

# SPOCK & CAPTAIN KIRK

Logic & Creativity Working Together

*PRESENTED BY MOZ:*

DEVIN ELLIS (ENGINEERING MANAGER)

COURTNEY DAVIS (UX MANAGER)

KENNY MARTIN (SOFTWARE ENGINEER)

CHRISTINE RYU (UX PRODUCT DESIGNER)



## User Experience



**Christine Ryu**  
UX Product Designer



**Courtney Davis**  
UX Manager

## Developers



**Devin Ellis**  
Engineering Manager



**Kenny Martin**  
Senior Developer

# New relationship



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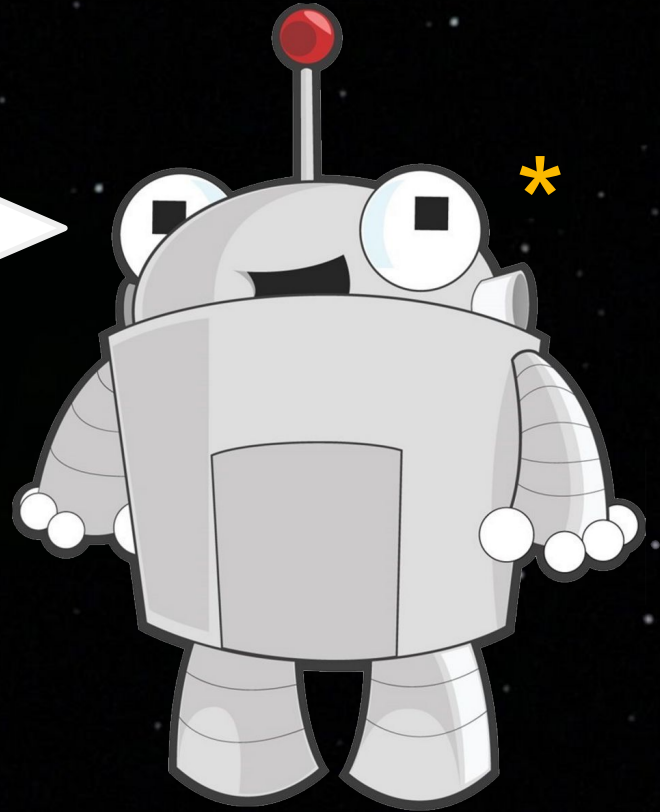
Keep working relationships healthy  
as your career and company progresses



@Moz

33 of 37

Mozzers are satisfied with collaboration  
between UX and Developers



\* This is Roger. He is the Moz mascot and he's a robot.

@Moz



**TEAMWORK**



**COMMUNICATION**



**TRUST**



**A**

**TEAMWORK**



**PEOPLE ASSUME I LIKE BANANAS**



**I DO**

made on imgur



@Moz



## How I like to work: Kenny

- Night owl
- Works from home most days
- Likes to be involved, but limited bandwidth
- Gets a ton of messages online, so messaging doesn't always get through



## How I like to work: Christine

- Early bird
- Comes into the office
- Prefers working sessions in person
- Dislikes correspondence threads that last multiple days



THEN



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NOW



@Moz

You are part of more teams than the one you sit with







THE  
**A TEAM**



## **Teamwork:** Our work gets better when we work together.

- Explicit conversation around working agreement and style
- Align on problems we are trying to solve.
- Understand who your (potential) teammates are + Invite unique perspectives.





# COMMUNICATION





You have dysentery.



From the Kansas River  
crossing it is 83 miles to  
the Big Blue River  
crossing.

Date: April 8, 1848  
Weather: cool  
Health: good  
Food: 1130 pounds  
Next landmark: 83 miles  
Miles traveled: 102 miles

Press SPACE BAR to continue



Press SPACE BAR to continue





Bulbasaur Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ivysaur Lo

Google.com



4,999 of 5,000 keyword analysis available

Overview

Keyword Suggestions

SERP Analysis

## Keyword Suggestions: hipster

Volume

Any

Type

All

## 384 Results

 Keyword ↑↓ flannel cardigan narwhal

Type

All

 All Literal Match Peanut Butter Slight Variation Semantic

<something like: Literal Match allows you to show the exact keyword searched.

For example you will find suggestions.....>

# Easy to build and better user experience!

The screenshot displays the Moz Keyword Explorer interface. At the top, there's a navigation bar with 'MOZ' logo, 'Products', 'Pricing', 'Blog', and 'About'. On the right, there are icons for search, 'Learn & Connect', a grid icon, and a home icon. Below this, a secondary navigation bar shows 'Moz Pro', 'ChristineRyu's Account', and 'Keyword Explorer' with a 'BETA' badge. A 'Keyword Lists' link with a help icon is also present.

