

The Redesign of **Adaptly**

The Company

- Adaptly makes trading desk software for running native advertising
- We are partnered with various social (or “autonomous”) platforms, including Facebook and Twitter
- Our media managers are encouraged to use our software to manage their accounts
- We are on boarding several self-service clients and looking to broaden our self-serve customer base

The Context

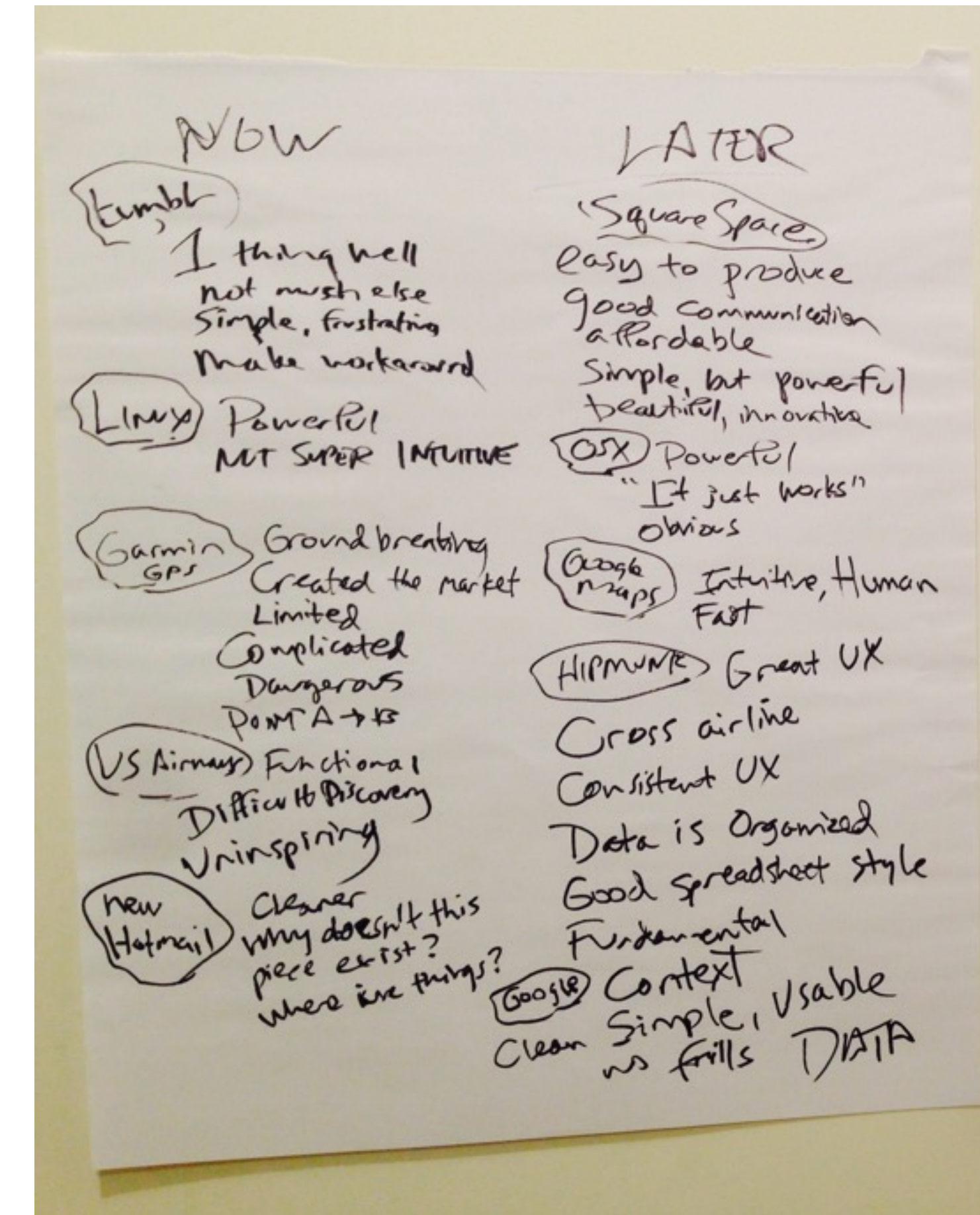
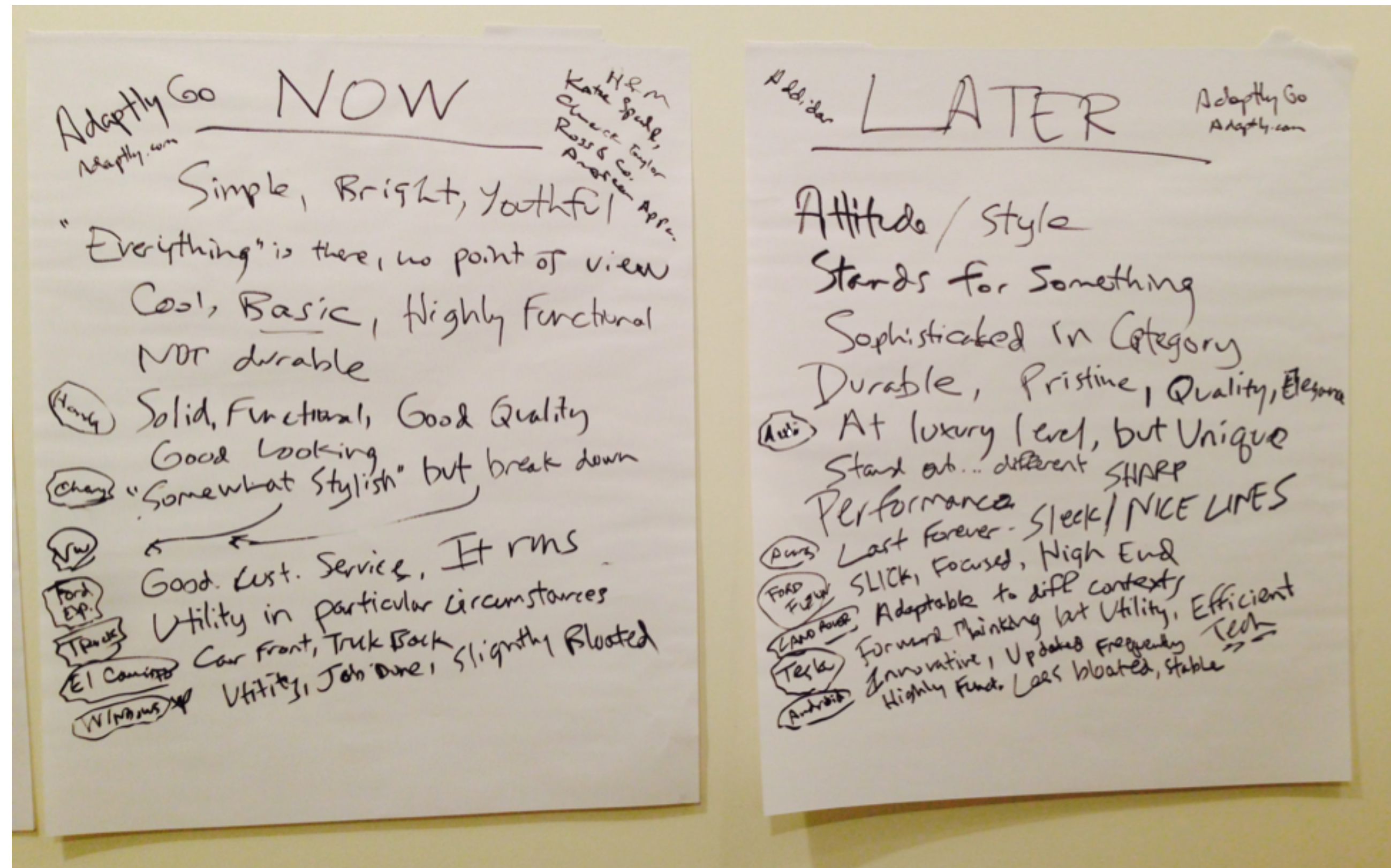
- We were undergoing a brand refresh
- Product was implementing new codebase/interaction model
- External customers were coming on board
- We were introducing a baseline of usability standards

