

CREATE POLL

MANAGE POLLS

ADMIN

REPORTS

HELP

NEW POLL

name:

product photo:



SELECT

80

instruction copy:

80

tweet copy:

publish dates:

- from to
 indefinite or until I remove it

PREVIEW

PUBLISH

WHAT'S UP JNEWBERRY?

Want to create a new poll?
Use the field to the left to name it, upload a photo, set poll specifics, then preview or publish it.

NAVIGATING UX CROWDSOURCE

HOME allows you to create and publish new polls

MANAGE POLLS allows you to review and edit existing polls

ADMIN allows you to make changes to user accounts

REPORTS allows you to see daily activity and create reports with selected data

HELP allows you to get answers and guidance on admin tasks, duh

SAMPLE POLL

Zappos.com SNAP POLL: What on earth would you call these?



INSTRUCTIONS
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam in nulla mauris. Integer quis mauris.

GIVE FUN STUFF TO NAME
ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

CAST YOUR VOTE
Pick a word or make one up!
Lorem ipsum Lorem ipsum dolor sit amet, consectetur.
 Option 1
 Option 2
 Option 3
 Get creative! Write your own. Submit

BE SOCIAL
 Retweet this
 Share this
 Sign into Twitter

6

SAMPLE TWEET

Twitter Taxonomy: Where would you categorize this shoe? <http://ow.ly/ulrr>



Whatever they are, I want them! Take me to Zappos.com

INSTRUCTIONS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam in nulla mauris. Integer quis mauris.

OTHER FUN STUFF TO NAME lorem ipsum Lorem ipsum dolor sit amet consectetur adipiscing elit urabitur feugiat massa ut tristique blandit sem sapien tempus eros sit amet Quisque nec nunc et nisl auctor

CAST YOUR VOTE

PICK A NAME OR MAKE ONE UP

lorem ipsum Lorem ipsum dolor sit amet, consectetur.

- Option 1
- Option 2
- Option 3
- Get creative! Write your own.

SUBMIT

1,320 people participated - vote to see their responses

BE SOCIAL

RETWEET THIS

What on earth would you call these funky shoes? <http://ow.ly/FBHC>

Sign into Twitter



SHARE THIS



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REVIEW POLLS

SEARCH BY

date

created by

keyword(s)

SEARCH

RECENT POLLS

photo

date ▼

created by ▼

keywords ▼



12-21-09

jnewberry

sandals, leather, flip fl...



12-16-09

jnewberry

sandals, leather, flip fl...



12-10-09

jnewberry

sandals, leather, flip fl...



12-05-09

jnewberry

sandals, leather, flip fl...



12-02-09

jnewberry

sandals, leather, flip fl...



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CREATE A NEW USER ACCOUNT

Employee ID:

First name:

Last name:

Email:

Password:

Access level:
Create
Create and Edit

CREATE

EDIT EXISTING USER ACCOUNT

SEARCH BY

First name:

Last name:

User Name:

Password:

Access level:

SEARCH

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ACTIVITY TO DATE

Polls created: 83

Total responses: 10,578

User submitted names

beach asics **boots** designer cross flats classic
flip flops heels leather fashion rain boots slip
on loafers moccasins mocs pumps running puma
womens sandals strappy **shoes** style
tennis cross training velcro bags walking black
kids shoes skater accessories trendy formal shoe
toe work boot chucks laces



RSS Feed



Excel spreadsheet

CREATE A REPORT

Select items to include in report

Number of polls published

Retweet

Date range

Number of polls closed

Selected terms

from

Participation

to

Select format for report

PDF

Excel

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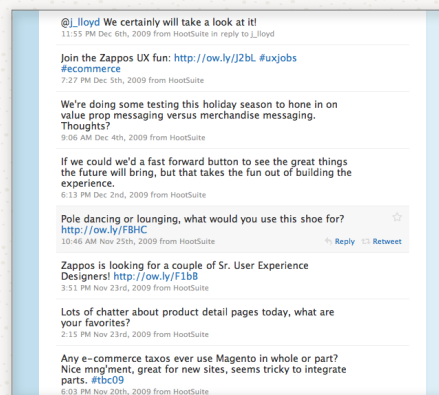
REPORTS

HELP

HOW ZAPPOS CROWDSOURCE WORKS



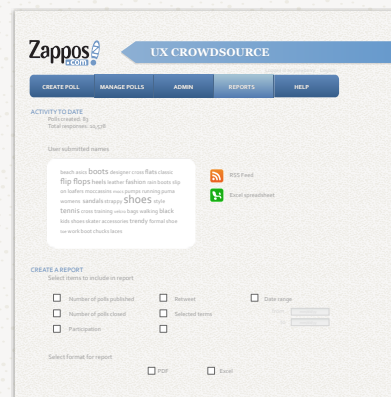
Create poll in Crowdsourcing



Tweet is generated on UX Zappos Twitter



Link takes customers to Poll



Data from poll is collected for reports

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FREQUENTLY ASKED QUESTIONS

- How do I check retweet activity
- How do I generate a report from multiple polls?
- How do I see my poll before I publish it?

[see all FAQ](#)

SUPPORT

Have questions? Note them here and send to info@url.com or call the help desk at 331-411-0919

WHAT'S UP JNEWBERRY?

Confused? How can I help?
lorem ipsum sit dolor amet.

Logged out. To navigate, log in>

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**YOU ARE NOW
LOGGED OUT**



Want to log back in?

User Name:

Password:

LOG IN