



Distributed Design

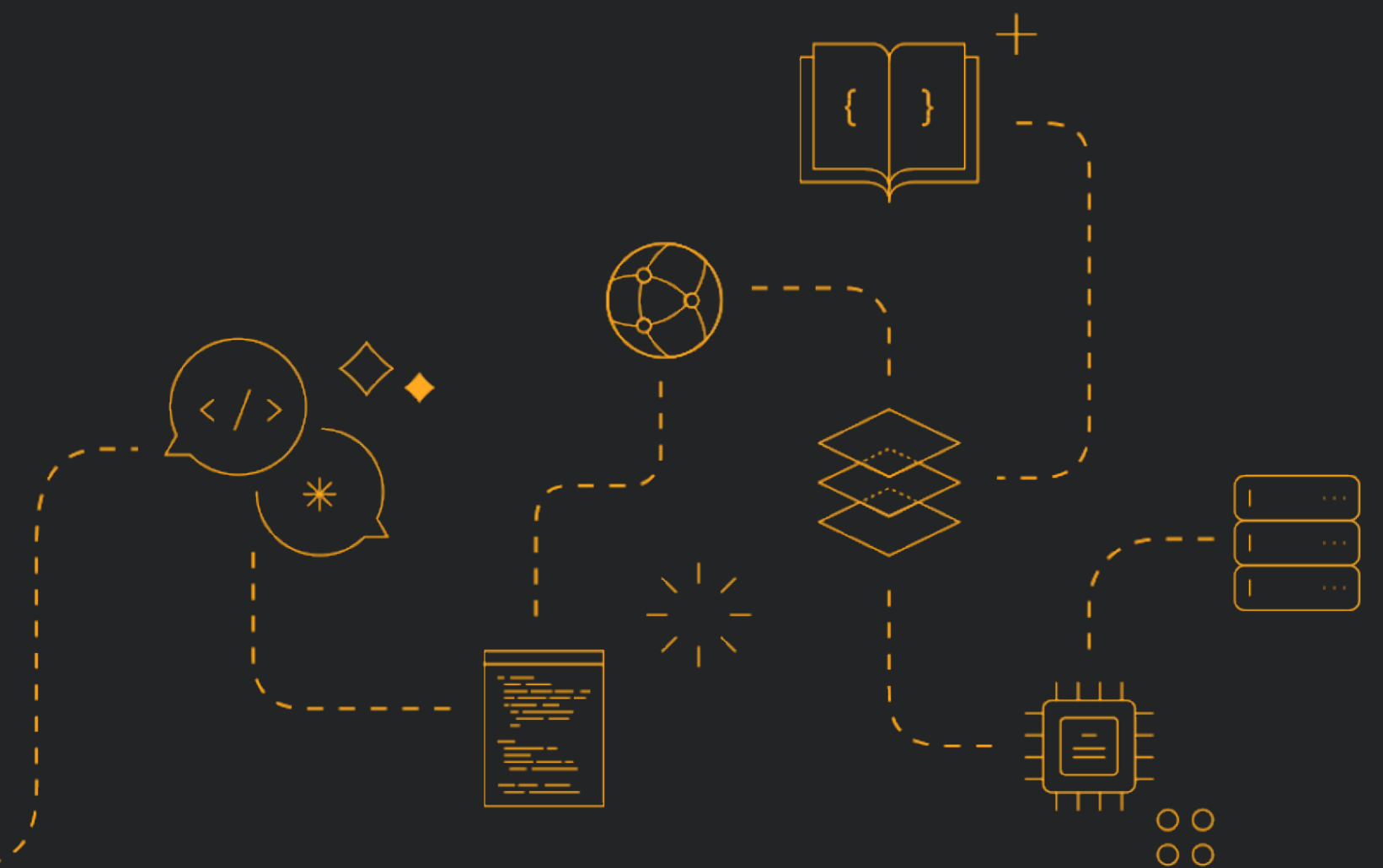
How Stack Overflow builds strong remote teams





Ted Goas

Sr. Product Designer, Stack Overflow
@TedGoas



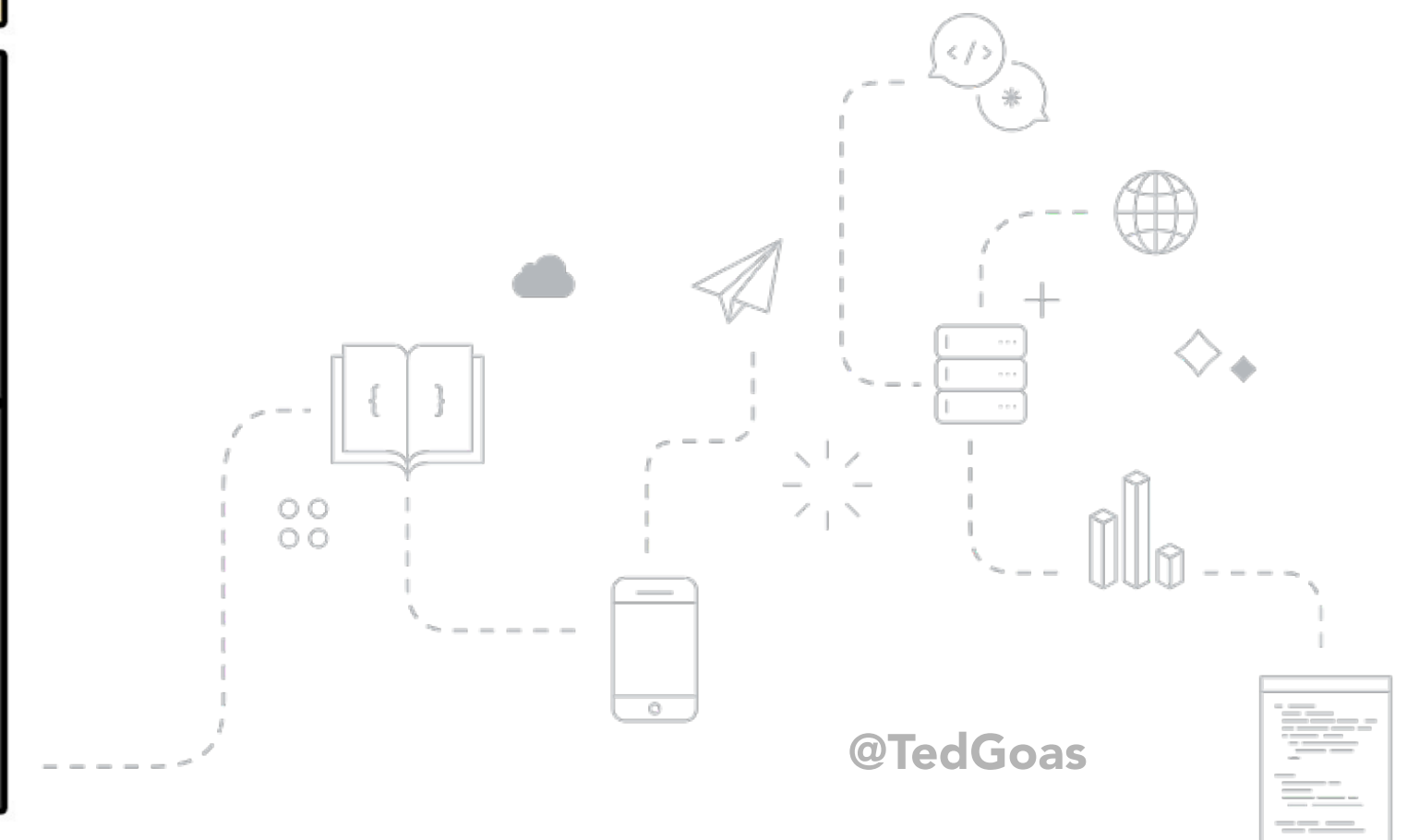


Distributed Design

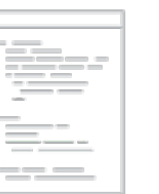
How Stack Overflow builds strong remote teams



FOCUS



Only the Best!





Marco Cecconi

@sklivvz



"We are a disruptive and innovative company"... but we only hire people to work in our open plan office in a large expensive city. I see.

1:46 AM - Jul 13, 2018

♡ 9  See Marco Cecconi's other Tweets



Emma Boulton

@emmaboulton



Not all good UX people live in or around London, or other major cities. Not all UX work needs to be done in person. Companies need to wake up to the benefits of remote working, particularly if they want to employ women with young children.

5:54 AM - Jul 5, 2018

♡ 336  100 people are talking about this





Remote-Friendly vs. Remote-First

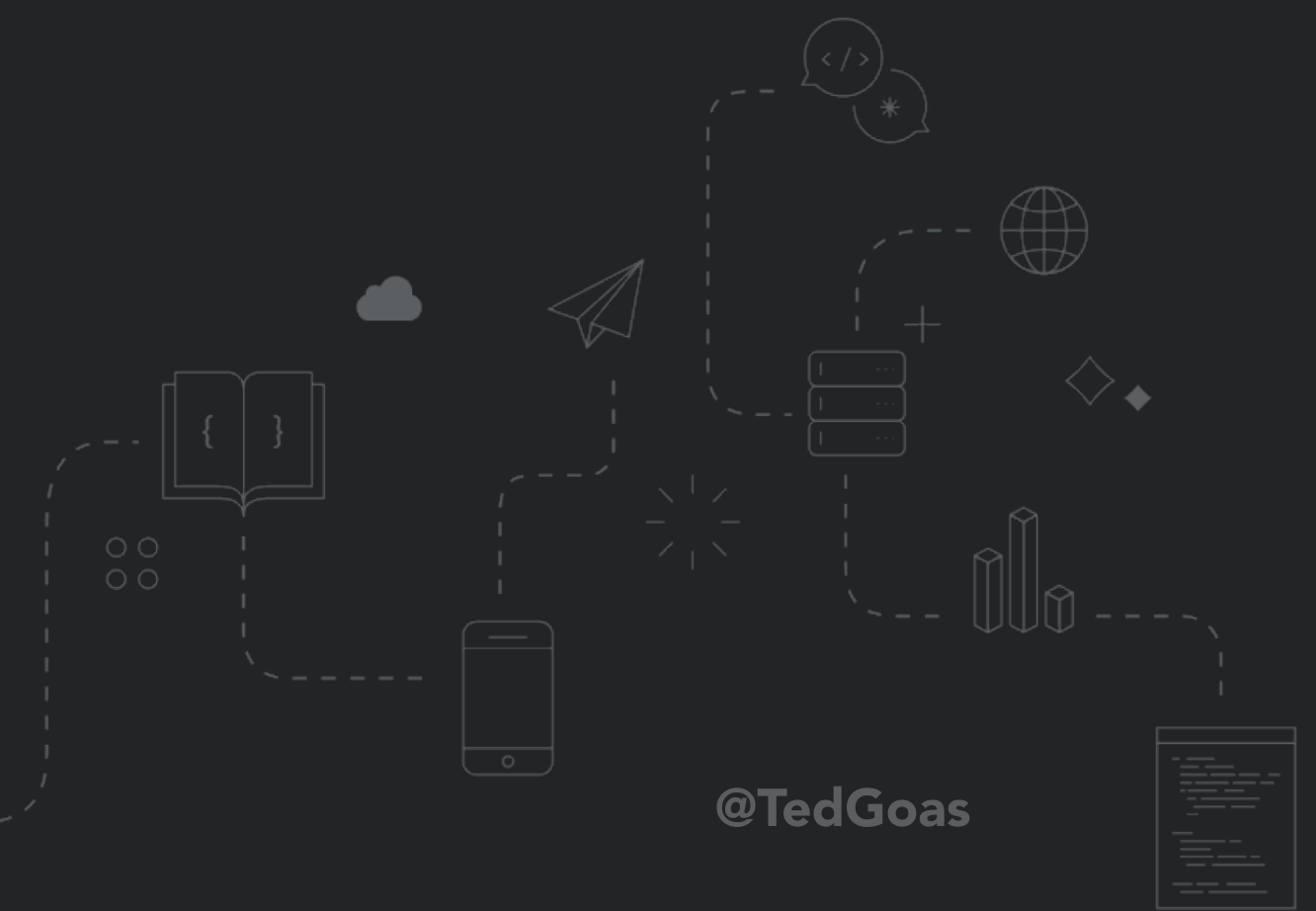
Communicating Remotely

Meetings, Critiques, & Sprints

User Research

Loneliness

Work / Life Separation



Remote-Friendly vs. Remote-First

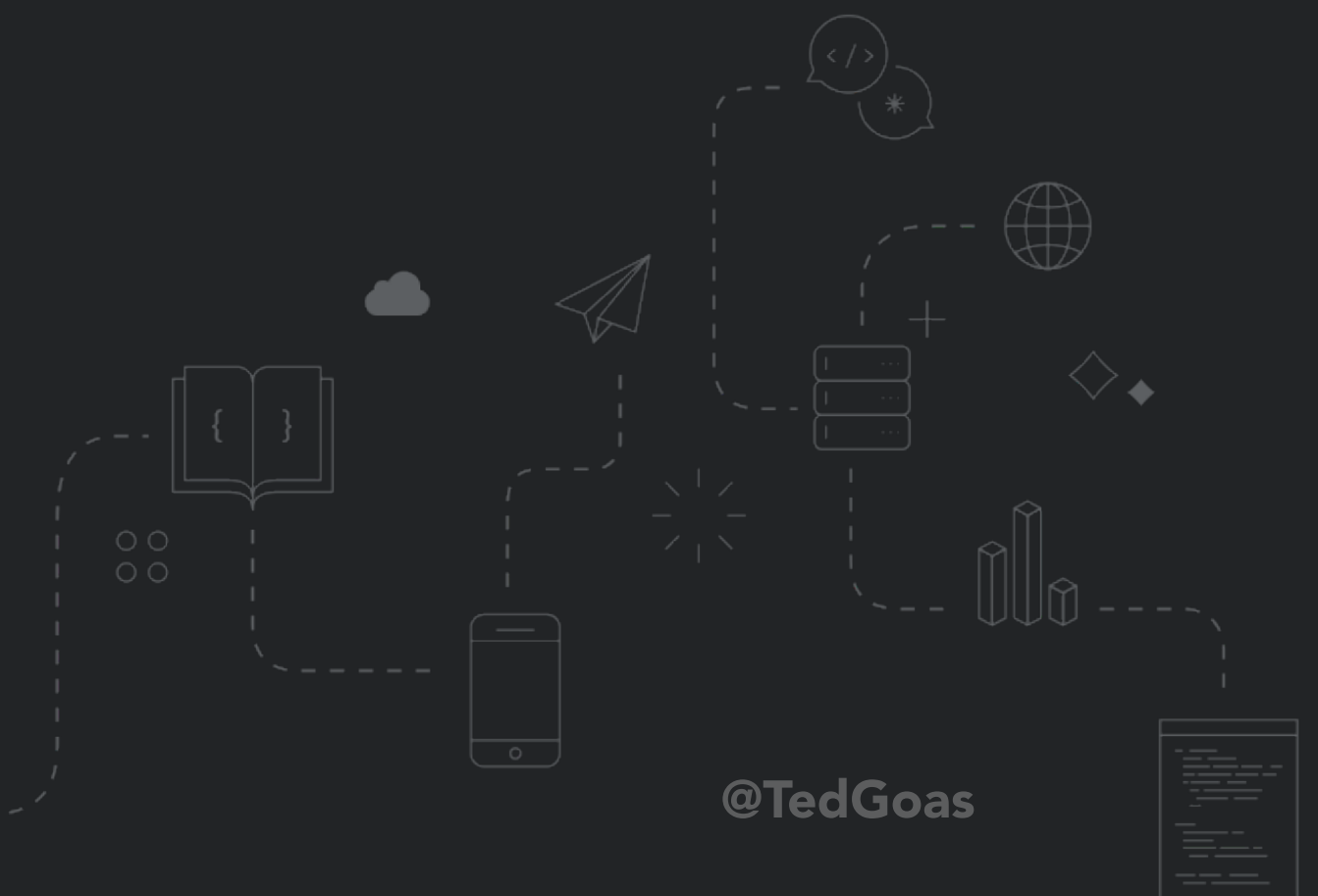
Communicating Remotely

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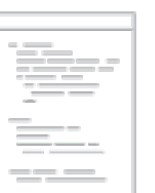
Loneliness

Work / Life Separation





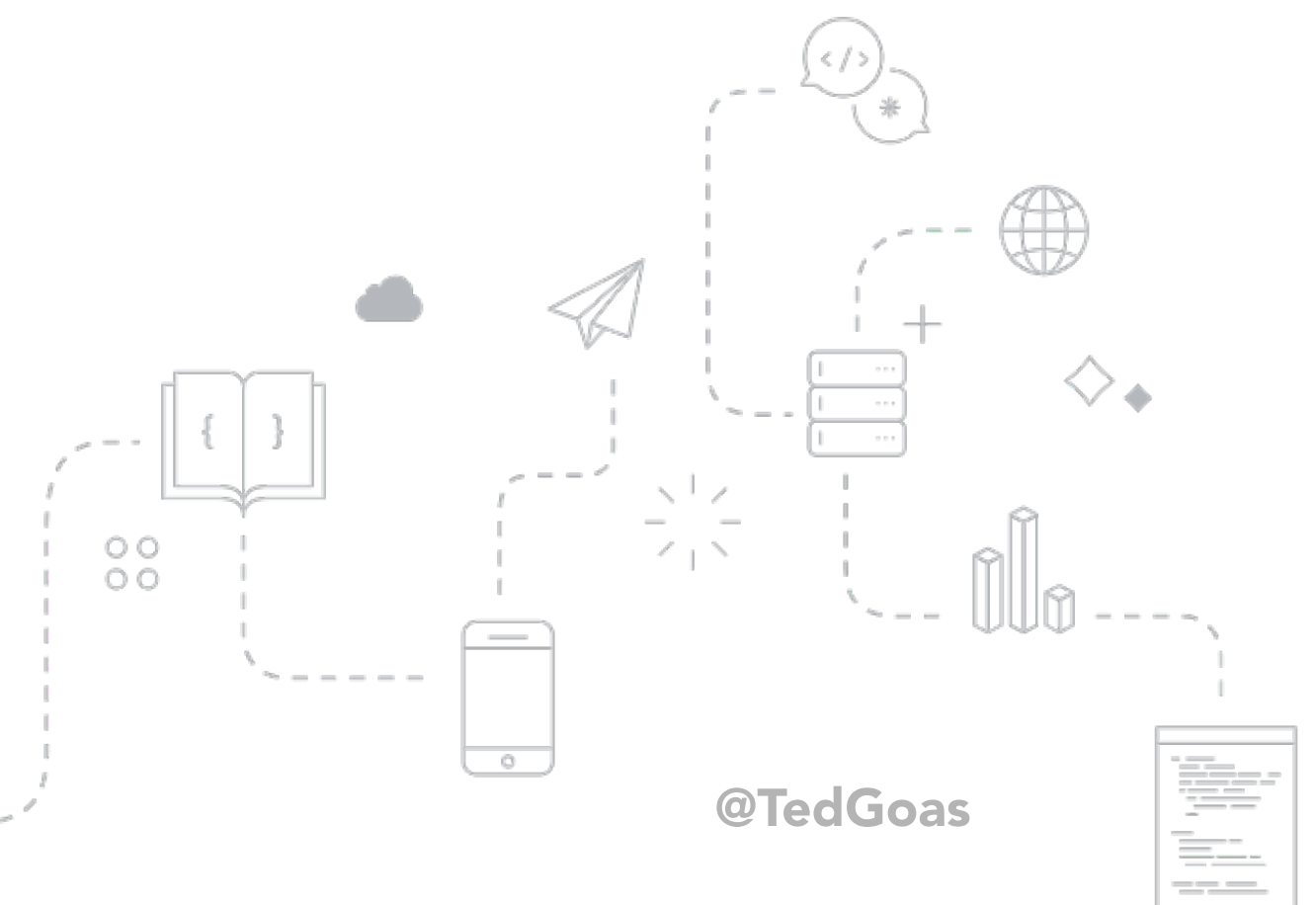
Yeah! We're remote friendly! We got Bob in Portland and we're in New Jersey. We use Slack and Bob dials into meetings. But in reality Bob misses a lot of discussions and is left out of decision making, only to be filled in later. But yeah, you can totally work remotely here!







Just because you use laptops and chat doesn't mean you've suddenly become a glorious haven for remote workers.



