# How Affirma Helps Support Facebook Reality Labs

2020 expedited the shift to the digital marketplace as businesses and consumers turned toward technology for work, play and connecting. Affirma's full suite of creative and technical services helped Facebook implement changes faster and streamline business so they could focus on what matters most in their business.

**affirma** | **FACEBOOK**

Moving fast is an important trend in the ever-changing world of the digital landscape. Affirma has partnered with Facebook Reality Labs (FRL) on many projects over the last year, helping to create custom technology and digital solutions to increase efficiency and fill the gaps for needed services.

From creative event support, website design, video and branding, to Tableau and Power BI reporting and inventory management – Affirma is available to help with any project need. We offer a full bench of technology and digital experts to help connect the dots for better business execution.

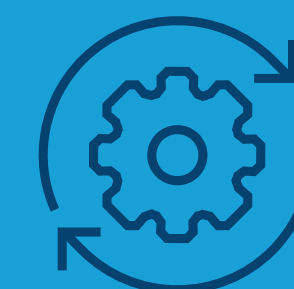# Why should FRL work with Affirma?

Here are three top reasons:
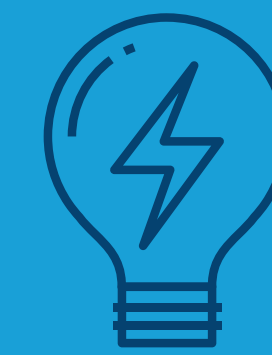
**Increase productivity**

**Streamline business**

**Process automation**

# Digital and Technology Solutions That Deliver Results

Affirma believes that effective solutions are born from a combination of data, insight, strategy, design, and implementation. We care deeply about the experience of Facebook's employees. We know that having the right technologies in place is crucial to execute deliverables and keep up with an ever-changing marketplace; especially when it comes to building the future of connection. We also know that capturing brand in a powerful and compelling way to tell a unique story and bring employees together is important.

We have delivered more than 100 digital and technology solution projects for Facebook Reality Labs over the last year and have received great feedback from multiple teams:
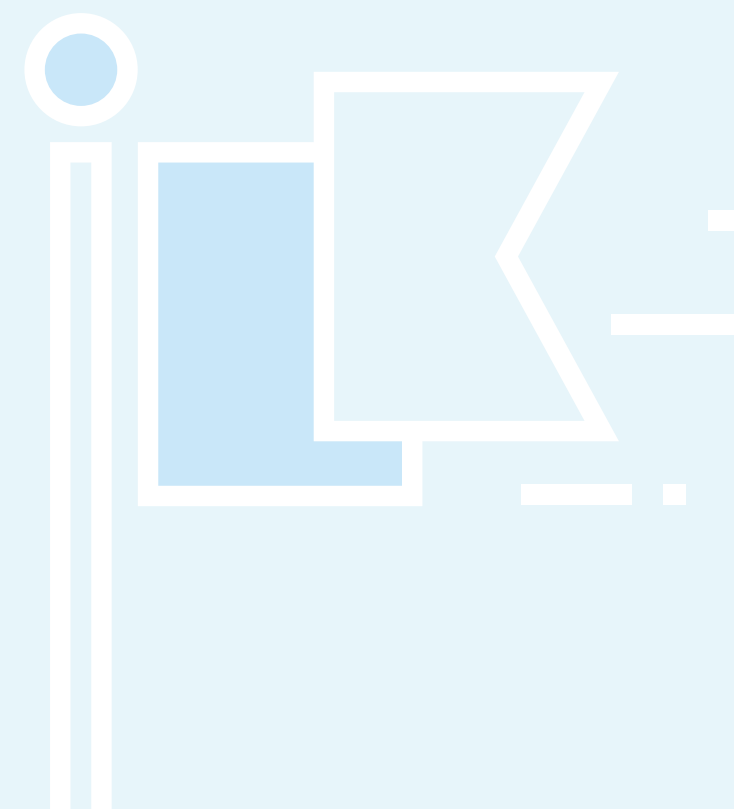
### FB – AR-VR HEARABLE ILLUSTRATIONS PROJECT

"Everything was well executed to schedule, with great opportunities for feedback and joint ideation. Translated our vision into visuals highly proficiently, we're very pleased with the results!"

### FB – ARVR AUDIO ILLUSTRATION SUPPORT PROJECT

"Excellent turn around on last-minute requests. Response to feedback has been great and we have a solid foundation."

"Affirma was awesome, fast and professional. Thanks for the illustration support!"

"Sibil, Karena, and the rest of the team knocked it out of the park! Speedy, polished, and just great all-around."

### FB – FRL TEAM OPS

"The team has been tasked with building a variety of internal collaboration solutions at Facebook Reality Labs, based on a combination of Microsoft tools and Facebook-internal tools. Their expertise, dedication, and positive attitude has resulted in a constant stream of positive feedback that has established a great reputation for the team. The team is very easy to work with and they do absolutely stellar work."

We take the time to learn about your goals, ask the right questions to understand your business, and utilize our digital, business, and technology solutions to help your team move faster. Our goal is to unblock Facebook's teams to enable them to focus on their core job responsibilities and clear the road for growth and success.

