

# UI Sampler

adam rice



## QUICK NOTE

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

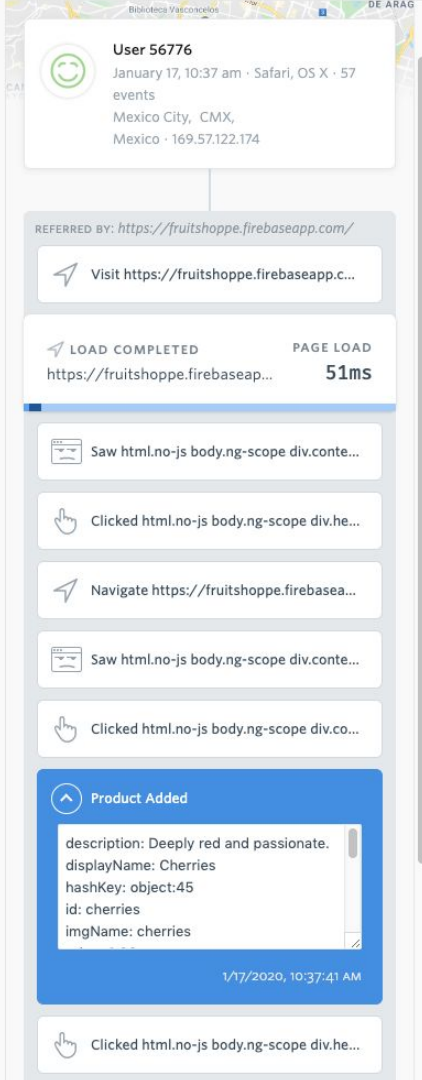
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# EVENT LIST

A refresh of our Session Replay Event List with an emphasis on minimal visual clutter and consistent UI patterns.

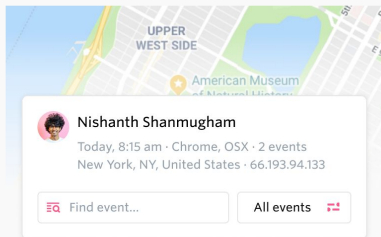


## Event List, Pre-Refresh

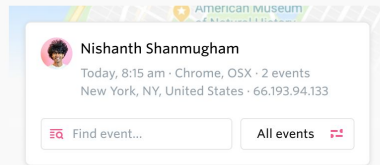
Customers often complained it was too busy, moved too quickly, wasn't filter-able or fuzzy-find ready.

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.

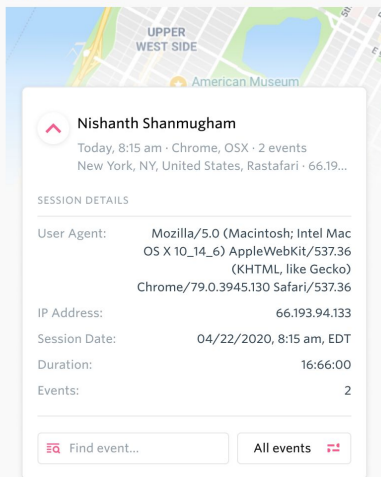
Base



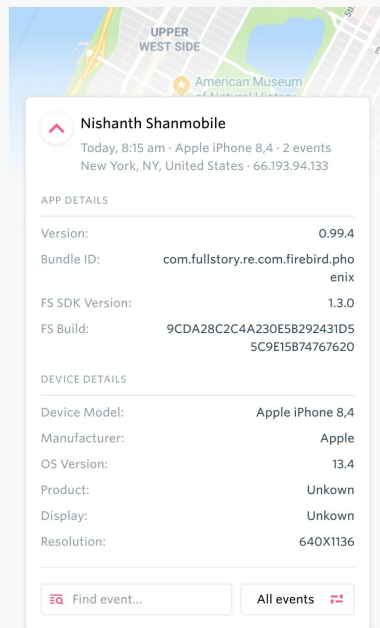
On scroll



Opened (web)