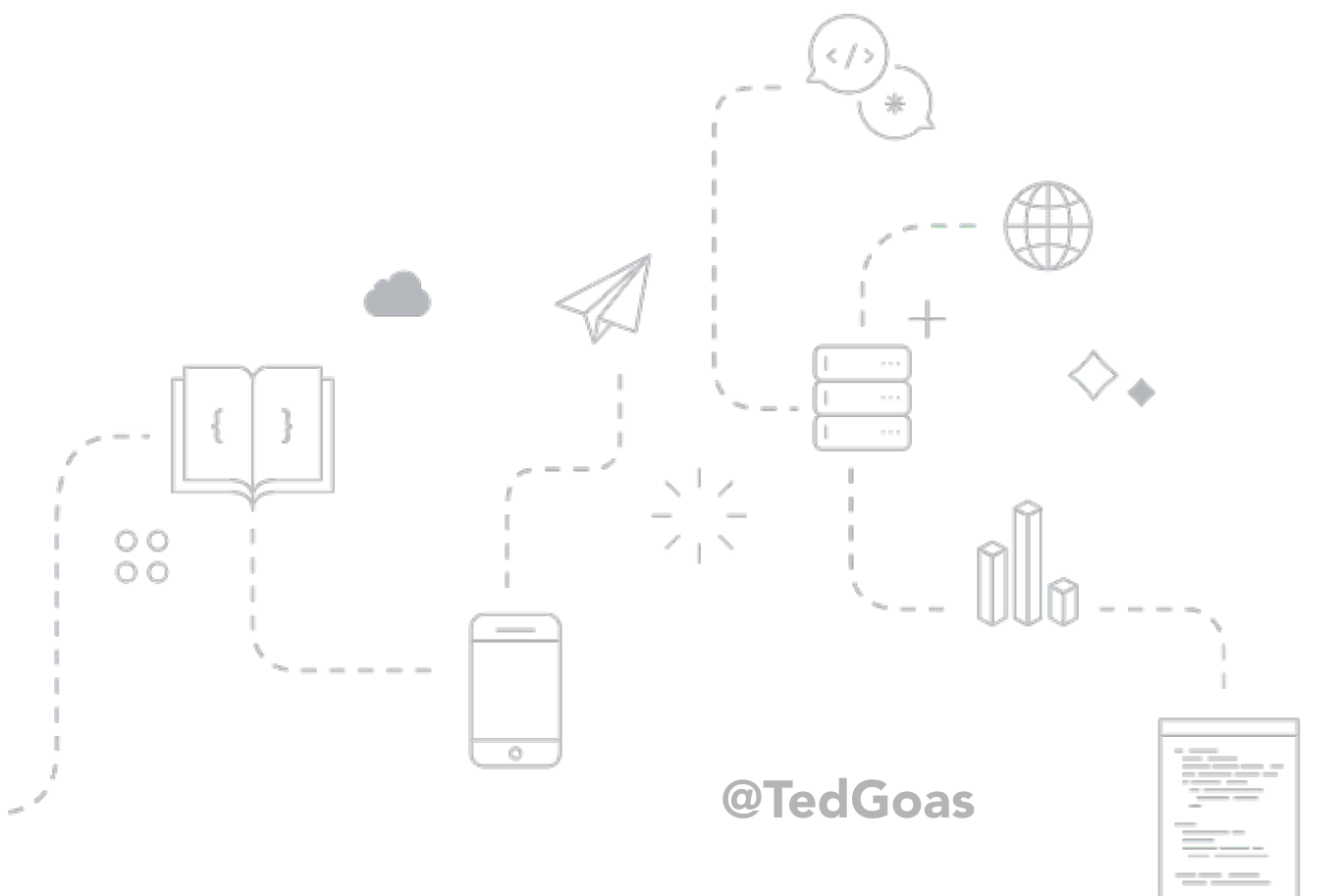
Remote-Friendly

Hiring some workers in a different city or allowing employees to occasionally work from home.

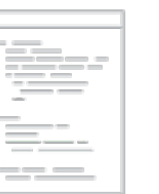
vs.

Remote-First

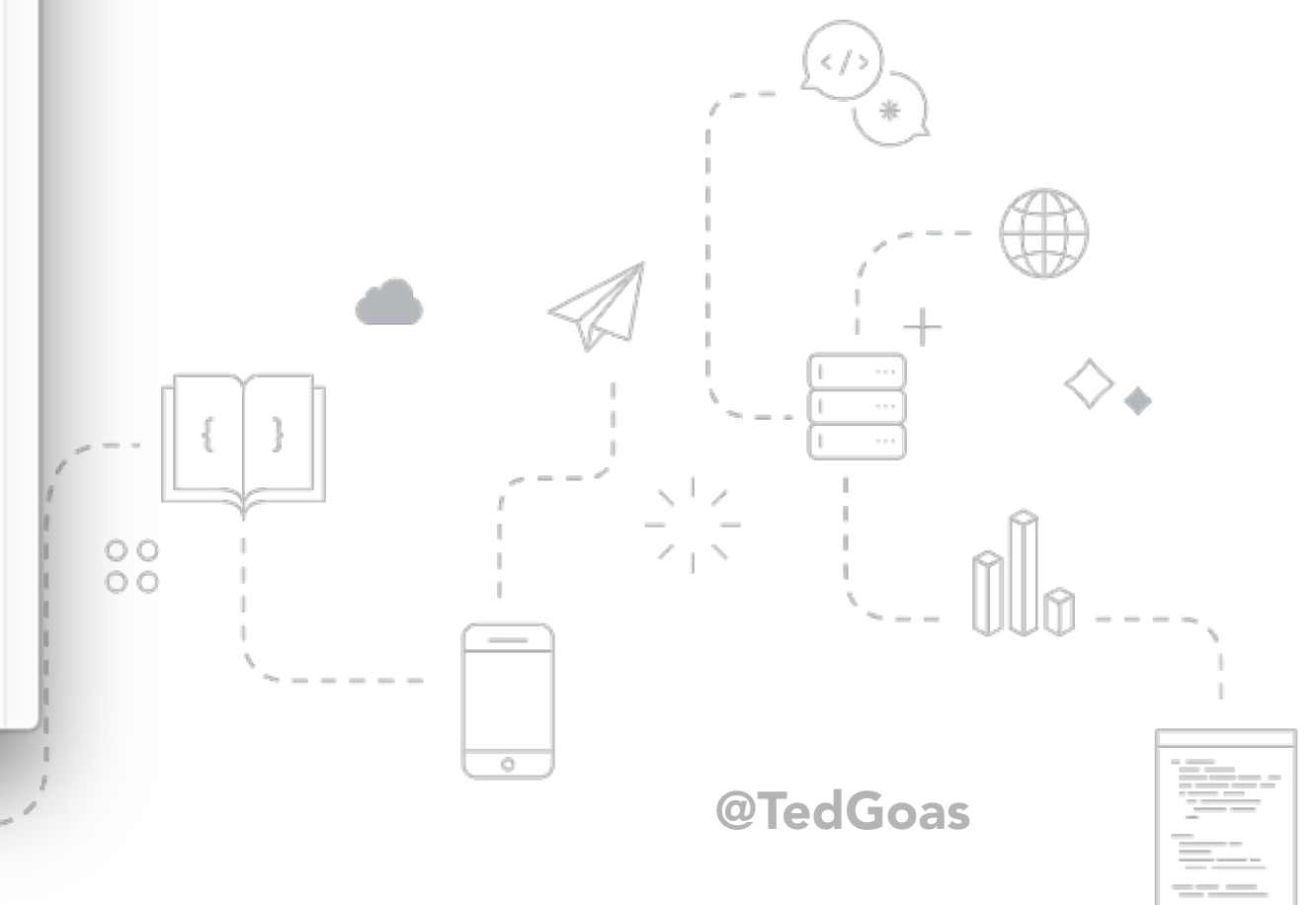
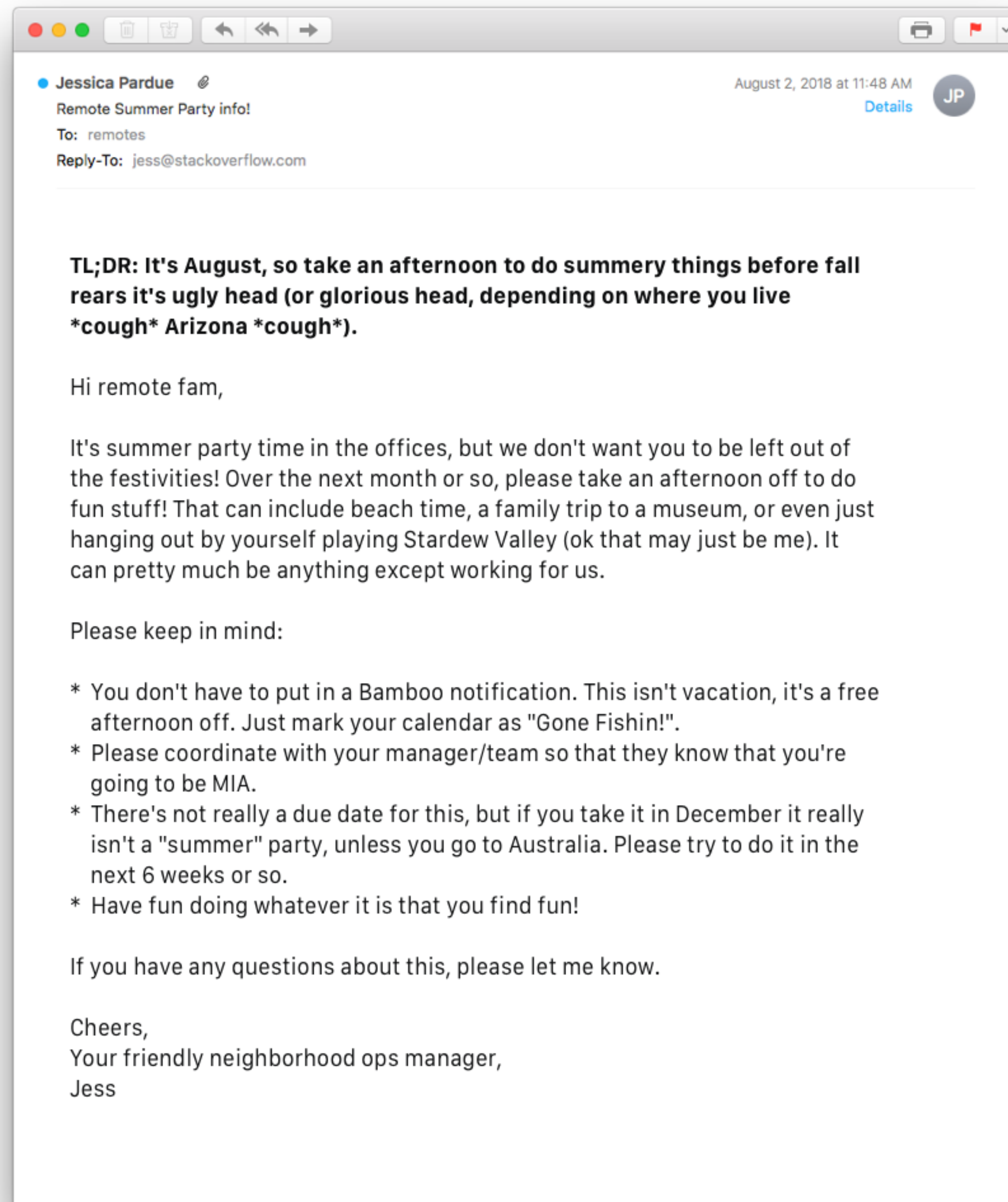
Building your whole team around a workflow that embraces the concepts of remote work, whether or not everyone's remote.

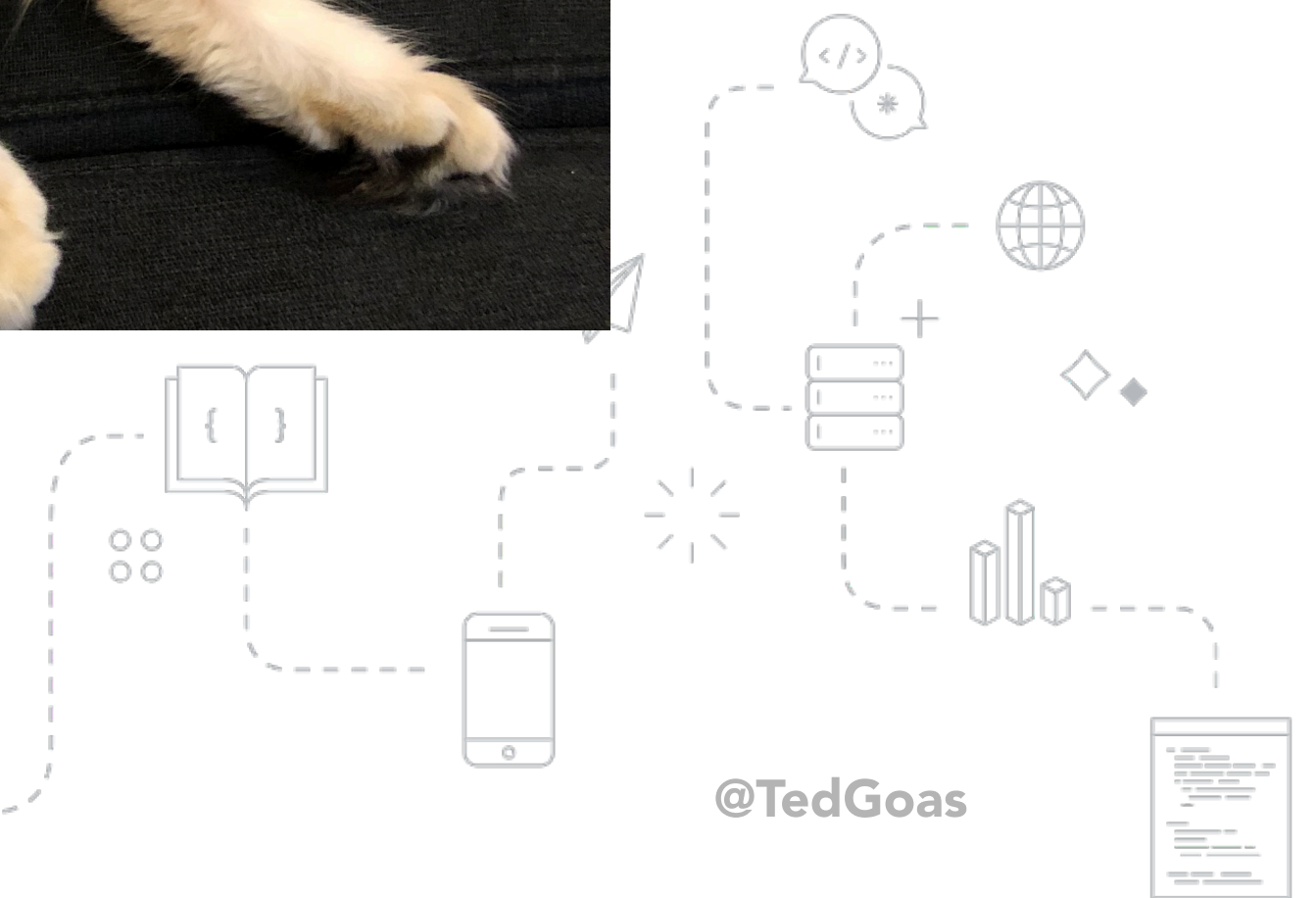


**If one person's remote,
everyone's remote.**









Remote-Friendly vs. Remote-First

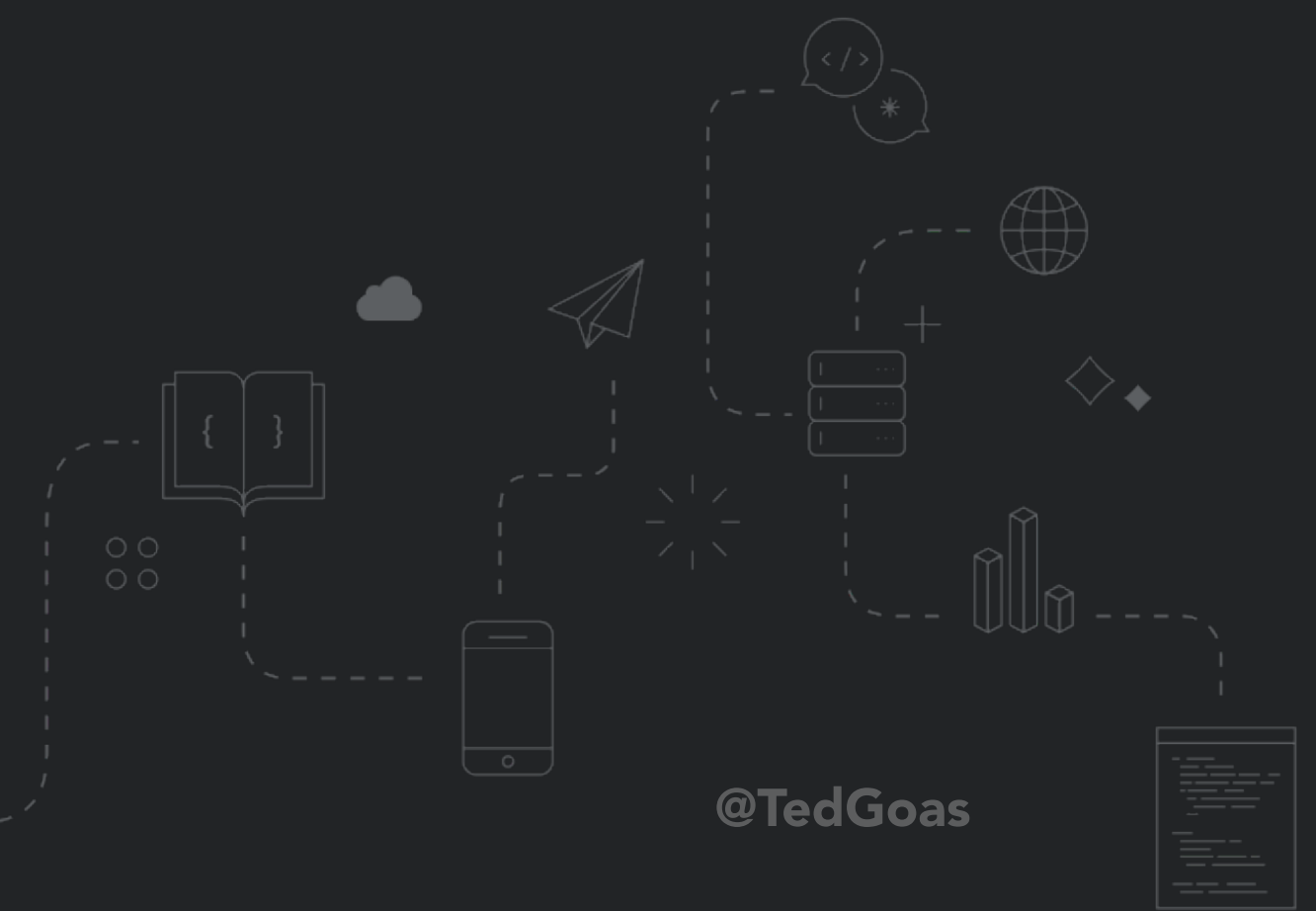
Communicating Remotely

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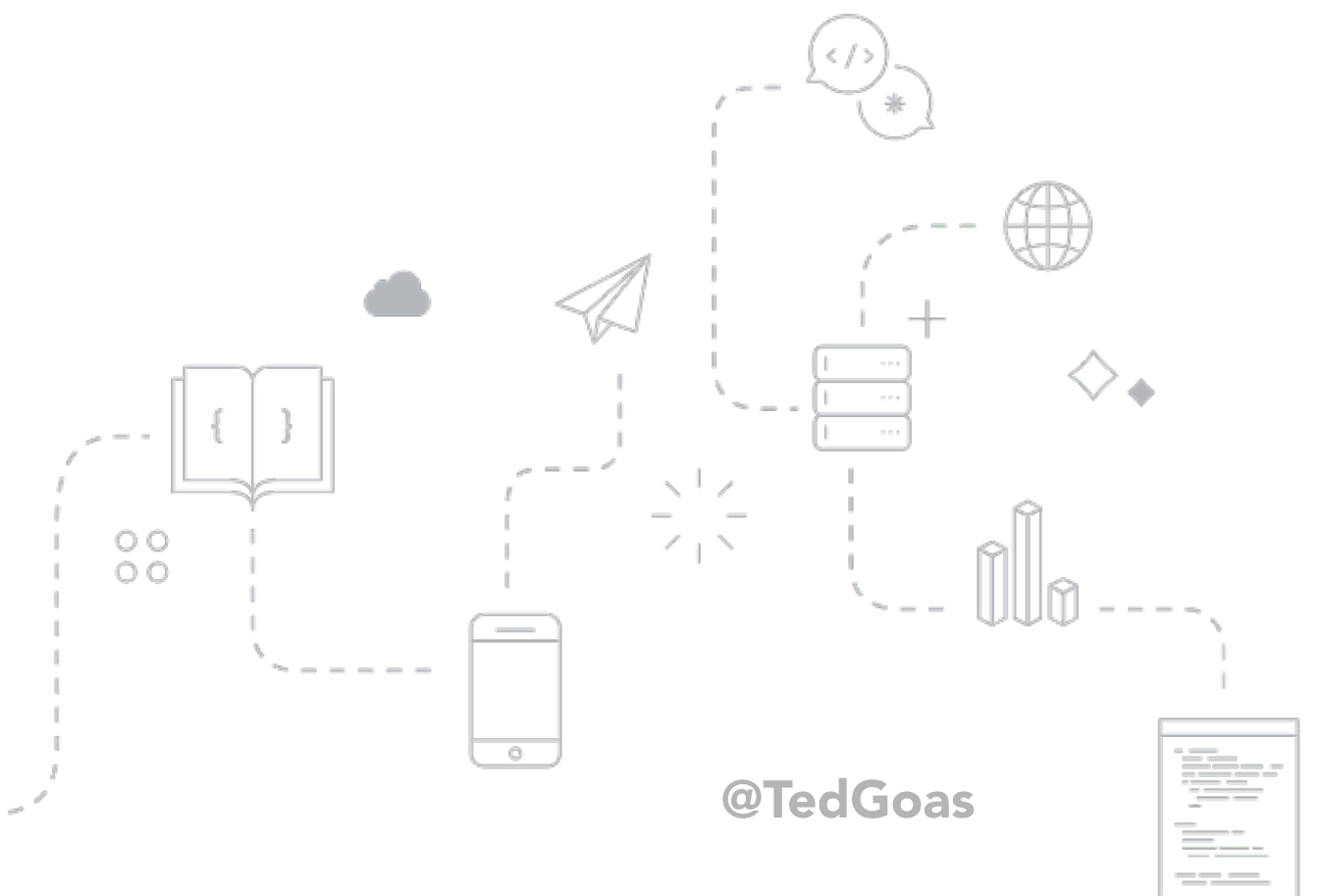
Work / Life Separation



