



Feature Concepts Proposal

Annotated Wireframes

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Client Overview: We Sparkle

We Sparkle is a small public benefit corp with a big mission:
To help underestimated entrepreneurs start and grow their businesses

Current Suite Offerings:

Customizable Landing Pages

Meeting Booking Tool

AI-Driven Chatbot, the Sparkle Assistant

We Sparkle seeks to reduce some key communication inefficiencies in the service-based business industry by improving Scheduling, Answering Common Questions and Missed Marketing Opportunities to Upsell Customers

Client Goals

Improve New Customer On Boarding & Account Set Up

- *Improve the user flow of researching We Sparkle*
- *Reduce confusion around pricing tiers*
- *Increase efficiency in the account set up process*

Users

Primary Users:

- **Solo or Side Entrepreneurs**
- Looking to better manage their communications with customers

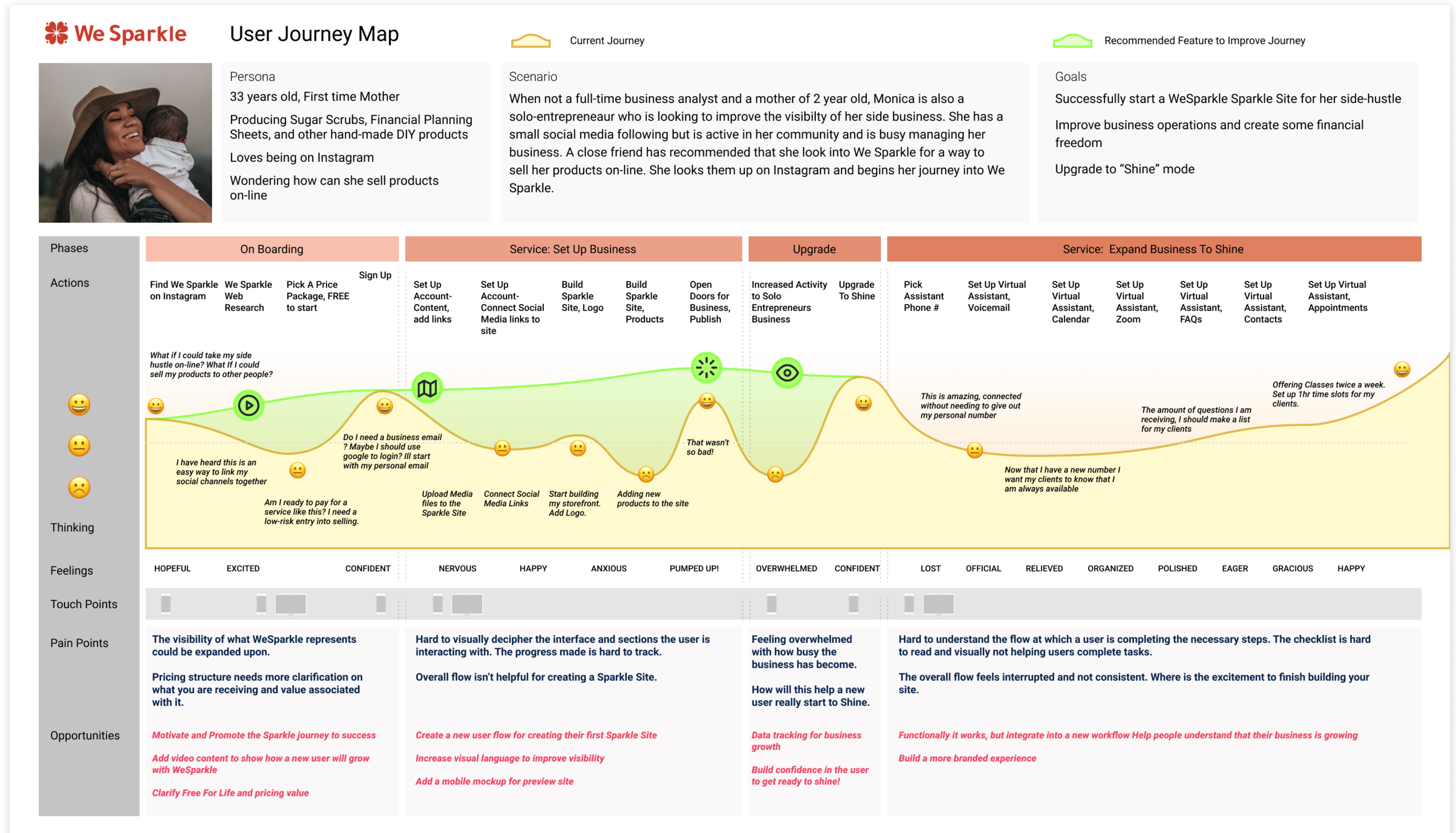
Secondary Users:

- **Small Business Owner or Working Professional**
- Looking for tools to streamline their communication practices

Journey Map

Upon completion of the Stakeholder kickoff and the Competitive Analysis, a journey map was created to find opportunities gaps within the journey of a new user to We Sparkle.

Sketched new feature concepts that were presented to We Sparkle to gauge tech constraints for implementing new features.



Methodology & Process

Stakeholder Kickoff

Conducted a client stakeholder meeting to understand the current web application and the reasoning they are having issues with onboarding new users.

Journey Map

Visually modeled the existing process of a new user signing up and interacting with We Sparkle. Added new features to improve the users journey through the site.

Dot Voting

Features concepts were selected using the dot-voting method to determine their value in a Kano guided survey.

