

ABOUT WETRACK

WeTrack is a task management software for large events. Clients incl. Expo2020 Dubai, ICC Cricket World Cup 2019, Royal Ascot, Farnborough Air Show, Secret Garden Party, etc.

PROBLEM

WeTrack completed a system redesign in July 2017 which has dramatically improved user experience of the platform reducing the customer support time. However, they acquire all of their customers through word of mouth. The platform still lack an intuitive onboarding process to make it scalable.

As part of the onboarding journey we decided to focus on the following:

Landing page: Design a customer centric website that would also reflect WeTrack's brand through appealing visuals, clear CTA's, concise messaging and analytics to measure KPIs

Automate the onboarding process: Design a self-explanatory onboarding process that would allow the customers to set-up free trials and explore the product without sales support.

Manage different profiles: If a user is part of different events, allow the user to access and manage different profiles.

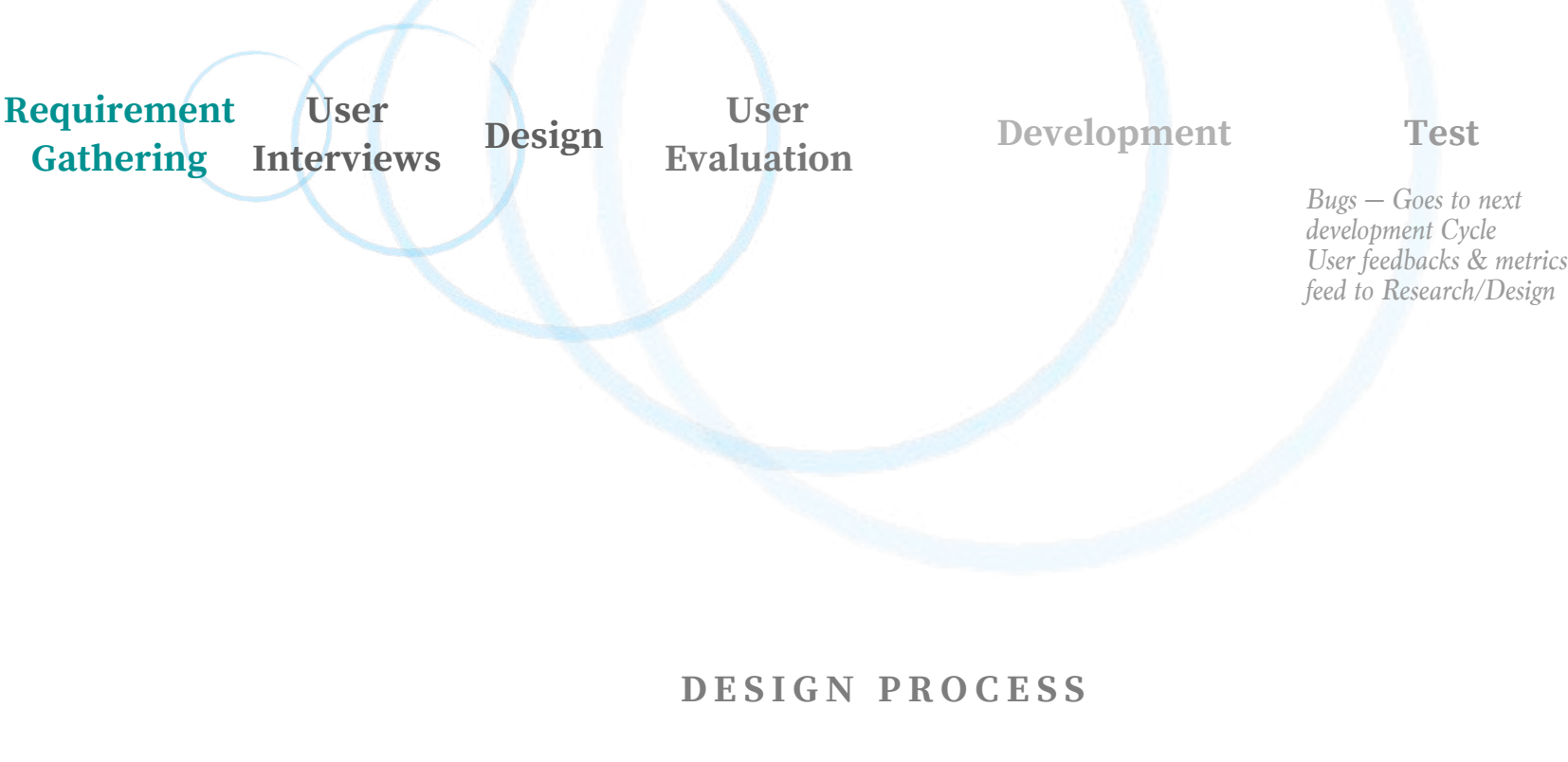
DESIGN

The process included discovery workshop, talking to users, design workshop, designing, testing.

I did a discovery workshop to understand more about their business, user and aspirations. Due to circumstances the workshop was conducted remotely. This made me explore new tools and ways to conduct the workshop. I wrote an article on how to do remote discovery sessions.

