

Giphy

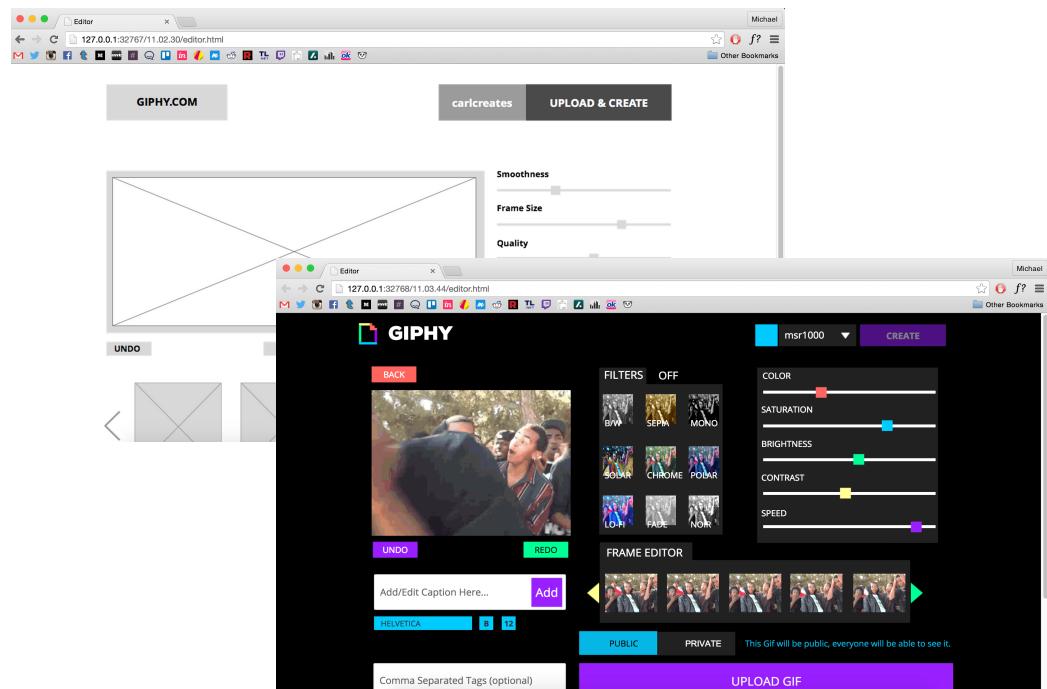
Prototyping & Testing

Using Axure we were able to dive into usability testing right away. After five low fidelity iterations we had a solid validation of our userflows and content strategy. To delve deeper into our issues with copy and visual differential we made a high fidelity prototype that would offer more granular customization for testing.

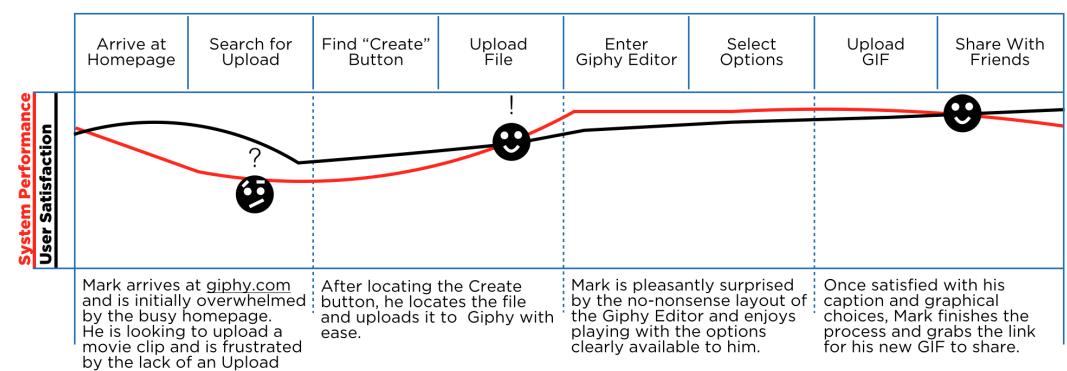
The high fidelity prototype was nearly indistinguishable from the actual Giphy website, which brought us into a different world of user feedback. It was very interesting to see how this played out during testing; users were suddenly demanding much more out of the website and we were able to get to the nitty-gritty details of their behaviors and expectations.

While our greatest opportunity was to enable users to take existing GIFs and add captions quickly, we found that those users who did find their way to the editor were always pleasantly surprised. These later iterations really got to the core of our user research by enabling fast uploading with a caption, while simultaneously encouraging engagement with the editor. In our final rounds of user testing, everyone went into the editor and seemed to enjoy the experience.

