

# Lise LaTorre

UX Foundations Leadership

Inside:

About Me

UX Quality Enablement

Measuring Impact

Inclusive Management

‘Leeza latōr’

She/her





# About Me

- My Loves
- StrengthsFinder Top 5
- Myers-Brigg Type
- Strategic Foci

# My Loves



Katie Cat



● Cora (they/them)



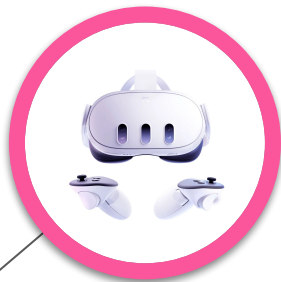
● Concrete



● Rivers



● Nurturing growth and inclusion



● VR



● Painting and fiber arts

# StrengthsFinder Top 5

**Developer**

Sees the potential in others and notices small signs of progress

**Activator**

Catalyst to turn ideas into action

**Positivity**

Infectious energy and enthusiasm

**Connectedness**

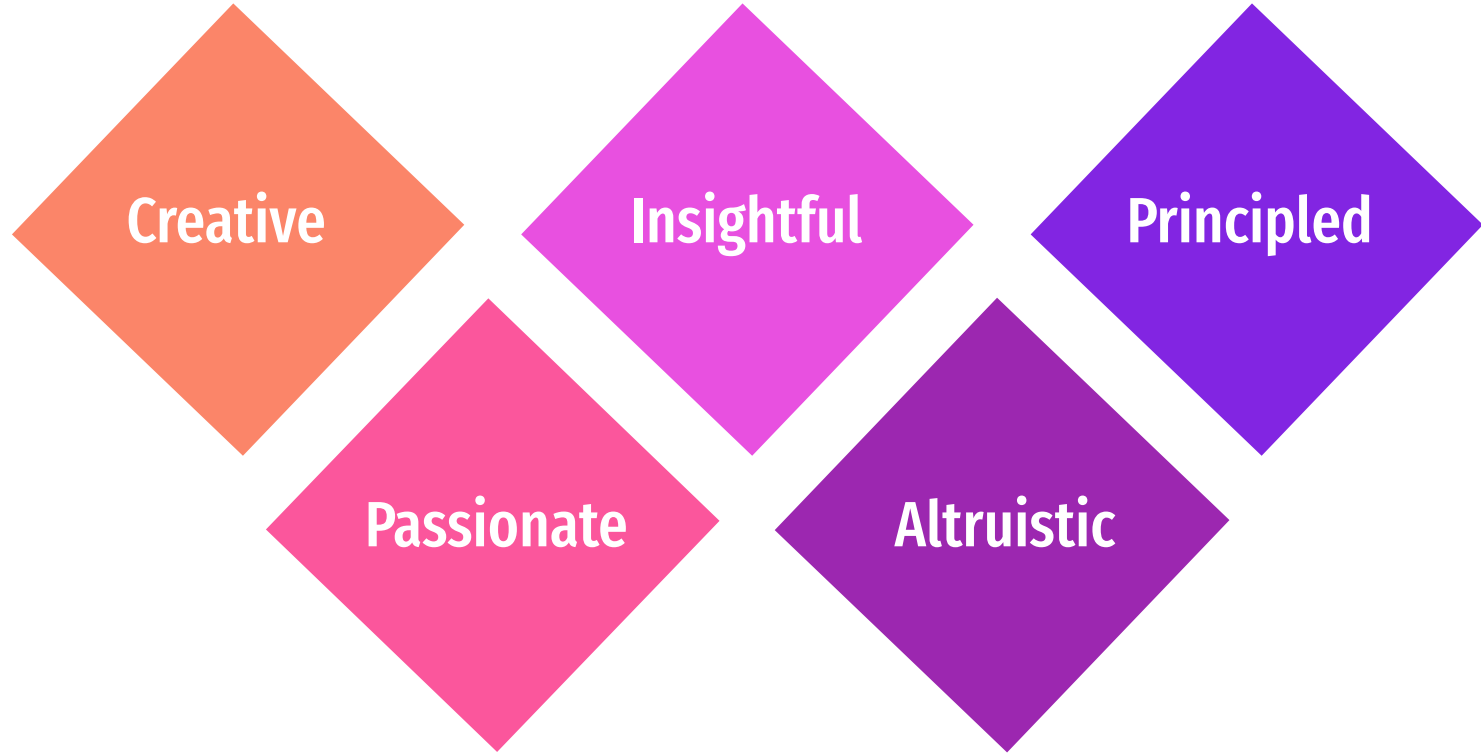
Decision-making influenced by altruistic goals, builds bridges between people and groups

