Desktop UI

Annotations in orange. Black boxes used to obscure sensitive information.

1. <u>Navigation menu</u>: These labels were rewritten for clarity and to account for a diverse user set. While it looks simple, the implications included an overhaul of far-reaching naming systems. This was done in collaboration with product managers, designers, engineers, and customer service teammates.

2. <u>Tooltip</u>: Desktop allows for the strategic use of tooltips. This one was written to introduce users to a new name for an old concept.

3. <u>Dynamic strings</u>: There are a number of account permutations that change the way a user experiences the product. This string represents a notice that explains what the user can expect from their billing cycle.

Support content

Annotations in orange. See the full article online here

1. Step-by-step instructions on teach users how to navigate the product UI.
2. Article is subject to personalization, allowing different content to be shown per customer segment (e.g. account type, size, or payment status)
3. Here's one thing I'd like to change. The topic tree needs to be revised so that
   a. The reader has a clear idea what to read next
   b. Each article listed under the heading has a similar granularity to the others

Account budgets

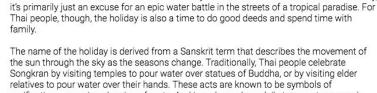New account budget

Service agreement ?   1

Use master service ag...   The master service agreement (MSA) is a
                             standing contract that governs multiple
Billing contact   AdWords budgets.

                             Why it matters: You can accept this contract once
                             and it will then apply to all of your budgets in the
An email will be sent   future, which means you won't have to accept
                             another agreement each time you create a new
                             budget.
Budget amount
                             Other options: If your budget requires a contract
  ● Unlimited ?   that specifies the start date, end date, and budget
                             amount, you can generate a new budget service
  ○   MYR   agreement. This contract will only apply to one
                             budget and will require its own approval process
All campaigns will stop   each time you create one.

Requested start date

  May 9, 2017

End date

  ● None ?

  ○ [   ]

Budget name

  [GAP Int Prod Test AdWords SC 05 SG - May 9, 2017]

Purchase order (optional)   2

  [Purchase order   ]

Budget name and purchase order will be displayed on your invoices.

Notes (optional)

  [   ]

  [Save]   [Cancel]

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Annotations in orange.

1. Tooltip: I frequently partner with non-product colleagues including
    those from legal and financial operations teams. This means I'm
    accustomed to translating "legalese," as well as initiating copy that
    then must go through rounds of approval for compliance.
2. No tooltip: Here's one case in which I proposed adding more context to
    let the user know why they might want to use this optional field. The
    proposal was inspired by my partnership with customer service teams,
    who have insight into the daily pain points of users.

More Doodles

Anna Ancher's 155th Birthday
Aug 18, 2014   ⓘ

Anna Castelli Ferrieri's 94th Birthday
Aug 6, 2014   ⓘ

Mother's Day 2014 (Thailand)
Aug 12, 2014   ⓘ

April 13, 2017

Songkran 2017

Celebrated in Thailand every April 13-15, Songkran is the New Year's holiday famous around the world for its water festival. For many visitors to the Southeastern Asian country, it's primarily just an excuse for an epic water battle in the streets of a tropical paradise. For Thai people, though, the holiday is also a time to do good deeds and spend time with family.

The name of the holiday is derived from a Sanskrit term that describes the movement of the sun through the sky as the seasons change. Traditionally, Thai people celebrate Songkran by visiting temples to pour water over statues of Buddha, or by visiting elder relatives to pour water over their hands. These acts are known to be symbols of purification — a spring cleaning of sorts. And in a place where daily temperatures reach highs of 88°F in the month of April, it's easy to see how the tradition might've evolved into the all-out splash-fest it is today.

The water festival is now so well established, some cities shut down busy streets during celebration days, allowing participants to safely soak anything and anyone that crosses their paths. So if you're strolling around Thailand in mid-April and a total stranger douses you with water, consider it a compliment!

Blog
I contribute to a "20% time" project, as a writer for the Google Doodle blog. See this post online at https://www.google.com/doodles/songkran-2017.

As a writer who works on a very serious portion of a very serious product, this allows me to stay in touch with the more whimsical part of the Google brand.