hopin

Features ⌄   Solutions ⌄   About ⌄   Pricing   Explore events   Resources ⌄   Log in   Request demo
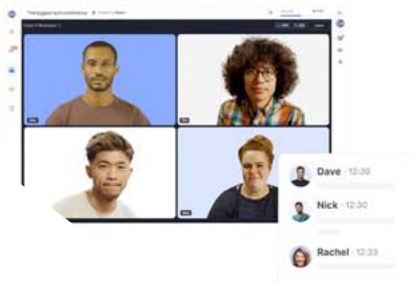
Create virtual events people love

Hopin is an online events platform where you can create engaging virtual events that connect people around the globe.

Request demo   Sign up free

Host your most interactive online event yet

Hopin is a virtual venue with multiple interactive areas that are optimized for connecting and engaging. Attendees can move in and out of rooms just like an in-person event and enjoy the content and connections you've created for them. The results? High show-up rates, low drop-off rates, and happy attendees.

✓ Host events of any type or size
✓ Sell event tickets
✓ Engage your attendees
✓ Analyze data from your event

Host an event

Trusted by leading companies

twitch   The Atlantic   JETS

hopin

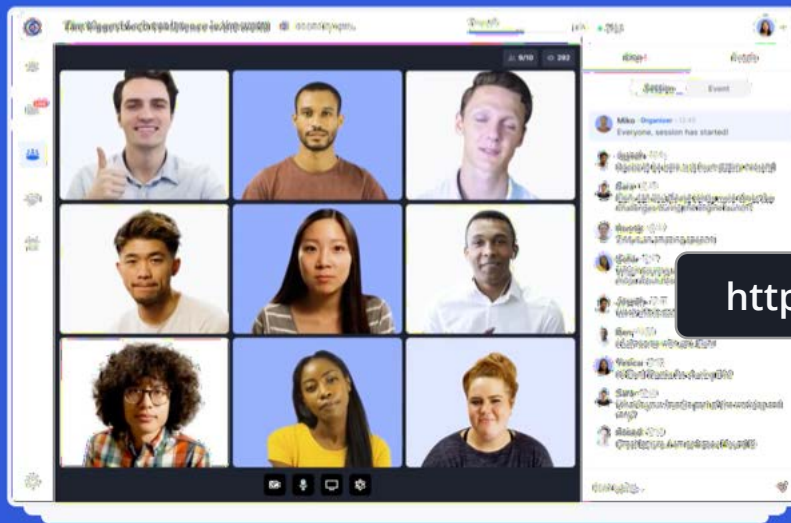## INFO 608-900 – WI 20-21

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https://hopin.com/

Introduction

- **Hopin provides a virtual event platform to engage and connect people globally**
    - Recreates the in-person experience to a virtual experience with networking, live video and polls

- **The platform allows for attendees and hosts to explore events, host events of any type, sell tickets and analyze data**

- **Features include breakout sessions, networking, sponsors, schedules, and etc.**

- **The home page is analyzed for the purposes of our research to see what brings users to the Hopin website**

- **Initial purpose:**
    - Understand what makes users choose to host through Hopin

    - Understand what makes users attend events through Hopin

Design Brief

Conducted a competitive analysis on the Hopin website against direct and indirect competitiors

Direct:

hubb   cādence®

BIZZABO

Indirect:

zoom

Indicators looked at per Website:

ℹ️ General Information

🏠 Home Page

🧭 Navigation

🔀 Site Organization

🔍 Search

👓 Readability, Appearance and Content

Design Brief - Questions

Example Usability Questions:

- How informative/clear is the home page?

- Navigation stands out and menus reflect site structure?

- User is brought back to homepage when logo is clicked?

- Are there guides for novice users?

- Is search easy to use?

Example Utility Questions:

- Ease of creating a virtual event?

- How to invite guests?

- Virtual lobby?

- Branding?

- Breakout rooms?

- Analytics?

- Ticketing?

Design Brief - Suggestions

Suggestions for improvement:

- **Move useful information to the public facing side of the site**

- **Add breadcrumbs, page headers, summary**

- **Consistency throughout the site**

- **Search filter**

Key Questions for Investigation of Users & Their Needs

- What age range would you fall in?

- What is the highest level of education you have completed?

- What do you do for work? Do you have any hobbies?

- What is your level of experience with technology?

- What is your experience with virtual events?

- Have you attended a virtual event within the last year? If so which one?

- After visiting the site, tell me why you think someone would visit Hopin's page.

- Is the home page clear? Does it communicate the site's purpose? What would you say is the purpose of the site?

- Tell me about your experience looking for content. Was it hard or easy to find things? Was the website easy or hard to scan?

