



10X YOU X

30 teamwork ideas

Play Commerce UX

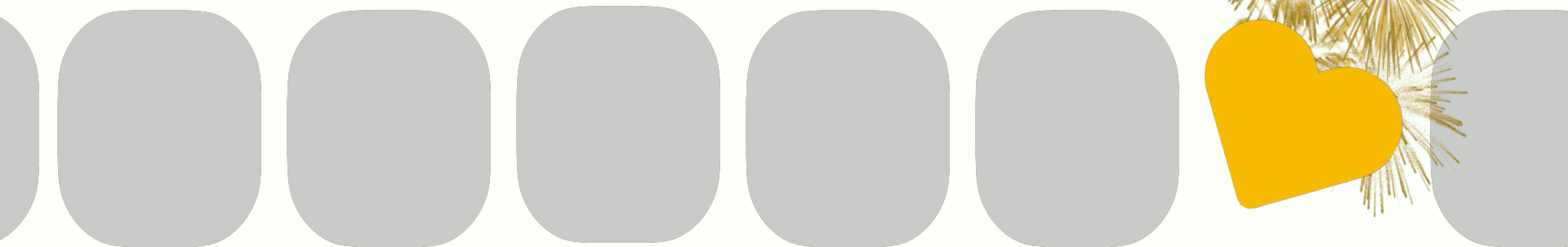
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A UX'ers work is...



80% project work and 20% fireworks

30 ideas to supercharge impact and ignite fireworks...




Create a POV

Have an opinion on something? Write a Point of View document and share your idea. Outline how you could achieve your POV and what an MVP could be. How would you measure success? Set the problem space and define what the opportunity is. Who is the POV for? What are their goals, needs and pain points? Then define the insight, business opportunity or user feature that you want to share.

- How did you uncover this insight?
- What is the opportunity it presents?
- What is the impact or size of the opportunity?
- What are some thought starters and next steps to pursue your POV?



 Team name

*Create a copy of this document

POV: Title of POV

Short pithy explanation of the problem space that you are exploring and what outcomes you hope to accomplish with this POV.

Creating a POV

The most powerful Points of View exhibit four essential qualities:

1. Deep, research-based insight into the organizational and operational reality of a specific customer challenge or problem
2. A new, clear, and practical way to address the problem that stands apart from existing and competitive approaches
3. Compelling proof points and testimonials from relevant customers and experts that the new approach can deliver significant business results
4. Cross functional exploration of the problem space and collaboration on ideas and recommendations

Industry Setting & Problem

Describe the general business environment in which our customers are currently operating. What are the most important trends and challenges they are facing? In this context, what is the specific problem we are addressing? How is that problem commonly understood within the industry? Is it a well-recognized problem, or are we identifying (or highlighting) something less well accepted or understood?

Activity: Competitive Assessment

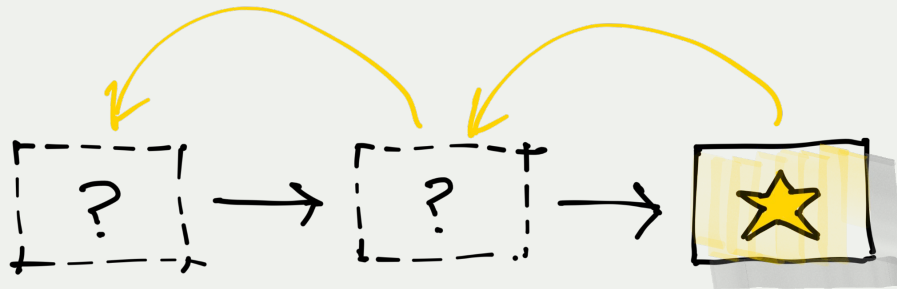
Shortcomings of Current Approaches

Describe the current approach to solving the problem, and the limitations. Is there a single dominant approach in the market, or an active debate? Why are the current approaches unworkable or insufficient for our audience (e.g., technical limitations, budgetary demands,

Create a work backwards plan

Every year at Google we plan goals and OKRs for the next year. If we know the desired outcome could we work backwards from it?