## Services:

- Project/Program Management

- Marketing & Digital Agency Services

- Creative Design
  UI/UX DESIGN, CONTENT CREATION

- Data & Analytics

- Custom Development

- Outsourced Customer Care

- Cloud Platform Consulting

- Web Portals & Collaboration
  GOOGLE SITES, WIKI, CSM

- Customer Relationship Management (CRM)

- Process Automation

# Digital Services

Affirma has been proudly serving clients for 20 years as a world-class creative agency and full-service consulting firm and has been working with Facebook for over three years on many projects.

We offer graphic and visual design, creative production, advertising services, branding, UX / UI, and more. Our creative team makes a point to understand your business to create tailored solutions to meet your goals and capture the essence of your brand in a meaningful way.

# Successful Projects with Facebook Reality Labs

**EVENT CREATIVE SUPPORT**

At Affirma, we take events to the next level. Our expert production team knows the latest event industry trends and is committed to delivering seamless, professional, and memorable events and conferences, whether digital or in-person.

From infographics, web design, interactive design, banner ads, logos—or whatever your design need—we provide informed full-service and a la carte design options to help you tell your story in a pleasing, unforgettable way.

## Symposium

**WE PROVIDED EVENT BRANDING:**

- logo
- swag
- social event branding
- printed and digital signage
- badges
- agenda design
- email template design

**WE PROVIDED AN ACADEMIC POSTER SESSION AND PRESENTATION SUPPORT:**

- academic poster templates
- poster design
- presentation templates
- presentation designs

**WE PROVIDED SOCIAL EVENT BRANDING:**

- printed logo & event signage
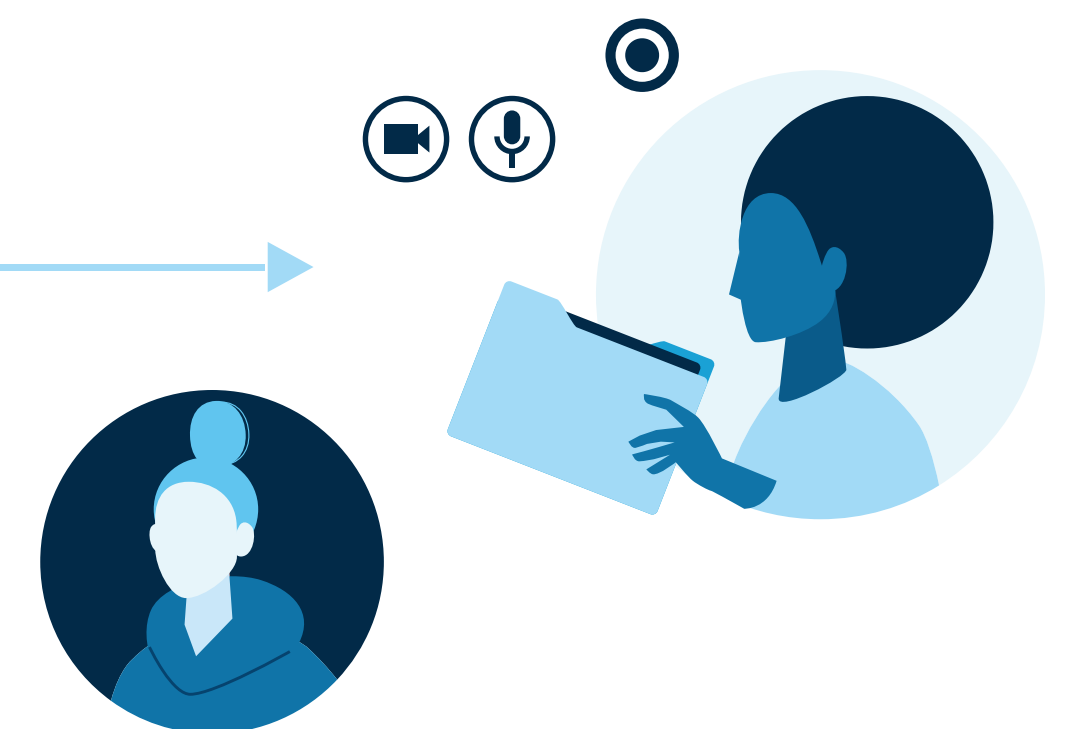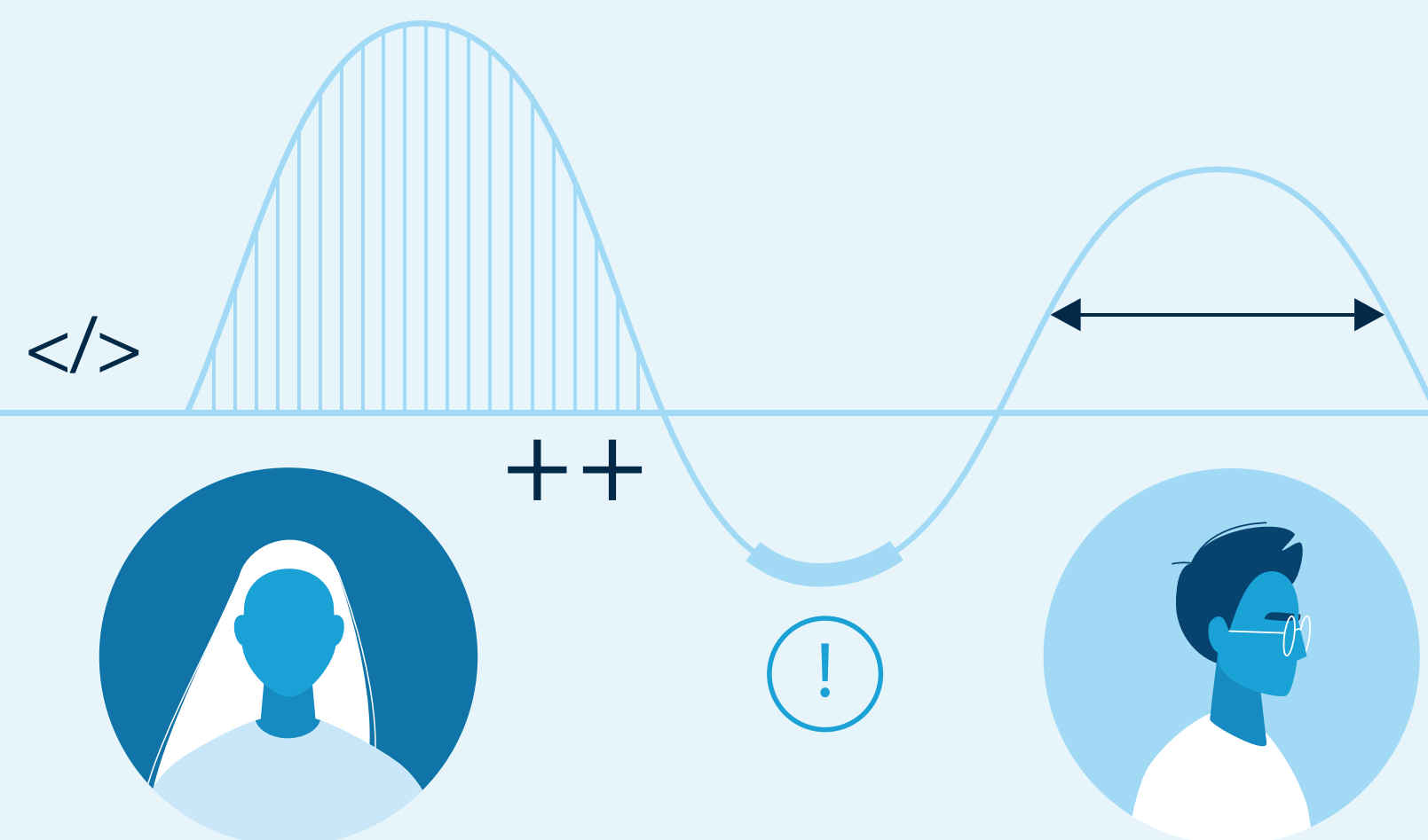
# Problem solved:

Affirma reviewed existing processes, created new processes, identified opportunities for improvement, and implemented the following solutions:



Additional event support offerings: recruiting events, open house events, research summits, diversity and inclusion summits, internal learning series

## ADJUSTED THE PROCESSES TO OPTIMIZE TIMELINE

- Allowed researchers time to prepare content while balancing the time needed for design turnaround, feedback, and iterations cycles, while accommodating print deadlines

## PROVIDED ON-SITE SUPPORT

- Met all security and confidentiality requirements

- Were responsive and physically available to help event team and researchers

## CREATED A COHESIVE ON-BRAND STYLE UTILIZING TEMPLATES

- Saved time by simplifying design efforts with a template

**NOTE:**

The difficulty of working with vendors who are offsite can be a pain point for clients which is why Affirma makes a point to provide on-site support

# App and Website Design (UX/UI)

Affirma's design capabilities don't stop at mobile apps, web applications, or multi–platform digital experiences. As a UX design consulting firm, we create products and services that provide outstanding usability while fully embracing Facebook's brand personality.
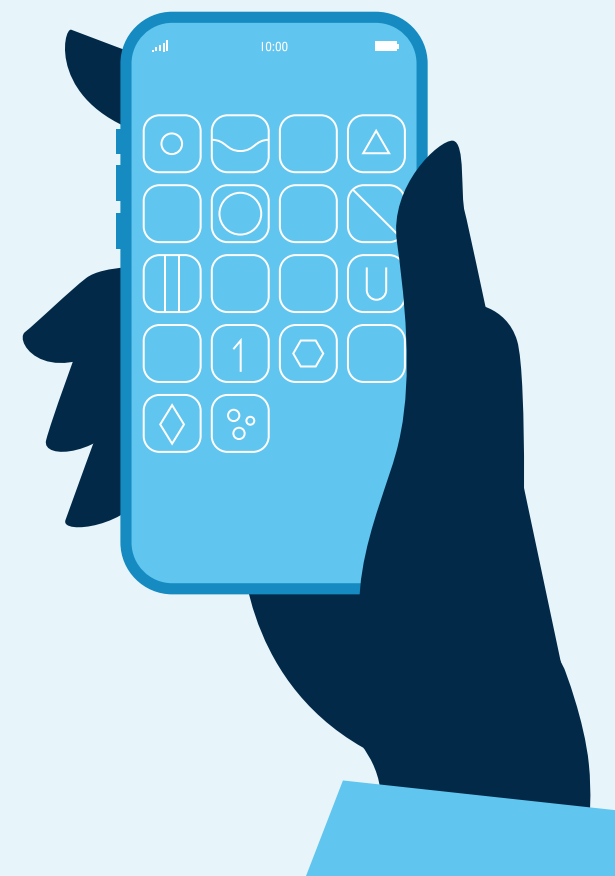
Affirma helped Facebook Reality Labs with the following UX / UI design projects:

### APP DESIGN

We designed apps for internal Facebook employee use including reservation and booking management, visitor log in, and inventory tracking by utilizing PowerApps and other internal app tools.

