

# Feature Concepts Proposci **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 Al-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.

# We Sparkle

### User Journey Map

### Persona

33 years old, First time Mother

Producing Sugar Scrubs, Financial Planning Sheets, and other hand-made DIY products

Loves being on Instagram

Wondering how can she sell products on-line

Phases	On Boarding	
Actions	Sign Up Find We Sparkle We Sparkle Pick A Price on Instagram Web Package, FREE Research to start	Set Up Account- Content, add links
	What if I could take my side hustle on-line? What If I could sell my products to other people?	m
<u>e</u>		
<u></u>	I have heard this is an easy way to link my	ld use ? III start
$\overline{\mathbf{C}}$	social channels together Am I ready to pay for a	Upload Media files to the
Thinking	service like this? I need a low-risk entry into selling.	Sparkle Site
Feelings	HOPEFUL EXCITED CONFIDENT	NERVOUS
Touch Points		
Pain Points	The visibility of what WeSparkle represents could be expanded upon.	Hard to visua interacting wi
	Pricing structure needs more clarification on what you are receiving and value associated with it.	Overall flow is
Opportunities	Motivate and Promote the Sparkle journey to success	Create a new u
	Add video content to show how a new user will grow with WeSparkle	Increase visual
	Clarify Free For Life and pricing value	Add a mobile m



Current Journey

### Scenario

When not a full-time business analyst and a mother of 2 year old, Monica is also a solo-entrepreneaur who is looking to improve the visibility of her side business. She has a small social media following but is active in her community and is busy managing her business. A close friend has recommended that she look into We Sparkle for a way to sell her products on-line. She looks them up on Instagram and begins her journey into We Sparkle.

