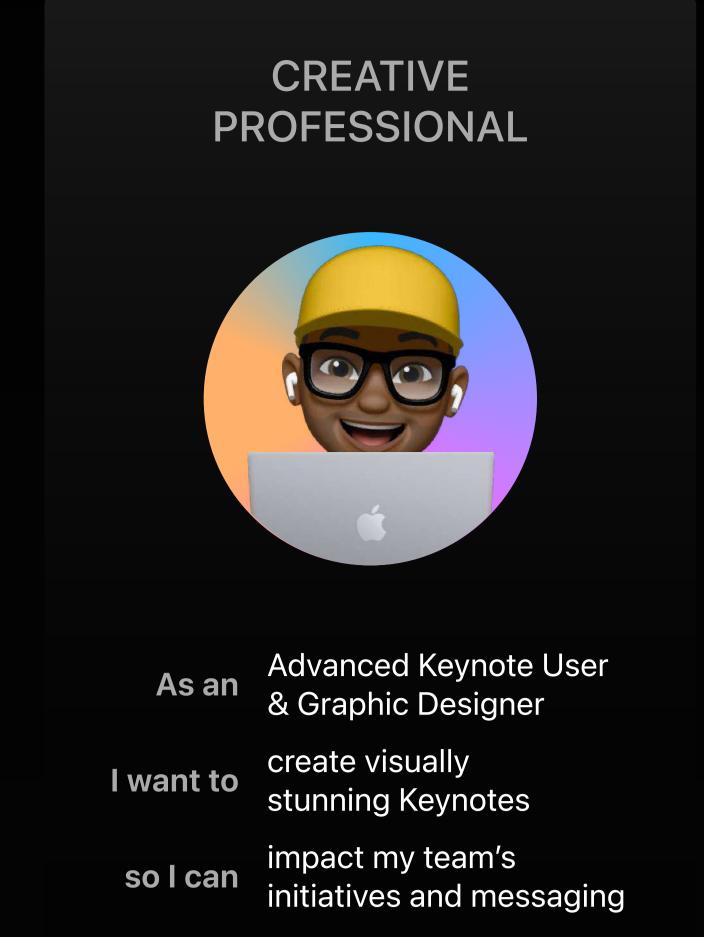
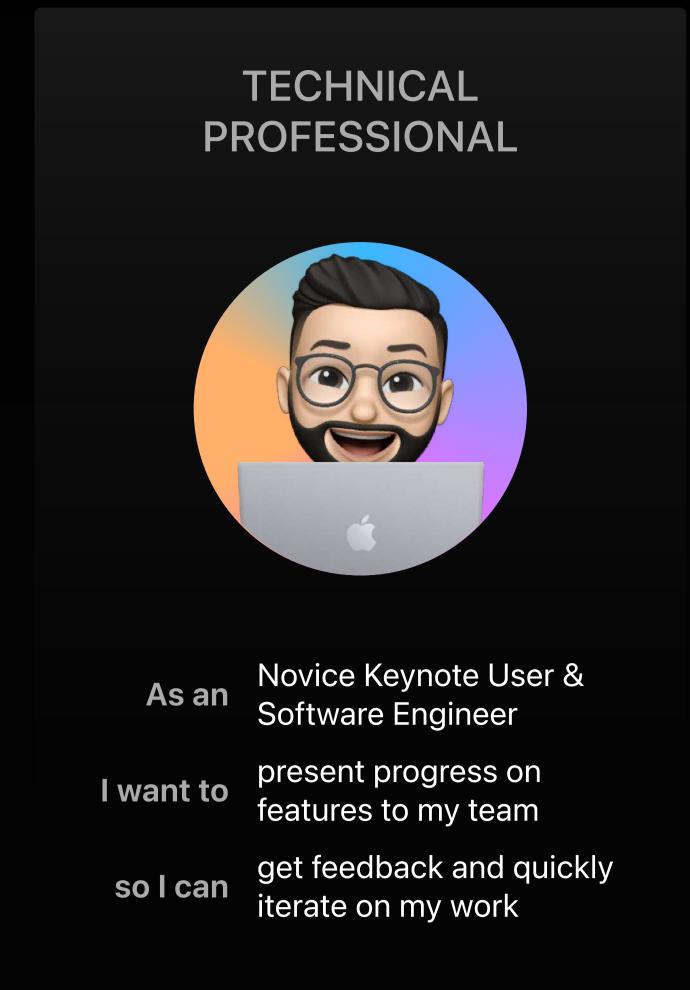


