WRIKE
PRODUCTIVITY
TOUR

Customer Panel

June 7, 2017

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Customer Panelists

Mary Tek
Trust & Safety
Project Manager

Etsy

Miri Blum
Head of Global
Brand & Creative

criteo

Brent Arnold
Director of
Design & UX

motivate
get going

Phillip Hoffman
Program Manager
Product Manager

gwynnie bee.

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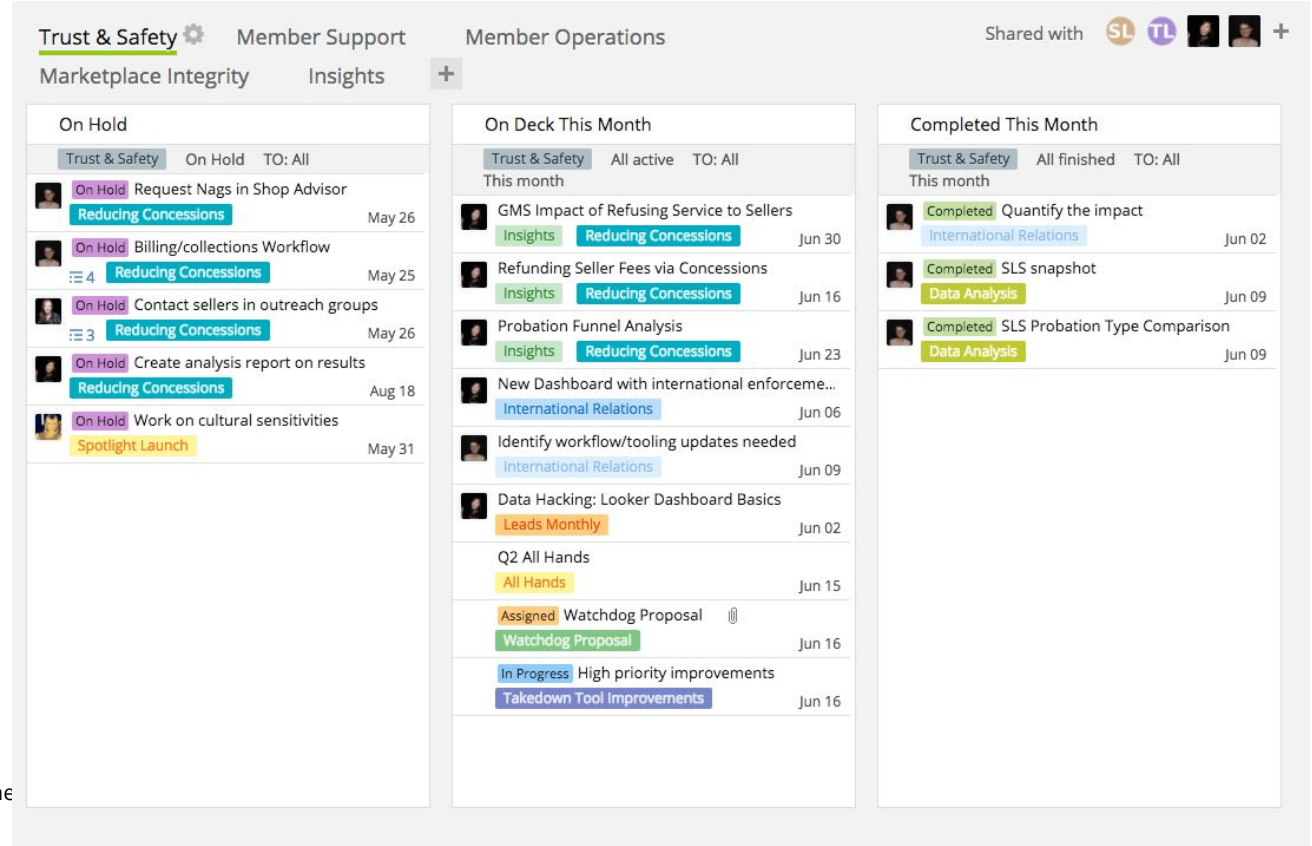
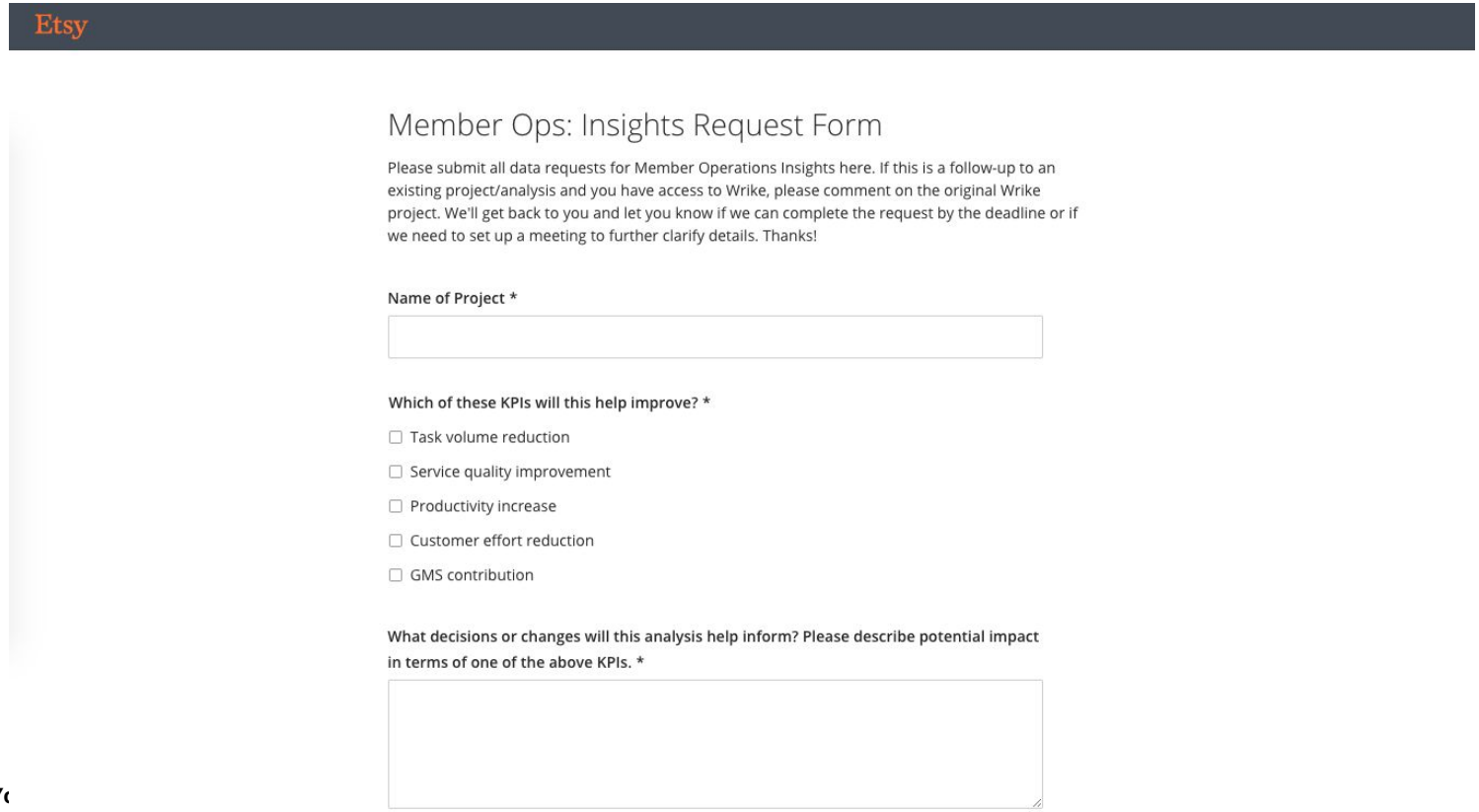
Etsy - Dashboard