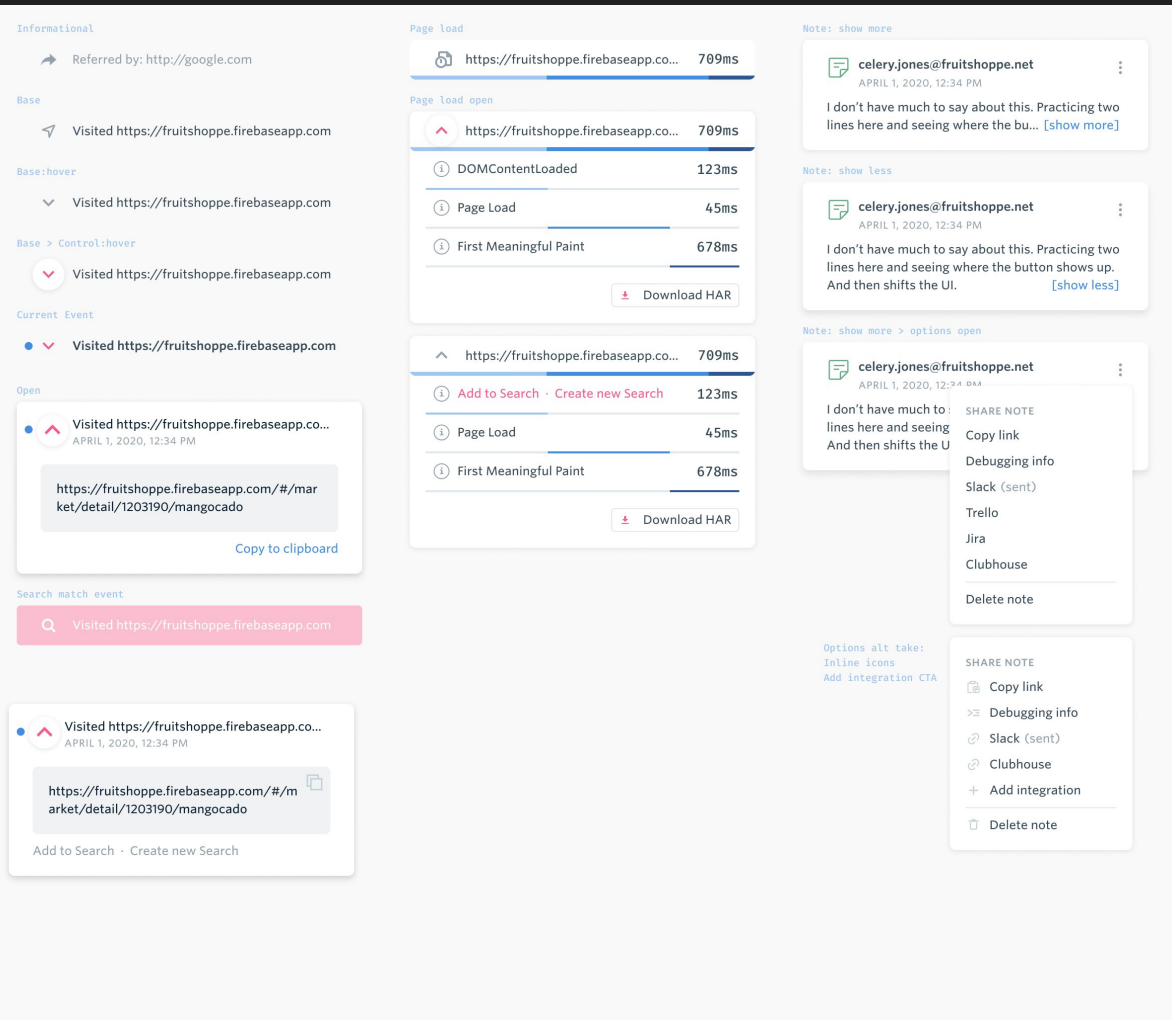
Opened (nm)



## 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.



https://fruitshoppe.firebaseio.com/#/checkout

1366 x 768 DEV TOOLS

Autoplay off · Everyone

1 of 4.5K

## THE FRUIT SHOPPE

Market Login My Cart 3

## Your Fruit Order

Bluebs	6.75
Green Beans	1.79
TOTAL:	8.54

[Edit order](#)

## Billing Address

First Name Last Name

Address 1

Number and street name...

Address 2

Apartment or suite...

City State Zip Code

## Shipping Address

☐ Same as billing address.

First Name Last Name

Address 1

Number and street name...

Address 2

Apartment or suite...

City State Zip Code

## Payment Details

Credit Card Number

Expiration

1 2020

Security Code

☐ You sure you want this fruit?

Purchase

User 84447

July 15, 5:20 pm · Safari, OS X ·  
Paris, IDF, France · 35.180.175.108

Filter events

Event types



Clicked html.no-js body.ng-scope div.conte...



kate.murray@fullstory.com

JULY 15, 8:23 PM

Dead click happening on FS Order. Costing us 58 conversions per week. Please add to next UX workshop to investigate

[\[show less\]](#)

Changed ("Fruit"): html.no-js body.ng-scop...

Changed ("Buyer"): html.no-js body.ng-sco...