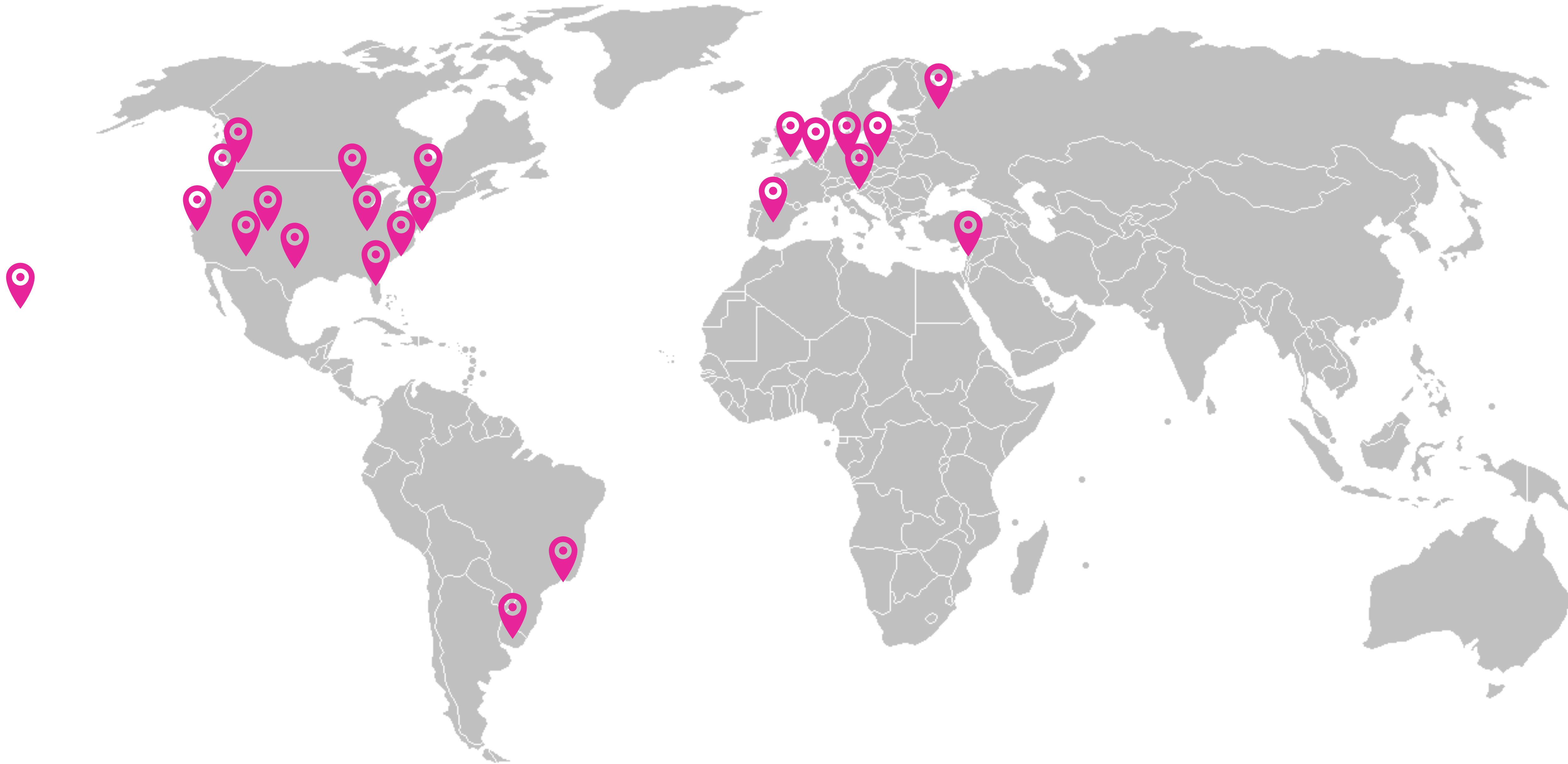
It's hard to collaborate.

It's too difficult to manage complex projects with a remote team.

Agile teams need to be co-located to get the work done fast.







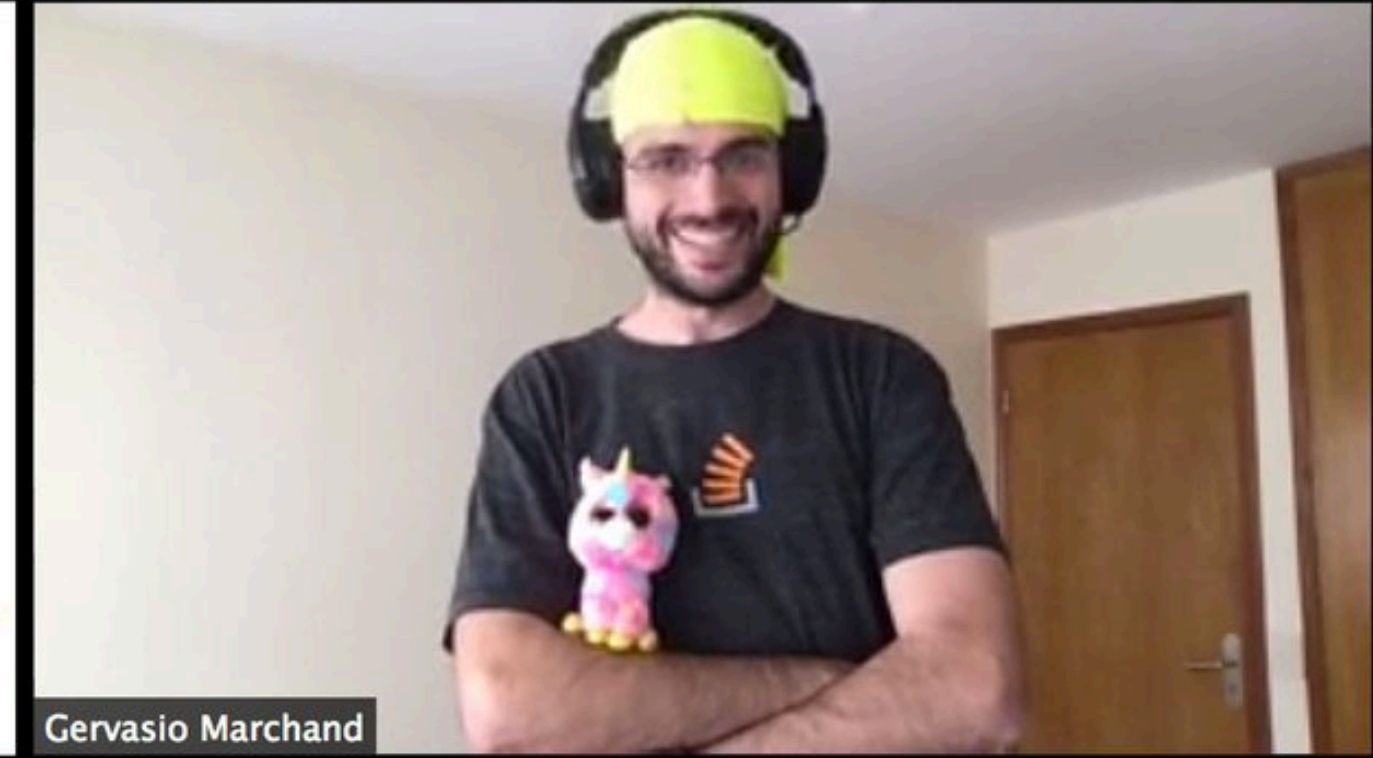
California, United States



New Jersey, United States



Montevideo, Uruguay



Hawaii, United States



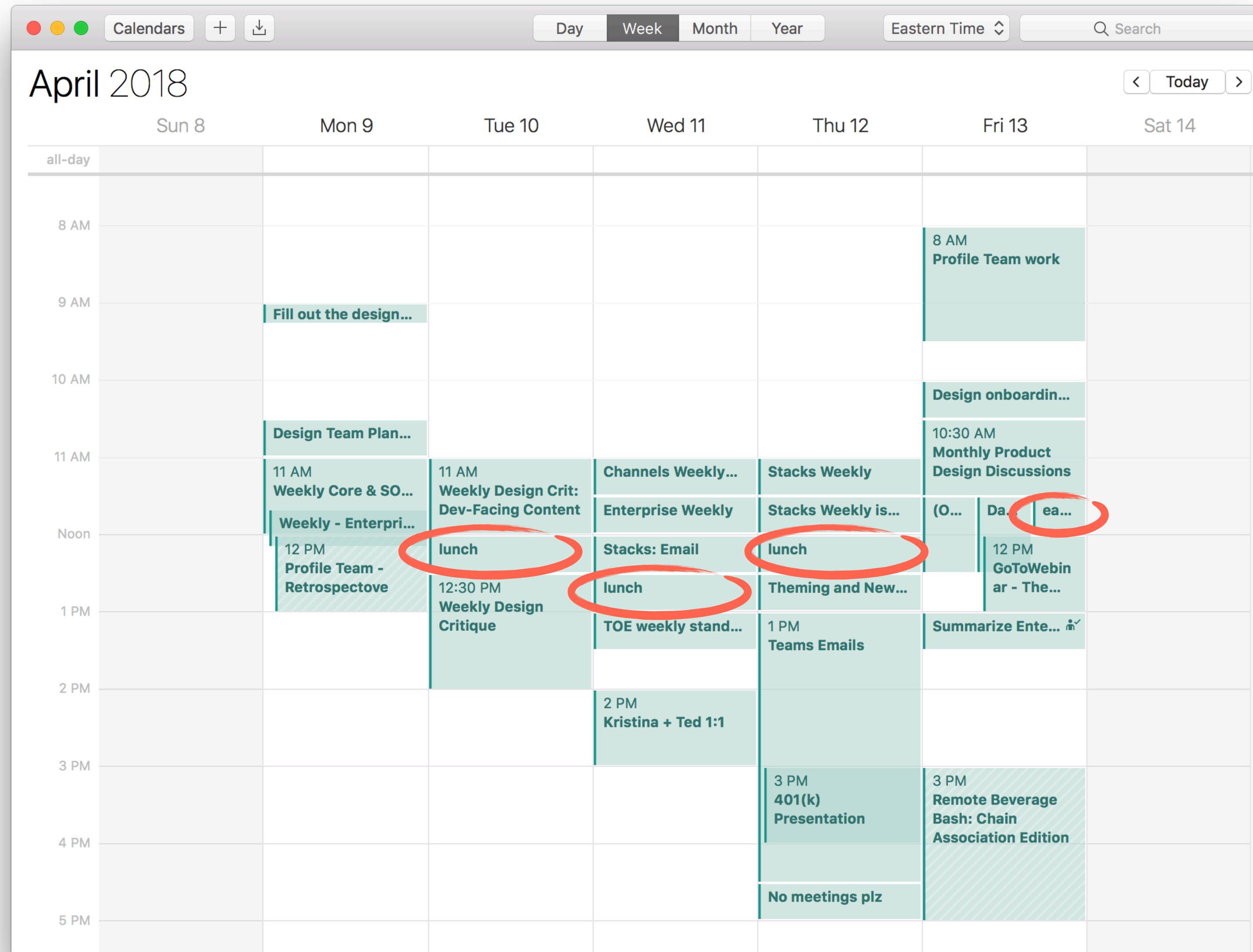
Maribor, Slovenia



London, England



Leave Meeting





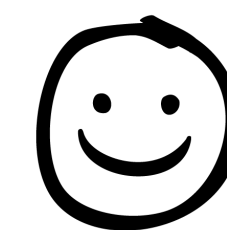
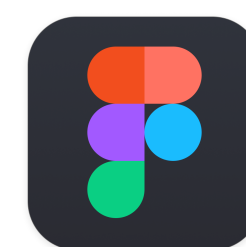
Specs, Ideas, Brainstorming