Prototypes



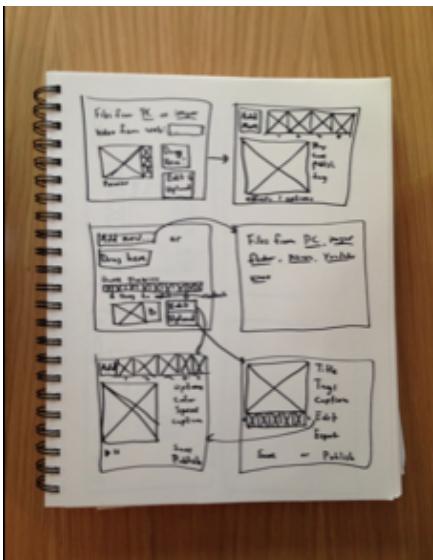
Final User Journey



Design Iterations

We wanted to retain the simple upload process for Giphy, while also adding the caption functionality to that flow. The full-blown editor was then an optional, second step in the upload process. This allowed us to fill the editor with the robust features that actual GIF makers demand, while also adding value to the basic user without overloading them.

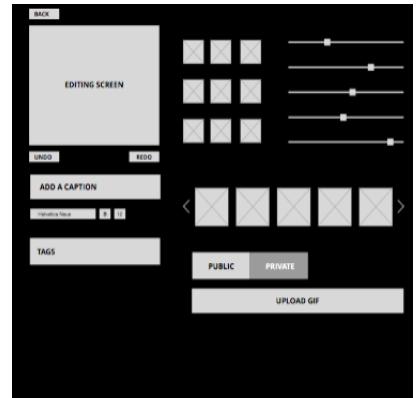
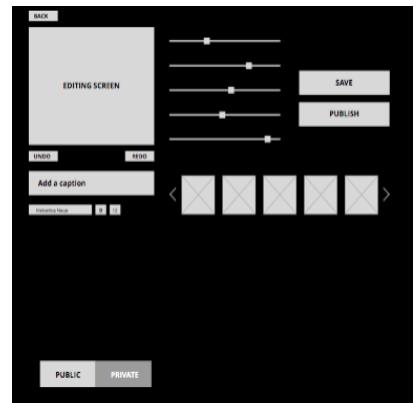
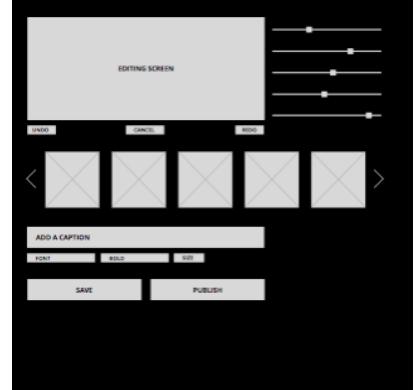
Individual time boxed design studio exersizes



Group design synthesis



Wireframing solutions



Prototypes & Presentation

Having validated the potential for the compare menu redesign, we created a high-fidelity prototype for testing. After one iteration we had established strong usability and put it in storage until such a time that we could test it with current Canvs users.

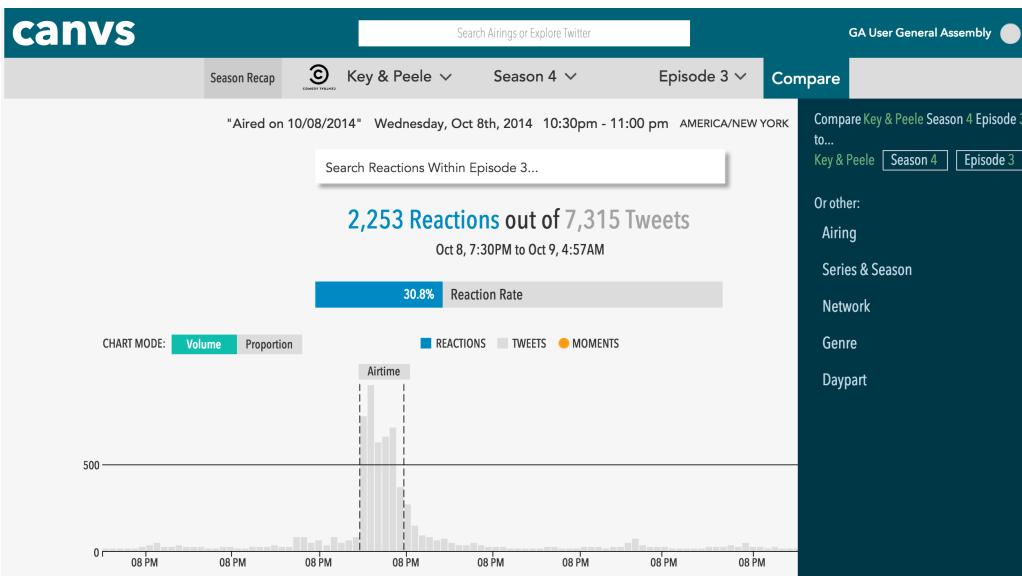
With our remaining time we focused on the other usability issues encountered in our tests and created a handful of mockups and prototypes for potential solutions.

