



# Move fast and (try not to) break things

Better feature releases with Atlassian Work Management products

Jenny Marshall  
Product Manager, Atlassian





Move fast and (try not to)  
break things

# ABOUT ME

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# ABOUT ME

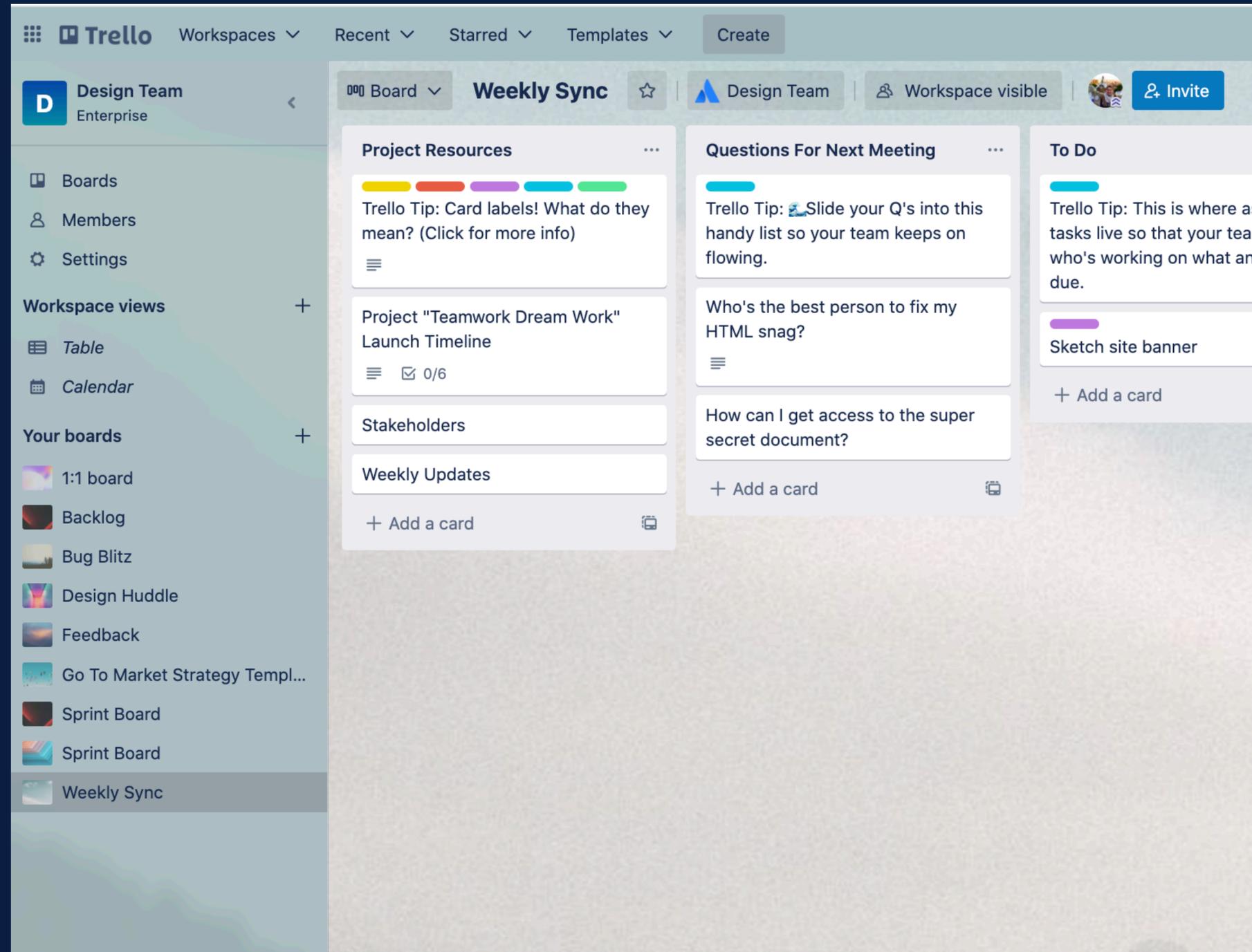
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# ABOUT ME

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- Templates
- Onboarding
- Video integration
- New navigation



# Best Practices



Internal  
communication



Controlled  
rollouts



Feedback  
collection



Catastrophizing

# #1: INTERNAL COMMUNICATION



# BENEFITS OF COMMUNICATION

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Solidify the strategy



Scale your team



More focus time

# REMEMBER YOUR AUDIENCE

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Team

Department

Organization

Detailed



High level

# INTERNAL COMMUNICATION

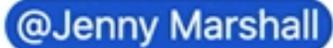
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# PROJECT PLAN

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## Trello Navigation—Project Plan

TC ticket	
Slack Channel	#navigation-trello
Dashboards (Mode, Amplitude, Experiment)	<a href="#">Link</a>
Feature Lead	Galen
Designer	Nic
Product Manager	
Engineering Manager	Max
Data	Claire
QA	Olga

What are we doing?

# TEAM DEMOS

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The screenshot displays a workspace interface with a top navigation bar and two columns of demo cards. The navigation bar includes a 'Demos' button with a star icon, a 'TEAMplates' logo, a 'Workspace visible' status indicator, and a row of four team member profile pictures. The left column, dated 10/30/2020, contains three cards: 'allWorkspaces custom hook' by a man, 'Navigation interviews' by a woman, and 'Design update' by another woman. The right column, dated 10/16/2020, contains two cards: 'Microservice so far' by a man and 'Feature flag for workspace navigation' by a man. Each card includes a menu icon, a checkmark, and a progress indicator '0/7'. An 'Add a card' button is located at the bottom of the right column.