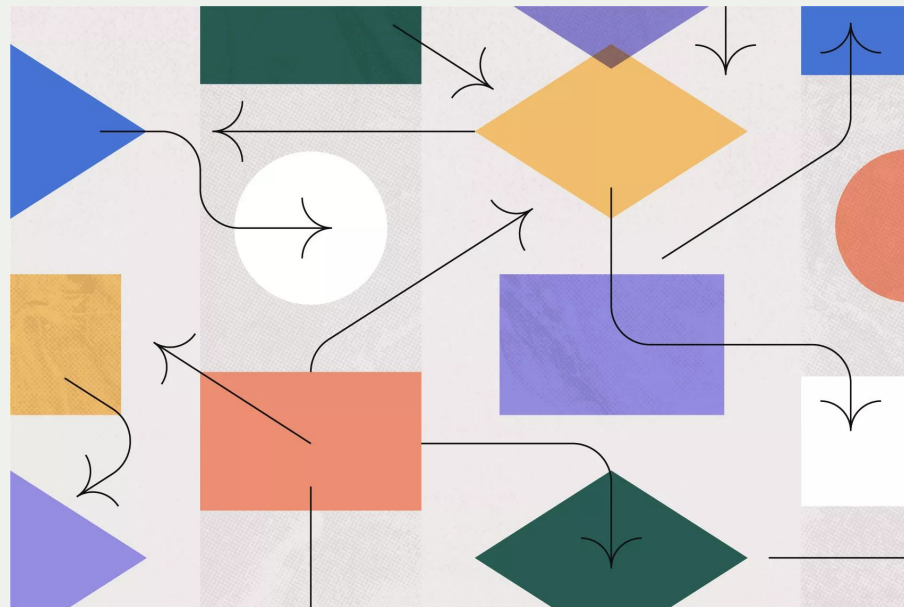
Could you partner with your PGM to create an itemized list of all the activities, artifacts and approvals you'll need to accomplish to meet the outcome of a specific project? Working backwards from a due date map out all the milestones you'll need to accomplish. When you're done review it with your cross functional team to get their feedback. Then stick to the plan :)



Create a framework for a specific type of problem

Does your team work on many projects of a similar type and solution? Can you think of this as a systems thinking problem and productize how you solve this problem?

Simply documenting how you solved a problem the first time can help you identify learnings and how you can apply those learning to the next time you have a similar project. Could you create a template? Write a guide? Partner with your cross functional team to optimize the way you work to help you scale as a team.



Create common artifacts for your team to use in presentations

Does your team use the same data points and insights over and over again in presentations? Sometimes said slightly differently or illustrated with a different image? Could you create a brand for your teams presentations and create assets that can be quickly copied and pasted to generate working documents fast?

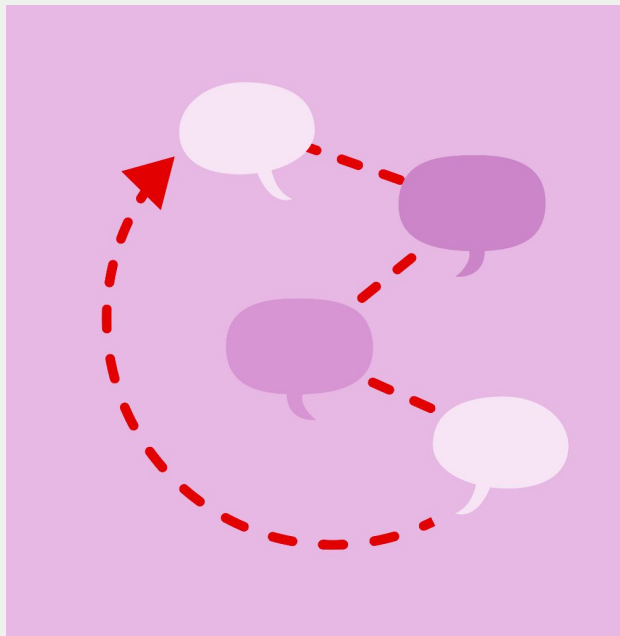
This gives credibility, recognizability and presence to any artifact and presentation your team creates.



Design a mechanism for feedback

Do you or your cross functional partners find it difficult to give feedback in a timely way and know that it's been heard and will be actioned on? Could you design a mechanism that works for everyone on your team?

Document the process that you designed and socialize it with your team to get agreement that you'll use the mechanism for a set amount of time. At the end of that time do a retro and tweak the mechanism based on feedback. Share your experience with your larger UX team!



Design and facilitate an activity for your team

Feeling the need to try some new brainstorming methods? Wishing there was more opportunity for fun and creativity? Could you look for an opportunity to partner up project needs with a team building activity?