Competitive Audit

Reviewed similar on-line tools to We Sparkle to identify features, flows, UI elements that a user might find valuable when compared to We Sparkle

Feature Concepts

Sketched low-fidelity wireframes of recommended feature concepts which were presented to the clients' development team.

Kano Model

12 features were selected and presented to 4 We Sparkle users in a Kano survey. Results were analyzed using the Kano model to determine their importance.

Kano Insights

Selection of Features

As a design team, the Kano survey results were synthesized to help determine which feature should be prioritized

Development Constraints

The We Sparkle team has allotted 8-16 weeks of total time to adding new features to the website.

Feature Set

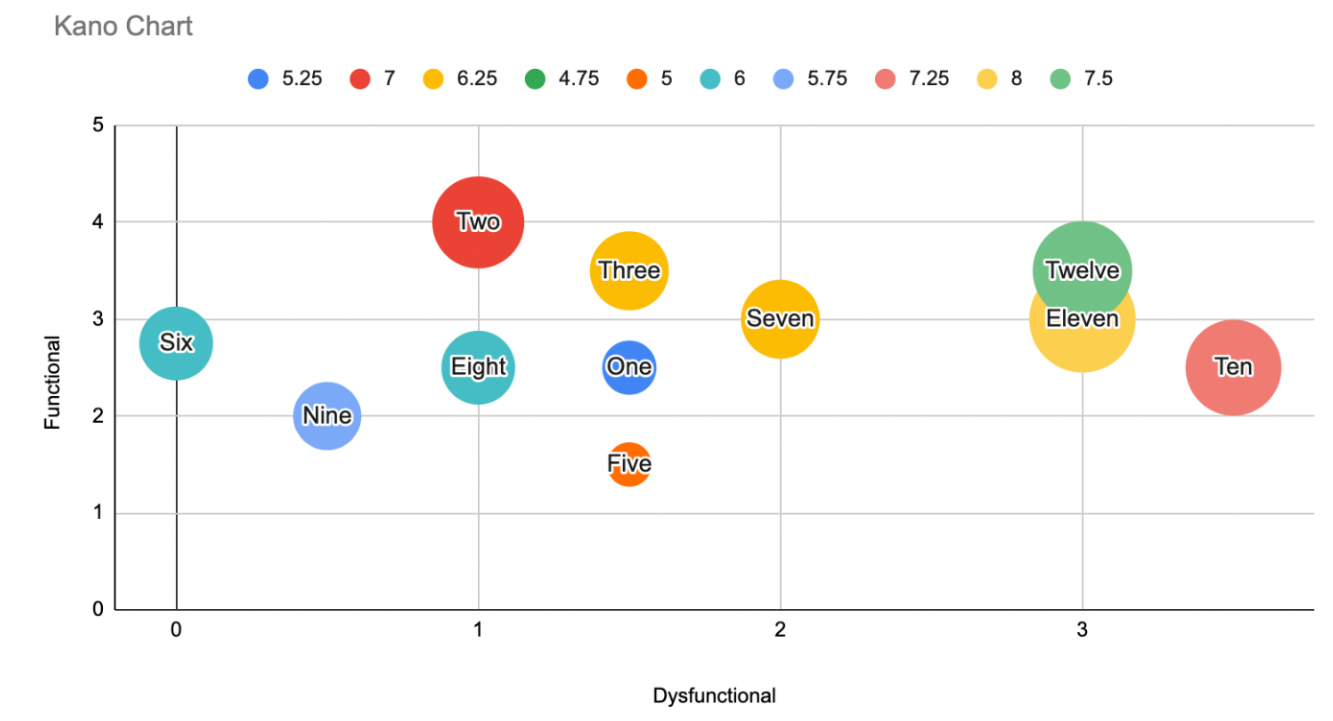
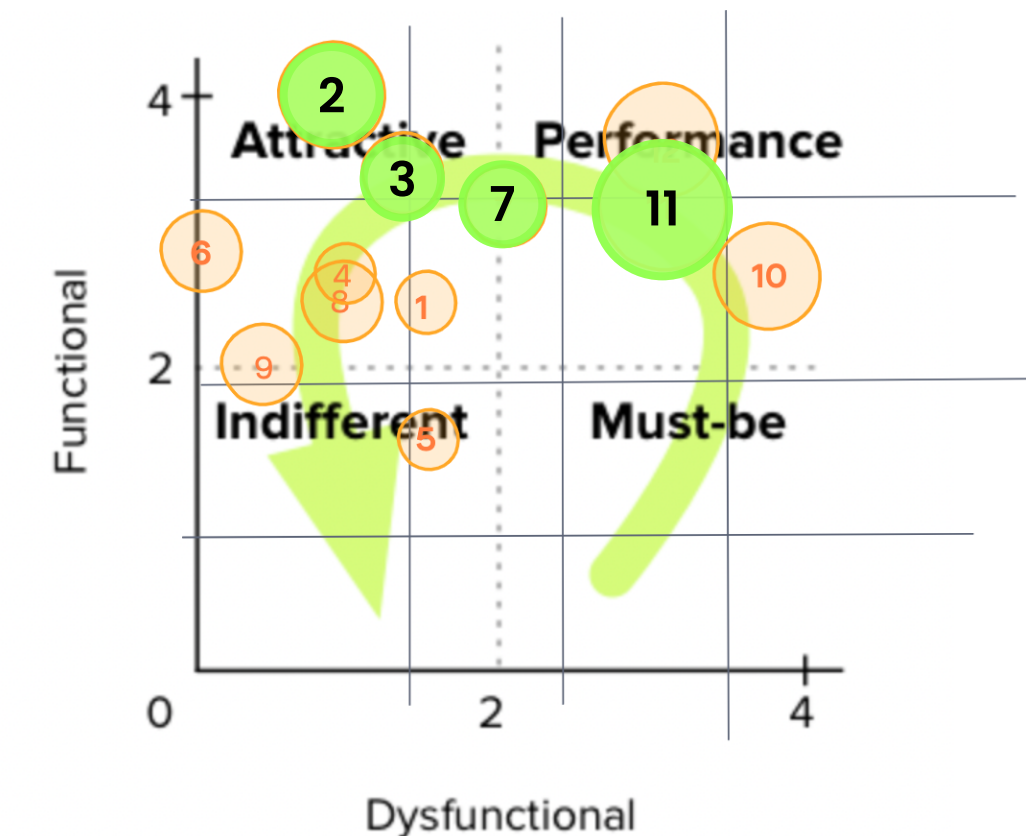
- Tutorial Modal Pop-up M+ (4 weeks)
- Onboarding Tour M+ (4 weeks)
- Preview of Sparkle Site M (2 weeks)
- Site Setup Celebration M (2 weeks)