Discovery Workshop
Understanding the business
To understand the business I ran through some of the critical bits of the business model canvas (BMC). As someone with limited knowledge on the industry, this quickly provided me with the necessary understanding about the customer segment (primary and secondary customers), the value they provide, the revenue they get in return, the channels and customer relationship they maintain, and the Competitors Landscape. For this I used Google hangouts, with Google docs shared in a huge monitor.

Understanding the users
We then created persona and empathy map for different customer segments to understand the users and build empathy towards them.



DESIGN PROCESS



Working in a startup was already challenging. However, with a completely new industry, hundreds of strict regulatory requirements and standards to adhere to and changing age-old habits was a real test in my UX career.



Based on the personas, we mapped out different possible customer journeys. We did this in Trello.

WeTrack built a loyal customer base with their customer centric product who often gives feedback in their product roadmap. They pulled in some of the big names as listed previously such as Expo2020 Dubai, ICC Cricket World Cup 2019 etc. Therefore, on insisting I managed to interview 3 of their word of mouth users that matched 2 different personas to understand how they generally add a new software to their workflow. It was very clear that they would usually know about a new software through Google (10 best event management app articles) and they also get a lot of recommendation from their network who happen to bump into a software through similar article or social media. The user interactions assured me that the persona's were familiar. I was also more aware of the users and it helped in creating the sketches for the customer journey.

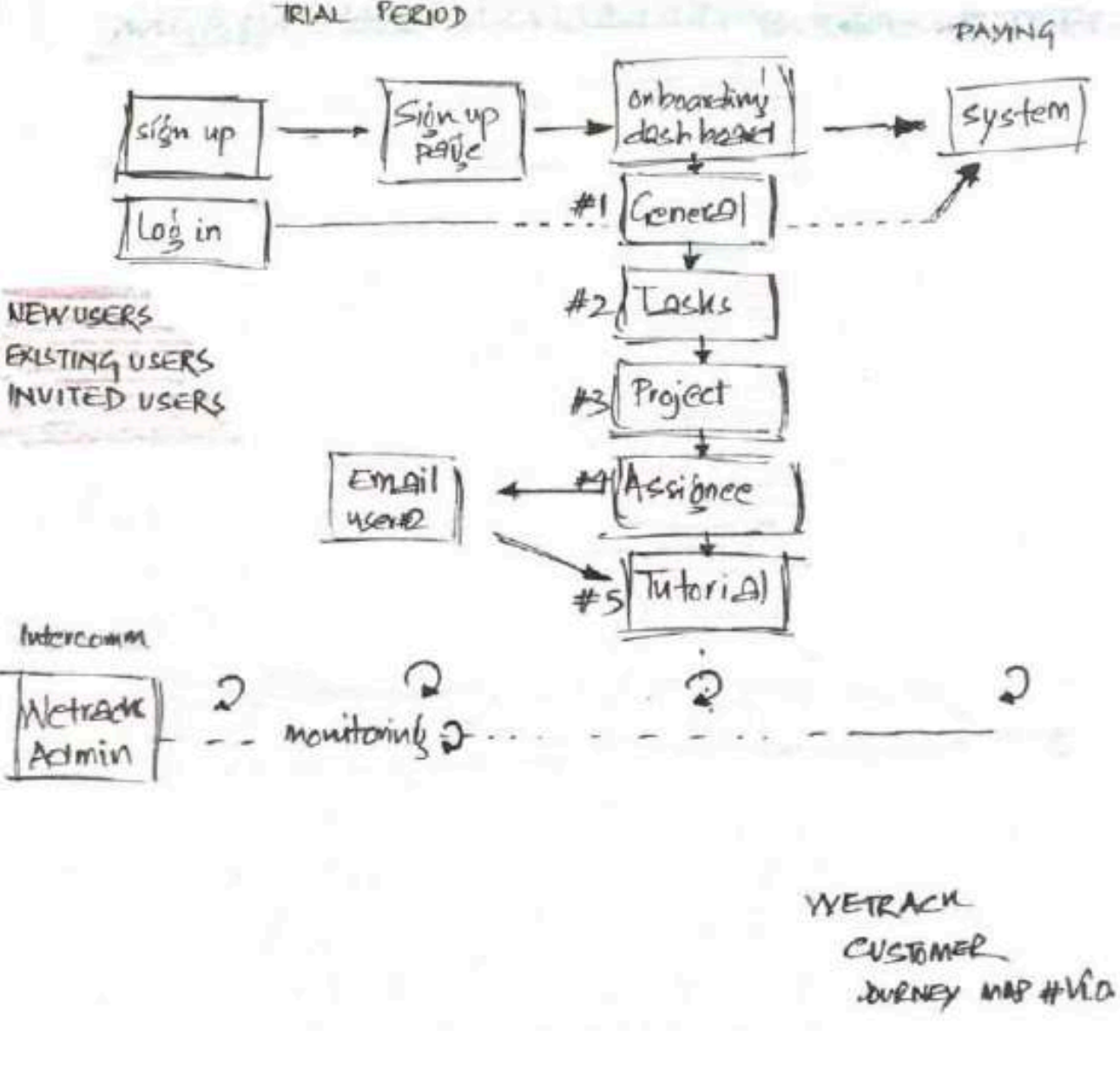


USER RESEARCH: TASK ANALYSIS & DESK ANALYSIS

While the previous workshop provided me with the overall understanding, this workshop was more about in-depth analysing of the journey's with the team through visual sketches, competitor reviews.