The Challenge

- Create a design language that works for the product
- Align product design with evolving brand design
- **Get organization to buy into aesthetic choices**

Product/Brand Now and Later Workshop

- What brands does Adaptly remind you of?
- What brands would you like Adaptly to resemble?
- **Why?**



Technology of Participation



What do we do with all this input?



Technology of Participation



Technology of Participation*

ToP

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Reveal the Vision
Turn strategy into reality

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Focus on the Attributes

Forward Thinking

Intuitive

Fundamental

Consistent UX

Slick

Sophisticated

Durable

Nice Lines

Sharp

The image shows three pieces of handwritten notes on a light-colored surface, comparing 'NOW' and 'LATER' product goals for 'Adaptly Go'. The notes are written in black ink on white paper.

Adaptly Go NOW (top left paper):
Simple, Bright, Youthful
"Everything" is there, no point of view
Cool, Basic, Highly Functional
NDR durable
Solid, Functional, Good Quality
Good Looking
"Somewhat Stylish" but break down
Good Cust. Service, It runs
Utility in particular circumstances
Car Front, Truck Back
Utility, Job Done, Slightly Busted

LATER (middle paper):
Attitude / style
Stands for something
Sophisticated in Category
Durable, Pristine, Quality, Elegance
At luxury level, but Unique
Stand out... different SHARP
Performance
Last forever - sleek / NICE LINES
SLICK, Focused, High End
Adaptable to diff context
Forward Thinking but Utility, Efficient
Innovative, Updated frequently
Highly Fun, Less bloated, stable

NOW (top right paper):
I think well not much else
Simple, frustrating
Make workaroud
Powerful
NOT SUPER INTUITIVE
Ground breaking
Created the market
Limited
Complicated
Dangerous
Point A to B
Functional
Difficult to Discover
Uninspiring
Cleaner
Why doesn't this piece exist?
Where are things?

LATER (bottom right paper):
"Square Space"
Easy to produce
Good communication
Affordable
Simple, but powerful
Beautiful, innovative
Powerful
"It just works"
obvious
Intuitive, Human
Fast
Great UX
Cross airline
Consistent UX
Data is organized
Good spreadsheet style
Fundamental
Context
Simple, Usable
Clean vs frills DATA

Attribute Grouping



Innovative
Adaptable →

Less Bloated

Simple
Simple

Style

Sophisticated

Powerful

Powerful

Easy to Produce

Efficient ✓

Stable

Usable

Human ✓

Quality

Highly Endorsed ✓

Popularity: "Pick 3 that you like."

Attribute Grouping Artifact

The screenshot shows a Google Docs spreadsheet with the following content:

	A	B	C	D	E	F
1	Instructions: Select one Popular Adjective associated with each Symbol and then create one Style Tile that embodies all four of these attributes. If you are having trouble working with the Popular Adjectives, choose one of the Other Adjectives for that Symbol. If one of the Symbol groups isn't working for you at all, choose an adjective from another Symbol group.					
2	Symbol					
3	UX Design Principles	"Must be Usable, Shoot for Beautiful"	"Instill Confidence, Inspire Trust"	"Stand for Something",	"Deliver Today, Plan for Tomorrow"	
4	Popular Adjectives	Sophisticated Beautiful Elegant Sharp Sleek Context Unique Different Luxury No Frills Nice Lines (2) Slick Less Bloated	Stable Quality Usable Human It Just Works Obvious Data is Organized Tech (2)	Powerful (2) Stands for Something Attitude	Innovative (2) Forward Thinking	
5	Other Adjectives	Sophisticated Beautiful Elegant Sharp Sleek Context Unique Different Luxury No Frills Nice Lines (2) Slick Less Bloated	Easy to Produce Utility Efficient Highly Functional Affordable Fundamental Last Forever Good Spreadsheet Style Updated Frequently Data Durable	Good Communication Performance Fast Stand Out	Adaptable	
6						

UX Design Principles

- 👁️ Must be usable, shoot for beautiful
- ✓ Instill confidence, inspire trust
- ! Stand for something
- ➔ Deliver today, plan for tomorrow

Style Tiles

Adaptly Adaptly Website and Go Style Tile #1

This is a header

Secondary header lorem ipsum sit dolor nonummy.

