Connecting like minds.

Boosted redesigns and prototypes community section of its website using Adobe XD CC to better engage alternative transportation enthusiasts.

BOOSTED

> *"Like our Boosted boards, we can push Adobe XD CC to its limits, and it will still deliver."*
>
> *Kyson Dana, Art Director, Boosted Boards*

SOLUTION

Adobe Creative Cloud, including Adobe XD CC

RESULTS

Feedback received in **ONE HOUR**

Created a **CENTRAL HUB** for community of riders

FASTER ITERATIONS based on reviewer comments

Completed design phase in **FOUR WEEKS**

Boosted

Established in 2012

Employees: 80

Mountain View, California

www.boostedboards.com

CHALLENGES

· Create an online community for riders to engage with the brand and one another

· Centralize all social media content in a single hub

· Streamline the design process to meet a tight project deadline

USE CASES

· Mobile and UX Design

· Collaboration

"With Adobe XD CC, I received feedback from everyone on the team within an hour, allowing me to iterate on the design right away."

Hayden Shaum, Designer, Boosted
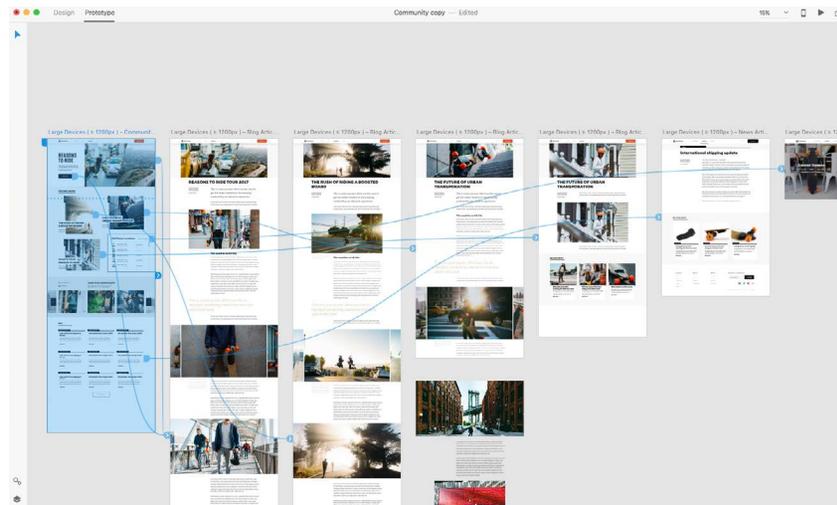
Making commuting fun

Every day, millions of people around the world experience traffic jams, gridlock, and congestion as they make their way to work and elsewhere. Urban areas are particularly prone to traffic issues, prompting commuters to bike, walk, or take public transit. But these options come with their own sets of challenges, from having to leave the house earlier and finding a spot to lock up a bike, to bus delays and crowded subway cars.

Boosted is removing the barriers to fun, fast, and simple transportation with its flagship offering, the Boosted board. Since its founding in 2012, the company has sold its electric skateboards to thousands of customers around the world, creating a loyal following in the process. Riders regularly engage with one another directly through various social media channels, organizing group rides, sharing tips, and asking questions.

"As a brand, we wanted to acknowledge that our riders were engaging with one another in the real world," says Noriko Morimoto, Vice President of Marketing at Boosted. "Creating an online hub for our communities to gather seemed like a great way to bring them all together, regardless of where they're located."

Boosted set out to create a community page on its website that featured all of its social media content in a central location, connecting real-world users in one place to watch videos, read articles, and find out how to improve their riding.

SOLUTION AT A GLANCE

Adobe Creative Cloud, including:

Apps: Adobe XD CC, Adobe Photoshop CC, Adobe Illustrator CC

Services: Adobe Creative Cloud Libraries

For more information
www.adobe.com/creativecloud.html

www.adobe.com/products/xd.html

A smooth, fast ride

Boosted selected Adobe XD CC, part of Adobe Creative Cloud, to help turn its online community concept into reality. Once the team determined how to categorize content such as videos, tips and tricks, and rider profiles, they began the design process. Raster images, colors, and character styles created using Adobe Illustrator CC and Adobe Photoshop CC were added to Adobe Creative Cloud Libraries. Leveraging the collaborative features of Creative Cloud and the Assets panel within Adobe XD, Boosted was able to maintain consistency across colors and character styles, regardless of who was working on the file.

With one month slated to complete the design process, time was of the essence. Because a lot of the team's work focused on designing around images, the ability to move design files around quickly and easily became a critical factor in their ability to meet project milestones.

"Like our Boosted boards, we can push Adobe XD CC to its limits, and it will still deliver," says Kyson Dana, Art Director at Boosted. "At one point, we had more than 60 artboards in an Adobe XD CC file, but we could still zoom in and out quickly. The ability to easily drag and drop images also resulted in faster turnaround times."

Once prototypes were ready for review, Boosted designers generated a link from Adobe XD and sent it to the marketing team. Each reviewer's comments and feedback were captured in a single view, making it easier to tackle all the changes at once.

"With Adobe XD CC, I received feedback from everyone on the team within an hour, allowing me to iterate on the design right away," says Hayden Shaum, Designer at Boosted. "Although it was a big project with a lot of moving pieces, Adobe XD CC helped to streamline the process for us."

Ramping up

With the first phase of the community page now up and running, Boosted designers will turn their attention to phase two, which will enable users to generate their own content and share information directly with one another. The team will once again rely on Adobe XD to help them bring the real-life experience online, as efficiently as possible.

"When you ride a Boosted board, it's all about going fast and having fun, the smooth sort of feeling that you get," says Dana. "If you can take the real-world feeling and translate it to software, that's exactly how Adobe XD feels."