When we presented our final work to the clients they had already gone live with some of the changes we had suggested in our previous meetings.

Consolidated search bars/cleaned up main nav

Added popular comparisons to homepage

Mobile-friendly email design



Button moved closer to content

Compare & Benchmark features unified

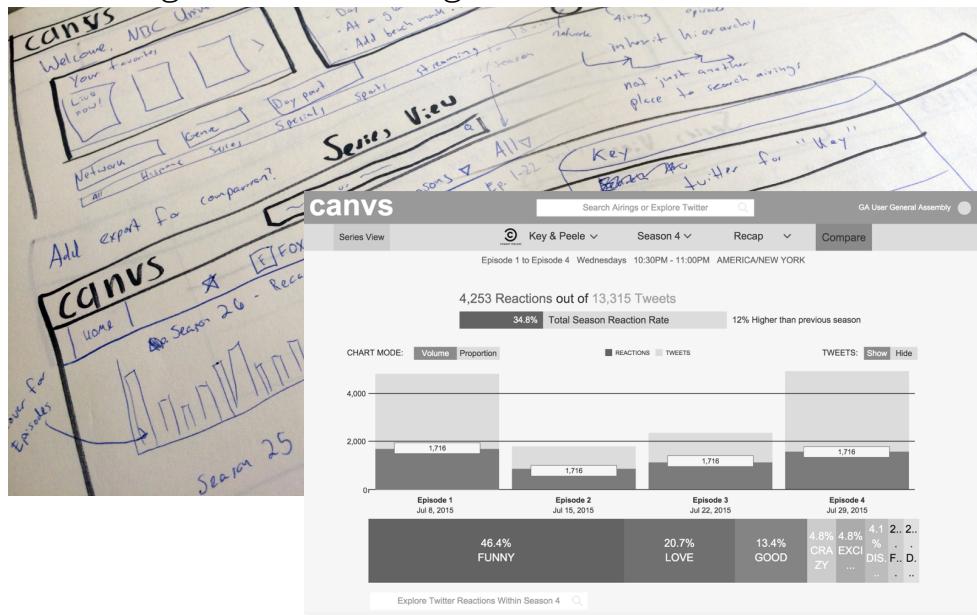
Design

We prioritized redesigning the compare/benchmark features in part due to usability issues, but also because they represented a great value to both user personas.

The executive wants to quickly and easily compare a show to the network average while the analyst wants more options and flexibility.

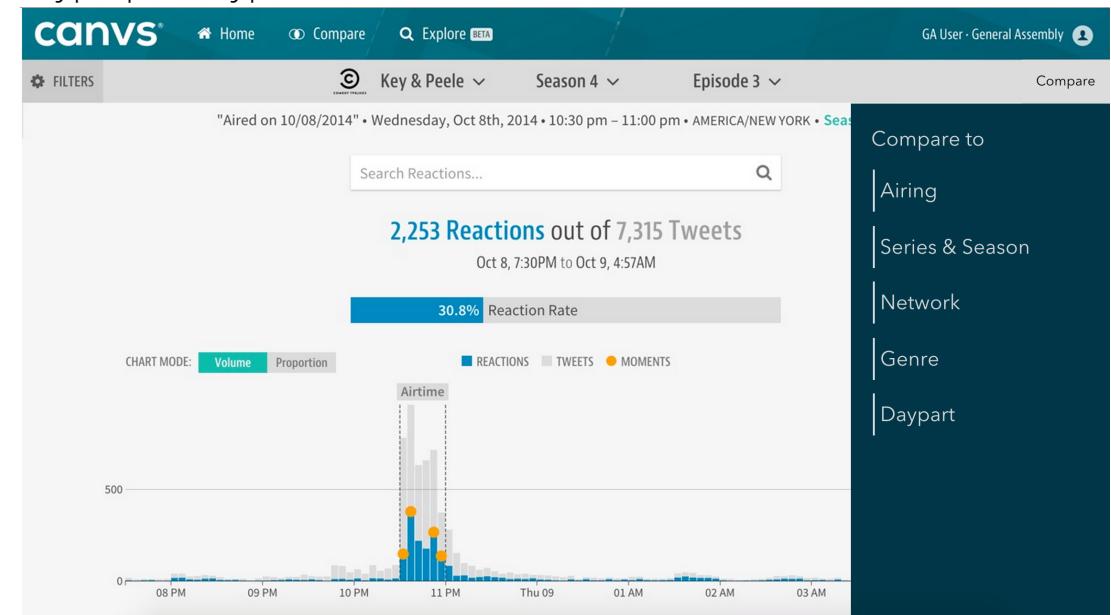
After a few design studios on paper we decided to make a small prototype in Hype to test the interactions and to display our ideas to the client.

