TEXP

TOTAL EXPERT KNOWLEDGE BASE

Design By Kaska Miskolczi

Feedback, Findings & Canvas

Why does this resource exist? What are the problems we're solving with this solution? What have we heard? What have we missed? How do our solutions map over?

Is perception reality? How bad is it really? What are some potentially *easy* wins? Does everything need to be scrapped or can we get away with some aspects as they are?

Let's review where we are today, so we can better plan where we want to be here in the future.

SYNOPSIS

In order to move forward, we need to understand where we're coming from, and what our users want.

Expectation vs Reality

EXPECTATION

TE Platform is widely capable and relatively easy to jump right into and utilize for effective marketing automation campaigns, tracking user growth, etc. Therefore the API should be as easy to navigate and utilize to match the capabilities.

REALITY

TE's API is clunky and very difficult to get started with, based purely on the documentation and resources provided. Furthermore, the amount of work it takes to get started, lends to a frustrating process, taking away from the initial excitement on the UI/FrontEnd side of the platform.

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IMPROVMENTS

Make the API documentation easy to use, clear in focus & scope; for everyone.

Examples in Production

CONTACTS IN CRM

Adding a contact can be done relatively easily via the UI in either a single add-in OR via a bulk import.

CONTACTS IN API

Listing contacts are relatively simple from the API perspective, but it's an altogether different story when you want to perform CRUD queries against contacts already in TE's CRM.

Additional Team Feedback

CASE STUDIES & LIVE FEEDBACK

Integrations are the backbone of TE's platform, and customers are at the heart of those integrations, especially development staff within those customer teams.

If an API isn't easy to use for your internal team, it'll be nearly ten-times harder for your customers to use, regardless of their technical background/expertise.

Beyond the developers, clients and our internal TE Team members alike, feel they are lacking a solid & comprehensive resource they can turn to, and turn their team members to, that helps explain, walk-through and demo the TE API.

What resources TE does provide, are often convoluted, disorganized, and wholly siloed from one another, various teams, and even the platform itself.

