



MEET THE NEW SPLIT

In-App Usability and Visual Enhancements

Our commitment to better usability

We love getting feedback from you, and throughout the years, we've been hearing a common theme - *we love using Split for our releases but the user interface takes time to adopt.*

That's why we are optimizing the usability inside our product! In addition to new functionality, we're also making our core features, flows, and capabilities easier to use. It's been a year's worth of work and research in the making to ensure each journey step is aligned with your "mental model" of how you think, feel and process information.

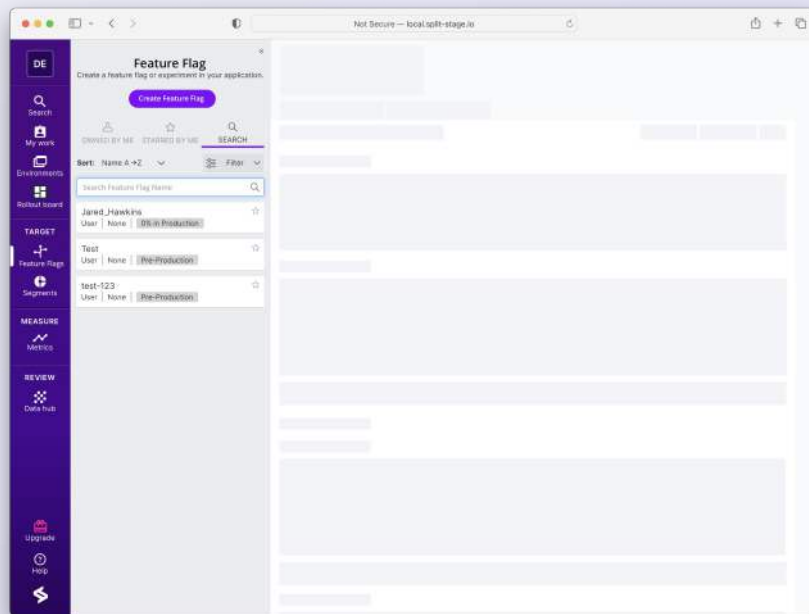
This application-wide initiative kicks off with a visual refresh, terminology change, and a simplified feature flag configuration flow. This will be the first of several major updates to the UI, and we'll continue to iterate to make our core capabilities easier to use.

Simplified User Experience

Spanning the entire Split application - starting May 15

What's changing?

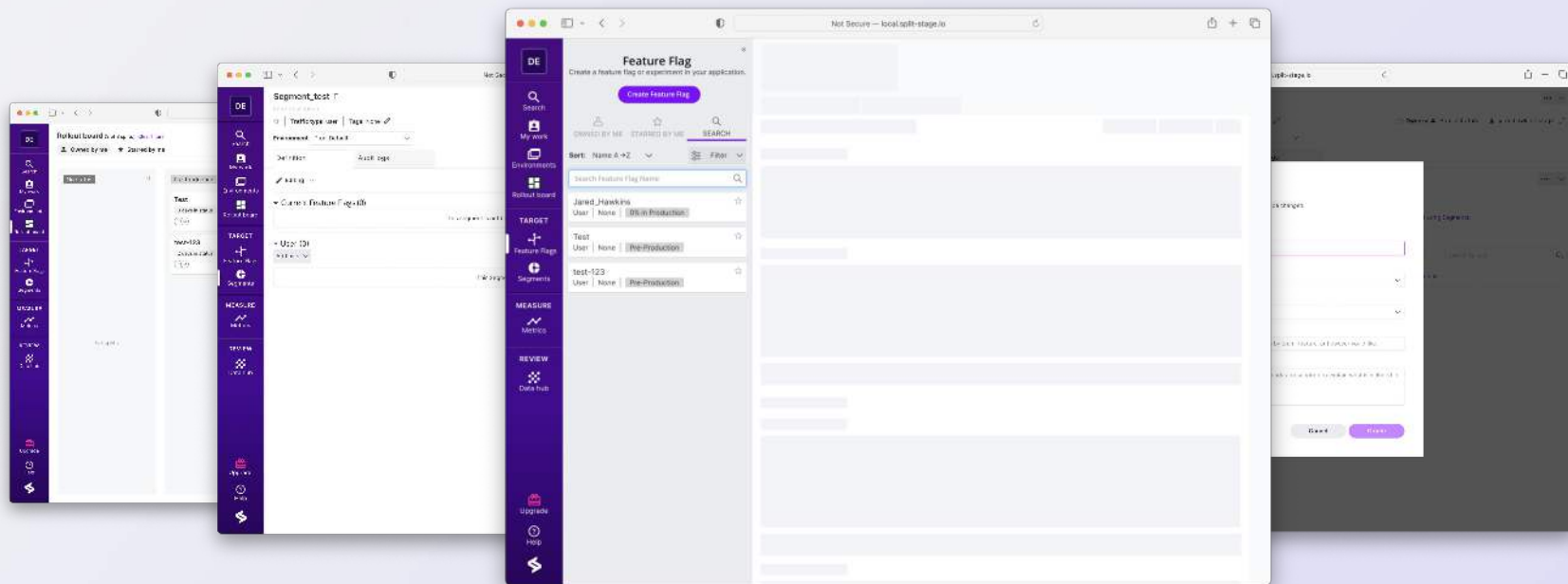
- Refreshed visual update to the entire Split application
- Terminology change: “split” → “feature flags”
- Simplified feature flag configurations flow