CODEPEN



Prototyping



balsamiq Wireframes



Google Drive

UI / Web Design



CloudApp



Design Reviews / Socializing Design



Code / Design Systems



ScreenFlow



Google Hangouts

zoom

User Research



Project Management



Google Hangouts

zoom

Real-Time Collaboration

Remote-Friendly vs. Remote-First

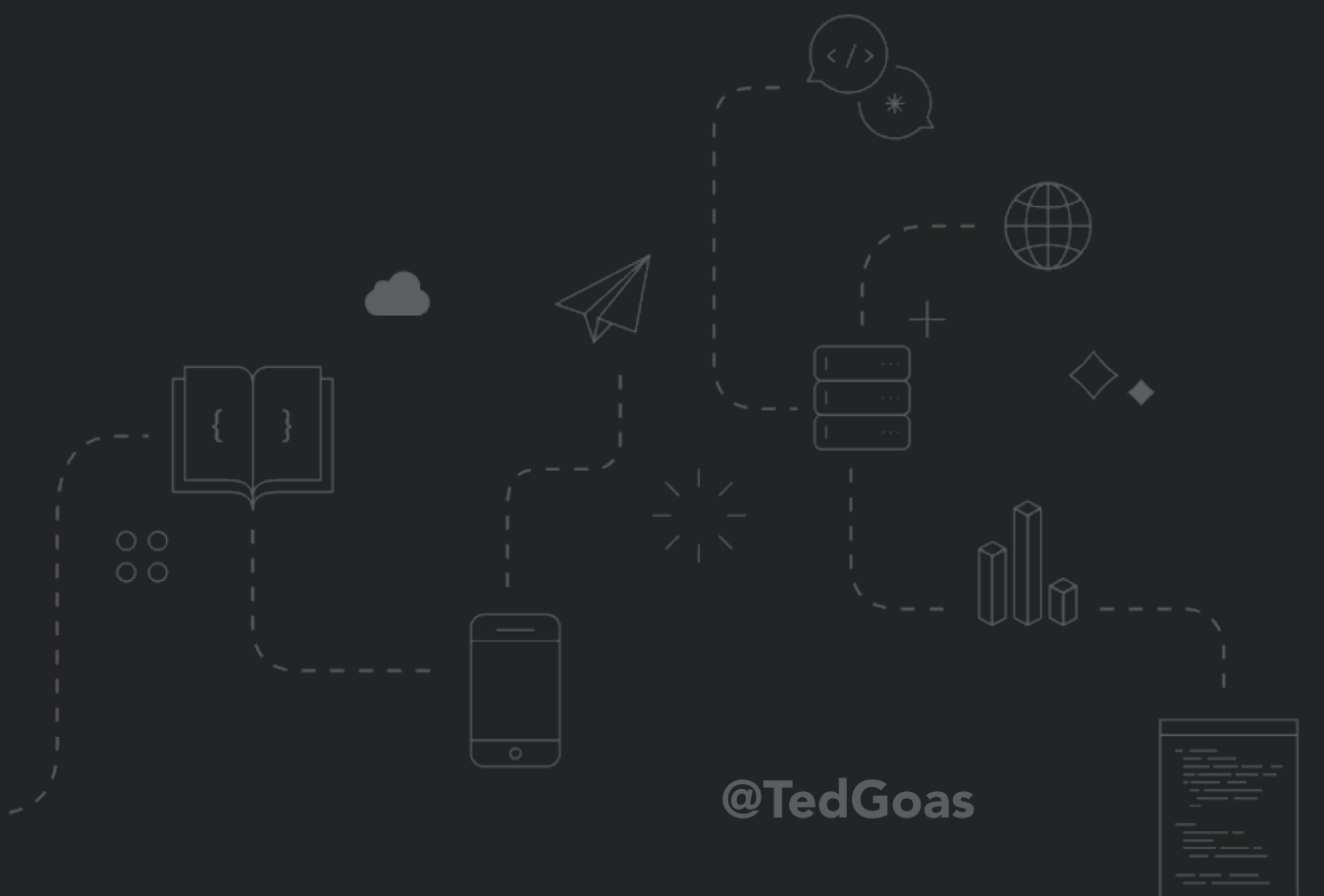
Communicating Remotely

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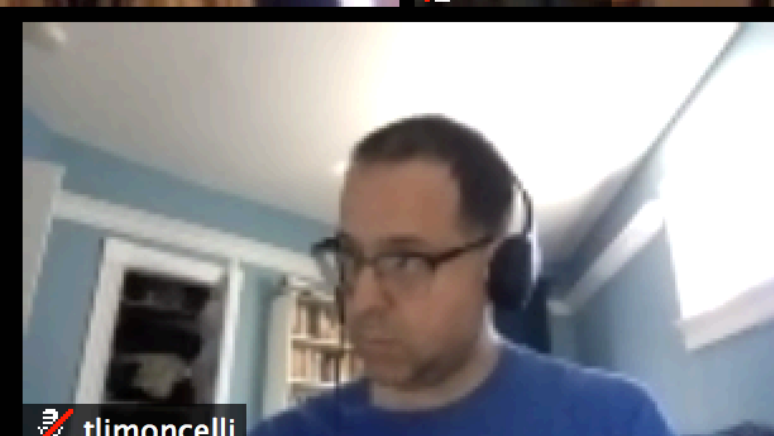
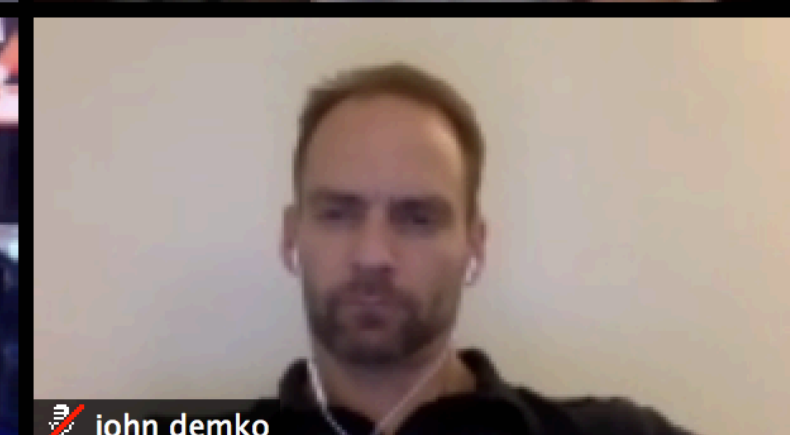
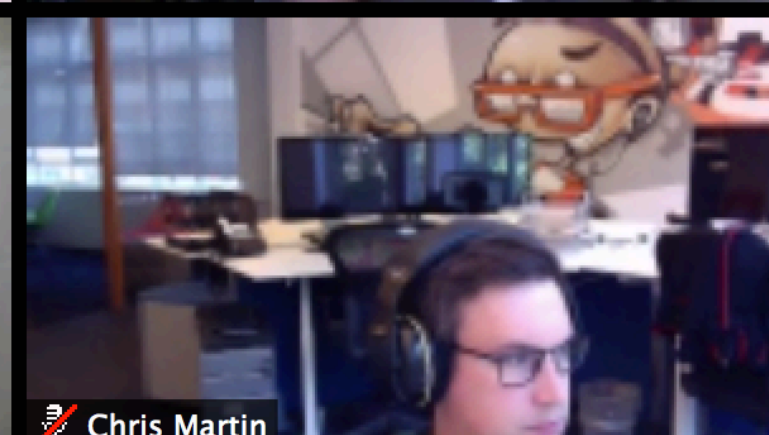
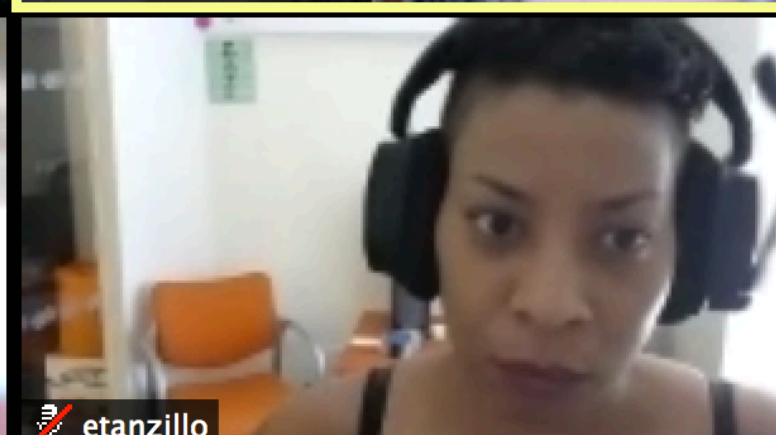
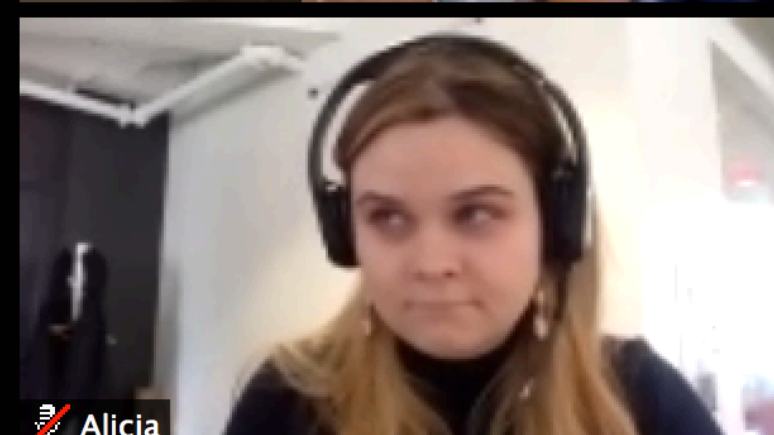
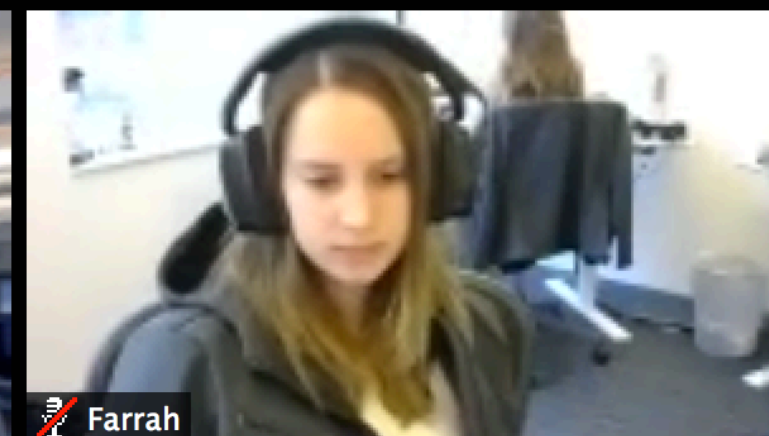
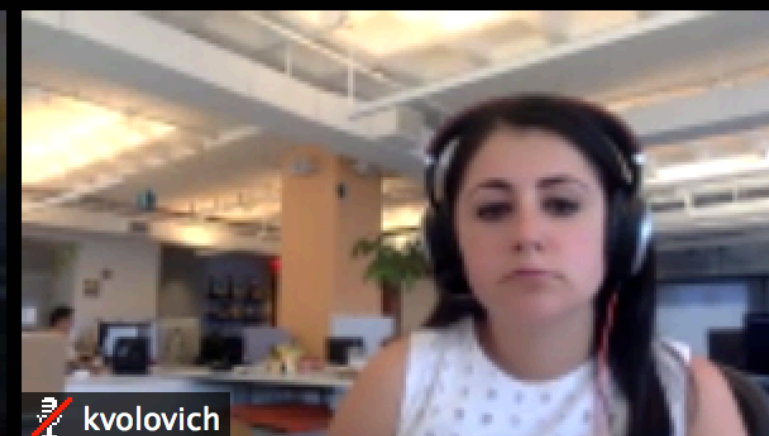
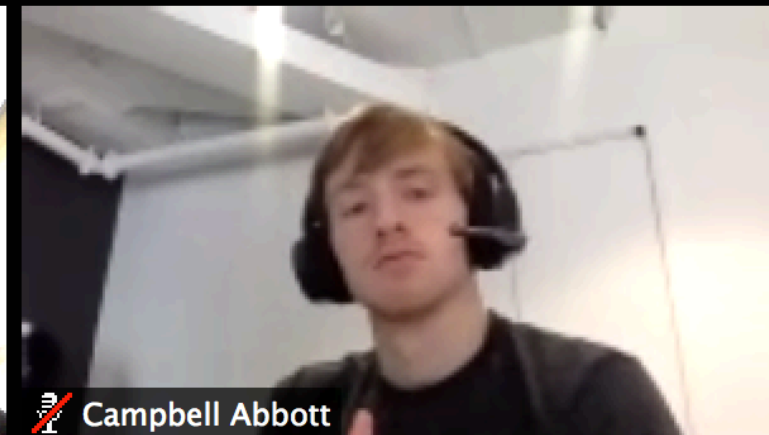
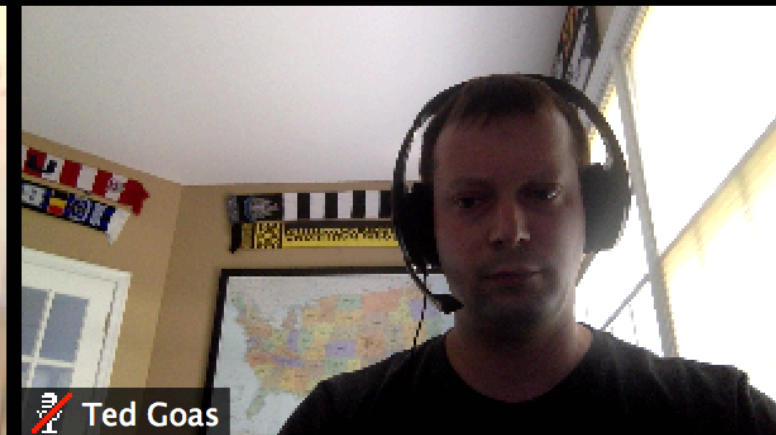




*We'll just have a meeting in a conference room
and pipe in the remote workers on a big screen.*







Gabe Koscky

Mark Henderson

mstum

Zoom Meeting ID: 846-259-432

Speaker View

Alex Miller

Ted Goas

Campbell Abbott

gzerega

Stella Rondone

Anita Taylor

Jack Bridger

kvolovich

Farrah

Jason S

Nihal Sequeira

Vasudha Swaminathan

Mark Birch

Chris Hunt

michelekeiper

Alicja

etanzillo

Geoff Dalgas

Chris Martin

john demko

tlimoncelli

Gabe Koscky

Mark Henderson

mstum

Unmute

Stop Video

Invite

Participants24


Share Screen

Chat1


Record






Leave Meeting

The image is a screenshot of a Zoom meeting. The main window displays a screen share of a Stack Overflow question titled "Authentication to SqlServer via SSMS from remote dev box on VPN no longer working". The question is asked by John Wright, who has 1,065 reputation and 15 gold medals. The question body describes a problem with connecting to SQL Server via SSMS over a VPN, mentioning "Windows Authentication" and "Active Directory - Password" options. A yellow highlighted section shows an error message: "A connection was successfully established with the server, but then an error occurred during the login process. (provider: SSL Provider, error: 0 - The certificate chain was issued by an authority that is not trusted.) (.Net SqlClient Data Provider)". The question has 0 answers and 0 comments. A sidebar on the right, titled "design-critique", contains design tool settings for Position, Size, Transform, Fills, Borders, Shadows, Inner Shadows, and Gaussian Blur. At the bottom of the screen, a row of video thumbnails shows the participants in the meeting. The Zoom interface includes a top bar with various icons and a bottom bar with a search filter.

 **TedGoas** requested review from **aaronshekey** and **hellohynes** 13 days ago

Add more commits by pushing to the **blankslates-v2** branch on **StackExchange/Stacks**.



-  **Review requested** [Show all reviewers](#)
Review has been requested on this pull request. It is not required to merge. [Learn more.](#)
-  **All checks have passed** [Hide all checks](#)
1 successful check
-   **deploy/netlify** — Deploy preview ready! [Details](#)
-  **This branch has conflicts that must be resolved** [Resolve conflicts](#)
Use the [web editor](#) or the [command line](#) to resolve conflicts.

Conflicting files

docs/assets/css/stacks_documentation_min.css

 **Courtney Cotten** 🤖 10:20 AM
I am so spoiled by Netlify previews now. I hate reviewing things locally.

Small Email Explorations

Stacks Email Homepage

Stacks Email Homepage

Share

Page 11 of 1

Rectangle

Ice cream pastry marshmallo...

Promotional

Rectangle

Ice cream pastry marshmallo...

Complex Transaction

Screen Shot 2018-07-05 at 1...

We've answered a few comm...

FAQ

Most of our emails are opene...

Email client and device type ...

Emails don't need to look the...

See how we put the pieces to...

Patterns

Rectangle

Rectangle

Use components as building ...

Components

Best Practices

Have Questions About Email?

Refer to Stacks for guideline...

Knowledge and Resources

Customizing Email

We've provided some tools f...

Rectangle

Rectangle

Rectangle

Ice cream pastry marshmallo...

Simple Transaction

Templates

A few starting points for crea...

How to create consistently-d...

Rectangle

Rectangle

Rectangle

Email at Stack Overflow

body frame

sidebar

Templates

A few starting points for creating new emails.

Courtney

Complex Transaction

Ice cream pastry marshmallow pie cake dessert topping. Danish apple pie croissant wafer chocolate bar. Learn more

Promotional

Ice cream pastry marshmallow pie cake dessert topping. Danish apple pie croissant wafer chocolate bar. Learn more

Customizing Email

We've provided some tools for you to create more custom emails.

Components

Use components as building blocks as you design and build new emails.

Patterns

See how we put the pieces together to create meaningful email experiences.

Knowledge and Resources

Best Practices

Emails don't need to look the same in every email client, but there are some some things to keep in mind when working on emails.

[View Best Practices](#)

FAQ

We've answered a few common questions, like:

- [Why do we have to write CSS inline?](#)
- [How should images be prepared??](#)
- [What email service providers do we use and how do they work?](#)

[View all FAQs](#)

Device type breakdown

Device Type	Percentage
Gmail	67.7%
Mac	13.6%
iPad	5.1%
iPhone	3.5%
Other	7.6%
Android	1.0%
Windows	1.0%

Email client and device type breakdown

Most of our emails are opened in Gmail. But iOS Mail and Yahoo are also popular.

DESIGN

PROTOTYPE

CODE

BACKGROUND

#BDBDBD100%

☒ Show in exports

PIXEL PREVIEW

☐ Pixel Preview1x

☒ Pixel Grid

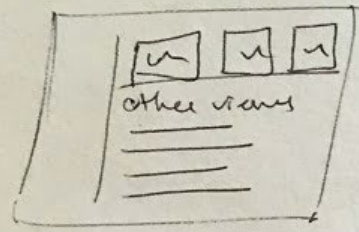
LOCAL STYLES

To create a style, select a layer and click on the style icon in the inspector panel.

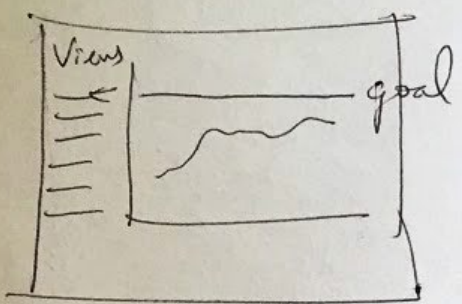
EXPORT

Click + to add an export setting

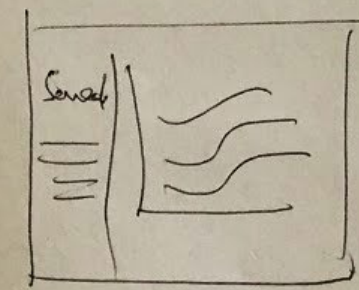
?



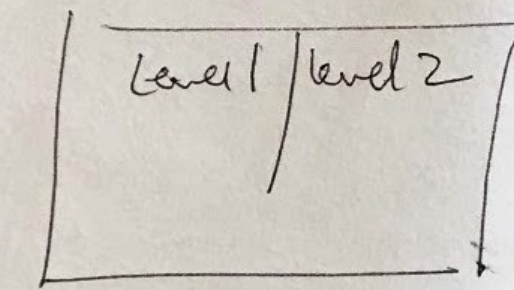
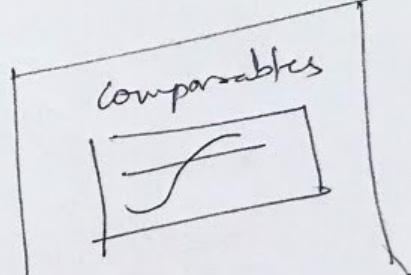
- 3 main numbers
 - total rep.
 - total active
 - Q: A ratio?
- And then other views



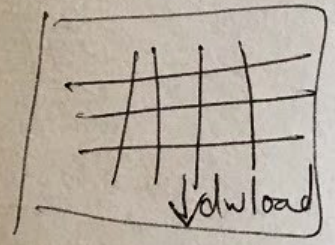
- Set goals
- Sticky left panel
- Responsive



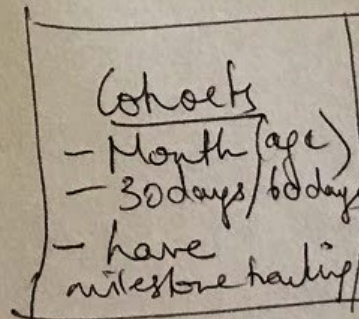
- Saved views
- Favorites?
- Overlay meters (similar timeframe)



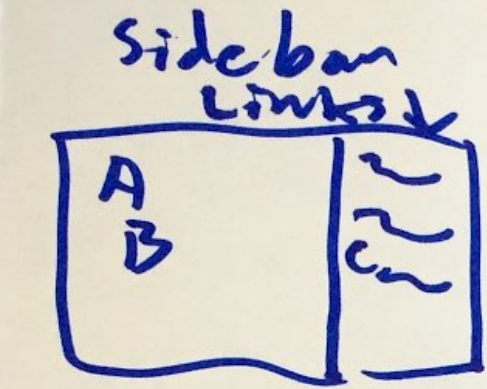
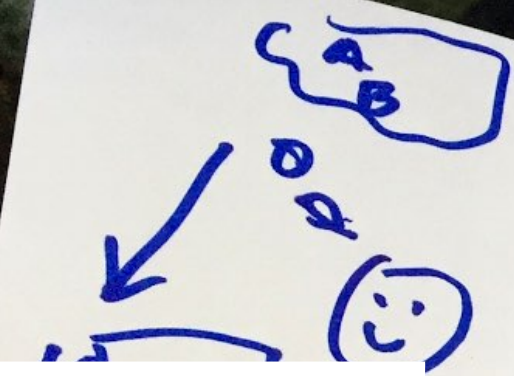
- Allow to milestones



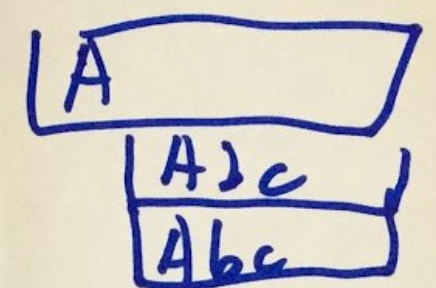
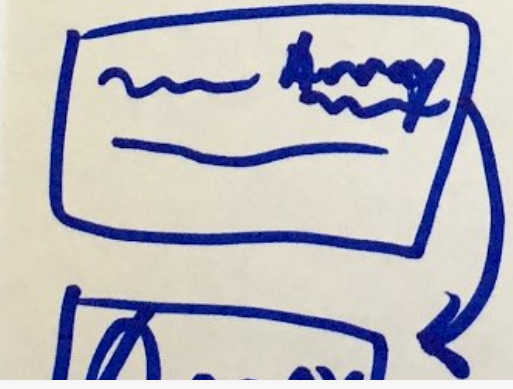
- Allow for excel download



- D.O. It

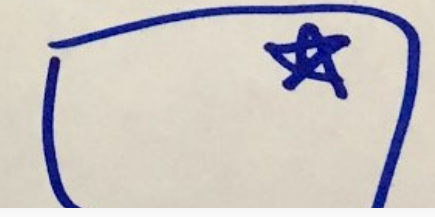


Auto links



Search dropdown

Favorite Bookmarks



Tag grouping



Sort by most linked

HTML

attributes

Tags

PHP

Related

Linked

Query

Tag Name

Beginner Comfortable Expert

Getting Started Common Gotchas Popular/Nov

Language

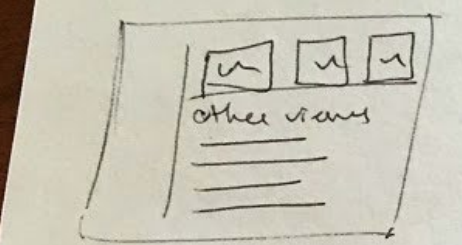
Classes Functions Methods

Topic Example keywords Q

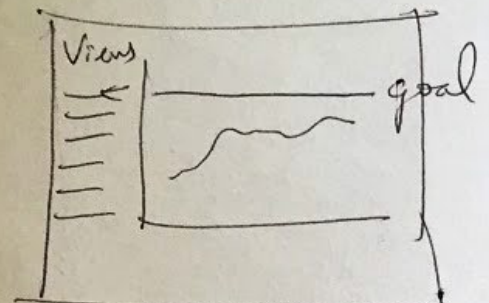
RELATED SIDEBAR

BIG ASS SEARCH ON TOP RIGHT

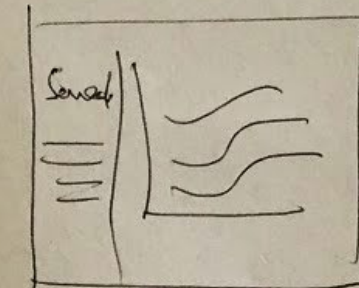
MAKE OPBAR SEARCH CONTEXTUAL



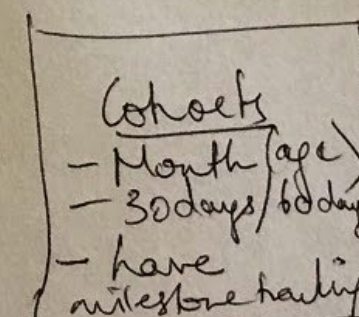
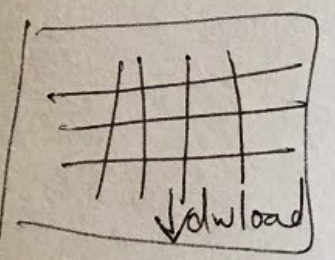
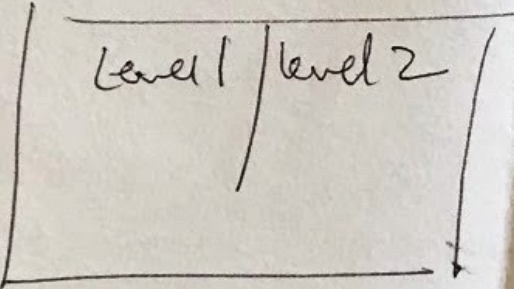
- 3 main numbers
 - total rep.
 - total active
 - Q: A ratio?
- And then other views



- Set goals
- Sticky left panel
- Responsive

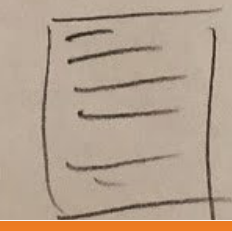
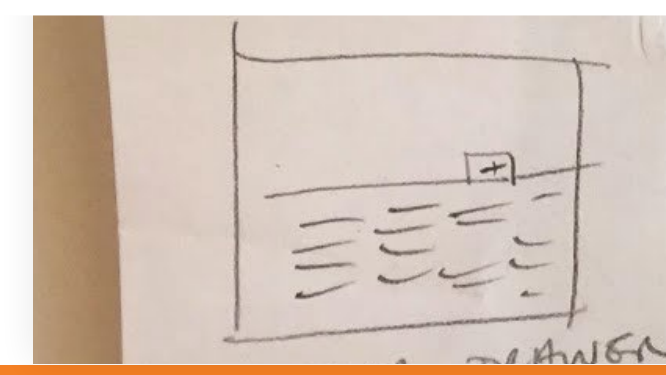