Sketching and wireframing



Our goal was to make the interface match the mental model of gathering data to compare. Instead of going to disparate locations to compare data, one would search for and add more data to contextualize what they already have displayed.

Hype prototype

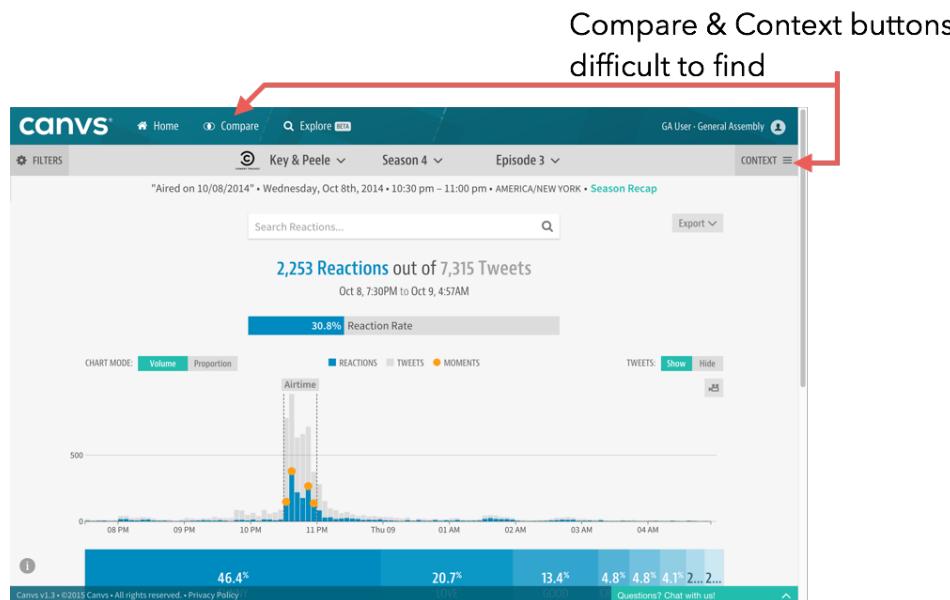


Phase II : Interviews & Usability Testing

With our scope defined, we focused on the general usability of the site and conducted many usability tests of the existing platform. All of our tests were captured on video and passed to the client to keep them in the loop.

Right away we noticed that users had consistent problems when trying to use the two compare features. Users had problems finding either feature and even more problems trying to differentiate between them.

The mental model for comparing information seemed to be disrupted by the navigational/functional differences.



Benchmarks are accessed through a “context” panel on the right side of the episode view. These allow users to compare data from a single episode to network, daypart, genre and series averages.

Comparisons are accessed through a button on the top-nav, which can only be seen when scrolled to the top of the page. These allow users to compare specific airings, with the capacity to compare up to five at once.

Selecting Benchmark

Benchmark Results

Jan Dawson, chief analyst at Jackdaw Research

"Not seeing any obvious way to add another show."

"Honestly guys, I don't know how to use this."

Tim Masek, marketing student

Results shown within context panel, alongside menu options

Filter selections and options far apart

General Assembly Idea Incubator



Prototypes & Testing

We built our prototype in Axure and were able to validate our usability quickly. The main problem we encountered initially was the icons used to describe the project board page and the tools page. Adding hover text to the icons was our first solution, but we continued to get complaints from users. Eventually we tried changing the main navigation to text links, which was also more in keeping with the GA brand, this seemed to solve the general usability issues.

The project board page was not functional in the initial prototype, once we were satisfied with the usability of the other pages it was integrated. Using Axure's adaptive views functions we were able to create a fully responsive prototype with minimal cursing and drinking.

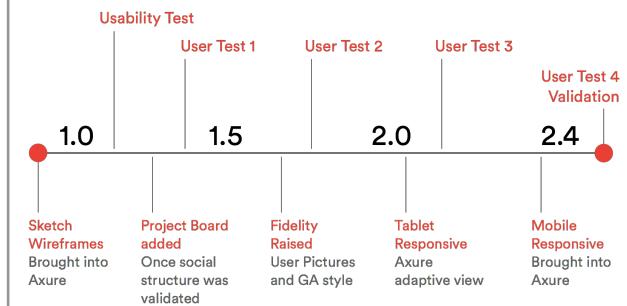
Home Page

1. The function of primary navigation icons was not clear to all users.
2. The comment voting system was unclear to some users. Those who were familiar with Reddit mentioned 'voting up'. Our intention was to use the button as a stamp of approval vs a voting system.
3. Reply button is difficult to find and inconsistent with the comment box.
4. When asked to "connect with a person", users were unclear where to go.
5. User was confused about the name being in the ask box: "I feel like I'm asking myself a question."