Refreshed Visual Update

Refreshed Visual Update

New modern, forward-looking aesthetic across the entire Split Application



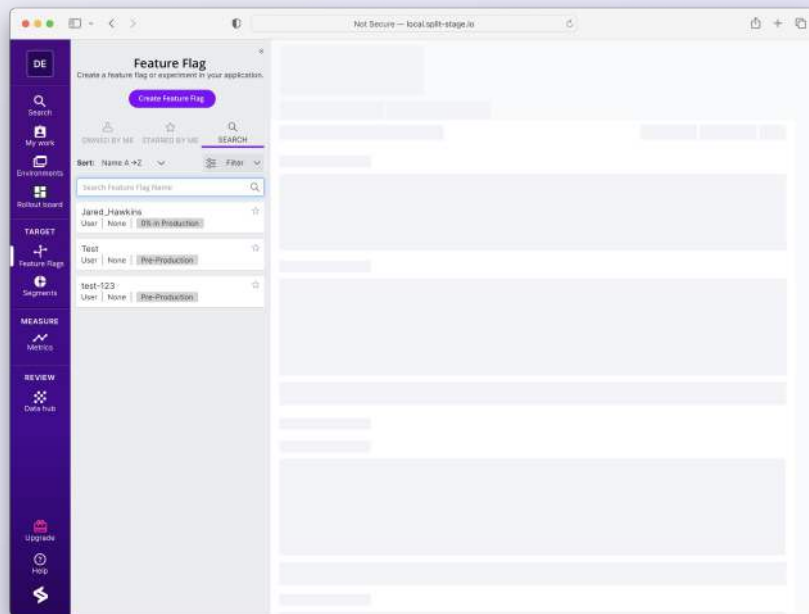
Terminology change

Terminology Change

split → feature flags

We are updating the term “*split*” to “*feature flags*”. This is to help reduce the confusion between Split, the product, and split, the feature flags.

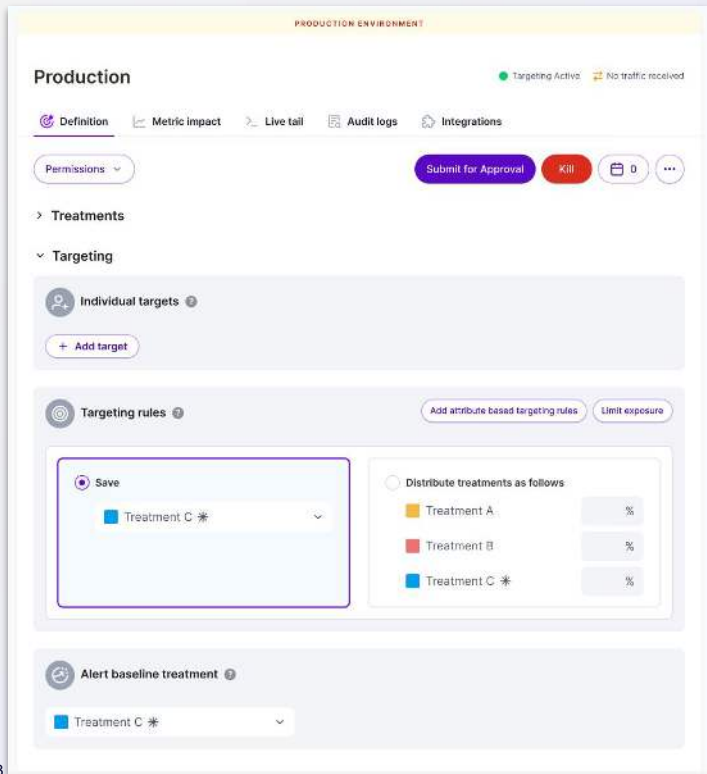
- Changes will occur across
 - Split application
 - Help Center Documentation
 - Admin API Documentation



Simplified feature flag configuration flow

Simplified Feature Flag Configuration

Usability enhancements to Split Feature Flag Editor Page



Improved workflows that can easily scale from simple to more complex use cases.

