



Designing for Success: Job Design Best Practices in ADAP

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Agenda

- Intro
 - Set up and Basics
 - Job Guidelines and Job Instructions
 - Job Design
 - Example
 - Bootstrap
 - Logic
 - Validators
 - Tips and Tricks
 - Q & A – 15 minutes
- Use chat to ask questions during the presentation
 - Will have 15 minutes at the end of the presentation for live Q&A

Back to Basics – Job Instructions

- **Look & Feel** - Use visuals and references
- **Instructions Section** – short, concise, and to the point
 - **Overview** - answers what the end goal of the job is
 - **Steps** - step-by-step process annotators will take to complete the task
 - **Rules & Tips** - what they should and should not do
 - **Examples** - provide actual examples of the data set
 - Highlight edge cases
 - Recommended: at least 3

Instructions ▾

Overview

Steps

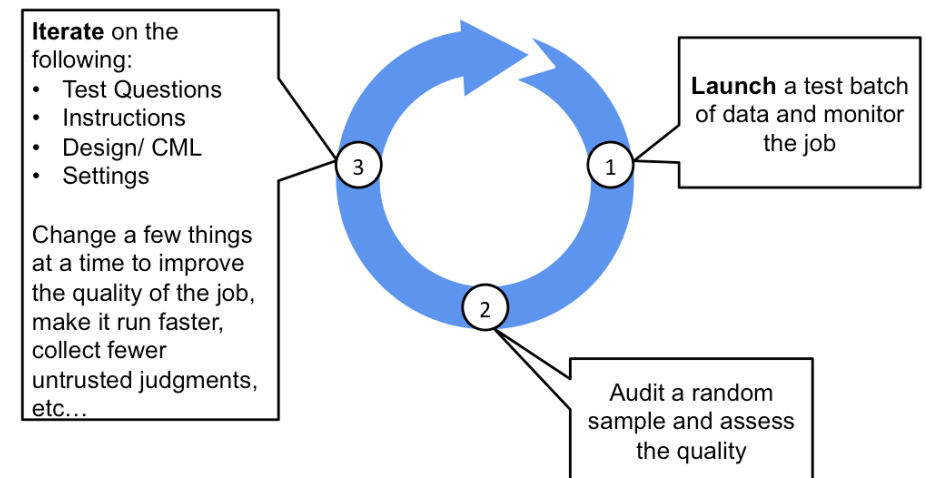
Rules & Tips

Examples

Basics Continued

- **Designing the job**
 - Have a plan in mind.
 - Use the GUI if you are new or use the CML Editor if you are experienced
- **Preview the job before launching it**
 - Check spelling
 - Ensure language is simple and relevant
 - Test the job by launching the job internally
 - Leverage co-workers to provide feedback
- **Recommendation:** launch a calibration/test run of 100 units
 - Review the problem areas and trends
- **Iterate and improve**
 - Job design, quality mechanisms, settings, etc.

Iterating is key to building a new job or making changes to existing jobs



- **Use step-by-step thinking**
 - **Example:**
 - **Step 1:** Answer (Yes/No) question
 - **Step 2:** If Yes, answer the next question...
 - Guide the annotator through the task
- **Styling and format**
 - **Emphasize keywords, definitions, and source data:** Use font, color, bold text, etc.
- **Choose a logical layout**
 - **Reduce scrolling** - ensures contributors have quick/constant access to the material they are referencing
- **Be Creative**
 - Think about ways to make the job enticing and efficient for the contributors

Bootstrap

- **Out-of-the-box styling and UI components**
- **CSS**
 - No need to write CSS – use Bootstrap’s classes to style your job (*image 1*)
- **Scaffolding**
 - Quickly build a responsive job design using Bootstrap’s fluid grid system

```
<div class="row-fluid">
  <div class="span4">...</div>
  <div class="span8">...</div>
</div>
```
- **Components & JavaScript**
 - Utility components and JavaScript via Bootstrap plugins to further enhance the UI
 - Wells (*image 2*)
 - Popups
 - Collapsible groups
 - Tooltips
- Bootstrap version is 2.3.2 - [docs](#)

Add any of the following classes to the `.table` base class.

`.table-striped`

Adds zebra-stripping to any table row within the `<tbody>` via the `:nth-child` CSS selector (not available in IE7-8).

Example

#	First Name	Last Name	Username
1	Mark	Otto	@mdo
2	Jacob	Thornton	@fat
3	Larry	the Bird	@twitter

```
1. <table class="table table-striped">
2.   ...
3. </table>
```

image 1

Wells

Use the well as a simple effect on an element to give it an inset effect.

Example

Look, I'm in a well!

```
1. <div class="well">
2.   ...
3. </div>
```

image 2

Conditional Logic

- Trigger questions based on the previous answer
- **Control what the annotator focuses in on**
 - Good conditional logic triggering will gate questions to ensure that contributors are focused on the task at hand
- **Validation Logic**
 - Only annotate where media is present
 - Validate the existence of source data
- **Avoid introducing impossible logic into the job**
 - This will skew data and make it impossible to pass TQs

The diagram shows two versions of a form to illustrate conditional logic. The top form shows the state where the user has answered 'No' to the question 'Can you find the official website for NOONAN ENERGY CORP? (required)'. The bottom form shows the state where the user has answered 'Yes', and additional questions are triggered, such as 'What kind of business is NOONAN ENERGY CORP (required)' and 'Copy and Paste the URL here: (required)'. A red arrow points from the 'No' radio button in the top form to the 'Yes' radio button in the bottom form, indicating the conditional logic that triggers the additional questions.

