

Musers by MuseFind

About The Project

Musers is an online influencer portfolio that aims to help influencers communicate immediate value and professionalism. Some features include uploading profile information, social/audience stats, past work experiences, and listing services.

> See it in Action at <http://musers.co>

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TL;DR

This project is very close to my heart, as I really enjoyed leading this project and overseeing it from start to end. There were so many curveballs at every step but it was exciting to decipher and translate it into a useful solution.

- Role
- Lead Product Designer in a team of 4

· Product Management

· UX Research

· UX/UI Design

- Tools used:
- Sketch

· Invision

· React

- Scope
- 6 month project

· Purpose was to increase user engagement/customer health and lead to an increase in user conversion on the MuseFind platform

· Aimed to release before the holiday season, which is the busiest time of year for influencers

- Led and Managed Project
- Set up and conducted user research with a sample size of 60+ influencers

· Communicated analysis on findings and proposed solutions to key internal stakeholders

· Co-ordinated with marketing and dev team to create product roadmap and release/social media strategies

· Collaborated/ managed feedback from 10 influencer 'co-designers' with expert knowledge

· Created sketches & hi-fi mockups for user feedback and dev team (4 iterations)

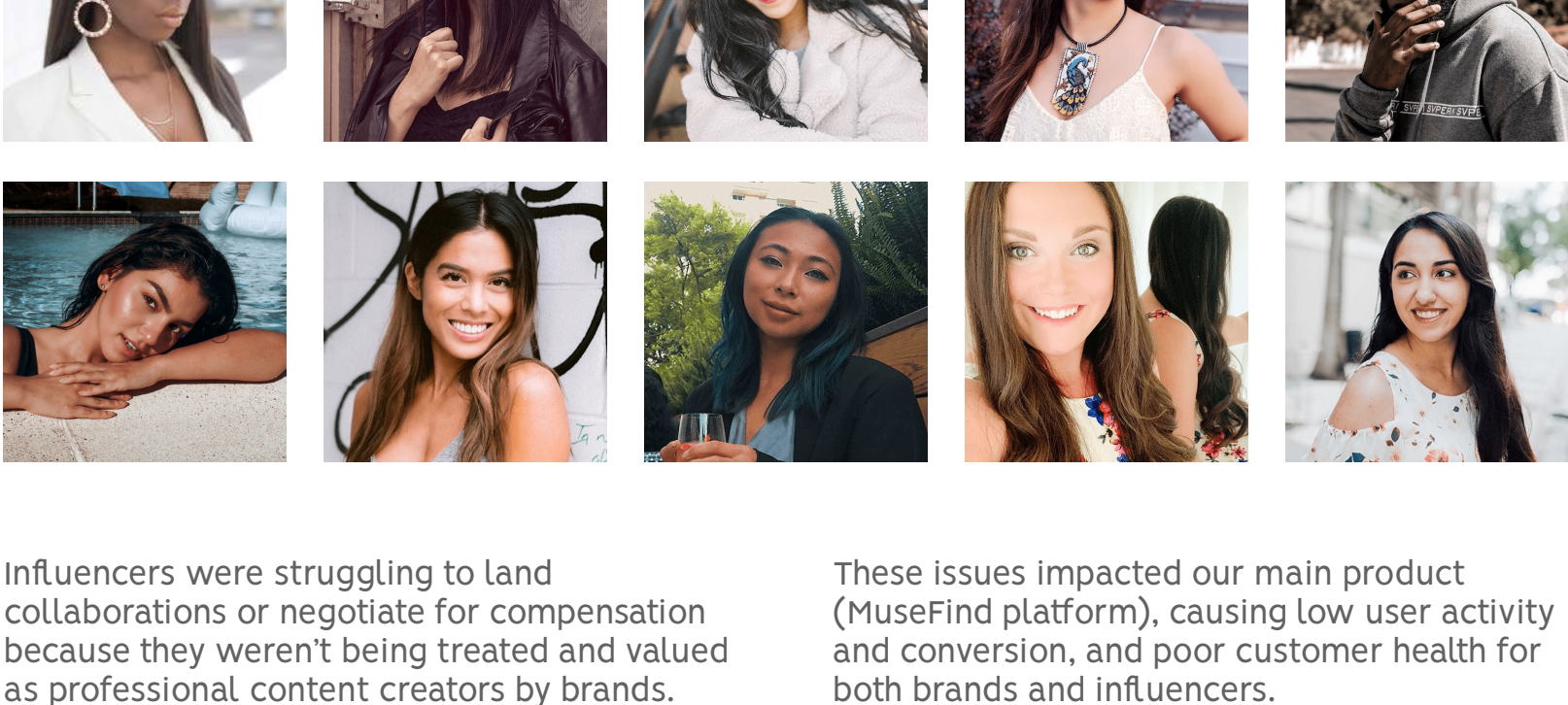
· Assisted dev team with building themes and components in Javascript (React.js)

