

New Member Welcome Wizard

UX Midpoint Submission

April 25th, 2018

Idea

The idea is to create an onboarding tool for members of a network marketing company. The type of products sold here could be anything, but for the purposes of this project, the company will be selling coffee. The new members will be guided through the various features of the site, shown informational videos and instructed on how to complete their profiles. Gamification will also be incorporated in the form of badges and possibly points.

At the moment, there will be four steps in the wizard. The user will be asked to take a tour of the site, upload a photo to their profile, browse the videos, and then finally explore the question and answer section.

Points will be awarded after completing each of these steps, and when all of the steps are completed, a badge will be awarded. The wizard should be easily accessible to the user if they close it before completing all of the tasks

With this project, I hope to create a process and design that encourages users to complete the whole process and stay engaged in the site. Future plans include more tasks and badges that the user can continue to earn, which will hopefully allow them to sell more product.

Research

An online survey was created and sent out to about 20 people. Eight responses were received.

UX Design Survey

Age Range

- ☐ 20 to 40 years
- ☐ 41 to 55 years
- ☐ 56 + years

Tell me about the last time you signed up for an online service or signed up for an account. Please also include roughly how many steps were involved, how you felt about the number of steps.

Your answer

What do you think of guided tours for websites?

Your answer

When signing up for a new service, such as a social network, how often do you complete the entire profile? E.g. uploading profile photos, filling out descriptions, interests, biographies, etc.

Your answer

If you do complete the entire profile, what made you want to do so?

Your answer

If you didn't complete it, then why not?

Your answer

Do you engage in online forums or discussion boards, and if yes, why do you do so?

Your answer

What is the best way for websites to send you reminders and alerts, and why? E.g banners, modals, toasts etc.

Your answer

What is the worst way for websites to send you reminders and alerts and why? E.g banners, modals, toasts etc.

Your answer

How many connections do you think you have over all of your social networks?

- ☐ < 100
- ☐ 100 to 200
- ☐ 200 to 500
- ☐ > 500

If you had to watch a video to complete an online survey or form, what is the longest video you would watch?

- ☐ < 1 minute
- ☐ 1 minute to 2 minutes
- ☐ 2 minutes
- ☐ 2 minutes to 5 minutes
- ☐ 5 minutes to 10 minutes
- ☐ > 10 minutes

If you had to watch a video to complete an online survey or form, what is the longest video you would watch, if the website gave you some kind of incentive to watch it?

- ☐ < 1 minute
- ☐ 1 minute to 2 minutes
- ☐ 2 minutes to 5 minutes
- ☐ 5 minutes to 10 minutes
- ☐ > 10 minutes

The Developer

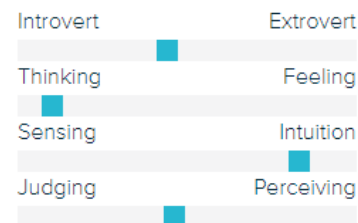
Xtensio



"What browser did you test this on?"

Age: 20 to 40 years old
Work: Software Developer
Family: Married, no kids
Location: Vancouver, BC

Personality



Messy

Analytical

Professional

Goals

- Complete work within allotted time frame
- Create clean, reusable, working code
- Having a healthy work/life balance

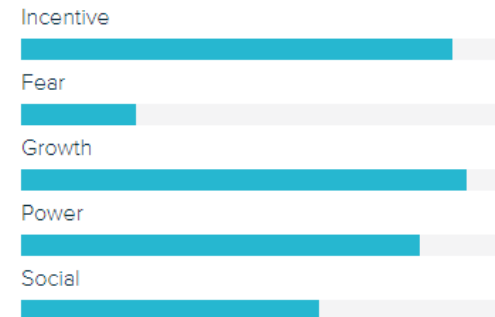
Frustrations

- Not enough quality coffee
- Too many distractions
- Clients who insist in IE11 compatibility

