Question 1

How effectively do your user stories define the feature's user needs? Copy and paste your work from **Step 1 (User Stories)** into the text box below. Specifically, this should include:

* Your three distinct user stories, each following the format "As a [type of user/role], I want to [perform some action/goal], so that [reason/benefit/value]."
* Your submission will be evaluated based on the quality of your user stories.

**User Story 1 – Sales Enablement Lead**

**As a** Sales Enablement Lead at a global SaaS company,  
**I want to** create reusable, interactive presentations that combine product demos, customer case studies, and embedded Q&A modules,  
**so that** my sales team can confidently deliver consistent, high-impact pitches across regions without needing me on every call.

**User Story 2 – Marketing Manager**

**As a** Marketing Manager running a new product launch campaign,  
**I want to** publish interactive presentations within ConnectSphere channels that allow internal stakeholders to explore the messaging, brand assets, and market data on their own time,  
**so that** I can ensure cross-functional alignment without scheduling dozens of live meetings.

**User Story 3 – Corporate Trainer**

**As a** Corporate Trainer onboarding new hires across departments,  
**I want to** design dynamic learning modules with clickable elements, inline quizzes, and embedded videos inside ConnectSphere,  
**so that** I can deliver engaging, trackable training experiences without requiring a separate LMS platform.

Question 2

How effectively do your selected testing techniques support the feature's validation plan? Copy and paste your work from **Step 2 (Selected Testing Techniques and Justifications)** into the text box below. Specifically, this should include:

* Your selection of two distinct product testing techniques and your brief justification for each.
* Your submission will be evaluated based on the quality of your testing technique selection and justification.

**Technique #1: Moderated Usability Testing (with think-aloud protocol)**

**Justification:**  
This method gives you deep, qualitative insight into how enterprise users *interpret*, *navigate*, and *understand* your interactive presentation concept. Since this is a novel capability inside a collaboration platform, it’s crucial to see where users hesitate, get confused, or fail to find value.

By doing it live, you can ask *"What do you expect this button to do?"* or *"How would you use this in your day-to-day?"* — and get real-time context. These insights will directly inform UI/UX improvements and help you uncover any mismatch between the design and the mental models of users like sales or training managers.

**Why it fits enterprise users:**

* You only need 5–7 interviews for strong signals.
* It respects their time (30–45 min sessions).
* You can tailor examples to *their* use case — e.g., using a mock sales deck or internal training example.
* Bonus: You build early stakeholder buy-in by showing them you're co-creating with them.

**Technique #2: Concept Testing via Targeted Interviews (Remote, Visual Walkthroughs)**

**Justification:**  
This lets you validate *desirability* and high-level feature alignment without requiring interaction. You'll walk enterprise users through key screens, stories, or workflows and ask questions like:

* *“Would this replace anything you're using today?”*
* *“What’s missing for this to be useful in your org?”*
* *“If you saw this in ConnectSphere, would you try it?”*

This is especially useful for evaluating your feature’s *strategic value* within the broader workflows of enterprise teams (e.g., sales kickoff meetings, product launches, onboarding programs).

**Why it fits enterprise users:**

* It’s low-lift — just 20–30 minutes.
* No prototype needed — wireframes or even storyboards are enough.
* You can tailor it by role (e.g., show the trainer a flow with inline quizzes, show marketing a slide with version control).

Question 3

How effectively does your analysis identify key usability issues based on the provided sample user feedback? Copy and paste your analysis from **Step 3** into the text box below. Specifically, this should include:

* Your identification of two key usability issues or significant areas for improvement. Ensure the content you paste is the final version of your work for this step, coming from **Slide 3** of your User story collection template.

**Key Usability Insight #1: Interaction creation is unclear and feels clunky**

**Issue:**  
Users struggle to understand how to create and configure interactive elements (e.g. polls, videos, Q&A), both in terms of **clarity** and **efficiency**.

