

DECEMBER 17, 2019

THE MONO 2020 ROADMAP

Presented by the Mono Product Team



TODAY'S PRESENTERS

MONO'S PRODUCT TEAM

We're looking forward to sharing the exciting developments coming to the Mono Platform.



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Chief Creative Officer



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AGENDA

- SUMMARY OF 2019
 - Bauer Media group
 - Main feature releases
- WHAT'S COMING IN H1 2020?
 - Editor & template improvements
 - Cookie notifications & consent
 - Mono E-commerce
 - Mono Email Marketing
 - Mono Scheduling improvements
- Q&A

SUMMARY OF 2019

MONO JOINED BAUER MEDIA GROUP

What does this mean for the Mono Platform?



MEDIA GROUP

2019 RELEASES: THE MONO PLATFORM

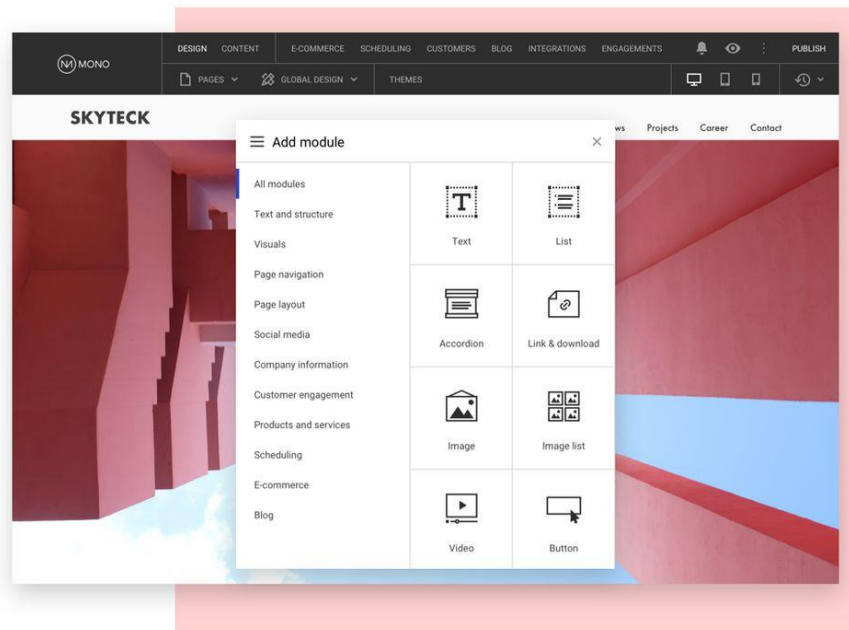
- The new editor interface
- Mono Scheduling
- Mono Scheduling Embed
- Accessibility features
- Notification email to site owners with password protected pages
- Site backup & restore functionality
- Spam reduction features
- Editor user role management
- Strong Customer Authentication (SCA)
- UX improvements
- Infrastructure improvements
- (NEW!) Add and style scroll-to-top icon
- (NEW!) FAQ list module
- (NEW!) Open graph markup

IN PRODUCTION

- Mono E-commerce
- Mono Customers enhancements
- Email Marketing
- Extensive editor updates
- Cookie notifications & consent