Etsy - Request Form



Etsy - Request Form

Description of request *

Example of issue/question - please link an example task or user that this affects

Desired format of deliverable *

- ☐ Email response (one-time numbers that won't need to be refreshed)
- ☐ Superbit query (for numbers that are regularly refreshed, but not high level KPIs)
- ☐ Looker dashboard/updates (high level KPIs that will be regularly monitored)
- ☐ Analysis (Motherboard page/write up - for a deep dive)

Deadline *

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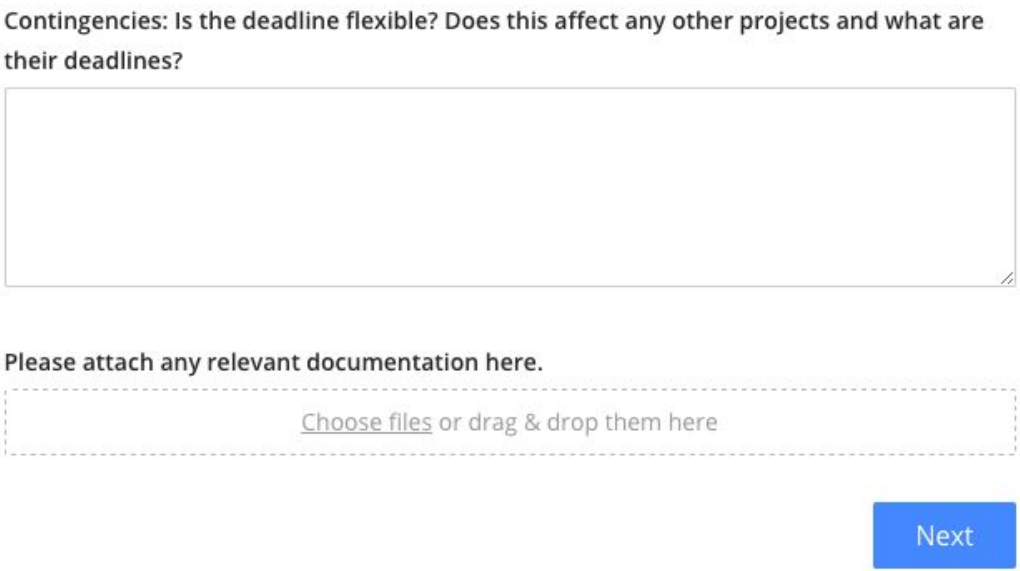
Etsy - Request Form