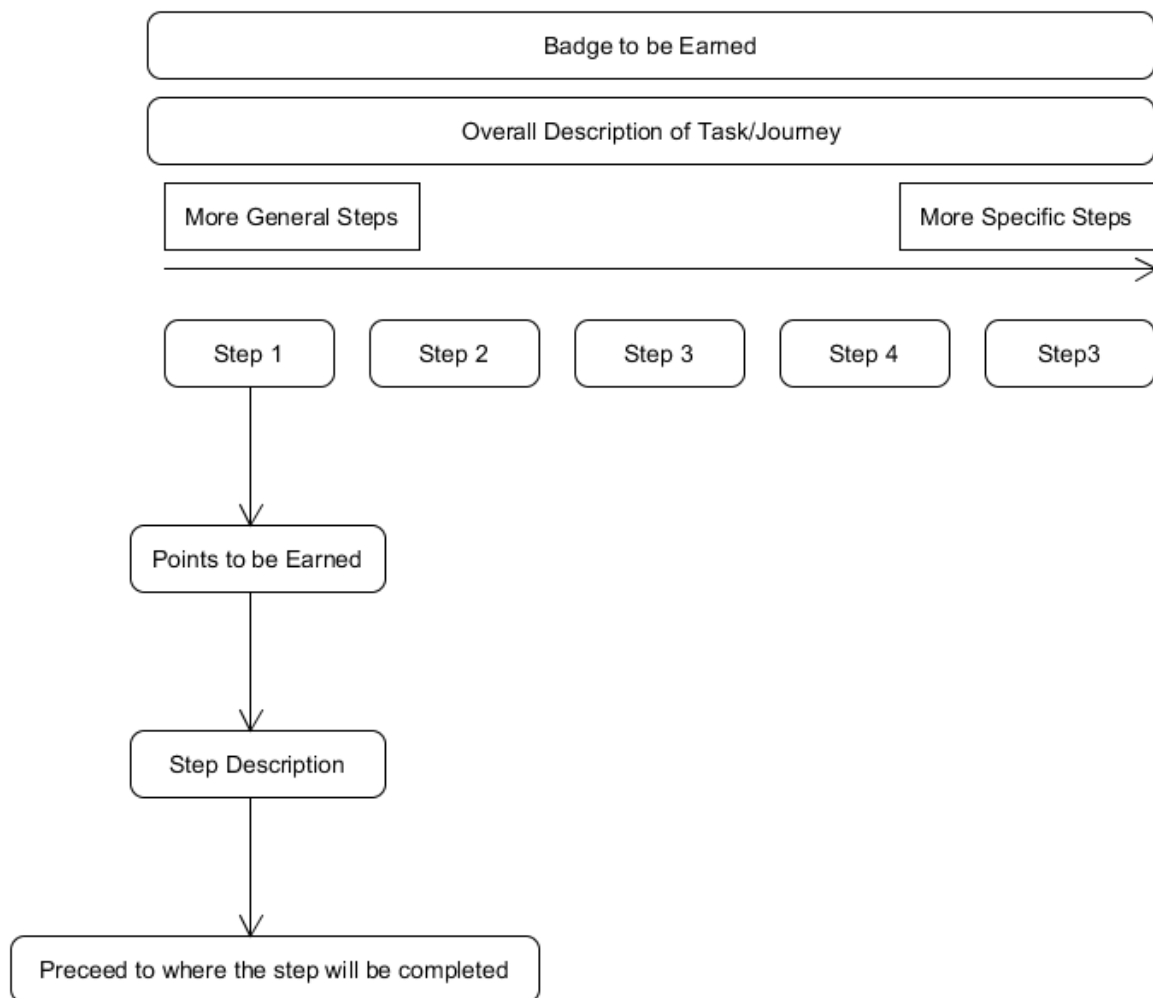
Bio

The developer has a large professional and social network. They will only sign up for the services that they really need to and want to be able to do so in the fewest number of steps. They like to discover the features of the service themselves and don't require a lot of hand holding. They generally have a short attention span for things that they don't consider necessary. Incentives of some kind might help keep their attention longer. They don't like being too many distracting notifications while they are browsing a service. The developer also enjoys a constant stream of good coffee.

Motivation



Information Architecture



User Flow