THE IMPROVED EDITOR INTERFACE

Enabling a true do-it-with-me (DIWM) experience

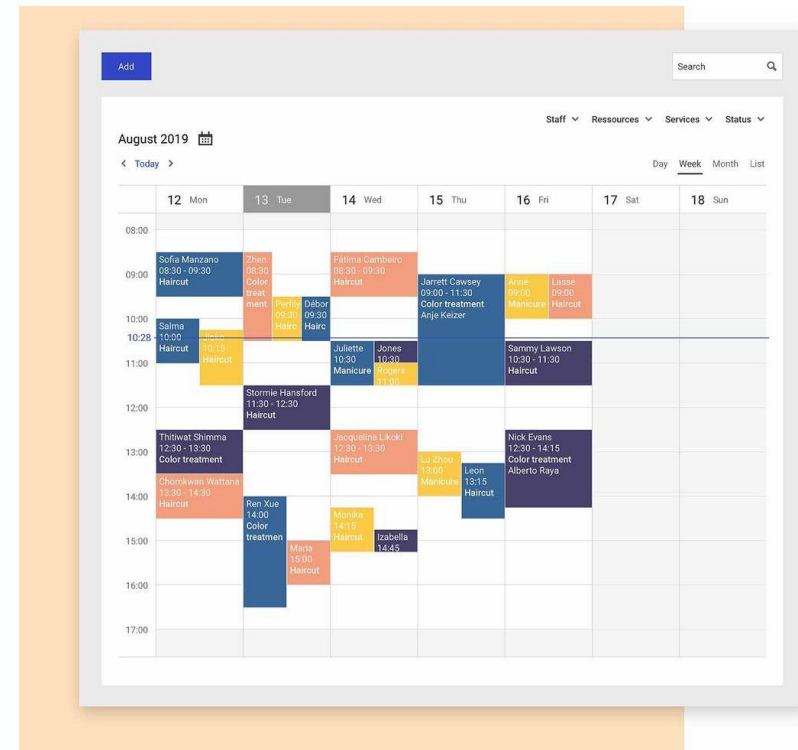


- Adaptable to different user skills and roles; from DIY to DIWM to DIFM
- Pre-defined pages and rows based on best practices for SMB websites
- Keyboard shortcuts for more efficient production
- And more...

MONO SCHEDULING

Fully-native and affordable scheduling targeted at a broad range of customer segments

- Simple website booking flow with customizable wizard
- Automatic reminders (email and SMS) to reduce 'no shows'
- Unlimited bookings, staff and users
- Embed on any website, regardless of platform



ACCESSIBILITY FEATURES

Creating accessibility-friendly websites and templates

Accessibility is the practice of making your websites usable by as many people as possible. We've focused on three main items:

- ARIA (Accessible Rich Internet Applications)
- Skip to content
- Focus indication



EDITOR USER ROLES

Define unique sets of user limitations that can be reused across the entire customer base

- Define a role for each customer type
- Set up a role once - reuse forever on an unlimited number of customers
- Much more granular limitation options compared to V5
- Easy use via API – just specify the user role name to enable

The image displays two screenshots of the 'II User Limitations' interface. The left screenshot shows a table of existing user roles, and the right screenshot shows the configuration options for a specific role.

II User Limitations

Limitations available

[Create new](#)

User Role	Type	
oneclick	Generic	👁️ 🗑️
mono_scheduling	Generic	👁️ 🗑️
oneclick_editable	Generic	👁️ 🗑️
admin	Generic	👁️ 🗑️
monoadmin	Generic	👁️ 🗑️
diy	Generic	👁️ 🗑️
basic	Local	✎️ 🗑️ 🗑️

II User Limitations

[Go back](#)

Generic ADMIN limitation configuration

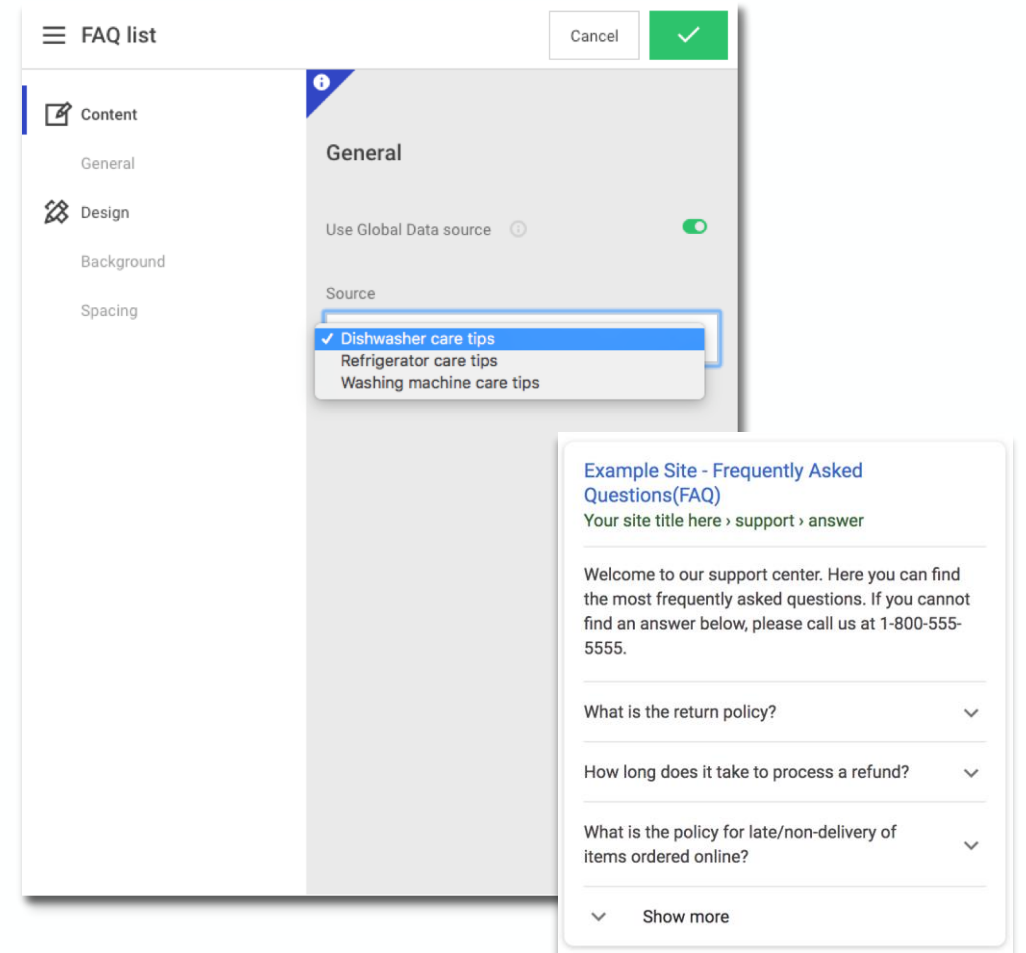
- academyOverlay
- > accountCenter
- > blog
- > cols
- > content
- > customers
- > dashboard
- > design
- > ecommerce
- > engagements
- > globalDesign
- helpLink
- > integrations
- keyboardShortcuts
- logout
- > modules

