

Rethinking Zoom to Increase Engagement

Zoom is a well-known video conferencing platform. Like many other students, I became very familiar with Zoom during the COVID-19 Quarantine. I used the application almost every day, zooming in to classes, and even using it for personal calls with older family members. Today, I do not use the app barely as much as I used to, and when I do, I usually find the experience of logging onto Zoom meetings to be nothing short of frustrating. After completing some research, it seems I am not the only one who feels this way about Zoom. According to research on Zoom statistics, Zoom's growth peaked in October 2020 at a 159-billion-dollar value, becoming one of the fastest growing applications. However, Zoom's current value is only 20 billion and the application is experiencing dramatic decline in popularity due to competing applications.

For this assignment, I decided to focus on the mobile design of Zoom since research suggests that the mobile application has become very popular. Before rethinking the design of the application, I wanted to get a better understanding of what kinds of users use the application, and some of the application's faults which may be leading to its competitive decline. According to several articles, Zoom's biggest opponent is Microsoft Teams, and most of Zoom's users are business employees. Unlike Zoom, Microsoft Teams does not limit meeting lengths, couples' videoconferencing with email and messaging, and arguably has an easier to navigate design. Several Zoom users describe its interface as challenging, and overly technical, which may also be leading to its decrease in appeal when compared to more modern interfaces such as Microsoft Teams. Based on this research, my goal is to redesign the Zoom interface to be more user-friendly and less technical, while also implementing some of the design features of Microsoft Teams into the application. The three main focuses of my design will be: usability, simplicity, and modernization.

Wireframe 1 showcases the simplicity and usability focuses of my design. Before, Zoom's homepage offered three options, "Join Meeting", "Sign In", and "Sign Up". I found the "Sign In" and "Sign Up" buttons on the homepage to be easily confused between each other due to their similarity in wording and design. To ease this confusion and increase usability, I changed the design to a large sign in button that asks for your username and password for returning users to sign in, and added another button below that says "Create Account" for users who do not have an account. Another initial issue with the homepage was its overcomplication of the sign-in process. The initial design included a "Join Meeting" button, this button when clicked would prompt users to either sign in or continue as a guest. To decrease this repetition, I changed the button to "Join Meeting as Guest". This button will then take guests to wireframe 2 where they can specify their screen name and other preferences. Users who are not guests will just need to sign in normally and then will be directed to wireframe 3 where they can join the meeting. This will enhance later user experience, as they will remain logged into the application and be returned to wireframe 3 every time they open the application, whereas with the previous design if

they chose to just “Join Meeting” instead of signing in, they would be returned to the homepage and be prompted again to sign in.

Wireframes 4 and 5 showcase the modernization and simplicity focus of my design. In the initial design, these pages were mostly grey and had an overabundance of options for the user to choose from. I chose to eliminate some of these options to increase simplicity of the design, and hopefully in turn increase usability. For example, in the chat page of wireframe 4 the initial design included a scroll of options at the top of the screen including “mentions”, “reminders”, “contact requests”, and the ability to add other miscellaneous options. I chose to remove these functionalities from this page and place them in other locations in the application where they were more intuitive. I moved “contact requests” to the “More” page on wireframe 5 and reminders to “Settings” on wireframe 6. I eliminated “mentions” entirely as this felt repetitive, since you can just search your name in the search bar to find where you have been mentioned. Some additional features I added to these wireframes which were inspired from Microsoft Teams included: easier access to files that have been included in messaging on wireframe 4 and the ability to create a calendar or connect to email on wireframe 5.

The last two wireframes 6 and 7, enforced all three focuses of my redesign. These two wireframes were areas I felt Zoom’s initial design really struggled and were difficult to navigate. Some changes I made to these designs were always including the “Profile” and “Settings” options at the top navigation bar (in the initial design the top navigation bar changed upon different pages) and grouping some of Zoom’s options together into more specific areas. For example, removing “contact requests” from “Settings” since this option already existed elsewhere and moving all privacy settings (which initially were spread under multiple titles in Settings) to be under a single “Privacy” option. I also moved the ability to delete the account over to the “Profile” section of the application, as before this ability was buried inside the Settings page.

My redesign of the Zoom application focused on making the application more useable, simple, and modern. I tried to eliminate repetitive options to decrease user confusion, and to place options in more intuitive places among the application. I hope that the elimination of some technicality in this redesign will help Zoom appeal to a wider audience and boost its user experience. Also, I hope making the application more modern and simpler, mimicking that of Microsoft Teams, will boost its ability to compete with other modern applications.



