Version 1.0

UNITY 0.5
Mid-Term Project Plan

"A satisfied customer is the best business strategy of all."

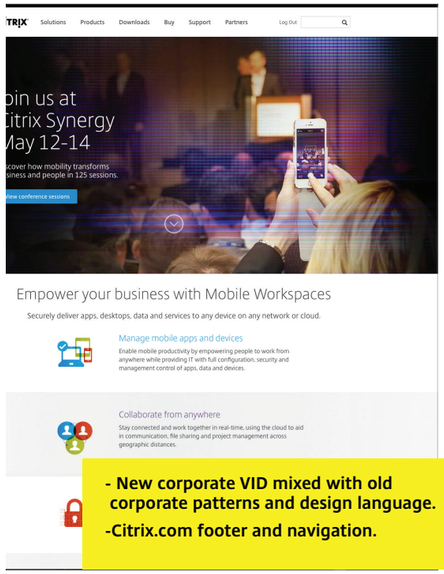
—**Michael LeBoeuf,** American business author.

Mid-Term Plan

The greatest opportunity to accelerate Unity immediately is by connecting our sites and exposing the power of Mobility Apps ecosystem to our users. This strategy will help us gain stakeholder confidence, increase momentum, show progress and, in parallel, plan and execute “long-term” Unity.

Revealing the gaps.
The customer journey illustrated.

IX.COM

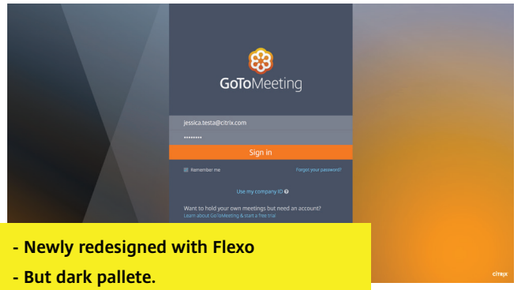


- New corporate VID mixed with old corporate patterns and design language.
-Citrix.com footer and navigation.

CITRIX.COM - SMB LANDING PAGE & PRODUCT PAGES

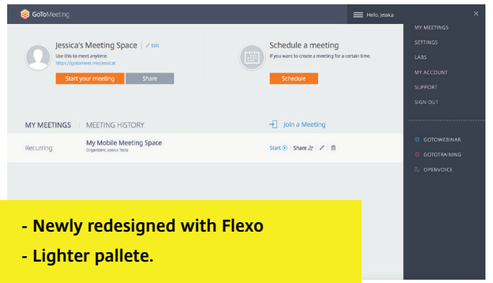
- New navigational style and interactivity introduced.
-Saas footer Introduced? What's the IA?

SAAS- SIGN-IN PAGE



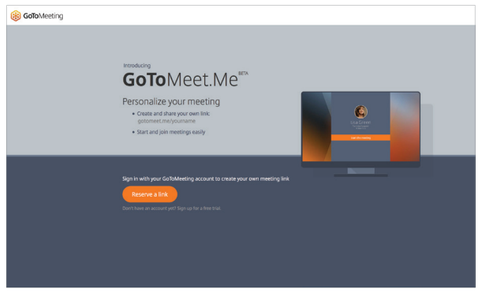
- Newly redesigned with Flexo
- But dark pallete.

SAAS- POST SIGN-IN PAGE

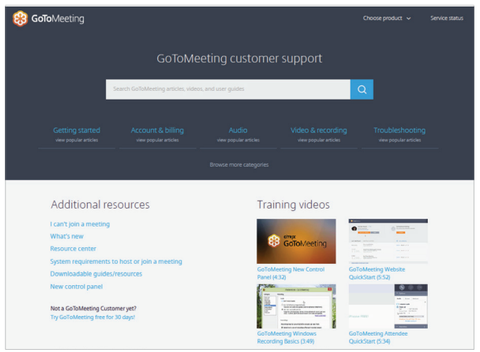


- Newly redesigned with Flexo
- Lighter pallete.

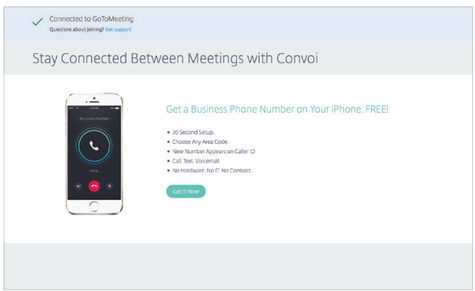
SAAS- GoToMe.Me



SAAS- SUPPORT SITE



SAAS- LAUNCHER



PRODUCT

Mid-Term Plan

Revisiting our goals | What we can accomplish mid-term

- Make it easier for our customers to try, buy, use -- Expose the power of Mobility Apps ecosystem in context of their needs.
- Excite adoption and usage to drive net new customers for Citrix.
- Establish a consistent product marketing experience across the Mobility Apps products.
- Seamlessly connect Mobility Apps product sites to deliver more of our ‘portfolio’ value.

Mid-Term Plan

How we do it:

- Build the foundation for the product suite “story” on the product and verticals pages.
- Introduce other products thru global “hamburger” nav and simple in-page bundling options.
- Build framework to support targeting strategy across the offerings.