**Evidence:**

* **ID 1 – Marketing Manager**: *“It wasn't clear how I'd actually create the poll questions... the 'Add Interaction' button felt a bit vague.”*
* **ID 6 – Marketing Manager**: *“Adding interactions felt like it would take too many clicks.”*
* **ID 4 – Trainer**: *“Tried to find a way to launch a Q&A session... but couldn’t locate a control for it easily.”*

**Why it matters:**  
Your power users (like marketers and trainers) want rich, dynamic presentations — but if they can’t quickly and clearly figure out *how* to build those experiences, the feature won’t get adopted. The current UI lacks intuitive labels, and the interaction creation flow is too buried or inefficient.

**Recommendation:**

* Improve labeling and tooltips (e.g. “Add Interaction” ➝ “Insert Poll, Video, or Q&A”).
* Streamline the flow with a right-click contextual menu or floating toolbar.
* Consider quick “interaction templates” for common use cases.

**Key Usability Insight #2: Sharing, collaboration, and permissions are confusing or missing**

**Issue:**  
Users are unclear about how collaboration and permissions work — particularly important in enterprise settings where content visibility is highly controlled.

**Evidence:**

* **ID 3 – Account Executive**: *“How do permissions work? Can clients see internal comments or presenter notes?”*
* **ID 8 – Corporate Trainer**: *“Can multiple people build the presentation together in real-time? That wasn’t clear.”*

**Why it matters:**  
Enterprise users are paranoid (rightly!) about what gets shared outside vs. kept internal. Plus, collaboration is at the heart of ConnectSphere’s platform promise. If your feature doesn’t align with existing collaboration norms, it’ll feel out of place — or risky to use.

**Recommendation:**

* Add a clear “Share Settings” entry point directly in the editor toolbar.
* Define roles (Owner, Editor, Viewer) and allow granular control over comments, notes, and interactivity.
* Surface real-time collaboration indicators like “X is editing slide 3.”

Question 4

How effectively do you explain and reason your identified usability issues with evidence from the sample user feedback? Copy and paste your analysis from **Step 3** into the text box below. Specifically, this should include:

* Your clear explanation and reasoning for each issue, linking it directly back to specific comments or data points within the sample user feedback. Ensure the content you paste is the final version of your work for this step, coming from **Slide 3** of your User story collection template.

**Key Usability Insight #1: Interaction creation is unclear and feels clunky**

**Issue:**  
Users struggle to understand how to create and configure interactive elements (e.g., polls, videos, Q&A), both in terms of **clarity** and **efficiency**.

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* **ID 4 – Trainer:** “Tried to find a way to launch a Q&A session... but couldn’t locate a control for it easily.”

**Why it matters:**  
Users expect quick, intuitive tools. These quotes show that the core value of interactivity is undermined by poor usability — users are confused, slowed down, and unsure how to use the feature. If creating interactions is not obvious and fast, users won't adopt the tool.

**Actionable Suggestion:**  
Improve button labels and affordances (e.g., rename "Add Interaction" to “Insert Poll or Q&A”), reduce unnecessary clicks, and consider offering templates or a quick-add menu for common interactive elements.

**Key Usability Insight #2: Sharing, collaboration, and permissions are confusing or missing**

**Issue:**  
Enterprise users are unclear on how sharing works and whether collaboration is possible in real time, creating hesitation around using the feature for client-facing or team-sensitive content.

**Evidence:**

* **ID 3 – Account Executive:** “How do permissions work? Can clients see internal comments or presenter notes?”
* **ID 8 – Corporate Trainer:** “Can multiple people build the presentation together in real-time? That wasn’t clear.”

**Why it matters:**  
In enterprise settings, content security and team collaboration are top priorities. If users can't tell who can access or edit content — or whether they can collaborate in real-time — they’ll avoid the tool entirely. This undermines both adoption and trust.

**Actionable Suggestion:**  
Introduce clear sharing settings with role-based permissions (Viewer, Editor, Owner), visibility controls for internal content like notes, and visual indicators for real-time collaboration.

Question 5

How effectively do your proposed design improvements address the identified usability issues? Based directly on the two key usability issues you identified and explained in **Step 3**, propose two specific design improvements for the interactive presentation feature's Initial Design Concept.