- As a (type - Vendor, Attendee, organizer) what is most important
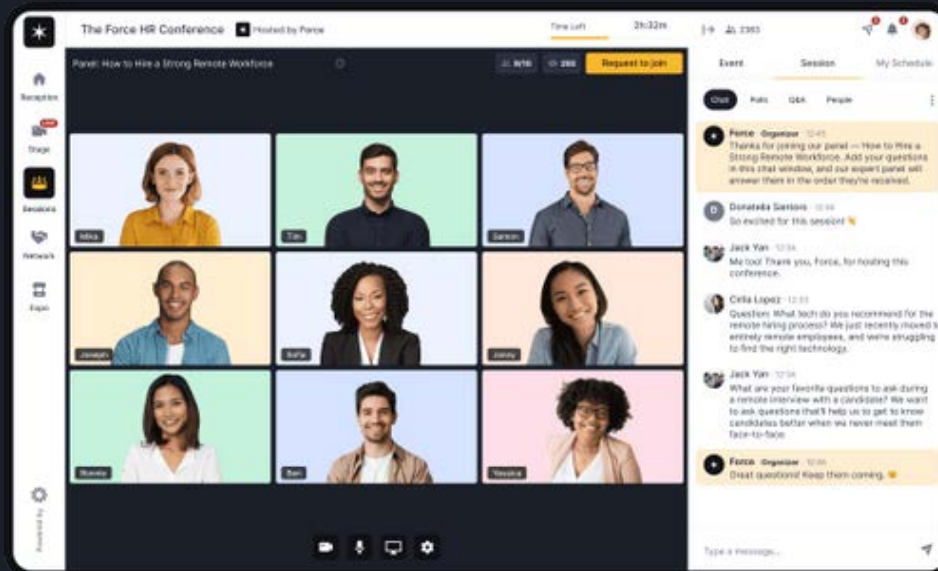
User Analysis:
Summary of Methods

- We prepared a protocol as group, and used this set of questions to interview individually.

- Each group member interviewed 2 people from 1 of our 4 user segments

- Once interviews were conducted, we performed a qualitative analysis of each of our user segments individually

- We coded a transcript of our interviews to pick out patterns and key findings

- We wrote a report on our findings so that we had 4 reports; one on each user segment

User Analysis: Behaviors & User Segments/Groups

Behaviors

- All started at Hopin.com

- First step was to navigate to find the type of information that they needed. This behavior varied along lines of experience.

- Organizers, Vendors, and Event Technology Specialists had more difficulty finding needed information than Attendees did

User Segments/Groups

- Attendee

- Event Technology Specialist

- Organizer

- Vendor

User Archetypes

Based on survey results we identified four user archetypes.

- Attendee

- Organizer (private/public)

- Vendor

- Event Technology

We created workflows for the following user archetypes: Vendors, Organizers, Attendees, and Event Technology Staff.

Attendee Types
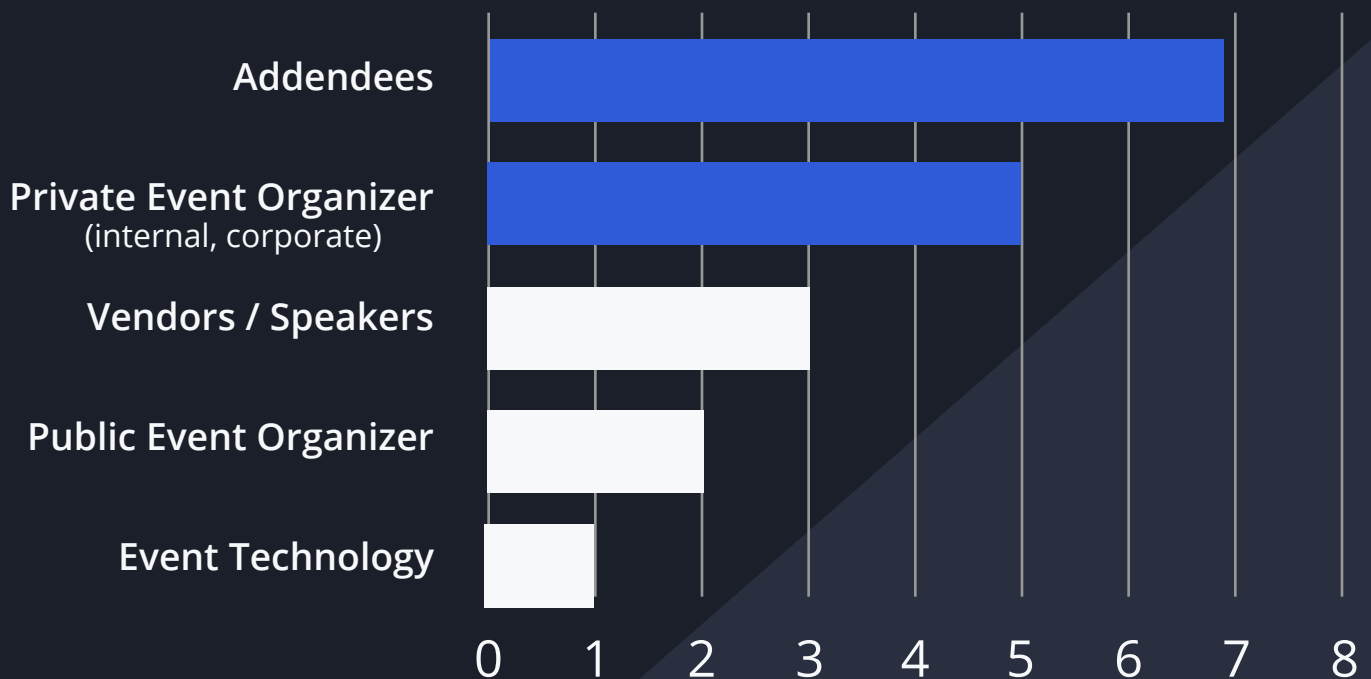
Persona Overview

We each created a separate persona to help us explore site usability from a different perspective.