- Saved views
- Favorites?
- Overlay meters (similar timeframe)

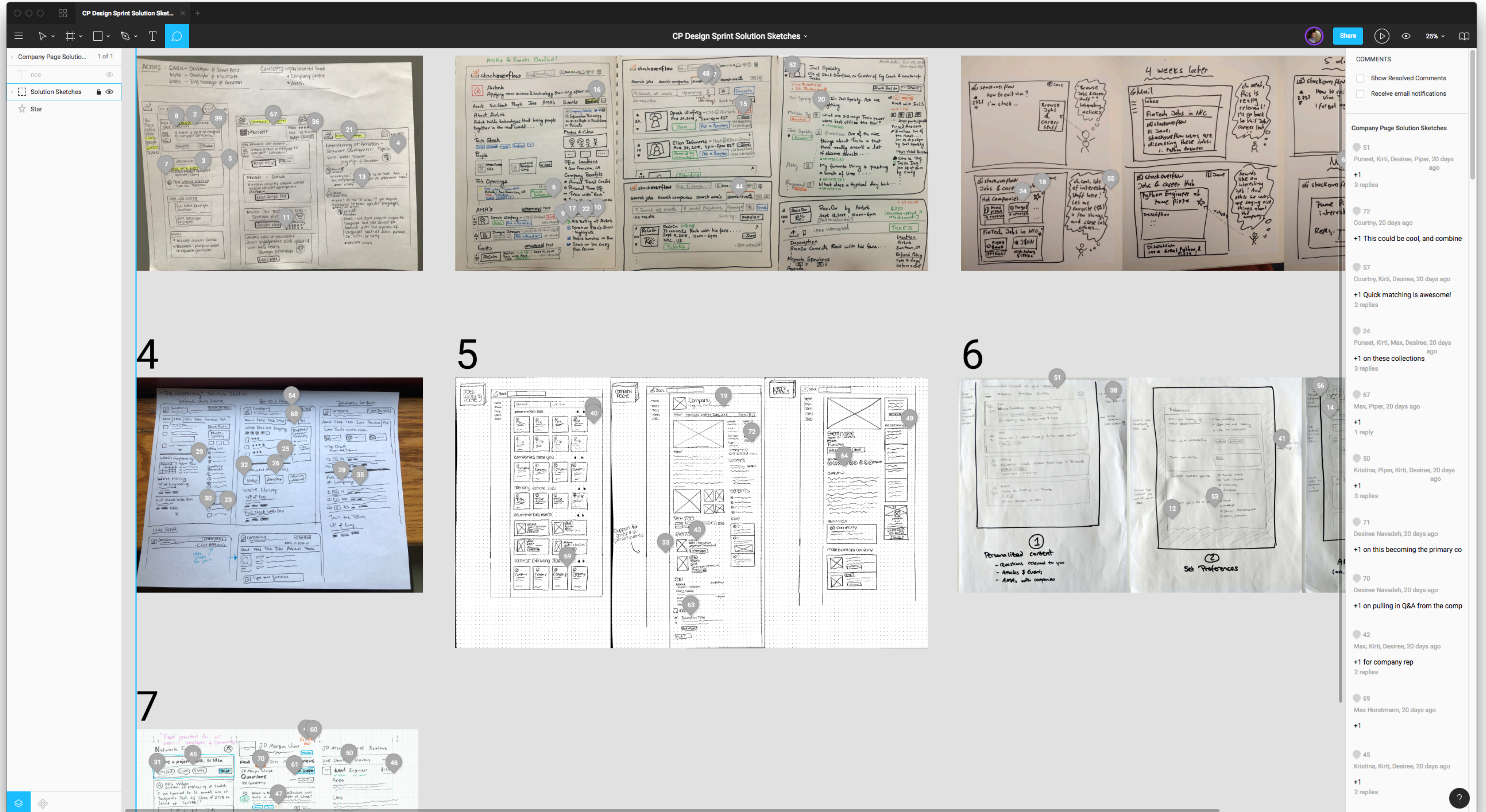


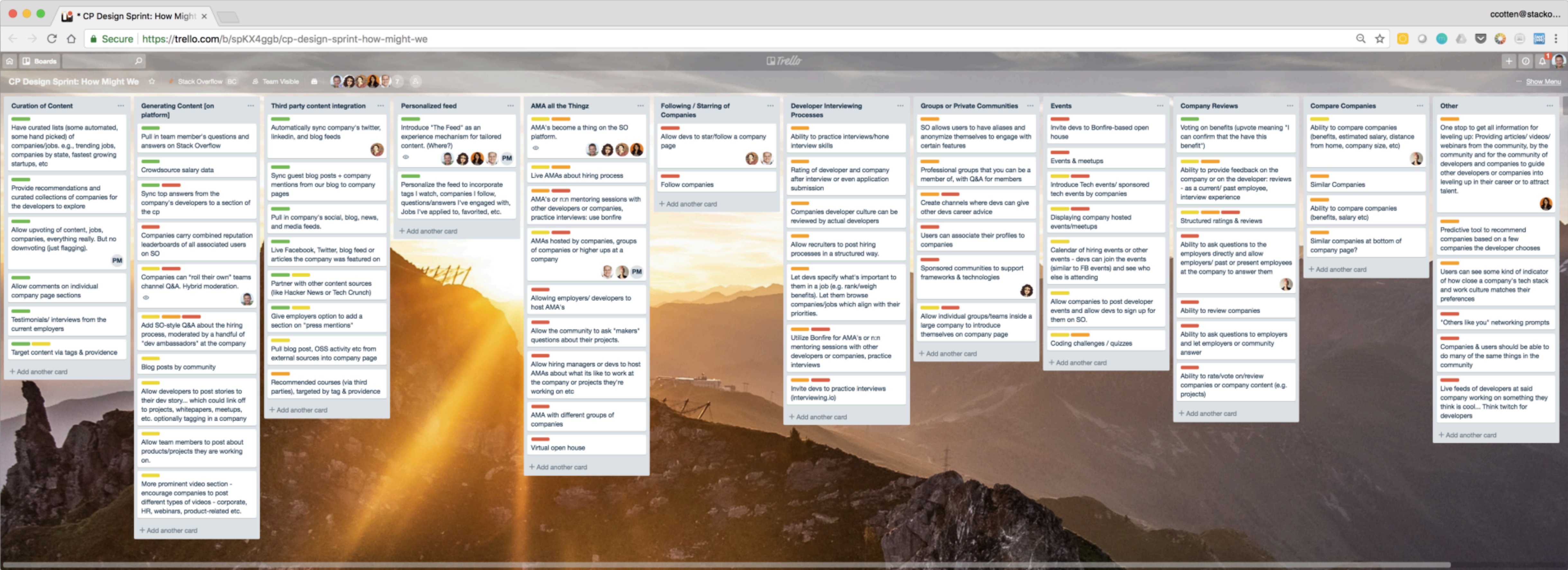
Pilot vs Full on

- Different



REVISED TOPIC LIST w/ COLLAPSABLE DETAILS





meet.google.com/yin-dtun-wnf

Save it for Later Scope It Mail Calendar Bonfire Slack Danger Zone Trello Manuscript Drive InVision Core Stacks New Stacks Old Stacks

StackExchange / Stacks

Code Issues 24 Pull requests 6 Projects 1 Releases More

Empty States (Blank Slates v2) #130

Open TedGoas wants to merge 4 commits into develop from blankslates-v2

Conversation 0 Commits 4 Checks 0 Files changed 12

all commits Jump to... +171 -9

docs/_data/nav.yml

@@ -1,7 +1,7 @@

1 # URLs below should be exactly the same as real paths. Just follow examples...

2 - title: Product

3 url: product/guidelines/using-stacks/

4 - sublinks:

5 - title: Guidelines

6 subsublinks:

7 - title: Using Stacks

66 url: product/components/cards

67 - title: Checkbox

68 url: product/components/checkbox

69 - title: Inputs

70 url: product/components/inputs

71 - title: Labels

docs/assets/css/stacks-documentation.css

@@ -669,6 +669,22 @@ a.s-badge__important:hover {

669 background-color: #9c1724;

670 color: #FFF;

671 }

672 + .s-empty-state {

673 + color: #6a737c;

674 + text-align: center;

675 + margin-left: auto;

676 + margin-right: auto;

677 + }

678 + .s-empty-state p {

679 + font-size: 1rem;

680 + margin-bottom: 12px;

681 + }

682 + .s-empty-state p strong {

683 + color: #0c000e;

684 + }

Diff settings No Whitespace Review changes 1

Submit your 1 pending comment

Looks good, couple of minor things to address!

Comment Request changes Approve

deanward81 Member Pending

Can we re-think the naming here?

Reply...

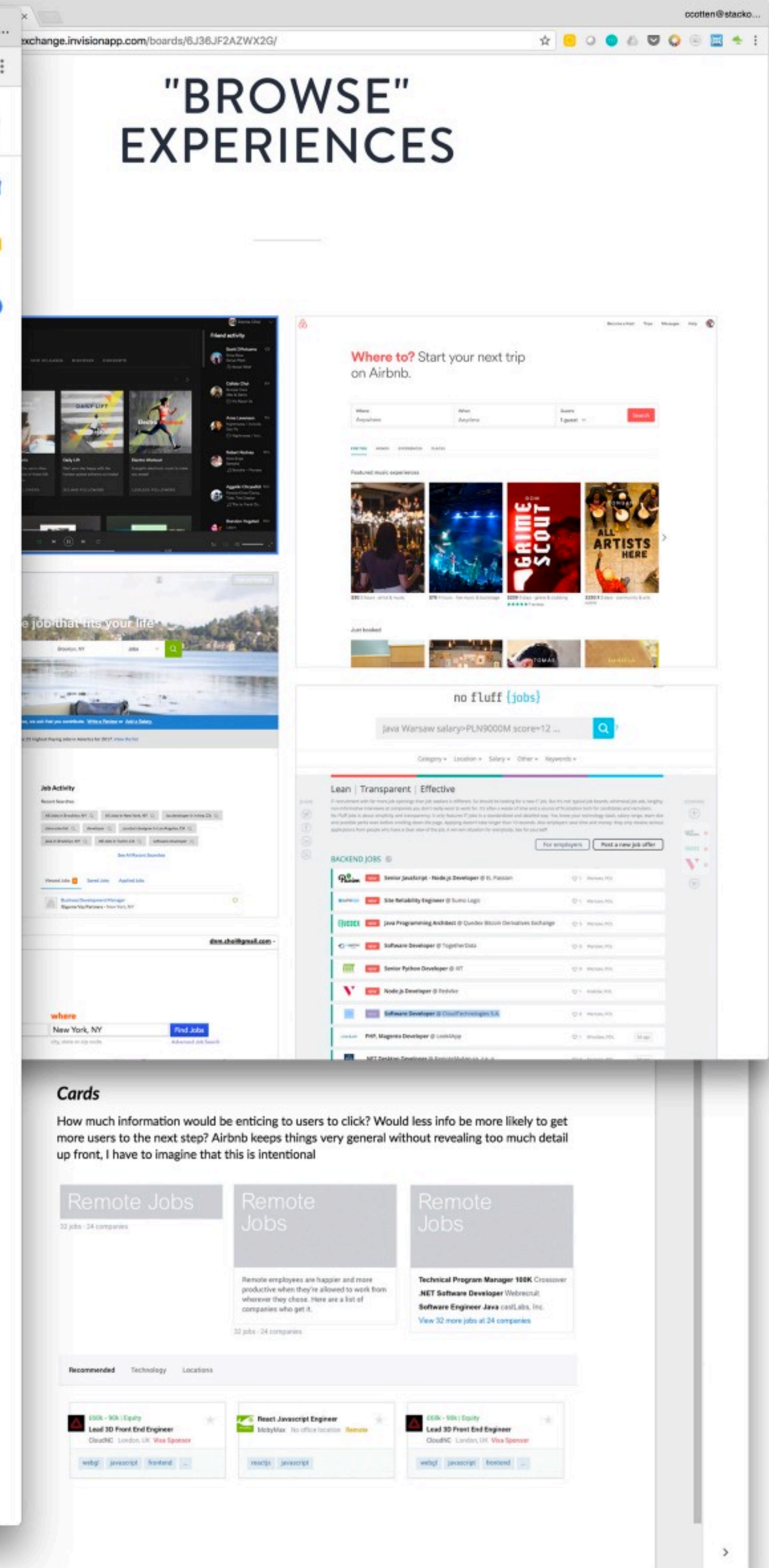
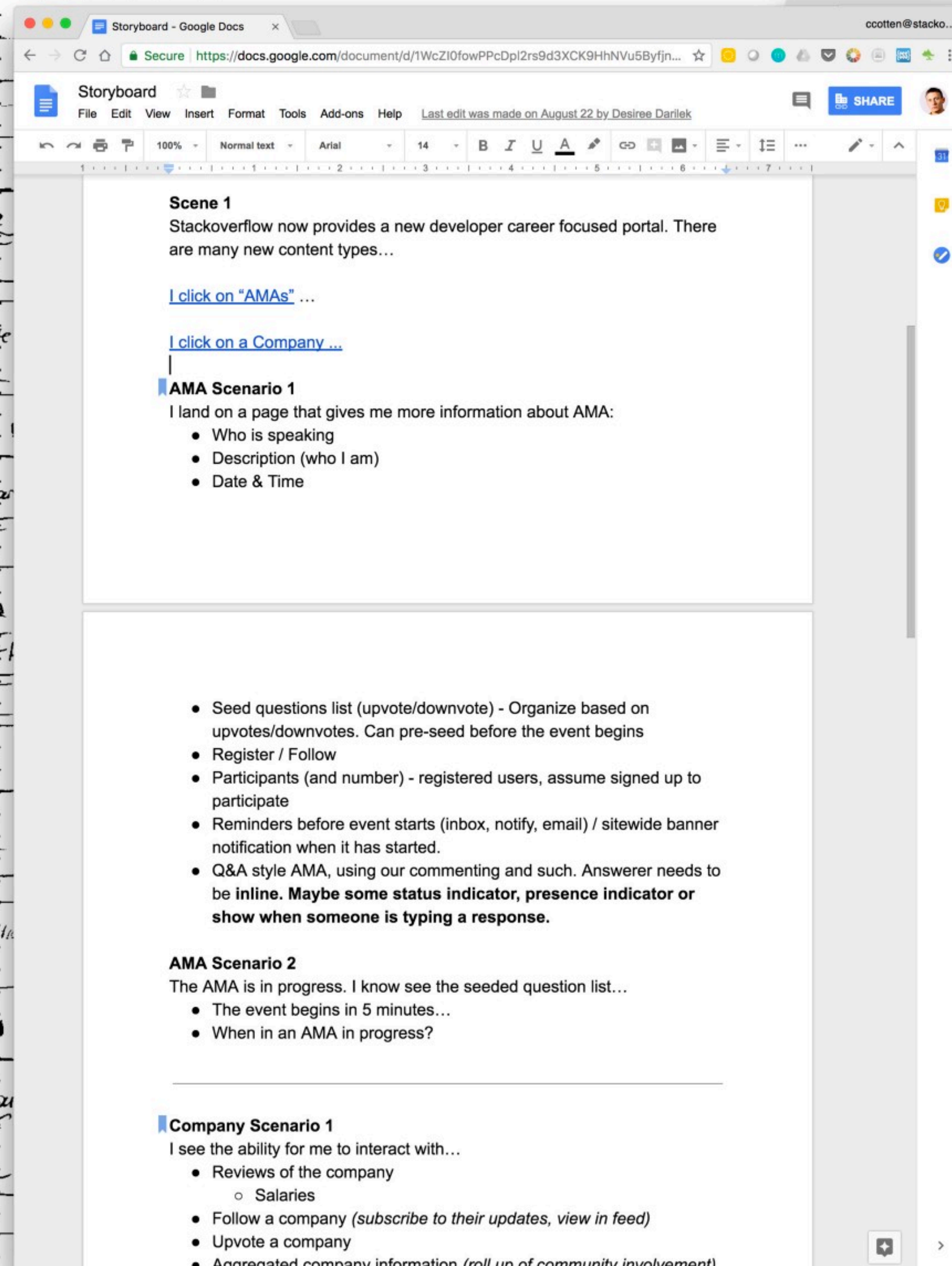
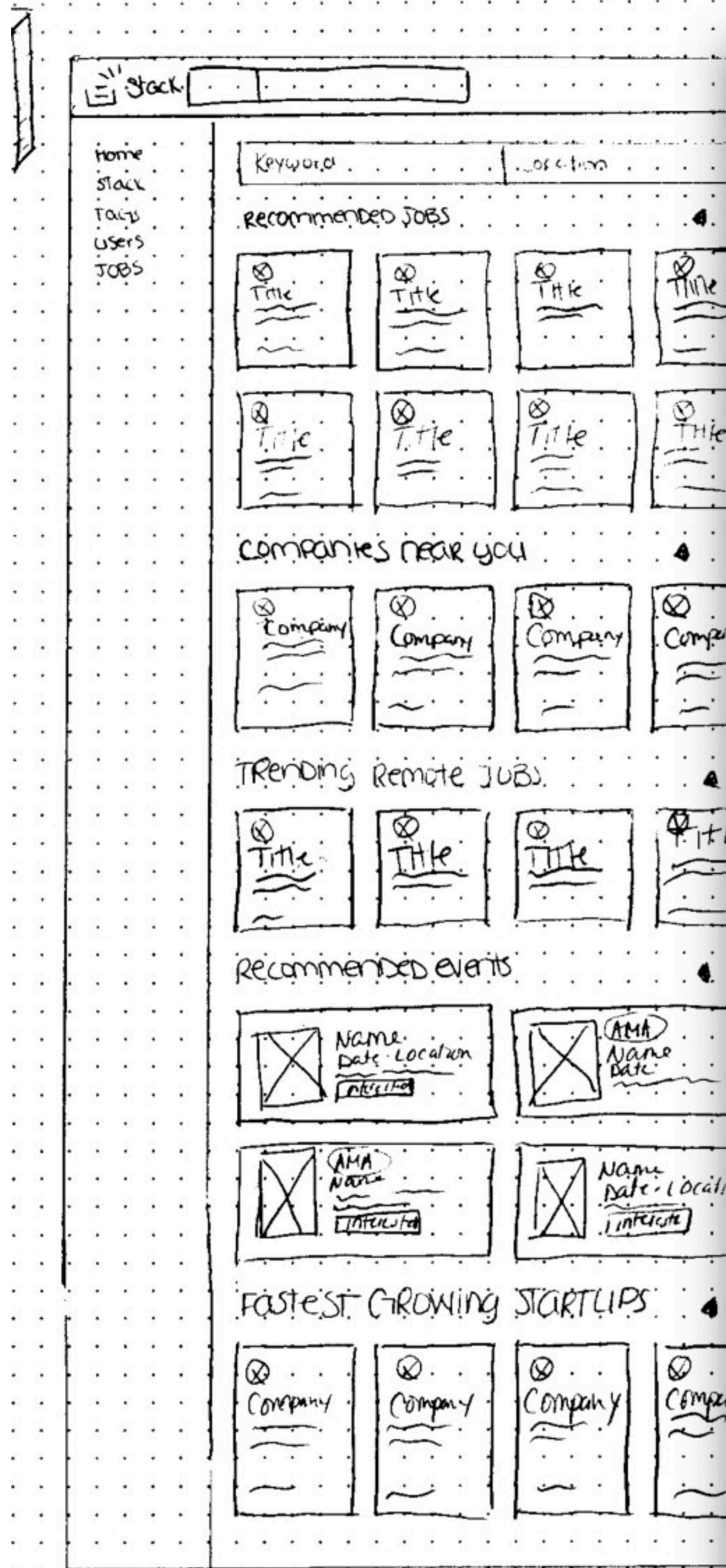
Start a new conversation Finish your review

Remote Code Reviews

Dean Ward is presenting

stackoverflow

@TedGoas

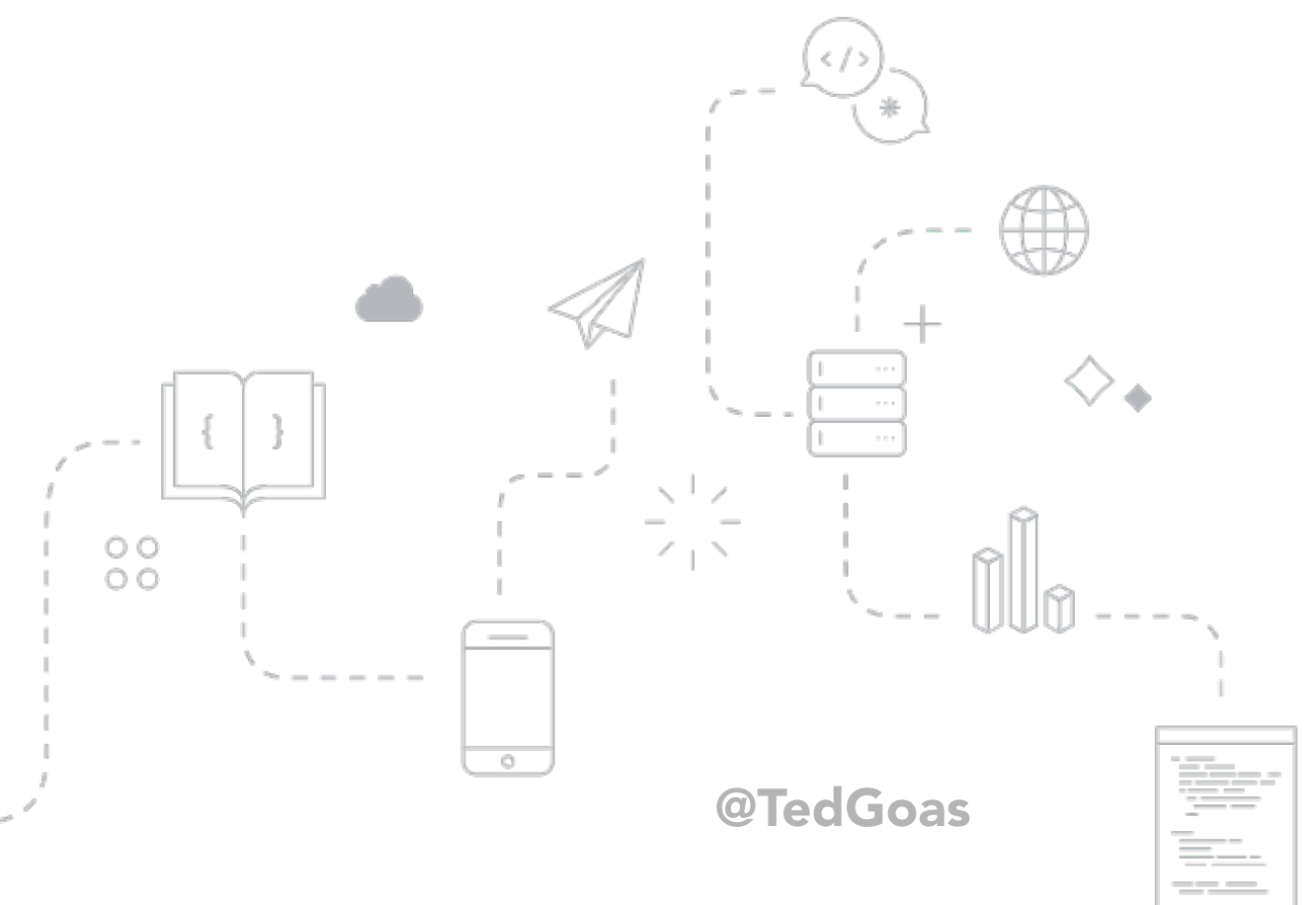


Slack is down.