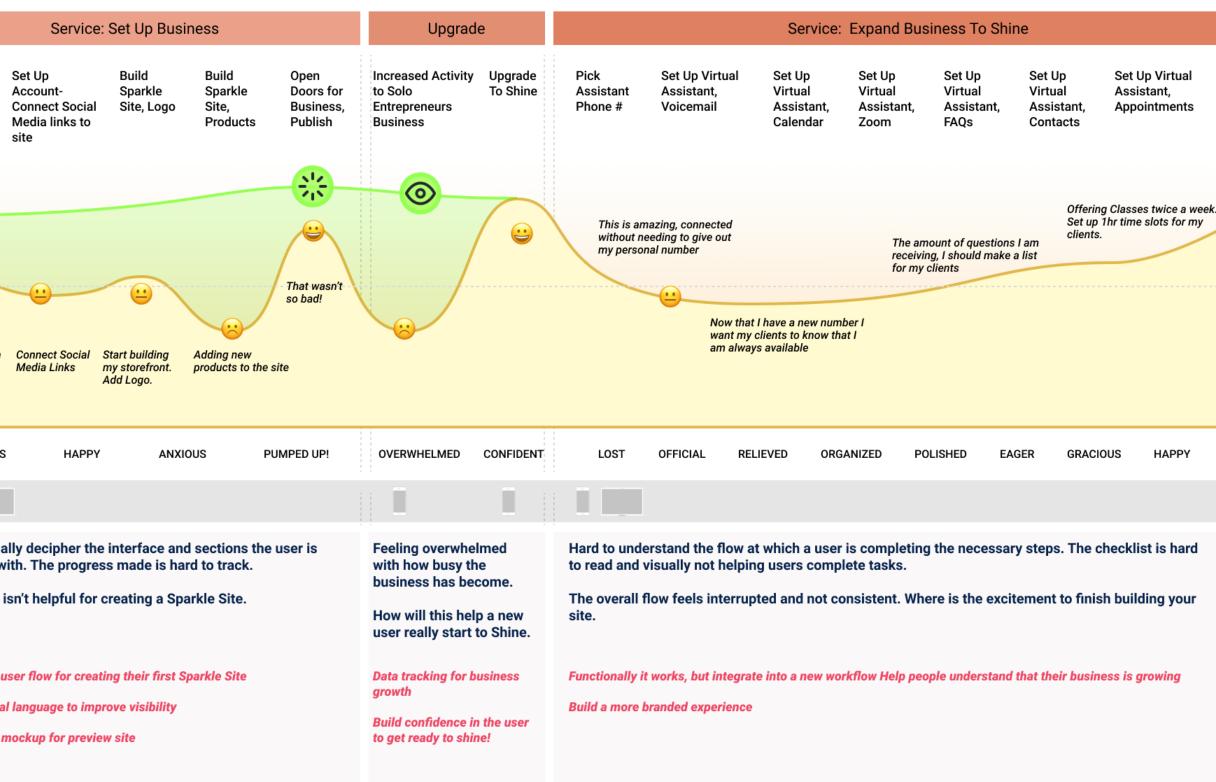
Recommended Feature to Improve Journey

### Goals

Successfully start a WeSparkle Sparkle Site for her side-hustle

Improve business operations and create some financial freedom

Upgrade to "Shine" mode







# 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 analyzes using the Kano model to determine their importance.





# Kano Insights

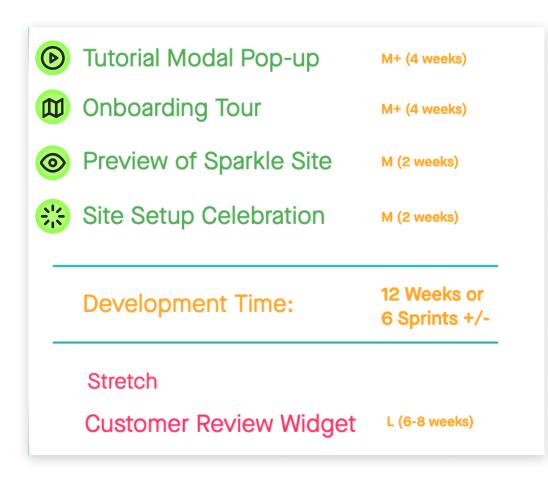
# **Selection of Features**

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

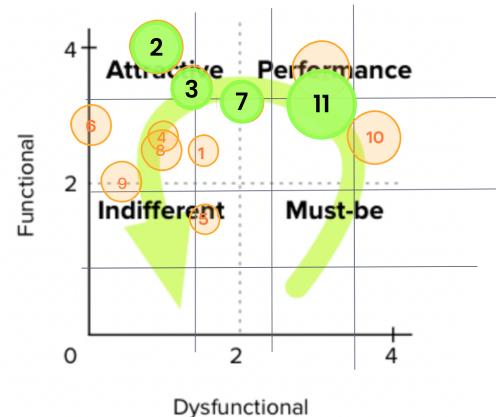


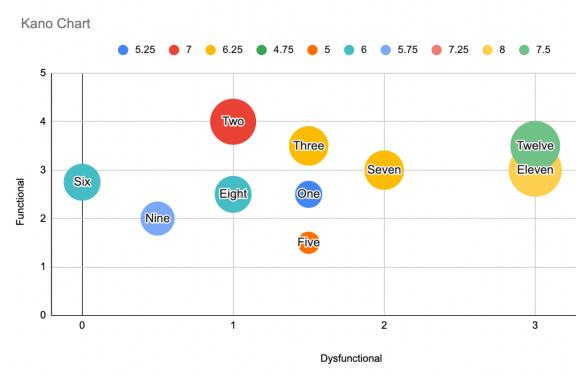


Team Pegasus Research Synthesis

# Kano Model Insights

Feature		Functional Dysfunction	al Importance
mbership Payment Plans	1	4 Market Market   2 2.5   3 Anticipation   4 Anticipation	5.25
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Functional: 2 (Dislike) 1 (Live with) 0 (Neutral) 2 (Must-be 4 (Like)) Dysfunctional: 2 (Like -1 (Must be), 9 meutral, 2 (Live with) 4 (Dislike Importance: 1 (Not at all Important), ..., 9 (Extremely Important.)