- **Event Technology Staff:** Viv Tecca
- **Attendee:** Jamie Harthstone
- **Event Vendor:** Rachel Myers
- **Event Organizer:** Harmony Leigh

Event Workflows

Each Persona was used by a team member to explore specific aspects of the Hopin.com website.

These explorations revealed specific weaknesses in the Hopin website. All weaknesses identified were related to information retrieval. Hopin does not make it easy or convenient to find information. Our workflows aim to simplify information retrieval and site navigation.

Each team member created an as is workflow and a proposed replacement workflow with potential screen changes.
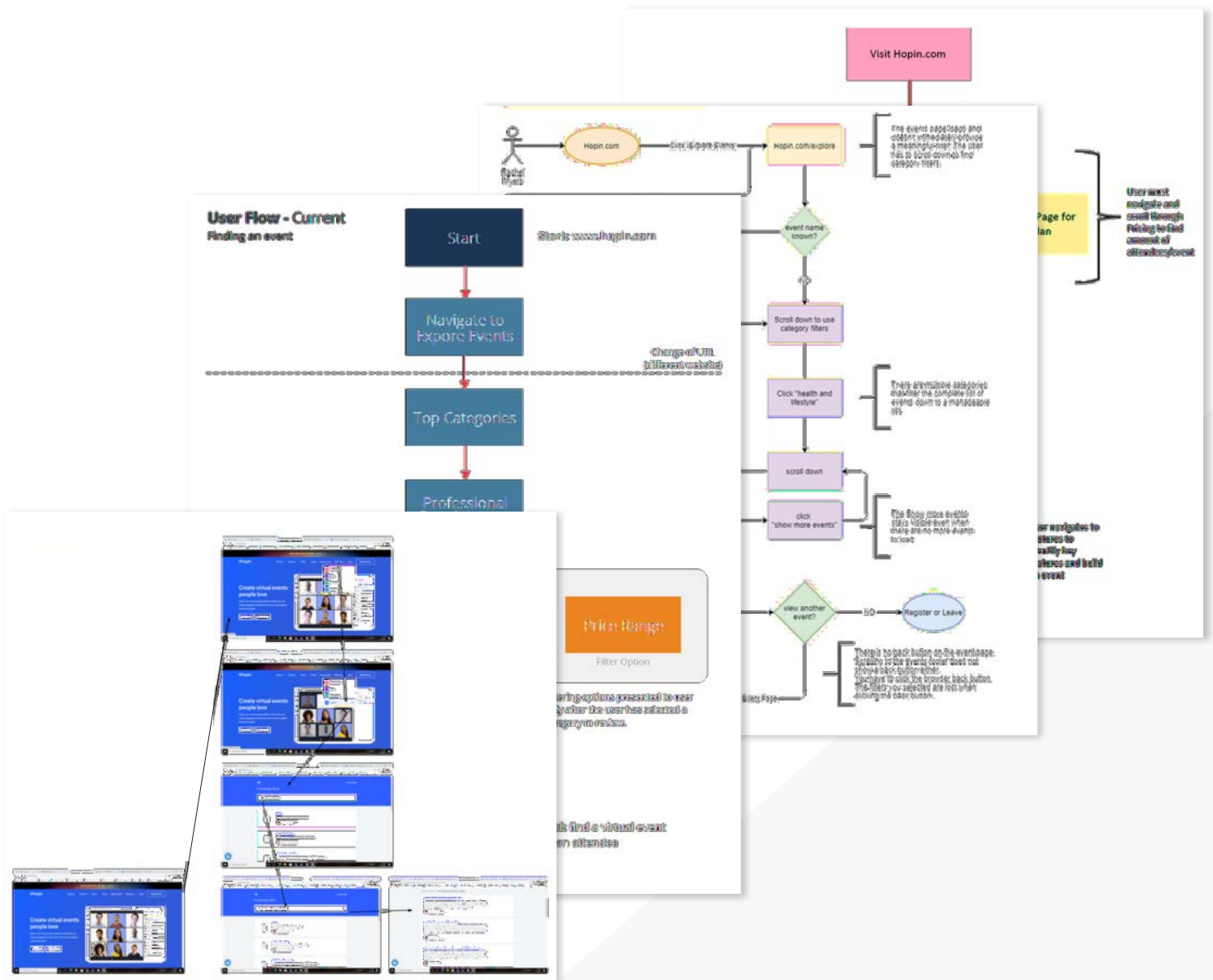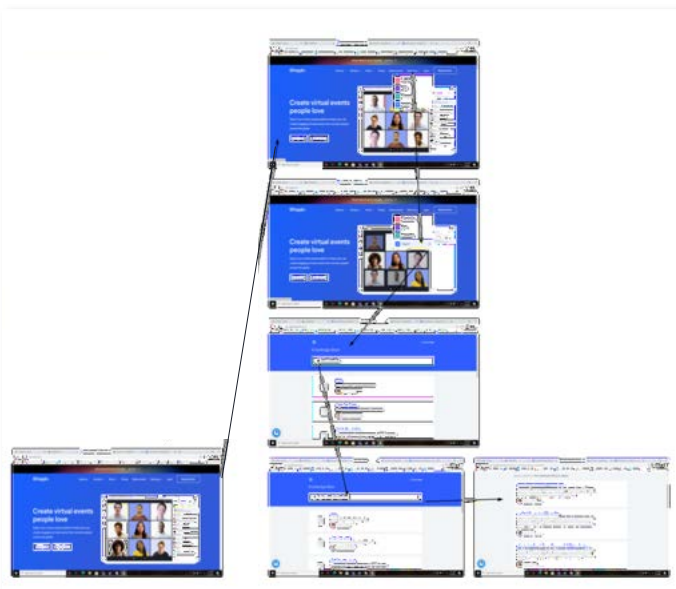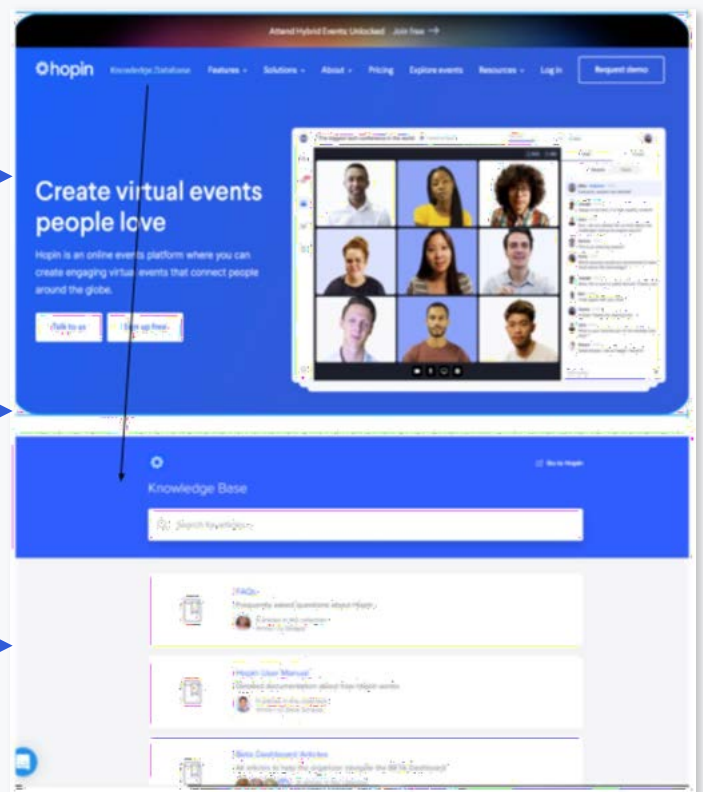
Viv Tecca
Event Technology Staff