The Tactics:

1. Navigational update (global across all sites) – take existing nav and modify to connect sites

- Bring back what was anchored page navigation as new product site navigation.
- Connect product sites and entire ecosystem thru hamburger menu.
- Keep meet, share, manage segmentation to help users understand our products.
- Codify interaction and placement of sales and support contact info.
- Rework new nav for mobile breakpoints.
- Lighten palette but keep in context and fluid with other connected touchpoints (post login, sign-in etc)
- Preform user testing on mid-term navigation.
- Create lighter global footer style (white) to all sites

2. Content update across sites

- Incorporate vertical messaging and bundles.
- Incorporate frog's in-page content flow.
- Incorporate customer stories and social proof for social learner archetype.
- Create any net-new pages as needed (industries, bundles, features etc).
- Lighten "in-page" look and feel (brand).
- Deepen storytelling/messaging with help from our content team, POs, Jessica.

Timeline
Parallel tracks of work.

Q2 15	Q3 15	Q4 15	Q1 16

We are here

Unity Mid-Term Plan | Connecting the Mobility Apps Ecosystem

Unity Long-Term Plan | Full integration into citrix.com

Tested Content Page Flow

EMOTIONAL APPEAL

Hero Banner

The Hero Banner is designed to sell the Citrix brand. Users ask, “Who is Citrix as a company? Can I trust them?”

SELLING THE VALUE

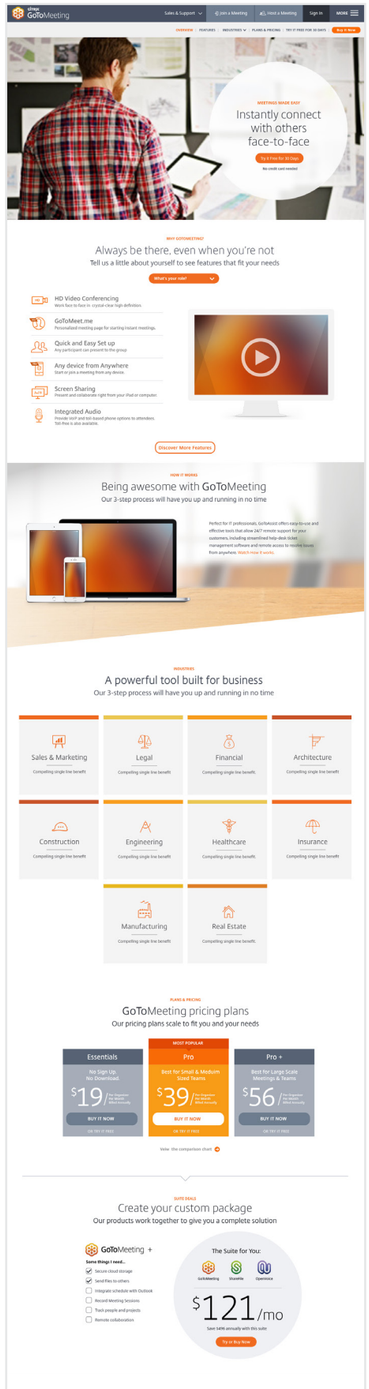
Overview
Customer Stories
Features
How It Works
Industry Verticals

The content directly below the hero banner is marketing focused; it dictates the value of the product and forms user perceptions.

GETTING INFORMATION

Pricing
Product Comparison
Bundles & Promotions

The lower half of the page should be reserved for detailed, factual information about the product.



This document details components designed for both emotional and informational needs. Considering the context and function of components will help guide future design decisions.

EMOTIONAL & INFORMATIONAL NEEDS

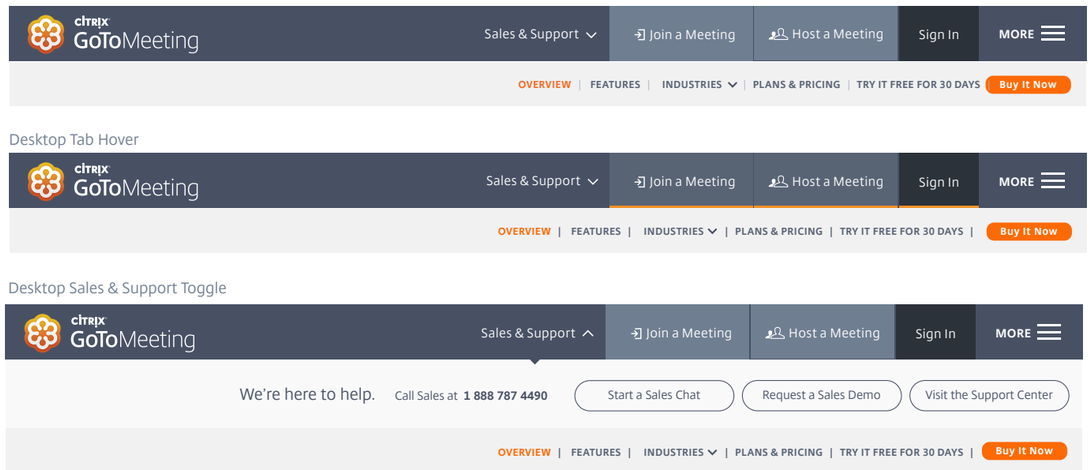
- containers
- imagery
- buttons
- graphics
- messaging style
- call out style
- color
- type

