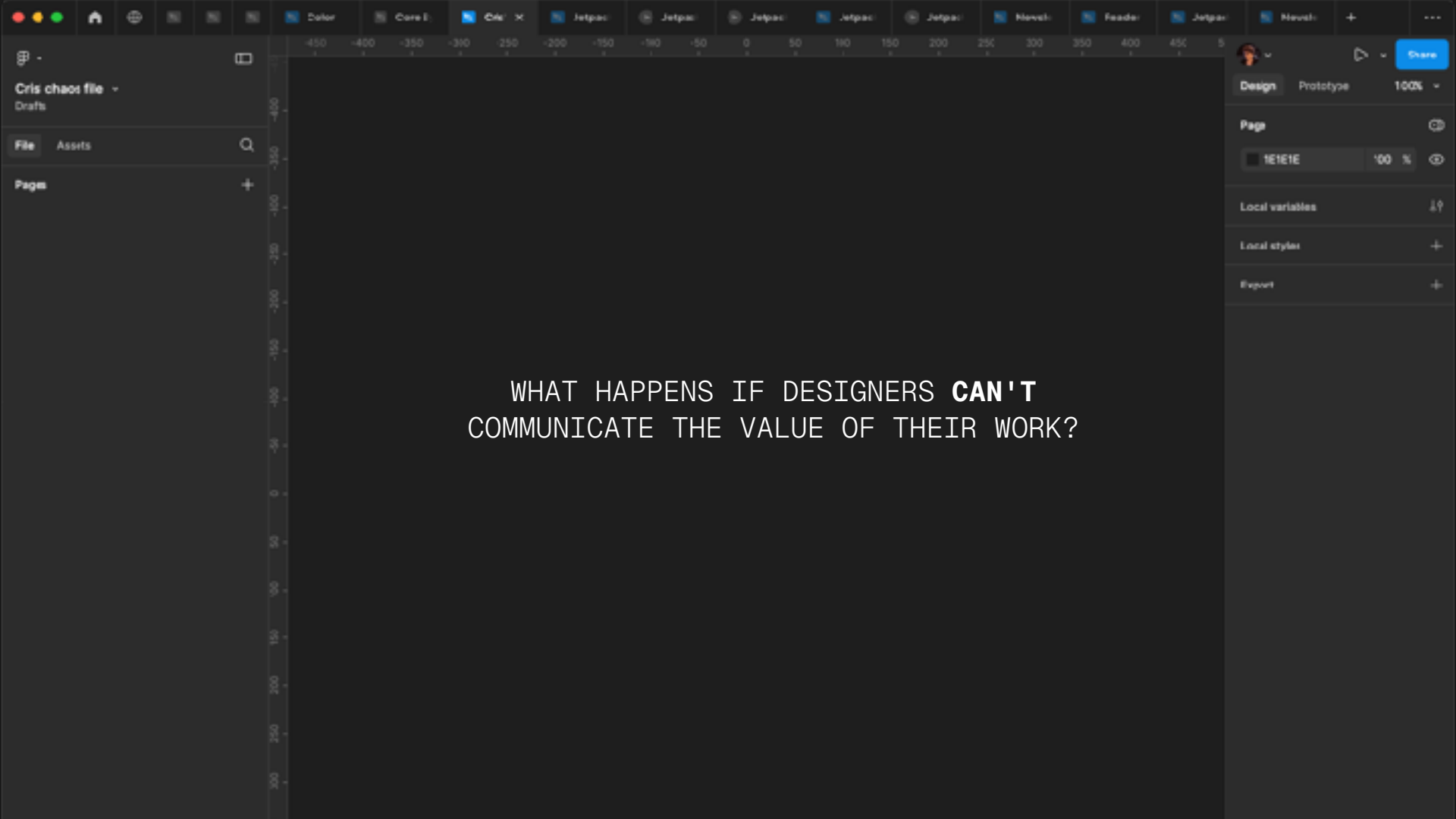
Hej!