In the original workflow the user tried to find vendor events to participate in as a vendor. The filter options were not available before viewing results and opening event wiped out the search filters.

In the proposed flow users could filter and view events without compromising their filters.

Original Workflow

Proposed Workflow

Jamie Harthstone
Event Search

The original event search flow does not provide filters until search results are displayed.

The proposed workflow provides filters prior to viewing search results.

Original Workflow

Proposed Workflow

Rachel Myers
Event Vendor Information Search

In the original workflow the user tried to find vendor events to participate in as a vendor. The filter options were not available before viewing results and opening event wiped out the search filters.

In the proposed flow users could filter and view events without compromising their filters.
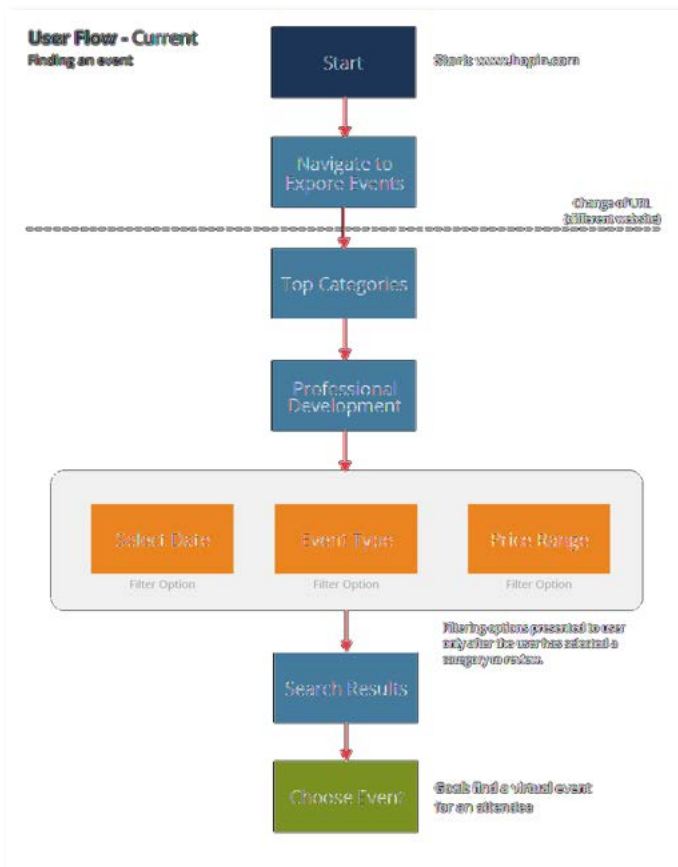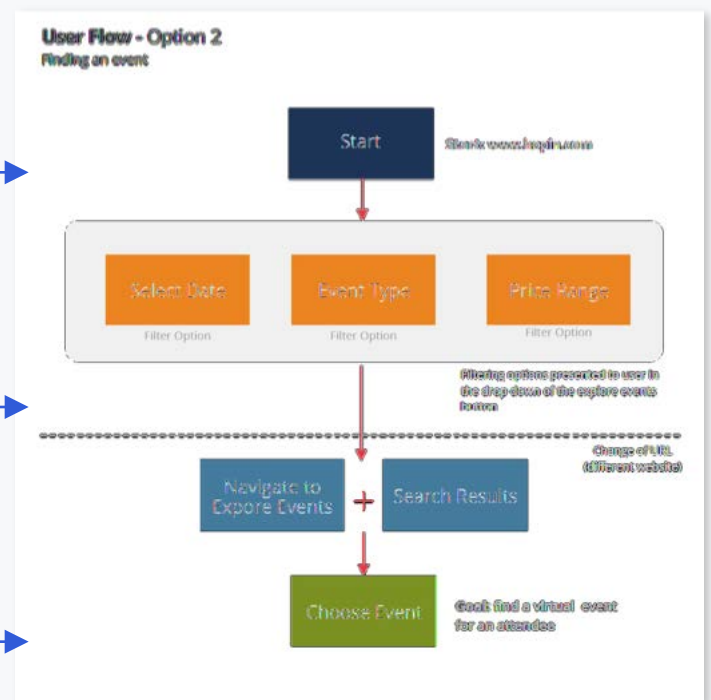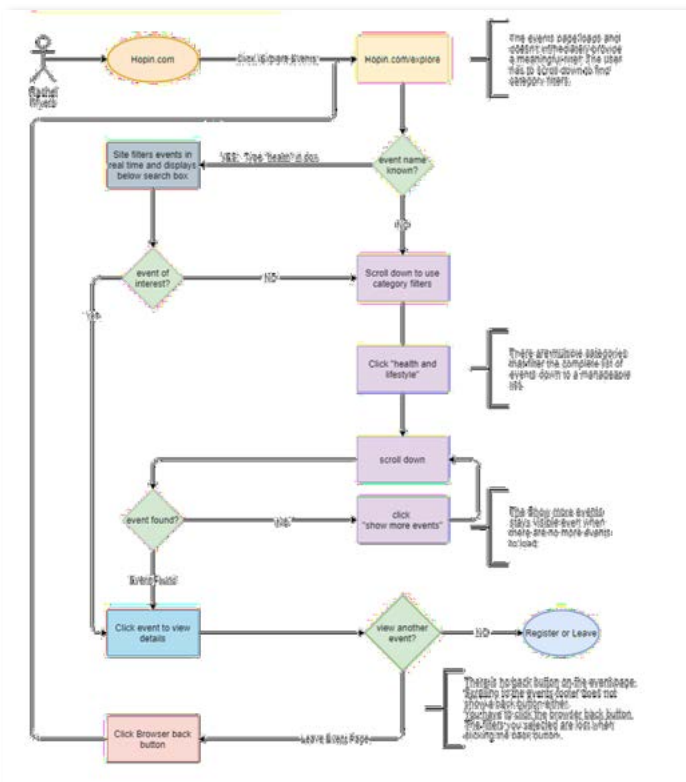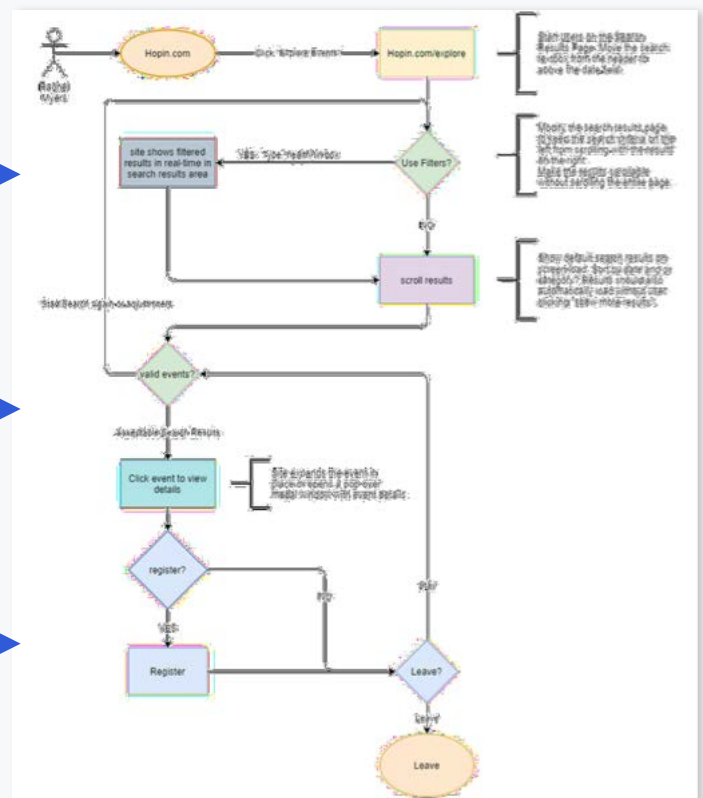

Original Workflow

Proposed Workflow

Harmony Leigh
Pricing / Features Information

The original flow users have to navigate around the site to find information about hosting, pricing, and event features.