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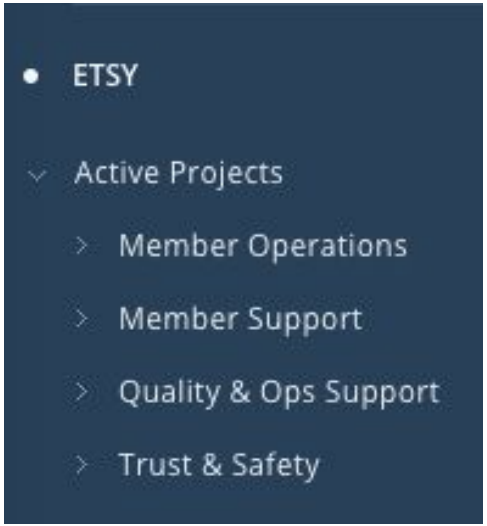
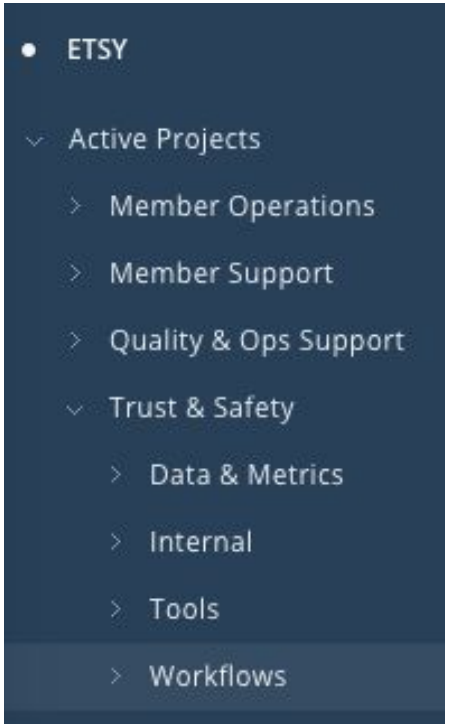
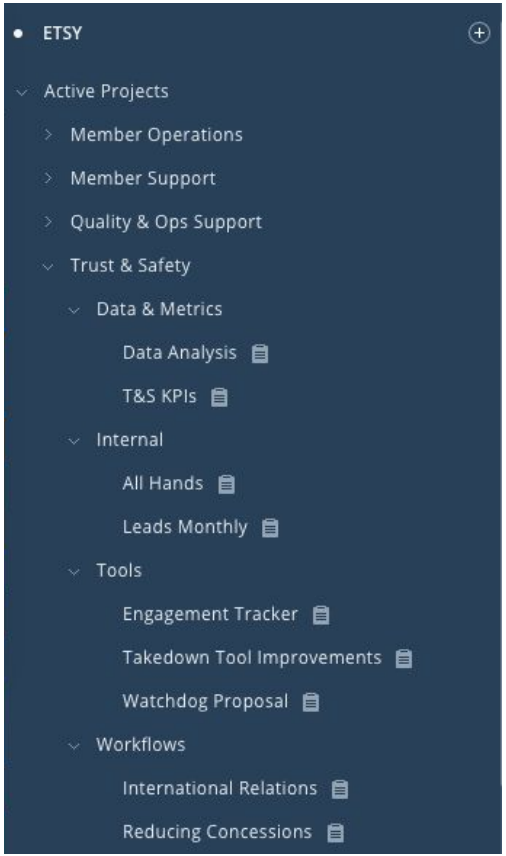
Etsy - Folder Structure







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Q4 2016

Project Management System

Miri Blum
Brand & Creatives

Context

What is the current state

- Teams working in **silos.**
- Each team manages **their own** process, dependencies, resources.
- **Different brief templates.**
- **Different tools** are being used across the team.
- Information and owners **cross over each time.**
- **Validation process is done solely by emails.**

What is the pain

× No global vision & project overview.	→	**Hindering with the ability to plan ahead**
× No global resource allocation: time and budget.	→	**Hindering with the ability to achieve our goals**
× Duplicities, overlaps, data loss.		
× No alignment on the brief and therefore on goals and results.	→	**Loss of data, time and budgets.**
× Validation process is long, ineffective ⇨ impacts result.	→	**Lack of efficiency, lack of process**
× No RACIs defined.		

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More painpoints

Webteam’s organization an process

- No clean process/ workflow
- No visibility on what’s ahead from local teams
- No way to assess the volume
- Validations comes manually
- No overview of a campaign that includes a few assets.

Excising tool – Trello

- Doesn’t provide good user experience
- Trello cards needs to be exported to excel manually.
- Doesn't give the option to prioritize
- Doesn't give an option to assign resources, like copywriting)
- In giving a feedback the document needs to be downloaded and uploaded each time.
- Notifications go to spam
- The teams are not using it and when they do they forget.

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“The single biggest **problem** in communication is the illusion that it has taken place.”

George Bernard Shaw

Vision

To be able to see, clearly, not only what's ahead, but also what is below, and above.

To be able to look at the same direction, the group gives power to the individual.

Spend budgets and resources in the right way to achieve our goals.

To get where you want to go with the least waste of time, effort or energy.

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Brent Arnold

Director of Design & UX

Motivate

citibike

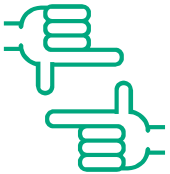
Me in
50 years?

My actual grandfather →

More likely.

Teams that are using Wrike / What do they do

Creative Services & Design



Product Design

Strategy & Finance

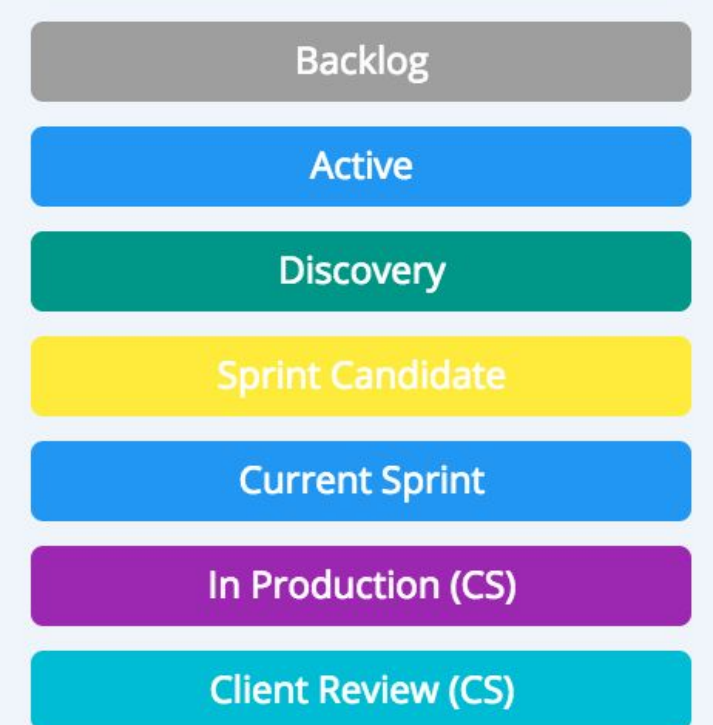
Teams that are using Wrike / What do they do

Creative Services & Design

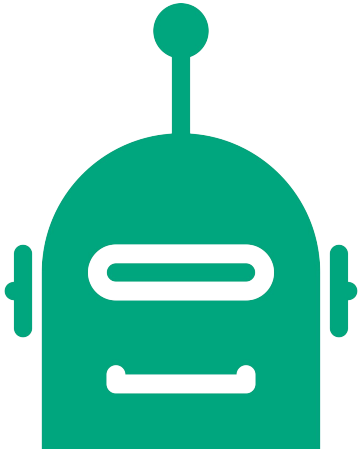
- Work Planning
- Creative Briefs / Requirements
- Communicating over tasks
- Reviewing and providing feedback