LET’S TALK ABOUT COMMUNICATING DESIGN'S VALUE


Cris chaos file
Drafts
File
Assets
Pages
Design
Prototype
Page
Local variables
Local styles
WHAT HAPPENS IF DESIGNERS **CAN'T**
COMMUNICATE THE VALUE OF THEIR WORK?

AUTOMATTIC

PREVIOUSLY

TODAY

AUTOMATTIC

PREVIOUSLY

TODAY

ui—from
mars——

AUTOMAT

PREVIOUSLY

TODAY

Diseño desde Marte
Cris Busqueta
Manual de diseño de producto digital
Jardín de plomo

WHY SHOULD DESIGNERS CARE ABOUT COMMUNICATION?

I'm a great designer, and this design is easy to understand. What is he doing?

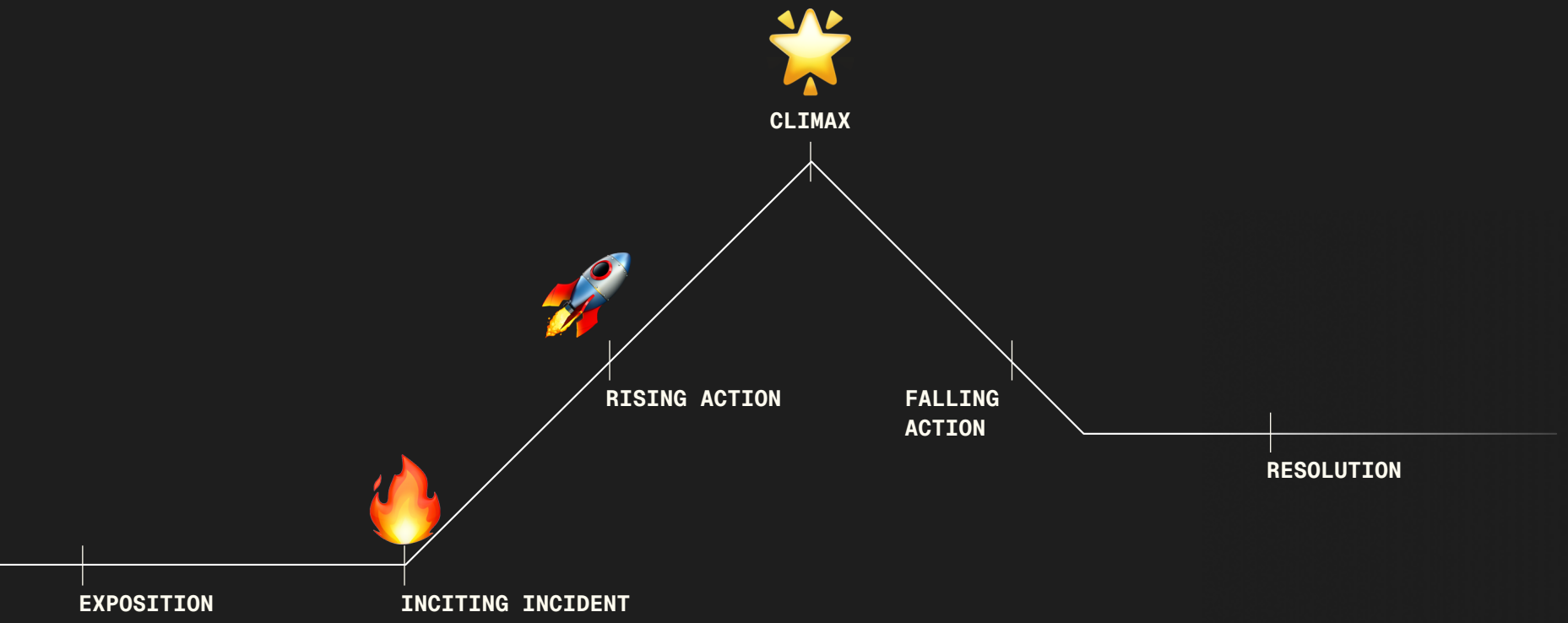
COMMUNICATION IS OXYGEN

WITHOUT COMMUNICATION, DESIGN DIES IN THE SHADOWS

THE POWER OF STORYTELLING – HOW TO TELL A STORY

© Mathieu Thouvenin

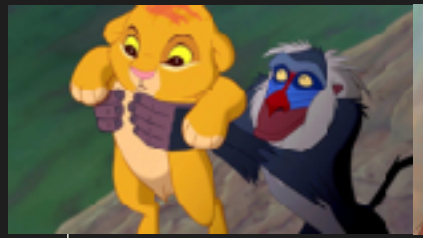
FREYTAG'S PYRAMID

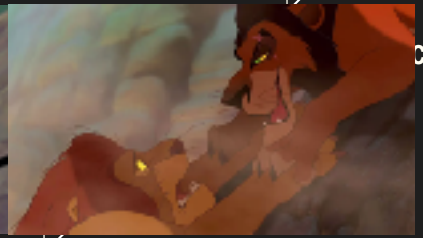


FREYTAG'S PYRAMID

EVERY DESIGN PITCH IS A STORY.
A GOOD STORY FOLLOWS A STRUCTURE.