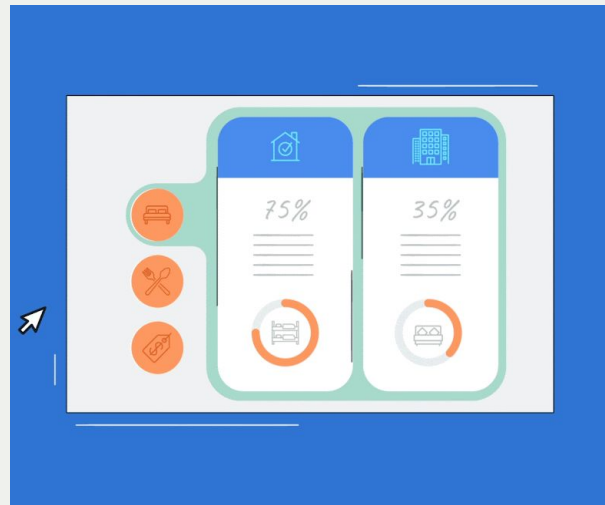
Sometimes we need to break the mold of conventional thinking or activities to unleash big ideas with team building activities. Could you teach your team something new and uncover new opportunities but helping us think differently?



Conduct a competitive assessment

Asked to design a new feature? Can we learn anything from how our competitors do it? What's good, what's a pain point, what's table stakes and what's an opportunity for us?

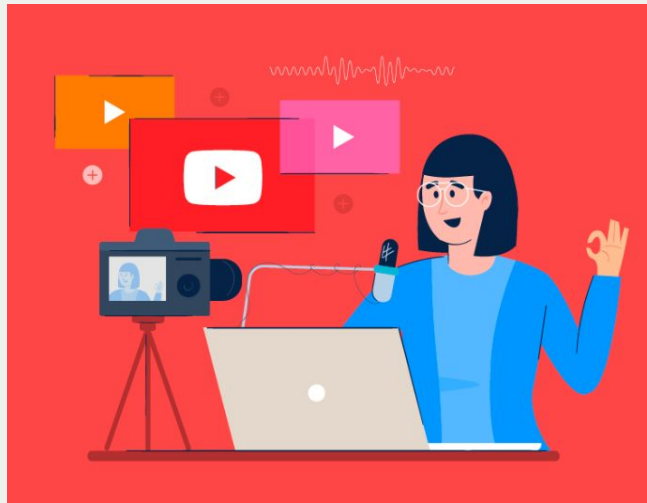
Is your competitor set small? Is there other interaction patterns and industries that we can learn from? Decide on your evaluation criteria with your xfn team and then document what you find and share out with your team.



Create an information radiator for your team

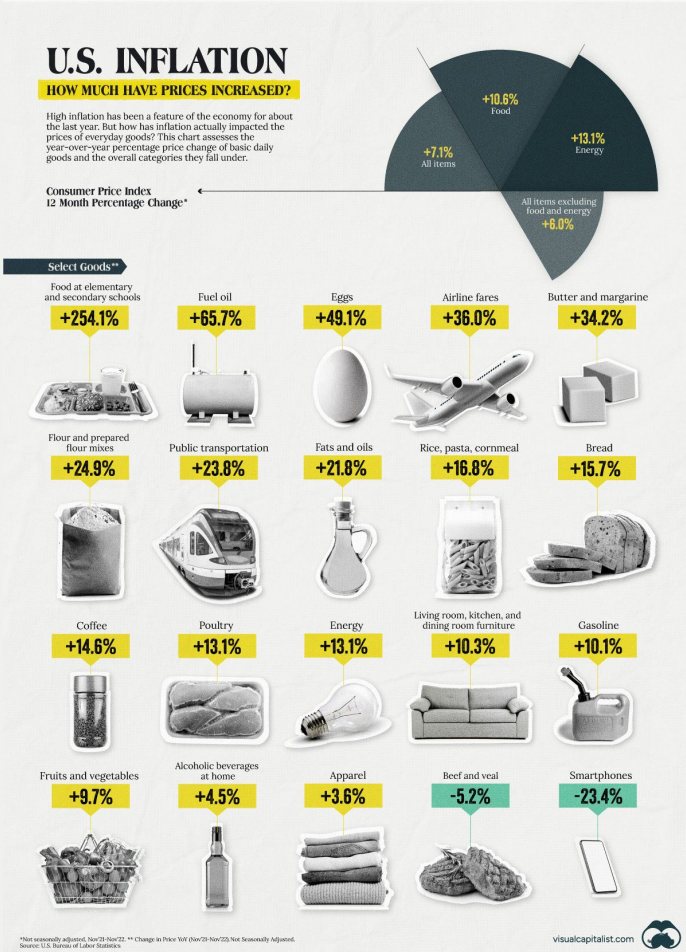
Every team could use PR and exposure by sharing great work as well as the behind the scenes details that makes your team and work great. Could you think of a unique way to break through the monotony of a status email?