**Demos** ☆ | **TEAMplates** | Workspace visible | [Profile Pictures]

**10/30/2020** ...

- allWorkspaces custom hook [Profile Picture]
- Navigation interviews [Profile Picture]
- Design update [Profile Picture]

**10/16/2020** ...

- Microservice so far [Profile Picture] ☰ ☑ 0/7
- Feature flag for workspace navigation [Profile Picture] ☰ ☑ 0/7

+ Add a card [Add Card Icon]

# INTERNAL COMMUNICATION

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# ATLAS UPDATES



Team Central BETA

Home

Projects ▼

Goals ▼

Teams ▼

Help directory

New ▼

Give feedback

 Jenny Marshall over 1 year ago

ON TRACK for  18 Jan 2021

This week we released improved expand/collapse functionality, "Find boards in team" search, and several more tasks for Milestone 2. Next week we will run usability tests with existing users with the latest build, in addition to gathering more internal feedback.

Share • Edit •  2 

 Justin Gallagher over 1 year ago

Really liking these new improvements! 

Reply •  1 



Add comment...

# INTERNAL COMMUNICATION

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# BLOG POSTS

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## An Update on Trello's Navigation



Created by Jenny Marshall

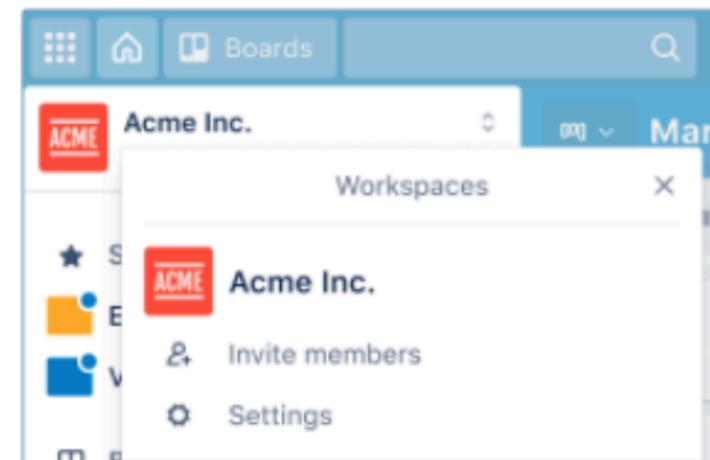
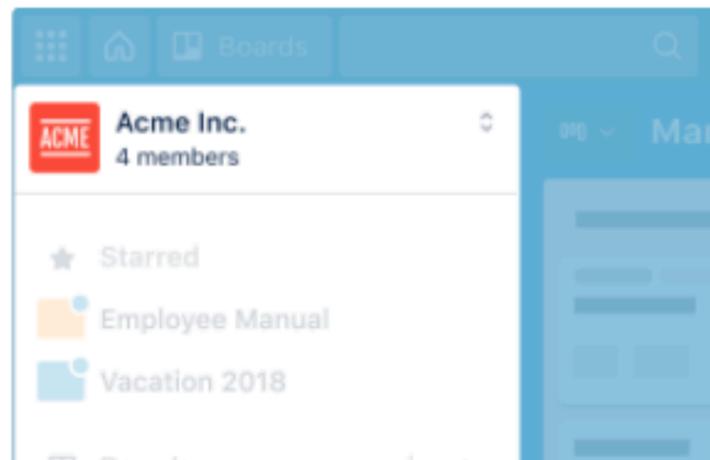
Last updated: just a moment ago • 4 min read • 1 person viewed • No updates

**TL;DR:** We're introducing a new navigation system for Trello in order to:

- Help users organize their boards in Workspaces
- Provide a pathway to Views

Coming to a feature flag near you for dogfooding later this quarter! Read all about it. [↓](#)

Like the rest of us, Trello's been living in sweatpants for a little too long, and 2021 is its coming out party – new year, new look (hopefully sans mask). It's getting views, workspaces, even a shiny new [brand refresh!](#) And to support all these changes, Trello's navigation is also getting a facelift.



# ASYNC VIDEO

169 views Share

## Trello Navigation 2.0

(It's finally [almost] here!!!)

TEEMPLATES

1x 1.2x 1.5x 1.7x 2x

EMILY GALEN HEATH JENNY MAX NAVID

NIC OLGA PETER SETH STACY YAHIR

9 min

Review transcript (n)

Video preferences

Trim video (/)

Call-to-action

Change thumbnail

Comment Record a comment

# Best Practices

1

Internal  
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rollouts

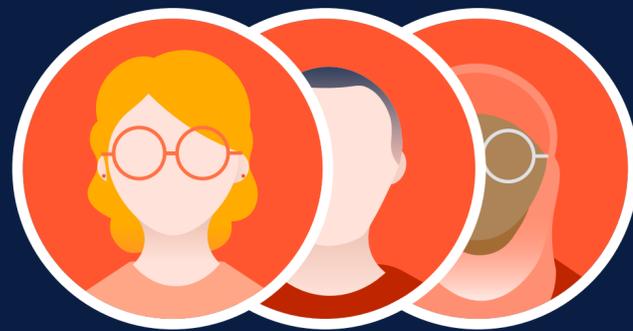
3

Feedback  
collection

4

Catastrophizing

# #2: CONTROLLED ROLLOUTS



# BENEFITS OF CONTROLLED ROLLOUTS

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Learn from specific cohorts



Measure progress



Mitigate risk

# TRELLO NAVIGATION ROLLOUT



Internal



Cohort  
2



Cohort  
3



Cohort  
4



600 users each



GA  
Launch



Enterprise

## GRADUATION CRITERIA

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When is it time to release to the next cohort?