My headset is aching up.

My internet is laggy.

Can you see my screen?



 **Luboń, Poland**



Remote-Friendly vs. Remote-First

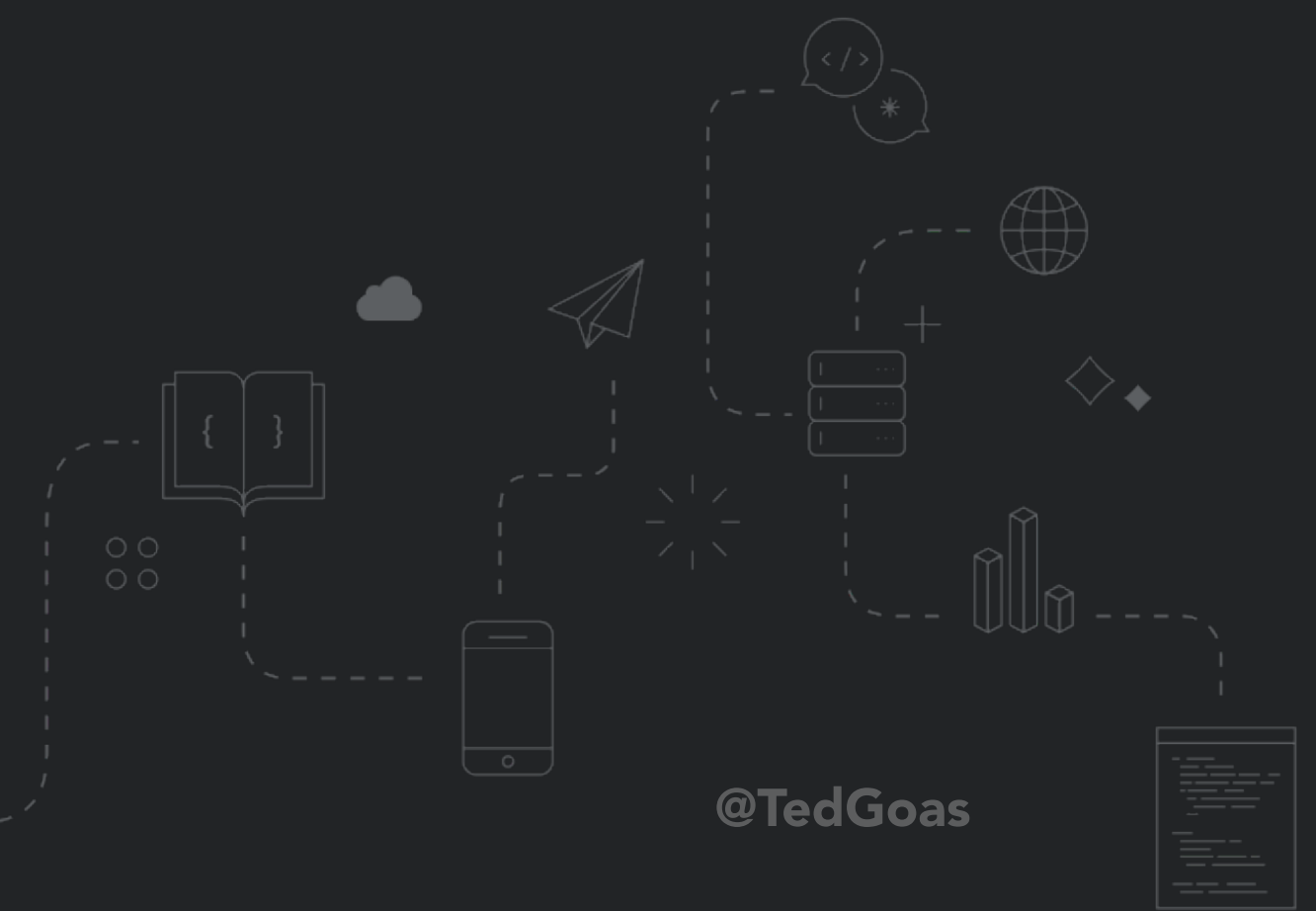
Communicating Remotely

Meetings, Critiques, & Sprints

User Research

Loneliness

Work / Life Separation





Photos from UX Collective

<https://uxdesign.cc/asking-the-right-questions-on-user-research-interviews-and-testing-427261742a67>



Research Scripts: Enterprise Self-Service Theming and Metrics

Ted Goas, Vasudha Swaminathan

OBJECTIVE + BACKGROUND

- **Theming:** Understand how clients feel about their current theme, what (if anything they'd change), and how they'd change it.
- **Metrics:** Understand how clients currently view and interpret their Enterprise usage data, what data they find most useful, and how they send data to us.

DISCUSSION GUIDE (60 min)

Intro (10 min)

- Thanks for taking time to talk to us today! Introduce ourselves if we need to.
- You might see that I have a couple of other people in the call - they're also working on this project and are interested in what you have to say. They might hop in with a question, but you'll mostly be talking to me.
- I'm going to be asking questions about how you manage your Stack Overflow for Enterprise instance, and then show you some prototypes.
- A couple of things to remember: I'm not testing you, or quizzing you, or anything like that. There are no right or wrong answers.
- Also - it's my job to gather feedback, so don't worry about hurting my feelings about anything you have to say. I'd like you to be as honest as possible.
- Going to be recording the session - only used by me and never externally. Is that alright?
- Let me know if you need a break at any point or if you'd like to stop the session.
- Any questions for me?
- (start recording)

Metrics (25 min)

Script below.

Self-Service Theming (20 min)

Script below.

Outro (5 min)

- Do you have any other feedback for us about anything we've talked about today?
- Do you have any questions for us?
- Thank you so much for your time!

[Master] Research Script - Enterprise Theming and Metrics

File Edit View Insert Format Tools Add-ons Help Last edit was 6 hours ago

Undo Redo Print Comment 100% Heading 2 Arial 16 Bold Italic Underline Link Image Bulleted List Numbered List Decrease Indent Increase Indent Find & Replace Spell Check

Outline

Research Scripts: Enterprise Sel...
OBJECTIVE + BACKGROUND
DISCUSSION GUIDE (60 min)
Intro (10 min)
Metrics (25 min)
Self-Service Theming (20 min)
Outro (5 min)
Client Name (date)
Metrics
Self-Service Theming

Metrics

Let me set the scene. You've successfully launched your Enterprise instance and things are running smoothly.

Question	Response
Open Ended Questions	
How do you currently gauge the health of your community? What metrics do you look at? What tools do you use? How do you visualize the data?	
What metrics do you look at during renewals?	
You periodically send website metrics to our customer success team. Walk me through how you do that.	
Wireframe	
Tell me what you see here. What information is presented?	
What's most useful?	
What's missing?	

Self-Service Theming

Your Enterprise instance is running smoothly and the look and feel is branded to your company. One day someone asks you if you have the ability to change the color of links.

Question	Response



Remote-Friendly vs. Remote-First

Communicating Remotely

Meetings, Critiques, & Sprints

User Research

Loneliness

Work / Life Separation

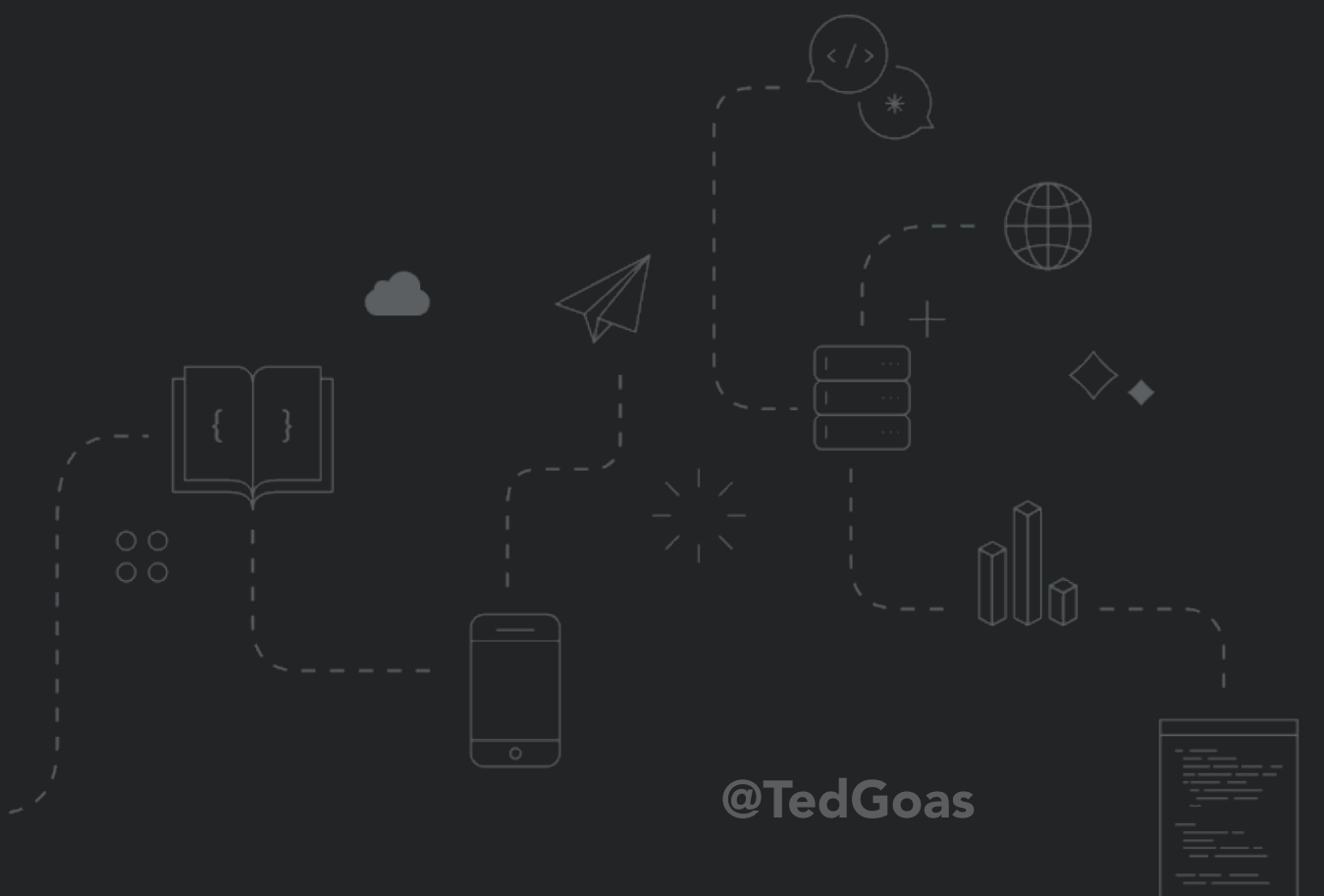
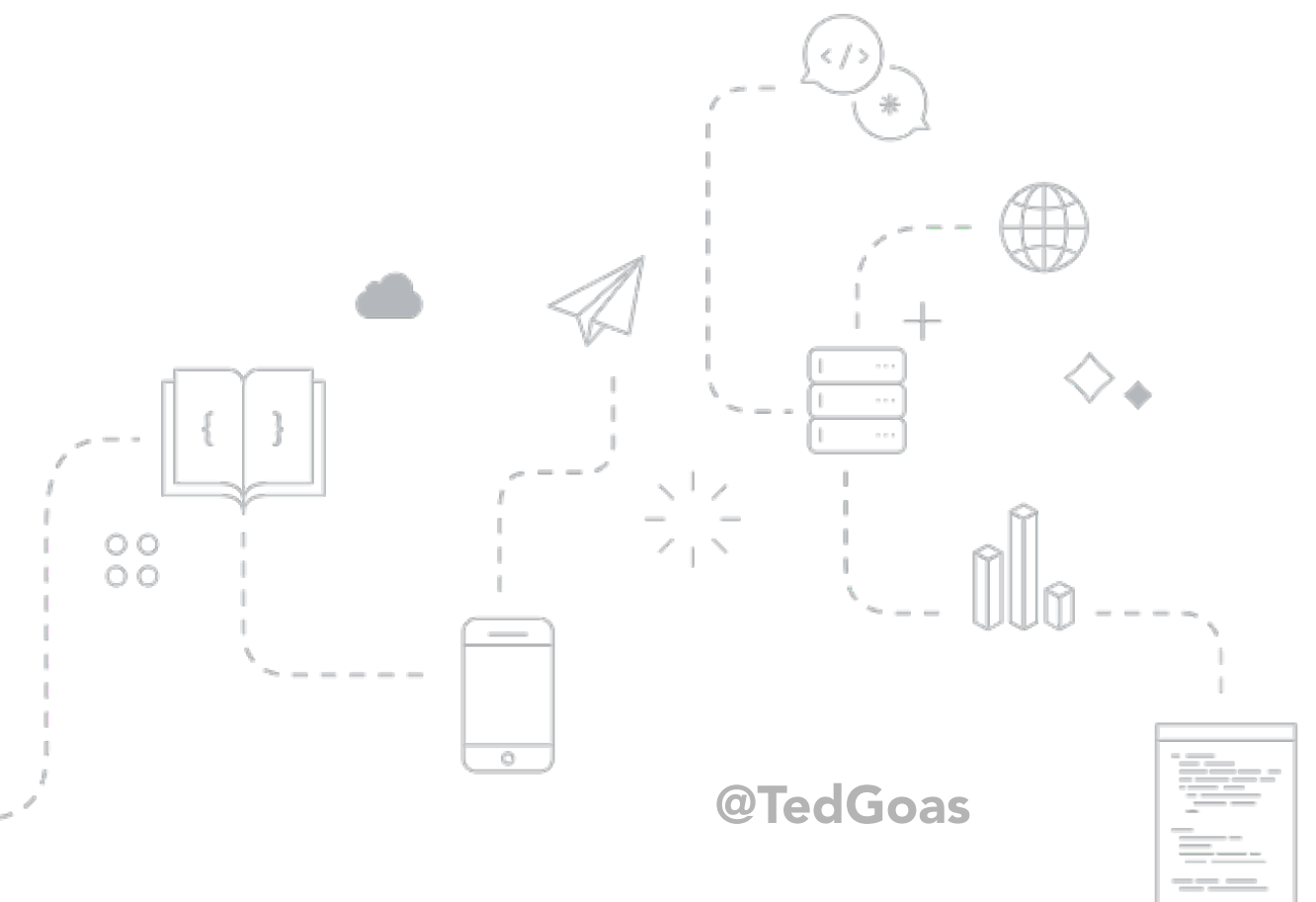


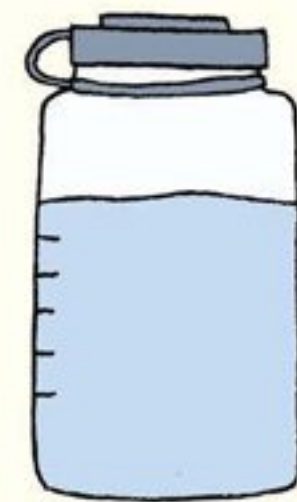


illustration from <https://www.and.co/anywhere-workers>

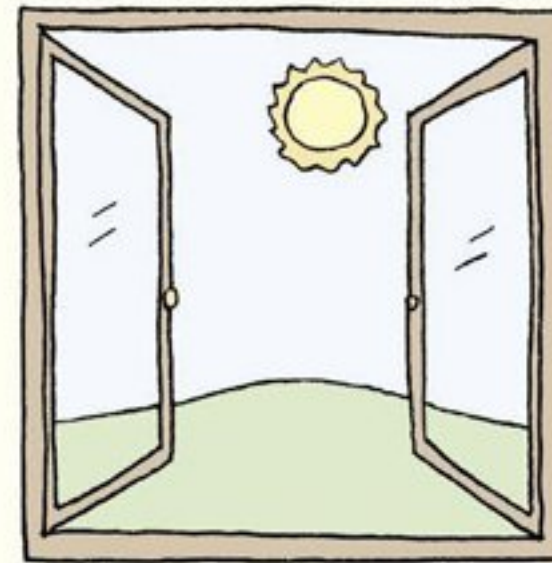


DON'T FORGET

DRINK WATER.



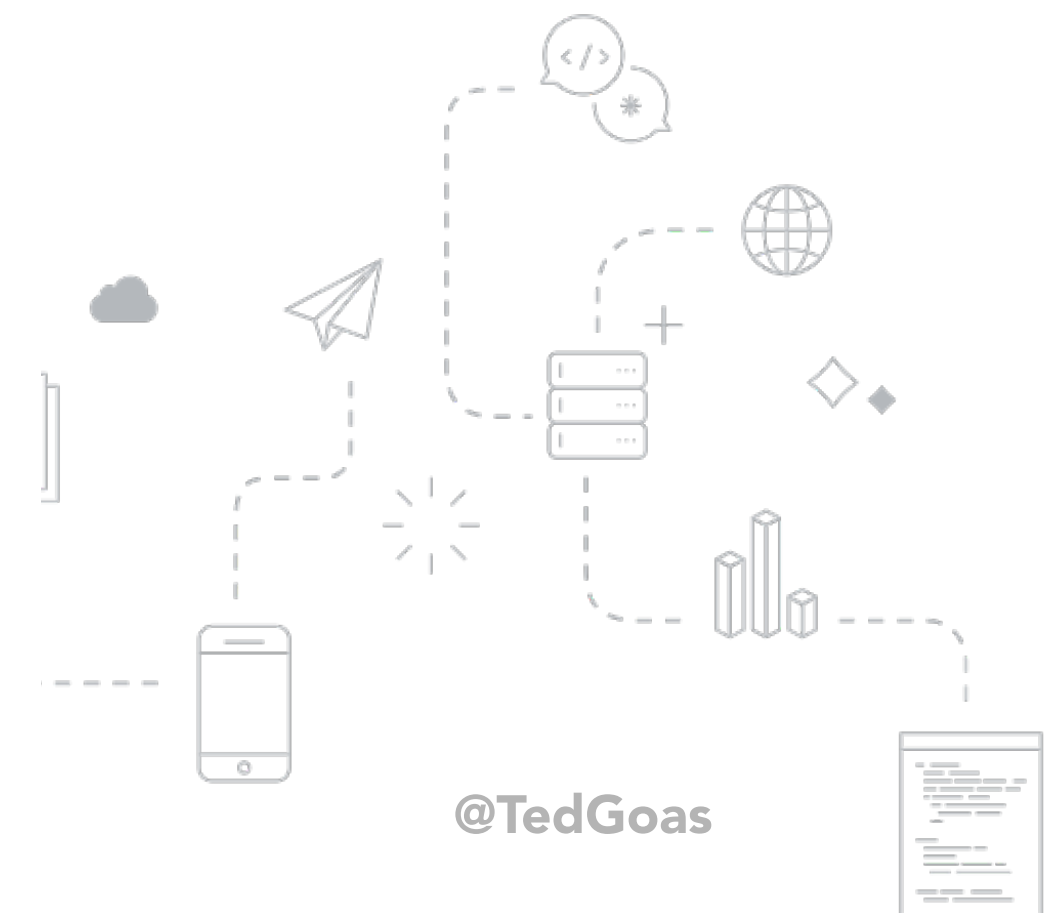
GET SUNLIGHT.