- Create a YouTube channel that hosts all your teams presentations
- Create a team newsletter
- Create a team blog that documents your teams subject matter expertise



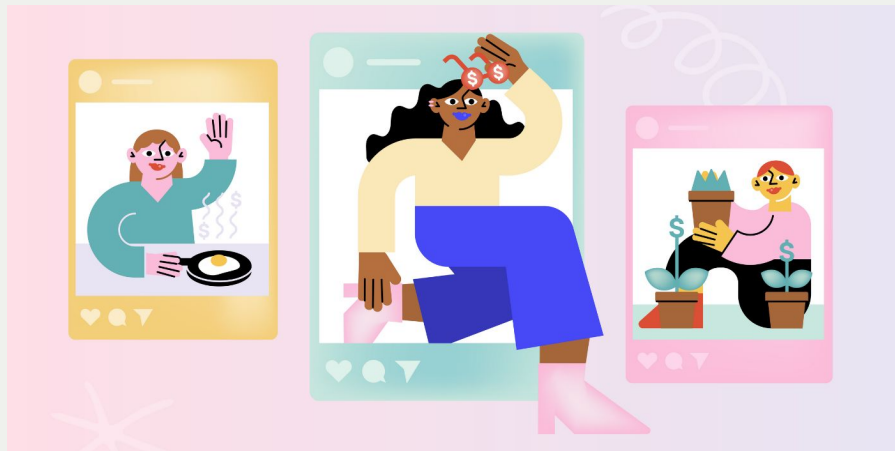
Create a data visualization to explain your products ecosystem

Is there a salient data point that drives home the crux of your team’s solution? Can you think of a way to illustrate a users pain point without any words? Could you visualize the size of an opportunity your team is working on? Create a data visualization artifact for your team to use in presentations to drive impact and memorable insights.



Go deep on your products business. Then explain it from a user's perspective.

Are there aspects or details of your products business that are just emerging as new concepts? Could you go deep and learn as much as you can and become the goto subject matter expert for that emerging concept? Conduct an investigation and craft a mechanism to share out your learnings and what opportunities there might be for your team.



Be an accessibility champion for your product

How is your product meeting Google's accessibility guidelines (GAR)? Could you get certified and evaluate your product and create a plan for your team? Document and prioritize accessibility issues and create specs for your development team? How could you be an advocate that speaks on behalf of all users so that your cross functional team members have empathy and take action for all users.



Create a maturation model for your product

How will your product mature from MVP to long term strategic vision? How many phases are in between and how will you ladder up to achieve the ultimate end state? What is the theme or feature of each phase and how will you scale your product? Work with your cross functional team to create this maturation model then create artifacts that help the team in planning for each of these phases.



GERMINATION
(1-7 DAYS)

Plant seeds just under the surface of the soil. Keep warm and moist. Seedlings appear within a week.

VEGETATIVE
(4-8 WEEK AVERAGE)

Give strong light 18-24 hours per day. Plants grow stems and leaves. Give water when topsoil dries out or pot feels light. Continue until plants are 1/2 the final desired size.

FLOWERING
(8-10 WEEK AVERAGE)

Initiate flowering (buds) by putting grow lights on a 12/12 light schedule (use a timer). Plants typically double in size as they form buds. Give "bloom" nutrients. Total time in this stage is based on strain.

HARVEST & CURE
(1+ WEEKS)