### APP DESIGN DOCUMENTATION

We created documentation on design guidelines and best practices for developer teams to utilize.

### INTERNAL WEBSITE DESIGN

We designed individual Wiki pages, full sites, and templates following UX/UI best practices, ensuring users have a great experience and can find the information they need.

# Problem solved:

There are teams who struggle to create pages and sites that are user-friendly from the individual page level to sites with hundreds of pages. Affirma can review and assess existing pages and sites—or gather requirements for net new—and offer needed support ranging from a full site UX redesign, UI support to Dev, or on-site maintenance.

# Visual Design

We like to create visual content that informs, inspires, and incites audience action. Our data-backed approach to design ensures that the right message is being delivered to the right audience—in the right visual design medium—to help produce profitable results.

**Affirma helped Facebook Reality Labs with the following UX / UI design projects:**

## Graphic Design

From swag and event support to complex process or organization charts and infographics, we created visuals for complex and technical content to quickly educate audiences with information presented in an easily-digestible way.

Additional support offerings:
packaging design, environmental graphics

## Illustration Design

We created illustrations that visually represented complex and technical research concepts to supplement and enhance presentations.

# Animation and Video Creative Support

Whether it is creating a subtle animation on a call-to-action for a website or creating a short, animated video to help a viewer understand your message, our animation team can deliver. We can manage the full process from goal setting through final delivery and post release measurement and improvement. We also offer a la carte animation and motion services, depending on your need.

## Animation

Created animations that visually represent complex and technical research concepts to supplement presentations to save the speaker presentation time and provide a more enriching presentation experience for the viewer.

Note: Animations can be shared digitally or embedded into presentations.

## Video, Post-Production

Combined recorded video and audio of speakers alongside designed presentations, sometimes including illustrations and animations, to create a final video that can be shared or streamed remotely.
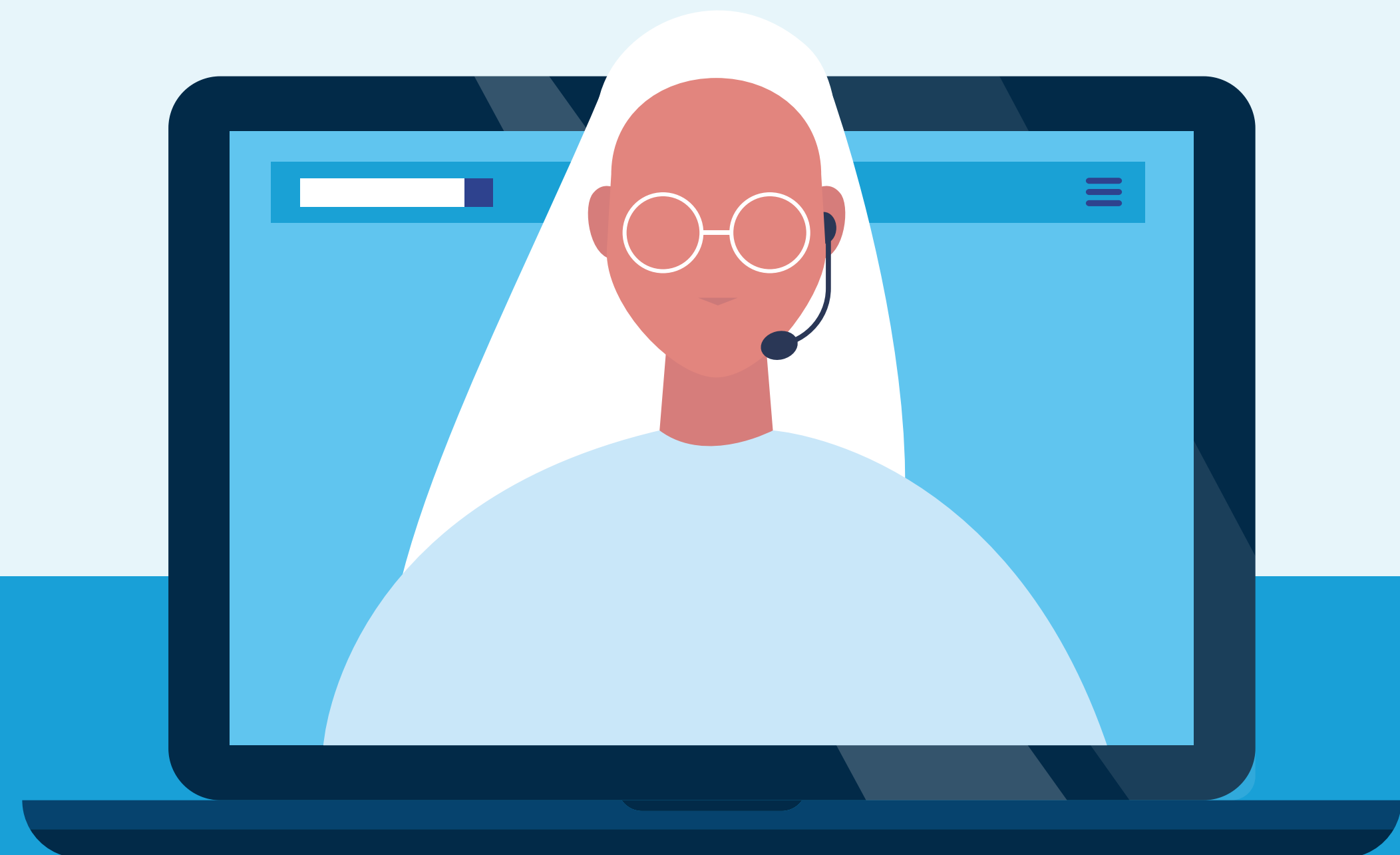
## Problem solved:

This type of project has had a large impact for teams in the post-Covid world as an alternative to previously large in-person presentations.

Note: Affirma follows accessibility standards and include captioning for inclusivity.

# Team Creative Support

In addition to working on individual projects, Affirma can also partner with Facebook as a full-service creative consultant. Instead of looking at projects as a one-off engagement, we can designate a resource to help understand needs, prioritize tasks and work through the queue.

Over the last year, Affirma has provided Facebook the following support services:

### PRESENTATION TEMPLATES, QBR TEMPLATE AND SCIENTIFIC ONE-PAGER TEMPLATE

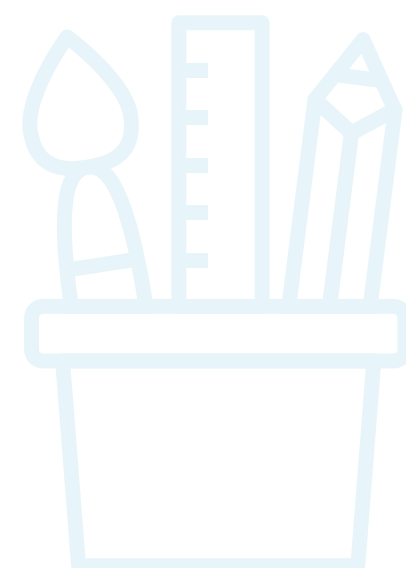Created templates for teams to help save them time and create a unified brand.
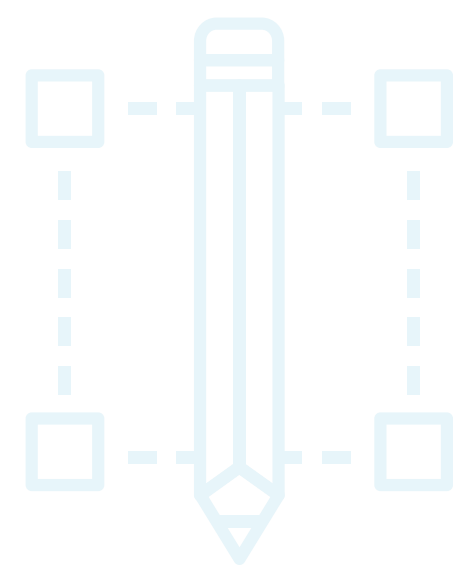
### TEAM BRANDING

Created branding guidelines, logo updates, and icon and illustration sets for teams.
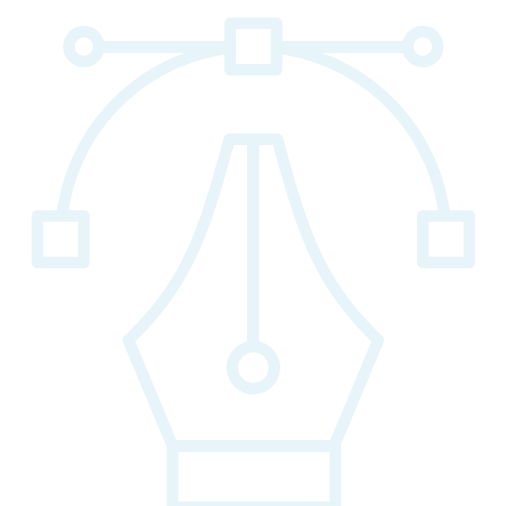
### SWAG

Designed stickers and apparel swag to encourage and establish team pride and camaraderie.

### POSTER SESSIONS

Provided academic and presentation poster templates and designs.

# Technology Services

Affirma offers award-winning, full-service technology consultancy. We have partnered with Facebook on many projects, including Tableau, CMS, Wiki, Power Automate, Power Apps, Google Suite, Butterfly Bot, Butterfly Forms, and more. We specialize in Mobile, Cloud, Technology Infrastructure and Custom Development, but can help with any technology need.