Target Audience

How might the Keynote interface be streamlined to support common workflows and introduce new gen Al features in a meaningful way

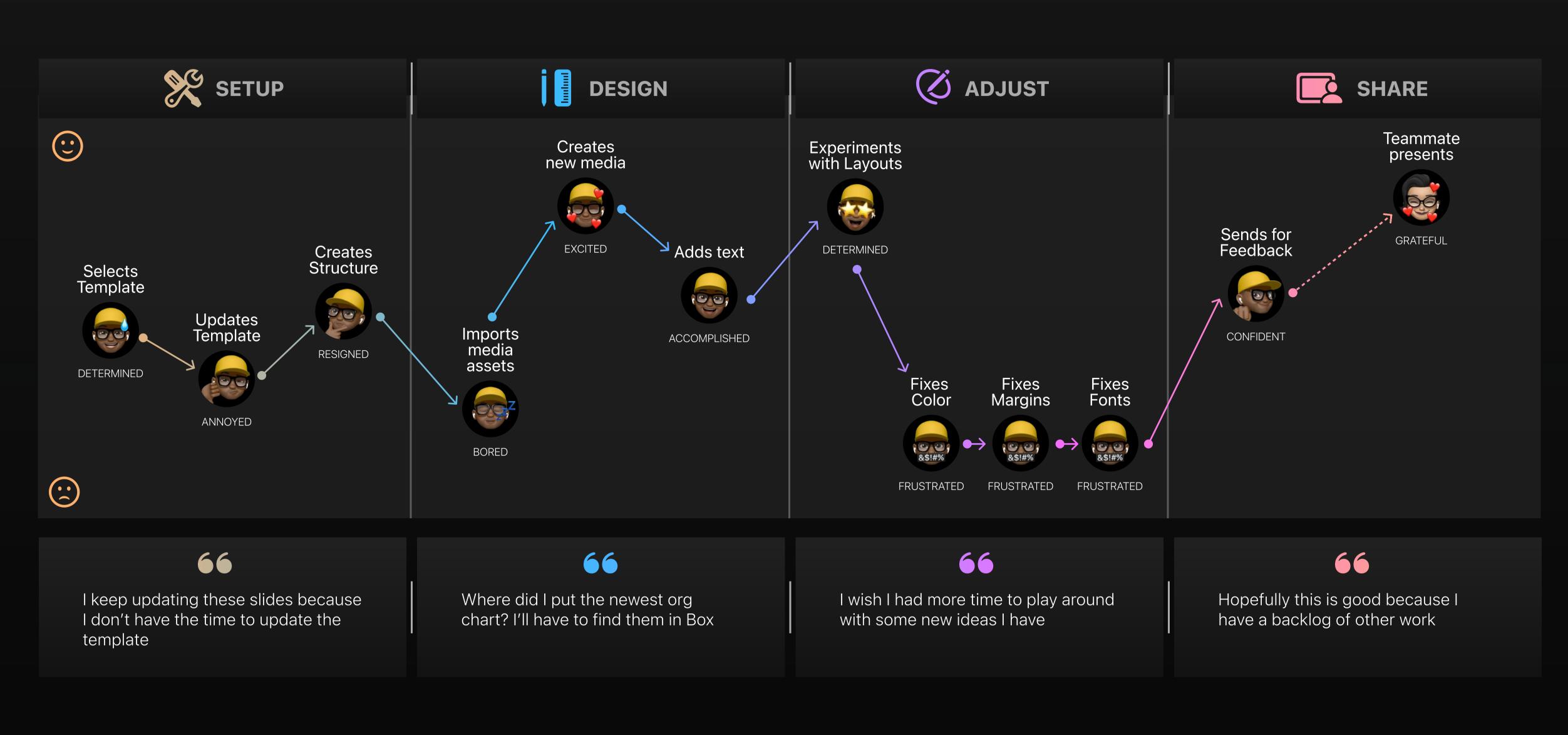


LEADERSHIP PROFESSIONAL Intermediate Keynote As an User & Program Manager efficiently summarize a I want to project's progress get buy-in from so I can leadership and partners



Creative Professional JOURNEY MAP





Pain Points

- Custom templates are static and time consuming to make and edit
- Teams struggle to use common assets
- margins, spacing and color is time consuming