Development Time: 12 Weeks or 6 Sprints +/-

Stretch

Customer Review Widget L (6-8 weeks)

Kano Model Insights



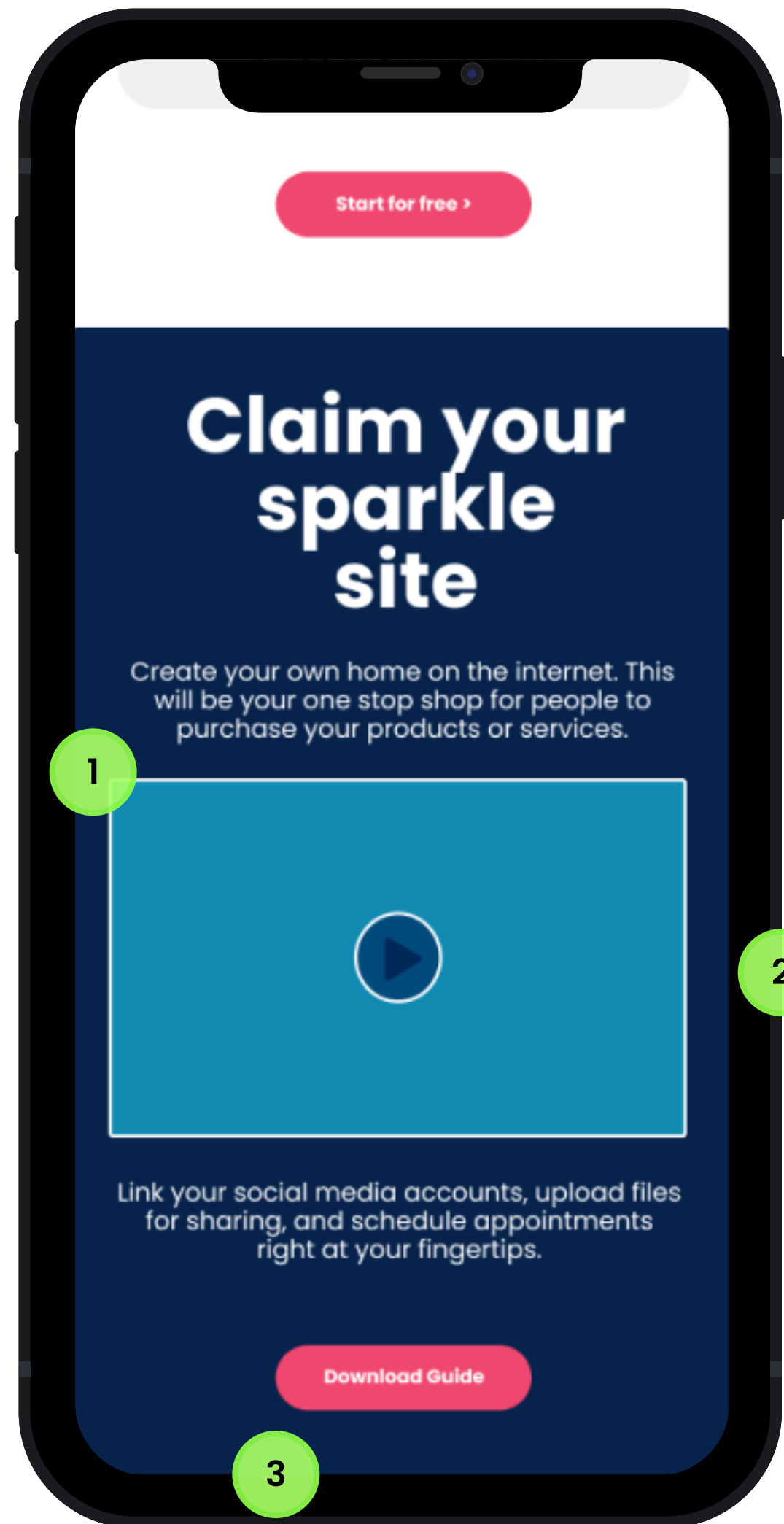
Functional: 2 (Dislike), 3 (Live with it), 4 (Neutral), 5 (Must-be), 6 (Like)
 Dysfunctional: 1 (Like), 2 (Must-be), 3 (Neutral), 4 (Live with it), 5 (Dislike)
 Importance: 1 (Not at all important), ..., 9 (Extremely important)

Team Pegasus Research Synthesis



New Features

Wireframes



Tutorial Video Modal

Journey Phase: On Boarding: Researching We Sparkle

Development Budget: 4 weeks or 2 Sprints *w/ Outsourced Video Production*

Scenario: A new user is interested in learning more about the We Sparkle site and has started viewing the mobile site for the first time. There are multiple ways to intake this information. Click on the video or download the guide.