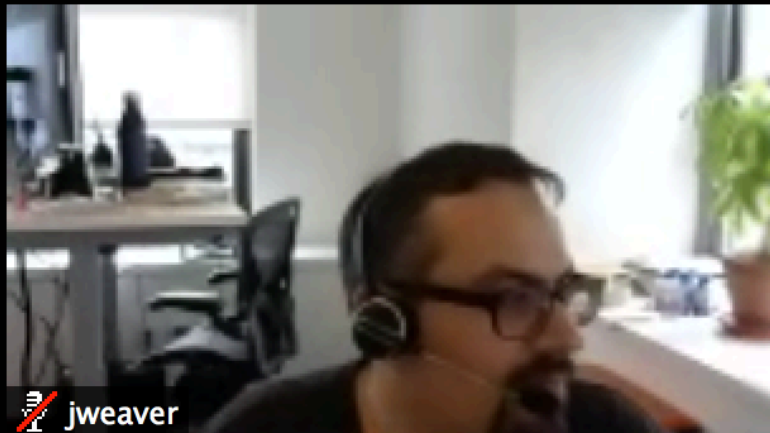

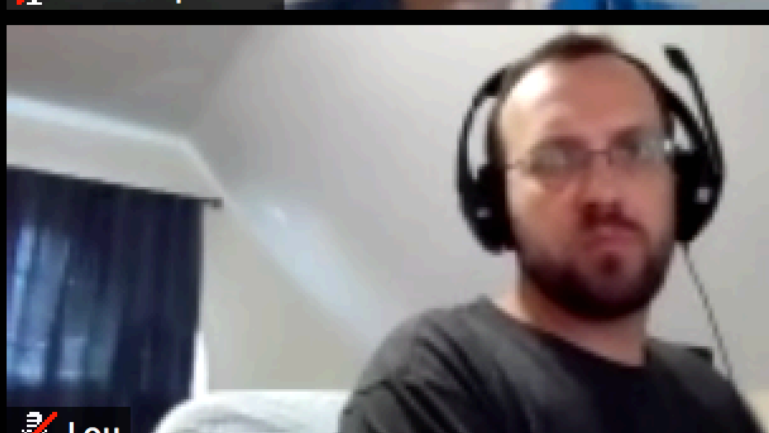


YOU'RE
BASICALLY A
HOUSE PLANT
WITH MORE
COMPLICATED
EMOTIONS.



poorlydrawnlines.com



 Yi Shan	 Ted Goas	 abby	 stewve	 Alyssa Tomback
 Catherine Kuck	 kmontrose	 jweaver	 Zoom 3	 ilanayitzhaki
 Ross	 Brian Nickel	 jeananstett	 Kirti	 Jinming Zhang
 doboyle	 Puneet Mulchandani	 Haney	 Bret Copeland	 Beth Devine
 Geoff Dalgas	 lwinchell	 Matt Sherman	 Lou	 sarachipps



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El esposo de Daniela 🦄
@g3rv4

Following



I couldn't make it to @StackOverflow's holiday party... so we got a lovely dinner with @d4tagirl instead. Have remote employees? look for ways to include them in your celebrations. It's a really powerful way to show you care <3



9:30 PM - 3 Jan 2018 from Montevideo, Uruguay






Group chat

Donna Choi joined group chat.

Piper Lawson joined group chat.


To list all available commands enter `/?`.



me

done!


10:35 AM



Ted Goas

done


10:35 AM



Courtney Cotten

done

10:35 AM




Joshua Hynes

done

10:36 AM


Aaron Shekey joined group chat.



Aaron Shekey

Slow start today 😊


10:38 AM



me

oh my god i hate burpees.....


10:42 AM



Aaron Shekey

It's a terrible word.


10:42 AM



Erica Lee

what are burpees...


10:42 AM



me

erica just hope that you never have to find out


10:42 AM



Erica Lee

X_X!


10:42 AM



Aaron Shekey

I'm eating cashews
My stupid headphones are
cramping my style.


10:44 AM



Courtney Cotten

holy crap my mobility is
horrendous

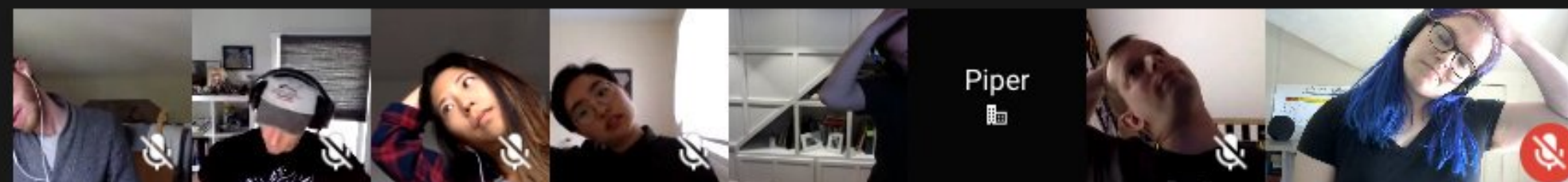
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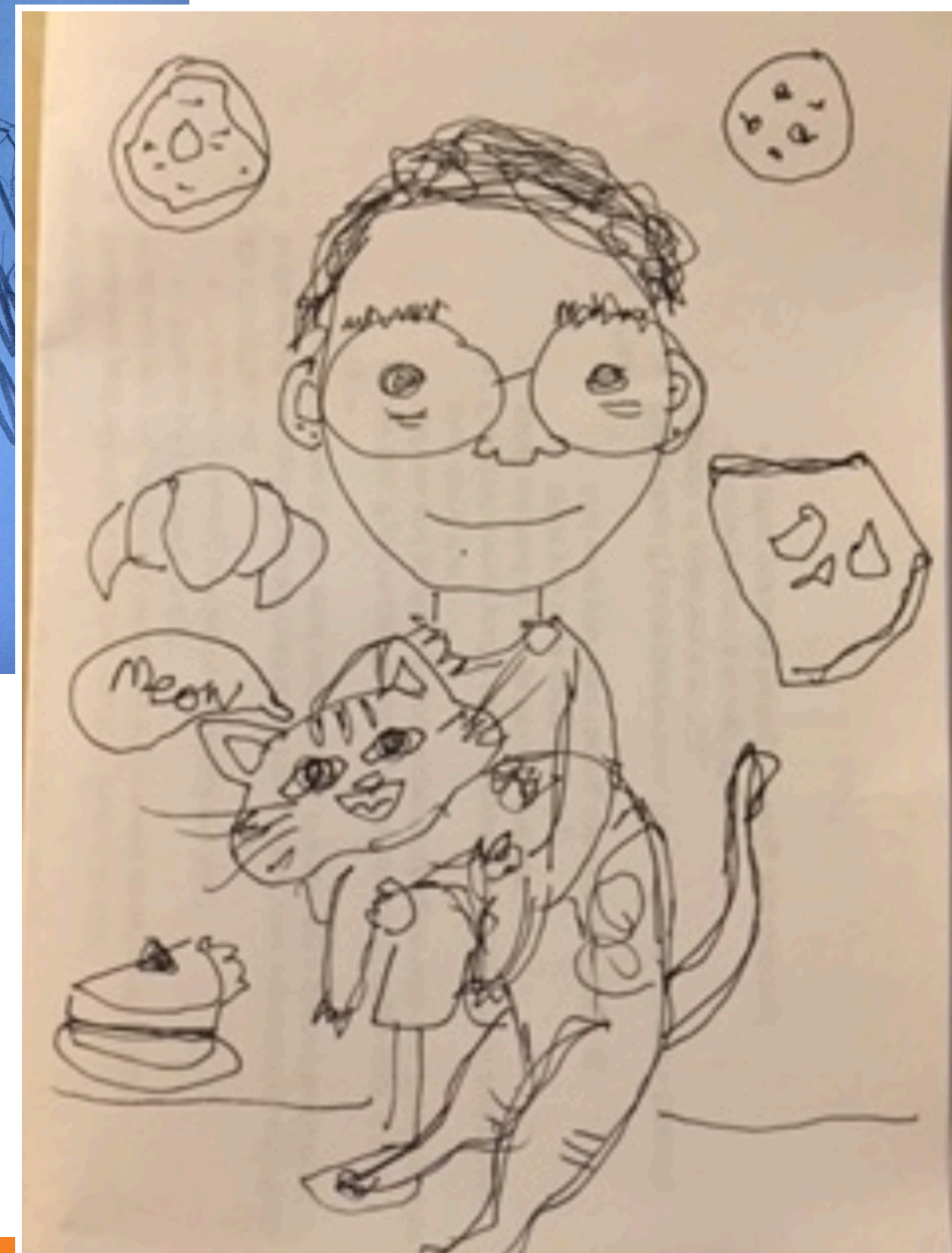
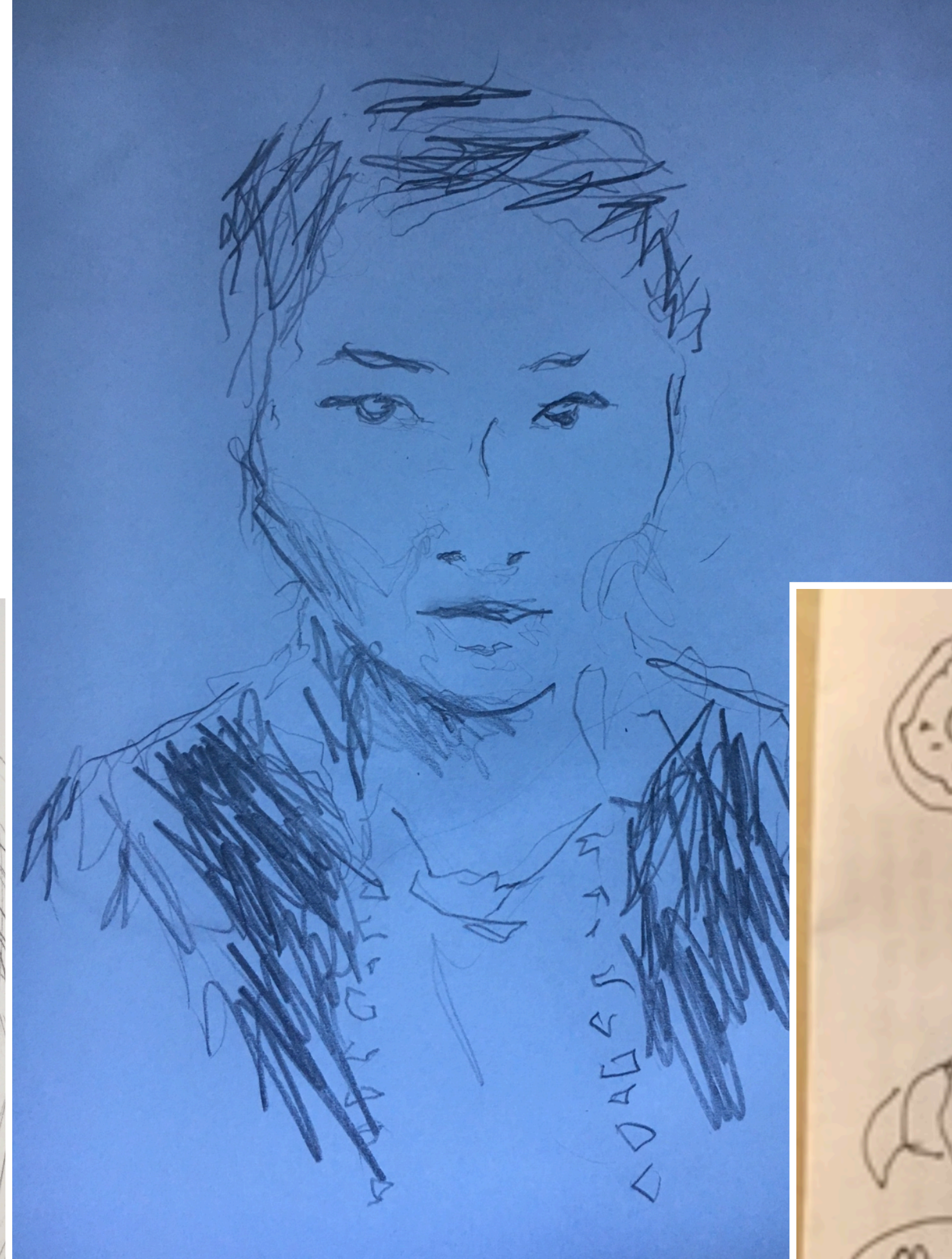
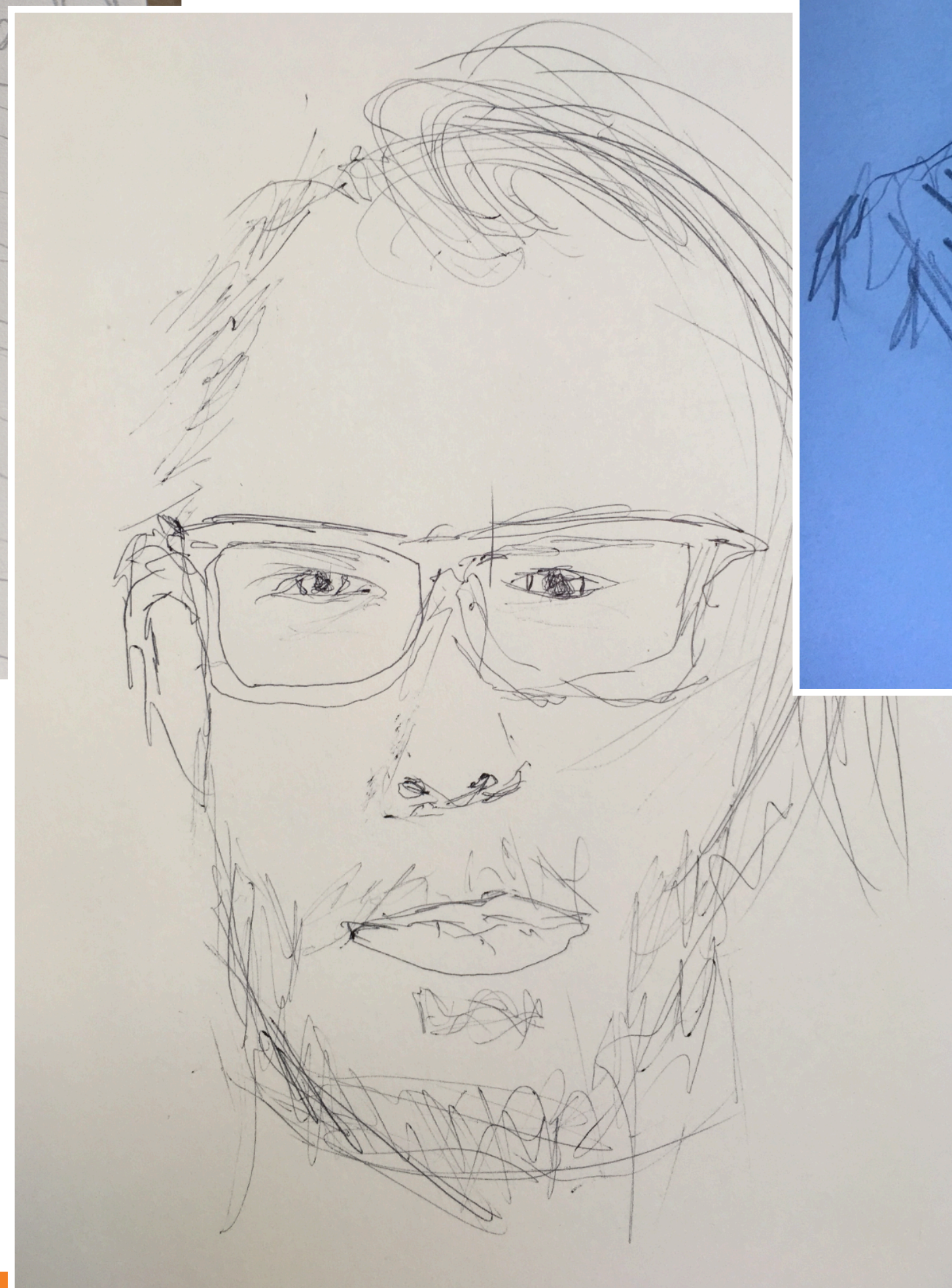
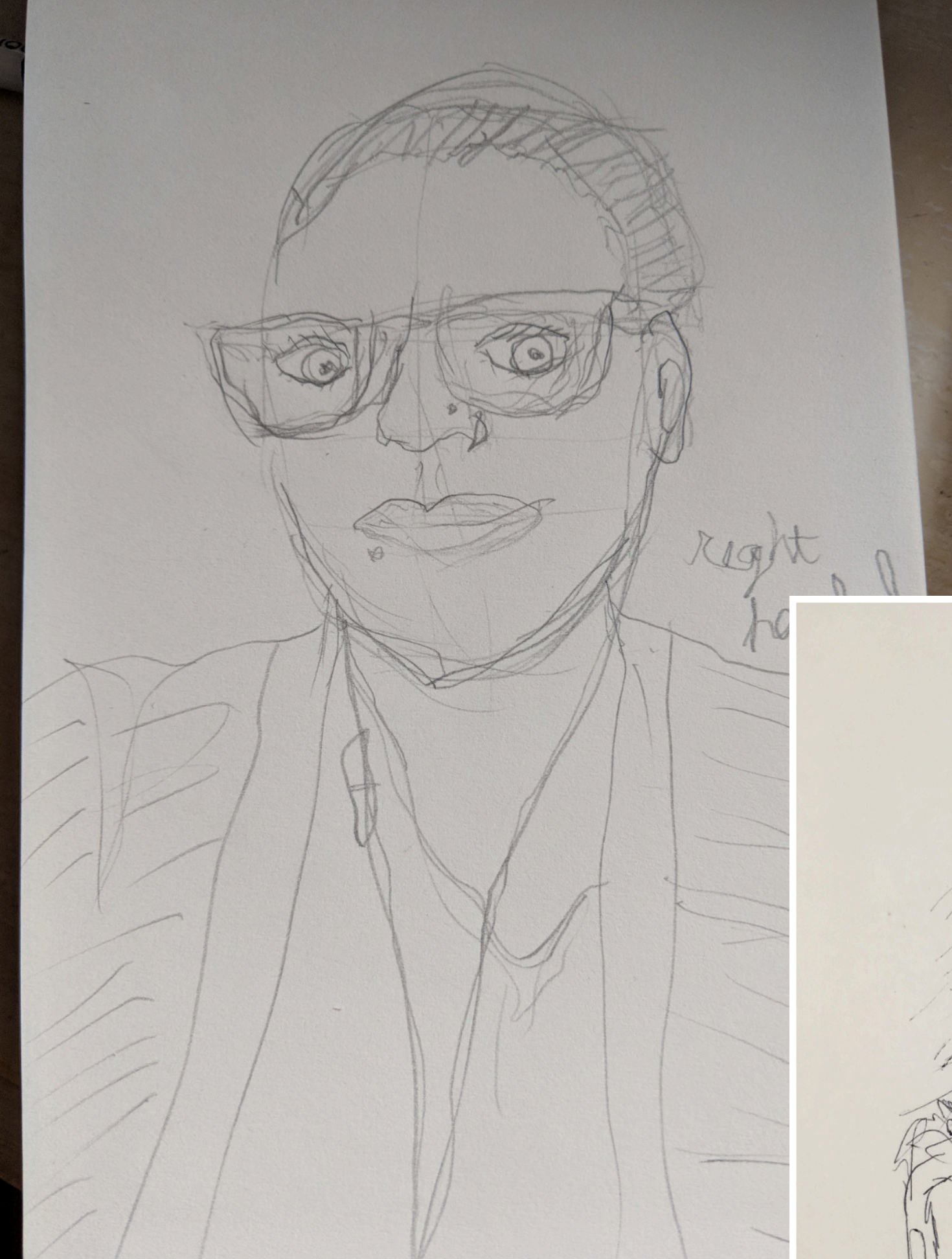


Aaron Shekey

Muscle freaks like us have
problems with flexibility.

