UI Sampler

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QUICK NOTE

This is a sample of some of my UI work, big and small, that has gone on to production in FullStory.
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EVENT LIST

A refresh of our Session Replay Event List with an emphasis on minimal visual clutter and consistent UI patterns.
Customers often complained it was too busy, moved too quickly, wasn’t filter-able or fuzzy-find ready. I was able to sneak in a quick design cycle for this part of FullStory’s Session Replay ahead of a migration from our old UI framework to React.
Event List 2: User Card States
Refreshed sticky user card. Information display states accommodate web and mobile sessions.

Figma component-ized within FS design pattern library.
Event List 2: Event Items
Finals for list items and their various states.

Figma component-ized within FS design pattern library.
Event List 2
Live, in production.
SEGMENT ORGANIZATION

Provide a lightweight, organizational solution for a user’s Segments (saved searches) in FullStory.
Segments, Pre-Refresh
Split into three tiers: canned (defined by FullStory); Yours (those you’ve created); Team (everyone else’s).

Fuzzy-find was unused, hard to find.

Team section was just an alphabetized dumpster for all other segments.

Canned segments were irrelevant for most experienced users and simply ignored by newer users.

Major improvements to this part of the app had been sought after for years.
Segment Organization
Live, in production.

We listened to customer feedback (many wanted folders) and settled on a solution that was lighter-weight and tailored to individual experience.

This starring pattern and filter functionality is now being employed beyond Segments for next-generation features where tidy, consistent organization is needed.
Segment Organization
(All Segments View)
Live, in production.

Added sorting (A-Z, Z-A, creator) with fuzzy-find

Useful Segment metadata added to tooltips
I live for Settings. There’s just something about tidy controls, well-worded microcopy, setting and forgetting...
Webhooks UI Test Endpoint Workflow

Test endpoint button displays help text on hover.

Button fires all relevant validation cues.

Add Endpoint
Send real-time updates to your app. Learn more

Modify Endpoint
Send real-time updates to your app. Learn more

Endpoint URL
https://https://hooks.slack.com/services/ff...

Secret
Enter secret

All Events
Select events

Your events will show up here

Modify events
Send a test event for the webhook configuration above. Learn more

Test endpoint
Test endpoint

Modify endpoint
Save changes

...display dialog on success.

Endpoint test results
Result: Success (200)
March 16, 2020, 3:47 pm

...display dialog on failure.

Endpoint test results
Result: Failure (500)
March 16, 2020, 1:47 pm
Error message: Internal server error

...sees a testing toast...
Revenue Insights
A set of controls for identifying a custom data event to calculate real monetary impact of conversion opportunities.
ONBOARDING

A major overhaul (the only ever) of FullStory’s self-service onboarding flow.
From 2017.
Pre-2017 State of Onboarding
Lovingly called “dragging you through settings,” onboarding in FullStory was a disjointed journey.

With the help of a friend in marketing, we pitched a vision for completely replacing our onboarding experience. With an emphasis on consistency, focus and barest essentials, we gained enough momentum to deliver on our vision. We called it “Willard.”
Welcome. Tell us a little bit about you.

This will help your teammates recognize you in Fullstory.

What's your name?
First name

What do you do? Choose one or more.
- Support
- UX & Design
- Engineering
- Marketing
- Customer Experience
- Product Management
- Data & Analysis
- Account Management

SET UP EMAIL PREFERENCES
Let us brighten your inbox.
Select the emails you’d like to receive

- **The digest email**
  Updates on your followed segments, notes, and team activity.

- **FullStory Launchpad emails**
  A two-week welcome series for learning the ins and outs of FullStory.

- **FullStory updates**
  Product updates and new feature announcements.

- **News and special events**
  The FullStory newsletter invites to online and in-person events.

Visit Notifications in your FullStory Settings tab if you change your mind.

SET UP ACCOUNT
Thanks, let's set up your account.

We’ll tune FullStory features for your account with this information.

Where do you work?
Company name

About how many people work at your company?
Company size

What kind of business are you in?
Company type

Continue
Great. Now for the fun part.

All it takes is a little bit of code to start recording sessions.

- **Setup with Google Tag Manager.**
  - Click. Click. Record.