We focus on delivering true, measurable business value to our clients, have a passion for customer satisfaction and are dedicated to delivering dependable and reliable solutions that exceed client expectations.
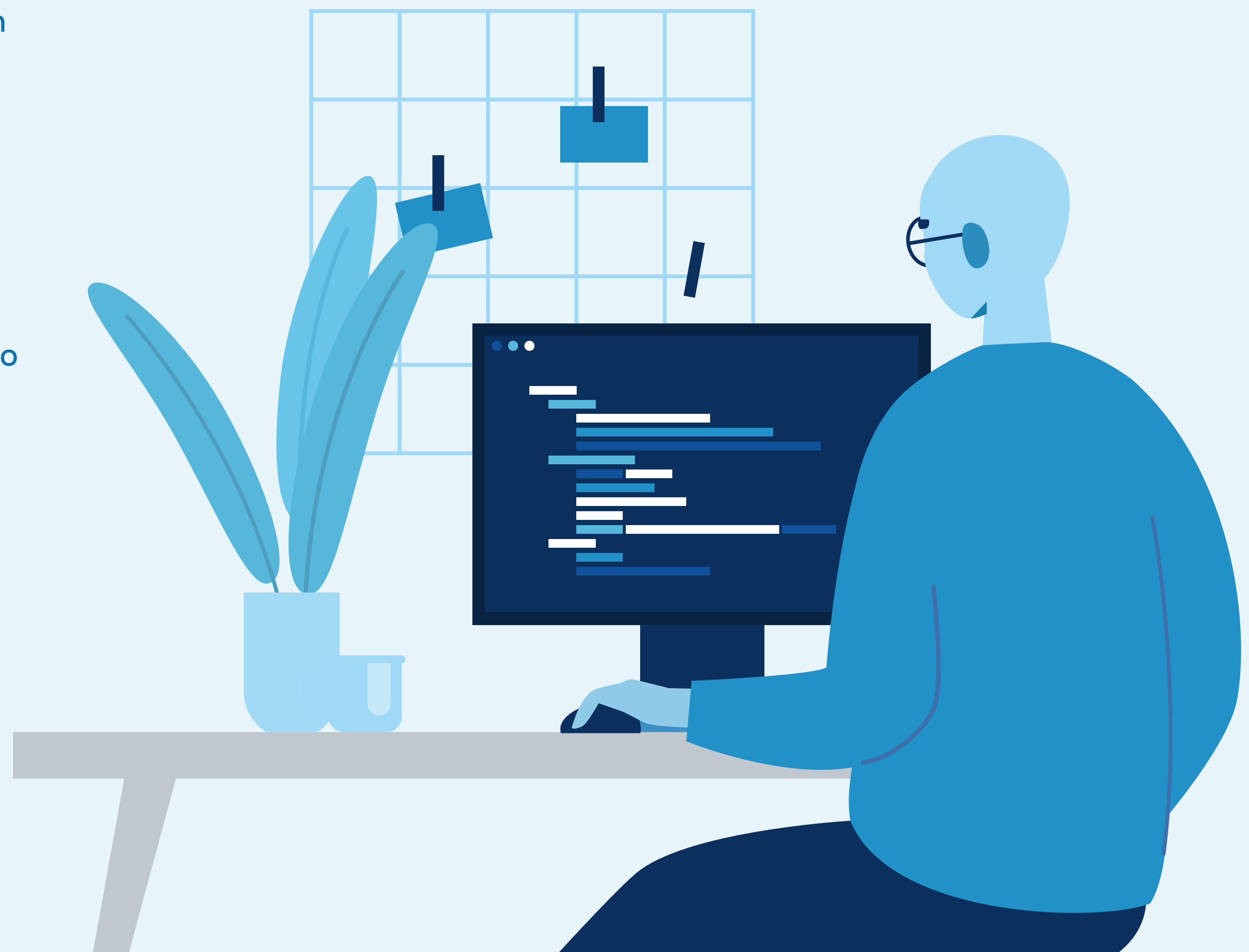
# Successful Projects with Facebook