**Intellection**

Very interested in solving problems and conceiving new concepts

# Myers-Brigg Type

## INFJ-T: The Advocate



Nothing lights up Advocates like changing someone else's life for the better.

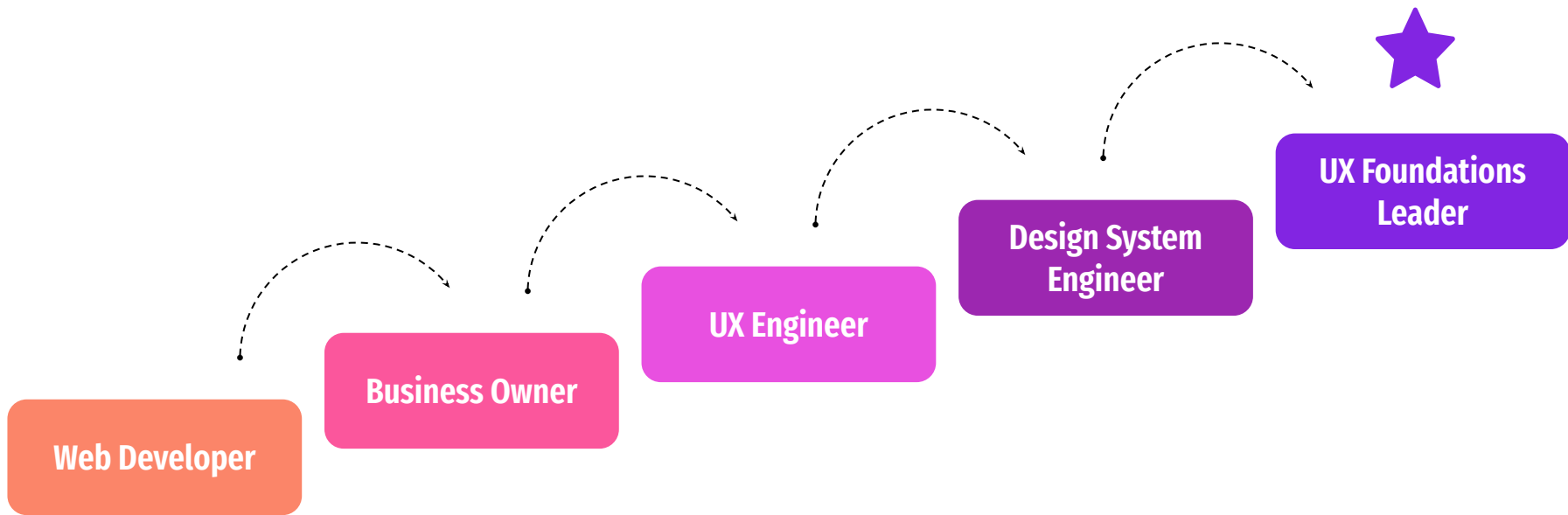
Essentially, I am a touchy-feely leader  
driven by logic and action,

to elevate craft company-wide  
by scaling UX expertise.

For over 2 decades,  
I have been building reusable chunks of UI  
to ensure consistency, scalability, quality  
and accessibility.