- Managed soft launch to 50 influencers with a combined followership of 1.4M followers

It's more fun to hear about it over a London Fog or Bubble Tea, but since you're here already, here's the whole story!

Chapter 1

The Problem

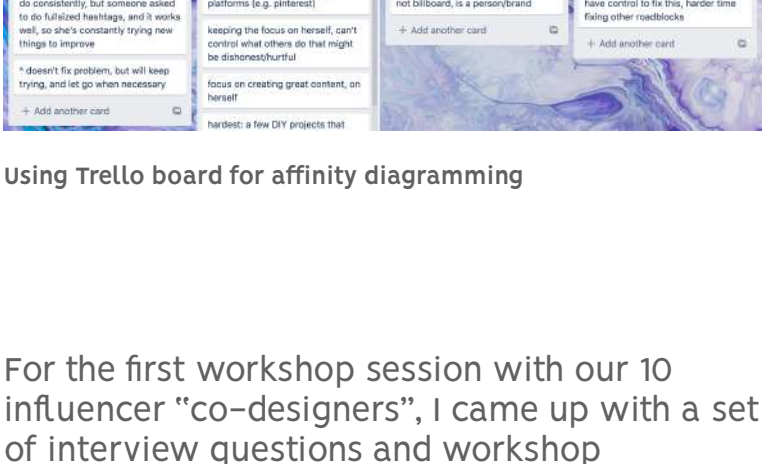


Influencers were struggling to land collaborations or negotiate for compensation because they weren't being treated and valued as professional content creators by brands.

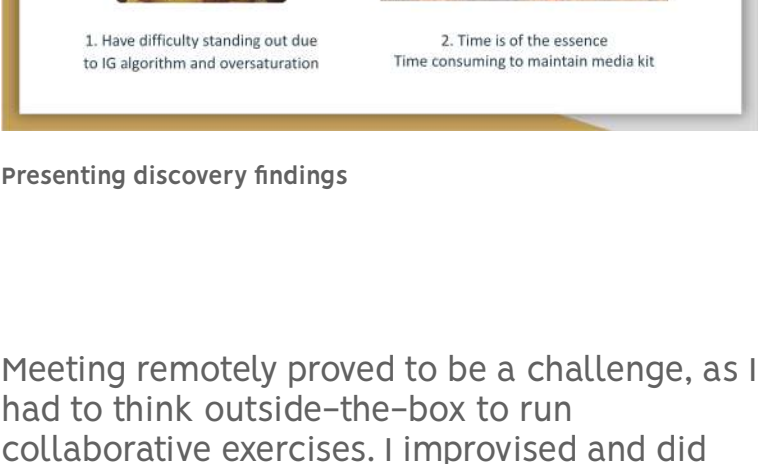
These issues impacted our main product (MuseFind platform), causing low user activity and conversion, and poor customer health for both brands and influencers.