Project Board

1. All user testing results reported that users were unable to navigate through the network page and determine how to add a contact. There were also some privacy concerns regarding who could view this page.
2. When navigating through board, users were unsure on how to add additional content.
3. The add a folder icon was too far down for users to find.

Prototype Timeline



Project Deliverables
<http://>

Current Prototype
<http://61gjzx.axshare.com/>

General Assembly Idea Incubator

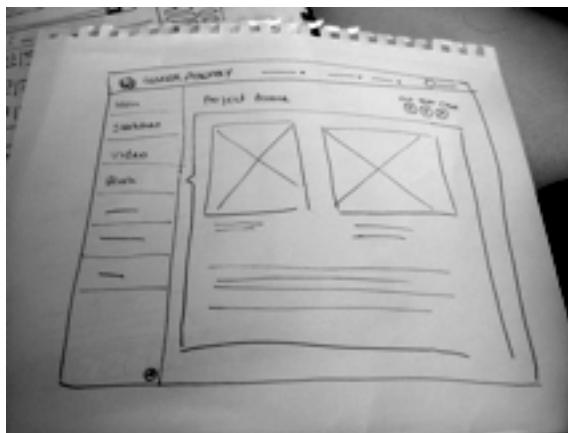


Design

General Assembly has a relatively distinct visual style but their layouts tend to change drastically from service to service.

We initially ran a design studio focused on the project board pages, as they were farther from the GA web design than anything else. As we designed the page more and more questions arose to its functionality. In the interest of time we put the design of this page in the parking lot and focused on the homepage/feed, user profiles and network pages.

We used the layout of GA Profiles as a starting point for style and layout and quickly wire framed these pages.



General Assembly Idea Incubator



Phase II : Personas & Features

We took all of our interview data, broke it down into granular pieces, and created four personas to represent our user base. David, our primary persona, is familiar with the tech industry and already has a proposal for his idea. He is even attending GA to learn the necessary web development skills to develop his idea.

David needs validation for his idea and he is pained by his lack of fluency when communicating with developers. He wants to form a team of local, like-minded people and be able to get rapid feedback.

GA

David

Persona Type: Idea Maker
Age: 26
Occupation: Creative Producer
Location: San Francisco



“Ideas are a dime a dozen. You don’t have anything until you start building a product.”

Backstory:
David has an idea for a funny new app. He has already put together a business plan and is ready to move forward with creating his product. While he is very familiar with the tech industry, he has no idea about the development needed. He is looking for a developer to partner with, but he often does not know what questions to ask when interviewing them. He is currently taking courses at General Assembly to get a better understanding of web development.

Technical Empathy:
Social Media:
Comfortable Sharing Online:

Needs	Pain Points	How Can We Serve
• Validation of his idea • Quick advice from trusted source • Locate people nearby with similar interests	• Unable to communicate with developers • Unable to find collaborative partners • Lack of money	• Tag posts based on topic • Find people based on location • LinkedIn integration • User ratings



We wanted to create a private area where users could share information and collaborate on their ideas with trusted people from their network. This feature spoke to a great many of the privacy and team-building problems that our users have.

To support these Project Boards we needed to prioritize the features that are necessary to its development, such as personal networks, searching for users and validating their knowledge.

- MUST**
- Be able to post questions or ideas
 - Be able to leave comments/feedback
 - Be able to create profile and sign in

- SHOULD**
- Be able to rate comments
 - Be able to add connections
 - Be able to upload and share documents
 - Be able to send direct messages
 - Be able to search by topic
 - Be able to adjust privacy settings

- COULD**
- Receive notifications
 - Track project process
 - Provide project management tools
 - Incorporate GA video tools

- WON'T**
- Be able to connect directly with investors
 - Provide specific project guidelines
 - Be able to upvote/downvote ideas