EASE OF USE

API FINDINGS

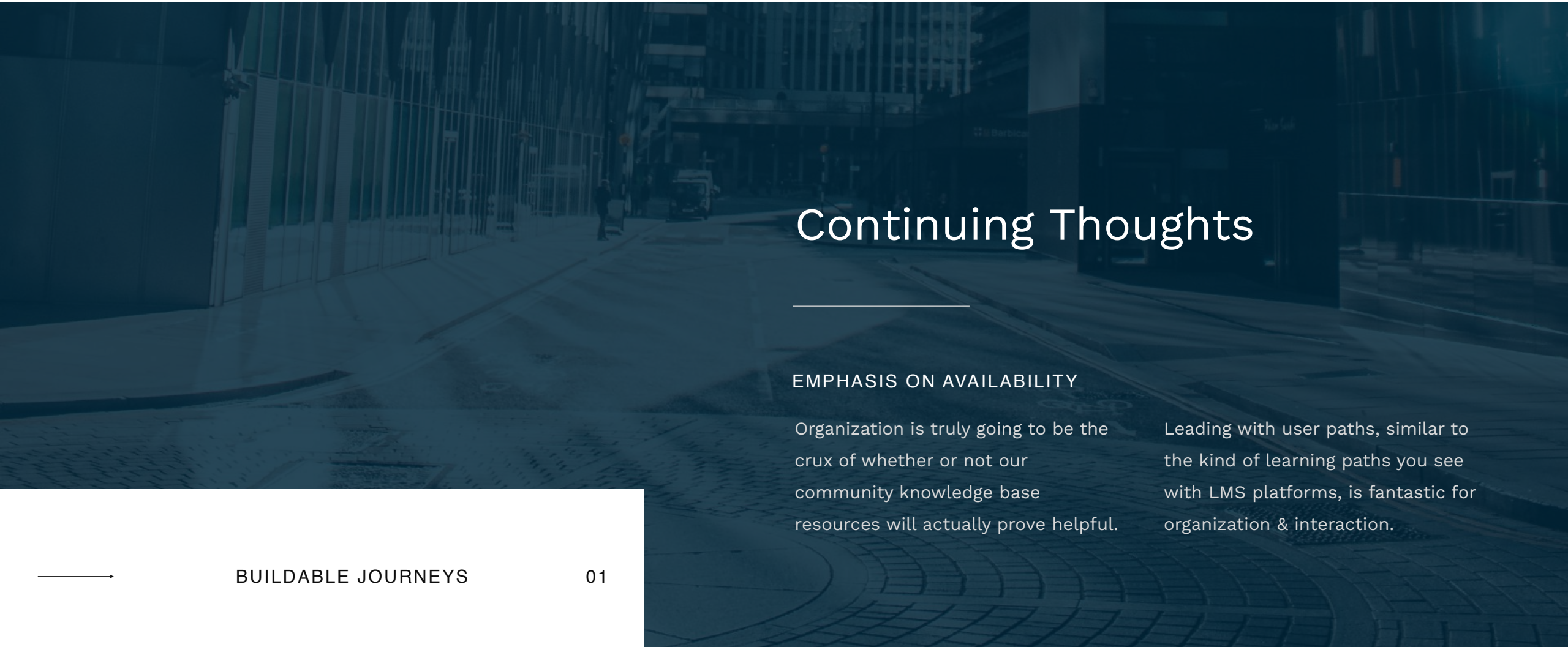
Limitations of the API

UX CANVASING

Confusing Resources

TEAM FEEDBACK

Limited & Siloed Access



Continuing Thoughts

EMPHASIS ON AVAILABILITY

Organization is truly going to be the crux of whether or not our community knowledge base resources will actually prove helpful.

Leading with user paths, similar to the kind of learning paths you see with LMS platforms, is fantastic for organization & interaction.

BREAKSLIDE
LET’S TAKE A 10 MINUTES BREAK

Concepts & Initial Prototypes

Hot take concept visuals showcasing what we're suggesting for our *new* **Total Expert Resource Guide** & community engagement experience extension to our TE platform.