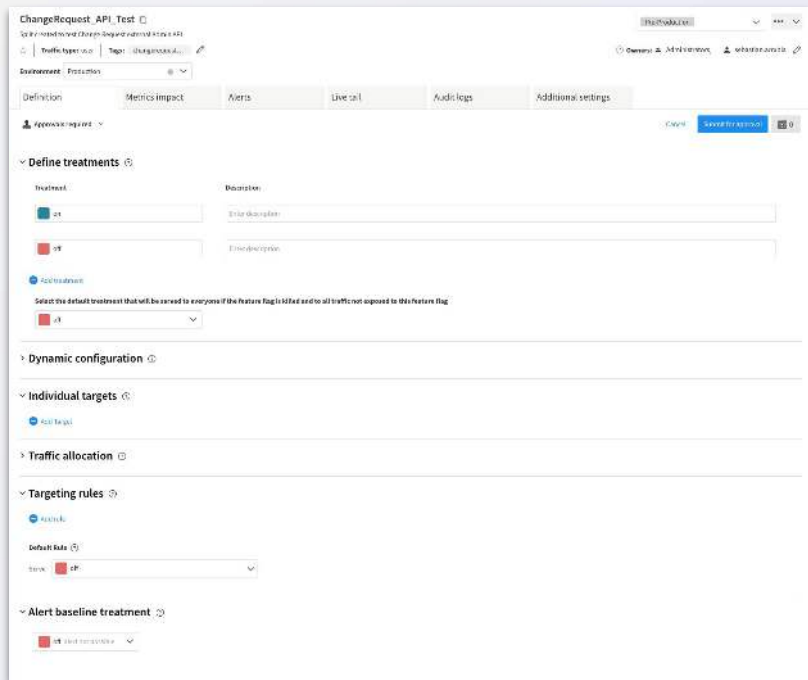
- **Set up treatment and targeting rules quickly** & with high degree of confidence
- **Easier for simple use cases** like percentage-based rollouts, individual targeting, and lightweight experimentation
- Updated terminology to remove confusion
- Continuation of major visual updates

Changes Explained

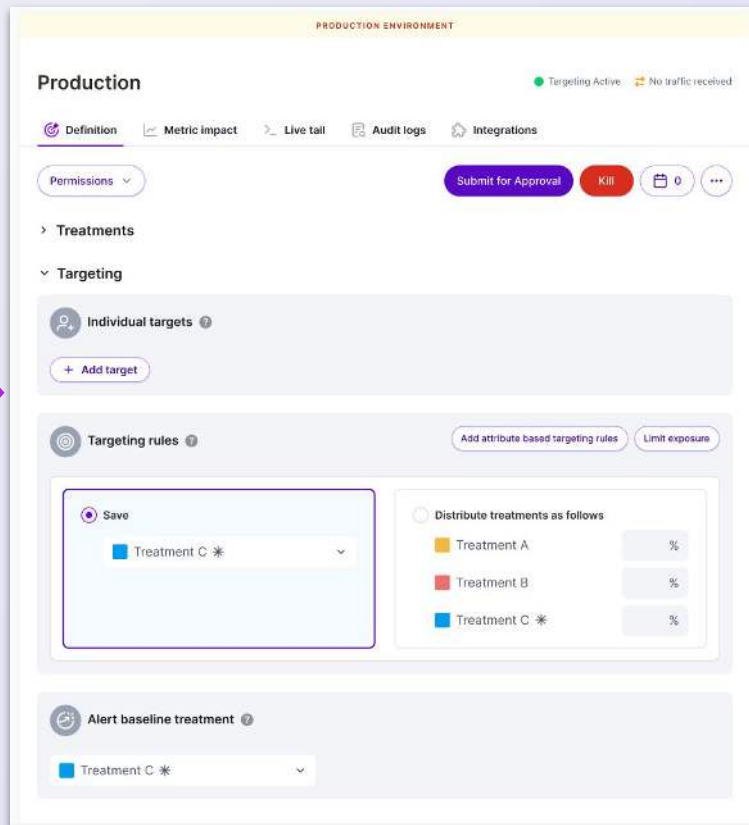
Simplified feature flag configuration flow

Feature Flag Editor

Overview



This screenshot shows the 'ChangeRequest_API_Test' feature flag editor in a development environment. The interface includes a top navigation bar with 'Traffic type: dev' and 'Tags: @tag:prod@'. Below this are tabs for 'Definition', 'Metrics impact', 'Alerts', 'Live cell', 'Audit logs', and 'Additional settings'. The 'Definition' tab is active, showing a 'Define treatments' section with two treatment entries (one blue, one red) and an 'Add treatment' button. Below this is a 'Dynamic configuration' section, followed by 'Individual targets', 'Traffic allocation', 'Targeting rules', and 'Alert baseline treatment'.