FAQ LIST MODULE

Drive greater optimization with FAQ pages that are eligible for rich results in search engine result pages and voice search

Marked up FAQ is important to match the syntax of voice search where users search by asking a question. The Mono Platform now offers:

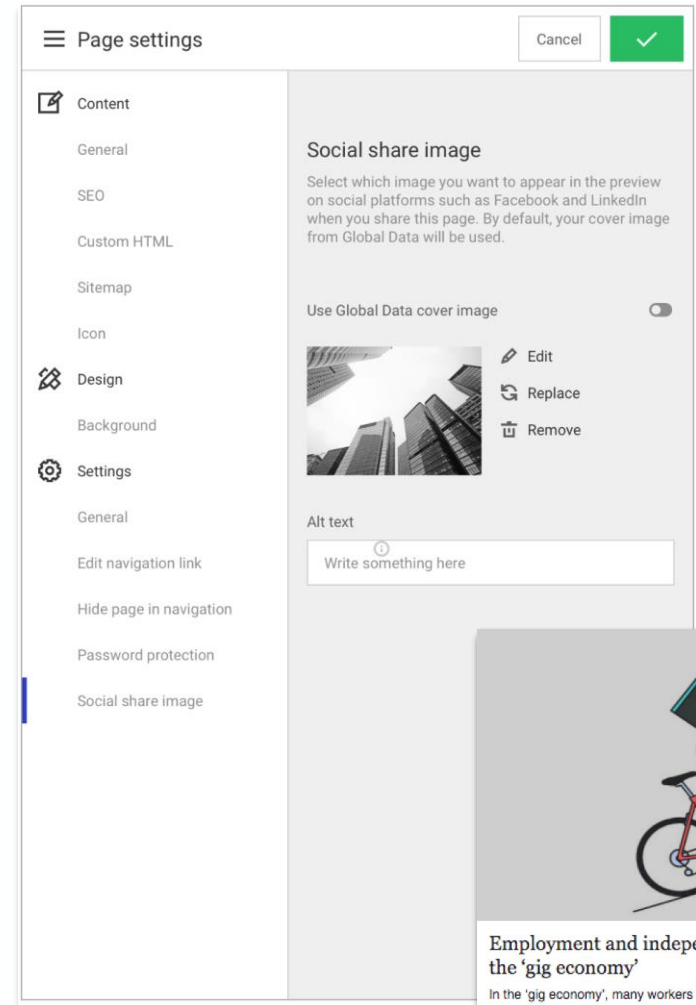
- A Frequently Asked Questions (FAQ) module connected to Global Data
- A new page type (*coming soon!*)
- Part of new templates (*coming soon!*)



OPEN GRAPH MARKUP

Select which image you want to appear in the preview on social platforms.


- Richer content previews when web pages, blog posts and e-commerce products are shared on social media
- Control the visual appeal of social shares to boost click rates and website traffic




Social share image

Select which image you want to appear in the preview on social platforms such as Facebook and LinkedIn when you share this page. By default, your cover image from Global Data will be used.

Use Global Data cover image

 [Edit](#) [Replace](#) [Remove](#)

Alt text



Employment and independent contractor relationships in the 'gig economy'

In the 'gig economy', many workers have no employment contracts, but are 'independent contractors' who are paid per piece of work that they perform.

WWW.JM-LAWBLOG.COM

WHAT'S COMING IN 2020...

