



Case Study: Collaboration

Mike Battaglia

Finance

Music

Film & TV

Art

Fashion

Writing

C

**How can we make collaboration feel
more natural and familiar?**

Campaigns

Communities

Gaming

ography

eCommerce

Design

B

Stir

MISSION

Stir is dedicated to helping creators *earn* together.

Define the foundation for Stir's collaborative feature Splits.

Incorporate thoughtful and contextual onboarding for new users.

Goals

The Power of Splits

With Splits, take any revenue stream from your business and share the upside with others involved. This is something that's never been done before.



Youtube

Split a single video or an entire channel. Pays out on the 21st of every month.



Shopify

Split a store or just a single item. Pays out whenever Shopify pays you.



Patreon

Split a Patreon channel with anyone. Pays out whenever Patreon pays.



Anchor

Split a Podcast with anyone. Pays out whenever Anchor pays.



OnlyFans

Split a OnlyFans account with anyone. Pays out whenever OnlyFans pays.

FAMILIARITY

Make The Most Out of Stir

When it comes to linking your bank and verifying identity to cash out, the process is overwhelming before you ever get to interact with the product.

How can we change that?



- Welcome
- Link your bank
- Verify your identity
- Finish up

Verify your identity

Stir is required by law to collect this information. Your information will be encrypted and transmitted to us via a secure (TLS) connection, nothing will be shared without your permission except as required by law.

***Did you connect a business bank account or a personal bank account?**
Identity verification is specific to personal bank accounts or business bank accounts.

Personal Business

Save Details

FAMILIARITY

Contextual Onboarding

The Splits onboarding let's a user create their first Split, set it's cuts, and invite creators before ever connecting their bank account — while thoughtfully **guiding** the user through the experience with a comprehensive checklist and hand-held prompts.

The screenshot shows the Stir app interface. On the left is a sidebar with the Stir logo and navigation options: 'YOUR SPACE' (Splits) and 'YOUR BANK' (Link Account, Verify ID, Documents). The main content area features a 'Welcome, Mike' message with a 'Create Split' button. Below this is a 'Splits' section with a placeholder for performance overviews. A 'NEW' notification card for 'Songs of Winter Signed' is highlighted with a red border, showing a 'NEEDS ATTENTION' status and a '\$0' value. A contextual onboarding prompt is displayed below the notification, with a 'NEEDS ATTENTION' status and an 'ACTIVE' status, containing a congratulatory message and a 'Set Up Now' button.

Stir

YOUR SPACE

- Splits

YOUR BANK

- Link Account
- Verify ID
- Documents

Welcome, Mike

Let's take a look at your money.

[Create Split](#)

Splits

You will find brief overviews of your Splits' performance here once rounds start completing.

NEW

Songs of Winter Signed

Product SKU Created 10-09-2020

NEEDS ATTENTION

\$0

TE

NEEDS ATTENTION → **ACTIVE**

Congratulations, you just created your first Split!

Your almost ready to start processing cuts, set up your bank to activate your Splits.

[Set Up Now](#) → Maybe Later

[Help](#)

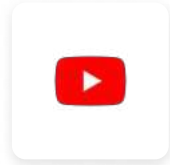
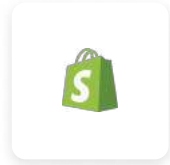
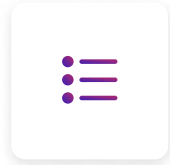
COMPOSABILITY

A Split Directory Built for Scale

Splits should feel like a *flexible component*, no matter what creators split. All platforms are completely different, so to build better software we have to think in a very systematic way.

+ Stir Cancel

What would you like to Split?
Select a revenue source to split.

 <p>YouTube Split a single video or an entire channel</p>	 <p>Shopify Split revenue from a store or any product you choose</p>	 <p>Existing Transaction Split any existing transaction in your bank account</p>
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[Continue](#)

Stir is where creators earn *together*, and that collaboration should be represented with every Split between Creators.