Changed ("123 Produce Aisle Ave"): html.no...

Clicked (w/JS Error) html.no-js body.ng-sco...

{ } Checkout Error code: AC10XY2 message: in...

{ } Checkout Error code: OOS-134B message: T...

Clicked (w/JS Error) html.no-js body.ng-sco...

{ } Checkout Error code: AC10XY2 message: in...

{ } Checkout Error code: OOS-134B message: T...



0:32 / 0:51

NOTE AND SHARE

1X

SKIPPING INACTIVITY

FULL SCREEN

## 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

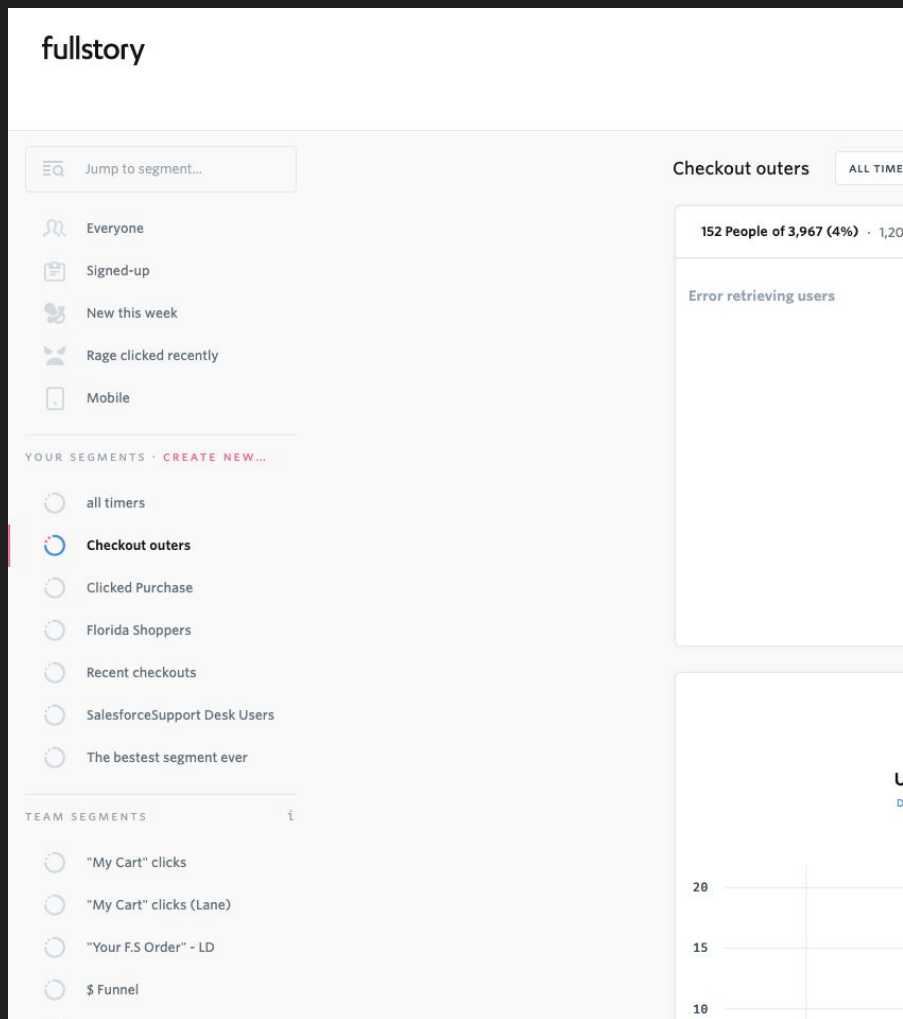
Split into three tiers: canned (defined by FullStory); Yours (those you've created); Team (everyone else's).

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.