# Career Progression



# Strategy: Maximizing visible business impact

## Enablement

Encouraging optimal system usage

## Inclusion

Inclusive design and leadership

## Process

Evolving design systems and UI utilities as internal products



## Quality

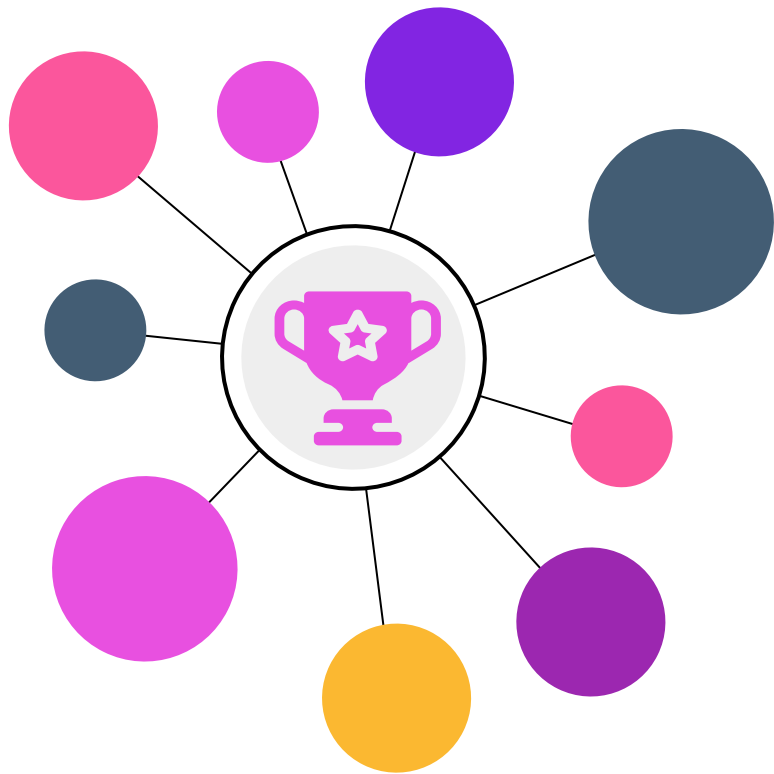
Elevating quality by scaling expertise

## Org Structure

Working inside out *and* outside in

## Meaningful Metrics

Assessing actual business impact and ROI



# Elevating Craft Quality

Improving design and code  
quality by scaling expertise

# Scaling UX and A11y Expertise



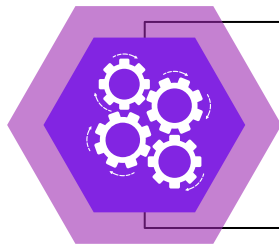
## User support

Optimizing system usage through user support



## Growing team members

Developing team members into user-centric leaders



## Going beyond simple components and tokens

Expanding system offerings to include compositions



**Strategy: building up enablement**

# Gusto Support Challenges



Office hours were underutilized - slots were filled by system team members.



Users went directly to favorite teams members instead.



1:1s were used to fill in skill gaps for product teams vs improving system usage.



Within the team, silos of contextual information and expertise formed.



Guidance to users was inconsistent and debates between team members took place in the support channel, confusing users.

# Sprout Social Support Challenges



No office hours at all due to previous underutilization. Users went directly to favorite teams members instead.



Within the team, two long term team members were silos of contextual and historical knowledge.



DS team engineers expressed disdain for direction from Product Managers and preferred to be 'left alone' to do their work.



In Slack, responses were inconsistent and vague, when given.



Unsurprisingly, the annual user survey reflected confusion regarding using the system, and/or getting support



# Support Goals

- Impeccable response to support requests
- Stronger relationships
- Fewer 'single-use' support efforts
- Knowledge silos broken down
- Feedback loops established