Before rolling out Wrike

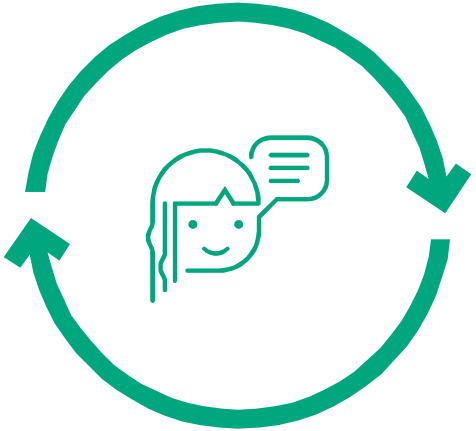
Define the scope for Wrike



Biggest benefits of Wrike for your teams



Well-oiled Machine

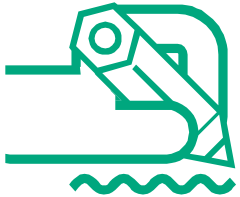


Visibility / Awareness

Planning & alignment

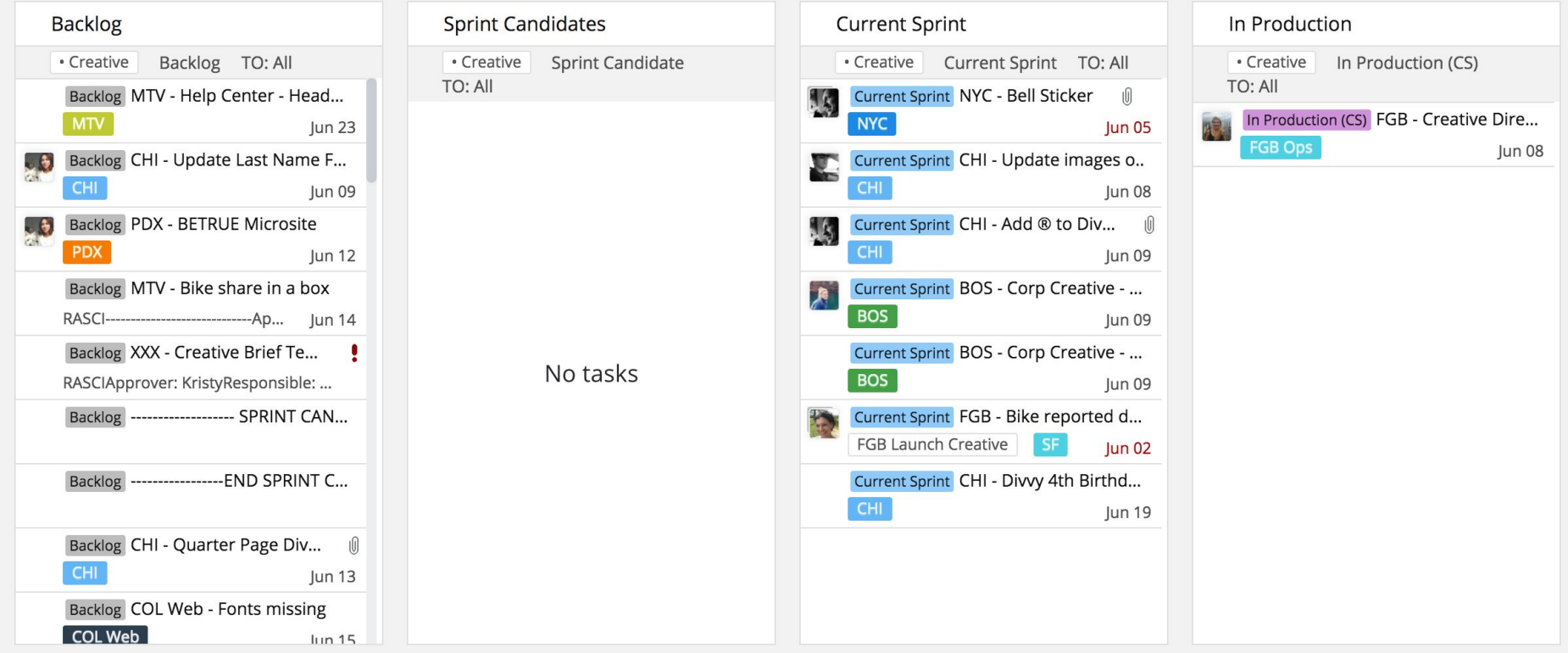
Request
(via Jotform)