The proposed workflow provides filters on the pricing and features pages to quickly find relevant information.
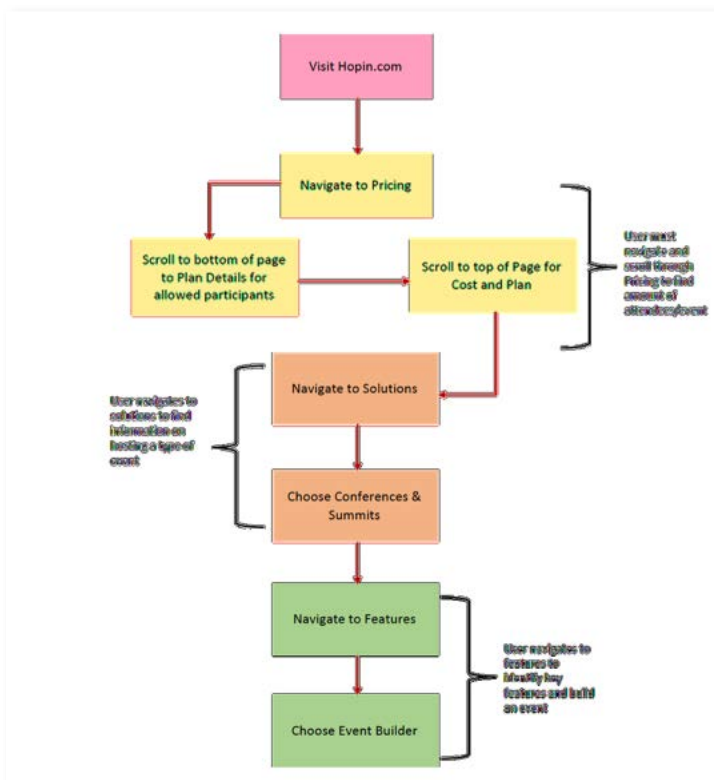
Original Workflow
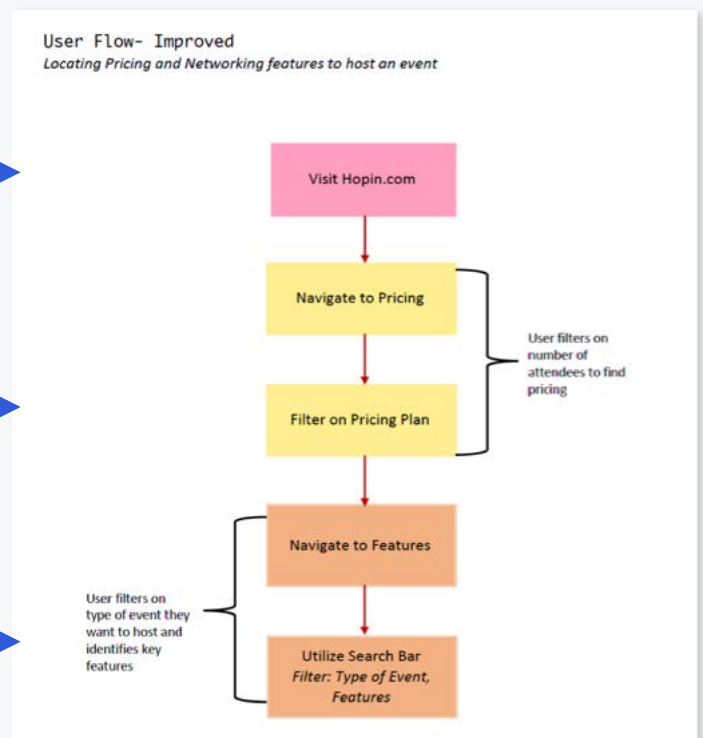
Proposed Workflow

Heuristic analysis of website

We identified four high level priority problems for the Hopin website. The problems are as follows:

- Colors do not represent a consistent level of informational hierarchy

- Menu bar disappears on down scroll

- Hopin website update rollouts schedules are inconsistent for all users

- Lack of strong brand guidelines / UX Style guide

Colors do not represent a consistent level of informational hierarchy

What causes some confusion with the color coding is that the categories on the dropdown menu under each main category have color coded icons that do not have any significance. It would make more sense for the user if the color of the icon matched the color used for that section.

The example below is for Integrations which has a green icon used in the drop down main navigation. The Integrations however uses a purple color at the top of that page. IT would make for a better user experience if those two colors were the same.
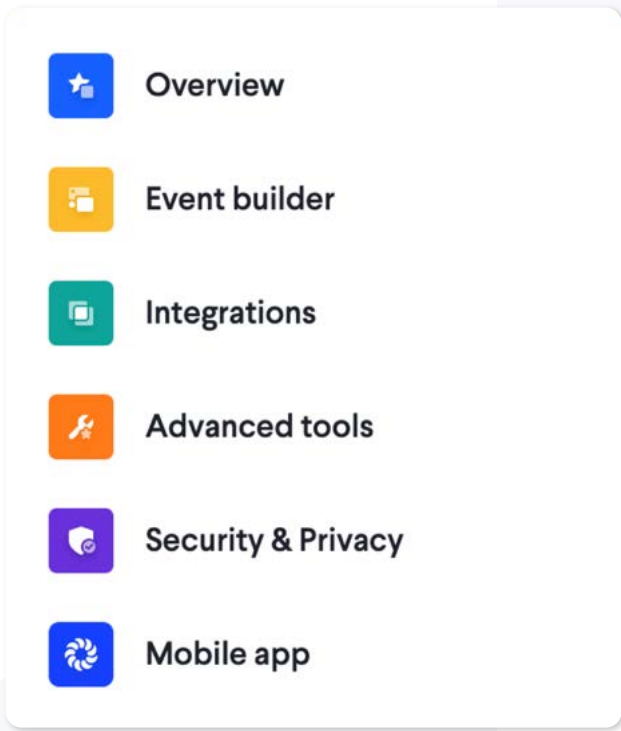
Menu bar disappears on down scroll