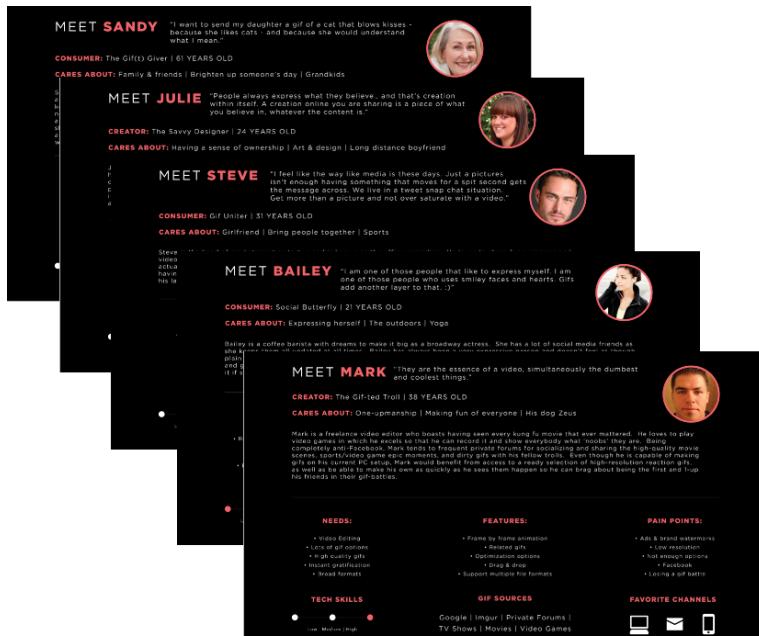
Giphy

Phase II : Research & Synthesis

Our survey yielded 57 responses, leading us to conduct interviews with 18 users. From our interview findings we created 5 Personas to guide the design of the GIF creator feature.

Through our feature prioritization exercises we determined that having a quick way to add captions was the most valuable functionality for creating GIFs.

Users were most interested in personalizing existing GIF content, without having to learn a new tool or install another app.



MEET SANDY "I want to send my daughter a gif of a cat that brows kisses - because she loves cats" and because she would understand what I mean.
CONSUMER: The Gift(Giver) | 61 YEARS OLD
CARES ABOUT: Family & friends | Brighten up someone's day | Grandkids

MEET JULIE "People always express what they believe, and that's creation within itself. A creation online you are sharing is a piece of what you believe in, wherever the content is."
CREATOR: The Savvy Designer | 24 YEARS OLD
CARES ABOUT: Having a sense of ownership | Art & design | Long distance boyfriend

MEET STEVE "I feel like the way media is these days, just a picture isn't enough having something that moves for a split second gets the message across. We live in a tweet snap chat situation. Get more than a picture and not over saturate with video."
CONSUMER: GIF Uniter | 31 YEARS OLD
CARES ABOUT: Girlfriend | Bring people together | Sports

MEET BAILEY "I am one of those people that like to express myself. I am one of those people who uses smiley faces and hearts. Gifs add another layer to that."
CONSUMER: Social Butterfly | 24 YEARS OLD
CARES ABOUT: Expressing herself | The outdoors | Yoga

MEET MARK "They are the essence of a video, simultaneously the dumbest and coolest things."
CREATOR: The Gifted Troll | 38 YEARS OLD
CARES ABOUT: One-upmanship | Making fun of everyone | His dog Zeus

NEEDS:

- + video Editing
- + Lossless compression
- + High quality gifs
- + Instant gratification
- + Broad formats

FEATURES:

- + Frame by frame animation
- + Add your own text
- + Optimization options
- + Drag & drop
- + Support multiple file formats

PAIN POINTS:

- + Ads & brand watermarks
- + Low resolution
- + Not enough options
- + Facebook
- + Losing a gif batch

TECH SKILLS

- Use Motion JPEG

GIF SOURCES

- Google | Imgur | Private Forums | TV Shows | Movies | Video Games

FAVORITE CHANNELS

- Computer
- Smart Phone
- Tablet



Time frame: 2 weeks

Team: Carl Landegger,
Shalyn Oswald

Opportunity: Giphy does not yet have a GIF creator function.

Context:

Giphy is a large repository of viral and meme-ready GIF's that leverages a potent API to spread their animated madness across almost all social media platforms. Users are able to upload GIFs, tag them and access them via the tags.

Phase I: Research

We began researching other GIF creation services while simultaneously sending out a survey to collect information about users behavior.

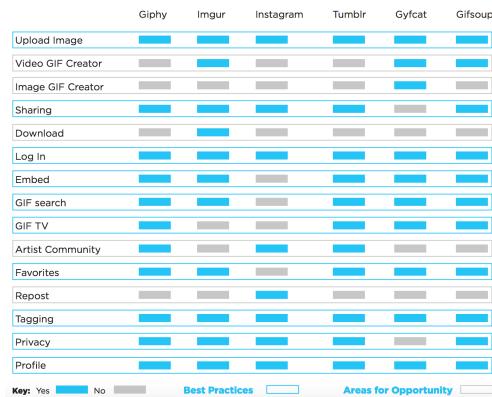
The market for GIF creation services is filled with products and the available options range dramatically in complexity, quality and price. Many services rely on advertising and watermarks, reducing their credibility.

Giphy's business model is focused on having brand partners (such as Disney, GE & Calvin Klein) who have an interest in controlling the nature of viral content that uses their IP. Essentially, Giphy is extorting large brands and has no need for advertisement so long as they control the main-stream usage of GIFs.