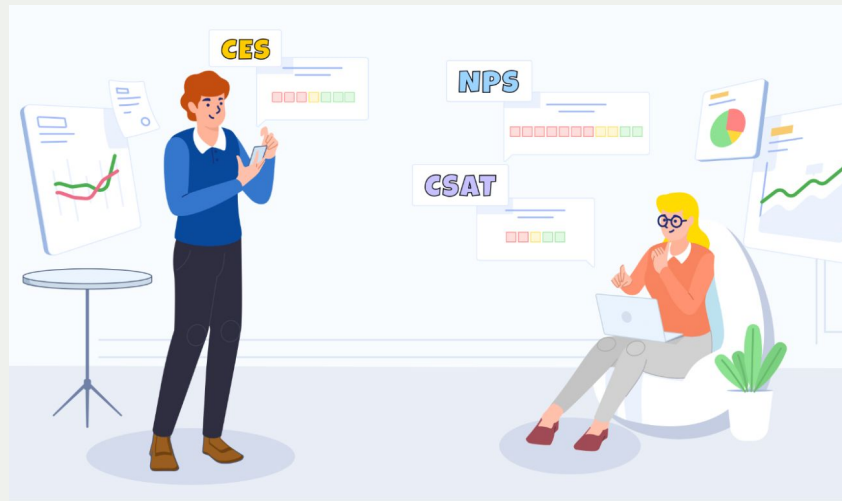
Harvest when buds darken and curl in. Dry in a cool dark place until small stems snap (~1 week). Buds can be smoked after drying but quality improves for weeks if buds are put in jars and burped daily.

Plant problems? Visit [GrowWeedEasy.com/doctor](https://www.growweedeasy.com/doctor)

SOURCE: [WWW.GROWWEEDEASY.COM](https://www.growweedeasy.com)

Design a new metric for your team to measure.

Can you design and measure the health of your product with a new metric? What are the important data points to move? Can you make recommendations of how you can positively move these data points in a repeatable way to help the team design new features or prioritize product improvements and roadmaps?



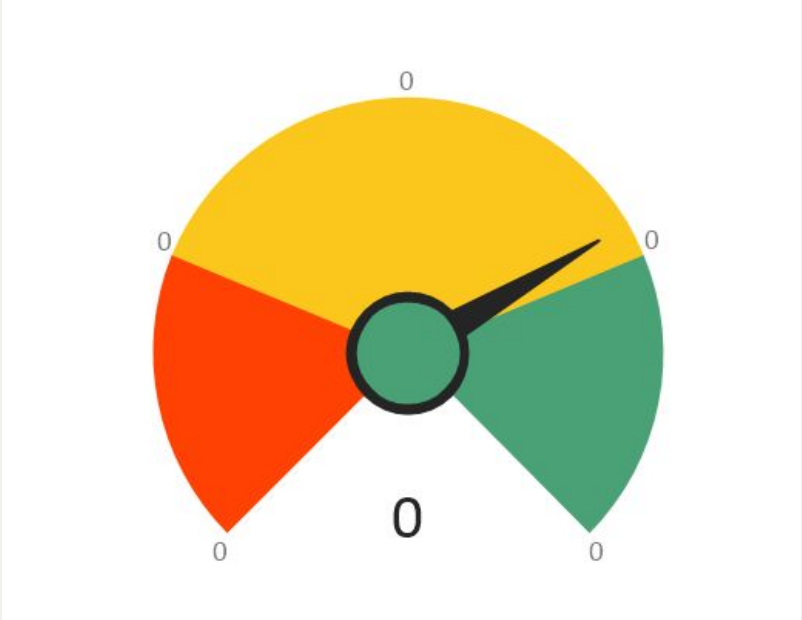
Create guiding principles to help your team make decisions

All teams have debates over what is PO when deciding what is most important to your users and the business. Can you create a set of guiding principles that can help the team make prioritization and product decisions when there is debate? Can you design an activity for your cross functional team to craft and align on these guidelines?



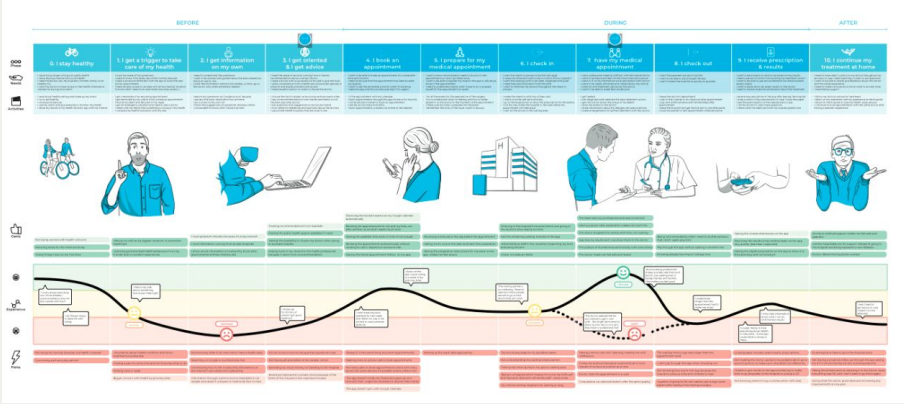
Design a Product Health dashboard

What are the key metrics that your team tracks that give you an indicator of health in your product? Could you create a dashboard or way to keep those metrics visible to the team? What do you recommend to do when a specific metric changes negatively? How will you know what levers to pull to positively impact the health of your product?