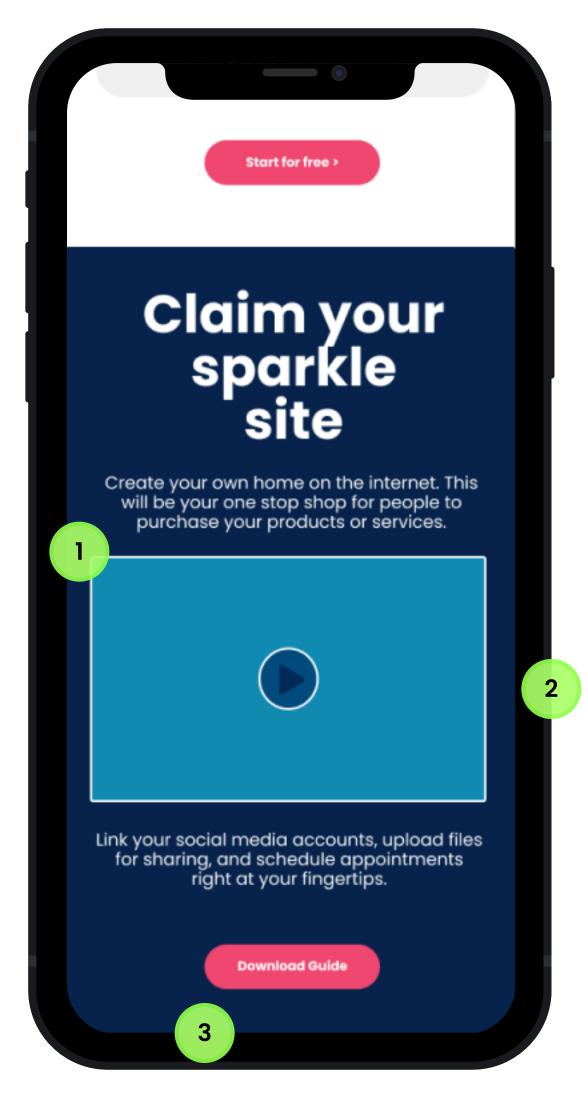


# New Fectures Wireframes









### https://www.figma.com/proto/vp8KkibjVpq2OnSbfIY67z/User-Journey-Map-W e-Sparkle?page-id=46%3A164&node-id=48%3A340&viewport=434%2C641%2C 0.807293176651001&scaling=scale-down

# **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. **Tutorial Video Modal** Click on the play button a window overlay fills the viewing area to play the video.