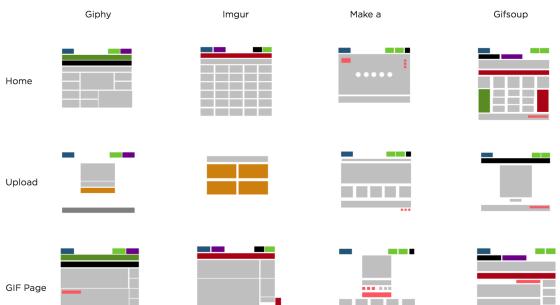
Key findings:

- GIF creation tools are either overly-complex or filled with ads and spy-ware
- The ability to add captions was the most-used feature

Feature analysis



Layout analysis



Time frame: 3 weeks

Team: Eric Blattberg

Opportunity: Optimize transitions between data view pages, reduce time-to value for Executive and Analyst personas.

Context: Canvs is a sentiment analysis tool for television airings. They scan twitter data and assign emotional reactions to the content.

Phase I: Listening to clients and defining scope

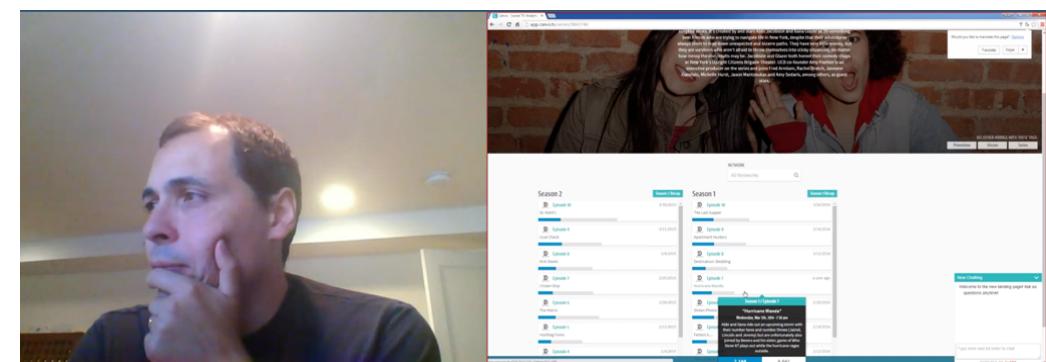
Canvs reached out to us with the goal of streamlining their user interface. Their clients are almost exclusively TV executives and marketing analysts from big companies like Sony and Viacom. This means that there are very few users and they are all grouped into 8-10 organizations.

Notably, these are busy people who Canvs cannot afford to bother with surveys and user testing. Thankfully we were provided with two personas and had great access to Canvs stakeholders and usage statistics from the site.

The only record of prior user behavior we had came from these Mixpanel statistics. This enabled us to see the nitty gritty details of user interactions with the website, but it could not tell us what users wanted and what they understood.

Because we could not access current users, we knew that we would not be able to directly validate any design changes. This meant that our UX process would have to focus on new users and general usability.

We reached out to our own contacts in the marketing/analyzing/TV producing world for insight.



Brian Wieser, senior analyst at Pivotal Research, during remote testing

General Assembly Idea Incubator



Time frame: 2 weeks

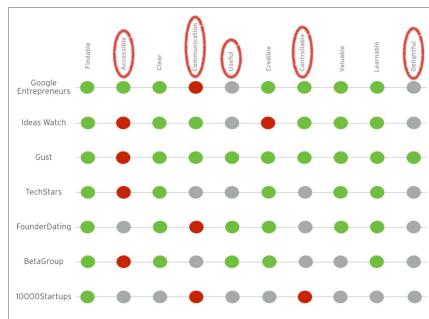
Team: Ola Alsaidy,
Chloe Marten

Context: We were tasked with finding a brand and creating a new service for them. One of our very first ideas was to create a mentorship network for students/alumni of GA. After a bit of waffling and clarifying we turned this into the General Assembly Idea Incubator.

Opportunity: People are seeking a way to gain feedback and build upon their startup ideas from professionals in the tech community.