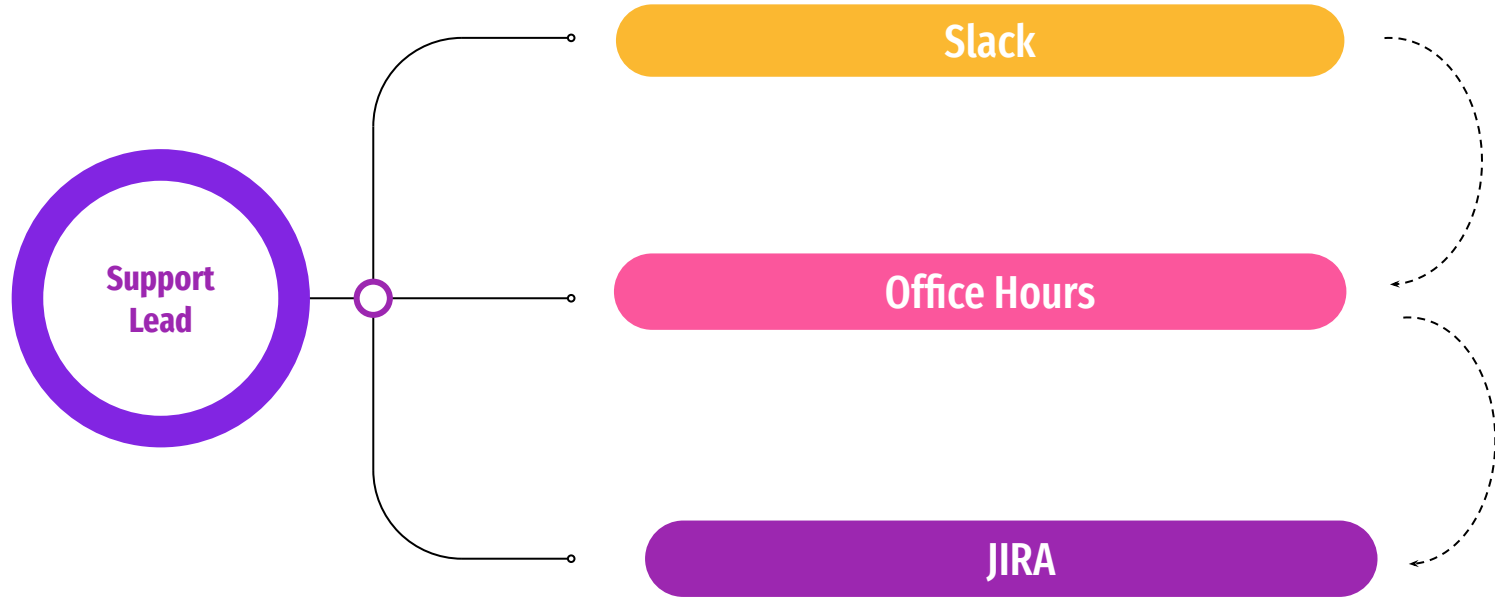


# Support Strategy

- Introduce and evangelize a scalable support process
- Reintroduce Office Hours with connection points before and after
- Implement a Support Lead rotation
- Collect measurable feedback in surveys



# Scaling Support with a Support Lead





# Support Lead Rotation

- A sprint-long rotation
- Every team member participates
- The Lead manages the Slack channel, Office Hours and bug triage
- Silos are diminished

# The Front Line of Support: Slack

**What:** The primary source of support is a searchable DS Slack channel.

**How:** There is also a private team channel to discuss the answers to support requests to prevent inconsistency or debate amongst team members in response.

**Goal:** Ensure users feel heard and have a clear sense of next steps while creating an enduring resource that helps many users at the same time.

## The Support Lead:

- Responds to the request for help within a day
- Brings questions to the private team channel
- Shares a clear, cohesive response back to the public channel

# Breaking Down Barriers in Office Hours

**What:** Weekly sessions with the full team

**How:** Users sign up for in advance and invite key stakeholders

**Goal:** Ensure users feel heard and have a clear sense of next steps, while growing a shared understanding of guidance and standards within the team.

## **The Support Lead:**

- Reviews sign ups for assets and alignment
- Schedules, hosts, and records sessions for reference
- Follows up with the recap link and a sentiment survey

## JIRA or 1:1

- If there is follow up work to be done by the team, further details are added to the ticket and it is placed in the backlog for prioritization by the Product Lead.
- Incoming bug reports are triaged, then added to the backlog for Product Managers to prioritize.
- If there is follow up work to be done by the user, we book a 1:1 if they still need help.

# Impact



Silos within the team greatly reduced as team knowledge was shared.



Slack response time regularly dropped to within hours, (vs days), with clear, cohesive answers, turning the channel into a searchable support resource.



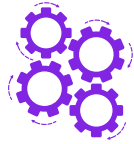
2 - 3 Office Hour slots a week are filled 80% of the time, occasionally requiring additional slots to be added to the calendar.



Metrics established to anticipate resourcing needs, and build awareness of team impact through user support.

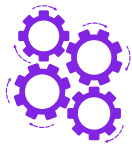


Annual surveys yielded greater engagement, reflected significant improvement in users' awareness of how to get support, and demonstrated stronger relationships between the team and the system users.



