# User Feedback Analysis

Networking Platform

Sarthak

## Table of Contents

**1**

## ISSUE:

## User appreciates the networking features but find the interface confusing.

### UI Analysis

The platform's UI lacks a cohesive design, hindering user engagement and navigation.
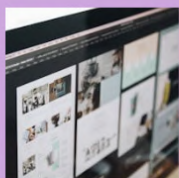
## Possible Reasons

### Inconsistent Design

The platform's UI maybe inconsistent throughout, leading to a confusing user experience.

### Cluttered Layout

The platform's layout is cluttered, with too much information presented at once.

### Poor Navigation

The platform's navigation is not intuitive, making it difficult for users to find specific information.

## Product Improvement Recommendations

# UI Enhancements

### Implement a Simplified Navigation Bar:

- Redesign the navigation bar to include key sections like "Feed," "Settings," "Chats," and "Notifications," with collapsible menus for sub-categories.

- Use clear menus and logical pathways. Ensure uniformity in fonts, colors, button placements and typography.

- The platform's layout should be optimized for readability and ease of use, with clear separation of information and intuitive placement of key features.

- Navigation should be streamlined, with a clear hierarchy of menus and easily accessible search functionality.

### Introduce a Dashboard Customization Feature:

- Allow users to customize their home dashboard with widgets like recent connections, upcoming events, job recommendations, and news feeds.

- Gives users control over their experience, making the interface feel more intuitive and relevant.

Formulate NPS and CSAT score feedbacks from the user after feature rollouts to work on further improvements.
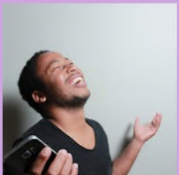
# Impact Analysis

A cohesive and intuitive UI can significantly boost user engagement and satisfaction.
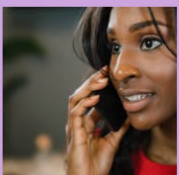
## Expected Benefits

### Increased Engagement

Users will spend more time on the platform and interact more with its features.

### Improved Satisfaction

Users will be more satisfied with their experience and less likely to leave the platform.

### Greater Conversion

Users will be more likely to take desired actions, such as connecting with others or joining groups.
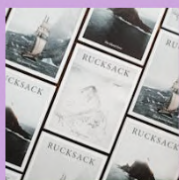
# 2

## ISSUE:

## Job recommendations are appreciated, but the user desires for more <u>industry-specific resources</u>.

### Analysis

The platform may lack tailored content or personalized resources that cater to specific industries, which could hinder its appeal to niche user segments.

### Possible Reasons

### Generic Content

The platform may focus on generalized topics, neglecting specialized resources or niche industries.

### Limited Partnerships

Lack of collaboration with industry experts or organizations might limit the availability of specific insights, articles, or training.

### Unbalanced Resource Allocation

The platform might have prioritized features like networking or job recommendations over curating specialized content for users.

## Enhance Industry-Specific Resources

# Content Strategy

### Develop an Industry-Specific Learning Hub:

- Create dedicated sections for domains on the website: Add Case Studies, White Papers, Industry reports.

- Partner with platforms that cater Online courses and certifications in collaboration with industry leaders.

- Expanding job recommendation algorithms to include industry-focused parameters.

### Host Industry-Specific Webinars and Q&A Sessions:

- Organize live sessions featuring industry experts to share insights, answer questions, and provide networking opportunities.

- Creating industry-specific groups or forums to foster specialized discussions.

## Impact Analysis

Developing a Content Strategy to onboard industry specific resources will build the relevance of the Platform, enhancing user satisfaction..
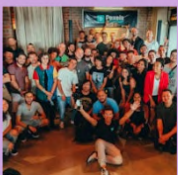
## Expected Benefits



**Positions the platform as a valuable resource for professional growth.**



**Increased appeal to niche markets, leading to better user retention and potentially new user acquisition.**



**Strengthens user engagement and attracts professionals from diverse sectors.**

# 3

## ISSUE:

## Users enjoys the community events but finds the notification system unreliable.
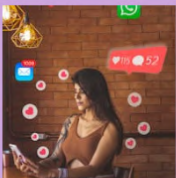
### Analysis

Notifications play a crucial role in user re-engagement. An ineffective system can result in users disengaging from key features.
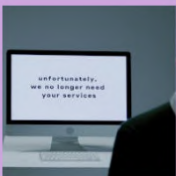
### Possible Reasons