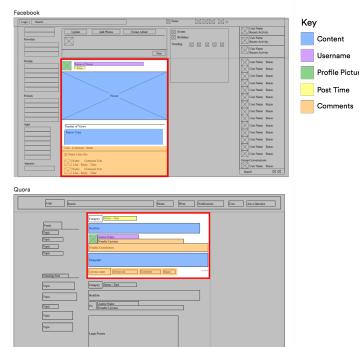
Phase I: Research & Validation

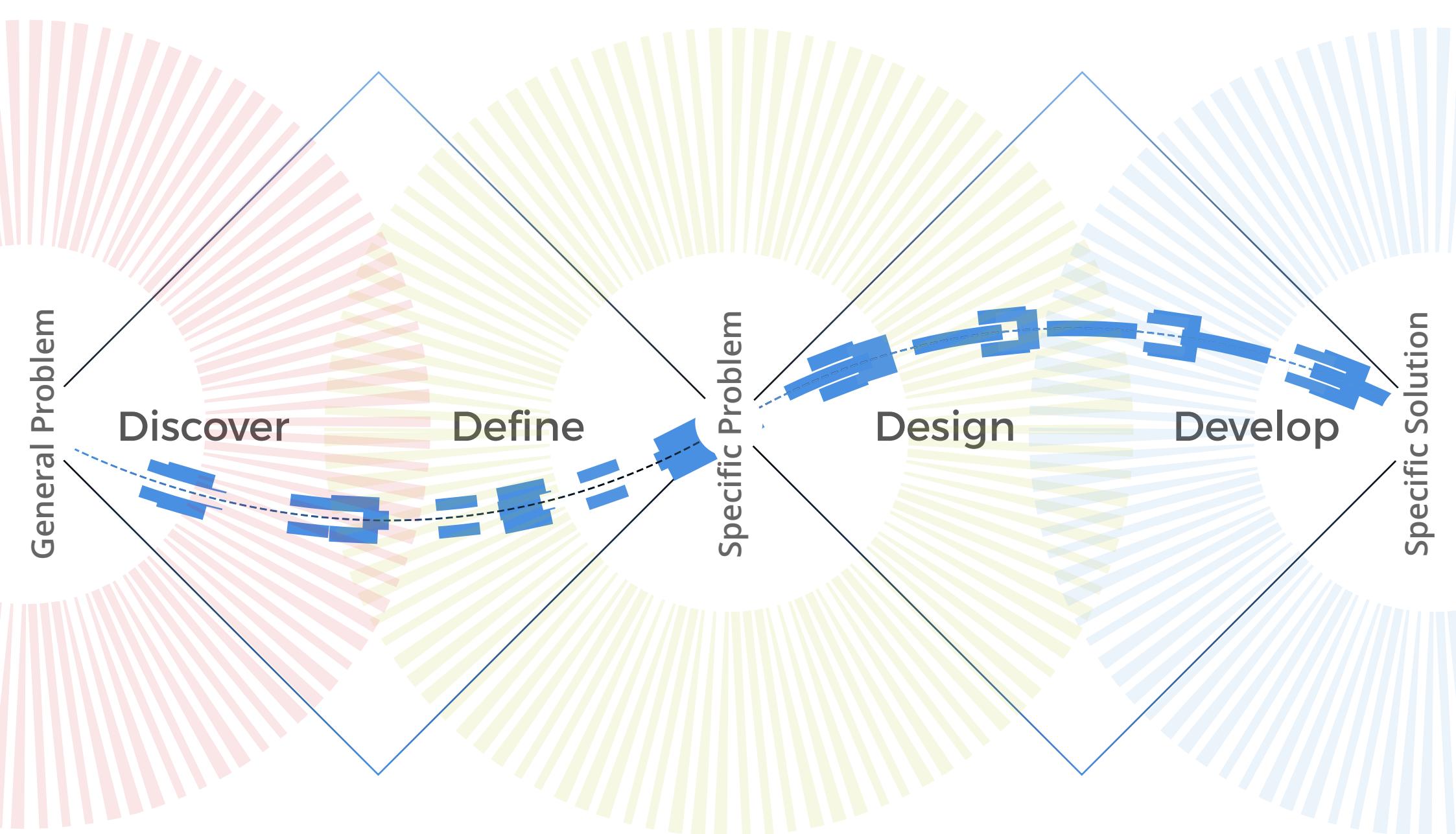
As we began to survey/interview we found that nearly everyone had an idea that they had put on the back burner due to a lack of knowledge or apparent resources. The need for this site was almost palpable from the "idea-maker" side. Most people just needed a place where they could get trusted validation of their idea. Beyond that, the largest needs were for a general outline of next steps, financial advice and a way to connect with interested parties to form a team.



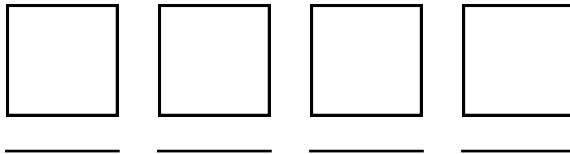
We researched other Q&A services, as well as other startup incubator websites, and found a few notable gaps. The incubators were largely private and focused on teams who already had a business proposal. On the other hand, the Q&A websites were full of misinformation and untrustworthy sources, the price one pays for being public.

Since our brand was physically in-house we put out a separate survey for GA personnel and conducted several interviews with product directors and teachers.





Tools



Sketch



Axure



InVision Hype



Adobe Chowder Cloud



HTML5 / CSS3



Unity



Starcraft II

UX/UI

An abstract graphic consisting of several dashed black lines forming a rectangular frame and internal shapes. Two solid blue curves, one rising and one falling, are overlaid on the dashed lines.

Michael Sarcone-Roach