# GRADUATION CRITERIA

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5 → Overall, how does the new navigation compare to the previous experience?\*

*Description (optional)*

1

2

3

4

5

Much worse

About the same

Much better

# GRADUATION CRITERIA

## Graduation Criteria

Milestone 2: 'High Risk' users					
We believe....	What we'll measure	Previous Baseline	Graduation Criteria	Chart to track	Actual
<b>PRIMARY</b> Users will view the new navigation as an overall improvement	Customer satisfaction score	2.4/5	3.0/5	Dashboard	✓ 3.1/5
<b>SECONDARY</b> The new navigation will help users discover Workspace views	Entrances to Workspace views				

# UPDATING ON ROLLOUT MILESTONES



ATLAS-2735

## Navigation Milestone 2: "Riskiest cohort" Release

COMPLETED 🎉

About Updates 13

🚢 Nav 2.0 is officially out to the **first 100 external users** in our "high risk" cohort (members of 4+ teams and 30+ boards) to gather feedback before we gradually expand the rollout.

🎥 Watch a [Loom video](#) of some of the recent improvements to nav that we shipped before release.

Status changed

~~AT-RISK~~



COMPLETED 🎉

# Navigation release



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## Customer satisfaction score



# Best Practices

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# #3: FEEDBACK COLLECTION



# COLLECT FEEDBACK

## 💡 Start Here



Add cards to this board as you dogfood the new navigation and find bugs!

PLEASE READ 'Known Issues' first to see what's on our radar

+ Add a card



## 📢 Feedback



I like the new sidebar but I want to see all starred boards

👍 1

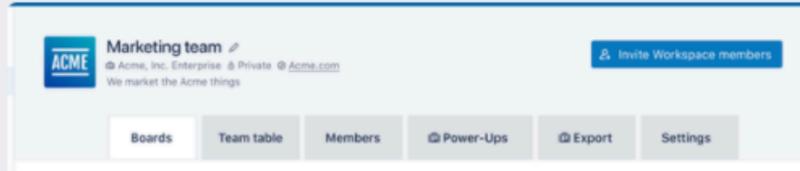
I really miss having keyboard navigation!

💬 1

+ Add a card



## 🐛 Found a Bug?



404 on member boards page with response "model not found"

👁️ 📎 1



+ Add a card



## 🔴 Known Issues (on board)

Expand/Collapse gets stuck on scrollbar

+ Add a card

# COLLECT FEEDBACK

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Thanks for providing feedback on Trello's new navigation! We'll ask you a few questions first, but you'll have a chance at the end to leave open-ended feedback.

We also know that change can take a bit of getting used to! We encourage you to try out the new navigation for 1-2 weeks before leaving feedback.

**Start**

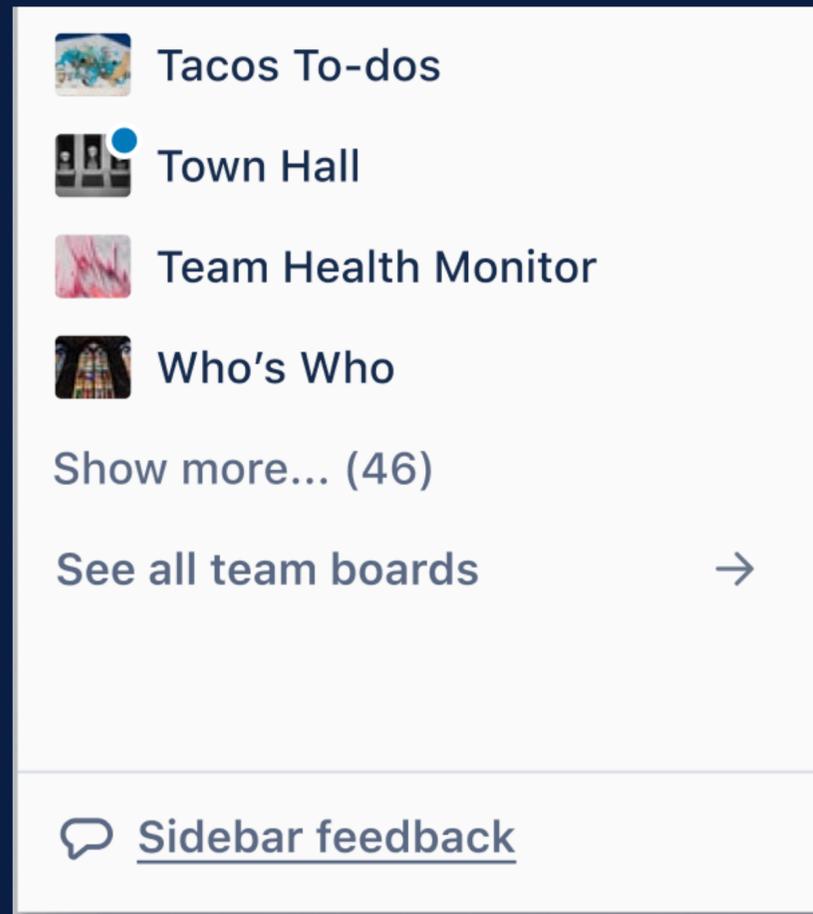
press **Enter** ↵

## COLLECT FEEDBACK

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Different channels will help you learn different things.