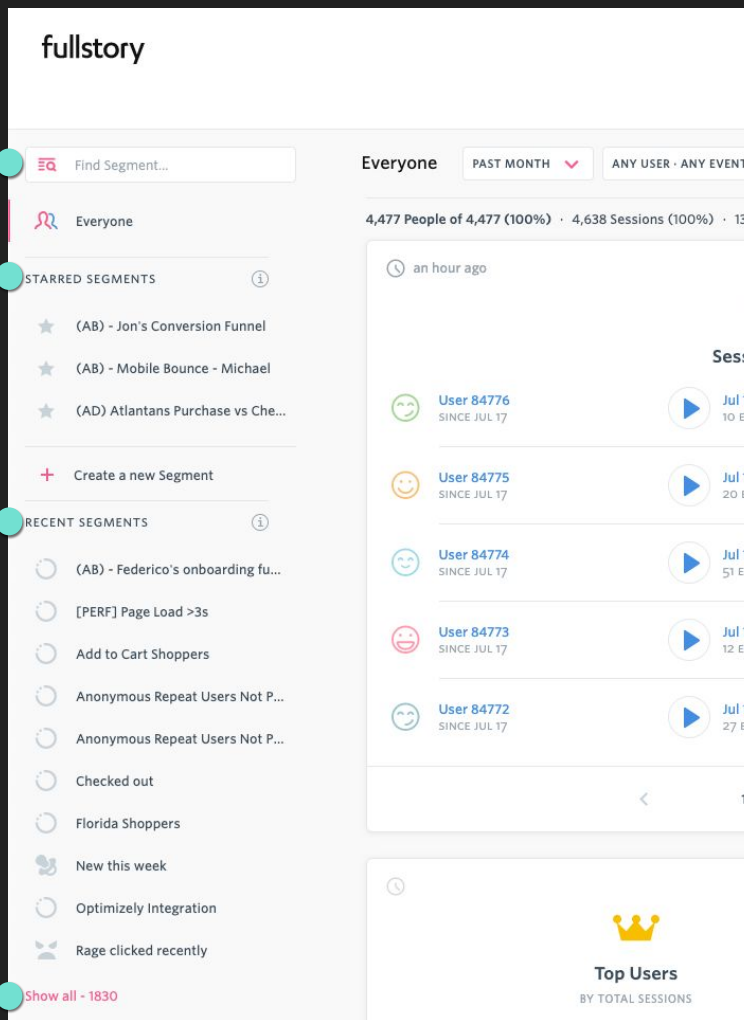
This starring pattern and filter functionality is now being employed beyond Segments for next-generation features where tidy, consistent organization is needed.

More visible fuzzy-find

User-centered signal: tell FullStory which Segments matter to you

Stable workflow: prioritize recently viewed Segments

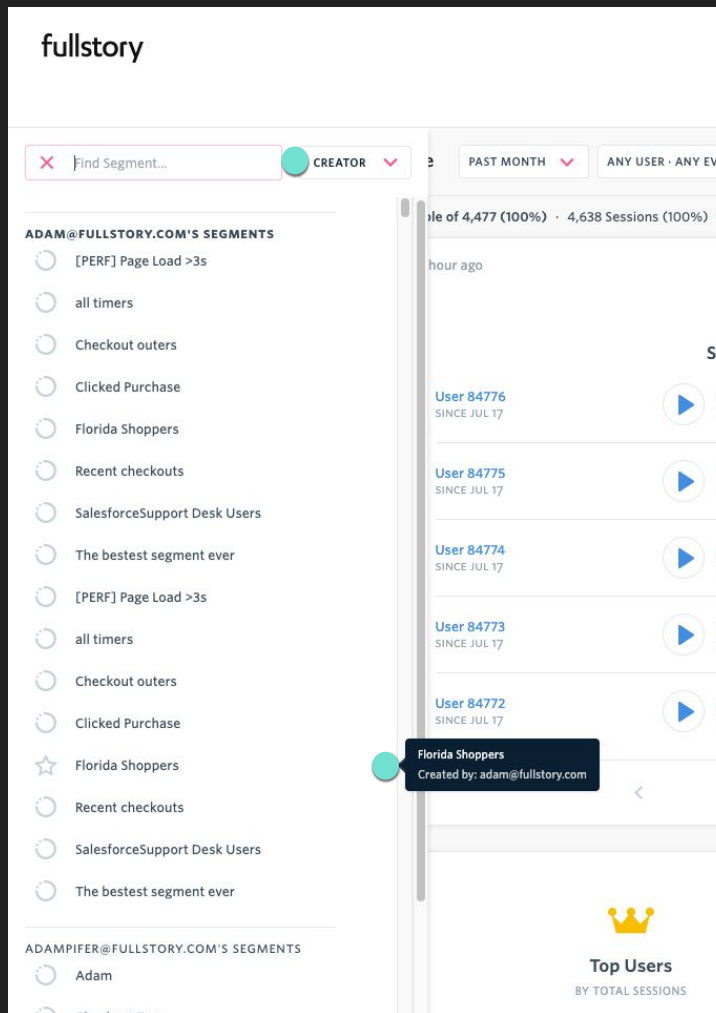
Display total amount of Segments



## Segment Organization (All Segments View) Live, in production.

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

Useful Segment metadata added  
to tooltips





# SETTINGS STUFF

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.

User can send test and does...

