CUSTOM EMAIL TARGET, 2022-2023

SKILLS

- Internal stakeholder interviews
- Usability testing
- Interactive prototyping

TOOLS

- Google Sheets
- Dropbox Paper
- Figma

ARTIFACTS

- Research results
- Design specs
- Working feature

PROBLEM

Our "Contact Your Lawmakers" feature wasn't fulfilling the expectations of our customers, and the engineering timeline to fix it was long. Additionally, several high value customers were asking for more flexibility in who their supporters could contact.

SOLUTION

As a product and design team, we made the decision to repurpose an existing feature that would allow customers to add their own recipients, or targets, instead of relying on a separate database of legislators.

By conducting internal stakeholder interviews, I validated the decision that a "custom email target" action would be valuable to our customers, as well as a tentative design direction.
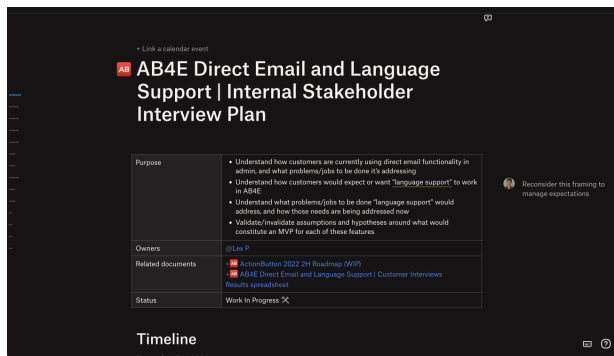
Customer interview plan
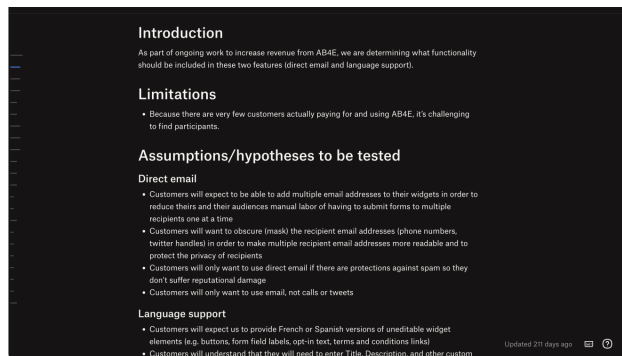
Next, I built a clickable prototype in Figma and reached out to customers I found through our Productboard insights who had requested similar functionality. During usability testing, I was not only able to learn what improvements to the UX I should pursue, but also gained a greater understanding of customer use cases and ideas for future iterations.
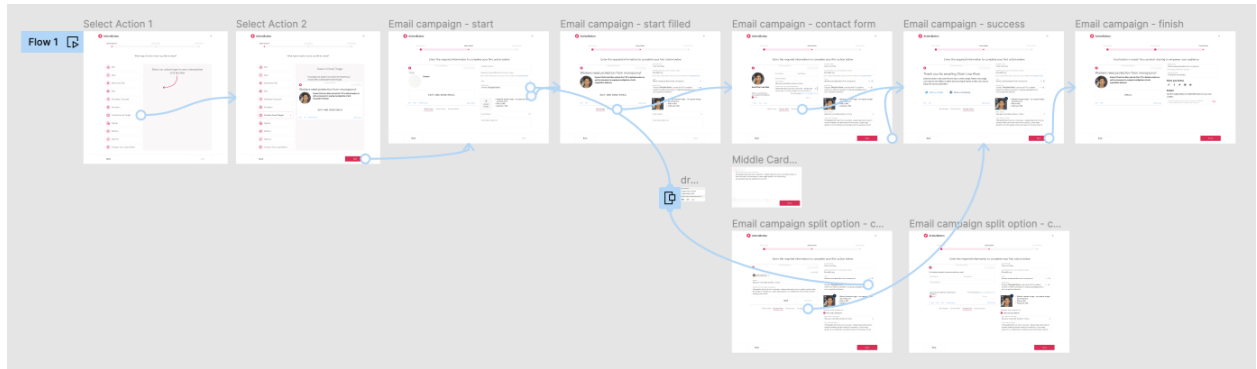
Clickable prototype built in Figma

RESULT

Since launching in <u>March</u>, we've seen a significant increase in enterprise customers using the custom email target button to engage and drive their supporters to action.

Based on this wide adoption and feedback I received during the discovery phase, I'm currently working on the ability to add multiple recipients, and have successfully tested a clickable prototype with users.