THE LION KING





CTION

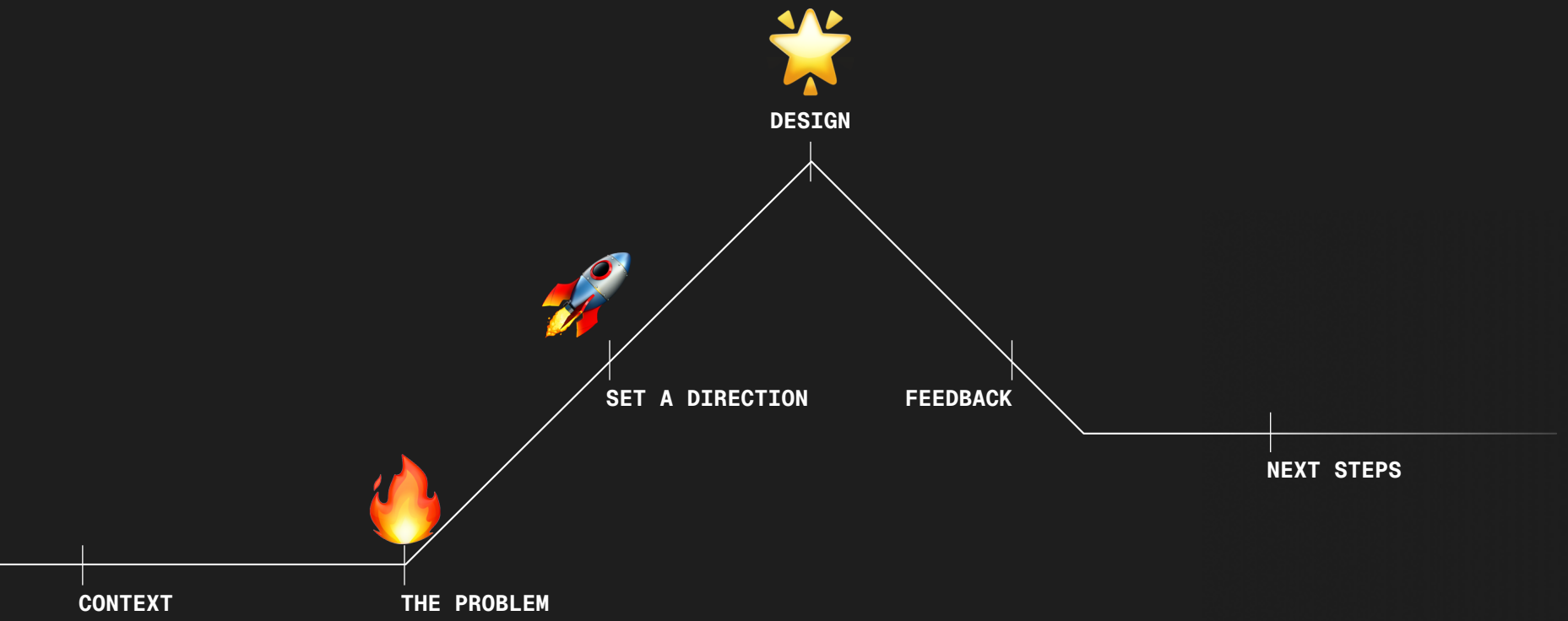
FALLING ACTION

RESOLUTION

EXPOSITION

INCITING INCIDENT

FREYTAG'S PYRAMID + DESIGN



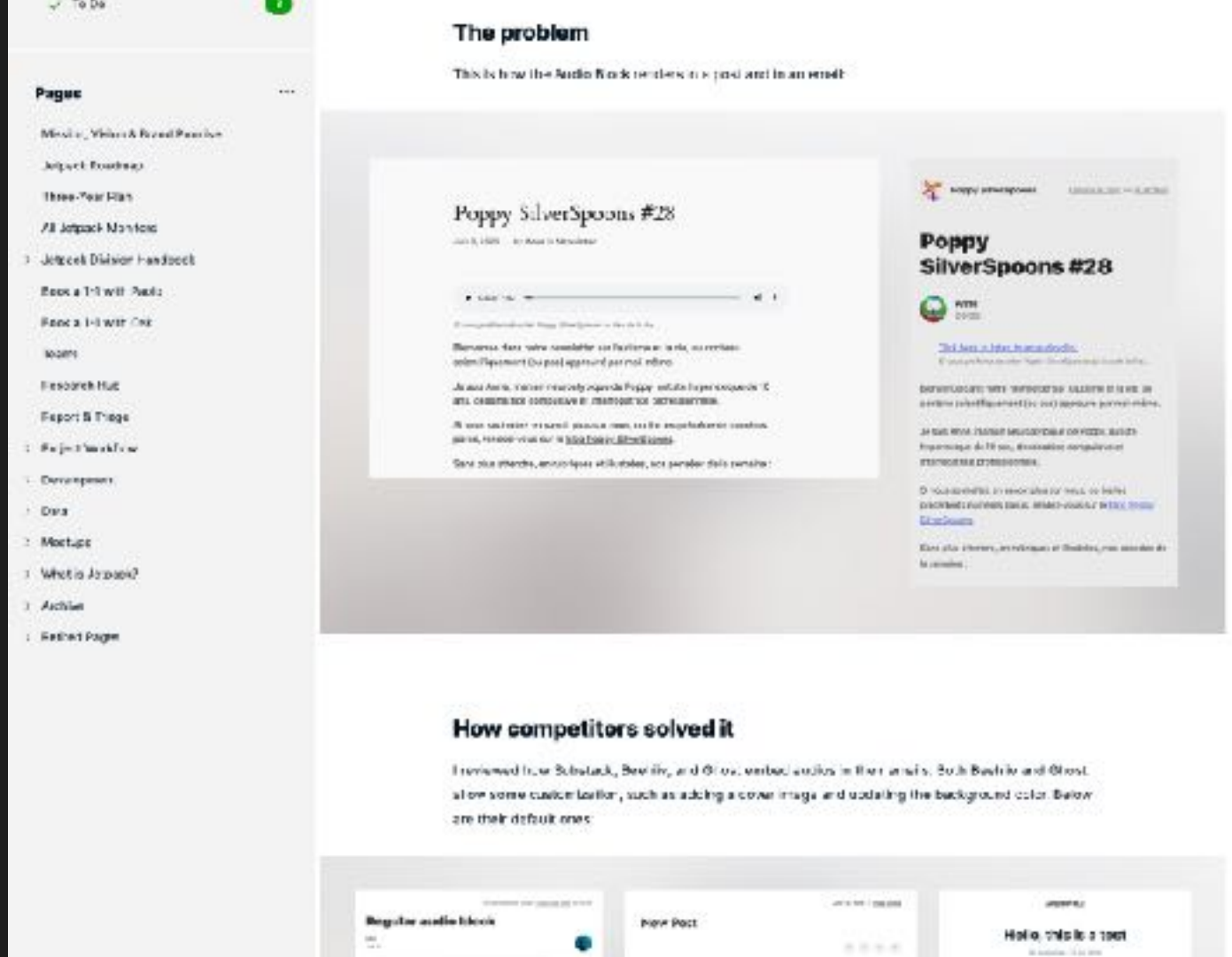
SOME REAL LIFE® EXAMPLES

Audio block not rendered in email – i1 Designs

TL;DR — While Gutenberg blocks render perfectly in a post, we still have trouble rendering some of them on emails. That's the case for the audio block, and this small project is aimed to solve it.

The problem

This is how the Audio Block renders in a post and in an email:


To Do
Pages
Mission, Vision & Brand Promise
Jetpack Roadmap
Three-Year Plan
All Jetpack Monitors
Jetpack Division Handbook
Book a 1-1 with Paolo