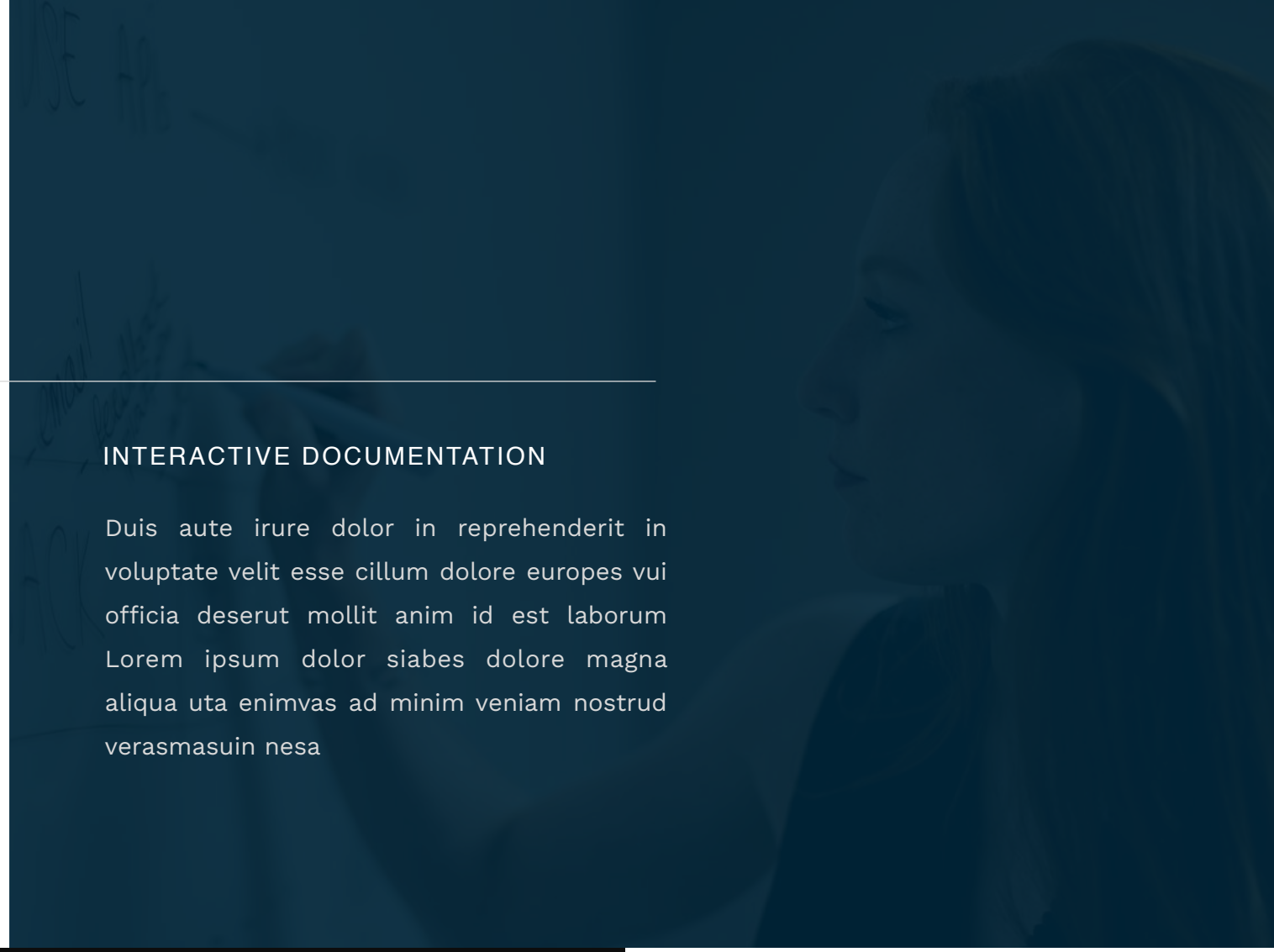
We've gotta start somewhere, so let me show you what I've been drafting up so far; an we can of course take feedback as we progress.

We're making some major noise with our ***interactive prototypes*** of the future state we'd like to build for the whole TE family. Where you can review in your own time.

SYNOPSIS

Everything is moldable clay, nothing is set in stone, but instead open to further feedback & iteration.

Improving User Experience



EASY TO USE NAVIGATION

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INTERACTIVE DOCUMENTATION

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MINIMALIST

Modern style

Examples to Review

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Forums & Meaningful Engagement

