



Kike Alonso Paul &lt;kike@cartodb.com&gt;

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## Design Update [July]

10 messages

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Kike Alonso Paul <kike@carto.com>  
Bcc: team@carto.com

Wed, Jul 10, 2019 at 3:56 PM

# Design Update

N° 1



Hi!

We want to say thanks to all the CARTO teams that spend some of their busy time putting together interesting content and work to share it with the rest of the company. We as a design team have tried several things to keep other teams in the loop, like a weekly update listing what we were doing at #design or our [public backlog](#), but we love your updates. So here it goes our first Design Newsletter. Hope you like it 🙌🙌

## 🌟 Project of the month

A couple of weeks ago we started working on a mid-term project to explore how we can help **Airship** to reach the next level from a Design POV (starting from the magnificent work the Frontend team has done and Professional Services is working on).

To define the approach, we started a research process to understand better how is the current Airship, and to learn from other designers and Design Systems how we can improve.

### The current state of Airship

We learn how the library has been used until now (thanks Geographica!). We identified some pains and documented how is the process to develop new components.

### Other digital services with Design Systems

We created a design systems benchmark. We focused on getting inspiration from other services listing the pros & cons: content, structure, presentation, documentation, etc.

### Talks with Design System designers

We have interviewed other designers working on Design Systems and UI Libraries for companies like Microsoft, Sketch, Zara, Liferay, etc. We learned from their experiences and

errors.

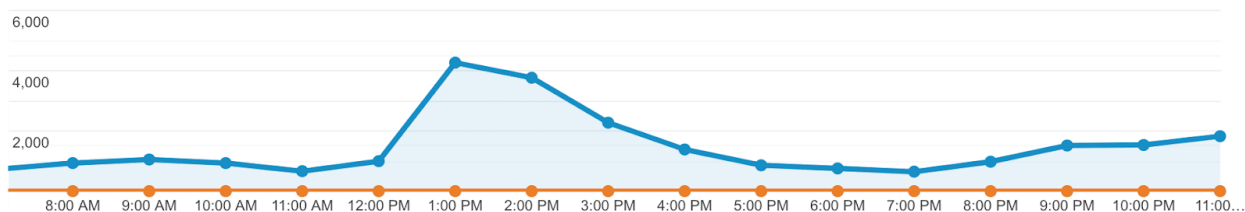
Check here an extensive [recap of our Airship research](#) (we keep making some final adjustments :)

## Some cool numbers

We (mostly Alberto with the help of others like Pablo, Iñigo, and Miguel) have invested some time trying to improve some of our metric measurements. Last month we gave a bump to the website and blog reports and linked the public side metrics with some of the private dashboard ones. Here are some interesting patterns we found out this last month.

### The impact of (the Spanish) elections

How does election days affect the number of visitors to [carto.com](#)? Well, one image is worth more than a thousand words so



This is the number of visits on the 26th May this year (Europe and Spain elections) compared to a regular Sunday (the chart is using PDT, so 12.00pm will correspond to 9.00pm Spanish time). We can see the significant increase we have as soon as the newspapers start publishing the results. **Most of these visits go to [attribution](#)**, but they interact poorly with our website (rebound rate of the page is around 87%). That's because the attribution link all the Builder maps have, and this pike was one of the reasons why we decided to spend some time updating our old attribution page (check the Invision section to find out how the new redesign looks like).

### How is the new Pricing page performing?

After an expected peak of visits just right after launching the new page, the number of visits to the pricing page didn't change much from the previous version.

What did change is the average time on the page that increased around 30%. Reaching almost an average of 2min (1min 56sec) compared to the previous 1min 29sec. Also, it's interesting to see that during the weekends the average time on page decreases to less than a minute. Could it be because of the different kind of visitors we have during the weekends vs. working days? With the previous design, we didn't experience this gap.