Chapter 2

Initial Research



Using Trello board for affinity diagramming



Presenting discovery findings

For the first workshop session with our 10 influencer "co-designers", I came up with a set of interview questions and workshop materials to reveal the impact of the problems and coping methods influencers developed, towards the everchanging Instagram algorithm.

Meeting remotely proved to be a challenge, as I had to think outside-the-box to run collaborative exercises. I improvised and did many practice runs to make sure everything ran smoothly. The results from this initial discovery is summarized below:

- Discovery #1
- 1) [Showing Value] Struggling to stand out due to IG algorithm changes and market oversaturation

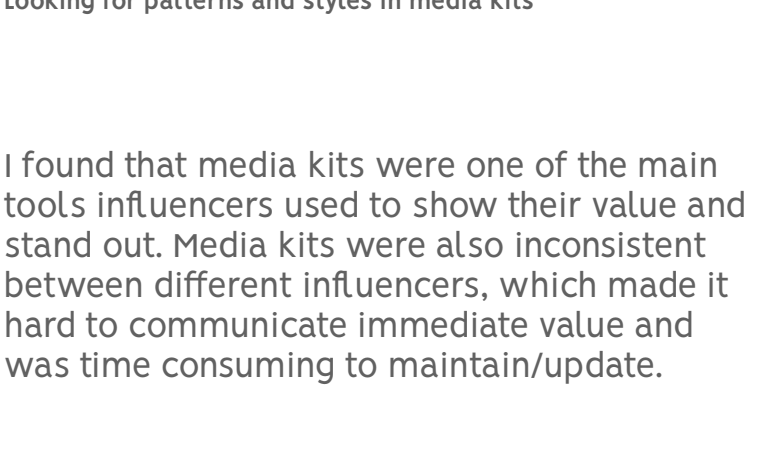
2) [Lack of Time] To compensate, influencers overwhelm themselves by working harder in order to be seen

Nugget of Wisdom #1

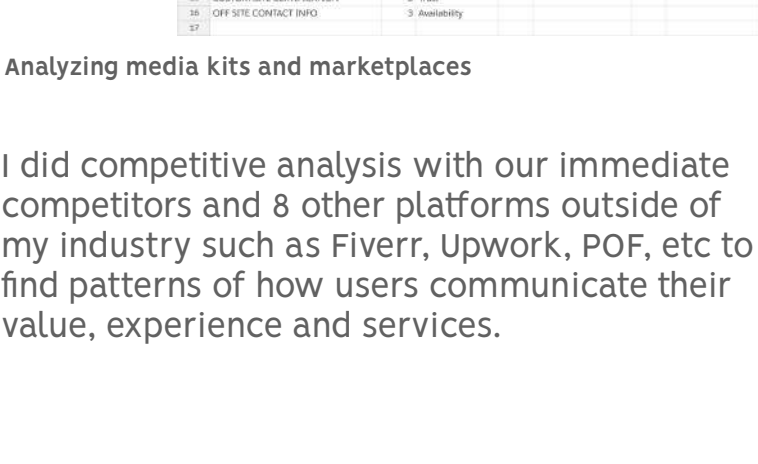
I would've avoided some of these issues by meeting locally, but I had considered how we would have a higher response rate with these remote influencers because of our established rapport from the initial customer discovery. The trade-off was worth the extra effort and the quality of the responses was maintained.

Chapter 3

Competitive Analysis



Looking for patterns and styles in media kits



Analyzing media kits and marketplaces

I found that media kits were one of the main tools influencers used to show their value and stand out. Media kits were also inconsistent between different influencers, which made it hard to communicate immediate value and was time consuming to maintain/update.

I did competitive analysis with my immediate competitors and 8 other platforms outside of my industry such as Fiverr, Upwork, POF, etc to find patterns of how users communicate their value, experience and services.

Nugget of Wisdom #2

I found it incredibly insightful to learn from other industries, because I can draw many parallels from their challenges and the underlying principles. By observing what others have already solved or learning from their mistakes, helps me avoid pitfalls when resolving my own challenges.