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

PRIMARY BUTTON

SECONDARY BUTTON

Key Colors

- Black
- Dark Teal
- Dark Grey
- Light Teal
- Dark Blue-Black

Accent

- Olive Green

Other Elements

- Adaptly @ad Today's Burn the New IAB
- Adaptly @ad New Whitepa Facebook tot
- Budget: \$13468.7
- Progress Toward Buc
- Progress Toward Gos
- STATUS: Active
- NAME: Search Ad Sets

Adjectives

- Human
- Innovative Quality
- Sophisticated

Style Tiles

Adaptly Website and Go
Style Tile #2

Frito Lays Summer Fun - 111i43

17 Ad Sets
Avg. CPC: \$0.25
Clicks: 778

Key Colors

- Dark Teal
- Dark Blue
- Grey
- Dark Brown
- Light Brown

Accent

- Dark Red

Primary Button **Secondary Button**

Ad Creatives:

- Adaptly @ad Today's Burn the New IAB
- Adaptly @ad New Whitepa Facebook to

Initiative Budget: \$10.00

Start Date: Aug 4, 2014

STATUS: Active

NAME: Post 21

Adjectives: Fundamental, Tech, Sophisticated, Stable, Customer-focused

Powered by **Adaptly**

Style Tiles



So we ended up going from this...

Adaptly Home Acquisition Evergreen Reporting

Acquisition // View

Initiatives Unassociated Campaigns

12 Initiative A Clicks Percentage of Media Campaign Ending System: checked 10:55 AM, 02/26/2013

End Date	Budget	Total Billable	Goal	Total Spend	Total Clicks	Lifetime CPC:
03/25/13	\$11,000.00	\$5,512.20	10,000	\$1,050.24	5,577	\$0.90
Budget Allocation	Progress Toward Budget			Today's Spend	Today's Clicks	Today's CPC:
Active				\$1,050.24	1,022	\$1.03
	Progress Toward Goal			Suggested Daily Spend	Suggested Daily Goal	
				\$1,097.56	885	

Edit Initiative Parameters

Initiative Budget: \$11,000.00

Initiative End Date: 03/25/13

Initiative Goal Volume: 100,000

Budget Allocation:

Status: Active Inactive

Target Cost per Metric: Enter a Value

Total Daily Spend: Default Value

Cancel Submit Changes

Campaign Name	Lifetime Clicks	Today's CPC	Lifetime CPC
NYT Subscription Page Like Ad JT 18-24F Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 25-34F Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 34-44F Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 45-54F Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 18-24M Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 25-34M Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 35-44M Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75
NYT Subscription Page Like Ad JT 45-54M Newsfeed Desktop #Obama	5,000	\$0.75	\$0.75

Collapse ▲

...to this

Adaptly Welcome, bryan@adaptly.com Adaptly Test 4

Initiatives **Ad Sets** Ads + |

Search... Select Status Age Range Interests Clear Last Updated: A minute ago ⚙️

Ad Set Name	Status	Start Date	Budget	Spend	Bid	Clicks	CPC	CTR	Likes
Age Range: 13-17 (60)			Mixed	\$45.33	Mixed	139	\$0.33	0.53%	5
Interests: adopt pet, animal humane society ... truth about cat...			Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: unicorn-appreciation-test M/F 13-17 RHS US ado...	<input type="checkbox"/>	Jan-30-2015 1:...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
Interests: dance, Dance (3)			Daily \$30.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: HB no bugs pls M/F 13-17 NFD US Dance PC Ad...	<input type="checkbox"/>	Feb-04-2015 5...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: HB no bugs pls M/F 13-17 NFM US Dance PC A...	<input type="checkbox"/>	Feb-04-2015 5...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: HB no bugs pls M/F 13-17 NFM US Dance PC H...	<input type="checkbox"/>	Feb-04-2015 5...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
Interests: dance, Dance, Music, music (2)			Daily \$20.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: HB no bugs pls M/F 13-17 NFD US Music PC Ad...	<input type="checkbox"/>	Feb-04-2015 5...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: HB no bugs pls M/F 13-17 NFM US Music PC Ad...	<input type="checkbox"/>	Feb-04-2015 5...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
Interests: None (54)			Mixed	\$45.33	Mixed	139	\$0.33	0.53%	5
<input type="checkbox"/> Ad Set: Testing large deployments 2015-03-1 F 13-17 FB FR	<input type="checkbox"/>	Mar-13-2015 ...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: Testing large deployments 2015-03-1 F 13-17 FB US	<input type="checkbox"/>	Mar-13-2015 ...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
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<input type="checkbox"/> Ad Set: Testing large deploys - 2015-03-13- F 13-17 FB DE	<input type="checkbox"/>	Mar-13-2015 ...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Ad Set: Testing large deploys - 2015-03-13- F 13-17 FB FR	<input type="checkbox"/>	Mar-13-2015 ...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0
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<input type="checkbox"/> Ad Set: Testing large deploys - 2015-03-13- M 13-17 FB FR	<input type="checkbox"/>	Mar-13-2015 ...	Daily \$10.00	\$0.00	CPC \$1.00	0	\$0.00	0.00%	0