Create Split

← Back

Exploring Unsplash

\$0

This split is currently **active**

This split has not occurred yet

📅 Created 10-10-2020

Split Rounds

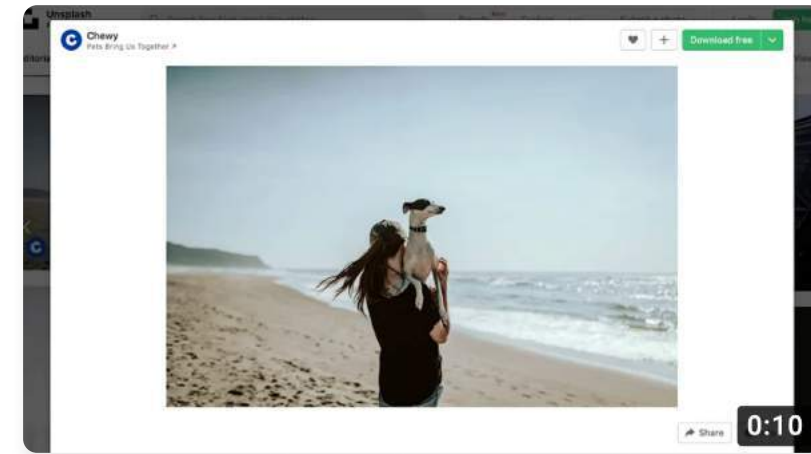
October

10th

CREATED

The beginning of your split!







Your cut from the split round will show here



Exploring Unsplash!

This is a super simple video exploring Unsplash

Team

 MB	Mike Battaglia Manager	5%
	Joe Albanese Owner	20%
	Ross Campbell Creator	25%
	Kushal Byatnal Creator	20%
	Tom Evans Creator	15%
	Jess Gimbel Creator	15%

Transfer split ownership →

PRESENCE

Team Roles

Creators are all in it together. Having a breakdown of cuts, titles and roles for those involved, and the ability to transfer a Split's ownership are details that every Creator needs accounted for.

PRESENCE

Know Your Cut

With Splits, it's important to show the user who's in the middle of being paid out, who already got their cut, and the status of each round as time goes on with each transaction.

← Back

Exploring Unsplash

This split is currently active

+\$10,000.00

up 100% from last month ↗

Created 10-10-2020

Split Rounds

December

15th

PROCESSING

\$200,000.00

total from AdSense

RECIPIENT	CUT	
Mike Battaglia	\$10,000.00	🔄
Joe Albanese	\$40,000.00	🔄
Ross Campbell	\$50,000.00	🔄
Kushal Byatnal	\$40,000.00	🔄
Jess Gimbel	\$20,000.00	🔄
BREAKDOWN		
AdSense	\$200,000.00	

× Collapse

October

15th

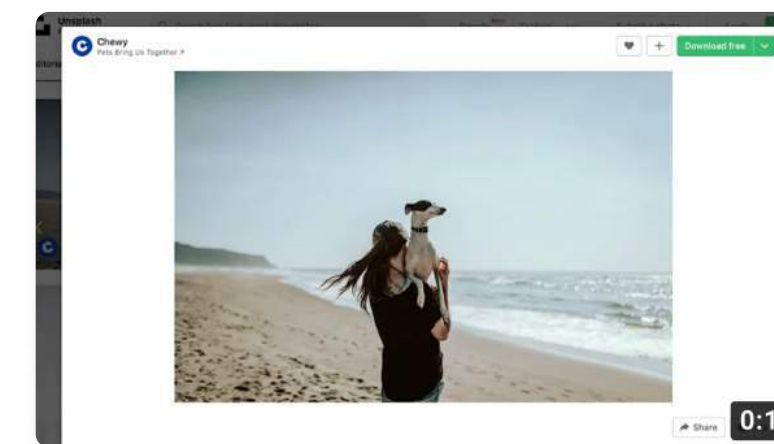
PAID

\$50,000.00

total from AdSense

RECIPIENT	CUT	
Mike Battaglia	\$5,000.00	✓
Joe Albanese	\$2,500.00	✓
Ross Campbell	\$2,000.00	✓
and 2 more		

+ See More



Exploring Unsplash!