Book a 1-1 with Chris
Teams
Research Hub
Report & Triage
Project Workflow
Developers
Data
Meetups
What is Jetpack?
Archive
Retired Pages
The problem
This is how the Audio Block renders in a post and in an email:
Poppy SilverSpoons #28
Poppy SilverSpoons #28
How competitors solved it
I reviewed how Substack, Beehiiv, and Ghost embed audios in their emails. Both Beehiiv and Ghost allow some customization, such as adding a cover image and updating the background color. Below are their default ones:
Regular audio block
New Post
Hello, this is a test

How competitors solved it

I reviewed how Substack, Beehiiv, and Ghost embed audio in their emails. Both Beehiiv and Ghost allow some custom toolkit, such as adding a cover image and updating the background color. Below are their default ones:

(Note that Substack has [Podcasts](), and that they render differently than a regular post with an audio.

How it could work i1 – Setting a direction

In first iteration, we have two goals in mind:

1. Inform newsletter subscribers that there's an audio file and provide a link to open it in a browser.
2. Enable writers to include a brief "audio description" below the block.

> **The goal is for the audio block to render consistently, regardless of the email client or browser.**

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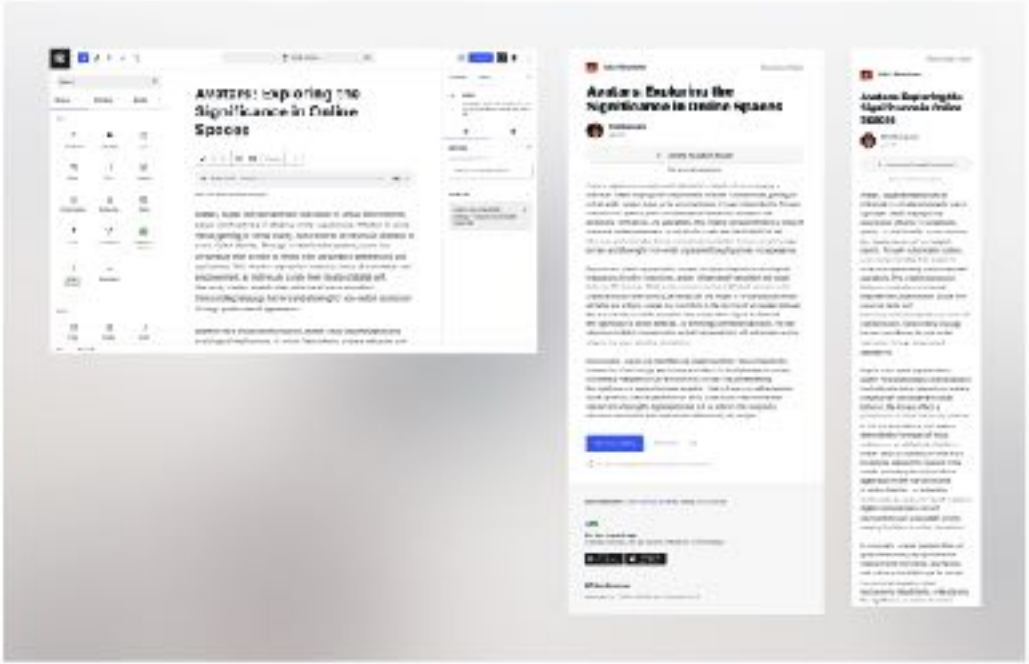