The #1 thing those platforms focused on was building trust that you're reliable and deliver quality work. Currently, brands tend to judge influencers based on their follower count, because there isn't another way for them to see an influencer's track record and the impact of their past collaborations.

I wanted to design a platform where influencers can show that they're more than just a number (# of followers). I found it is critical to give influencers the space and freedom to show more of their process and work, unlike Instagram or PDFs that could be limiting. I want to help them communicate their unique value and get the respect and opportunities they deserve.

Chapter 4

Design Process

- The Process
- (1) User Discovery

(2) Ideation

(3) Sketching

(4) Hi-Fi Mockups

(5) User Feedback

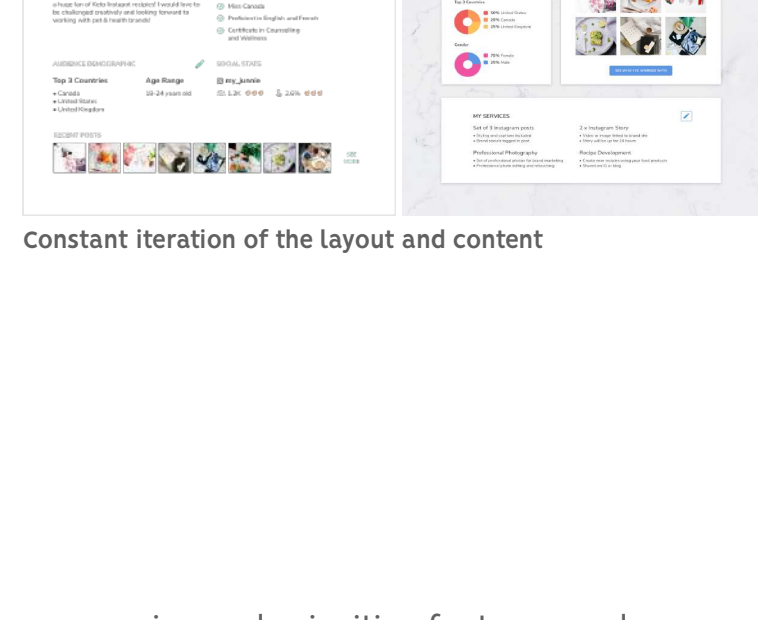
(6) Build

(7) Repeat 5 + 6 until launch

During this time, I led the design, sketching and creating mockups in Sketch and Invision, while setting up meetings with influencers and spearheading the user feedback sessions. I went through 4 iterations of designs until we were ready to launch.



Form follows function, designing to solve user issues



Constant iteration of the layout and content

Nugget of Wisdom #3

While working on the product roadmap, I learned to compromise and prioritize features and releases due to technical constraints and resources. In addition to making decisions after considering the constraints, I also communicated it to other teams and adjusted our strategies.

Often, you want to build all the "important" features before launching, but you need to consider how much time and resource that takes and consider the deadlines, which are tied to the business goals. Checking back with the business and user goals helps put things into perspective and strip down to the core features, makes you ask "What is going to bring just enough value for this current scope?"

And, always overcommunicate: that was an important takeaway. If I were to push back the release date, that needs to be communicated with Marketing and other teams. They need to know as soon as possible so that they can start planning their strategy or update any messaging across the different communication channels. We communicated early in the process and checked in every week to stay on track. It was important to communicate and consider the timing of when Marketing sends out an email blast or what information to release when they schedule Instagram posts to promote Musers.