# COLLECT FEEDBACK



Tacos To-dos

Town Hall

Team Health Monitor

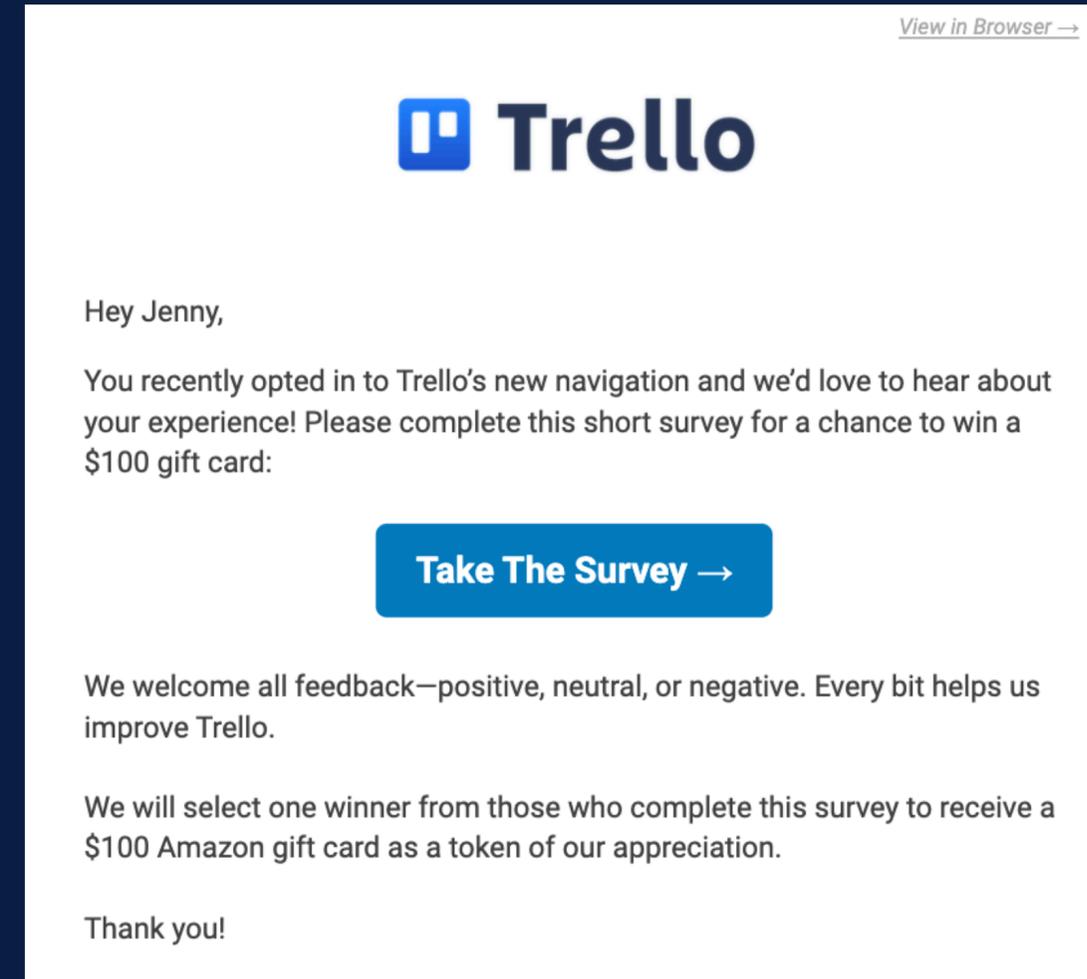
Who's Who

Show more... (46)

See all team boards →

[Sidebar feedback](#)

In-product



[View in Browser →](#)

**Trello**

Hey Jenny,

You recently opted in to Trello's new navigation and we'd love to hear about your experience! Please complete this short survey for a chance to win a \$100 gift card:

[Take The Survey →](#)