#1

Cancel

Join Meeting as Guest

Please enter at least **one** item below to find your meeting

Meeting ID

Meeting Link

Meeting Call-In Number

Join Meeting

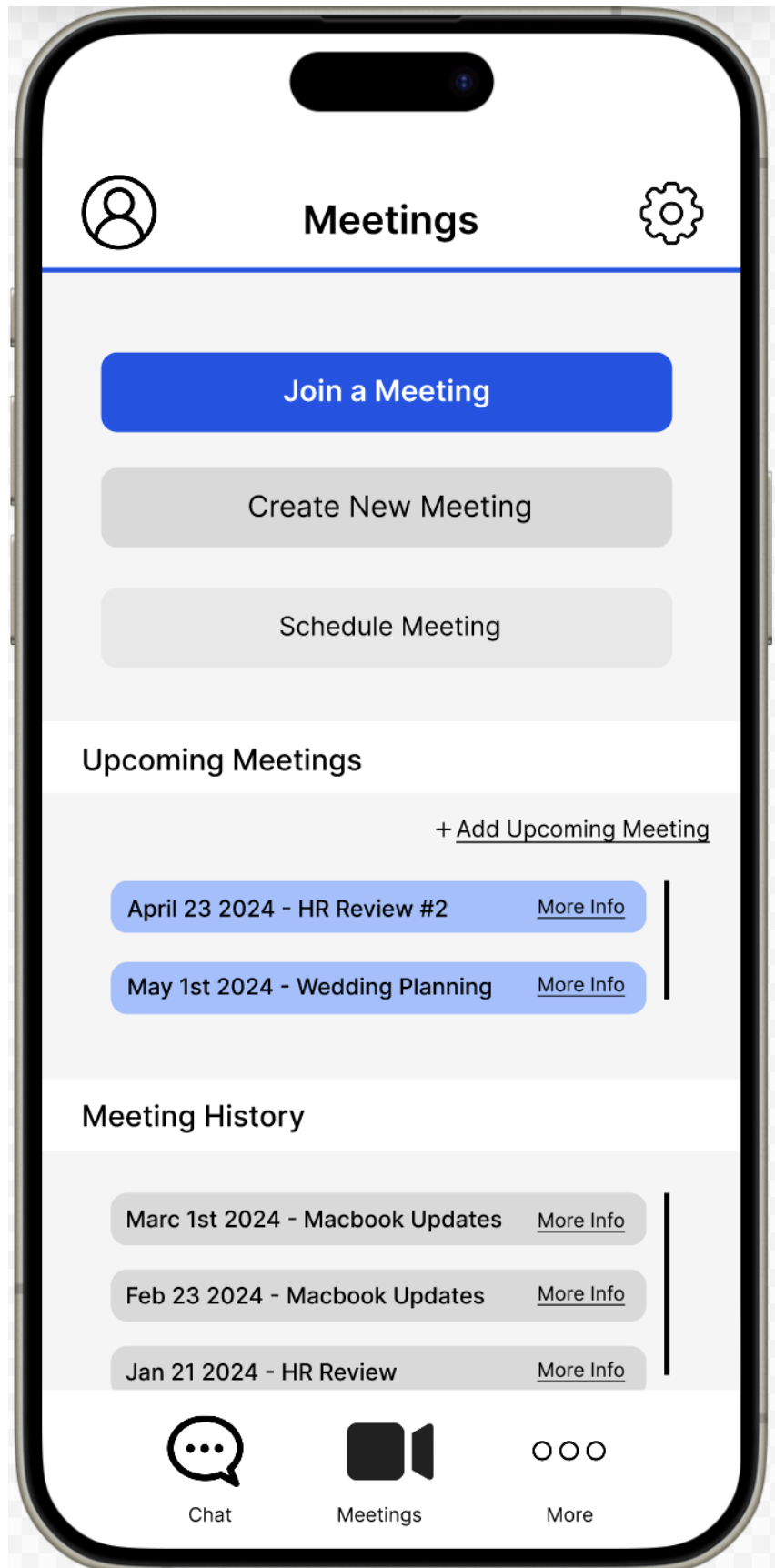
Join Preferences

Mute my Microphone: ☐

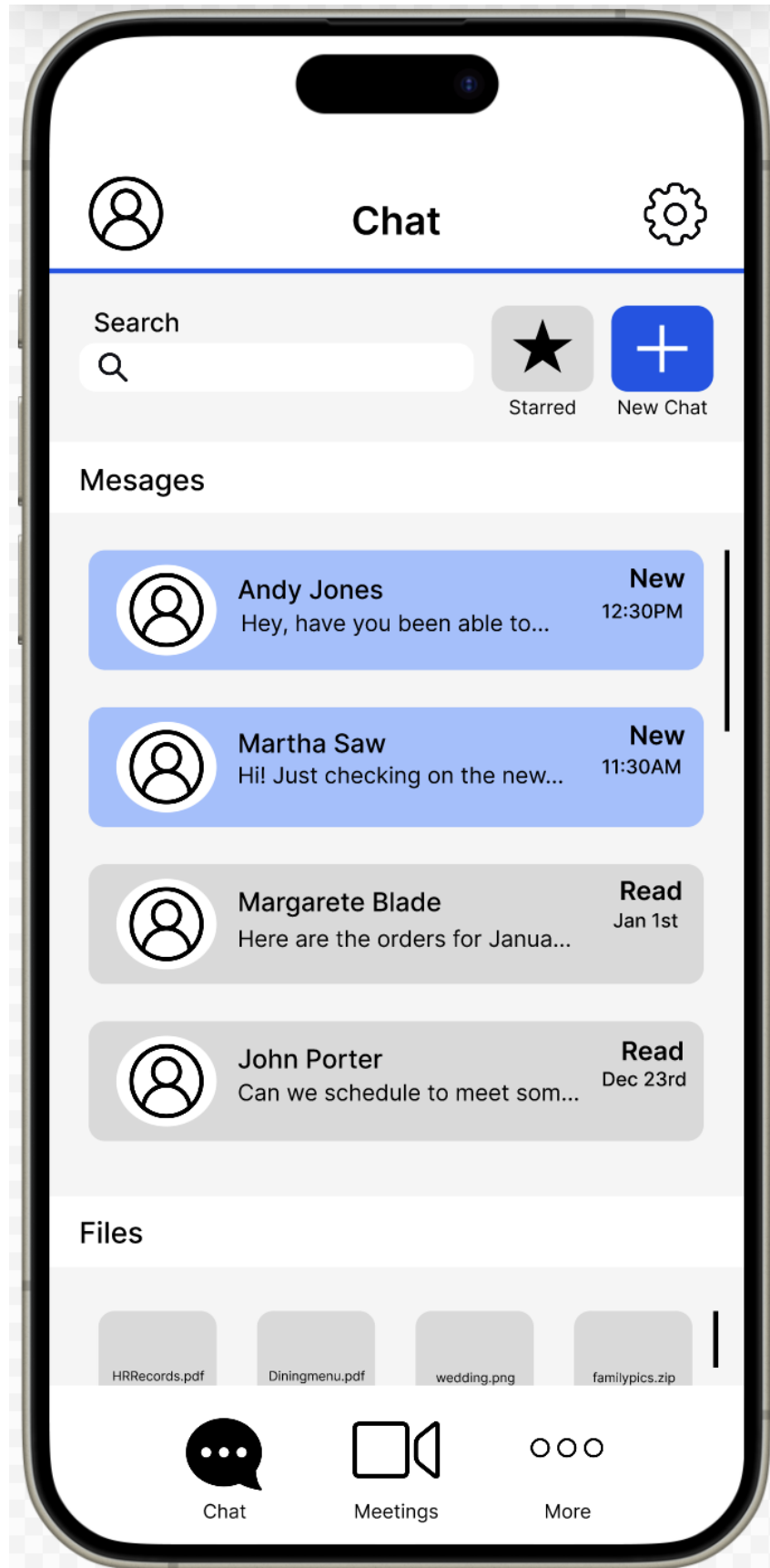
Turn off my camera: ☒

Screen Name:

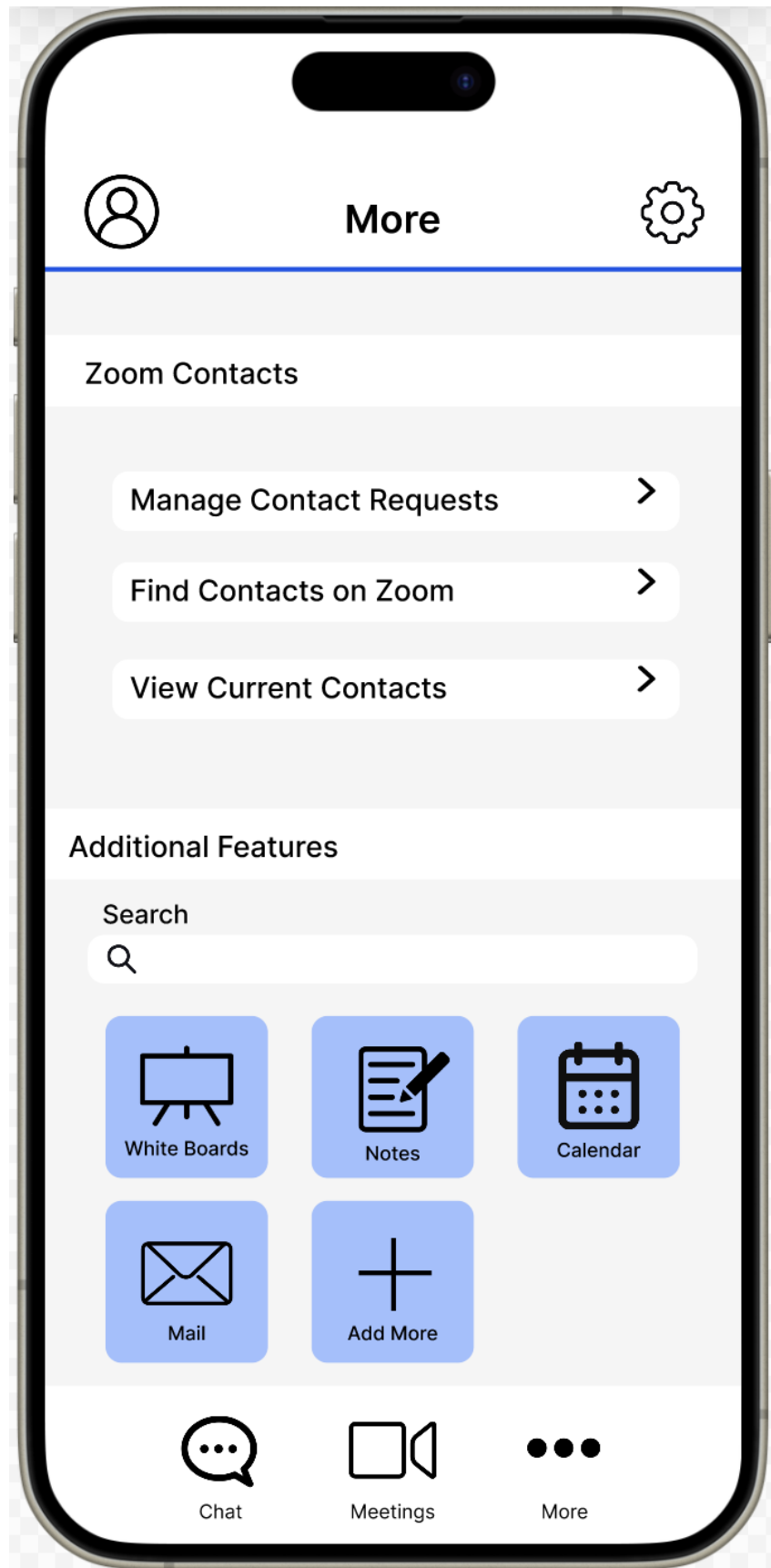
#2



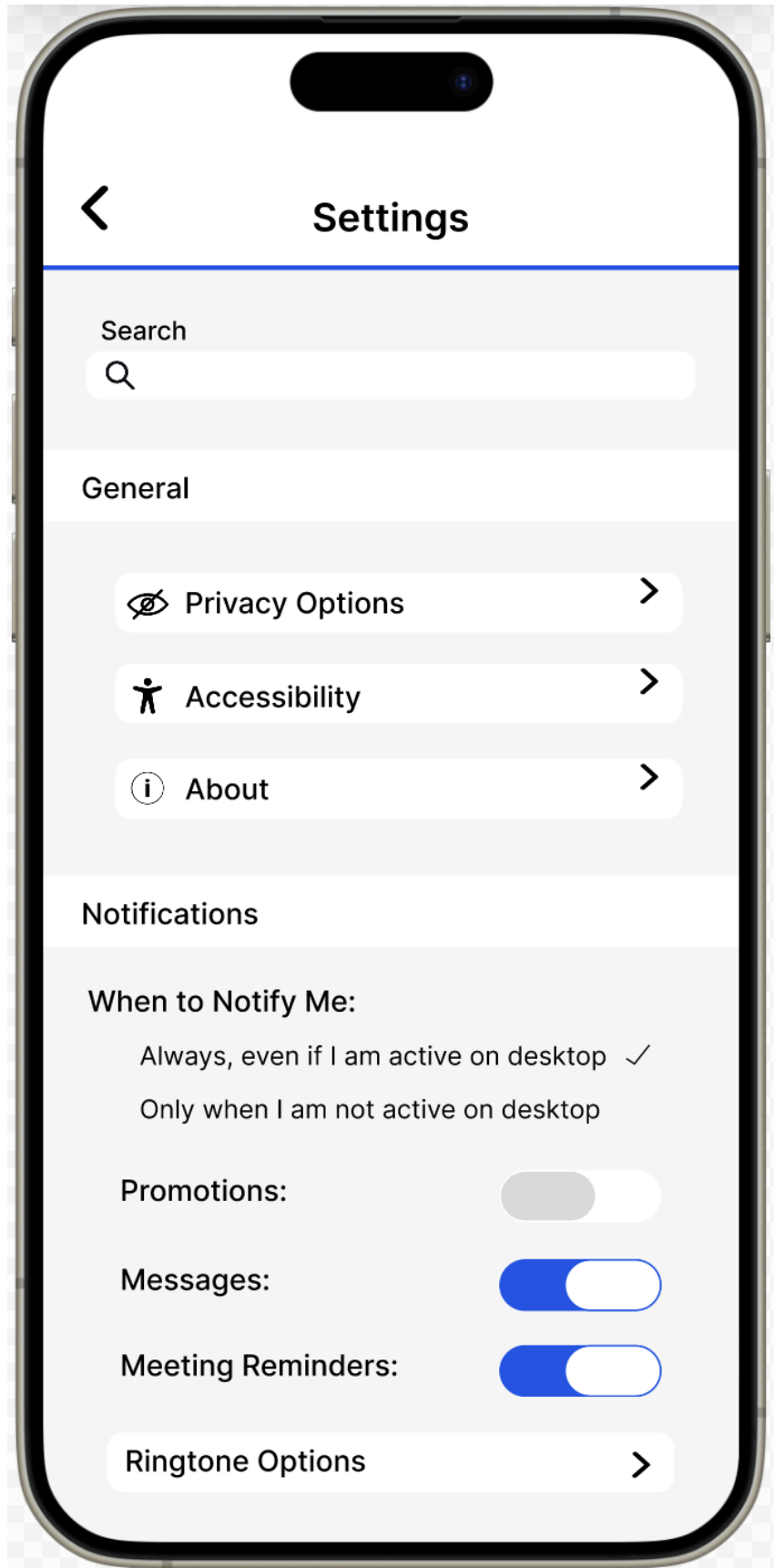
#3



#4




#5



#6

The image shows a mobile application interface for a 'My Profile' page. At the top, there is a back arrow and the title 'My Profile'. Below this, there is a section for 'Change Profile Picture' with a placeholder icon. The 'Account Name' section has two input fields for 'First' and 'Last'. The 'Email' section has a single input field. The 'Phone Number' section has a '+' sign followed by three input fields. Below these are two buttons: 'Manage Availability' and 'Set Work Information', both with right-pointing chevrons. The 'Personal Meeting ID (PMID):' is displayed as '330 448 1400'. At the bottom, there are three buttons: 'Switch Account' (blue text), 'Sign Out' (black text), and 'Delete Account' (red text on a grey background).

< My Profile

Change Profile Picture 

Account Name

First Last

Email

Phone Number

+

Manage Availability >

Set Work Information >

Personal Meeting ID (PMID):
330 448 1400

Switch Account

Sign Out

Delete Account

#7

Resources

<https://www.searchlogistics.com/learn/statistics/zoom-user-statistics/>

<https://teamstage.io/zoom-statistics/#:~:text=89%25%20of%20Zoom%20users%20utilize,has%20grown%20by%20almost%20600%25.>

<https://www.wired.com/story/zoom-layoffs-future/>

https://www.reddit.com/r/UXDesign/comments/14i1q7f/zoom_sucks_back_me_up/

Figma Link (contains additional frames)

<https://www.figma.com/file/zfZh6AZXqF9wVIYJ2JdJe8/Zoom-Redesign?type=design&node-id=0%3A1&mode=design&t=ntTgmullIK0y5yNA-1>