THE BIG PICTURE: FOCUS IN H1 2020

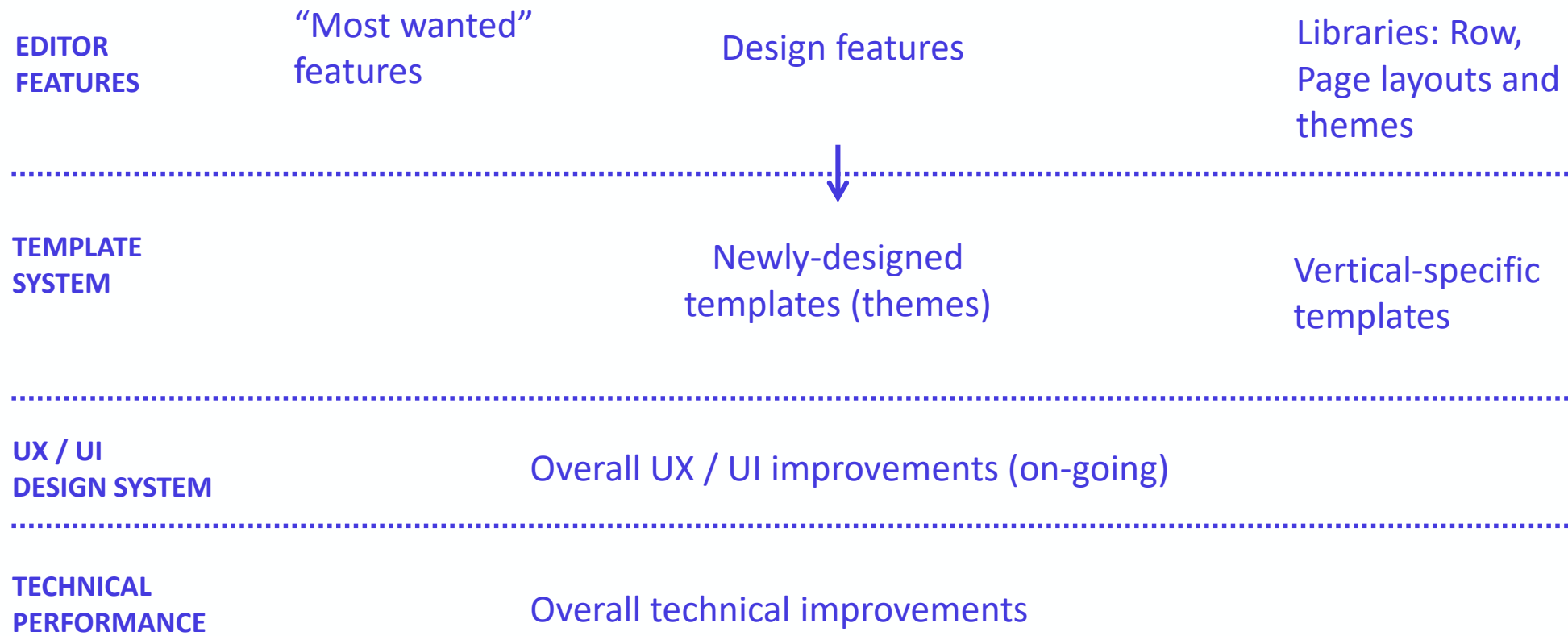
- Continued improvements & feature additions to the Mono Editor
- The Mono Template System
- Cookie notifications and consent management
- Mono E-commerce
- Mono Email Marketing
- Mono Scheduling improvements

CONTINUED IMPROVEMENTS:
THE MONO EDITOR &
THE MONO TEMPLATE SYSTEM

FOCUS AREAS FOR IMPROVEMENTS

1. **Design flexibility** (New features for better design)
2. **Time to learn** (Intuitive user interface)
3. **Time to produce** (Production efficiency & automation)
4. **Technical performance** (Page speed and more)

IMPROVEMENTS: EDITOR & TEMPLATES



IMPROVEMENTS: EDITOR

EDITOR
FEATURES

“Most wanted”
features

TEMPLATE
SYSTEM

UX / UI
DESIGN SYSTEM

Overall U

TECHNICAL
PERFORMANCE

Overall t

“Most wanted” features

Copy / paste in header

Expandable text fields in the editor

Empty rows and page layouts

Pre-built header row layouts

Bulk add alt-text to File Manager images

Search field in module library

And more....

IMPROVEMENTS: EDITOR

EDITOR
FEATURES

“Most wanted”
features

TEMPLATE
SYSTEM

UX / UI
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Overall U

TECHNICAL
PERFORMANCE

Overall t

Design features

Shadows (modules, columns, rows)

Background gradients

More animations

More fonts and font weights

Shrinking header

Masonry (gallery, catalogue, blog)

Instagram feed module

And more....