When scrolling, the navigation bar disappears along with the logo. Once you stop scrolling the navigation bar pops up again. If a user is not familiar with this new convention, this might cause some confusion.
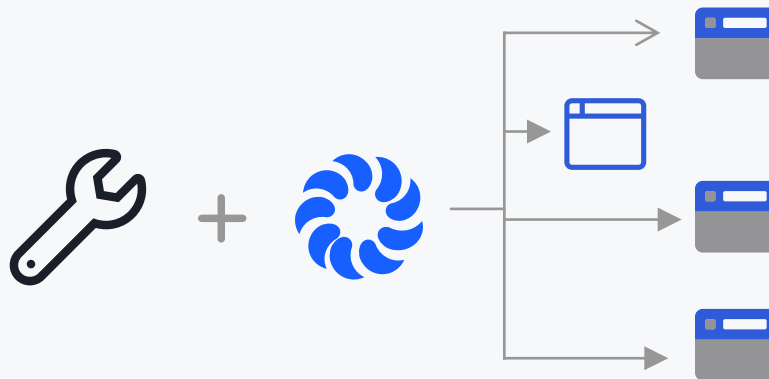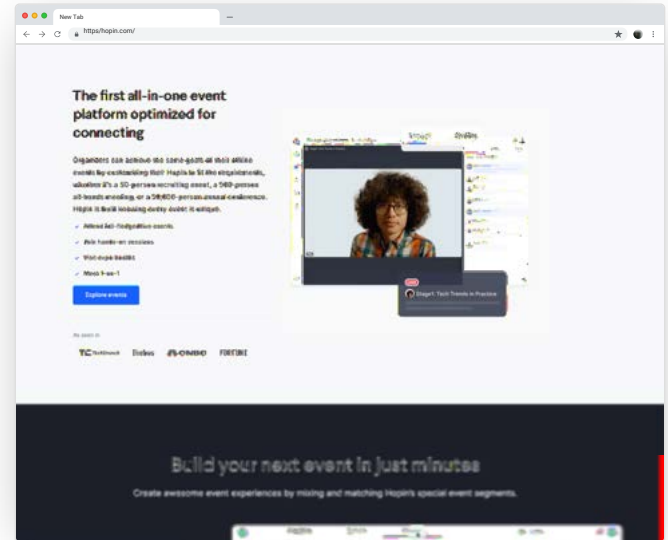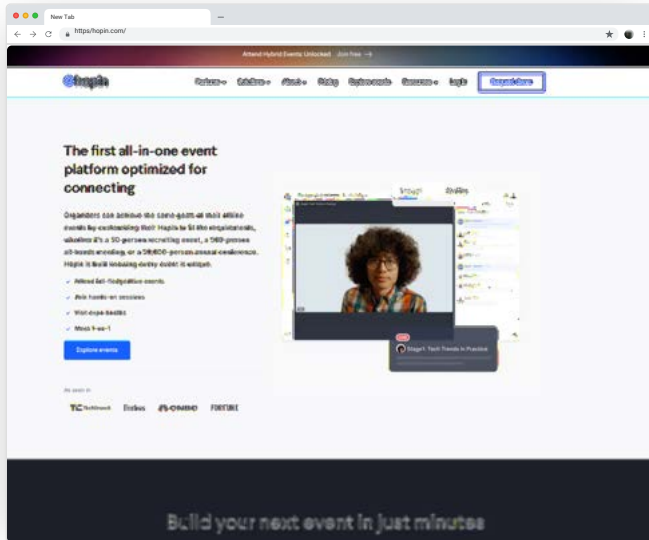
Hopin website updates are inconsistent for all users

Not everyone gets the updates for Hopin's website at once. When working with a group, as most who use this tool will be, it is imperative for communication that all parties are viewing the same design. When trouble shooting, one user might not be able to follow the instructions of the person helping them if they are viewing different designs.

Lack of strong brand guidelines / UX Style guide

We observed that some design elements are inconstant. More consistent brand guidelines across the areas below will strengthen the mental model of the user by creating common expectations throughout the site.