Add Endpoint

Send real time updates to your app. [Learn more](#)



Endpoint URL

https://https://hooks.slack.com/services/FF...

Secret

Enter secret

Show

☐ All Events

Select events

▼

Your events will show up here


Send a test event for the webhook configuration above. [Learn more](#)

Test endpoint

Add endpoint

Modify Endpoint

Send real time updates to your app. [Learn more](#)



Endpoint URL

https://https://hooks.slack.com/services/FF...

Enabled ☒

Secret

.....

Show

☐ All Events

Select events

▼

event\_sample\_1

Remove

event\_sample\_2

Remove

2 events

Delete endpoint

Test 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, 3:47 pm

Error message:

Internal server error

○

Testing...

...sees a testing toast...

SEGMENTS

CONVERSIONS

NOTES

DATA EXPORT

Fullstory Setup

Recording

Custom Events

API Errors

Privacy

Integrations & API Keys

Webhooks

Team Settings

Profile

Notifications

Subscription

Webhooks > Webhook Audit Log

https://hooks.slack.com/services/T02FE3LFRU23fgs97HC5sathWsuYKo5CDVWMr91G9hJ6E

Webhook Attempts

Show: All Succeeded Retrying Failed

	Event	ID	
>	<div>Succeeded</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
▼	<div>Succeeded</div> Cache Button Clicked	_eiusmod132ad12nIpsum	04/22/2020, 01:26 PM
<div>Details</div> <div>Success, 04/22/2020, 12:34:00 [200] Success</div> <div><div>Data sent</div><div><div>{</div><div>"account_id": "SACCOUNT_ID",</div><div>"account_name": "SACCOUNT_NAME",</div><div>"closed_violations_count_critical": "SCLOSED_VIOLATIONS_COUNT_CRITICAL",</div><div>"closed_violations_count_warning": "SCLOSED_VIOLATIONS_COUNT_WARNING",</div><div>"condition_family_id": "SCONDITION_FAMILY_ID",</div><div>"condition_id": "SCONDITION_ID",</div><div>"condition_name": "SCONDITION_NAME",</div><div>"current_state": "SEVENT STATE",</div><div>}</div></div></div>			
>	<div>Failed</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
>	<div>Retrying</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
>	<div>Failed</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
>	<div>Succeeded</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
>	<div>Succeeded</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
>	<div>Succeeded</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM
▼	<div>Succeeded</div> Cache Button Clicked	_eiusmod132ad12nIpsum	04/22/2020, 01:26 PM
<div>Details</div> <div>Failed. Will try again MM/DD/YYYY, HH:MM:SS TZ [400] Bad request</div> <div><div>Data sent</div><div><div>{</div><div>"account_id": "SACCOUNT_ID",</div><div>"account_name": "SACCOUNT_NAME",</div><div>"closed_violations_count_critical": "SCLOSED_VIOLATIONS_COUNT_CRITICAL",</div><div>"closed_violations_count_warning": "SCLOSED_VIOLATIONS_COUNT_WARNING",</div><div>"condition_family_id": "SCONDITION_FAMILY_ID",</div><div>"condition_id": "SCONDITION_ID",</div><div>"condition_name": "SCONDITION_NAME",</div><div>"current_state": "SEVENT STATE",</div><div>}</div></div></div>			
<div>Status: Retrying</div> <div>Will attempt again: 04/24/2020, 12:34:00</div>			
>	<div>Retrying</div> Cache Button Clicked	_Loren_12do6consequat	04/22/2020, 01:26 PM

< Previous 10

Next 10 >

# Webhooks UI

## Endpoint Audit Log

# Webhooks UX

## Failure Email Template

fullstory

### Webhook Failure Notification

We've had trouble sending requests to the following webhook endpoints:

**https://foo.bar/**  
4 attempts · 3 failures

**https://bar.baz/123chocotinis/?trouble=true**  
6 attempts · 1 failure

Workflows that rely on these endpoints might not be working as intended.

Manage webhooks in FullStory

Base state

### Configure Revenue Insights

Select a custom event to calculate revenue values for Conversions.  
NOTE: Displays for Conversion Opportunities only.

Configure Revenue Event

Base state - No Custom Events in Org

### Configure Revenue Insights

This account has no Custom Events. Revenue Attribution requires Custom Events. [Learn more](#)

Base state - No VALID Custom Events in Org

### Configure Revenue Insights

This account has no valid Custom Events for Revenue Attribution. [Learn more](#)

\* This view is only possible if we have validation for Custom Events based on having Int or Float props.