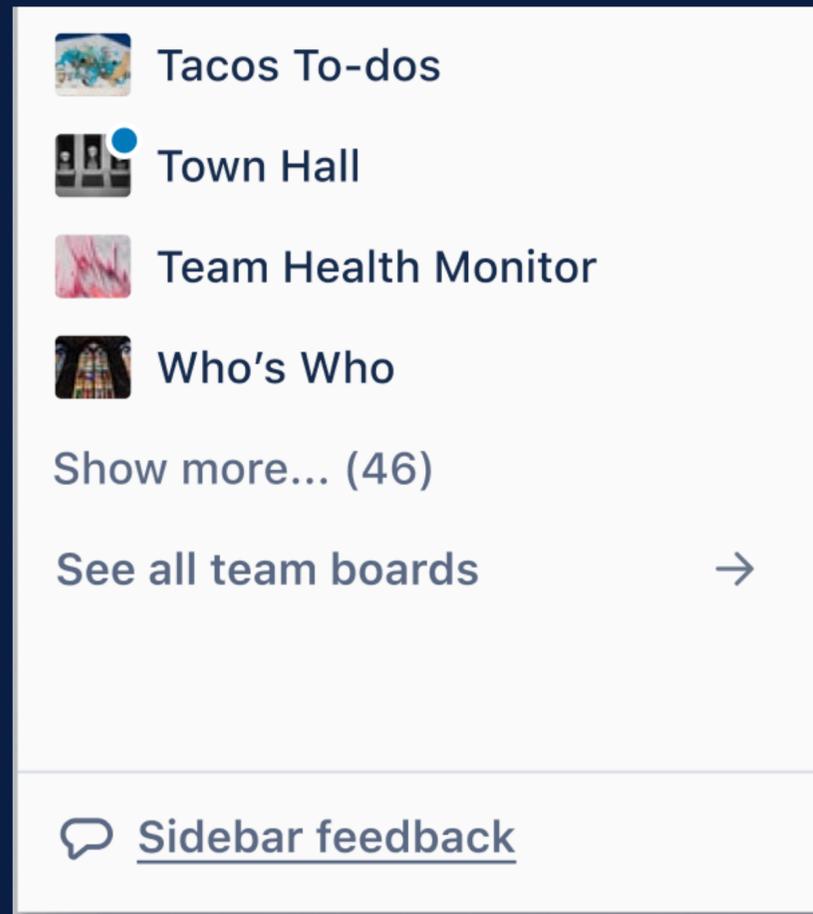
We welcome all feedback—positive, neutral, or negative. Every bit helps us improve Trello.

We will select one winner from those who complete this survey to receive a \$100 Amazon gift card as a token of our appreciation.

Thank you!

Email

# COLLECT FEEDBACK



Tacos To-dos

Town Hall

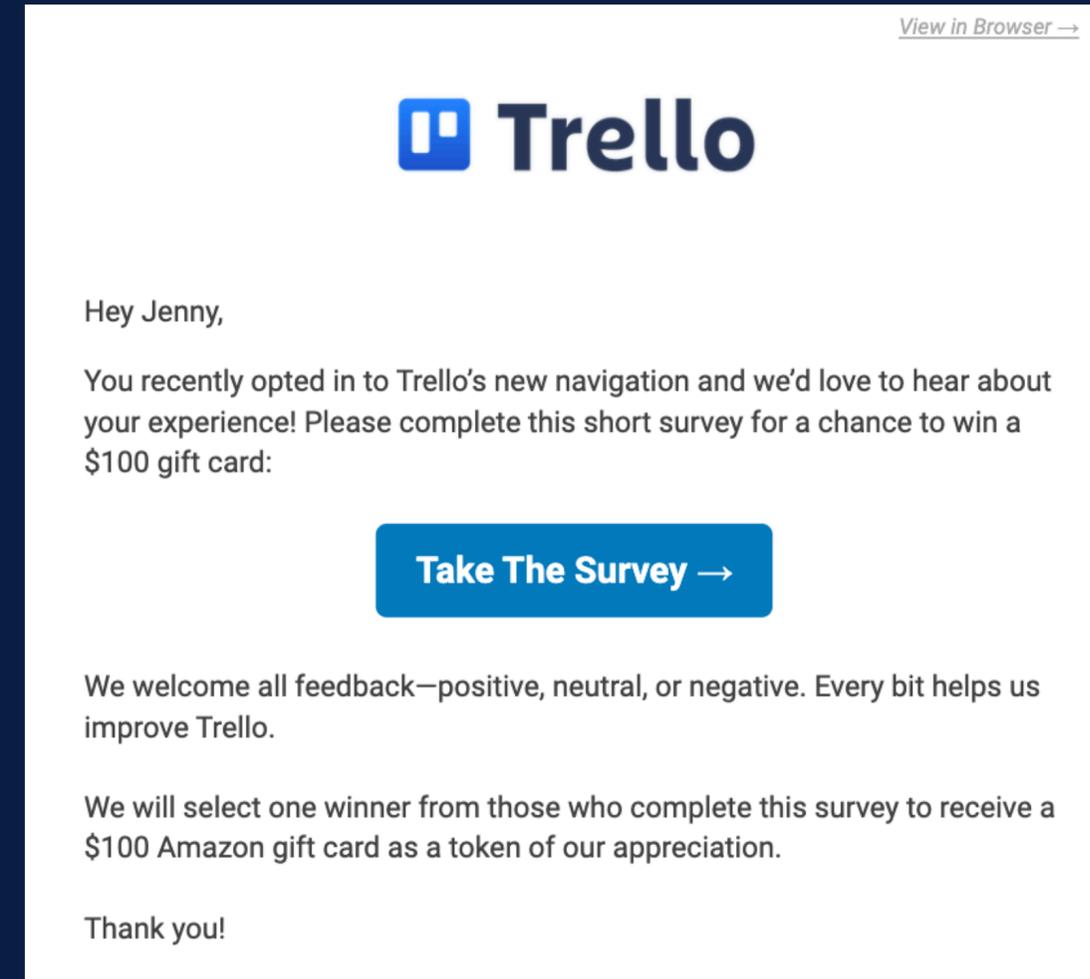
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Show more... (46)

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## Trello

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[Take The Survey →](#)

We welcome all feedback—positive, neutral, or negative. Every bit helps us improve Trello.