1 Tutorial Video Modal

Click on the play button a window overlay fills the viewing area to play the video.

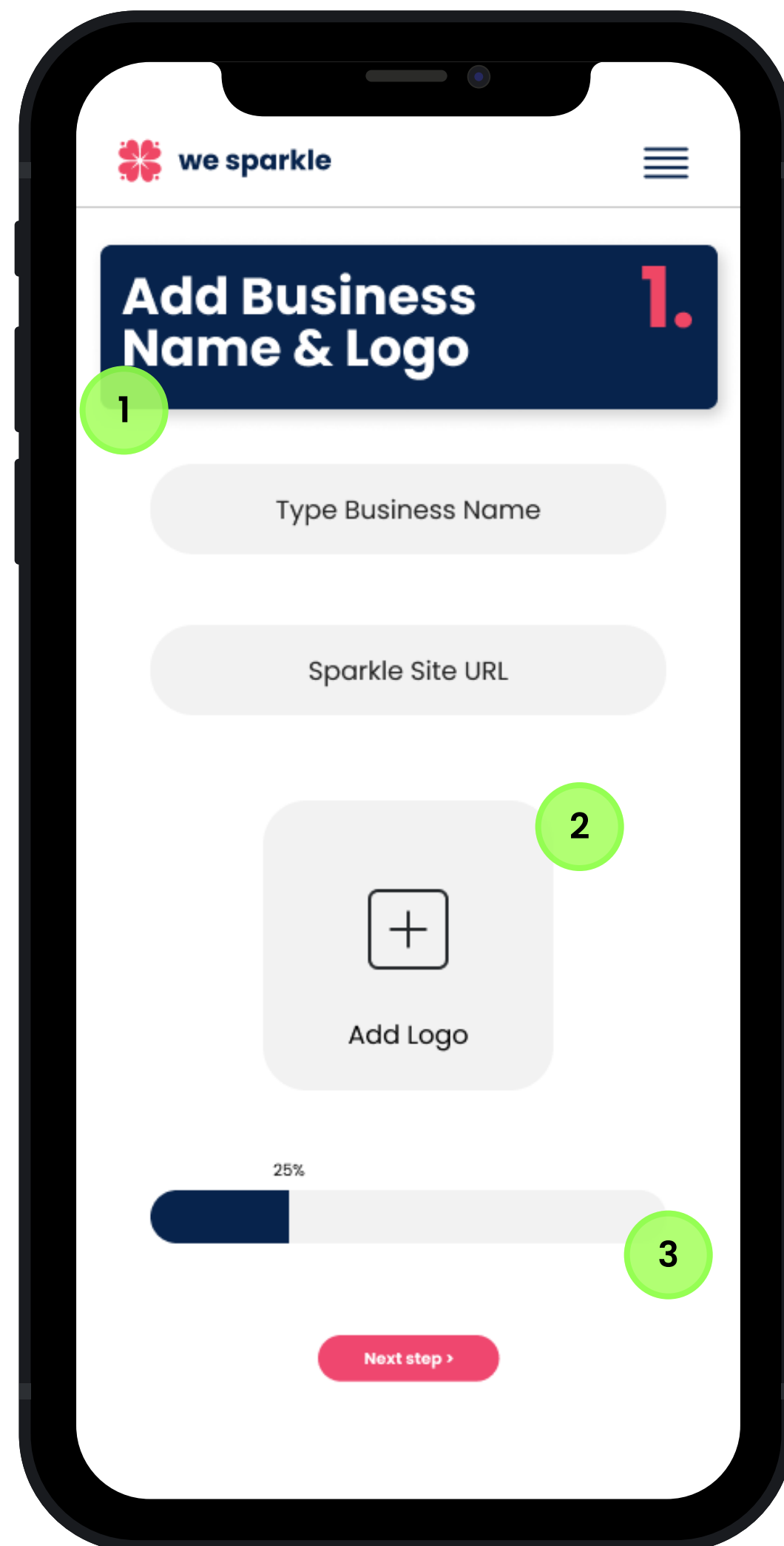
2 Video Content

The Video Modal would be developed by We Sparkle, the video content would be outsourced to a video content producer.

3 Publish Site Button

Strong call to action to let the user know their Sparkle Site is ready to use!

<https://www.figma.com/proto/vp8KkibjVpq2OnSbfY67z/User-Journey-Map-We-Sparkle?page-id=46%3A164&node-id=48%3A340&viewport=434%2C641%2C0.807293176651001&scaling=scale-down>



On Boarding Tour

Journey Phase: Service: Set Up Business

Development Budget: 4 weeks or 2 Sprints

Scenario: After a new user has Sign-Up for We Sparkle they will be prompted to set up their We Sparkle site. In the past, users were not completing the set-up process. This feature is being implemented to help promote a complete set up of the new Sparkle Site.