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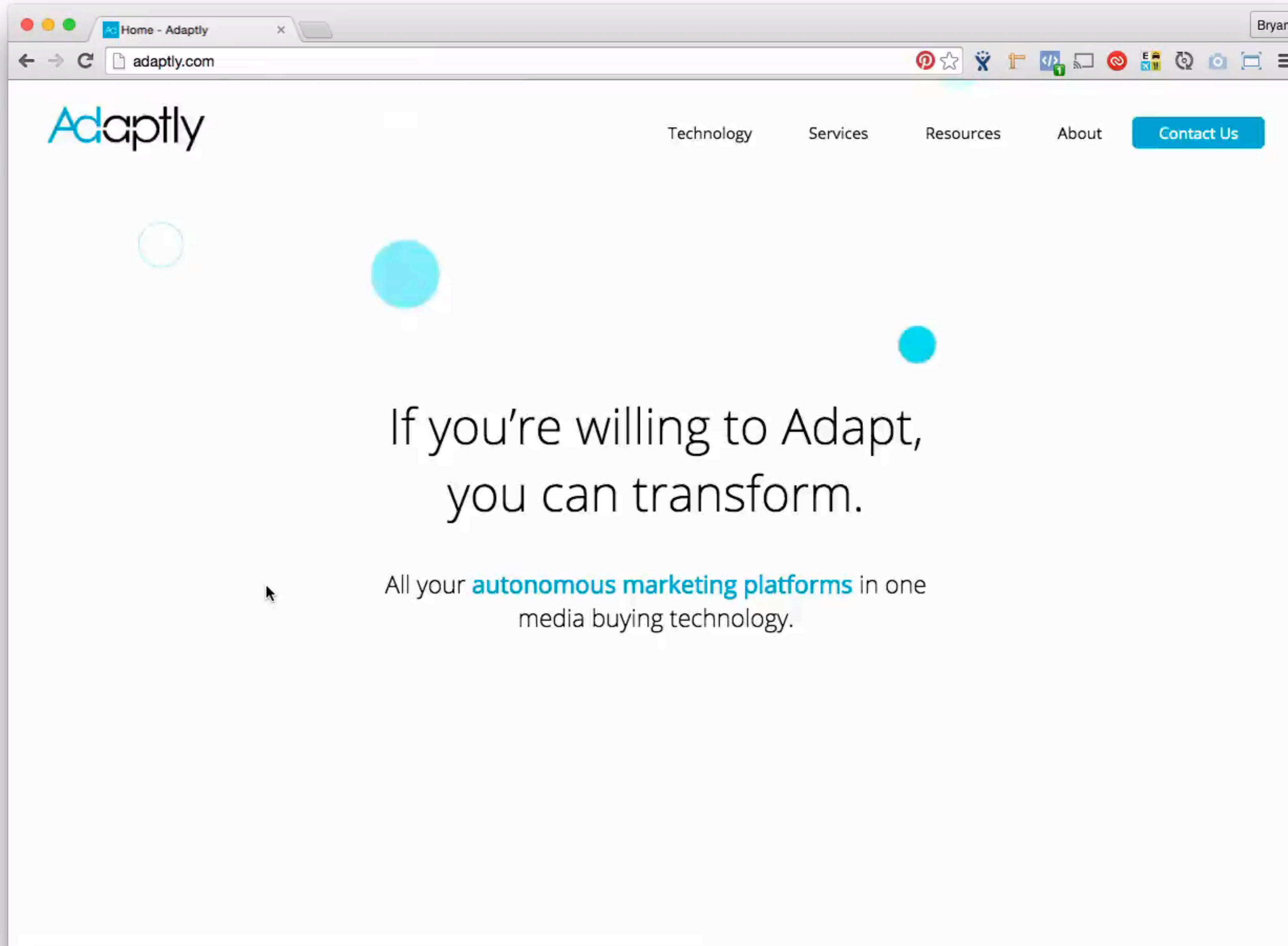
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Thanks!

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