

Desktop UI

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

1. Navigation menu: 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. Tooltip: Desktop allows for the strategic use of tooltips. This one was written to introduce users to a new name for an old concept.
3. Dynamic strings: 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.

About payments profiles

In order to pay for your advertising costs, you need a payments profile. You set up this profile when you created your AdWords account, but it can be changed at any time. The profile contains all of the key pieces of information, which control billing and payments for your AdWords account. These include:

- **Who pays:** The name and address of the person or company legally responsible for account costs.
- **What you pay with:** Stored payment methods used to pay for advertising costs.
- **Tax information:** The tax status, country, and ID associated with your account.
- **Contacts:** The names and contact information for people who are associated with the profile.
- **Document language preference:** In some countries, you may select a language for your billing and payments documents. Where selection is unavailable, the default language will be the official language of the billing country.


Payments accounts

A payments account is a subset of the payments profile, which organizes the current settings being applied to your AdWords billing and payments activity. You will also see this referred to as an "invoice setup." You can change your payments account by navigating to the **Billing transfers** page, clicking the **Change billing** button, then selecting **Change invoice setup**.

Each payments profile can have multiple payments accounts, or invoice setups, associated with it. You may want to have multiple setups so that you can manage billing and payments for multiple AdWords accounts. For example, an agency can use invoice setups to manage billing activity for multiple clients. Payment methods and schedules are clearly organized, making it easier to forward invoices to individual clients.

Edit your profile

To edit your payments profile within AdWords:

1. Sign in to your [AdWords account](#).
2. Click the gear icon  and choose **Billing & payments**.
3. Click **Settings** from the menu on the left.
4. Find the "Payments profile" section and make changes to any field that has a pencil icon.
5. Click **Save**.

Use your profile in any Google product

Your payments profile makes it easy to use your payment methods in other AdWords accounts, or to pay for services in other Google products, like Cloud storage or Google Analytics. This also means that if you have already established a payments relationship in an existing AdWords account or in another Google product, you can choose to use that profile without reentering all your information or creating a new profile for AdWords.

It's important to remember that when you edit profile details, like payment methods, from within your AdWords account, those changes will apply to others products that use the profile. Visit the [Google payments center](#) for an overview of all products that would be impacted by an update.

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You're seeing [customized help](#) based on your account: obelle@google.com

Payment methods and settings

- Choose a payment method
- Set up a backup payment method
- Manage your payment methods
- Using bank account (direct debit)
- Completing a challenge deposit or debit authorization

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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

New account budget

Service agreement ? **1**

Use master service agreement

Billing contact

An email will be sent to this contact

Budget amount

Unlimited ?

MYR

All campaigns will stop on

Requested start date

End date

None ?

Budget name

Purchase order (optional) **2**

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

Notes (optional)

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

Why it matters: You can accept this contract once and it will then apply to all of your budgets in the future, which means you won't have to accept another agreement each time you create a new budget.

Other options: If your budget requires a contract that specifies the start date, end date, and budget amount, you can generate a new budget service agreement. This contract will only apply to one budget and will require its own approval process each time you create one.

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- 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.
- 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.