Inbox / Backlog grooming



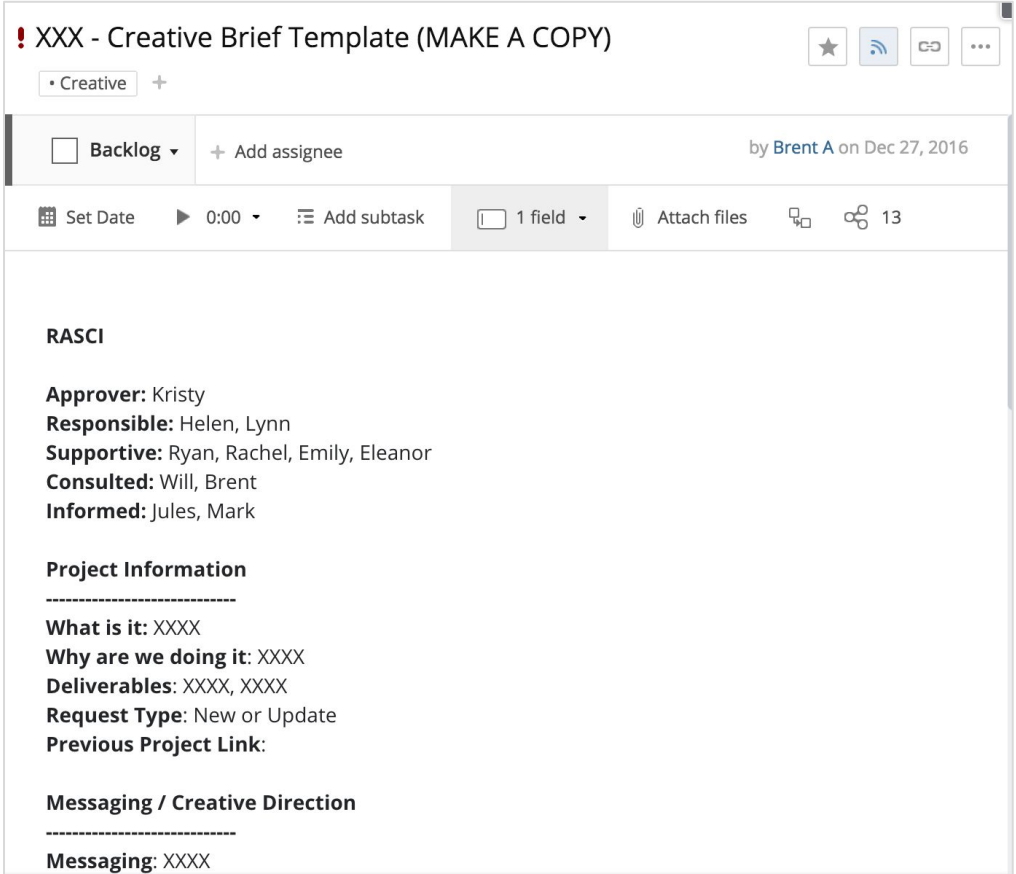
Sprint Planning

Processes & workflows

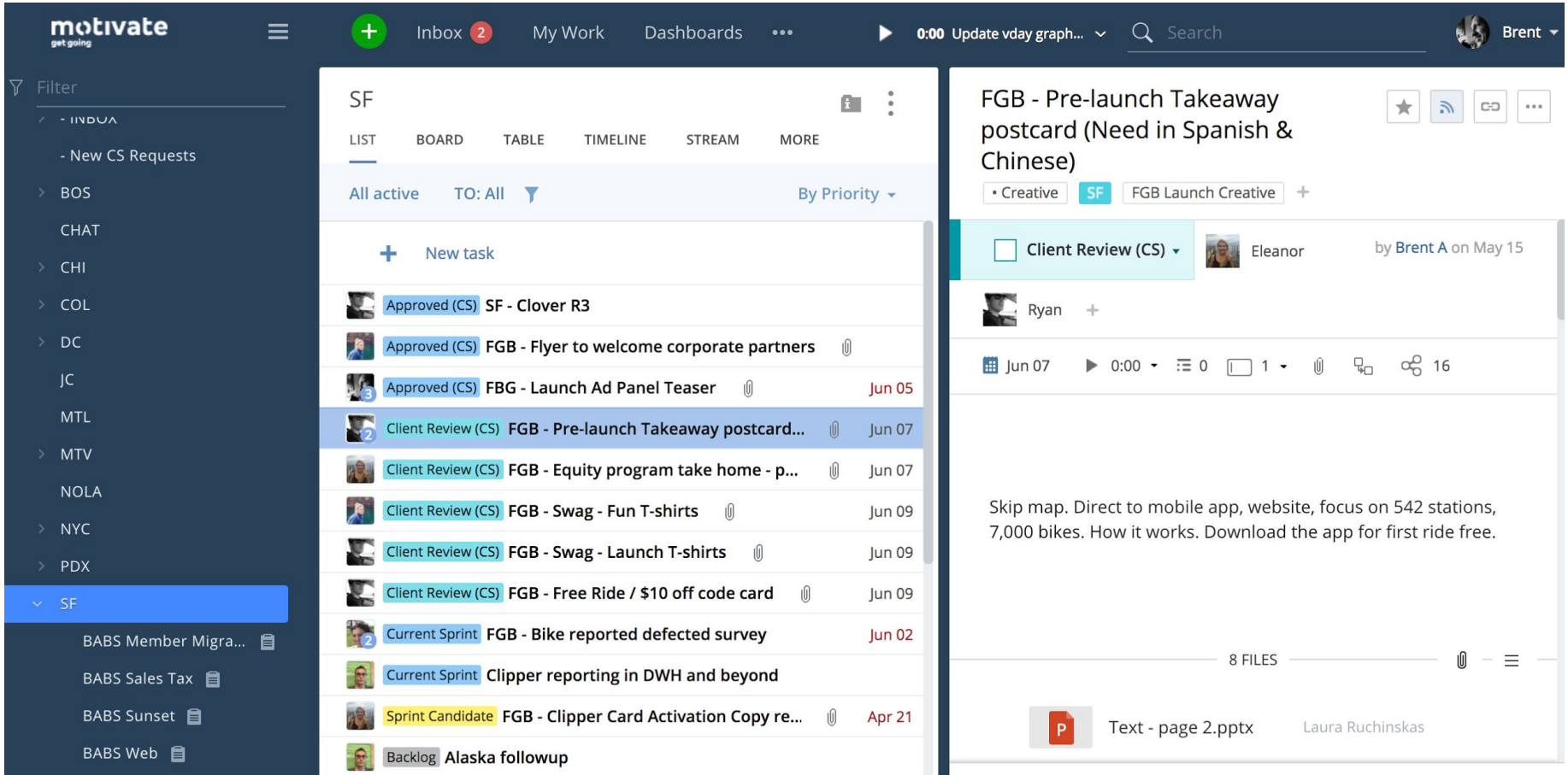


Workflow: Backlog > Sprint Candidates > Current Sprint > In Production > In Review > Approved > Sprint Complete