This is a super simple video exploring Unsplash

Team

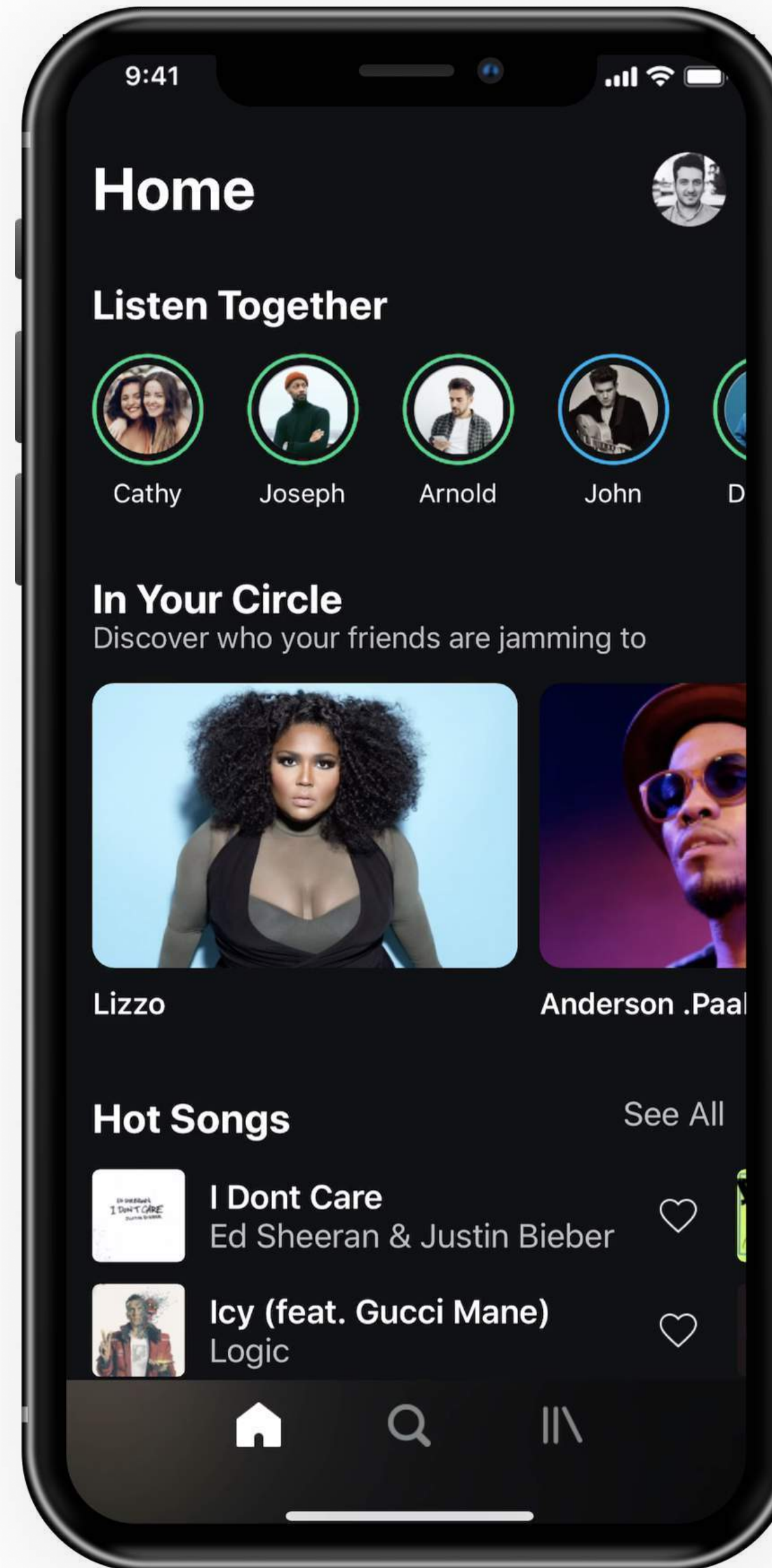
- MB Mike Battaglia Manager 5%
- Joe Albanese Owner 20%
- Ross Campbell Creator 25%
- KB Kushal Byatnal Creator 20%
- TE Tom Evans Creator 15%
- JG Jess Gimbel Creator 15%