Creating consistency with text,

 Users must download/upload the Keynote for reliable editing

Opportunities

- Allow users to modify the template and save to the template at any stage
- version control management

Streamline asset import and

margins, styles, and alignment

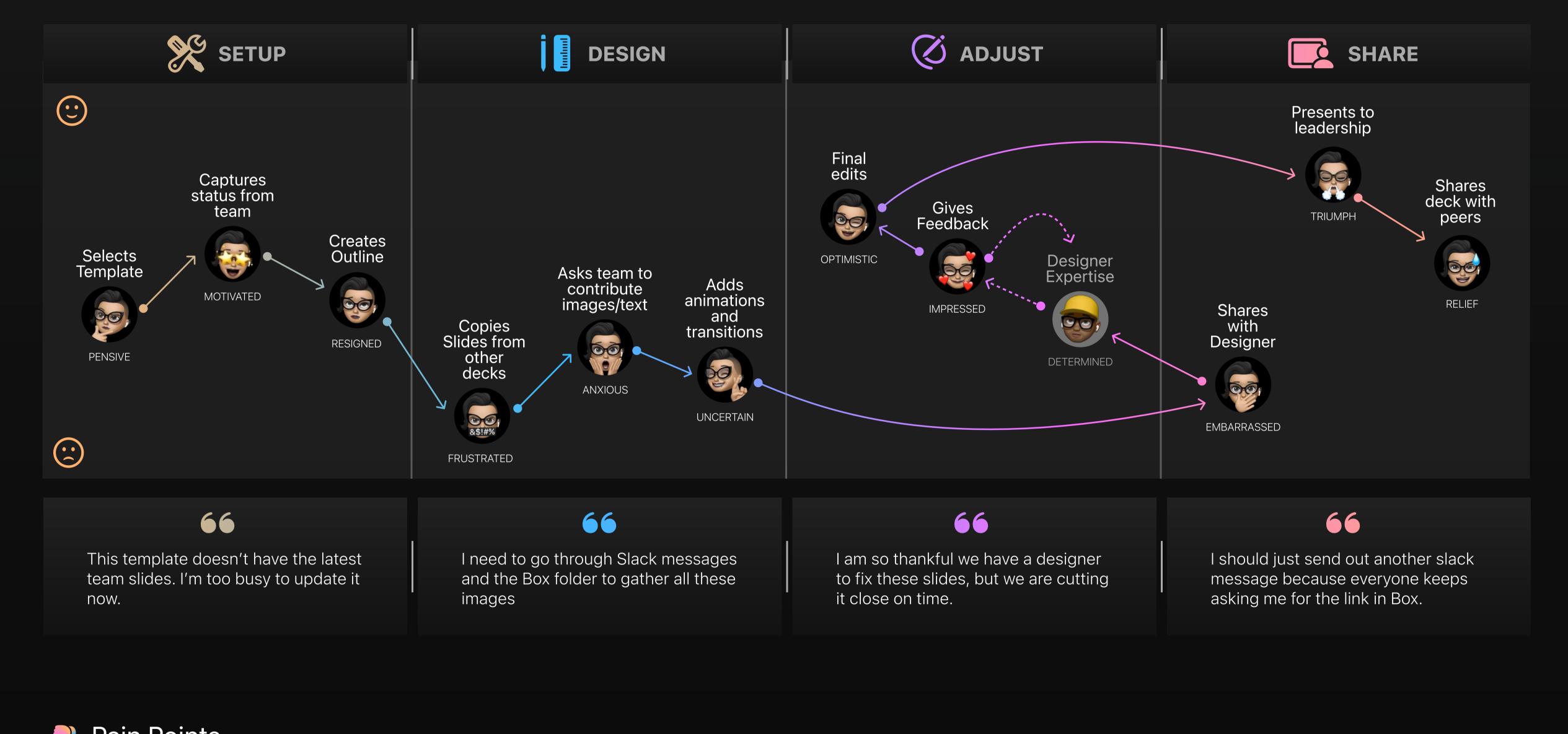
Provide options to quickly apply

see all decks they are collaborating/shared with

Provide a view where users can

Leadership Professional JOURNEY MAP





Pain Points To use a custom template, the

- user must install it into Keynote and update manually

assets

Teams struggle to use common

- A lot of time is spent going back and forth with designer
- lack features to allow users to view all elements of the Keynote (notes, animations, etc)