1 Clearly defined Step

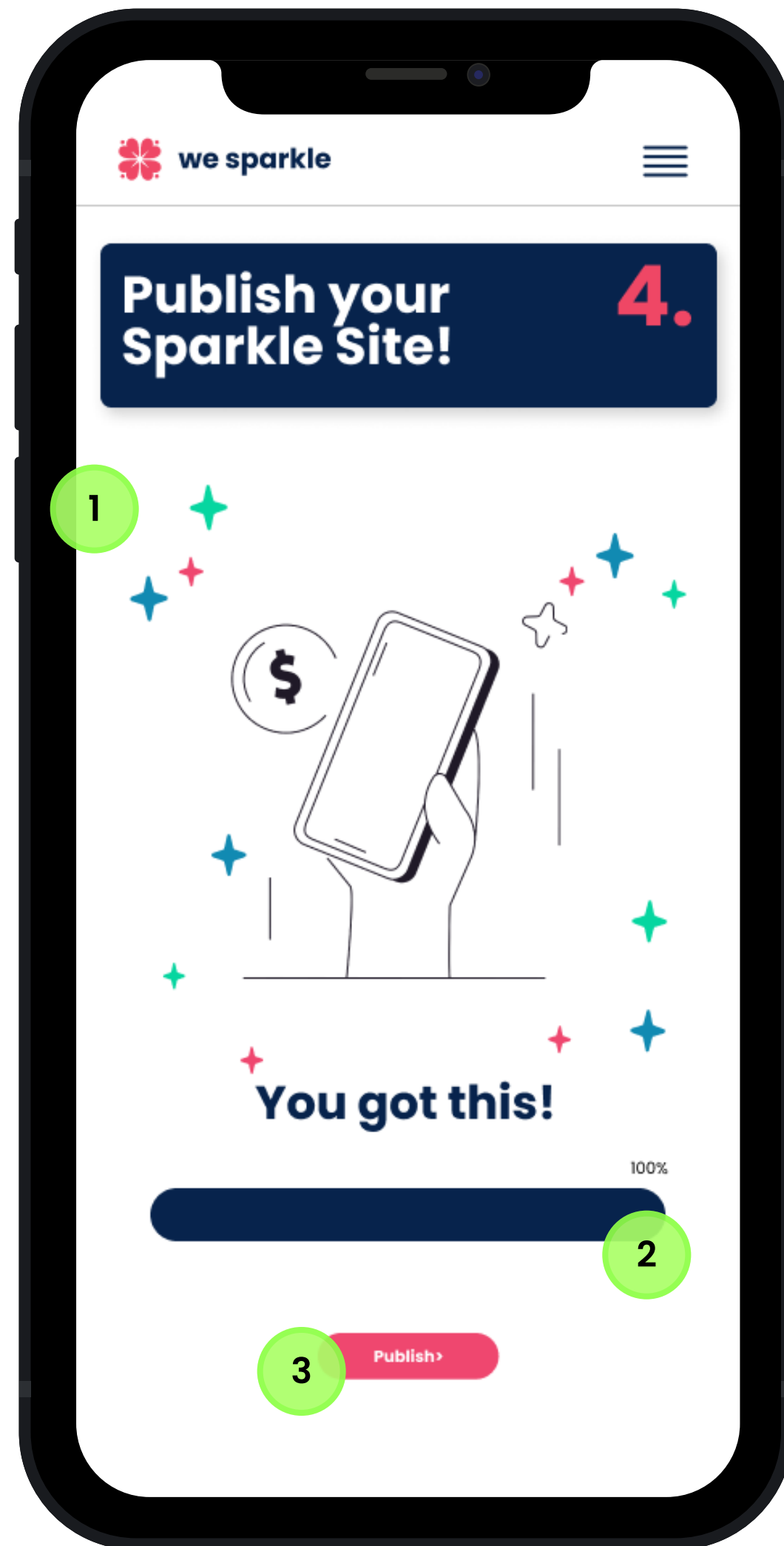
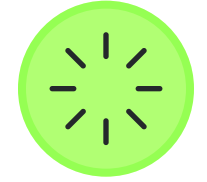
Increased visibility of the actions that are needed to complete set-up.

2 Make sure your site has a logo

Increase the hierarchy of your site with your personal logo or image

3 Progress Bar to help the user see the finish line

Helps a user identify that there are a few more steps in the process



Site Set Up Celebration

Journey Phase: Service: Set Up Business, Publish Site

Development Budget: 2 weeks or 1 Sprint

Scenario: Now that your Sparkle Site has been set-up you are ready for business. By increasing the motivating language a new user will feel excited to hit publish. Promoting confidence and encouragement at every step.

1 Motivational Illustration and Confetti

Adding positive reinforcement will help the user move forward with the decision to use We Sparkle