Feedback

1. Do you think this first iteration will help us solve the problem that Paolo shared?
2. Is the Gutenberg proposal feasible? What would be the next steps?
3. Is there anything else we might have missed?

Meta

Thanks for reading! You can view the Figma file here.

+pedelgiorno2 +tsamzaga2 +dotordesign +dotcomdesigns2 @lannesoju

Reply 5 | Following | Like | 5 days | Team

Print to this thread from Automatizzare

Jun 18 | Audio does not response in email - Wrap up

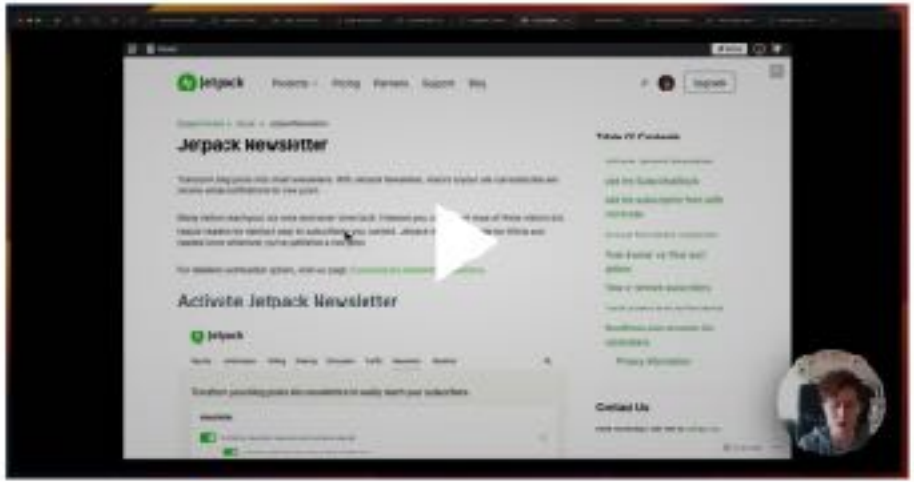
8 replies

Customize | Edit | Stats

Walkthrough and prototype

This is how the flow could work. Note that I didn't include "how they would install the plugin and connect Jetpack" as this was discussed in the "Proposal: Guidelines for Jetpack standalone plugins" post.

Peeps, check the prototype first 👇

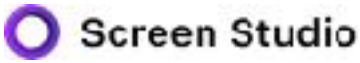


Feedback

1. Does the new design direction align with our goals?
2. How do you feel about the way the Newsletter features are enabled?
3. Is the new "Get started" copy better than "Enable Jetpack Newsletter"?

THIS PRESENTATION IS AN EXAMPLE
OF FREYTAG’S PYRAMID 😇

TOOLS YOU CAN USE



SHARE ASYNC CONTENT

HANDLING FEEDBACK LIKE A PRO

CAN YOU PLEASE STOP?
YOU'RE HURTING MY FEELINGS
memegenerator.net

BE CLEAR ON WHAT YOU NEED FEEDBACK ON

ASK FOR CLARIFYING QUESTIONS

THE TAKE AWAY

BE INTENTIONAL ABOUT HOW YOU SHARE YOUR WORK

DON'T FORGET TO VISIT OUR BOOTH!

HERE'S MORE ABOUT US

DESIGN.BLOG

Tak!