Copy and paste your work from the Initial release feature's design concept document in **Step 4** into the text box below. Specifically, this should include:

* Your description of two specific design improvements aimed at enhancing the initial concept. Your submission will be evaluated based on the quality of your proposed design improvements.

**Design Improvement #1:**

**Replace “Add Interaction” with a contextual floating toolbar that shows labeled options (Poll, Video, Q&A)**

**Justification:**  
Based on feedback indicating users struggled with interaction creation being unclear and too complex (Step 3, Insight #1), I recommend redesigning the current “Add Interaction” button into a contextual **floating toolbar**. This toolbar would appear when a user selects an element or blank slide area and offer clearly labeled, one-click options like “Insert Poll,” “Embed Video,” or “Add Q&A.”

This change would simplify access to core features, improve discoverability, and reduce the number of clicks required to add interactive elements. It better supports enterprise users like trainers and marketers who need to work efficiently and expect intuitive editing tools similar to those found in platforms like Google Slides or Canva.

**Design Improvement #2:**  
**Introduce a “Presentation Sharing Settings” panel with role-based permissions and visibility toggles for internal elements**

**Justification:**  
Based on feedback showing users were confused about sharing, collaboration, and permission controls (Step 3, Insight #2), I recommend adding a dedicated **“Sharing Settings” panel**. This panel would allow presenters to define roles (Owner, Editor, Viewer), control visibility of internal notes or comments, and enable/disable real-time collaboration.

This improvement would enhance trust and usability for enterprise users who often manage sensitive or client-facing content. It ensures transparency and control over who can access what, which is essential for roles like Account Executives and Corporate Trainers. It also encourages broader adoption by removing ambiguity and supporting safe, team-based content creation.

Question 6

How effectively do your justifications explain how the proposed improvements enhance the user experience? Copy and paste your work from the Initial release feature's design concept document in **Step 4** into the text box below. Specifically, this should include:

* Your justification for each proposed improvement, linking it to a usability issue from **Step 3** and explaining the anticipated user benefit.

**Design Improvement #1: Redesign the “Add Interaction” button into a contextual floating toolbar with labeled interaction types (e.g., “Insert Poll,” “Embed Video,” “Add Q&A”)**

**Justification:**

Based on feedback indicating users struggled with **interaction creation being unclear and too complex** (Step 3, Insight #1), I recommend replacing the generic “Add Interaction” button with a **floating toolbar** that appears when selecting a slide element or blank space. This toolbar would show clearly labeled options (Poll, Q&A, Video, etc.) and offer one-click access to insert them.

This change would likely result in:

* **Faster task completion** for users like trainers or marketers who want to add interactive content efficiently.
* **Improved discoverability** of feature options without needing to hunt through menus.
* **Reduced friction** in building presentations, which supports adoption across non-technical users.

The floating toolbar mirrors the intuitive editing flow seen in tools like Google Slides or Canva, making it more familiar for enterprise users already comfortable with standard presentation tools.

**Design Improvement #2: Add a “Presentation Sharing Settings” panel with granular role-based permissions and visibility toggles for internal elements (e.g., speaker notes, comments)**

**Justification:**

Based on feedback showing confusion around **sharing, collaboration, and permissions** (Step 3, Insight #2), I recommend introducing a dedicated **“Sharing Settings” panel** accessible from both the presentation editor and viewer modes. This panel would include:

* Role options: Owner, Editor, Viewer
* Toggle switches for: “Show speaker notes to external users,” “Enable real-time collaboration,” “Restrict interaction editing”
* A clear summary of who currently has access and what they can see/do

This change would likely result in:

* **Greater user trust**, especially from Account Executives or Trainers who need to control external visibility.
* **Stronger enterprise compliance**, since teams often require fine-grained access control for client-facing content.
* **Increased collaboration**, as users better understand how to co-build and safely share content.

By making these settings explicit and easy to configure, we reduce hesitation and encourage wider use in client and team scenarios.