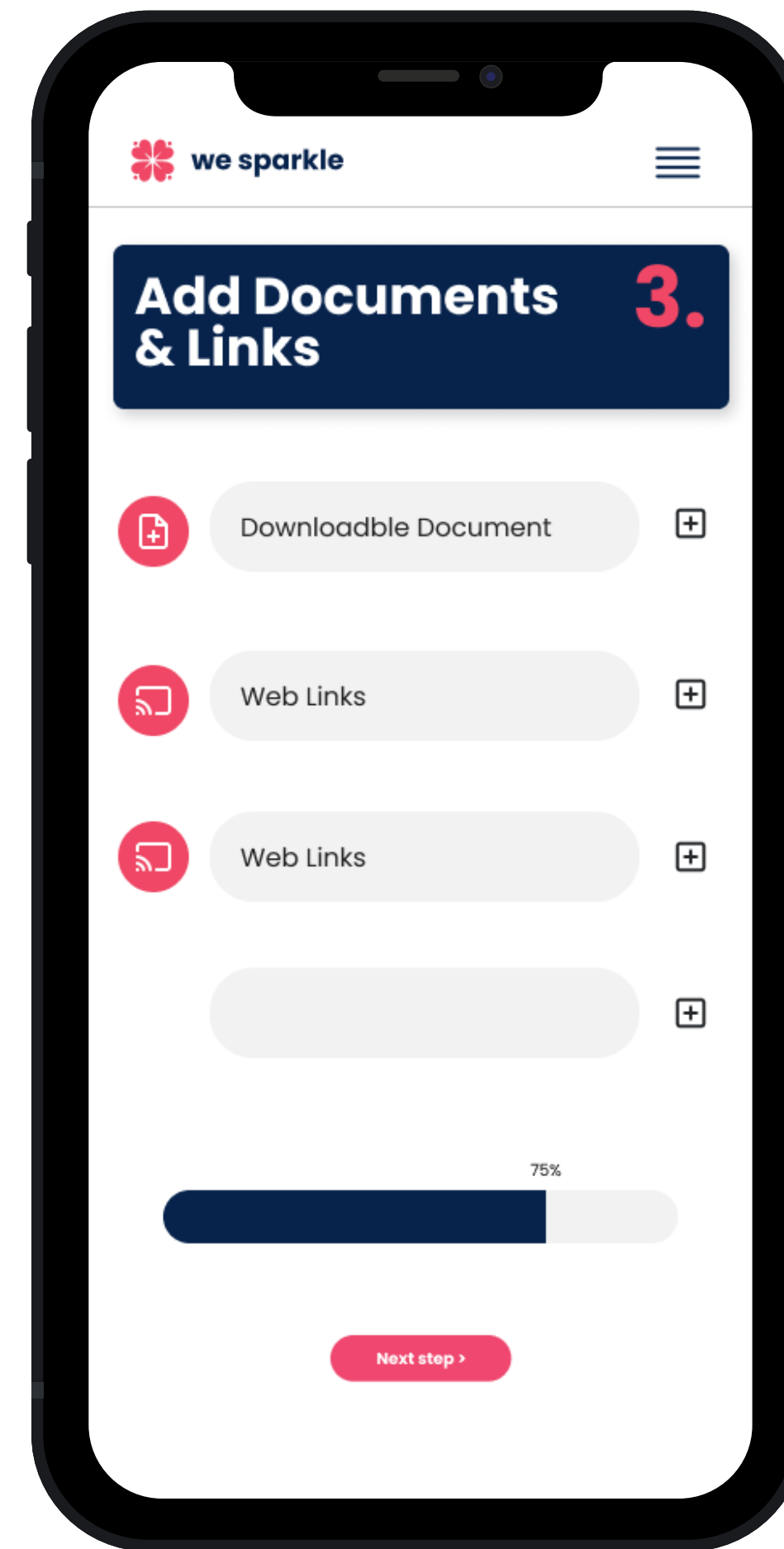
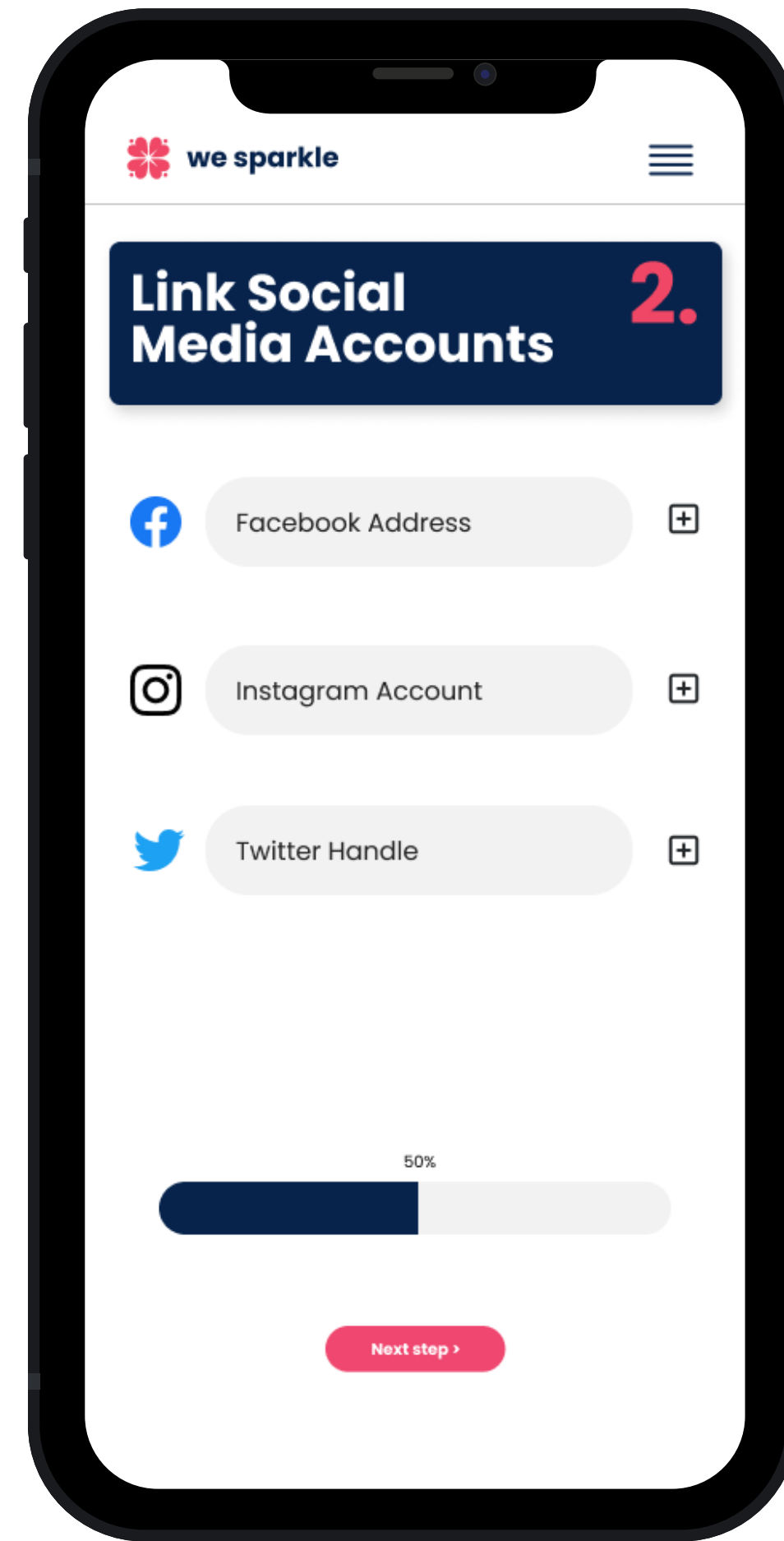
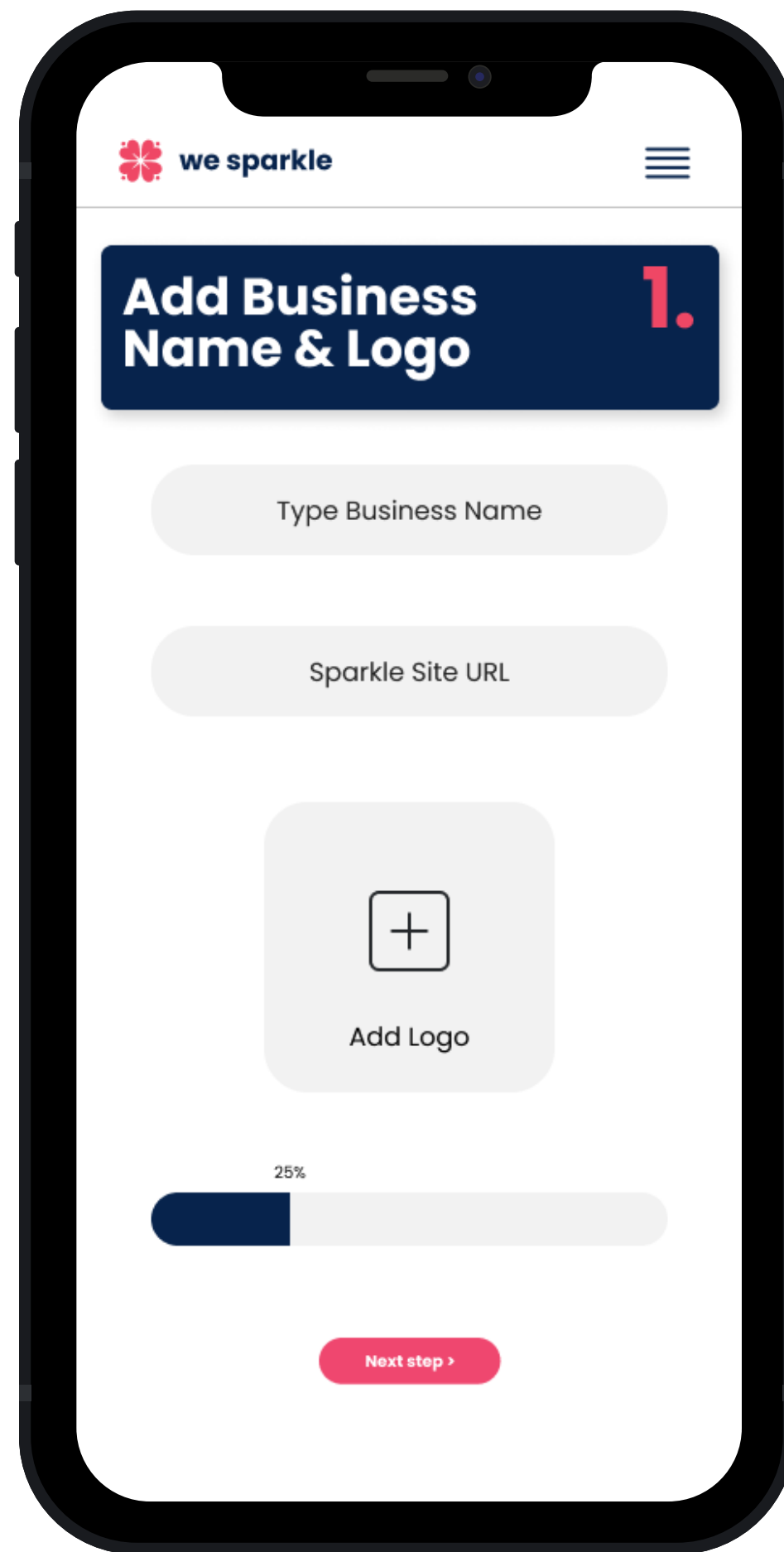
2 Filled Progress Bar

