ziflow

Let's Get Started with Ziflow!

Topics

First of All, What is Ziflow?

You probably ended up here because someone sent you a link to Ziflow. Welcome! Ziflow is an online proofing tool that creative teams use to manage the collaborative review and approval process in one place. It provides a single environment in which you can view, review, provide feedback on, and discuss pieces of creative content (we call these "proofs.")

This short guide will walk you through how to:

> › Open a new proof that needs your input

> › Add comments, markups, and text annotations

> › Reply to other reviewers' comments

> › Compare multiple versions of a proof

> › Finalize your decision or finish your review of a proof

To get started, you can also watch our overview video for new reviewers or visit www.ziflow.com/help for additional how-to articles.

Opening Your Proof

The review process begins with an email notifying you that a new proof was created and requires your input. The email contains a personalized link to the proof. Because every reviewer may have different access rights, you shouldn't share this link. Every reviewer added to the proof will receive their own personalized email and link to access the proof.

The email will contain some context about the content, so you'll have a snapshot of where exactly it is in the review process.

To start reviewing the file, click on the green "Open Proof" button, which will take you to the Ziflow Proof Viewer.

Now you're in! This is where you will spend your time reviewing and providing feedback on the content.
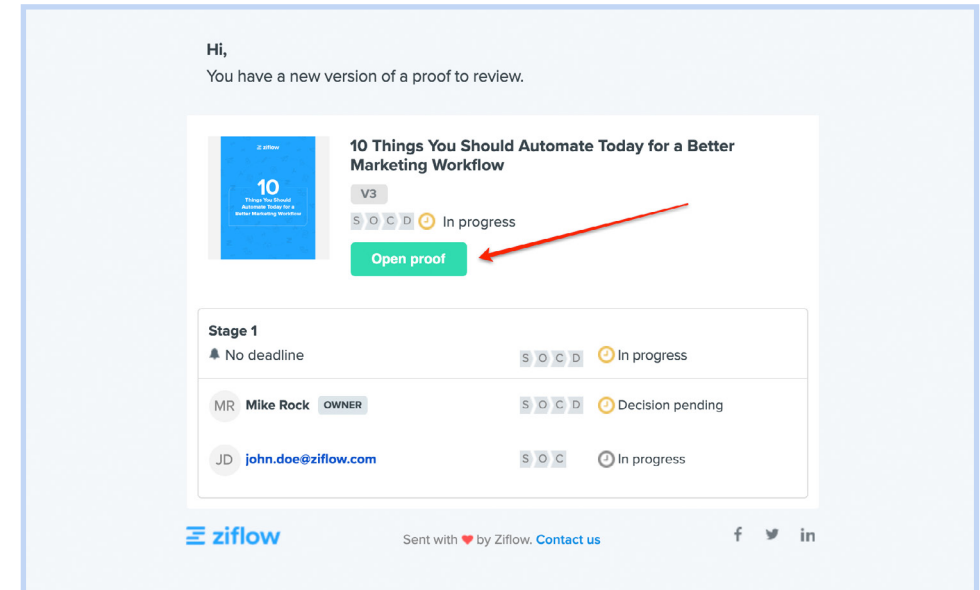
Adding Comments, Markups, and Text Annotations

The Ziflow Proof Viewer provides multiple ways for you to provide feedback directly on any content you're reviewing. You can annotate, comment, compare, and submit decisions.

Drawing a Markup

Once you've accessed the proof, you can start the process of providing feedback using markups and comments. With Ziflow, you can create markups directly on all file types to communicate what you'd like to see changed.

Drawing a markup starts with opening the toolbox below the comment box and choosing a markup tool:

› arrow
› line
› rectangle

› text select
› circle
› freehand drawing

Use your selected tool to draw a markup (or multiple markups, if needed) to indicate the specific place on the image that needs to be changed. Add your message in the comment box, click "Save," and your markup and comment will be published to all reviewers.
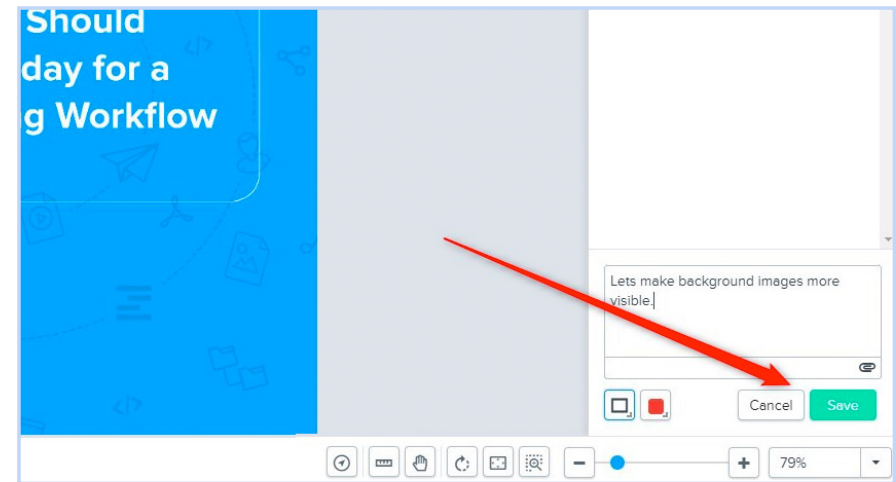
This process can be also done in reverse. First, type your message in the comment box, add a markup, and click "Save."
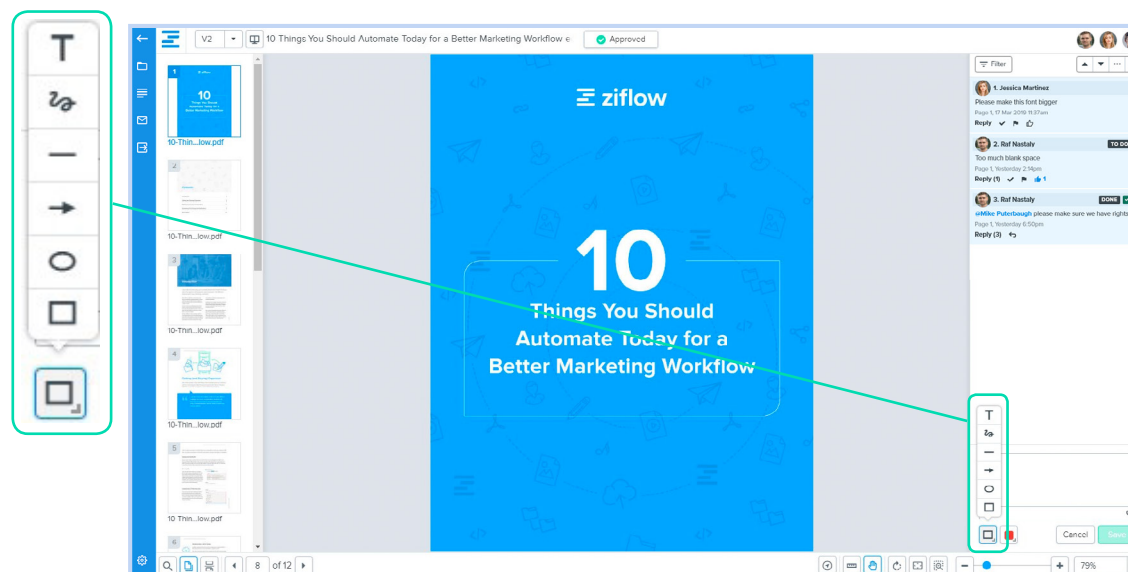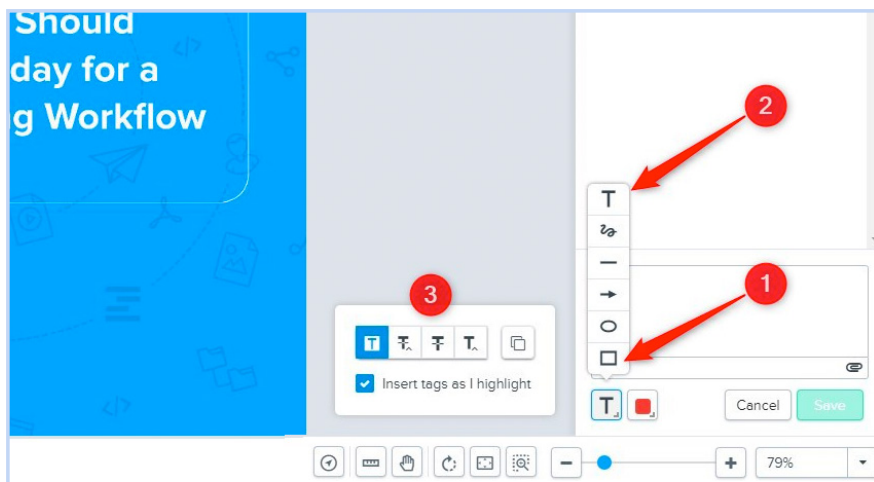
Adding Your Comments

To post a comment, you can type a message in the comment box and publish it by clicking the green arrow button.