Configured

### Configure Revenue Insights

#### Attribution Settings

Update Revenue Event

Revenue Event and Property

Order Completed, Total Price (Integer)

Calculation/Display Currency

USD (\$)

#### Using Revenue Insights

Create or update a Funnel and enable Show Revenue Opportunity to see monetary values of lost conversions.

Create a Funnel

Configure RA Dialog - Base state

#### Configure Revenue Custom Event

##### Select a Custom Event for Revenue Insights

This should represent your primary conversion event. [Learn more](#)

Select Custom Event

##### Select property to calculate Annualized Revenue

Choose the property to use for revenue calculations.

##### Calculation/Display Currency

Values can only be represented by and calculated in a single currency.

USD

Cancel

Save

Configure RA Dialog - Event selected

#### Configure Revenue Opportunity

##### Select a Custom Event for Revenue Opportunity

This should represent your primary conversion event.

Order Completed

##### Select property to calculate Annualized Revenue Opportunity

Choose the property to use for revenue calculations.

- ☒ quantity\_int  
☐ subtotal\_real  
☐ shipping\_real  
☐ tax\_real  
☐ total\_real

##### Calculation/Display Currency

Values can only be represented by and calculated in a single currency.

USD

Cancel

Save

Configure RA Dialog - Validation error

#### Configure Revenue Insights

##### Select a Custom Event for Revenue Insights

This should represent your primary conversion event.

Select Custom Event

##### Select property to calculate Annualized Revenue Insights

Choose the property to use for revenue calculations.

##### Calculation/Display Currency

Values can only be represented by and calculated in a single currency.

USD

Cancel

Save

## Revenue Insights

A set of controls for identifying a custom data event to calculate real monetary impact of conversion opportunities.



1 —  
2 —  
3 —

# 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.”

FullStory

https://app.fullstory.com/ui/ /onboarding/profile

1) Create profile2) Set up email preferences3) Set up account4) Start recording

fullstory

Welcome. Tell us a little bit about you.

This will help your teammates recognize you in FullStory.

What's your name?

First name

Last 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

Help

FullStory


https://app.fullstory.com/.../onboarding/consent


1) Create profile2) Set up email preferences3) Set up account4) Start recording





## Let us brighten your inbox.

Select the emails you'd love 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


PREVIOUS

Help

FullStory

https://app.fullstory.com/.../onboarding/account

1) Create profile2) Set up email preferences3) Set up account4) Start recording



## Thanks, [REDACTED] Let's set up your account.

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

Where do you work?

About how many people work at your company?

Company size

What kind of business are you in?

Company type

CONTINUE

PREVIOUS

Help



**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.

 copy

Send your snippet to a teammate.

Nice, tidy instructions for your favorite engineer.

CONTINUE

[PREVIOUS](#)

② Help



FullStory Support <team@fullstory.com>  
to me, adam

10:58 PM (0 minutes ago)



fullstory

Adam Rice could use a hand.

Can you install this on our production instance?

Understand and improve your customer experience with FullStory.