10:49 AM





Remote-Friendly vs. Remote-First

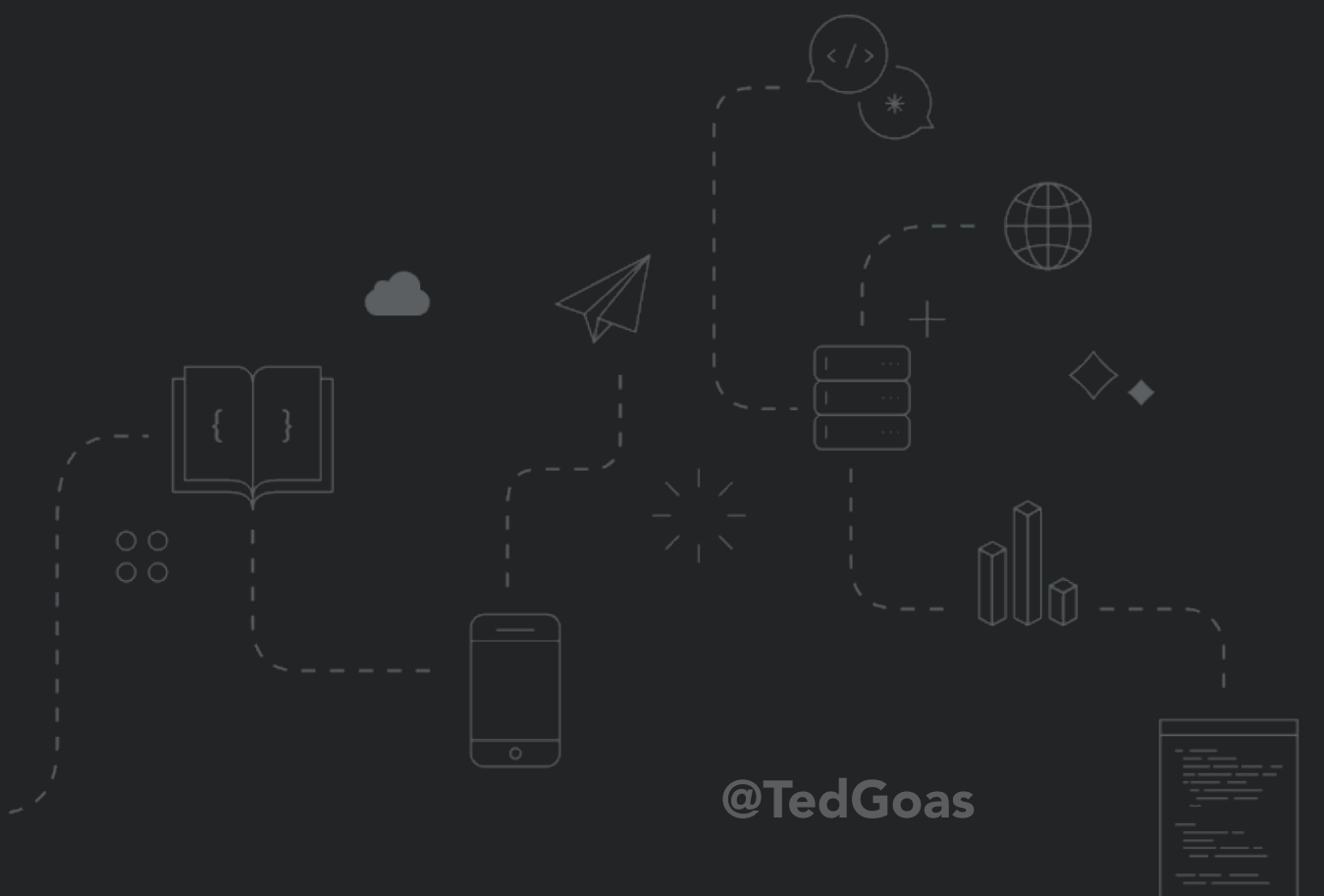
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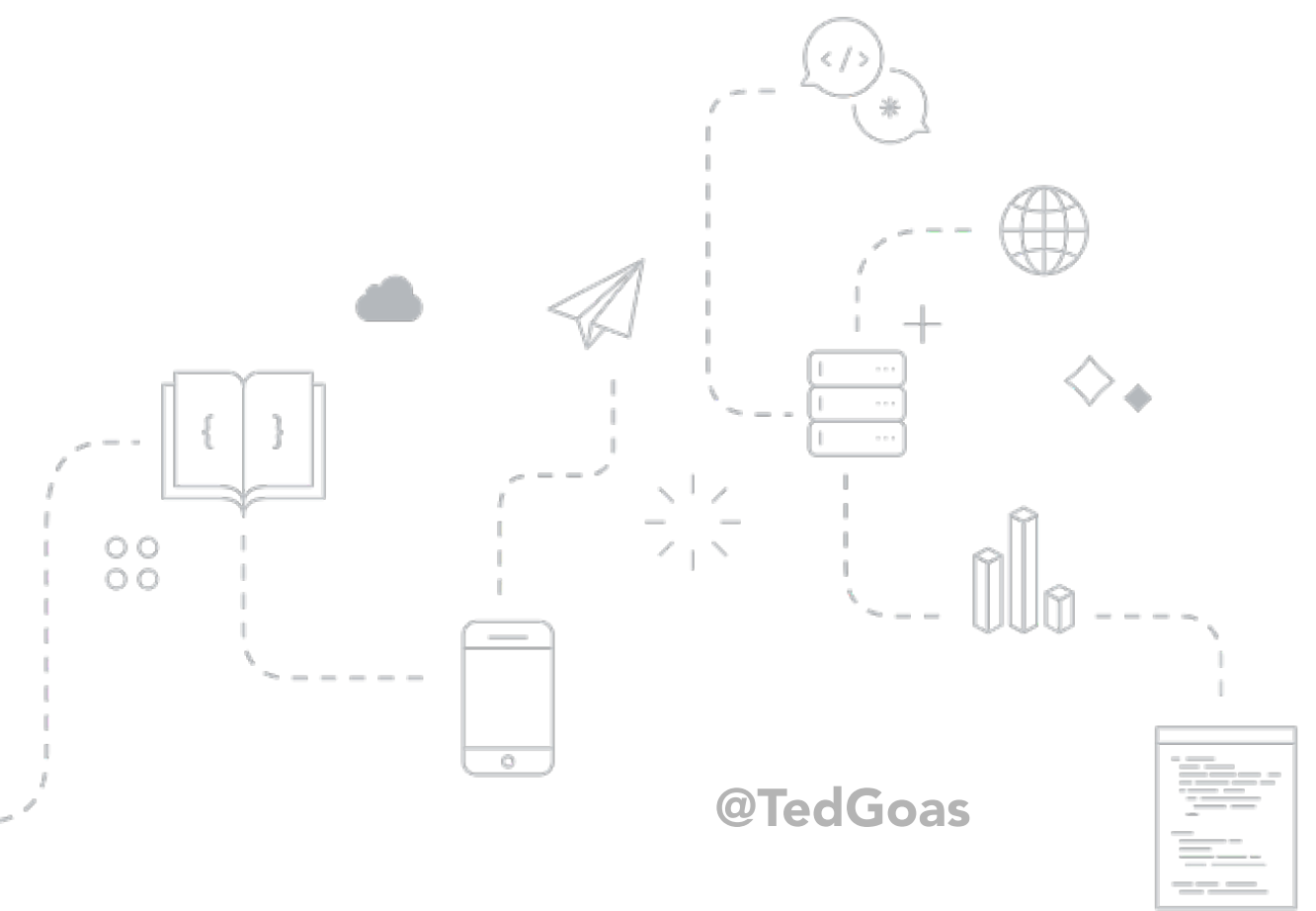
Paweł Ludwiczak 🧑🏻‍💻 11:49 PM

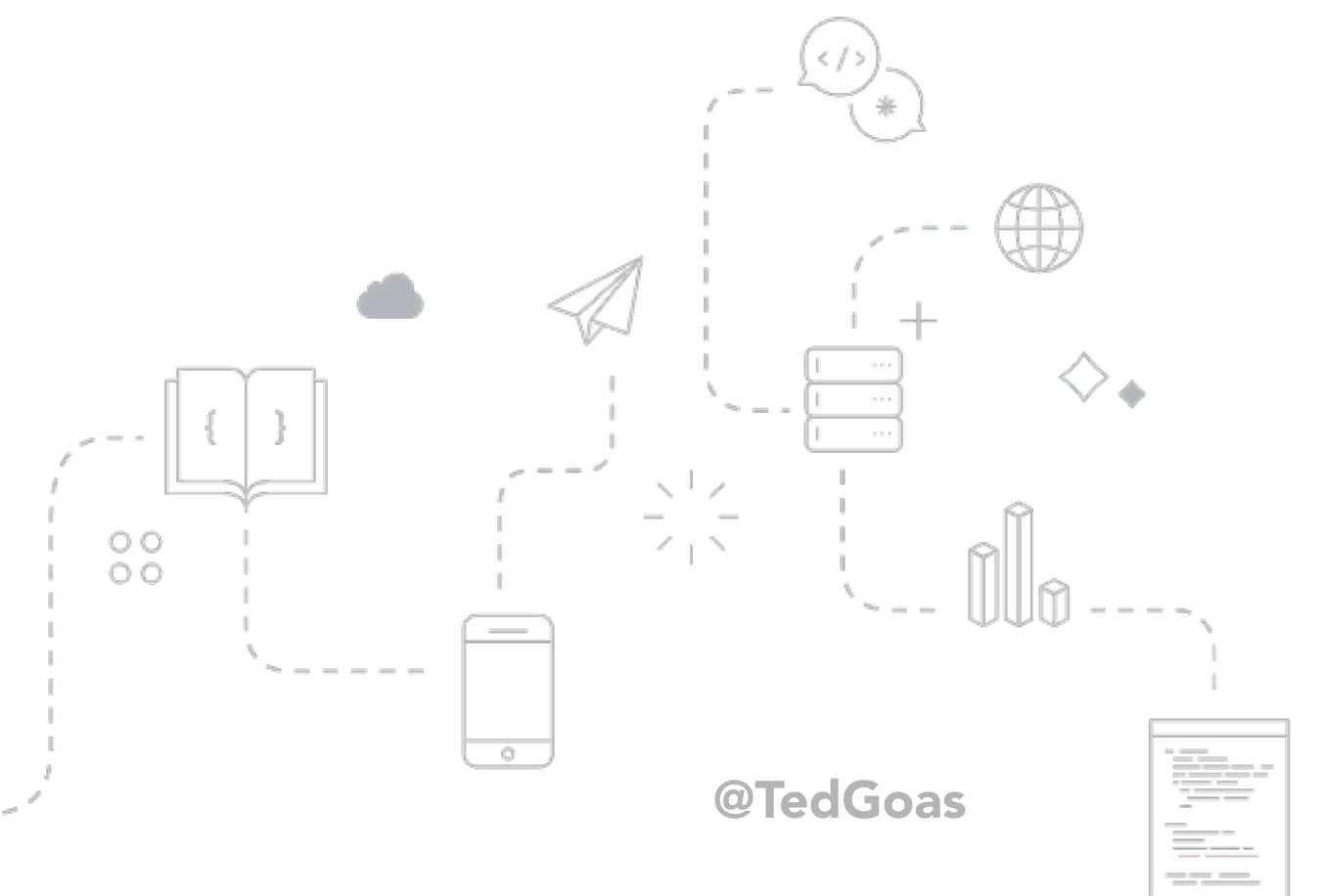
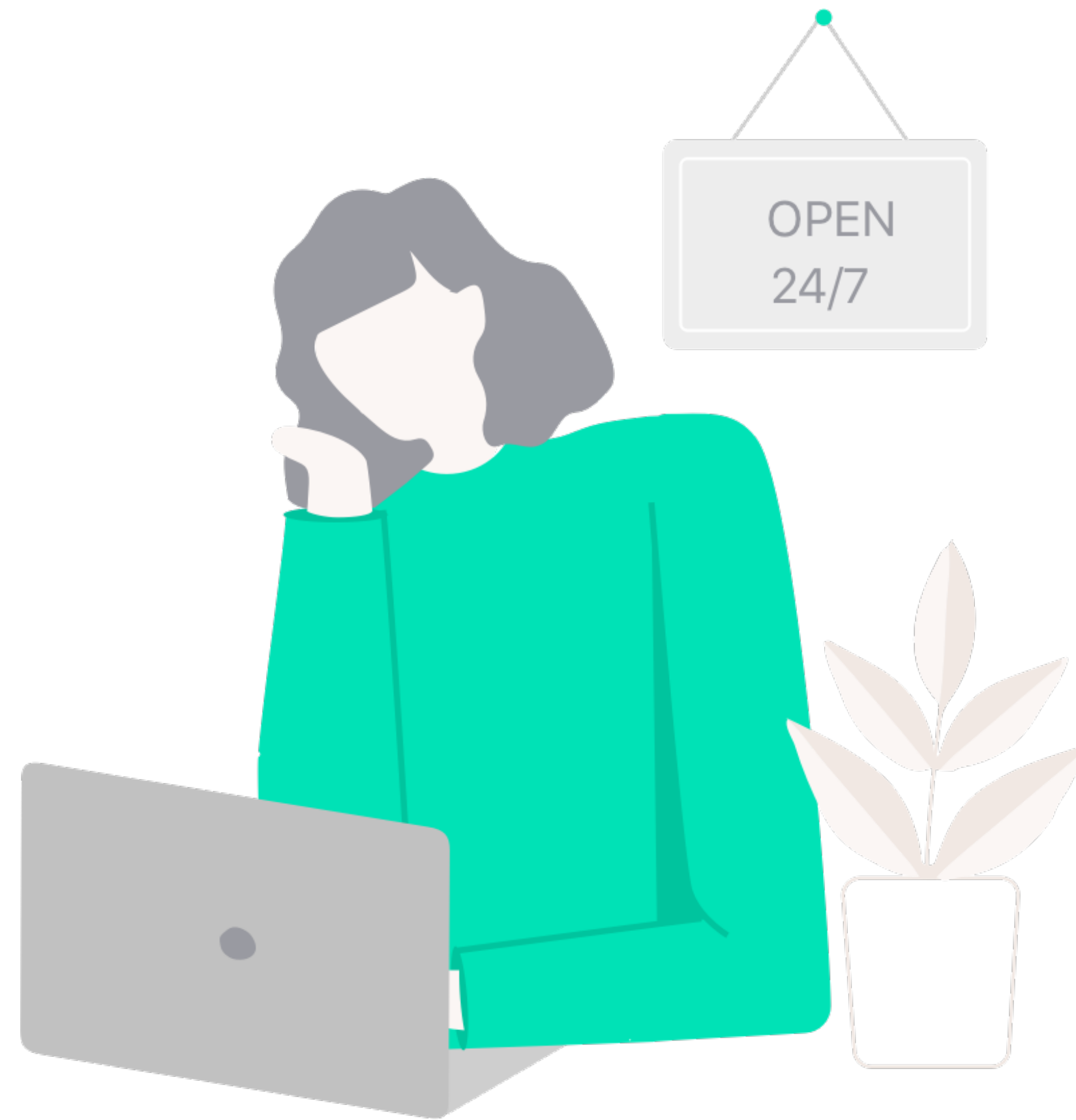
It's getting late again, going to sleep soon



Beth Devine 💬 11:53 PM

Yes, it's almost midnight. Definitely get some sleep!









Do Not Disturb

When **Do Not Disturb** is turned on, Slack won't send you any notifications. Your fellow Slack users can override this if necessary.

☒ Automatically disable notifications from:

5:00 PM ▼ to 7:30 AM ▼ Eastern Daylight Time ([change time zone](#))



Working Hours

Enable working hours to let people know what times you're working and when you're available for meetings. This will warn people if they try to invite you to a meeting outside of these hours.

☒ Enable working hours

S M T W T F S

Monday 8:00am to 5:00pm [COPY TIME TO ALL](#)

Tuesday 8:00am to 5:00pm

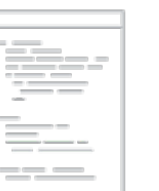
Wednesday 8:00am to 5:00pm

Thursday 8:00am to 5:00pm

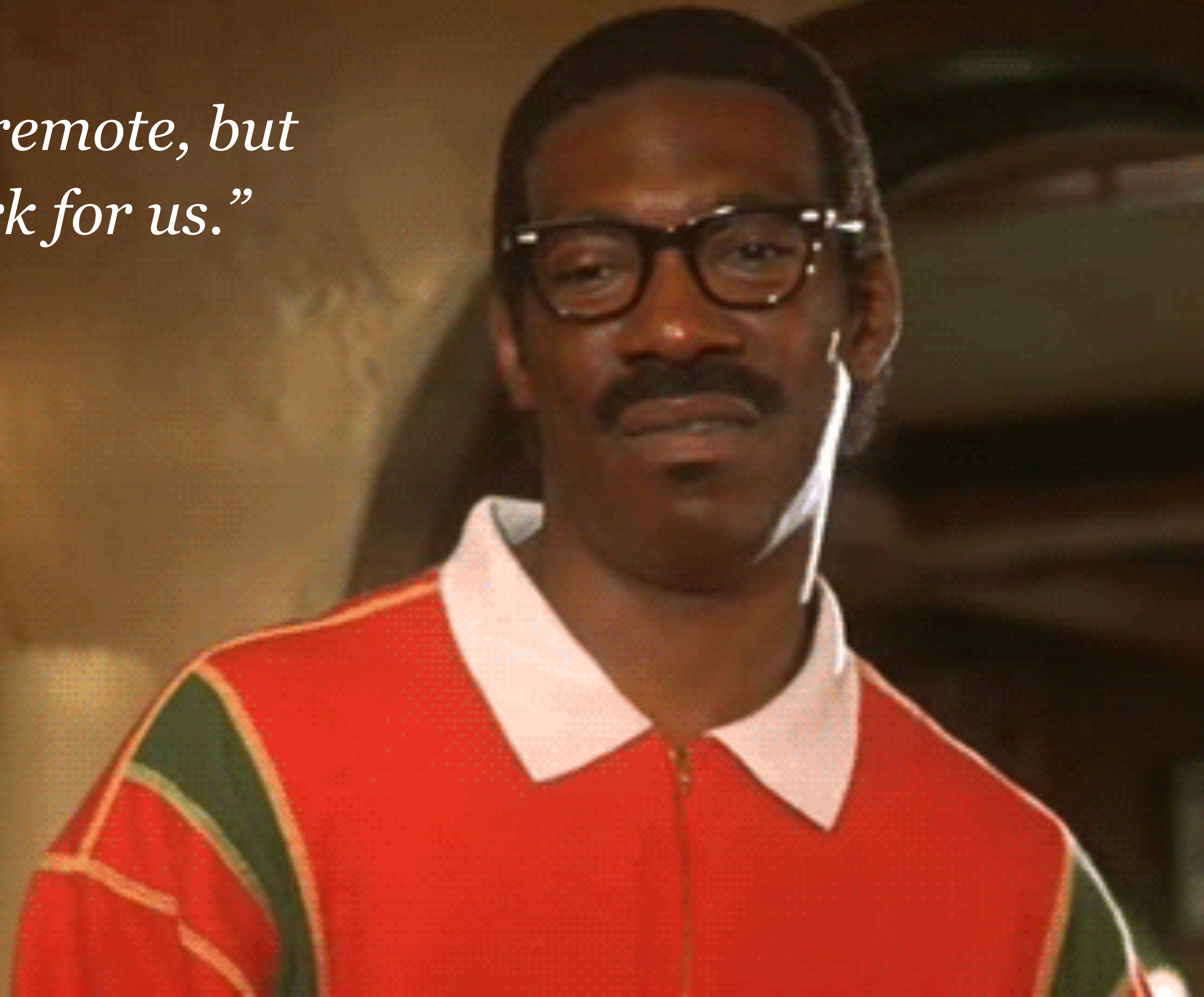
Friday 8:00am to 5:00pm

Learn more about [working hours](#).

Wrapping Up...



*“Yeah, we tried remote, but
it just didn’t work for us.”*



If you're thinking about trying it...

- ✓ Have a proper infrastructure for remote work.
- ✓ Encourage folks to dedicate space that's just for work.
- ✓ Work as if everyone's remote.
- ✓ Hold all meetings over video conference.
- ✓ Ensure everyone feels equally part of the team.
- ✓ Ask for feedback.
- ✓ Trust your team!



Thank You!

Any Questions?