Transfer split ownership →

Where else can we apply these principles?

Listen Together

Products we take for granted and use every day, like jamming to our favorites on Spotify, have **massive** potential for creative collaboration.





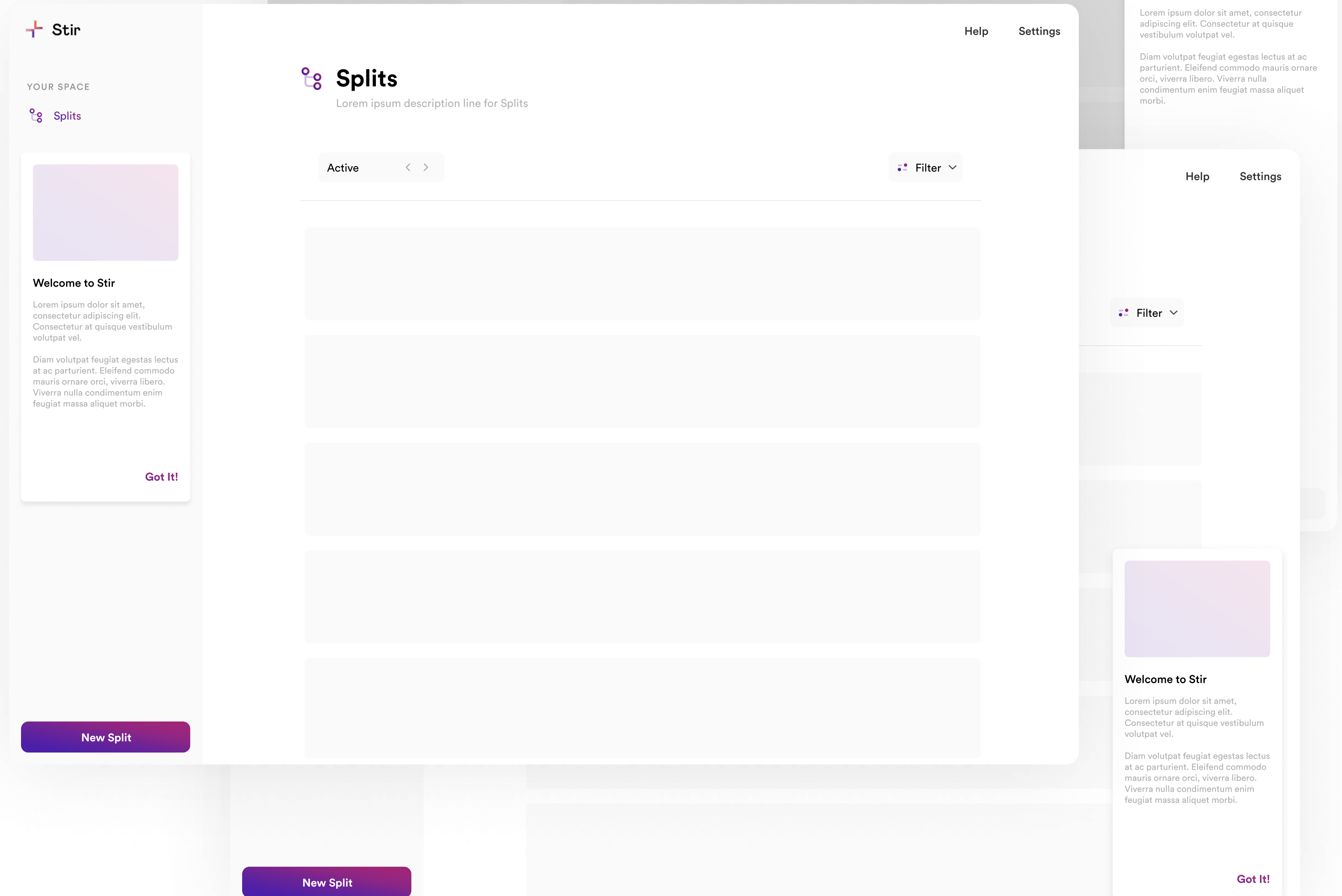
Thank You!

