

Project Writeup

The Problem:

The prompt demanded to suggest new ways to enable customers on new features that impact their knowledge of the product (Trailhead). As I started to research about Trailhead, I understood that Trailblazer, the community forum of the platform has been neglected and haven't been designed to maximize the user experience. So, I decided to redesign an experience for the Trailblazers that exposes, engages and encourages users to involve in the community and **enable them in finding content and navigating** in the platform with ease. Also, curating an onboarding experience that helps users to have a personalized content.

I learned more about the problem after an extensive research through **user interviews, Heuristic evaluation and personas** provided by Salesforce and decided to re-design the platform. The main constraint was to find the **right balance in redesigning as the platform hosts novice and expert users and it shouldn't interrupt their workflow**.

The Process:

My approach was to hear from the users directly, so I conducted a semi-structured interviews including few tasks for them. I analyzed the data through affinity mapping and noted down the design opportunities through journey mapping. I was able to brainstorm potential ideas for the opportunities and I tested it out with users to validate my design ideas. I worked independently on the project, I was responsible for user research, synthesis, user experience design and visual design.

The solution:

A **digital experience that exposes, engages, and encourages users to increase their participation in the community**.

To validate my solution, I followed three important pointers which helped during usability testing as well. The data from the user research and these pointers shaped up my solutions.

1. Help users find and engage with communities.
2. Enable users to search efficiently.
3. Increase the user engagement.

I was really surprised to see few of my recommendations that reflected on the newly redesigned Trailblazer's platform and aligned with the user research analysis that I had done.

Reflection:

The biggest challenge of this project is to understand the platform as such. Since, I had only 6 weeks to complete the end-to-end design process and submit my project, understanding the platform had a steep learning curve. I understood that instead of viewing the platform from a designer's eye, it is important to first study the platform through its users' eye to really get a perspective of what it is about.

I would like to hear feedback on the design directions that I had taken on the project, and whether I could bring even more drastic changes to elevate the user experience. If I had more time, I would definitely propose some bold changes and include micro interactions as it has a gamified element in it and it would delight the users. I would also reach out to more user groups to understand their frustrations and painpoints.