Annotating Text

Annotations to text can be made with the text extraction tool, which allows you to select words and/or sentences, highlight, replace, delete or insert text, and tie text suggestions to a comment.

Once you choose a tool, you can start selecting the text on the proof that needs to be changed. In this scenario, I chose the "Replace Text" tool. Add a comment describing what should be changed, and click "Save" to publish the markup and the comment.
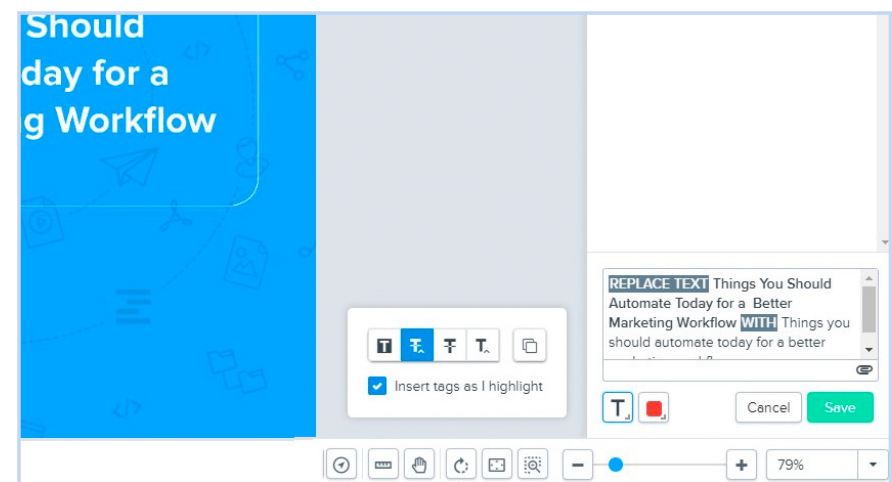
Replying to Other Reviewers' Comments

Let's say that you're reviewing a proof after other people have already made their own comments/markups or annotations on the content. You can quickly navigate to their comments and see what they said, see what part of the proof their comment or markup relates to, and add your own two cents by replying to the comment thread, too.

Reading Comments

Once you click on an existing comment, you will automatically be redirected to the page where the comment/annotation was made. You'll also see any and all replies to that comment in the same place. Comments can also be switched by clicking on the arrow buttons above the comment bar.
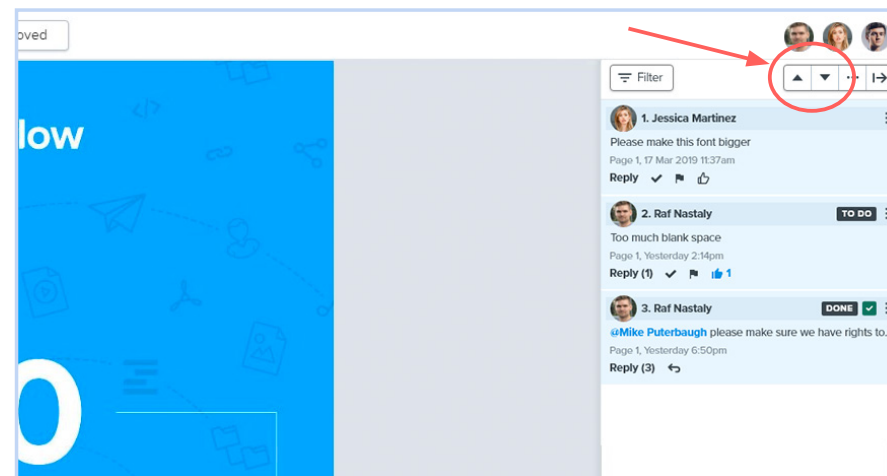
Replying to Comments

If you'd like to reply to a comment, simply click the "Reply" button in the comment box. That will open a box where you can add a new message.
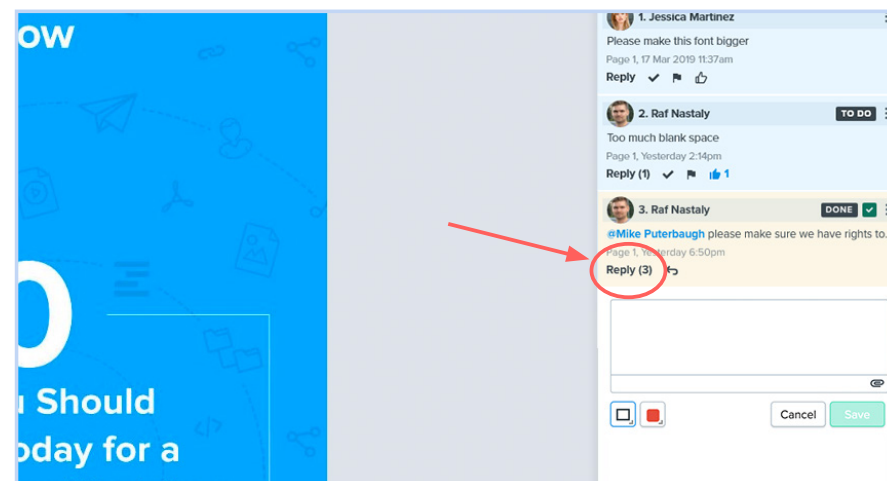
Comparing Proofs