## Custom Tools and Process Automation

Affirma specializes in custom tools and process automation to streamline business solutions so you can focus on what matters most in your day-to-day business. We have a passion for customer satisfaction and are dedicated to delivering dependable and reliable solutions that exceed client expectations.
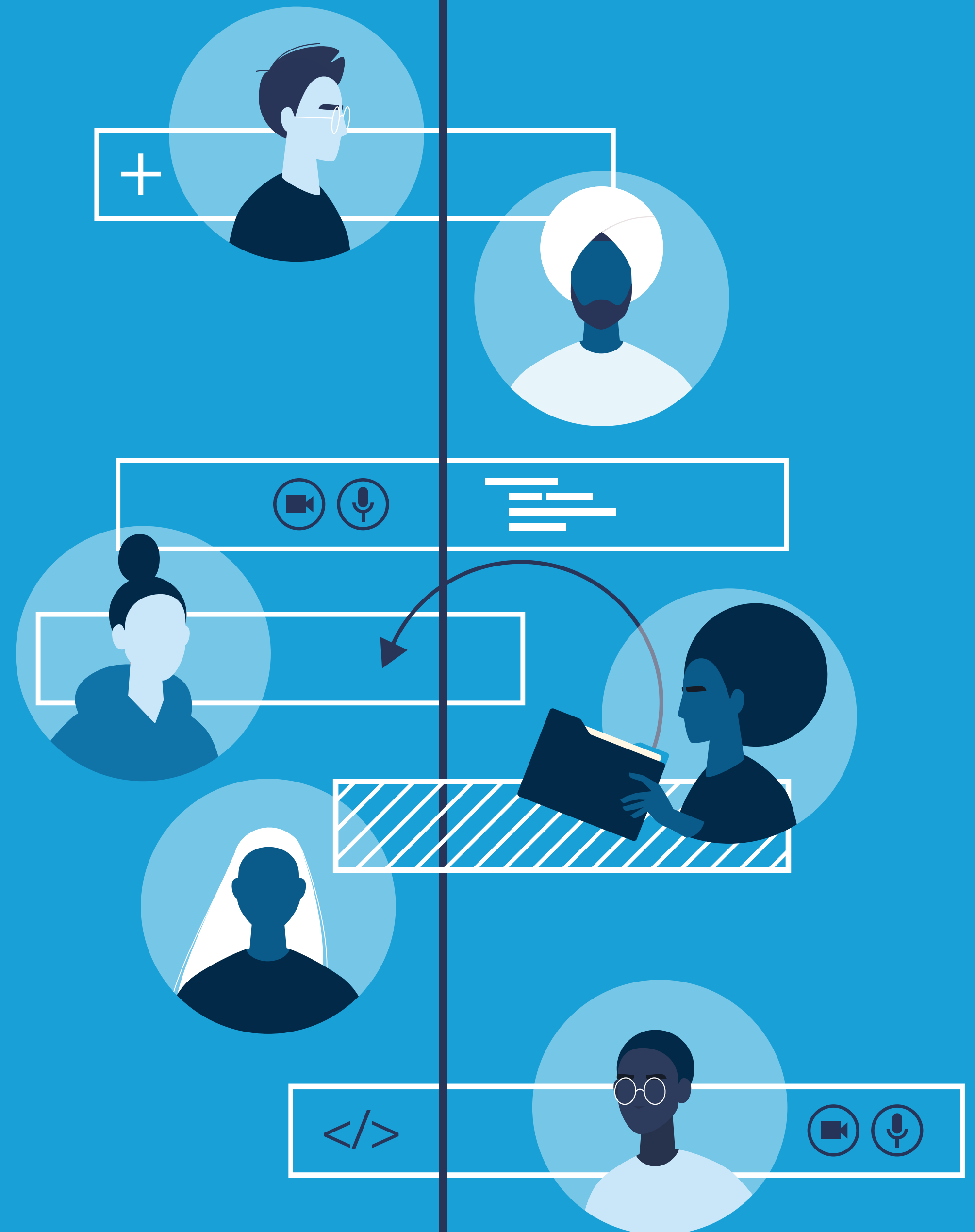
# We have partnered with Facebook Reality Labs on the following projects:

### TASR

Worked with FRL to create a tool and space request intake form to allow FRL to track their space needs and management requests to monitor the big-picture lifecycle of the queue of requests.

### INCIDENT MANAGEMENT SYSTEM

Created an incident management system for Facebook Reality Labs Environmental Health and Safety to track incident reports from intake through resolution.

### FRL LAB BOOKING TOOL

Created a lab booking tool in response to COVID-19 to simplify socially-distanced lab bookings and enable much-needed lab work time.

### PROTOTYPE REQUESTS

Established a prototype request and tracking process for custom prototypes.

### TOOL INVENTORY MANAGEMENT SYSTEMS

Built multiple tool inventory management apps to allow users to check out tools and components and monitor FRL item lifespan.

### OPTICAL FABRICATION APP

Automated the intake request and build process.

### FRL SOFTWARE DIRECTORY

Set up a detailed directory with a list of the available software to FRL and highlighted how to get access to each software.

### USER STUDY APPROVAL

Set up an intake process for user study requests, including approving the requests and tracking the request through the approval cycle.

# Internal Tools

Affirma provides a different perspective, bringing in fresh ideas to solve your pain points. Our specialists have worked on thousands of projects within hundreds of different markets, so you can be confident that they can jump on any project and execute accordingly.

We helped Facebook on the following internal tool projects:
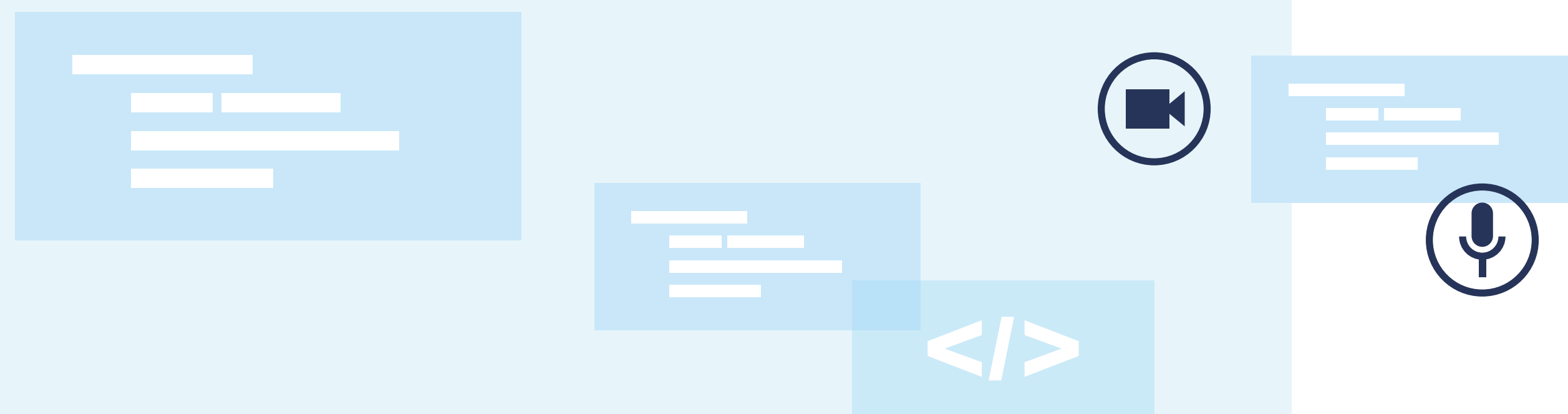
# Workplace

Helped automate membership and enabled internal collaboration and communication to high-signal groups to ensure the team members had timely access to needed information.

