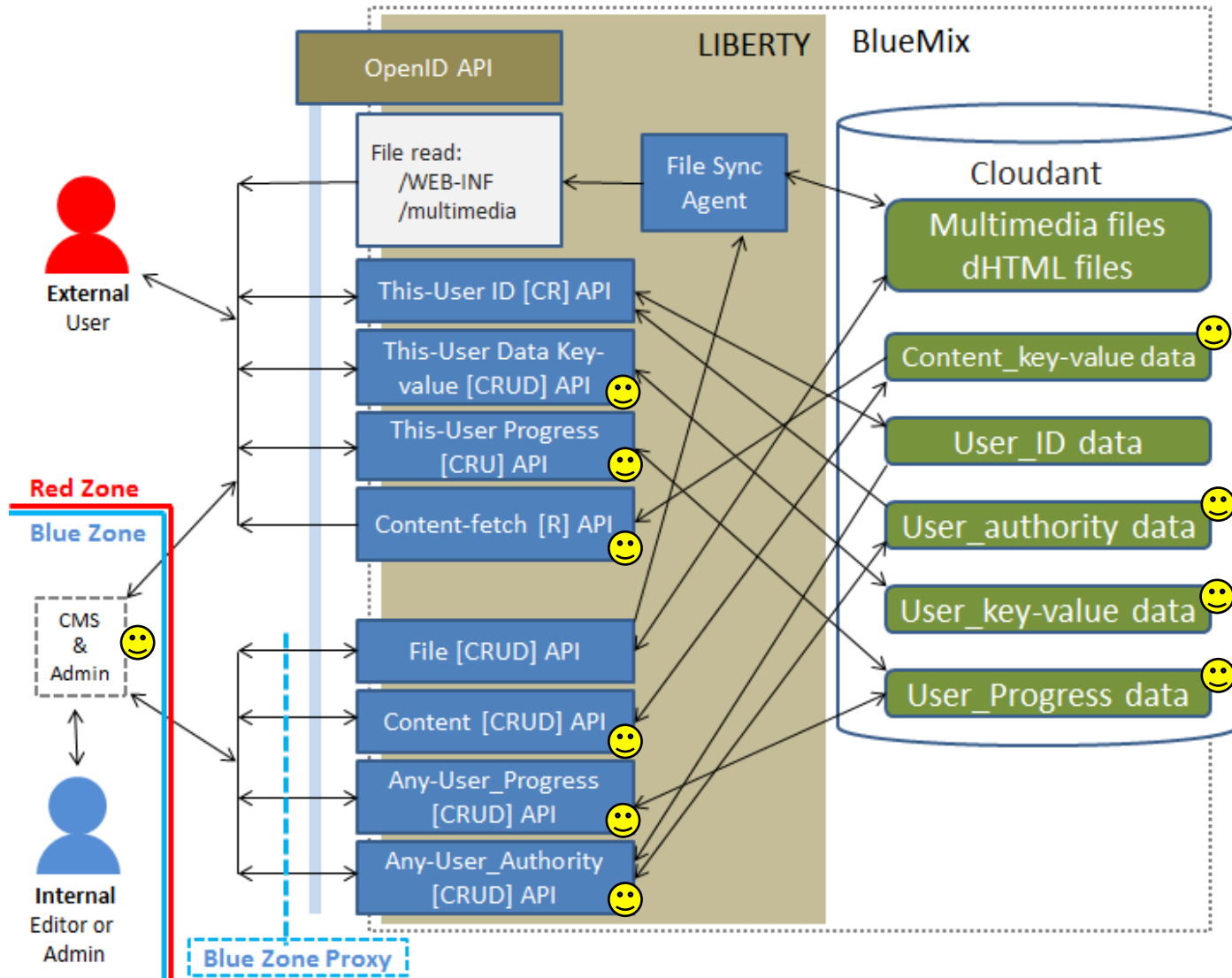
This is bluedot_index.jsp page

Attribute	Values
Identifier	https://idaas.ng.bluemix.net/idaas/openid/www.ibm.com/jescribn@us.ibm.com
Recur	1
Authentication Policies	http://www.ibm.com/idaas/authnpolicy/basic/verified_email

[Reload this welcome page and see what's happen](#)

[Return to index page](#)

Sprint 0 Task: Technical Architecture



- ☺ **Reuse code from:**
- ThinkAcademy
 - Digital IBMer
 - Forward Thinker
 - ClientJourneys