The main search area contains a text input field with the placeholder text 'Bulbasaur Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ivysaur Lo', a 'Google.com' dropdown, and a search button. Below the input, it states '4,999 of 5,000 keyword analysis available'.

The left sidebar has three menu items: 'Overview', 'Keyword Suggestions' (which is active), and 'SERP Analysis'.

The main content area is titled 'Keyword Suggestions: hipster'. It features a 'Volume' dropdown set to 'Any' and a 'Display keyword suggestions that' dropdown menu. The dropdown menu is open, showing options: 'are often searched with your keyword' (selected), 'are often searched with your keyword', 'contains exact match of your keyword(s)', 'contains one of your keywords', 'do not include either or all of your keywords', and 'are found in content of your keyword search'.

Below the dropdown, there's a table of results. The table has columns for 'Keyword', 'Volume', and 'Search'. The first row shows 'flannel' with a volume of '10,000 - 20,000'. The second row shows 'cardigan' with a volume of '10,000 - 20,000'. There are also 'Export CSV' and '+ Add to Hipsters R Us' buttons.

Keyword	Volume	Search
<input type="checkbox"/> flannel	10,000 - 20,000	
<input type="checkbox"/> cardigan	10,000 - 20,000	



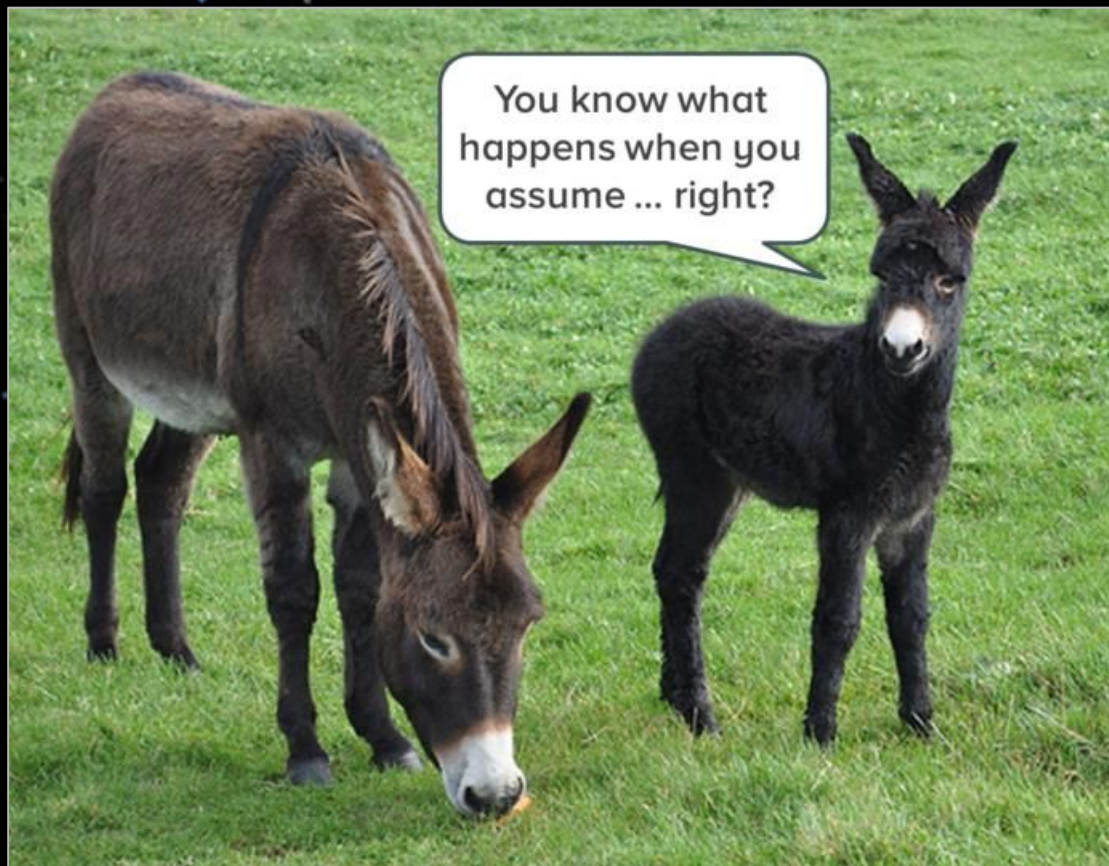
# CAREFUL SPOCK...

YOUR SASS IS SHOWING.



@Moz





# Communication: It needs constant attention.

- Share your thoughts, ideas, inspirations, and your work (early and often)
- Remember your body language, tone, and the energy you're giving.
- Don't act on assumptions. Ask, clarify, or validate.