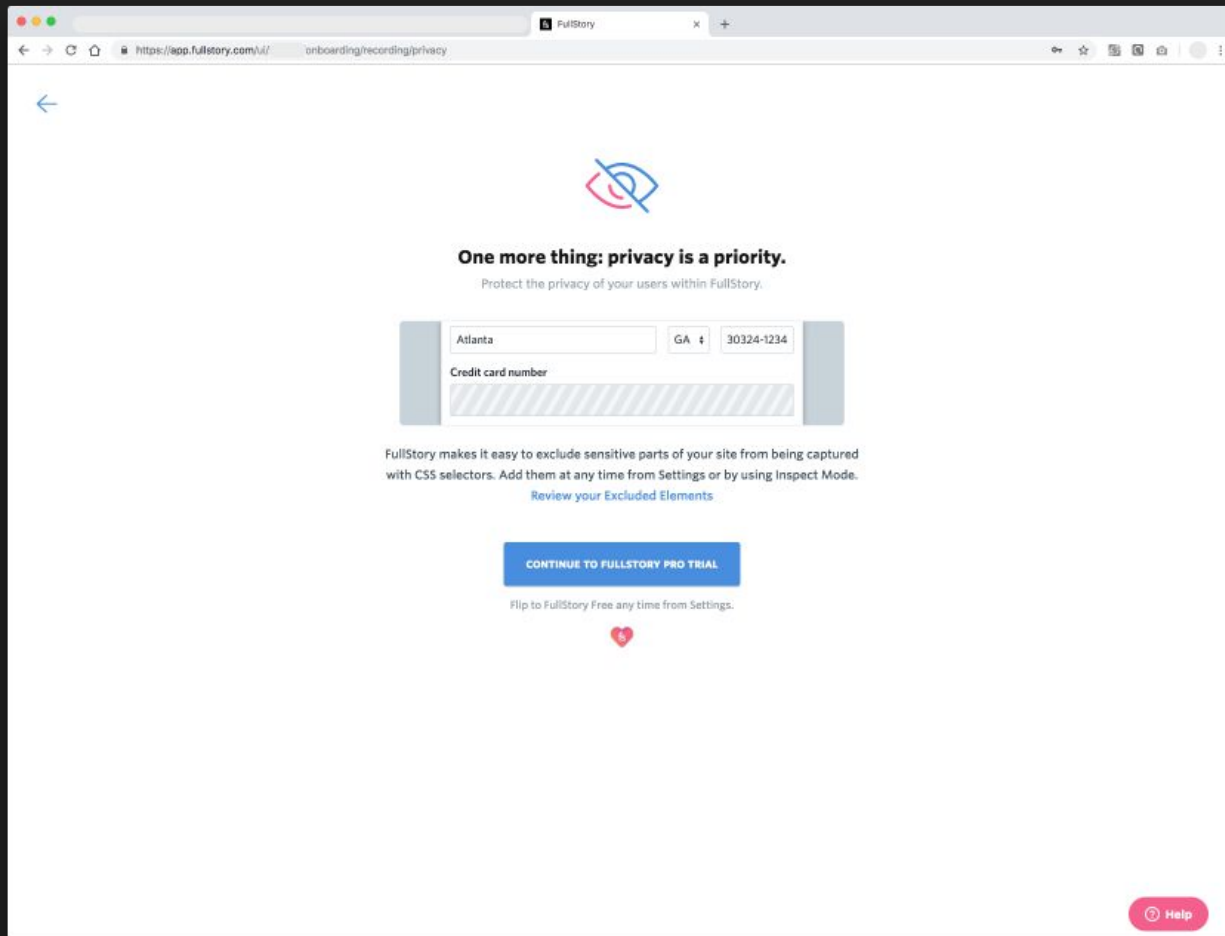
Paste your FullStory snippet in the **<head>** of your website.

```
<script> window['_fs_debug'] = false; window['_fs_host'] = 'fullstory.com';
window['_fs_script'] = 'edge.fullstory.com/s/fs.js'; window['_fs_org'] =
'1ENq'; window['_fs_namespace'] = 'FS'; (function(m,n,e,t,l,o,g,y){ if (e in
m) {if(m.console && m.console.log) { m.console.log('FullStory namespace
conflict. Please set window["_fs_namespace"].');} return;}
g=m[e]=function(a,b,s){g.q?g.q.push([a,b,s]):g._api(a,b,s);};g.q=[];
o=n.createElement(t);o.async=1;o.crossOrigin='anonymous';o.
src='https://'+_fs_script; y=n.getElementsByTagName(t)[0]
;y.parentNode.insertBefore(o,y); g.identify=function(i,v,s){g(l,
{uid:i},s);if(v)g(l,v,s);};g.setUserVars=function(v,s){g(l,
v,s);};g.event=function(i,v,s){g('event',{n:i,p:v},s);}; g.anonymize=function()
{g.identify(!0)}; g.shutdown=function(){g("rec",!1)};g.restart=function(){g("
rec",!0)}; g.log = function(a,b){g("log",[a,b])}; g.consent=function(a){g("
consent",!arguments.length||a)}; g.identifyAccount=function(i,v)
{o='account';v=v||{};v.acctId=i;g(o,v)}; g.clearUserCookie=function(){}; g._w=
{};y='XMLHttpRequest';g._w[y]=m[y];y='fetch';g._w[y]=m[y];
if(m[y].m[y]=function(){return g._w[y].apply(this,arguments)}; g._v="1.2.0";
})(window,document,window['_fs_namespace'],'script','user');
```

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](#)

## Snippet Email

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





FullStory

Work

Secure https://app.fullstory.test:8043/ui/1SN/segments/everyone/people/0

Help FullStory, Inc

fullstory

Search for people, clicks, page visits and more

SEGMENTSNOTESDATA EXPORTS

Everyone

Signed-up

New this week

Page clicked recently

Mobile

YOUR SEGMENTS

Create a new Segment

TEAM SEGMENTS

What insights will your teammates discover?

Invite them to FullStory

</>

Ready to record? Install the FullStory snippet.