#### Technical Issues

Bugs or backend problems may cause delays or missed notifications. Notifications might not sync properly across devices, causing users to miss important updates.
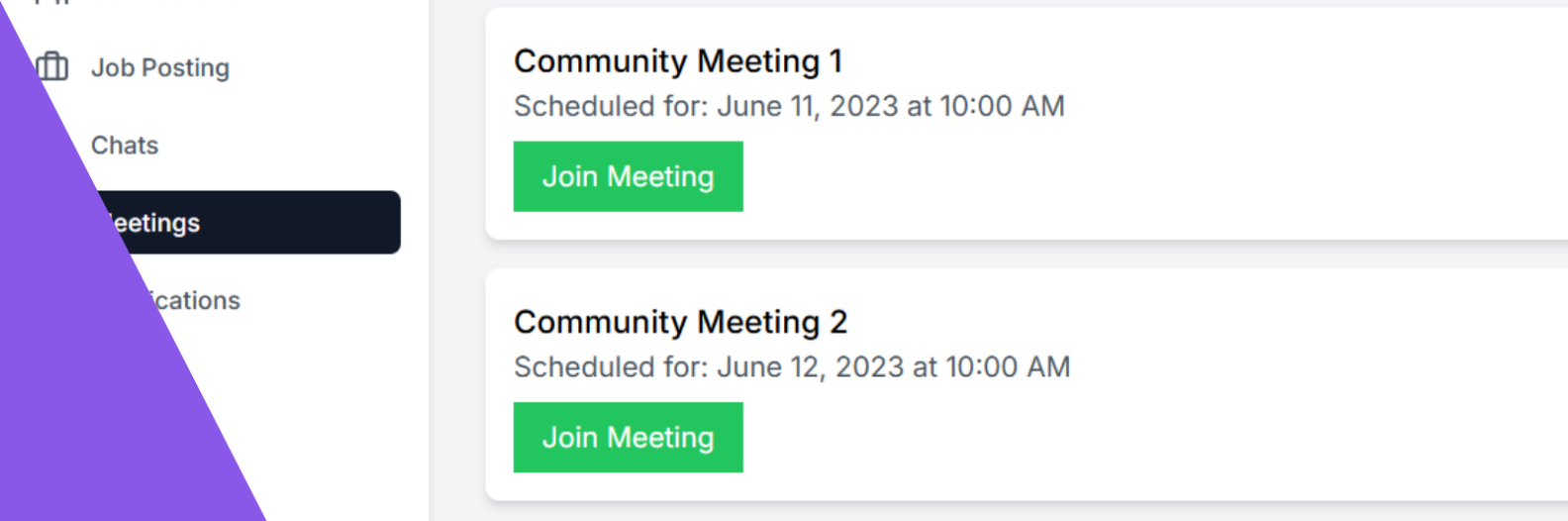
#### Poor Notification Design

Notifications might lack clarity, relevance, or proper categorization, making them less effective.

#### User Preferences Not Addressed

Users may feel overwhelmed by too many notifications or frustrated by not receiving critical updates due to lack of customization.

**Community Meeting 1**

Scheduled for: June 11, 2023 at 10:00 AM

**Join Meeting**

**Community Meeting 2**

Scheduled for: June 12, 2023 at 10:00 AM

**Join Meeting**

# Overhaul the Notification Systems

## Notification System Improvements

### Build a Notification Scheduling System:

- Implementing robust backend systems to ensure timely delivery; Address the server overload, improve the routing optimization, upgrade the Technology Infrastructure for reliability and functionality.

- Adding a notification history tab so users can access past alerts.

- Allowing users to customize notification preferences (e.g., email, app, or SMS).

### Integrate Smart Notifications:

- Allow users to set specific times to receive notifications (e.g., daily summary emails or push notifications at preferred hours).

- Creating industry-specific groups or forums to foster specialized discussions.

- Prioritize notifications based on importance, such as upcoming deadlines for events or new messages from connections.

## Impact Analysis

Developing a reliant notification system is crucial for user engagement, platform adoption and experience.
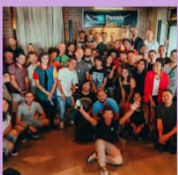
## Expected Benefits



**Ensures users focus on the most critical updates, improving their experience.**



**Provides a seamless experience, especially for users switching between devices.**



**Gives users control over when and how they are alerted, reducing frustration.**

# Prioritized Action Plan

### Redesign the User Interface (UI)

- **Action:** Conduct a usability study to identify pain points, redesign the UI - enhance simplicity and accessibility. Focus on intuitive navigation & consistent design elements.
- **Impact:** <u>High</u> – A more user-friendly UI will improve engagement and retention.
- **Feasibility:** <u>Medium</u> – Requires design and development resources but is achievable with a clear roadmap.
- **Timeline:** ~ 3 months

### Optimize the Notification System

- **Action:** Overhaul the notification system to ensure timely and accurate delivery. Implement customizable settings for users to manage their preferences.
- **Impact:** <u>High</u> – Reliable notifications will drive event participation and re-engagement.
- **Feasibility:** <u>High</u> – Technical fixes and enhancements are straightforward to implement.
- **Timeline:** ~ 1 months

### Introduce Industry-Specific Resource Hubs

- **Action:** Develop dedicated sections for different industries with curated content such as articles, webinars, and tools. Integrate these into job recommendation algorithms.
- **Impact:** <u>Medium</u>– Tailored resources will attract and retain niche users, enhancing platform value.
- **Feasibility:** <u>Medium</u> – Requires content curation and algorithm updates but can be phased in.
- **Timeline:** ~ 6 months