# Permission Management

Using FB PM-AD groups, we provided a central location to manage membership and helped provide groups to gate access to 3rd party tools and FB internal tools.

# Wiki

Affirma can help provide a solid "foundation" set of recommendations and best practices for Wiki and Content Management solutions. After the Wiki creation, we provide sample pages with developed content to provide a guiding example for replication to set the stage for future growth – or we are happy to build everything for you.

**We helped FRL implement the following Wiki solutions:**

# FRL Hub

Created an internal hub of information in an easy-to-use Wiki format to provide a source of truth for all FRL initiatives and processes and serve the needs of approximately 9,000 employees.

# Assistant

Provided a Wiki to help solve for documentation best practices so that team members had a central location to access important information.

Note: The Wiki solves for a constant employee pain point of wanting better documentation.

# SharePoint and Google

Our approach to creating SharePoint and Google solutions revolves entirely around our client. Our consultants consider your entire business - your goals, processes, employees, industry, and desired outcomes, to develop customized solutions tailored for your company.

Our experienced team can help you improve your current platforms to get you a better ROI or can design and implement a brand-new solution to increase productivity across your business.
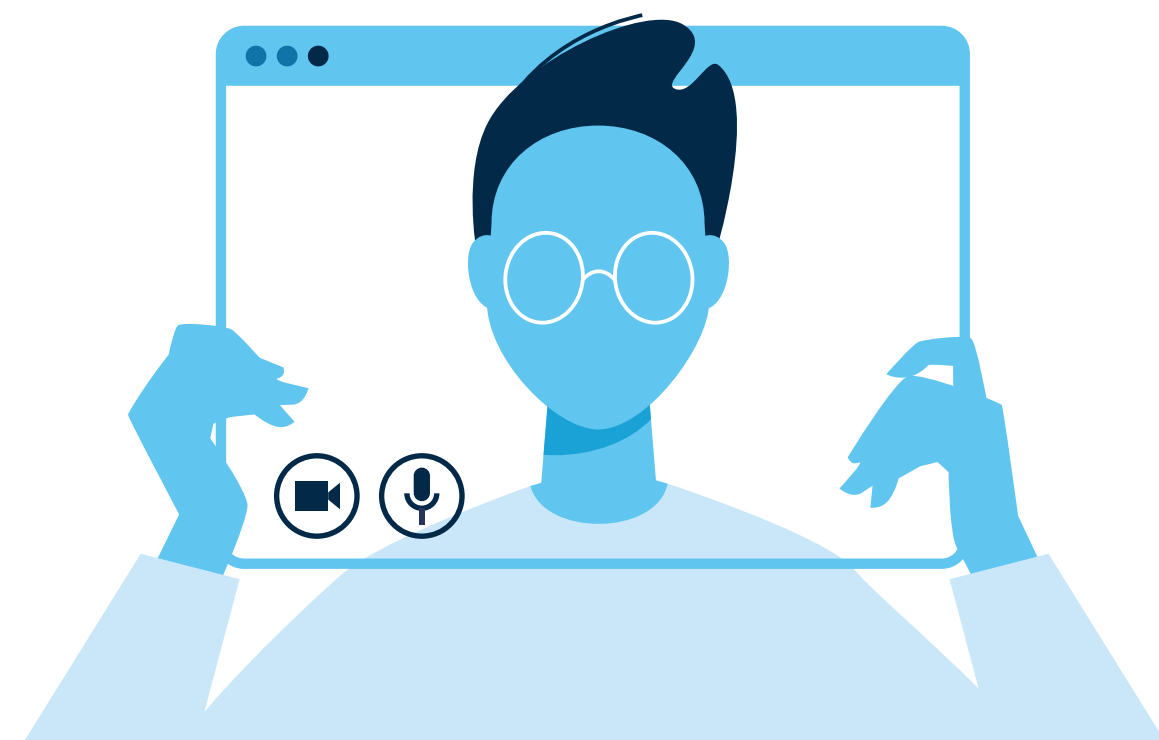


As a Microsoft Gold Partner, we have been helping organizations deploy, configure, and optimize SharePoint since it launched in 2001.

We partnered with FRL with the following SharePoint and Google setups and workflows:

**1** Information Architecture

**2** Permission

**3** Dashboards

**4** Team and Communication Sites

# Helping You Grow

We are dedicated to providing value to our customers. With an industry-leading 98 percent customer satisfaction rating across more than 1500 projects, Affirma is dedicated to delivering dependable and reliable digital, business and technology solutions that exceed your expectations — and it shows.

We have consistently been named one of Washington's Best Place's to Work, placed as a 5-Time Inc. 5000 Honoree, and ranked as a most promising IT provider by the CIO Review.

Get in touch today to schedule your free consultation and learn how we can help you achieve your content marketing needs.

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