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BATHROOM

API GUIDANCE

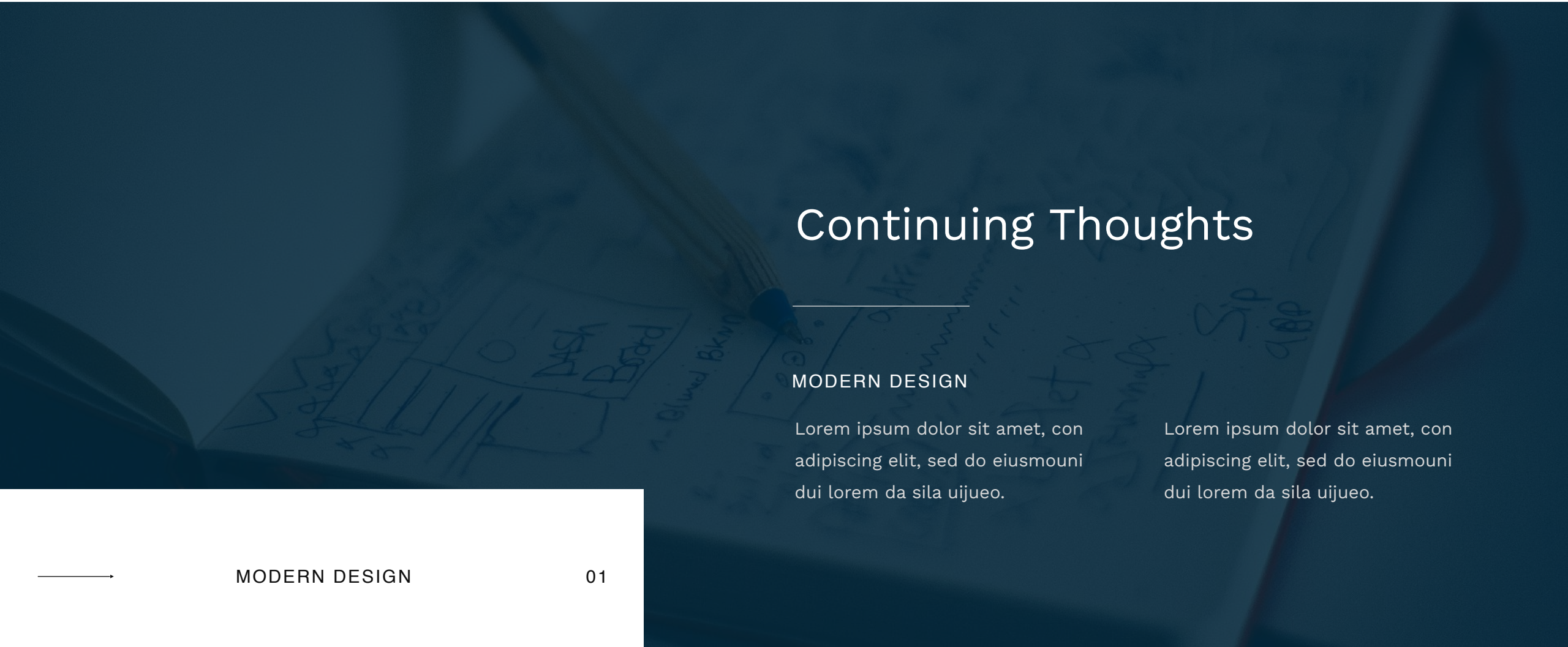
Improving API Resources

UX IMPROVEMENTS

Focusing on the User First

CUSTOMER FEEDBACK

Helping & Enabling Customers



Continuing Thoughts

MODERN DESIGN

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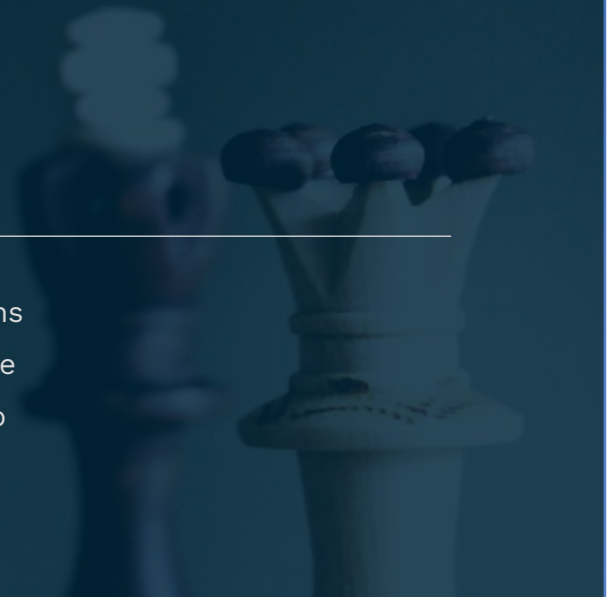
BREAKSLIDE

LET’S TAKE A 10 MINUTES BREAK

Roadmap(s) & Decision Trees



Where are we going & when? What are the phases? What resources/ time do we need? Our roadmap(s) suggest where we want to go & how we'd like to get there...

How do we make updated decisions with major changes? How might we pivot as new information comes to light? Do we have to start over? Let's run through scenarios.

SYNOPSIS

Knowing how to react as new information comes to light is pivotal when customer needs grow.