Create a Service Blueprint for your products CUJs

Can you create assets and visuals that map out and illustrate your teams CUJs? What are the main tasks and parts of the user’s journey that are most painful and therefore deserves your teams focus? Can you help your team rally and prioritize where to focus your teams planning and roadmap?



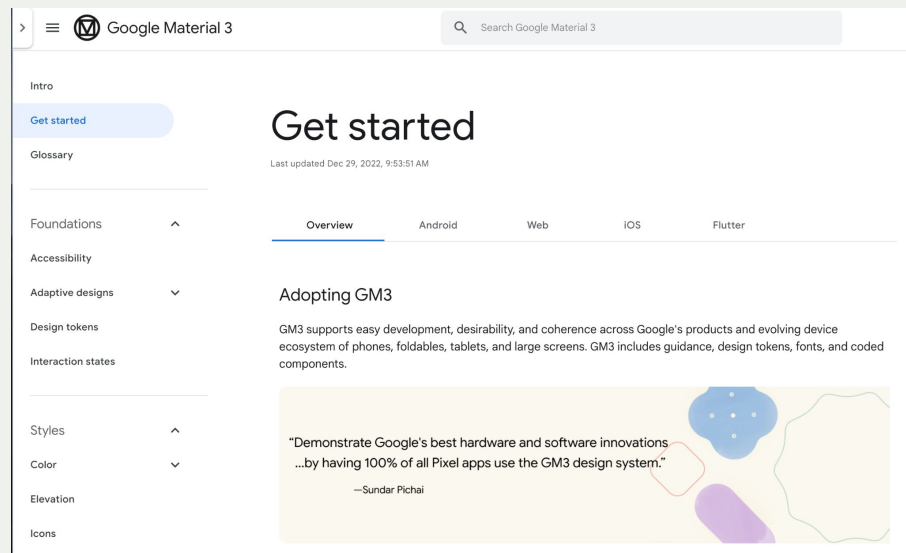
Conduct a SWOT analysis for your product with your team

Could you organize a cross functional team SWOT activity to get both agreement on what your products weaknesses and strengths are? Could you conduct research to spot what threats are on the horizon and share with your team? Facilitate analysis with your team to identify opportunities for your product. Lead a brainstorm on how you can achieve opportunities and overcome weaknesses and threats.



Design a new GM3 component and document the process to approval

Does your product require a unique micro interaction that is not possible with the existing GM3 components?
Could you work with Google Play and GM teams to design a new component or variation and document what teams you worked with, what approval processes you went through and how you documented and shared with team members?



Contribute to a team knowledge bank

Does your team have a common knowledge bank that you could contribute to? If not could you start one? Great for bringing new team members onboard and having a single source of reference when working with other Google teams. Could you contribute by adding a UX section to the knowledge bank?



Attorney-Client Privileged - Contains Legal Advice

Play Commerce Knowledge Base

go/play-commerce-KB

Need to know


What is this doc? Living document of the Google Play Commerce product, processes & general overall knowledge based. This is meant to be a “search-forward” document rather than read every bit start to finish so use the “find” tool liberally!