Business Name	NOONAN ENERGY CORP
City	SPRINGFIELD
State	MA

Can you find the official website for **NOONAN ENERGY CORP?** (required)
 Yes
 No

Click here to search

Business Name	NOONAN ENERGY CORP
City	SPRINGFIELD
State	MA

Can you find the official website for **NOONAN ENERGY CORP?** (required)
 Yes
 No

What kind of business is **NOONAN ENERGY CORP** (required)
Select one

Copy and Paste the URL here: (required)

Validators

- **Basic Validators**
 - **Applies formatting rules to field inputs**
 - Useful for verifying and collecting information outside of the platform
 - Leverage the validates-clicked validator to ensure contributors are selecting links
- **Text-based validation**
 - **Example**
 - required, url, and integer
 - regex for more exact matching
- **Smart Validators**
 - **Uses machine learning smart validators to reduce input errors**
 - Language Detection
 - Coherence Detection
 - Duplicate Detection

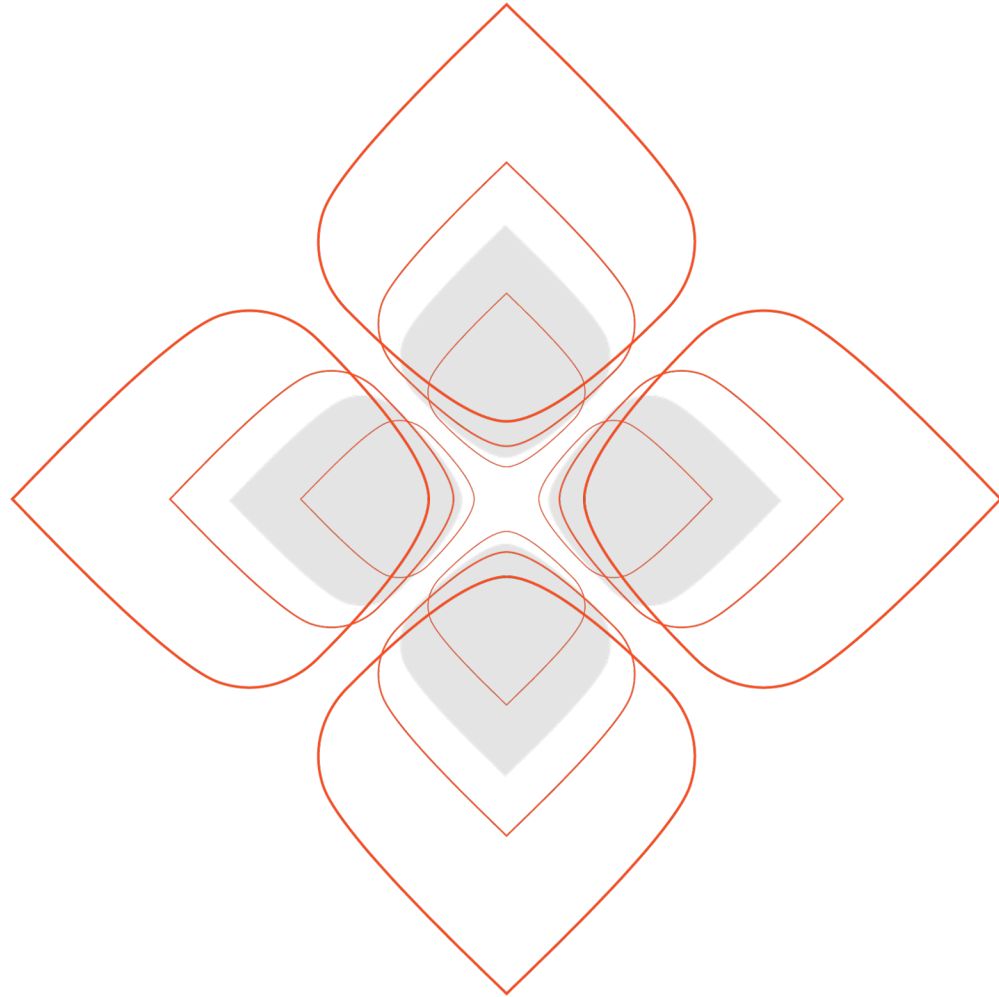
Reach out to your CSM if Smart Validators feature is not enabled for your team

Tips and Tricks

- **Highlight a character or string inside of a CML label attribute**
 - use HTML encoding for the HTML elements
 - `This is bold` → `This is bold`
- **Use our cml:shapes tool to display images**
 - This tool has a native zoom-in and zoom-out functionality – removes the need for custom CSS/JS to perform the same actions on an img element
 - Ensure that the tool does not have `validates=required`
- **When designing your job open up the preview in another window**
 - If possible split screen your job editor page and the preview window
 - Click save and refresh your preview window to speed up the UI development process
- **When you need help**
 - Reference the Success Center
 - <https://success.appen.com/hc/en-us>
 - In ADAP, hit the (?) button on the bottom RH for support help
 - Reach out to your CSM

An aerial, top-down view of a busy city street intersection. A large, multi-level overpass structure dominates the left and center of the frame. The streets are filled with cars and trucks, and a prominent yellow building is visible in the upper right. The overall scene is captured in a dark, blue-tinted aesthetic.

Questions?



Thank you

Customer Success Team

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