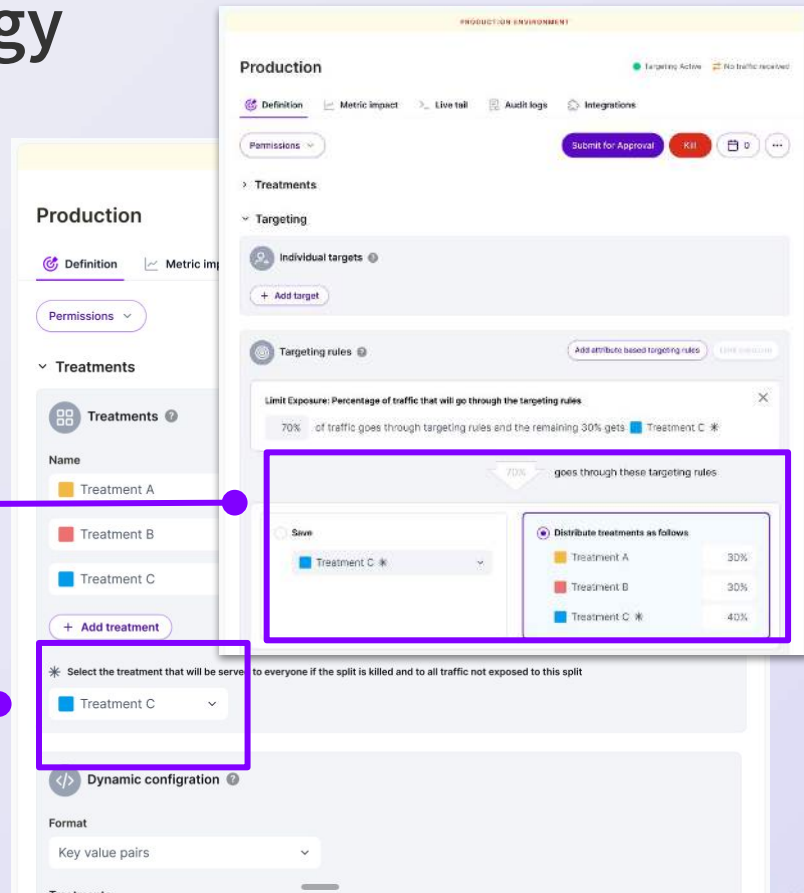
This screenshot shows the 'ChangeRequest_API_Test' feature flag editor in a 'PRODUCTION ENVIRONMENT'. The top bar indicates 'Targeting Active' and 'No traffic received'. The interface is divided into several sections: 'Permissions' with 'Submit for Approval' and 'Kill' buttons; 'Treatments' section; 'Targeting' section with 'Individual targets' and an 'Add target' button; 'Targeting rules' section with 'Add attribute based targeting rules' and 'Limit exposure' buttons, and a 'Save' button; and 'Alert baseline treatment' section. The 'Targeting rules' section is highlighted with a purple border, showing a dropdown menu with 'Treatment C *' selected. The 'Distribute treatments as follows' section shows three treatments (A, B, and C) with percentage input fields.

Removing Confusing Terminology

Default rule and default treatment were being used interchangeably which was leading to faulty feature flag configurations

Default Rule will no longer have a label. We will be using visual aids to help the user understand its purpose and what's happening.

Default treatment will now be chosen in a dropdown selector within the section.