Video Content 2

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

**Publish Site Button** 

3

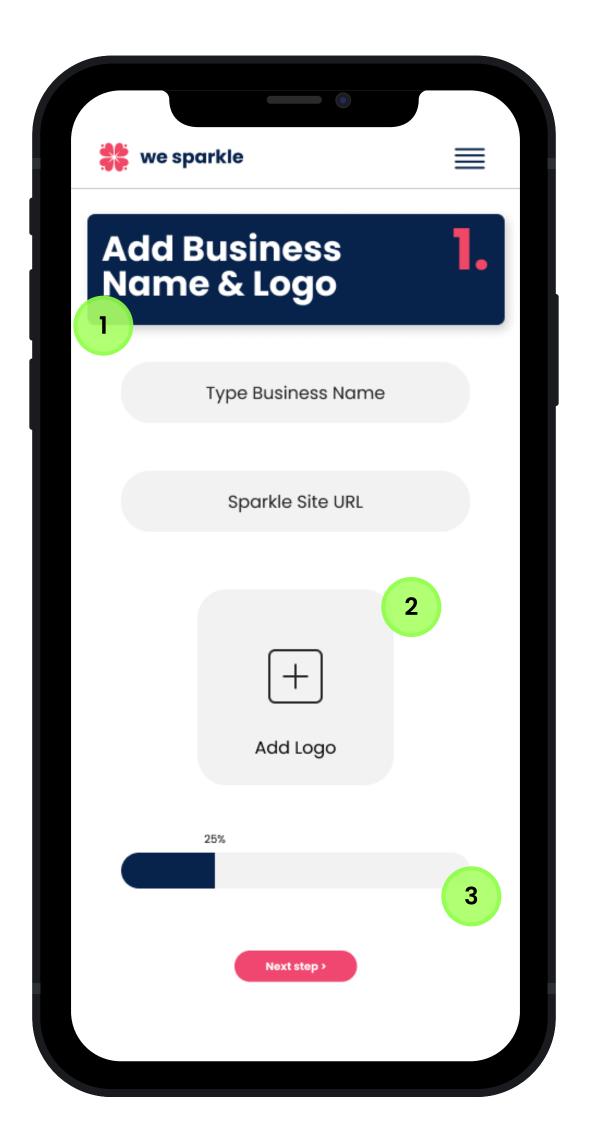
use!



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







# **On Boarding Tour**

**Clearly defined Step** 2 3



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.

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

### Make sure your site has a logo

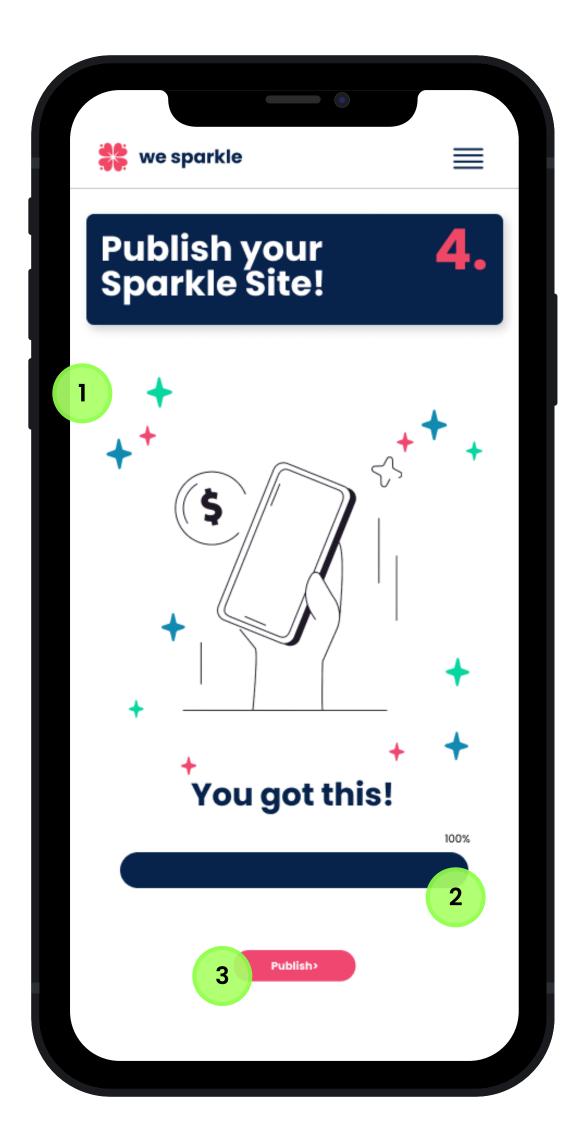
Increase the hierarchy of your site with your personal logo or image

### 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.

**Filled Progress Bar** 2 Clearly identifies the process has been completed and the user is ready to publish

**Publish Site Button** 

use!