IMPROVEMENTS: EDITOR & TEMPLATES

EDITOR
FEATURES

“Most wanted”
features

Design features

Libraries: Row- and
Page layouts
and themes



TEMPLATE
SYSTEM

Newly-designed
templates (themes)

Vertical-specific
templates

UX / UI
DESIGN SYSTEM

Overall UX / UI improvements (on-going)

TECHNICAL
PERFORMANCE

Overall technical improvements

IMPROVEMENTS: EDITOR

EDITOR
FEATURES

“Most wanted”
features

TEMPLATE
SYSTEM

UX / UI
DESIGN SYSTEM

Overall u

TECHNICAL
PERFORMANCE

Overall t

Vertical-specific templates

Conversion types

Page structures

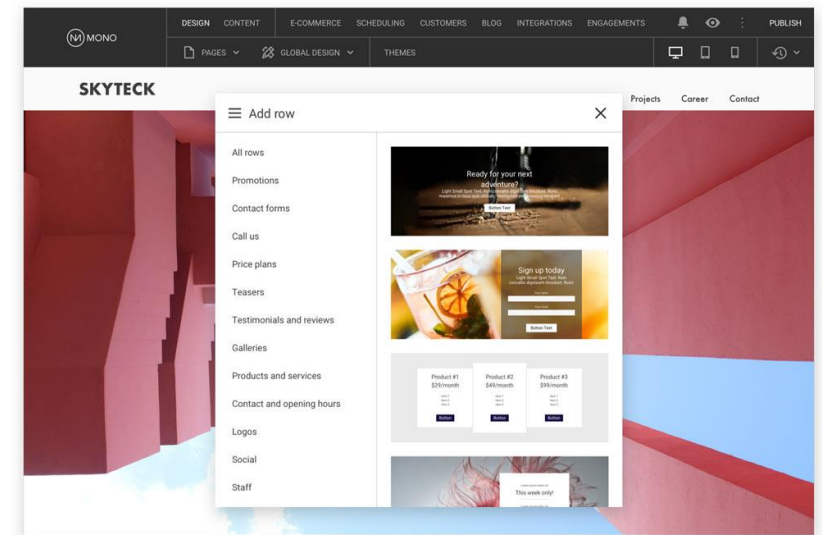
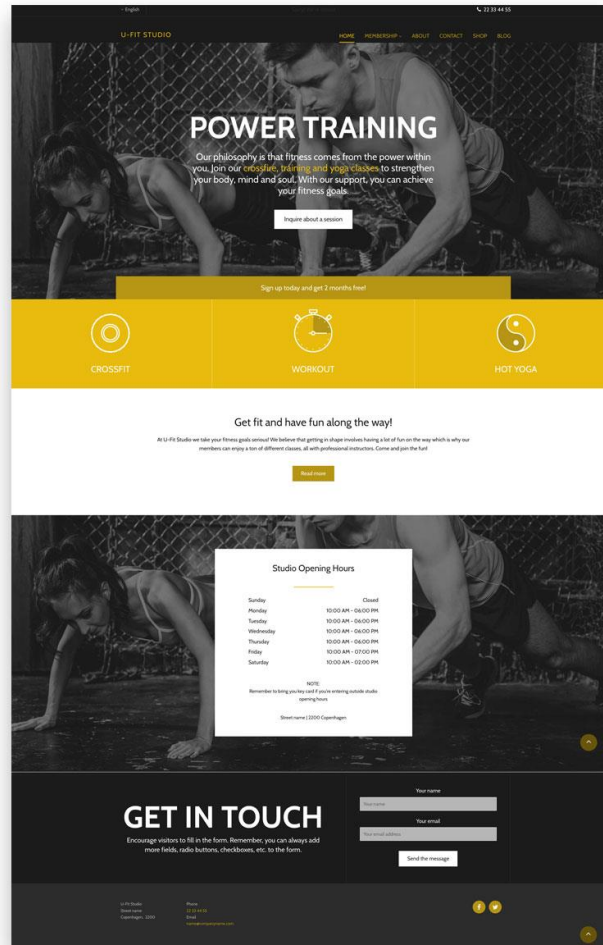
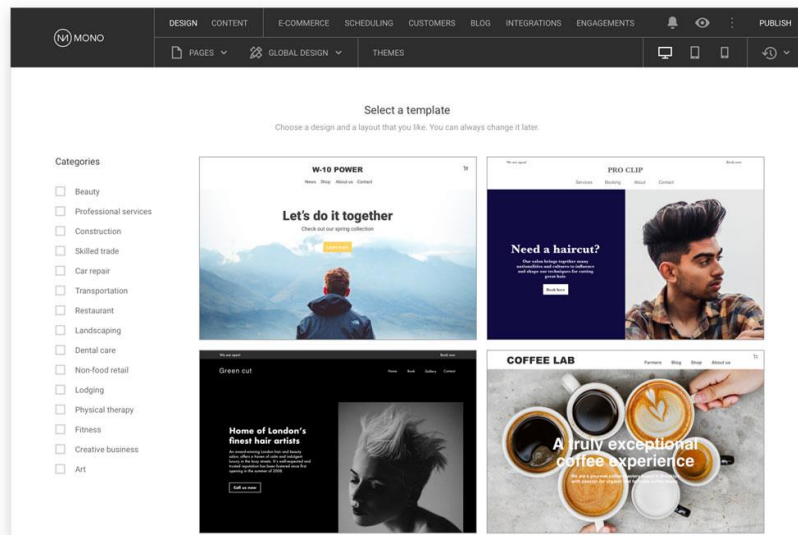
Page layouts