Original vs PKG Providers

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MINIMALIST

Modern style

Differences in Production

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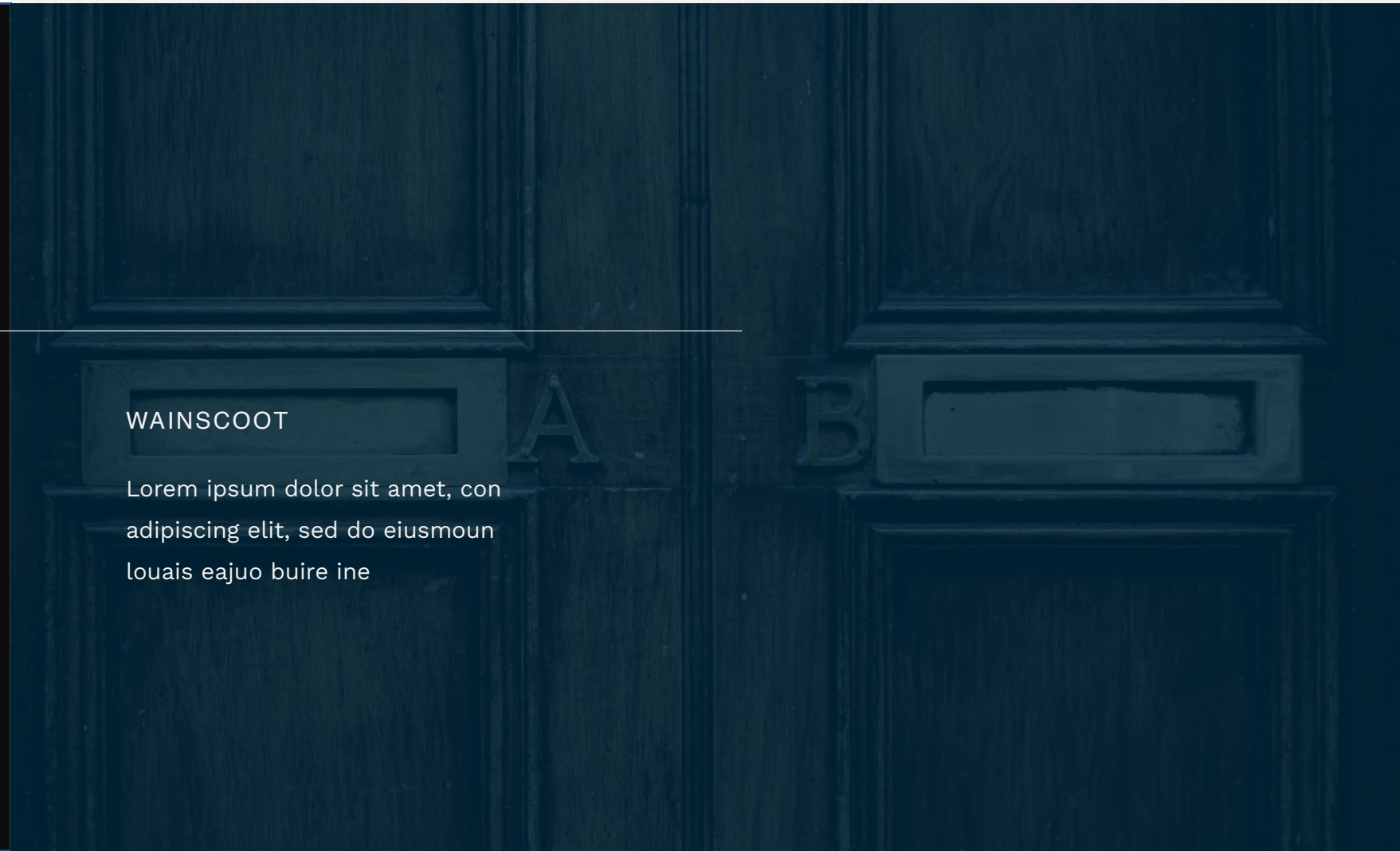

Team Driven Feedback

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BATHROOM

ORIGINAL VS PKG
Determining Uniqueness

PRODUCTION EST.
Estimations of Cost & Time

TEAM FEEDBACK
Navigating Expectations

Concluding Thoughts

MODERN DESIGN

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Quote

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— Laurent Latte

THANK YOU

LET'S DO THIS THING!

Design By Kaska Miskolczi