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I. Overview

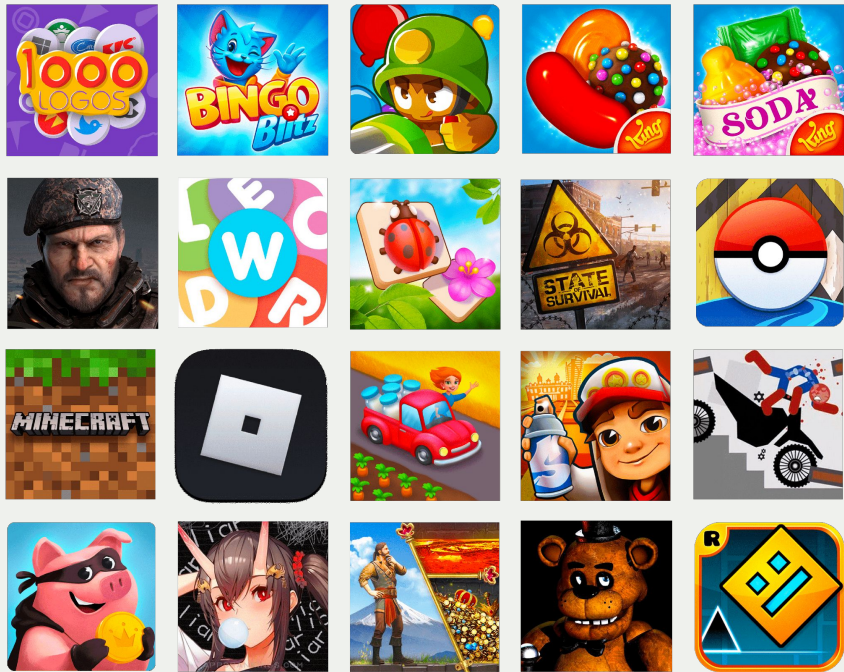
Welcome to Play Commerce

 **Play Commerce Overview** | More than a payments platform



Spend yo' 50\$! Play a game & try a new app!

Do you play games from the Play store? Could you branch out and try some games that you've not tried before? Try downloading popular apps that are outside your wheelhouse and report back with a review for your team. Could you plan a fun team event and play together by hosting themed events? ie: Play the top offline games or games with candy or games with personalized avatars?! Talk about any insights after playing. What makes the game fun, what is the games monetization strategy?



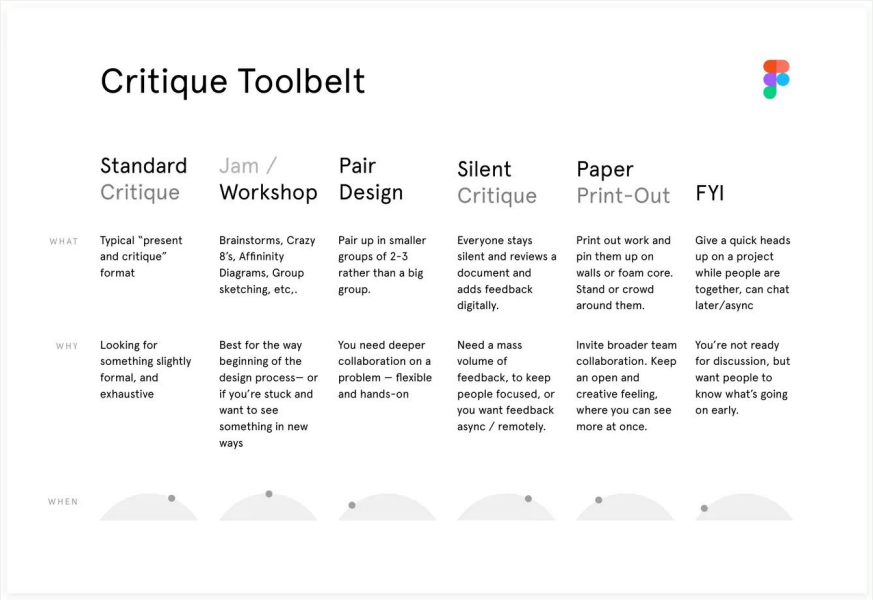
Get a downmarket phone or test devices...

Be an advocate for users that have older less expensive devices. Could you get a downmarket older phone with less bells and whistles to test your products UX? Could you document with screenshots sharing your findings with your team and then file bugs for usability issues and pitch opportunities to optimize experiences for more users/devices?



Host a team critique and teach the team a new feedback method

There are many different ways to hold a design critique. Do you have a few ideas of how you could get more team members involved or teach your team on how to get and give more meaningful feedback? Could you run an experiment for your team by testing different methods for the team to evaluate?



Host an industry speaker for your team

Do you have a UX hero? Have you enjoyed a great book, watched a unique video series or TED talk that has inspired you? Think your team would benefit or enjoy hearing from that author, content creator or inspirational speaker? Could you facilitate getting that person to talk to your team?



Become a mentor

There are many opportunities either on your team or within the greater Google community to become a mentor. Could you seek out these mentorship initiatives and get involved? Could you create a pitch for all the mentorship programs available and expose your team to these mentorship programs so that more people could get involved in mentorship initiatives?



Sponsor an intern

Were you an intern? Could you look for opportunities to give back by hosting an intern on your team? Work with your team leads to identify a good cross functional team project for your intern to work on. It should be scoped so that it has a clear beginning and ending and desired outcome. Plan out how you will support the intern and make sure they have a great experience while on your team.



