# Link Builder

Due to NDA, I will not be going into specifics with this project.

Imagine a tool that could take a set of information and apply it in a URL, then create additional URLs with combinations of the data. This type of thought could save marketers time when creating tracking links for their digital marketing campaigns.

This idea was pitched to a Product Manager that I worked with. After receiving buyoff from leadership, the project was handed off to me.

## The Process

### Interview

My first order of business is talk with the marketers and understand how they create their marketing URLs. Now imagine taking an existing URL that looks something like this

<http://www.google.com/&sample-data=123&sample-name=2342>

And going through and replacing the numerical values with something different. That’s exactly what the users were doing. This identified a red flag for me because it opens the door for user error. The next red flag was that everything was done through an excel document. Oh Boy! The last red flag was that when a marketer needed to create a links, they would need to create at least 8+ links. Sometimes with the smallest of changes. This showed me how tedious this task is.

After I watching how the links were made, I asked where do these links originate from? Or how do you know they’ll work? That’s when I learned that they were using a third-party service to create their links. Not only could you create the links on this services website, that process was even worse for bulk links the marketers were looking to do.

After poking around the third-party tool, the marketers were able to share with me what process is always required and when they can take this process offline to their excel sheet. During this process, I was able to identify what information is required for each url.

### Hypothesis creation

With the information I have, I took the url requirements and any possible variations and started to sketch out some ideas. Once I what I thought would be all the variations, I would verify with marketers just to see if they could poke any holes in my logic.

Wireframing/paper prototyping

Once I had an idea ready to go, next step was to work in Sketch.

Disclaimer: For our internal tools, we use a common web framework, so the visuals are very predictable. This means our wireframes will appear at a higher fidelity and take minimal time to put together.

-Wireframes

-Paper prototype

-What I learned

-Challenges

-Results