Often times, there is more than one version of a proof routed before a final approval is reached. In these cases, you can use the handy Compare Mode to compare two versions (older and newer) of the content.

Compare Mode can be accessed from the upper left portion of the screen. The top toolbar offers multiple ways to compare proofing, including:

› Using pixel-by-pixel comparison

› Locking navigation for compared proofs

› Re-syncing compared proofs

› Using the Overlay Mode

Plus, you still have access to all of the usual markup/commenting tools at the bottom of the screen in Compare Mode.
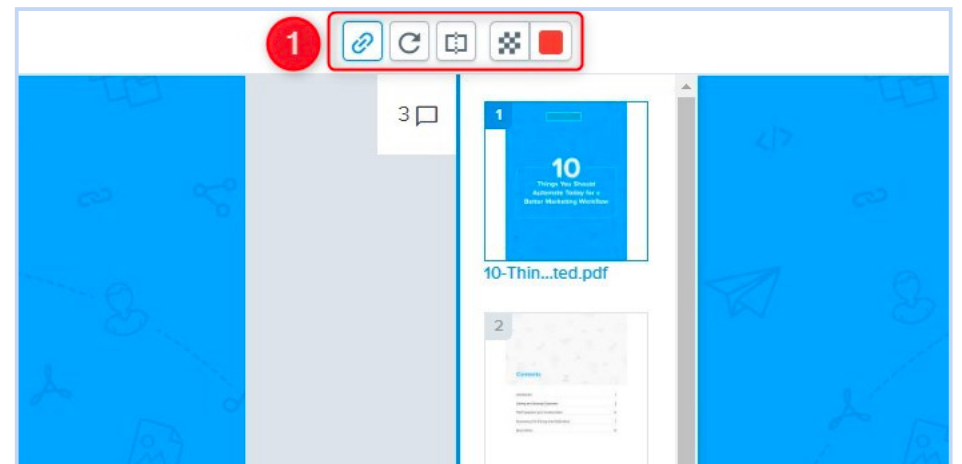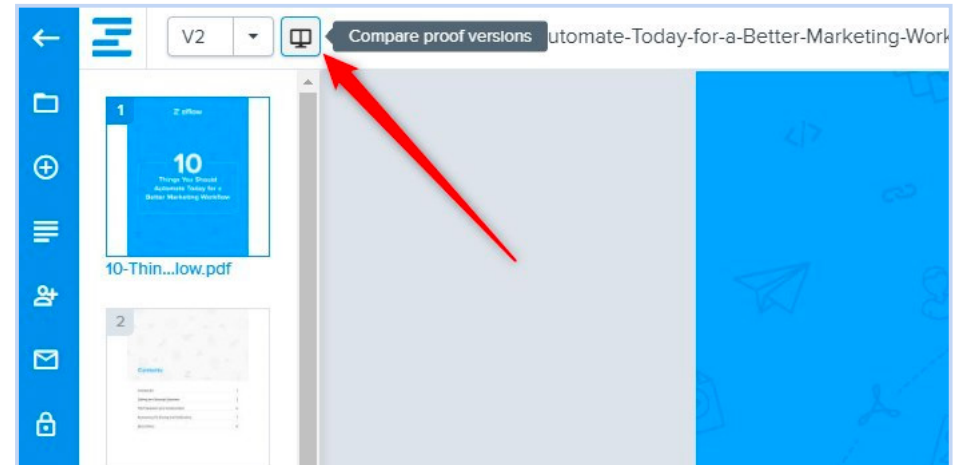
Completing Your Review & Submitting Decisions

When you've completed your markups and annotations, there are a few ways to officially complete your review-and that depends on what role you were given by the proof owner.

Completing a Review If You Have Decision Rights

If you have decision rights, you'll be able to select an action indicating the results of your review, including:

> Approved

> Approved with changes

> Changes required

> Not relevant

> Pending

Once you've made all of your markups and annotations, you can click the "Submit Decision" button and then choose a decision from the list. Once a decision is selected, the proof owner will be notified. When all reviewers submit their decisions, the final decision will be calculated automatically by Ziflow.