Below is a sample of three differnet rollover effects that can be found on the homepage.
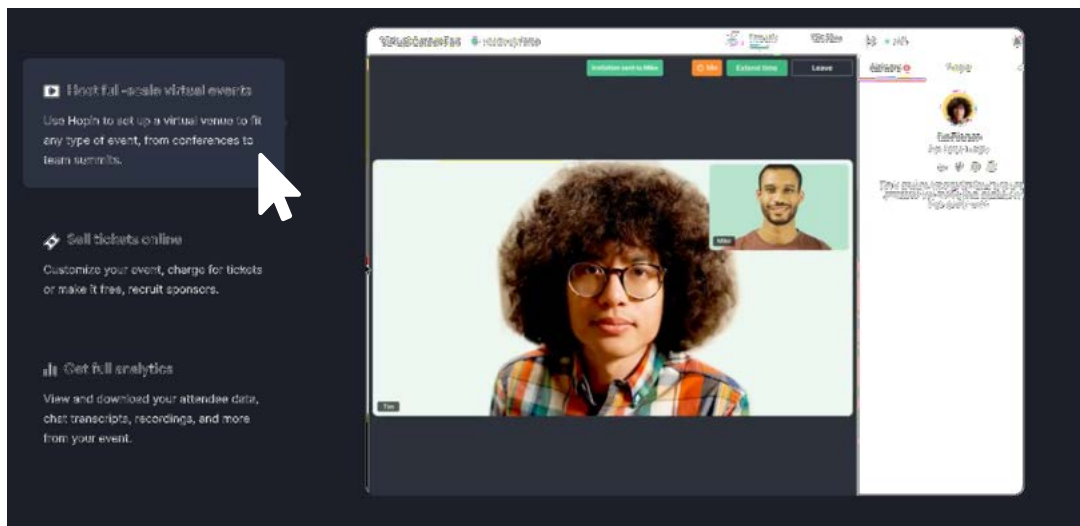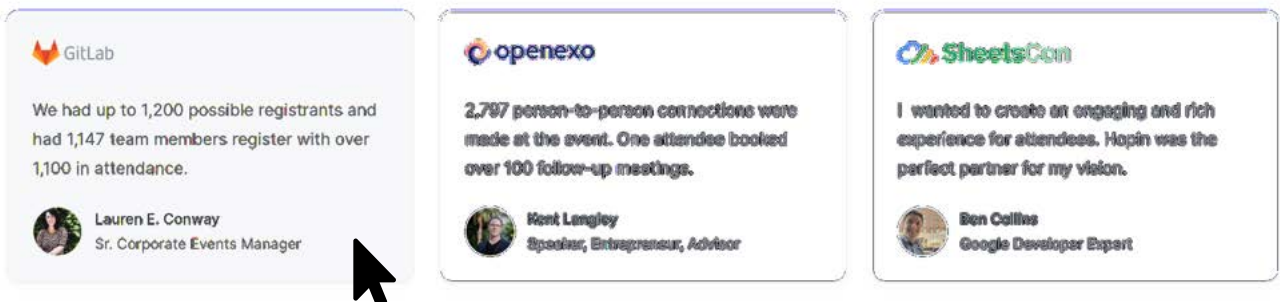
Recommendations for Change

The group has set forth a set of recommendations for each of the eight problems we have identified. Below is the stated problem, as well as our recommendations on how to remedy or improve the stated problem for the user's experience.

- Constraints to the website

- Updated design for user-centered focused

- Improve navigation for the user experience

- Consistent navigational mapping

- Consistent level of informational hierarchy with color

- Menu bar disappears on down scroll

- Consistent website update rollout schedules

- Brand guidelines / UX Style guide

Improve navigation for the user experience

There is no global search bar for the user to access for the Hopin website. The group recommends a search bar be added to the header of the website. Two possible locations would be above or below the main navigation. The search bar would always be accessible to the user and would be considered to be part of the main navigation. This would allow the users to have access to a global search on all Hopin pages. This would improve the usability of the site by allowing the user quick access to specific topics of their choice.

Below is a design of the main navigation updated to include a global search bar.

search Hopin

Log in

hopin

Features ⌄   Solutions ⌄   About ⌄   Pricing   Expore events   Resources ⌄

The first all-in-one event platform optimized for connecting

Organizers can achieve the same goals of their offline events by customizing their Hopin to fit the requirements, whether it's a 50-person recruiting event, a 500-person all-hands meeting, or a 50,000-person annual conference. Hopin is built knowing every event is unique.

✓ Attend full-fledged live events

✓ Join hands-on sessions

✓ Visit expo booths

✓ Meet 1-on-1

Explore events

As seen in

TechCrunch   Forbes   CNBC   FORTUNE
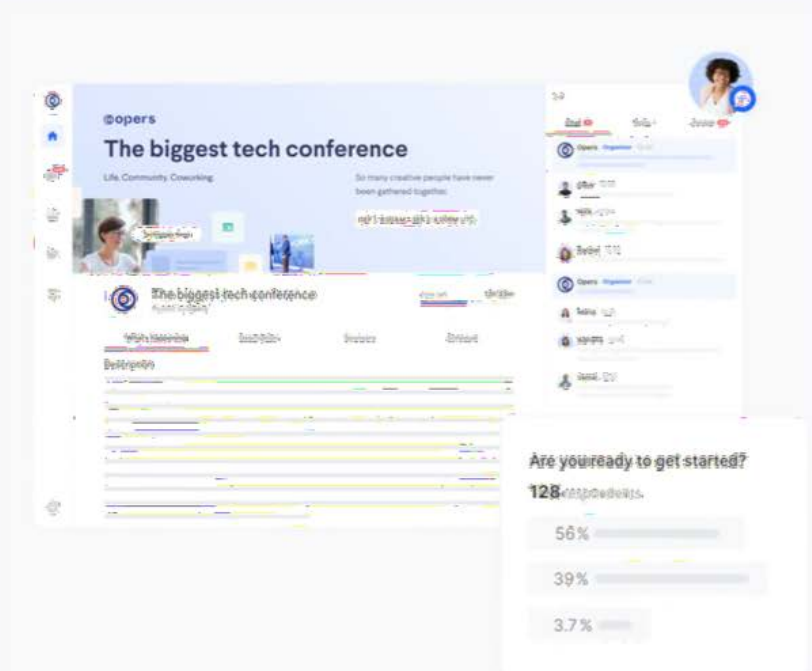
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