Link Builder

A solution that allows marketers to build a wide array of links through TUNE. This tool allows you to target a publisher and target all the relevant sub-publishers and sub-placements.

# My Role

As a UX Designer, my role was to interview the users, research the capabilities and limitations of TUNE, and design wireframes and high-fidelity mockups for engineers.

# Approach

Starting out I reached out to the various marketers within Big Fish Games and asked how they went about creating marketing links.

Next I requested access to TUNE to understand the process of creating a marketing link.

At this point I had enough information about the users needs and how I could make their experience more delightful.

I created some wireframes to test out the working solutions and conducted a paper prototype with the users. This identified the holes in my design, which I then iterated and corrected.

# Challenge

The challenge in this project was how to incorporate some of required data within the other tools to achieve a working solution.

# Final Product

[Design]