

# Target Audience

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

	CREATIVE PROFESSIONAL	LEADERSHIP PROFESSIONAL	TECHNICAL PROFESSIONAL
As an	Advanced Keynote User & Graphic Designer	Intermediate Keynote User & Program Manager	Novice Keynote User & Software Engineer
I want to	create visually stunning Keynotes	efficiently summarize a project's progress	present progress on features to my team
so I can	impact my team's initiatives and messaging	get buy-in from leadership and partners	get feedback and quickly iterate on my work

## Creative Professional JOURNEY MAP



SETUP	DESIGN	ADJUST	SHARE
<p>Selects Template (DETERMINED) → Updates Template (ANNOYED) → Creates Structure (RESIGNED)</p>	<p>Creates new media (EXCITED) → Imports media assets (BORED) → Adds text (ACCOMPLISHED)</p>	<p>Experiments with Layouts (DETERMINED) → Fixes Color (FRUSTRATED) → Fixes Margins (FRUSTRATED) → Fixes Fonts (FRUSTRATED)</p>	<p>Sends for Feedback (CONFIDENT) → Teammate presents (GRATEFUL)</p>
<p>“ I keep updating these slides because I don't have the time to update the template ”</p>	<p>“ Where did I put the newest org chart? I'll have to find them in Box ”</p>	<p>“ I wish I had more time to play around with some new ideas I have ”</p>	<p>“ Hopefully this is good because I have a backlog of other work ”</p>

### Pain Points

- Custom templates are static and time consuming to make and edit
- Teams struggle to use common assets
- Creating consistency with text, margins, spacing and color is time consuming
- Users must download/upload the Keynote for reliable editing

### Opportunities

- Allow users to modify the template and save to the template at any stage
- Streamline asset import and version control management
- Provide options to quickly apply margins, styles, and alignment
- Provide a view where users can see all decks they are collaborating/shared with

## Leadership Professional JOURNEY MAP



SETUP	DESIGN	ADJUST	SHARE
<p>Selects Template (PENSIVE) → Captures status from team (MOTIVATED) → Creates Outline (RESIGNED)</p>	<p>Copies Slides from other decks (FRUSTRATED) → Asks team to contribute images/text (ANXIOUS) → Adds animations and transitions (UNCERTAIN)</p>	<p>Final edits (OPTIMISTIC) → Gives Feedback (IMPRESSED) → Designer Expertise (DETERMINED)</p>	<p>Presents to leadership (TRIUMPH) → Shares deck with peers (RELIEF) → Shares with Designer (EMBARRASSED)</p>
<p>“ This template doesn't have the latest team slides. I'm too busy to update it now. ”</p>	<p>“ I need to go through Slack messages and the Box folder to gather all these images ”</p>	<p>“ I am so thankful we have a designer to fix these slides, but we are cutting it close on time. ”</p>	<p>“ I should just send out another slack message because everyone keeps asking me for the link in Box. ”</p>

### Pain Points

- To use a custom template, the user must install it into Keynote and update manually
- Teams struggle to use common assets
- A lot of time is spent going back and forth with designer
- 3RD party file sharing solutions lack features to allow users to view all elements of the Keynote (notes, animations, etc)

### Opportunities

- Provide accessible and easily updated templates
- Streamline asset import and version control management
- Suggest recommendations for slide layout options
- Provide a view where users can see all decks they are collaborating/shared with

## Technical Professional JOURNEY MAP



SETUP	DESIGN	ADJUST	SHARE
<p>Selects Template (DREAD) → Creates Structure (MUNDANE)</p>	<p>Captures Media (CONFIDENT) → Adds Text (CONFIDENT)</p>	<p>Adjust text styles (UNCERTAIN) → Adjusts Layout (FRUSTRATED)</p>	<p>Presents (EMBARRASSED) → Shares Deck (RELIEVED)</p>
<p>“ Why does it take me select a template every time? ”</p>	<p>“ I'm really excited to show the team these latest updates ”</p>	<p>“ I don't know how to make this look better ”</p>	<p>“ At least I'm done and can get back to my real job ”</p>

### Pain Points

- Outlining a deck with the appropriate titles is manual. Users often start from an external outline
- Users have to switch programs to create media like screen shots
- 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
- Have a default layout for screen shots
- Provide a way to apply clean layouts quickly
- Provide a view where users can see all decks they are collaborating/shared with