Special pages

Special features

EXPANDED DESIGN LIBRARIES

Save your own templates (themes), page layouts and row layouts



IMPROVEMENTS: EDITOR

EDITOR
FEATURES

“Most wanted”
features

TEMPLATE
SYSTEM

UX / UI
DESIGN SYSTEM

Overall U

TECHNICAL
PERFORMANCE

Overall t

UX & UI optimizations

More keyboard shortcuts

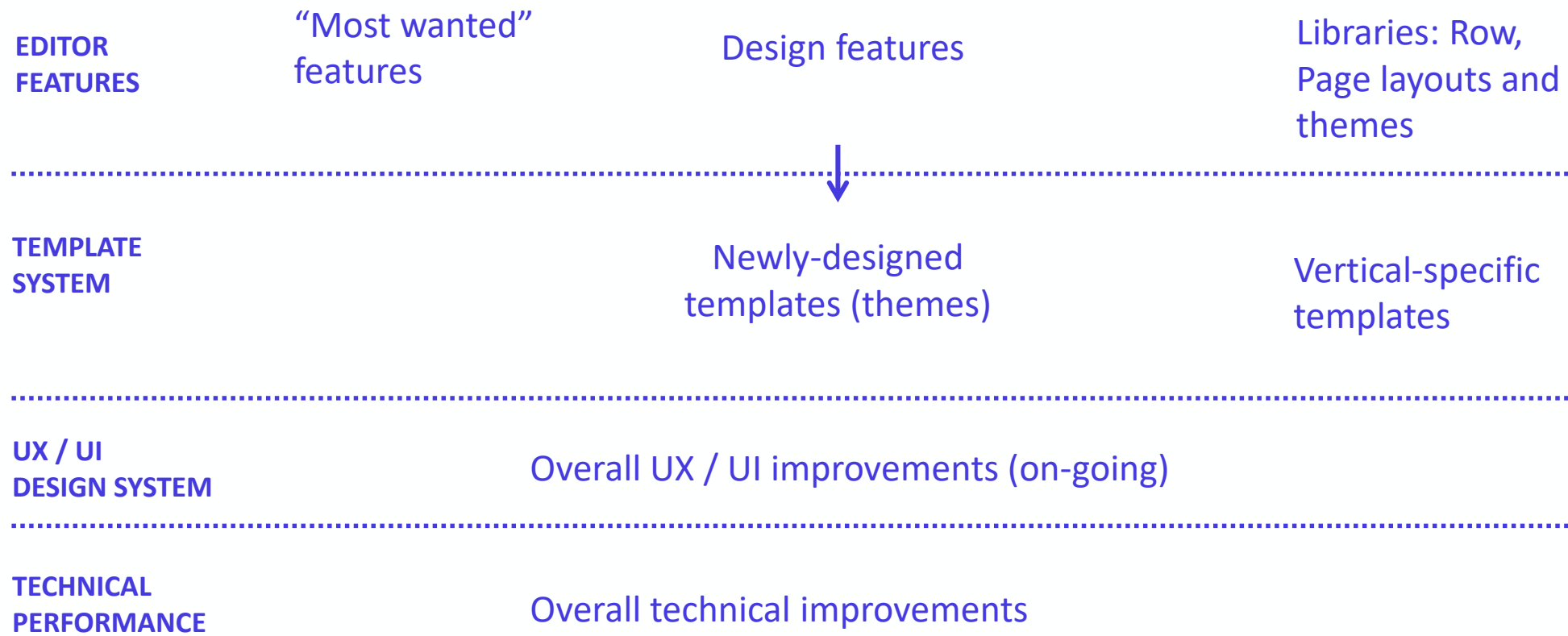
Better overview Global Colors

Strengthened Global Design overlays

Selected left side menu in overlays

And more....