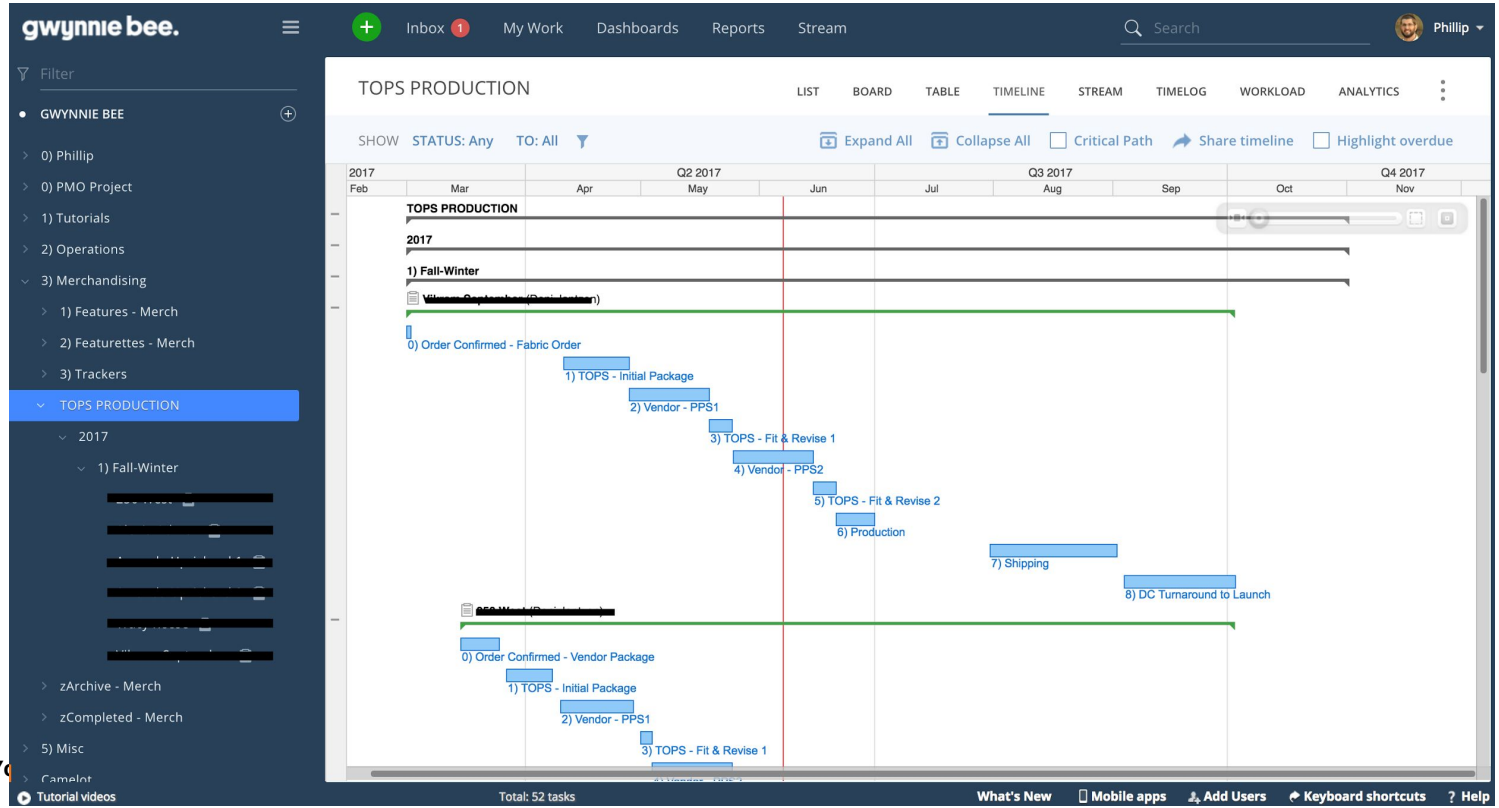
Processes & workflows



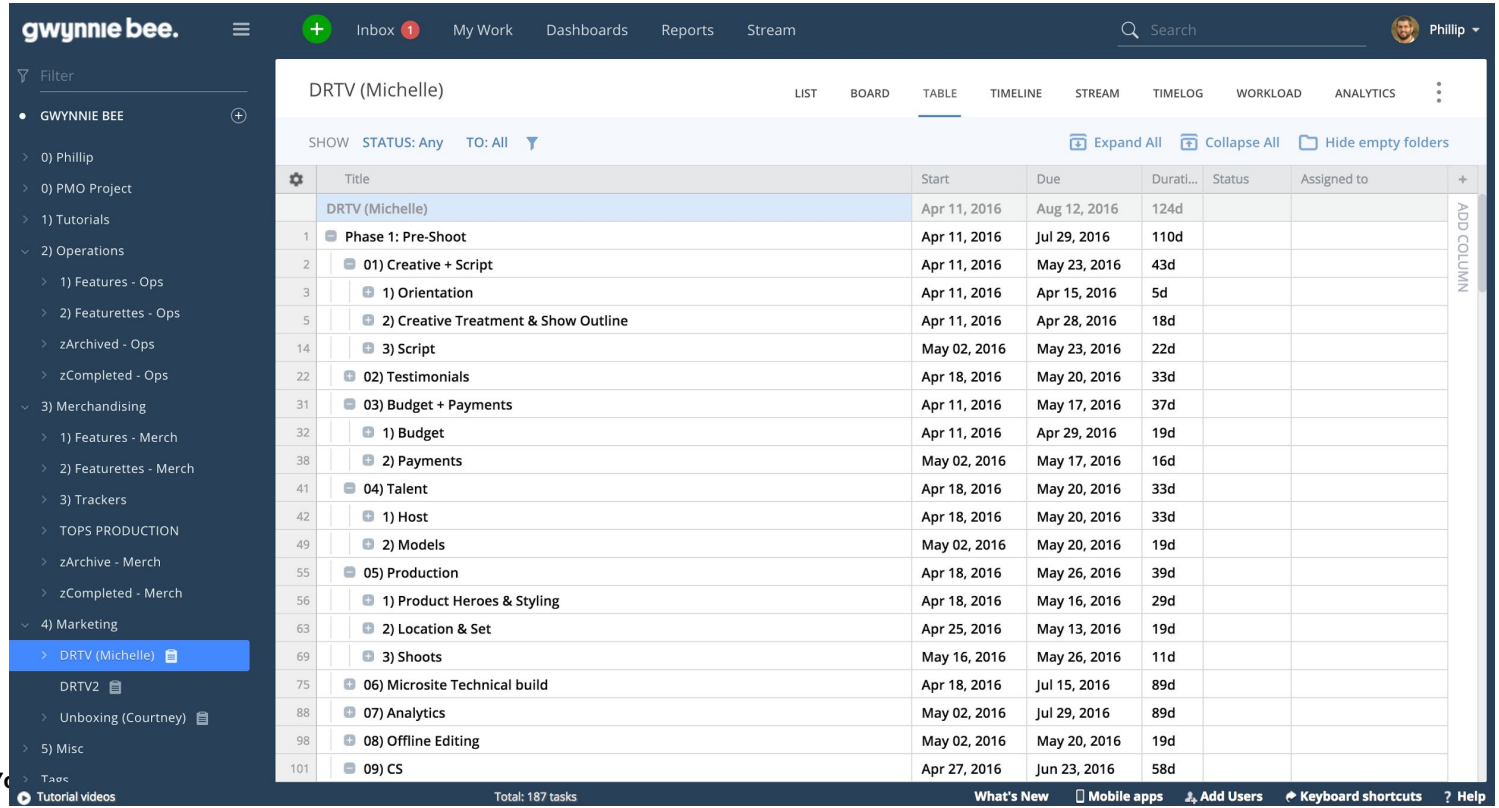
Processes & workflows



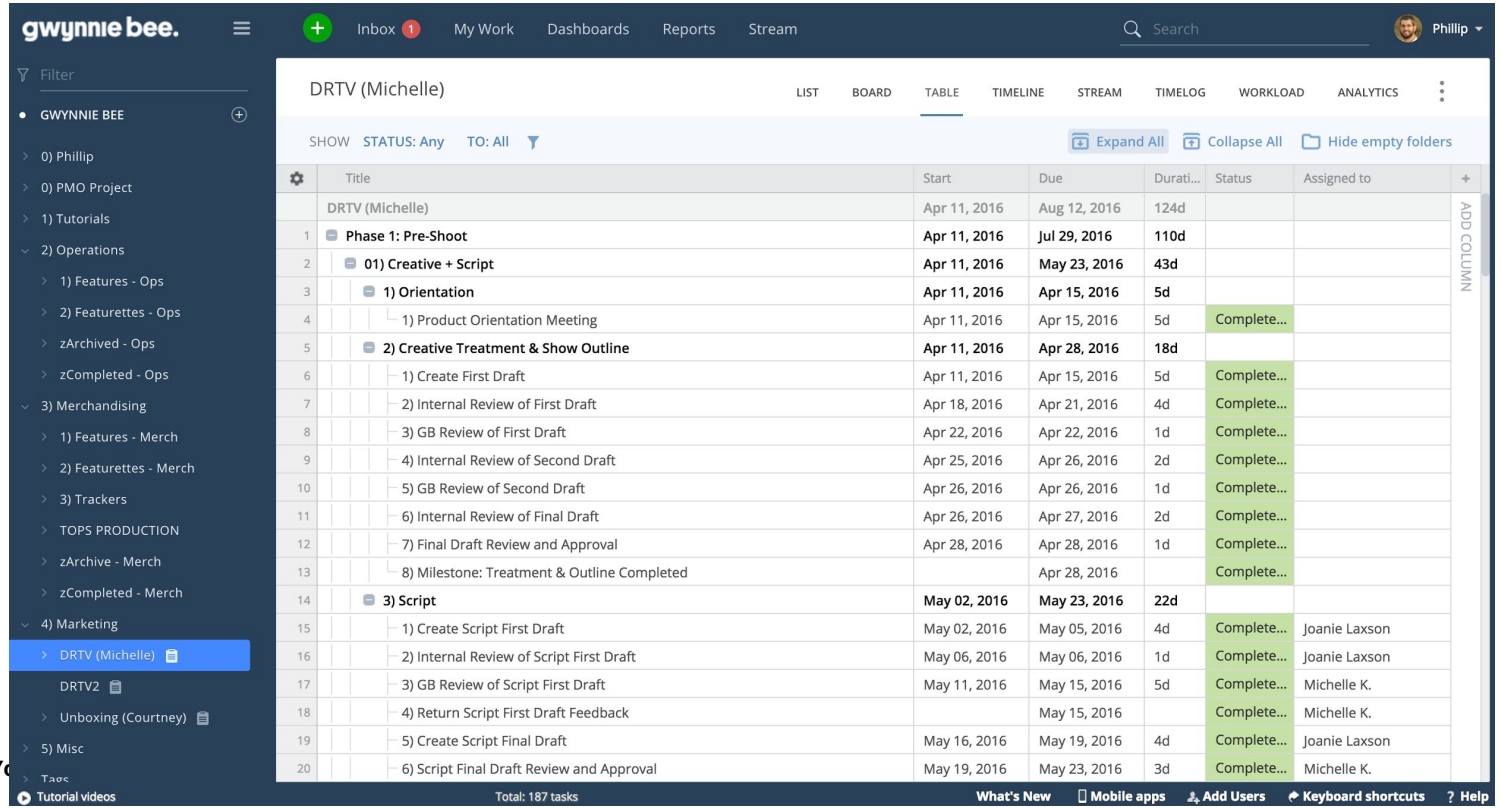
Gwynnie Bee - Production Planning

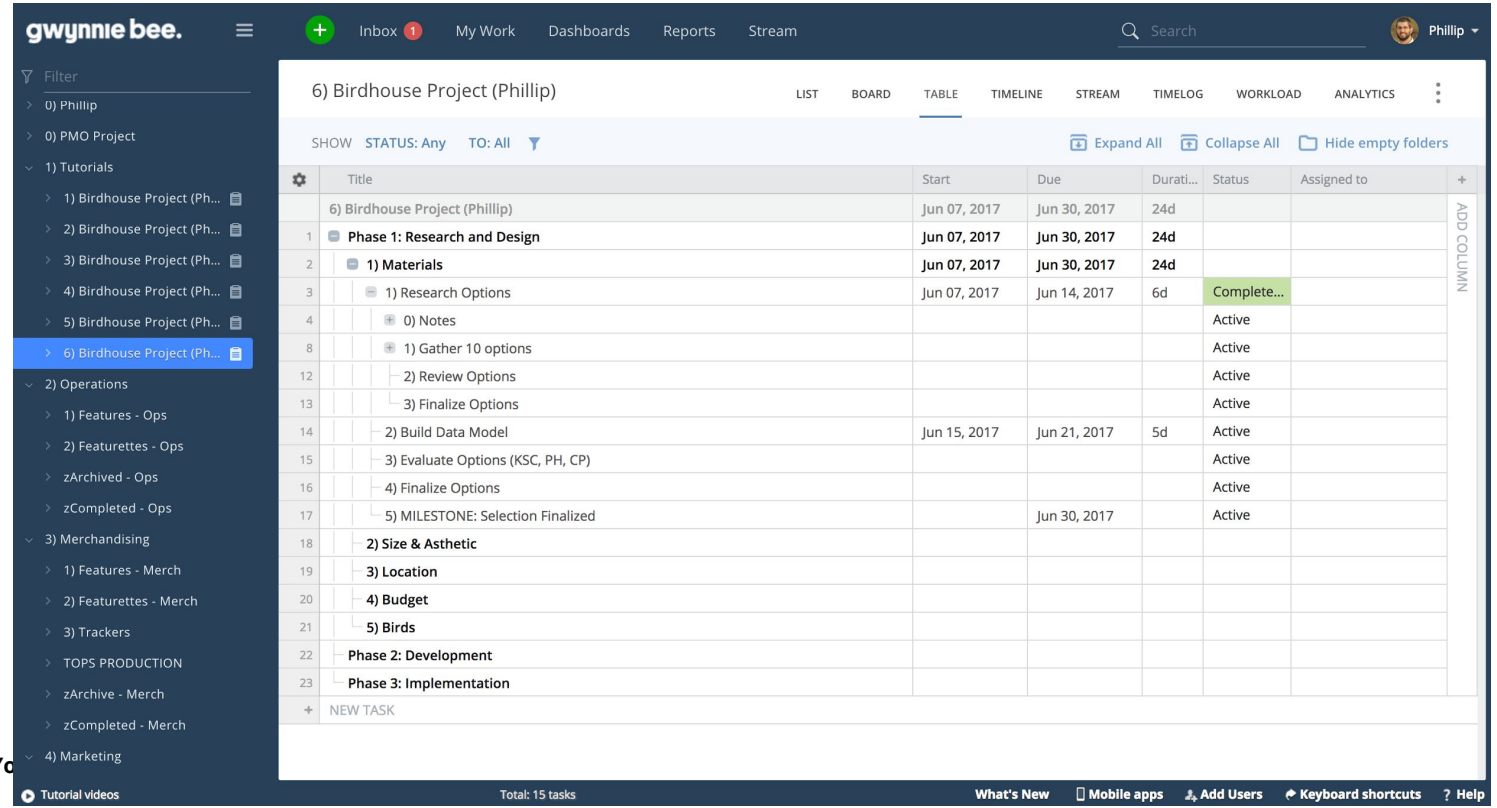


Gwynnie Bee - Project Plan DRTV



Gwynnie Bee - Project Plan DRTV Detailed



	Title	Start	Due	Durati...	Status	Assigned to
	DRTV (Michelle)	Apr 11, 2016	Aug 12, 2016	124d		
1	**Phase 1: Pre-Shoot**	**Apr 11, 2016**	**Jul 29, 2016**	**110d**		
2	**01) Creative + Script**	**Apr 11, 2016**	**May 23, 2016**	**43d**		
3	**1) Orientation**	**Apr 11, 2016**	**Apr 15, 2016**	**5d**		
4	1) Product Orientation Meeting	Apr 11, 2016	Apr 15, 2016	5d	Complete...	