Design and host a hackathon

Could you design a team hackathon that seeks to generate potential ideas for your products roadmap? How would you inspire collaboration, big thinking and new ideas? How could you generate excitement and enthusiastic participation? Who would be the judges for hackathon? What could participants win?



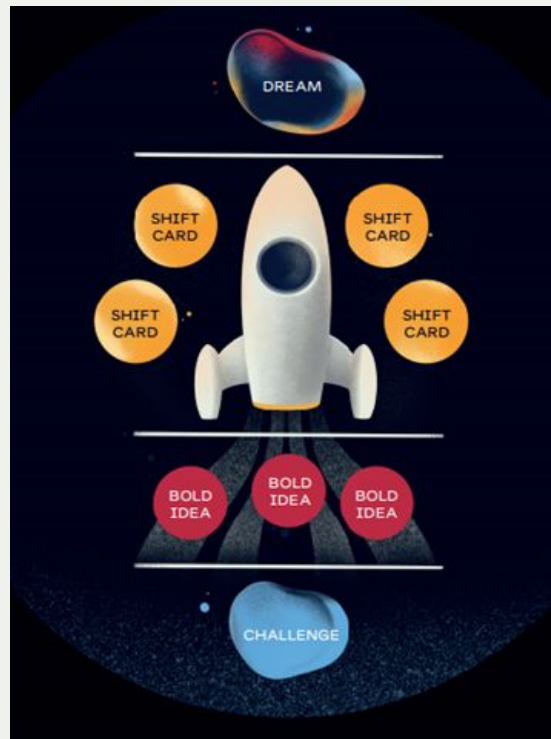
Schedule a regular lunch with PM & Eng partners

Building good cross functional team partnerships is the backbone of success (and happiness!) for all teams. Could you make time for getting to know your xfn team by setting up a recurring lunch? Try setting up a rotating host for lunch meetups to break the ice and generate fun topics to discuss. Could you share crazy innovative ideas to scheme together on?



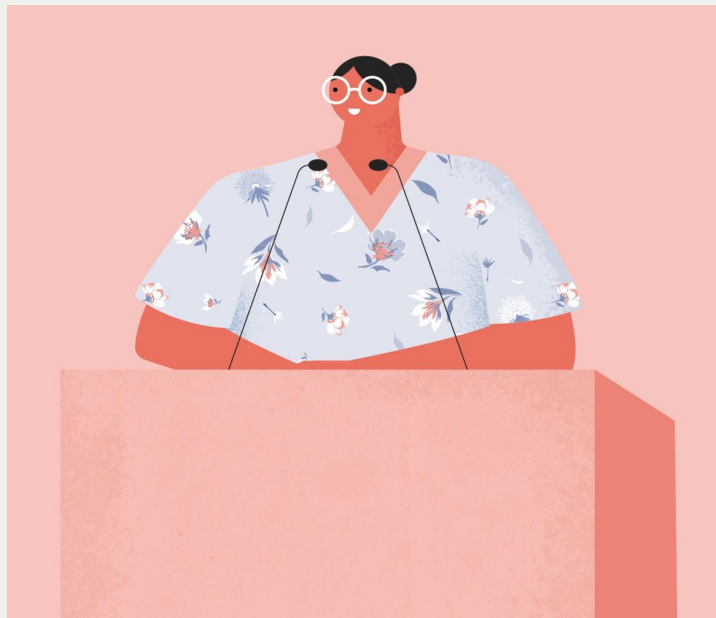
Create a mechanism for anyone to pitch moonshot ideas

Great ideas are dreamt while in the shower, walking the dog or on long road trips. Could you create a mechanism for anyone on your team to create a pitch that gathers thoughts and puts them in a standard format for evaluating and understanding the validity of an idea? Could you host a quarterly event to give people a venue to pitch their idea? What if your team reserved a slot in your roadmap for a pitched wildcard idea?



Speak about and share your UX skills

Are you looking for opportunities to broaden your visibility in the UX community? Look for opportunities to speak at or help plan Google events like UXU or team offsites. External opportunities to speak at conferences will also give you an opportunity to practice talking about your work. Teach a class or present at a college or university. You can inspire the next generation of UX'ers!



Arvind Lakhani

Teach your team something

Have a unique skill that has helped you become a better UX'er? Can you plan and facilitate an event to teach your fellow teammates that skill? What about doubling it up into a fun team event that becomes a series of fun skill building events that inspires other people to share their skills?



Frances To

Do you have other ideas to spark fireworks?





Baby, you're a firework ;)



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