We will select one winner from those who complete this survey to receive a \$100 Amazon gift card as a token of our appreciation.

Thank you!

2.2/5

Customer satisfaction score

3.9/5

# ORGANIZE FEEDBACK



3

How much do you agree or disagree with the following statements?

6148 out of 6148 people answered this question

	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	N/A
The new sidebar helps me...	9.1%	17.5%	19.2%	26.1%	4.1%
I can easily find the boards I...	10.1%	11.7%	15.1%	30.1%	2.9%
I prefer					

# ORGANIZE FEEDBACK

Navigation Feedback ▾ ↻ ↺ 📄 🔍 ☑ ⌚ ⚙️ Facilitator ✓ All changes saved!

## Switching Teams

- Speed
- Landing on another board

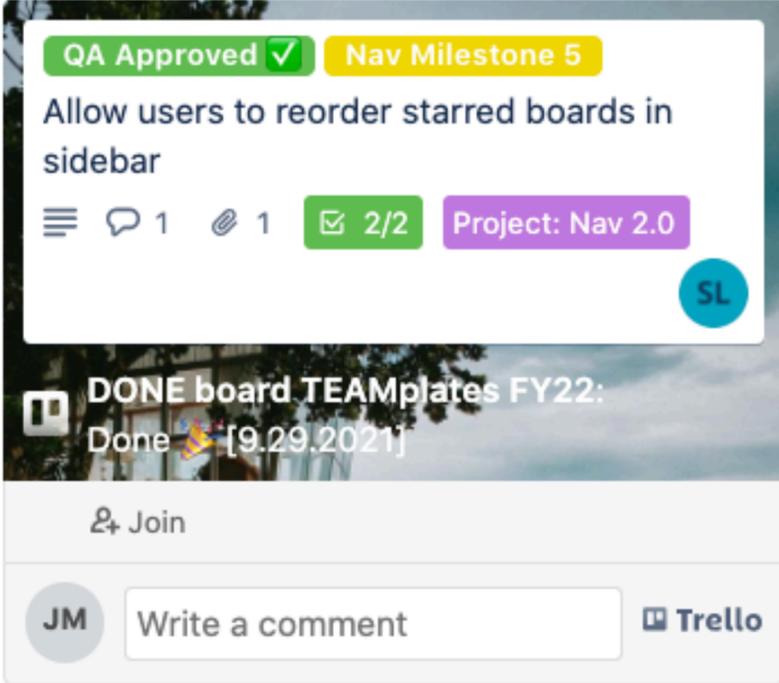
## Finding boards

- Too many boards shown
- Don't know what team the board is in
- Ordering

## Screen Real Estate

- Fine with collapsed real estate
- Doesn't want it to

# ACTION ON FEEDBACK

Feedback Theme	Will we roadmap a change for this?	Backlog ticket
Ability to re-order starred boards	YES ✓	 <p>The screenshot shows a Trello card with the title 'Allow users to reorder starred boards in sidebar'. It includes a green 'QA Approved' badge, a yellow 'Nav Milestone 5' badge, and a purple 'Project: Nav 2.0' badge. The card also shows a 'DONE board TEAMplates FY22: Done [9.29.2021]' label and a 'Join' button. A comment box with the initials 'JM' and the Trello logo is visible at the bottom.</p>
Can't find the new search functionality.	PARTIALLY <ul style="list-style-type: none"><li>We will incorporate this change into onboarding.</li></ul>	
User doesn't care what workspace their boards are in	NO	

# ACTION ON FEEDBACK

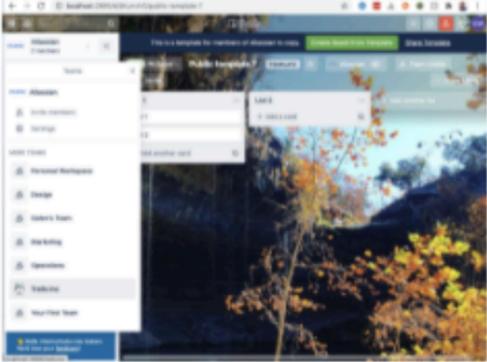
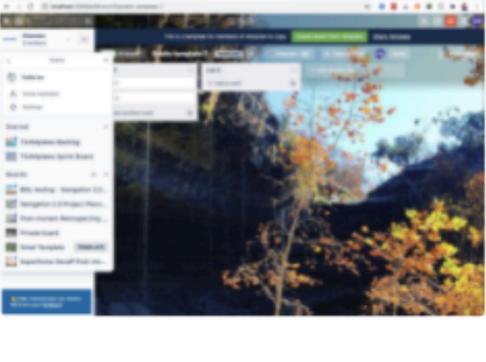
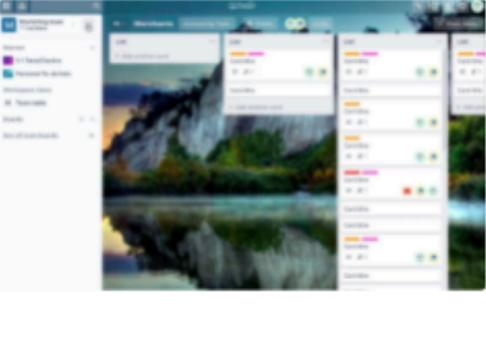
## We could use your help!

We're in the middle of working through a tricky UI challenge with the left hand navigation.