INFORMATIONAL NEEDS

- navigation
- tabs
- links
- standard controls
- footer

Reworked Navigational Breakpoints

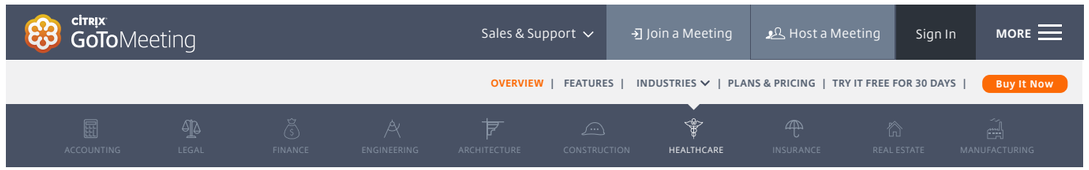
Desktop



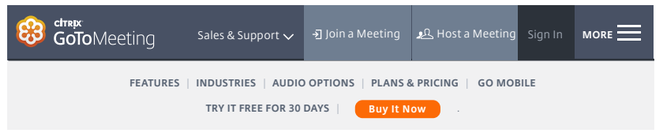
Desktop Tab Hover

Desktop Sales & Support Toggle

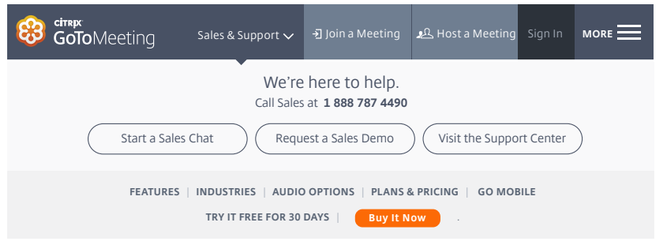
Desktop Industries Hover



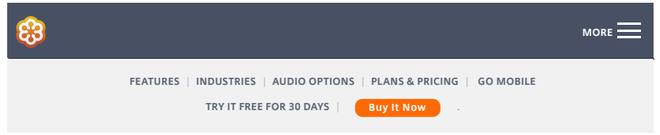
Tablet



Tablet Sales & Support Toggle

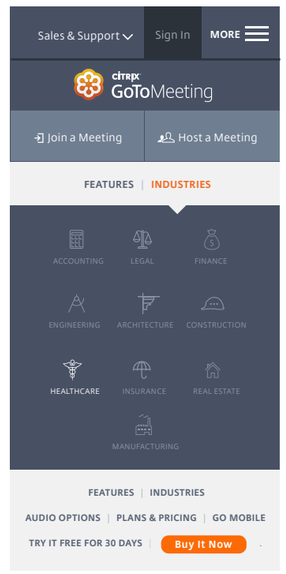


Tablet Scroll

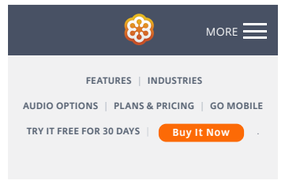


Mobile

Mobile Industries Tap



Mobile Scroll



Link to Prototype http://invis.io/WU2RKTZKF

Long-term Steps for Unity (running in parallel):

What does (long-term) final Unity really look like?

- All mobility apps product sites/pages living under the citrix.com domain
- Consistent navigation and interaction patterns across Citrix.com and mobility apps properties
- Solid SMB/mobility apps story integrated into broader Citrix story
- Solid integration of verticals (strategy) on every level

Unity Alignment Tiers:

1. Portfolio Web Communication Strategy
2. Site IA Strategy
3. Content Strategy
4. Component Design
5. Brand

Long-term Steps for Unity Cont. :

Long Term Agenda:

Includes: Portfolio Product and Business Strategy and how to address or not address heavy SMB/Enterprise segmentation. Delineate between having targeted content and segmenting content in the IA.

1. Determine if a new Portfolio Web Communication Strategy is needed
2. If so, define unified Portfolio Communication Strategy
3. Heavy redesign of IA and Navigation
4. Potential content strategy reworks
5. Component design and brand should be unchanged

Mid-Term Questions & Challenges:

- Project management and coordination – we have to think holistically, mitigate duplication and streamline efforts, gain efficiencies and economies of scale.
- Coordinated Unity launches vs. individual product site updates.
- How do we do this right? What's the team/resource structure?
- GoToMyPC, GoToAssist redesign to complete in tandem.
- What about Podio?
- Besides link in the footer How does Citrix.com fit in?
- New style alignment and approval with brand team.
- Bundle storytelling – where do we do this? Is it enough to add in-page? Will we need net new pages?
- Resource center and the integration marketplace need some work (in progress?)

Next steps (Mid-Term):

- Create a plan-for-a-plan
- Jessica to get approval from brand.
- Identify global “work” and assign to teams
- Map out specific tasks/work for each cloud to accomplish work