IMPROVEMENTS: EDITOR & TEMPLATES



COOKIE NOTIFICATIONS AND CONSENT MANAGEMENT

COOKIE CONSENT

We're continuing to strengthen our cookie consent feature as the data privacy of users become focal points in providing digital services to SMBs.

Technical improvements

- Periodical auto-deletion of cookie consent on all websites
- A new, stricter cookie setting that blocks all third-party cookies from loading prior to consent

Visual improvements

- New cookie banner design
- Design improvements to the cookie revoke consent widget

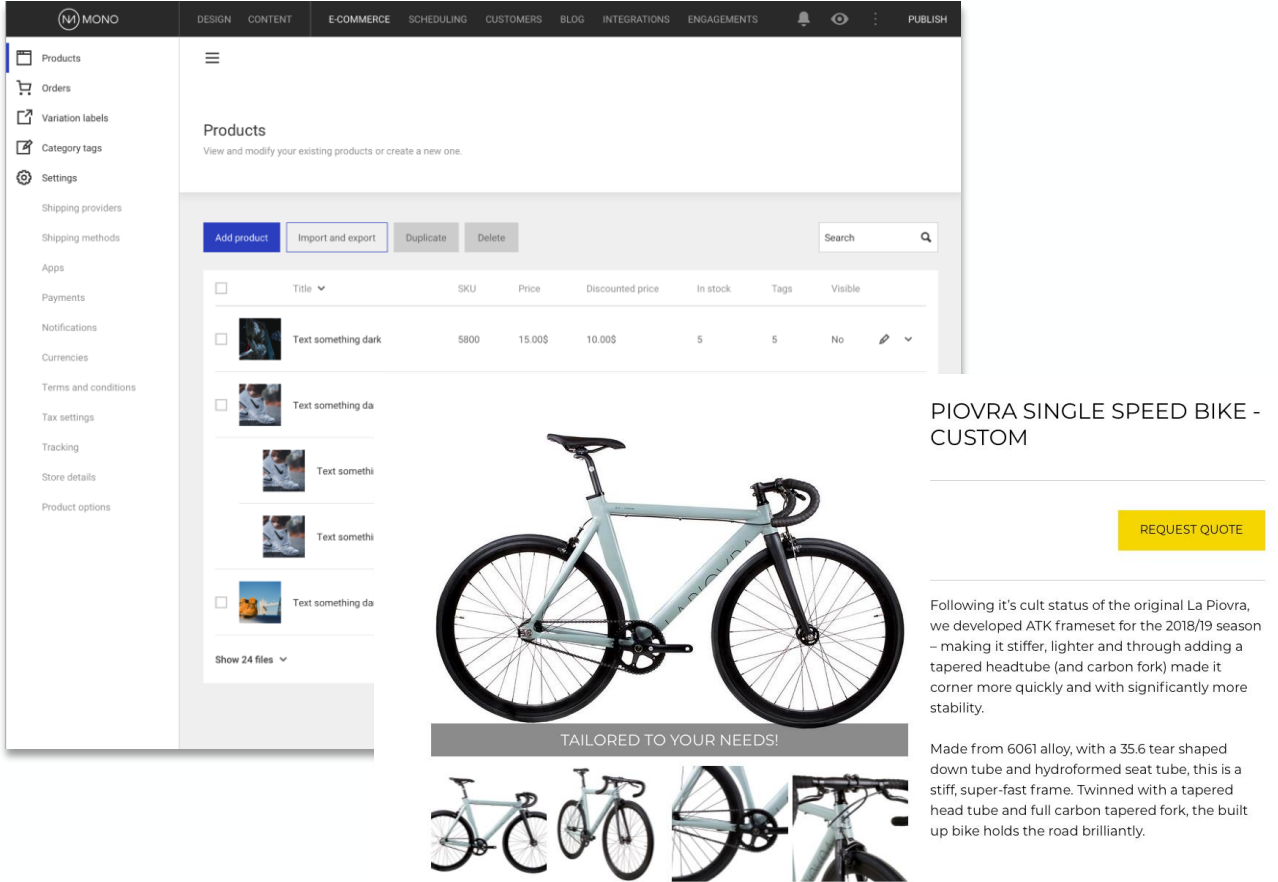
MONO E-COMMERCE

MONO E-COMMERCE

A solution that allows users to set up their online shop as hassle-free as possible

Improvement highlights:

- Use Mono E-commerce to create a product showroom for lead generation by adding a “More info” button
- Improved In-Editor guidance and signposting for SMBs
- Apply user roles for a simplified shop management experience