The number of people who request a demo has been reduced by 1/3 (-35.5%) decreasing from 76 people contacting to 49 now (in the three weeks after vs. the three weeks before the redesign). Something expected, as now we show prices for the Professional Plan, and we offer a Trial.

Also, we had 204 users who after visiting the pricing website, decided to try CARTO out. After the first day, 19% of the users came back, going down to near 7% after day 2, and

staying around 3-6% after that. As we started only three weeks ago, we should consider this data non-conclusive, but stay tuned!

## Our favo(u)rite user quotes

We have been gathering customer and [user quotes in a DB](#) (pw:maps4all) for the last couple of weeks. There is a bunch of stuff we need to process and add, but here there are some of our favorite ones from this last month.

### Cross-team workflows

*"There is no easy way to pass the analyses and styles made in Builder [done by a Data Scientist or Analysts] to VL [for the development or cartography team]. Now we solve it by copying and pasting all the SQL filters and styles we have made in Builder, but it takes us a long time."*

(from some of the customer observations/feedback from Discovery)

### Improving your CARTO skills

*"We'd like someone to teach us how to use it [Engine] with case studies. It would be the only way to learn and then consult the documentation to move forward."*

(from a company that only uses Builder and needs an onboarding effort to start using Engine)

On the same line, a Trial user would like *"some way to learn how to use it faster, courses or something."*

(from Trial Interviews)

All these quotes would not be achievable without collaboration between CARTO teams, so soon we (Aroa) will reach out to you to collaborate. In the meantime, feel free to contact us and let us know your findings (via email, Slack, voice memo,... every contribution is welcome!).

## This month at the Design Invision

Some of the mockups we have been working (or keep working) on during the last month without any particular order (use arrows to move).

[New Attribution page](#) (and [flow](#))

[OAuth flows](#)

New Login ([Desktop](#)) ([Mobile](#))

New Signup ([Desktop](#)) ([Mobile](#))

[Spatial Data Science Conference 2019 Microsite](#)

[Discovery 2019 Microsite](#)

[Spatial Data Science Conference 2019 Quick Logo tests](#)

[Data Observatory Visibility and Acquisition](#)

[Pricing Page 2019](#)

[Professional Plan Trial](#)

[Dashboard Maintenance Notification](#)

Some [blog improvements](#)



# Check this out!

Material Design (Google) added a section about Data Visualization

<https://material.io/design/communication/data-visualization.html>

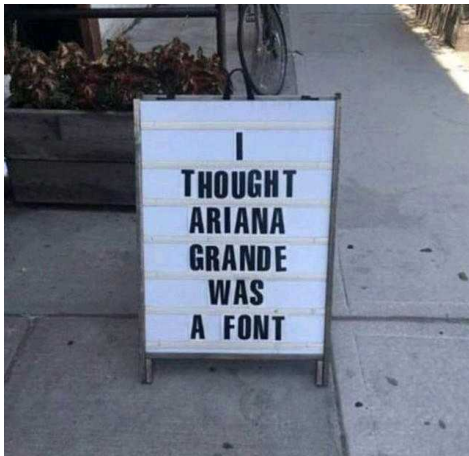
IBM Design Research new website is pretty amazing <https://www.ibm.com/design/research/>

Mireya published in Behance some of the work we did for Discovery

<https://www.behance.net/gallery/82321703/Discovery-Europes-leading-LI-summit>

Content and Design are inseparable partners (thanks Iñigo!) <https://medium.com/user-interface-22/content-and-design-are-inseparable-work-partners-a21e76b644d9>

Happy week!



via @Flo

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**Pablo Alonso — CARTO** <pablo@carto.com>  
To: Kike Alonso Paul <kike@carto.com>

Wed, Jul 10, 2019 at 5:13 PM

Muy guay esto!

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**Kike Alonso Paul** <kike@carto.com>  
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Wed, Jul 10, 2019 at 5:33 PM

Gracias! 🙌

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**Iñigo Medina García** <imedina@carto.com>

Thu, Jul 11, 2019 at 8:39 AM