**Strategy: expand offerings**





# Beyond Components

## ENABLEMENT

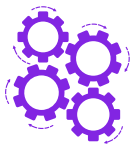
Investing equally in supporting system usage as creating components.

## DISCOVERY

Talking with design and engineering representatives from all impacted teams.

## EXPERIENCES

Providing blueprints and guidelines for experiences shared across features/products.



# Collection Experiences at Sprout Social

Tag Management

All Tags

Find tags...

Help

Export

0 Selected

[Move](#) [Archive](#)

Tags

6 Collections

Campaigns

Apples

Asset Type

Content Tags

Customer Support

Hashtags

Zebras

Tags (unclassified)

Archived

Customer Support

Add Tag

5 Tags

AI Sentiment: Positive

Direct Messages

New Customers

Returning Customers

test customer support tag

# Context



\$103k MRR of active customers requested better Tag Management.



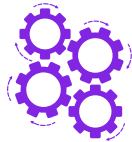
Customers were creating elaborate, complex workarounds.



As a feature running throughout the product base, Tag Management was needed across multiple verticals (Zones).



The company culture was one that had Zones operating as independent start-ups with very little means of collaboration.



## Our Approach

- Discovery with Craft Ambassadors
- Create system-based experience components
- Deliver recipes and guidelines for larger, common compositions
- Provide guidance for ensuring an accessible experience for all users



## Tags

[Remove All](#)

- apple X
- needs\_response\_brand\_keyword X
- needs\_response\_rule\_test X
- only\_urls X response test X

Search Tags...

- Campaigns →
- Customer Support →
- Location →
- Product Type →
- Tags (unclassified) 5 →

[Manage](#)

## ← Customer Support

[Remove All](#)

- apple X
- needs\_response\_brand\_keyword X
- needs\_response\_rule\_test X
- only\_urls X response test X

Search Customer Support...

- ☐ All Groups Test
- ☐ Incorrect Shipping Address
- ☐ Item damaged
- ☐ Login Issues
- ☐ test1234567
- ☐ test2

[Manage](#)

## Tag Management

All Tags



Find tags...



Help












Export

0 Selected

[Move](#) [Archive](#)

### Tags

#### 6 Collections

-  Campaigns →
-  Apples →
-  Asset Type →
-  Content Tags →
-  Customer Support →
-  Hashtags →
-  Zebras →
-  Tags (unclassified) →
-  Archived →

### Customer Support

 Add Tag

- ☐ 5 Tags
- ☐ AI Sentiment: Positive ...
- ☐ Direct Messages ...
- ☐ New Customers ...
- ☐ Returning Customers ...
- ☐ test customer support tag ...

# Results



Collections patterns were eagerly implemented for Profiles as well as Tags, reducing the cognitive load of two of our most complex experiences.



Customers loved them!



Relatively few bugs and no need to scale back designs at the last minute to accommodate data constraints.



Only one triage moment - with a Zone that did not have project ambassadors.

 **Anthony Yopez** Author 10mo ...  
Director, Social @ LIV Golf | Social Media Professional | Strat...

**Rena Feldman** community management tagging is also a huge asset and area that a lot of us neglect. Being able to collect and categorize inbound comments is huge! Especially for leadership teams

Like ·  3 | Reply

 **Alex Haider** · 3rd+  
🌟 Social Media & Digital Marketing 🌟 | Second Harvest Hea

I do this! It's wonderful to be able to pull tag reports.

Like ·   2 | Reply · 1 Reply

 **Gabby Grahek** Author  
Professional Social Media Consultant & Coach 📱

**Alex** it's a great practice for any social pro. it can help organize your smart inbox, publication calendar, AND custom reporting. It's such a huge asset -- and timesaver -- to have all that data at our fingertips :)

Like | Reply

 **Anthony Yopez** · 2nd + Follow ...  
Director, Social @ LIV Golf | Social Media Professional | S...  
1yr · Edited · 

Social media tip 💡

Tag all of your social media content 📌

My team and I use **Sprout Social, Inc.** And it is a game changer for having data to support your strategy and staying focused on content that drives results.

Is it an extra step in your post scheduling? Yes.

Is it worth it. Absolutely <sup>100</sup>



# Questions?

**Thank you!**