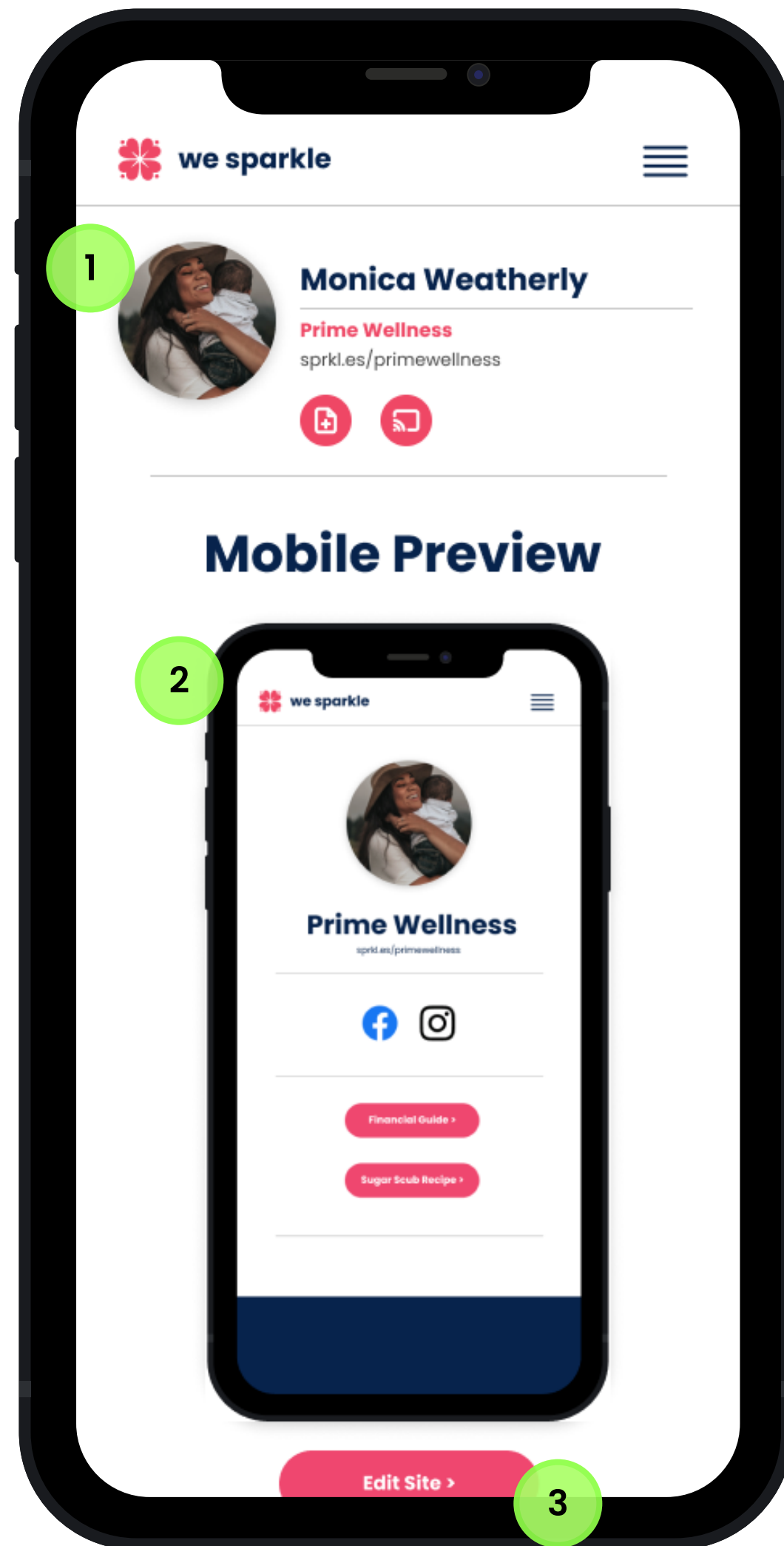
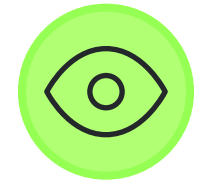
Clearly identifies the process has been completed and the user is ready to publish