The image displays the Mono E-commerce admin interface. The top navigation bar includes 'MONO' and various menu items: DESIGN, CONTENT, E-COMMERCE, SCHEDULING, CUSTOMERS, BLOG, INTEGRATIONS, ENGAGEMENTS, and PUBLISH. A left sidebar lists management areas: Products, Orders, Variation labels, Category tags, Settings, Shipping providers, Shipping methods, Apps, Payments, Notifications, Currencies, Terms and conditions, Tax settings, Tracking, Store details, and Product options. The main content area is titled 'Products' and contains a table of product listings. Below the table, there is a 'Show 24 files' dropdown. To the right, a product detail page for a 'PIOVRA SINGLE SPEED BIKE - CUSTOM' is shown, featuring a large image of the bicycle, a 'REQUEST QUOTE' button, and descriptive text.

<input type="checkbox"/>	Title	SKU	Price	Discounted price	In stock	Tags	Visible
<input type="checkbox"/>	Text something dark	5800	15.00\$	10.00\$	5	5	No
<input type="checkbox"/>	Text something da						
<input type="checkbox"/>	Text somethi						
<input type="checkbox"/>	Text somethi						
<input type="checkbox"/>	Text something da						

PIOVRA SINGLE SPEED BIKE - CUSTOM

[REQUEST QUOTE](#)

Following it's cult status of the original La Piovra, we developed ATK frameset for the 2018/19 season – making it stiffer, lighter and through adding a tapered headtube (and carbon fork) made it corner more quickly and with significantly more stability.

Made from 6061 alloy, with a 35.6 tear shaped down tube and hydroformed seat tube, this is a stiff, super-fast frame. Twinned with a tapered head tube and full carbon tapered fork, the built up bike holds the road brilliantly.

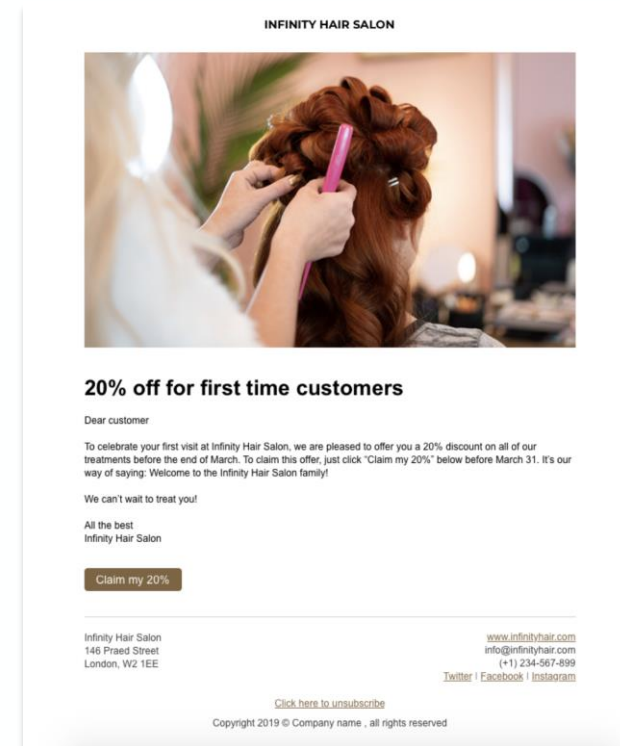
TAILORED TO YOUR NEEDS!

MONO EMAIL MARKETING

MONO EMAIL MARKETING

Email marketing made easy for SMBs with new features and improvements tailored to the needs of small businesses

- Simple and intuitive campaign management
- Pre-designed email layouts with built-in calls-to-action
- WYSIWYG email editor
- Test and schedule emails
- Direct integration with Mono Customers for easy audience segmentation

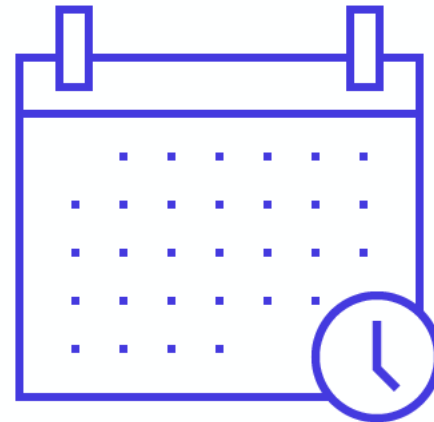


MONO SCHEDULING IMPROVEMENTS

MONO SCHEDULING IMPROVEMENTS

In 2020, we will explore continued improvements to the user experience

- Class booking option
- Buffer time option
- Long term booking option
- Ordering services
- Importing appointments
- Synchronization options
- Recurring booking option
- Search tool
- Categories



Q&A



THANK YOU



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