- Share your reactions, perspectives, pros/cons on the existing problem space and solution ideas we've described below
- Have any ideas for options we haven't considered yet? Add them in the comments!

### Background on the problem:

### Options we're considering:

Option 1	Option 2	Option 3
		
 	 	 
LOW EFFORT	MEDIUM EFFORT	HIGH EFFORT

# Best Practices

1

Internal  
communication

2

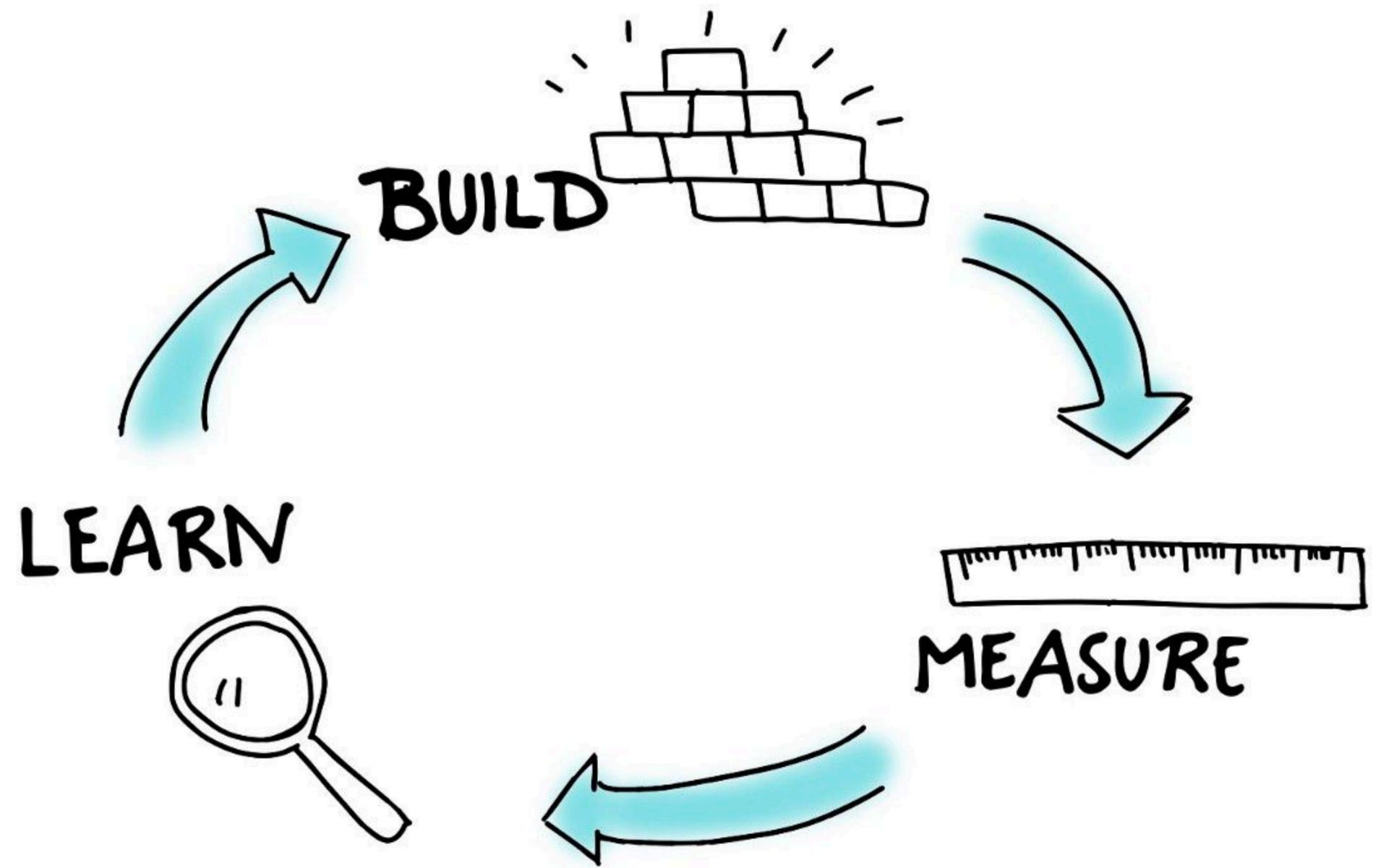
Controlled  
rollouts

3

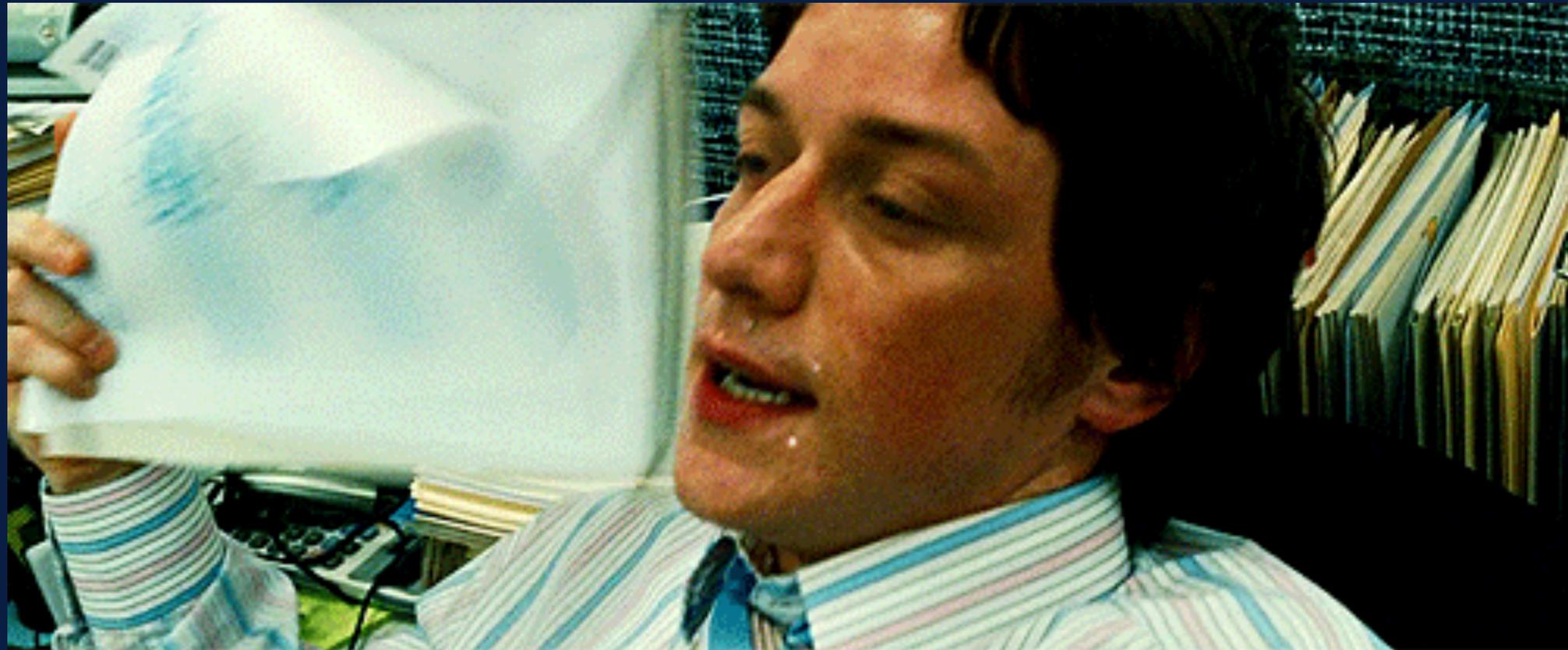
Feedback  
collection

4

Catastrophizing



# #4: CATASTROPHIZING



# PREMORTEM

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## Premortem

 Use this template to run a premortem session for your project. Ideally you'll schedule yourself 90 minutes, but if you're short on time, you can do it in 60 minutes.

### Pre-work

Include these questions in the meeting invite and ask everyone to spend 5-10 minutes thinking through how they'd answer them (no need to write the answers down):

- What could slow us down or make us miss our deadline for launch?
- What are we already nervous about?
- Where did you discover blind spots on past projects?
- How quickly can we respond when something goes wrong?
- Who could own each of our biggest risk areas?

# EQUIP CUSTOMER-FACING TEAMS

## FAQs for Support Team

**i** While we expect the majority of users to view the new navigation as an overall **positive** change, there will inevitably be those who are frustrated. Here are the questions we most anticipate.

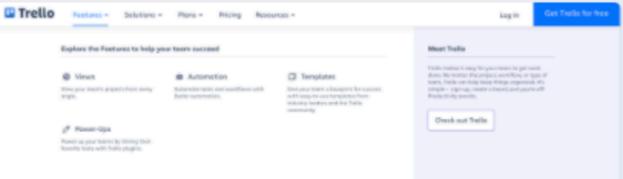
Question	Suggested answer