Paste your FullStory snippet in the <head> of your website. [How soon will sessions appear?](#)

```
<script>
window['_fs_debug'] = false;
window['_fs_host'] = 'fullstory.test:8043';
window['_fs_org'] = '1SN';
window['_fs_namespace'] = 'FS';
(function(m,n,e,t,l,a,g,y){
  if (e in m) {if(m.console && m.console.log) { m.console.log('FullStory namespace conflict. Please set window['_fs_namespace']._');} return;}
  g=m[c]=function(a,b){g.a?g.push([a,b]):g._push([a,b]);};
  o=m.createElement(t);o.async=!0;o.src='https://'+_fs_host+'/s/fs.js';
  y=n.getElementsByTagName(t)[0];y.parentNode.insertBefore(o,y);
  g.identify=function(i,v){g(l,{uid:i});if(v)g(l,v).setUserVars-function(v){
    g(l,v);g.event-function(v){g('event',{n:i,p:v});
    g.shutdown-function(){g('rec',1);g.restart-function(){g('rec',0);
    g.consent-function(a){g('consent',arguments,length-1);
    g.identifyAccount-function(i,v){o='account';v=v||{};v.octId=g(o,v);
    g.clearUserCookie-function();
  }}(window,document,window['_fs_namespace'],'script','user');
  })(window,document,window['_fs_namespace'],'script','user');
```

COPY

</>

Privacy is a priority.

Review your [excluded elements](#) to keep sensitive user information out of your recordings.

Find segment...

?

## **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.



## Exports

Show: All Processing Completed Expired

SEGMENT	TYPE	FORMAT	CREATED	STATUS	
Everyone Jan. 1 2019, 7AM - Feb. 6 2020, 10AM	Events	NDJSON	Feb. 7, 2020 11:22AM celery@fruitshoppe.net	Processing	
Everyone Jan. 1 2019, 7AM - Feb. 6 2020, 10AM	Users	JSON	Feb. 7, 2020 11:20AM p.pete@fruitshoppe.net	Completed Expires: 02/14/2020	
(discovery) Filtering and navigating to segment Jan. 1 2019, 7AM - Feb. 6 2020, 10AM	Events	CSV	Dec. 17, 2019 07:15AM jan@intuitiveagency.com	Expired	
<a href="#">Show more</a>					

## Exports

Show: All Processing Completed Expired

SEGMENT	TYPE	FORMAT	CREATED	STATUS	
Everyone Jan. 1 2019, 7AM - Feb. 6 2020, 10AM	Events	NDJSON	Feb. 7, 2020 11:22AM celery@fruitshoppe.net	Processing	
<a href="#">Show more</a>					

Disable filter if type =  
0. Text color = token  
neutrals N7

Disable CTA when no  
more are available to  
show. Text color =  
token neutrals N7

## Export Table

Final design and control  
states for API and manually  
created data exports.

Figma component-ized and  
delivered to Engineers.

How did I get here?

User clicks "Create Export" from segment view.

Create Export

Exports will be available under the Exports tab when they are ready for download.

Export Name

My Cart Clicks

Data to Export

UsersEvents

Date Range

Past Month

March 31, 2020 - April 30, 2020

Data Format

NDJSON

Cancel

Export

User selects custom...  
Reveal fiddly monster of options and inputs

Create Export

Exports will be available under the Exports tab when they are ready for download.

Export Name

My Cart Clicks

Data to Export

UsersEvents

Match:

EventsIndividualsSessionsPages

Export all events that match the search criteria.

Date Range

D, Mon, DD, YYYY, HH:MM:SS AM TZ - D, Mon, DD, YYYY, HH:MM:SS AM TZ

Past Month

Data Format

NDJSON

Cancel

Export

Create Export

Exports will be available under the Exports tab when they are ready for download.

Export Name

My Cart Clicks

Data to Export

UsersEvents

Match:

EventsIndividualsSessionsPages

Export all events that match the search criteria.

Date Range

D, Mon, DD, YYYY, HH:MM:SS AM TZ - D, Mon, DD, YYYY, HH:MM:SS AM TZ

Custom

Timezone

SAST - Africa/Johannesburg (GMT +02:00)

Start Date

Start Time

End Date

End Time

MM/DD/YYYY

HH:MM:SS:MS

MM/DD/YYYY

HH:MM:SS:MS

Data Format

NDJSON

Cancel

Export

Match options copy...

Events

Export all events that match the search criteria.

Individuals

Export all event data for individuals who have performed matching event criteria.

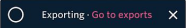
Sessions

Export all event data from sessions where users performed matching event criteria.

Pages

Export all event data from pages where users performed matching event criteria.

Toast to serve post "Export" click...



## 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.