**C TRUST**





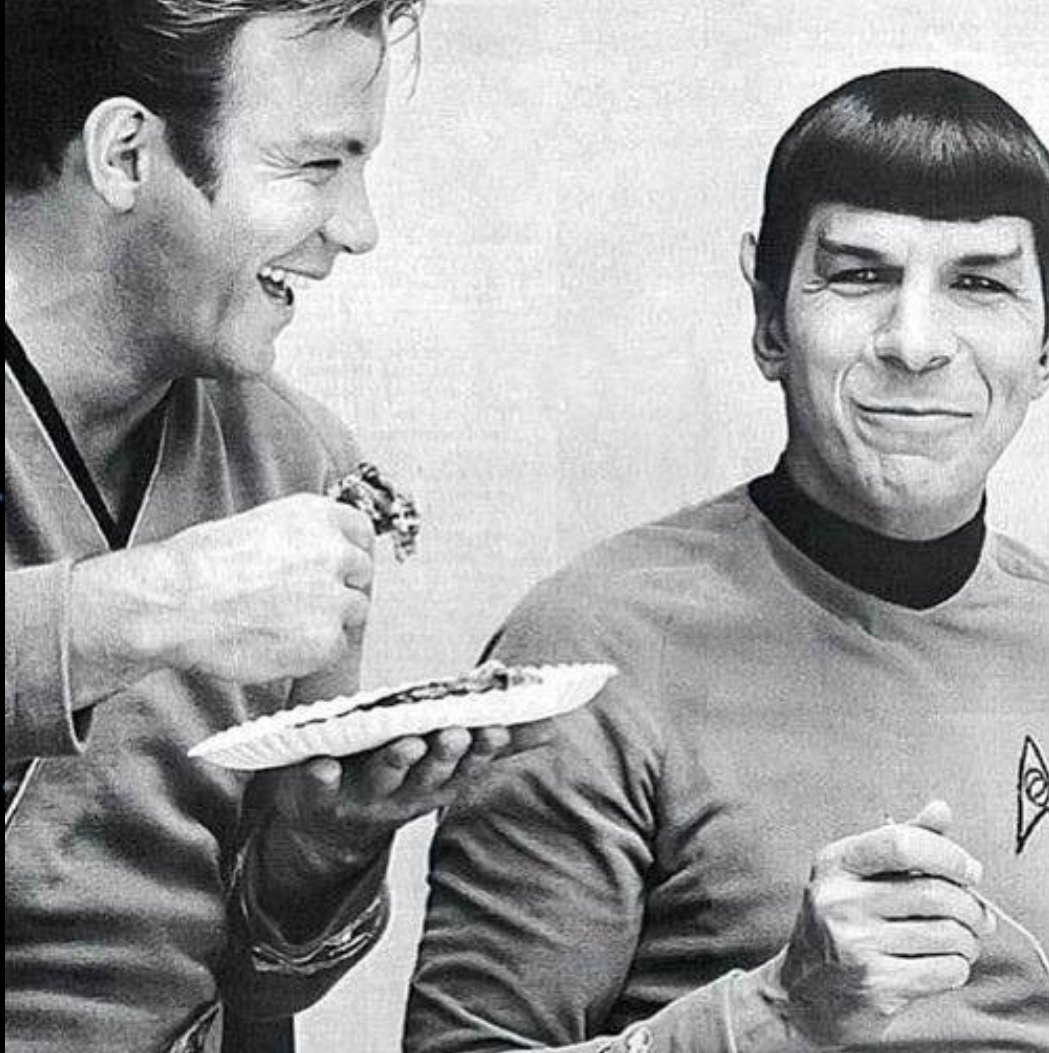




I DON'T ALWAYS DRINK WITH KLINGONS...



BUT WHEN I DO, I PREFER ROMULAN ALE





A man in a blue Star Trek uniform, likely a doctor, is holding a phaser. The background consists of radiating stripes in shades of blue and black. Large, stylized orange text with black outlines is overlaid on the image.

Trust  
I'm  
a

Doctor

## **Trust:** You built it over time.

- Avoid us vs. them mentality.
- Get to know each other
- Earn trust by trusting others and your teammates' qualifications





**TEAMWORK**



**COMMUNICATION**



**TRUST**





To keep working relationships healthy as your career and company progresses...



# What about you?

- Agree on working agreements
- Align on problems to solve
- Build your own community
- Keep an open mind
- Share early and often
- Remember your body language
- Don't act on assumptions
- Avoid us versus them mentality
- Get to know each other
- Earn trust by trusting others