### Motivational Illustration and Confetti

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

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

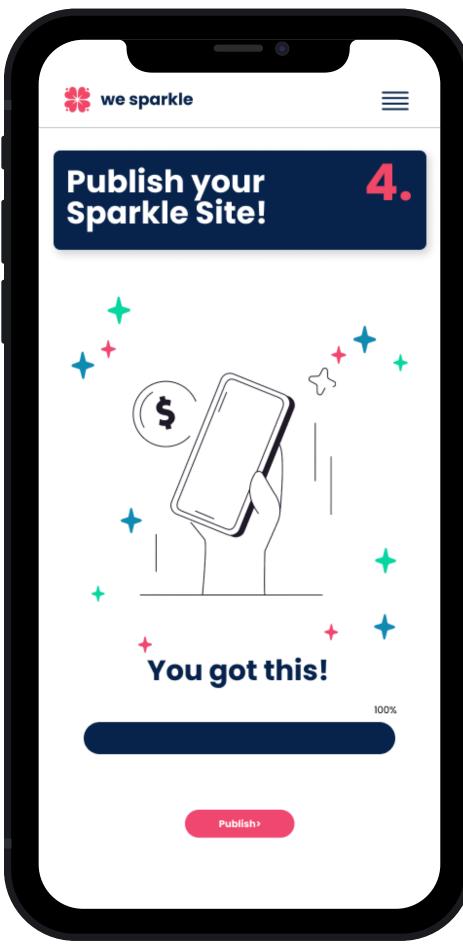




# **Full On Boarding Tour**

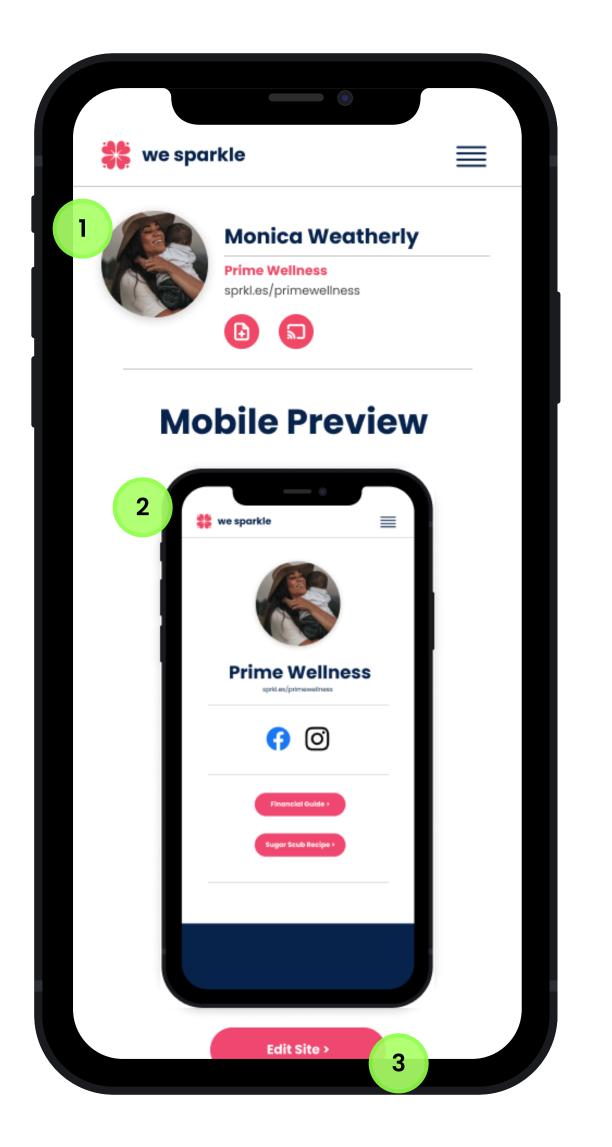
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# **Sparkle Site Mobile Preview**

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. **New Account Layout** Revised account dashboard for a new free user.

2 to potential customers Edit Sparkle Site Button 3

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



### Mobile Preview of Sparkle Site

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





# **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!