• 3RD party file sharing solutions

Opportunities

updated templates

Provide accessible and easily

version control management

Streamline asset import and

slide layout options

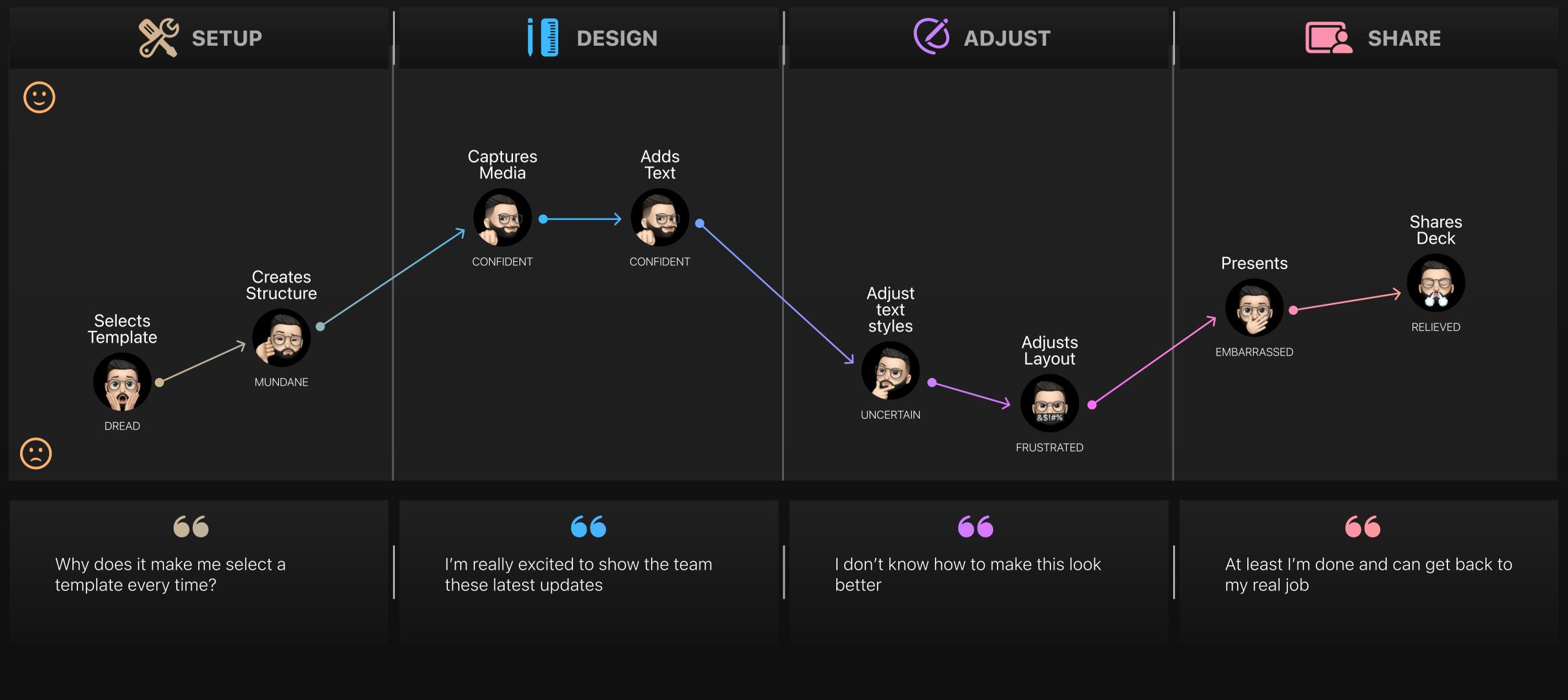
Suggest recommendations for

see all decks they are collaborating/shared with

Provide a view where users can

Technical Professional JOURNEY MAP





Pain Points

- Outlining a deck with the appropriate titles is manual. Users often start from an external outline

- create media like screen shots

Users have to switch programs to

- Users struggle to summarize text on slides and presenter notes
- Users can only collaborate natively with an iCloud account

Opportunities

- Allow user to add a specific number of slides when starting
- shots

Have a default layout for screen

- Provide a way to apply clean layouts quickly
- · Provide a view where users can

see all decks they are

collaborating/shared with