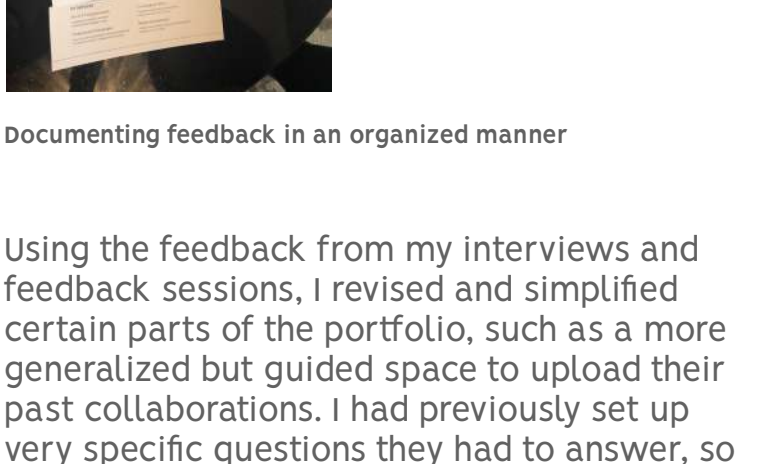
Chapter 5

User Feedback

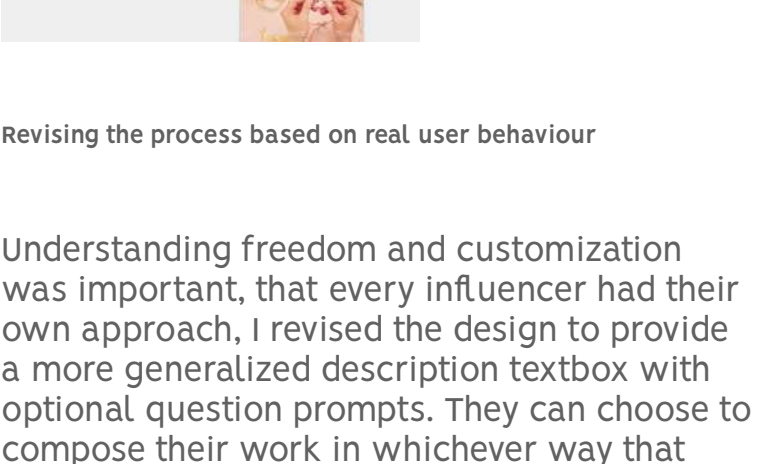
As we're approaching the final iteration before launch, I prepared and conducted another round of interviews and activities with 4 local influencers. I wanted to test for usability for the features we already built, as well as gathering requirements for features we're aiming to build.

- Discovery #2
- 1) [Exposure] Exposure provided value, not only to brands, but also PR companies/ talent agencies

2) [Customization] Media kit are the face of the influencer, highly customizable to match own brand



documenting feedback in an organized manner



Revising the process based on real user behaviour

Using the feedback from my interviews and feedback sessions, I revised and simplified certain parts of the portfolio, such as a more generalized but guided space to upload their past collaborations. I had previously set up very specific questions they had to answer, so that the brand can see exactly what they did or what results their work had made.

Understanding freedom and customization was important, that every influencer had their own approach. I revised the design to provide a more generalized description textbox with optional question prompts. They can choose to compose their work in whichever way that makes sense to them while being guided to write about their value and impact.

Nugget of Wisdom #4

Understanding the user's process and design around how they truly behave was so crucial. I learned to avoid funneling users into a restricted process and force them to behave as you want. This will cause unnecessary friction and the feature could end up being useless for the user.

Chapter 6

Final Results

There were secondary priorities like greater theme customization and connecting their profiles to a network of agencies. These were important because as part of standing out, influencers want more eyeballs on their portfolio and make sure the portfolio accurately represents who they are.

This product is still very new and we haven't had the resources or manpower to really realize the product to its fullest at the time of the launch. I managed the soft launch in late September and there has been 50+ influencer signups with a combined followership of 1.4M followers.

Final Nugget of Wisdom #5

Looking back, things I would've done differently were to be more frequently engaged with our 'co-designer' influencers, such as more frequently checking in via email or Slack. I learned that it was important to fact-check with influencers, constantly probing and questioning what they're saying versus what they're really looking for. Doing that more frequently definitely would have kept us better aligned and on track to building what they needed. It would've also encouraged user buy-in and ownership to have them more engaged with our project.