Appendix

TREATMENTS

Onboarding

I tried a variety of treatments for onboarding, but all felt either intrusive or easily dismissive -- defeating the purpose of a more educational experience.



TREATMENTS

Overviews Built to Scale

New users most likely won't have rich overviews of their Splits at the start, so we refactored how to present applicable data from their first splits at sign up — to having months of transactions as a power user.

 **Welcome, Mike**

Let's take a look at your money.

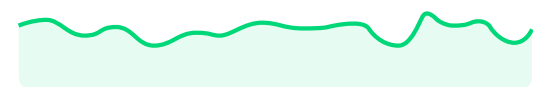
Create Split

Splits

Gross Earnings Last 30 days

\$67,000.00

27% 





Your Cut Last 30 days

+\$12,000.00

27% 



Breakdown Last 30 days

-  YouTube
-  Merch

70%

30%

 **Welcome, Mike**

Let's take a look at your money.

Create Split

Splits

Gross Earnings Last 30 days

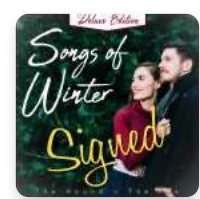
\$5,000.00

27% 

Your Cut Last 30 days

+\$1,000.00

27% 

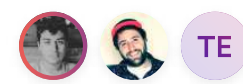


Songs of Winter Signed

 Product SKU  Created 10-09-2020

ACTIVE

\$0

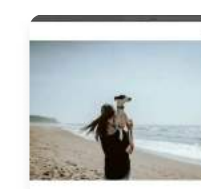


Exploring Unplash!

 YouTube Video  Created 10-09-2020

ACTIVE

+\$1,000.00



Exploring Unplash!

 YouTube Video  Created 10-09-2020

ACTIVE

\$0



FLOWS

Contextual Onboarding

With a comprehensive checklist, users are guided through using the product, utilizing Splits, and connect their required credentials at *their* pace.

Stir

YOUR SPACE

Splits

YOUR BANK

~~Link Bank Account~~

Verify ID

Documents



You're Linked!

Your bank account has successfully been linked. You may now receive Splits on projects you've been a part of, and get paid once they process.

Verify your bank account details to process your sent Splits!

Verify ID →



You're all set!

Thanks for verifying your account! We will notify you once once we've reviewed your account, your splits will be active once your account is approved.

Great!

Welcome, Mike

Let's take a look at your money.

Create Split

Splits

You will find brief overviews of your Splits' performance here once rounds start completing.



Songs of Winter Signed

Product SKU Created 10-09-2020

\$0

NEEDS ATTENTION



Stir

YOUR SPACE

Splits

YOUR BANK

~~Link Bank Account~~

~~Verify ID~~

Documents



You've Been Verified!

Your splits will now start processing! To complete your bank setup, upload any required documentation for your business, we will review and reach back out!

Set Up →

Welcome, Mike

Let's take a look at your money.

Create Split

Splits

You will find brief overviews of your Splits' performance here once rounds start completing.



Songs of Winter Signed

Product SKU Created 10-09-2020

ACTIVE



FLOWS

Creating A Split

This project was built with previously shipped Split capabilities for YouTube and existing bank transactions. Platforms have their own full screen Split flows, with sign-in authorizations to connect the user's account for what their splitting.