Completing a Review If You Don't Have Decision Rights

Reviewers that do not have decision permissions can still notify a proof owner that they have finished working on a proof. Their decision does not affect the final decision for the whole proof. It is just a way of notifying a proof owner about the reviewer's work status.
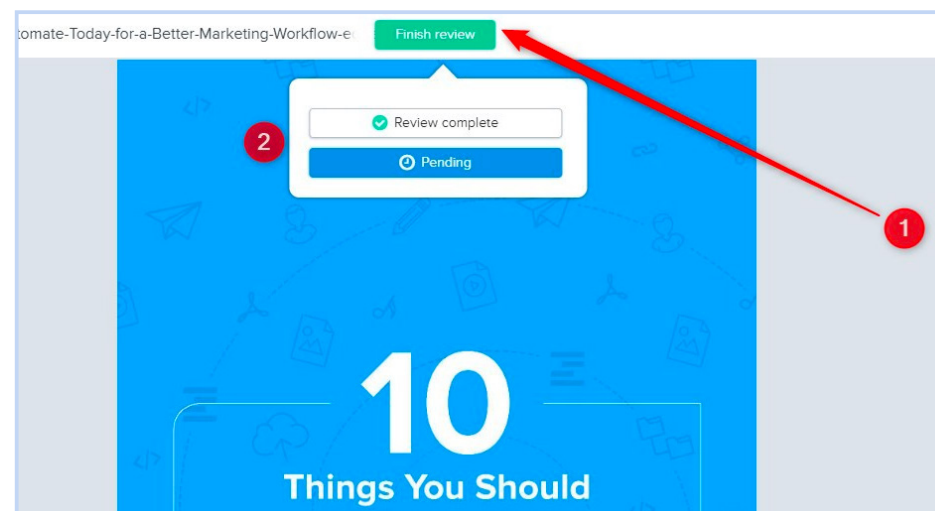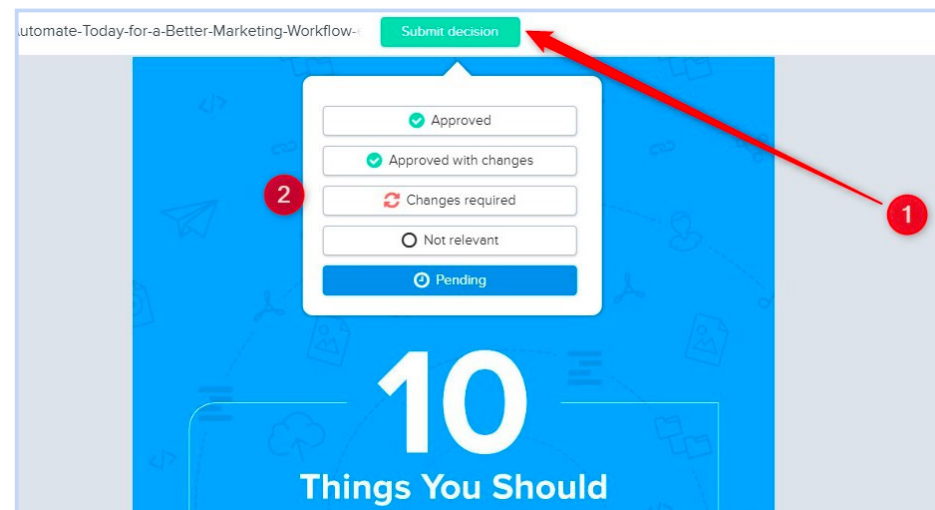
Wait, I Need More Instructions!

That covers the basics for the most common review activities in Ziflow.
Here are some helpful links for additional capabilities that you may find useful
as you work with your proofs in Ziflow.

[How Does The Proof Viewer Work (Including Navigation Elements)](#)

[Markups, Comments & Attaching Files](#)

[Proofing Rich Media Files](#)

[Reviewing Video Files](#)

About Ziflow

Ziflow is an online proofing application which streamlines the review and approval of creative content to deliver marketing projects faster. We do this by improving collaboration, centralizing feedback and eliminating manual steps through automated workflow. Ziflow replaces email, printouts and other ad-hoc methods for reviewing creative content with an enterprise-ready, pure-play online proofing solution.

**This brochure was made with ♥ and approved using Ziflow.
In total, it encompassed:**

👤 2 versions shared with 6 total team members

💬 12 comments, 2 attachments to comments, 4 replies and 6 upvotes to comments

✅ 2 changes required decision, 3 approval decisions

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