5	**2) Creative Treatment & Show Outline**	**Apr 11, 2016**	**Apr 28, 2016**	**18d**		
6	1) Create First Draft	Apr 11, 2016	Apr 15, 2016	5d	Complete...	
7	2) Internal Review of First Draft	Apr 18, 2016	Apr 21, 2016	4d	Complete...	
8	3) GB Review of First Draft	Apr 22, 2016	Apr 22, 2016	1d	Complete...	
9	4) Internal Review of Second Draft	Apr 25, 2016	Apr 26, 2016	2d	Complete...	
10	5) GB Review of Second Draft	Apr 26, 2016	Apr 26, 2016	1d	Complete...	
11	6) Internal Review of Final Draft	Apr 26, 2016	Apr 27, 2016	2d	Complete...	
12	7) Final Draft Review and Approval	Apr 28, 2016	Apr 28, 2016	1d	Complete...	
13	8) Milestone: Treatment & Outline Completed		Apr 28, 2016		Complete...	
14	**3) Script**	**May 02, 2016**	**May 23, 2016**	**22d**		
15	1) Create Script First Draft	May 02, 2016	May 05, 2016	4d	Complete...	Joanie Laxson
16	2) Internal Review of Script First Draft	May 06, 2016	May 06, 2016	1d	Complete...	Joanie Laxson
17	3) GB Review of Script First Draft	May 11, 2016	May 15, 2016	5d	Complete...	Michelle K.
18	4) Return Script First Draft Feedback		May 15, 2016		Complete...	Michelle K.
19	5) Create Script Final Draft	May 16, 2016	May 19, 2016	4d	Complete...	Joanie Laxson
20	6) Script Final Draft Review and Approval	May 19, 2016	May 23, 2016	3d	Complete...	Michelle K.

Gwynnie Bee - Project Planning Tutorial