Story: 7 – First Page Deployed

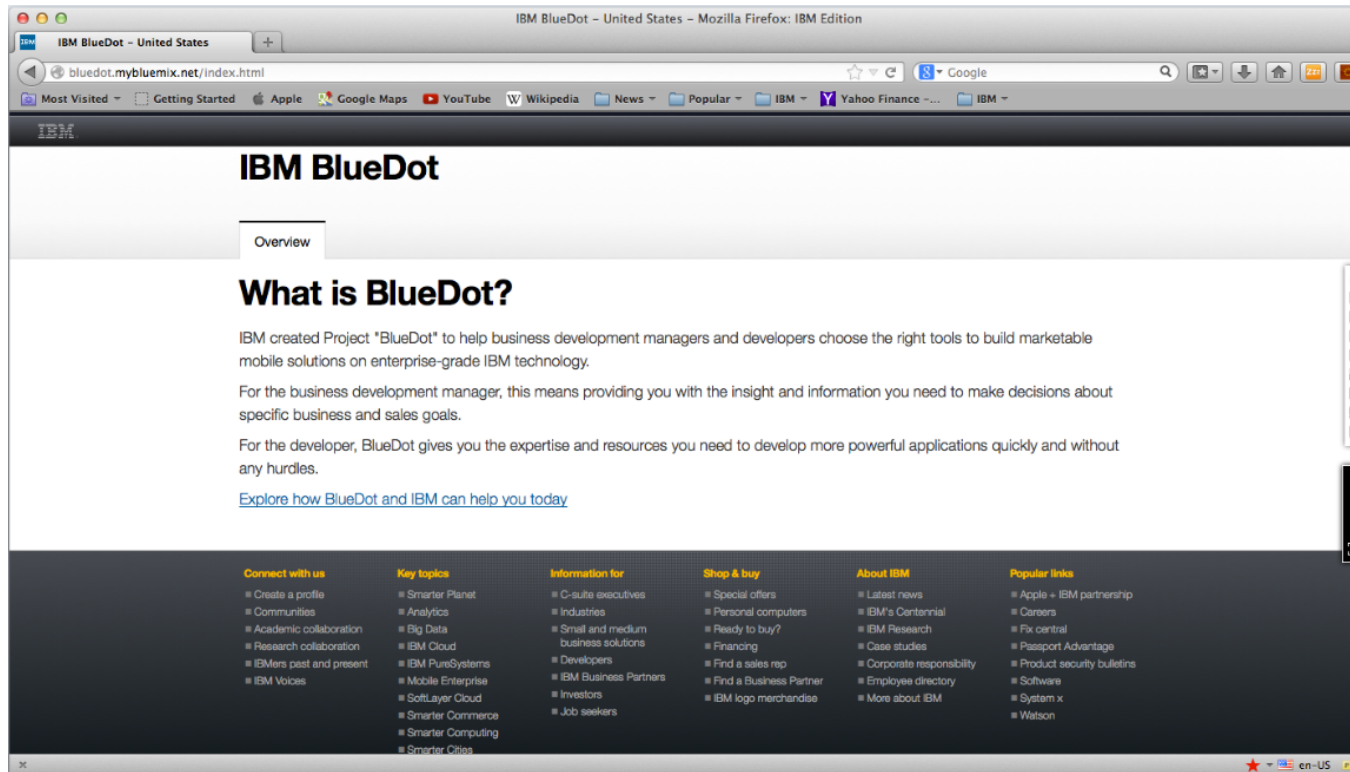


As **BtBDM** or **DtD**, in order to take full advantage of the site, I want to understand how BlueDot will help me in my role.

BtBDM: **Beth** the Business development manager

DtD: **Daniel** the Developer

Story: 7 – First Page Deployed



<http://bluedot.mybluemix.net/index.html>

- Chip went to his development environment and checked the file into the SVN
- UrbanCode took all the content in the SVN (which was just the one file) packed into WAR, and pushed to BlueMix using CloudFoundry

About the next Sprint



Dates: July 31-Aug 13
Team Members: 9
Stories: TBD

These broad topics are prioritized next in the Backlog. The team will estimate them during Sprint Planning and identify how much of them they can accomplish.

Landing Page

Progression outline & overview (1)

Progression steps (3)



IBM

Sprint 0 Task: Foundational Scrum activities



- Staff a team [Done]
- Organize physical and digital workspace [Done]
- Schedule Scrum Rituals [Done]
- Define Done

Sprint 0 Task: Scrum foundation – define Done



1. Developed

Code written, compliant with existing coding standards

- Code is written and checked into the Source code control
- An IBM standardized web metrics tracking system is implemented on webpages
- Tags validate, CSS is clean, Javascript doesn't throw errors when run
- JS is compressed
- Accessibility Compliant (Matt King)
- Security compliant

Content, design, UX compliant with existing standards

- Uses BlueMix's approach to IBM branding
- Mark Wisniewski says OK
- Deviations from v17 are Documented with reasoning

Documented just enough

- Technology mechanisms are represented on the Architecture Diagram
- JavaScript & Java functions have 1 sentence describing what they do or the function name is self-documenting.

Sprint 0 Task: Scrum foundation – define Done



2. Tested

[FUNCTIONAL] Manual and/or automated tests written, run on target browsers and mobile devices, passing; no known defects

- Works on current browser [FF, Explorer, Chrome, Safari] and 1 back if applicable
- Works on Android (v.: Gingerbread, Jellybean), iPhone (v: 7.*)
- [regression/integration] New functionality doesn't unintentionally break old functionality

How to demo passing

- Passes design review
- Passes How-to-Demo description

Demo ready

- Prepare minimum amount of documentation to accompany demo at Feature Presentation

Usability Testing Ready

- A usability test is scheduled

Sprint 0 Task: Scrum foundation – define Done



3. Accepted

Demonstrated to Product Owner and accepted [before Feature Presentation]

Potentially shippable

- Can be put on production environment without further coding or impediments