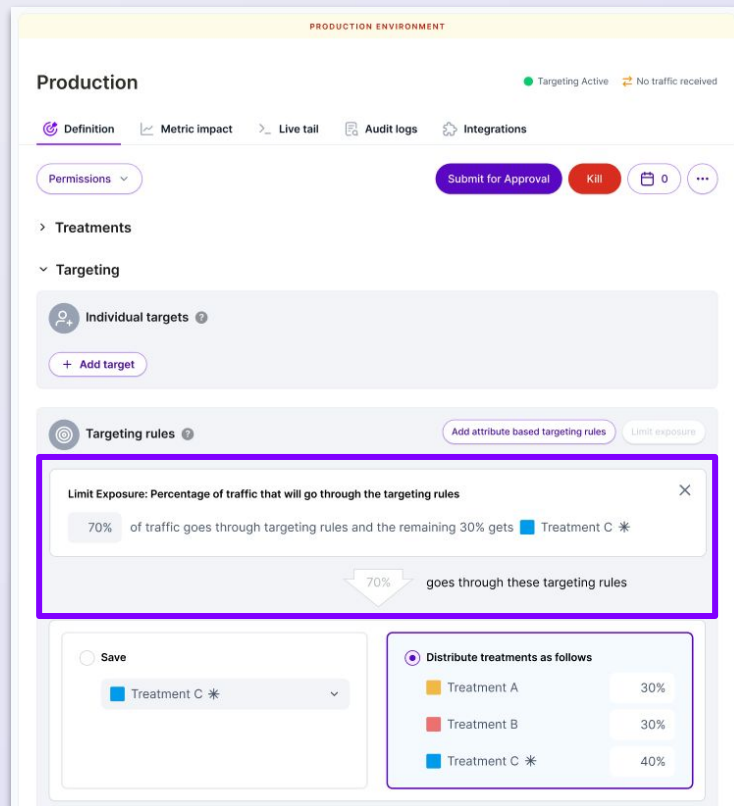
Removing Confusing Terminology

Traffic allocation (*the percentage of customers exposed to an experiment*) was often confused with percentage based rollouts.

“Traffic Allocation” → “Limit Exposure”

Limit Exposure will no longer be a separate section, it will be accessible as a button in the targeting rules section to reduce misuse

New visual design to help the user better understand the set-up flow and what the intended use is



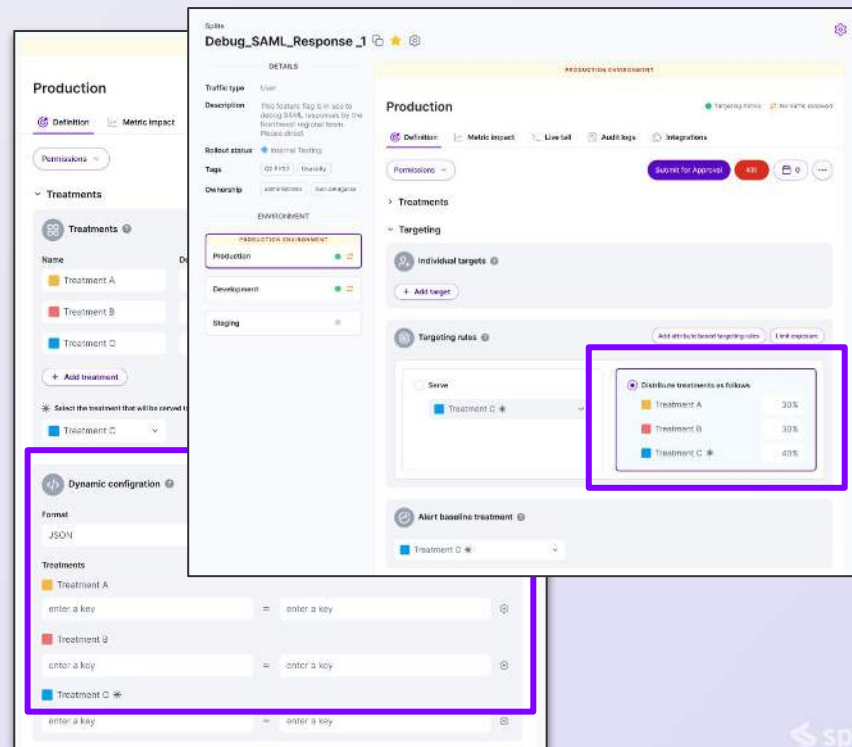
Grouping Sections Together

To better align with how our users think and process information

Treatment section will include dynamic configuration

Targeting section will include individual targets, limit exposure (*previously traffic allocation*) and attribute-based targeting rules

Distributing traffic by percentage across multiple treatments is now surfaced more prominently under the targeting rule section for better visibility



Targeting Section

Limit Exposure set-up

Limit Exposure (*previously known as traffic allocation*) will no longer be a separate section, it will be accessible as a button in the targeting rules section

The new set-up flow provides better visual and verbal cues to help walk the user through the set-up

These changes will

- Eliminate the confusion between percentage rollouts and limit exposure
- Reduce noise for teams who are looking to set-up simple use cases