3 Publish Site Button

Strong call to action to let the user know their Sparkle Site is ready to use!

Full On Boarding Tour





Sparkle Site Mobile Preview

Journey Phase: Service: Set Up Business, Published Sparkle Site

Development Budget: 2 weeks or 1 Sprint

Scenario: The new user has completed their account setup, and they are ready to share their Sparkle Site. Upon arrival of the main account dashboard, a user will see a Mobile Preview of their Sparkle Site.

1 New Account Layout

Revised account dashboard for a new free user.

2 Mobile Preview of Sparkle Site

A mobile mockup will provide a user context for how their site will look to potential customers

3 Edit Sparkle Site Button

A clear call to action button for making edits to the Sparkle Site

Future Recommendations

Additional recommendations if time allows for more projects.

Customer Review Widget

A new feature that popped in the Kano Analysis was the integration of business reviews within a Sparkle Site. We Sparkle felt that this would require a large investment of development capital, 6-8 weeks.

Although an intriguing addition to the overall functionality, other features were better suited to help improve the “on-boarding experience”

Improve “Shine” On Boarding Steps

The focus of the On Boarding tour recommendation is on the initial sign-up process. Once a user upgrades to the Shine tier, there are additional features that become available on the Sparkle Site.

Adding a tour guide will help an existing customer to fill out their Shine site and be ready to use the Sparkle Assistant, Schedule Appointments, and additional services.

Conclusion

Closing Thoughts

We Sparkle is a very exciting product offering for solo-entrepreneurs to improve their web visibility and promote their products or services. By implementing a few new features the onboarding process will be improved and new users will excitedly return to the product. As they grow into a Shine user their business will grow with the additional features.

Upon the completion of these new features, it is recommended to conduct a Usability Test Review with potential primary users to further understand the effectiveness of the new features.

Thank You!

The background is a dark blue gradient. It features several white, stylized five-petaled flowers of varying sizes scattered across the frame. Interspersed among the flowers are small, white, four-pointed stars. The overall aesthetic is clean and celebratory.