Why did Trello change its navigation? How does this benefit me?	We wanted to make it easier and faster to find the boards you needed. We also wanted to give you clarity and value in how you organize your boards into Workspaces.
I can't find the boards I'm looking for in the new sidebar	The new sidebar shows you boards within the selected Workspace. To see boards in another Workspace, select that Workspace from the "Workspaces" dropdown in the global header.

# BUG BLITZ

**Info** ⋮



**References**



**Step 1 - What we are testing?**

📄 1

**Step 2 - Where we are testing?**

☰

**Step 3 - How we are testing? COPY ME**

📄 This card is a template. 📧 0/23

**Jenny - Chrome**

👁️ 📧 17/23 

**Need triage** ⋮



**All found during Blitz testing issues/questions go to this list**

All found issues/questions go to this list ⬇️ (please do not worry about duplicates, such cards will be archived later, during triage)

Keyboard focus breaks when clicking on a tab

👁️ ☰ 

+ Add a card 

**Blockers** ⋮



**Must fix before release**

+ Add a card 

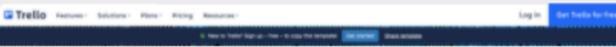
**Need a Ticket/Investigation** ⋮



**Create a ticket and put in the team backlog**

No visible focus rings on links for mobile nav (sign up, log in, pricing)

☰



there is a gap between new nav and template banner

📄 1

+ Add a card 

**Not Gonna Fix**



**Not gonna fix**

+ Add a card



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collection

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Catastrophizing

# Best Practices



Internal  
communication



Controlled  
rollouts



Feedback  
collection



Catastrophizing

Move fast and (try not to)  
break things

\*and skip the cold sweats

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Product Manager, Atlassian