- **Install your FullStory snippet.**
  - Paste your FullStory snippet in the head of your website.

```javascript
window['fu_dbug'] = false;
window['fu_host'] = "fullstory.com";
window['fu_base'] = "fullstory.com";
window['fu_version'] = "15.5";
(function(e,n,t,v,y,p){e['fu_namespace'] = v;
if(typeof e.n.attachToDom == 'undefined')
  e.n.attachToDom = function(r){
    var c = document.createElement(t);
    c.id = n;
    e.n[e.fu_namespace].push(c);
    if(r)
      c.innerHTML = r;
    return c;
  };
}(window, window, 'script', 'fu_snippet', 'fu_script', function(e, n, t, v, y, p){
  e.t = e.fu_namespace;
  e.n = window.fu_namespace;
  e.fu_namespace = function(r, n, t, v, y, p){
    return this.t(r, n, t, v, y, p);
  };
  if(typeof e.t == 'undefined')
    e.t = function(r, n, t, v, y, p){
      return this.n(r, n, t, v, y, p);
    };
  if(typeof e.fu_namespace == 'undefined')
    e.fu_namespace = function(){
      var r = this.t;
      return this.n(r);
    };
  if(typeof e.fu_namespace == 'function')
    e.fu_namespace = e.fu_namespace();
  if(typeof e.fu_namespace == 'object')
    e.fu_namespace = e.fu_namespace;
  if(!e.fu_namespace)
    e.fu_namespace = e.n;
  (function(){
    var a = document.createElement('script'),
        s = document.getElementsByTagName('script')[0],
        f;
    a.type = 'text/javascript';
    a.src = 'https://cdn.fullstory.com/15.5.0/15.5.0.js';
    s.parentNode.insertBefore(a, s);
    for(f in e.fu_namespace)
      if(!window[f])
        window[f] = e.fu_namespace[f];
  }());
});
```

- **Send your snippet to a teammate.**
  - Nice, tidy instructions for your favorite engineer.

[CONTINUE][PREVIOUS]
FullStory Support <team@fullstory.com>

Sent during onboarding, it was intended to provide non-technical users a means to get help with installing FullStory.

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Adam Rice could use a hand.

Can you install this on our production instance?

Understand and improve your customer experience with FullStory.

Paste your FullStory snippet in the `<head>` of your website.

```html
<script>
    window["_fs_debug"] = false; window["_fs_host"] = 'fullstory.com';
    window["_fs_script"] = 'edge.fullstory.com/srs.js'; window["_fs_orig"] = 'LENG';
    window["_fs_namespace"] = 'FS';
    (function(m,n,e,s,i,a,g,y){
        if(e in m) {
            m[e] = function(o,b,s,p,g,q,a,ph,sh,shb,sb,sb1)
            return;
        }
    })(m); function(){}
</script>
```

FullStory makes it easy to exclude sensitive parts of your site from being captured with CSS selectors. Go to your FullStory settings to review your excluded elements now. Learn more.
One more thing: privacy is a priority.

Protect the privacy of your users within FullStory.

Credit card number

FullStory makes it easy to exclude sensitive parts of your site from being captured with CSS selectors. Add them at any time from Settings or by using Inspect Mode.

Review your Excluded Elements

CONTINUE TO FULLSTORY PRO TRIAL

Flip to FullStory Pro any time from Settings.
Ready to record? Install the FullStory snippet.

Pasta your FullStory snippet in the `<head>` of your website. How soon will sessions appear?

```html
window._fs_loaded = false;
window._fs_host = "fullstory.com:8045";
window._fs_vhost = "fs scrapped";
window._fs_segments = "x-15";

window._fs_namespace = "hs";

// Log everything in the FullStory namespace
// Use this snippet in conjunction with other FullStory snippets for
// cross-website tracking

function FS$track(event, params, properties, variables) {
    // Log everything in the FullStory namespace
    // Use this snippet in conjunction with other FullStory snippets for
    // cross-website tracking
}

function FS$identify(id, name, properties) {
    // Log everything in the FullStory namespace
    // Use this snippet in conjunction with other FullStory snippets for
    // cross-website tracking
}

// Generate a snippet to log a click event

FS$track("click", "button-click", "button", "user", {"event": "click", "button": "primary", "user": "user-1"});
```

Privacy is a priority.

Review your excluded elements to keep sensitive user information out of your recordings.
Post-2017 State of Onboarding
Since its major overhaul, onboarding has had many minor revisions and redactions. The in-house state machine framework and large, legible form elements have remained.
DATA EXPORT

Provide UI for Data Exports generated via API and for creation of new exports.
Final design and control states for API and manually created data exports.

Figma component-ized and delivered to Engineers.
Create Export Form

Figma component-ized and delivered to Engineers.

This is a crazy form. Under better circumstances, I would have broken it into a multi-step pattern.