I kickstarted the workshop with a quick persona review and went straight into analysing the customer journey sketches. The visual cues gave the team an idea on what they thought about in the last session would not make sense in a more responsive mobile approach for some journey. We tweaked the journey accordingly.

The project management software space is crowded with well known competitors, it was important to go through an in-dept competitor review. We went through the journey of 7 of their competitors. Teamwork.com / smartsheet.com / monday.com / asana.com / trello.com / podio.com / wrike.com After understanding the main differentiator (i.e WeTrack provides a modular approach to event management that include some of the critical event-specific modules such as risks and incidents in one integrated system), inspiration on visuals and content, we moved to the brainstorming session.



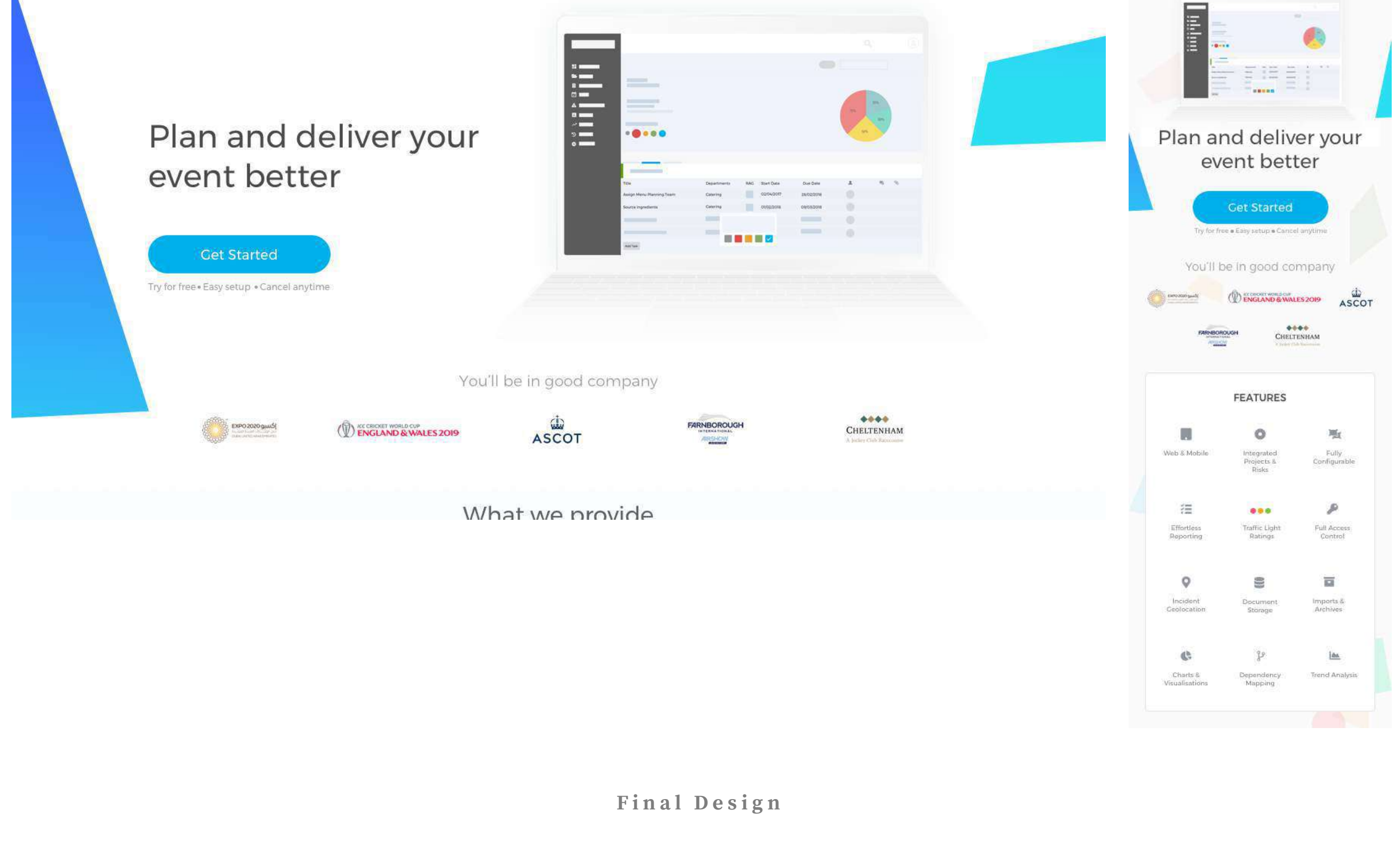
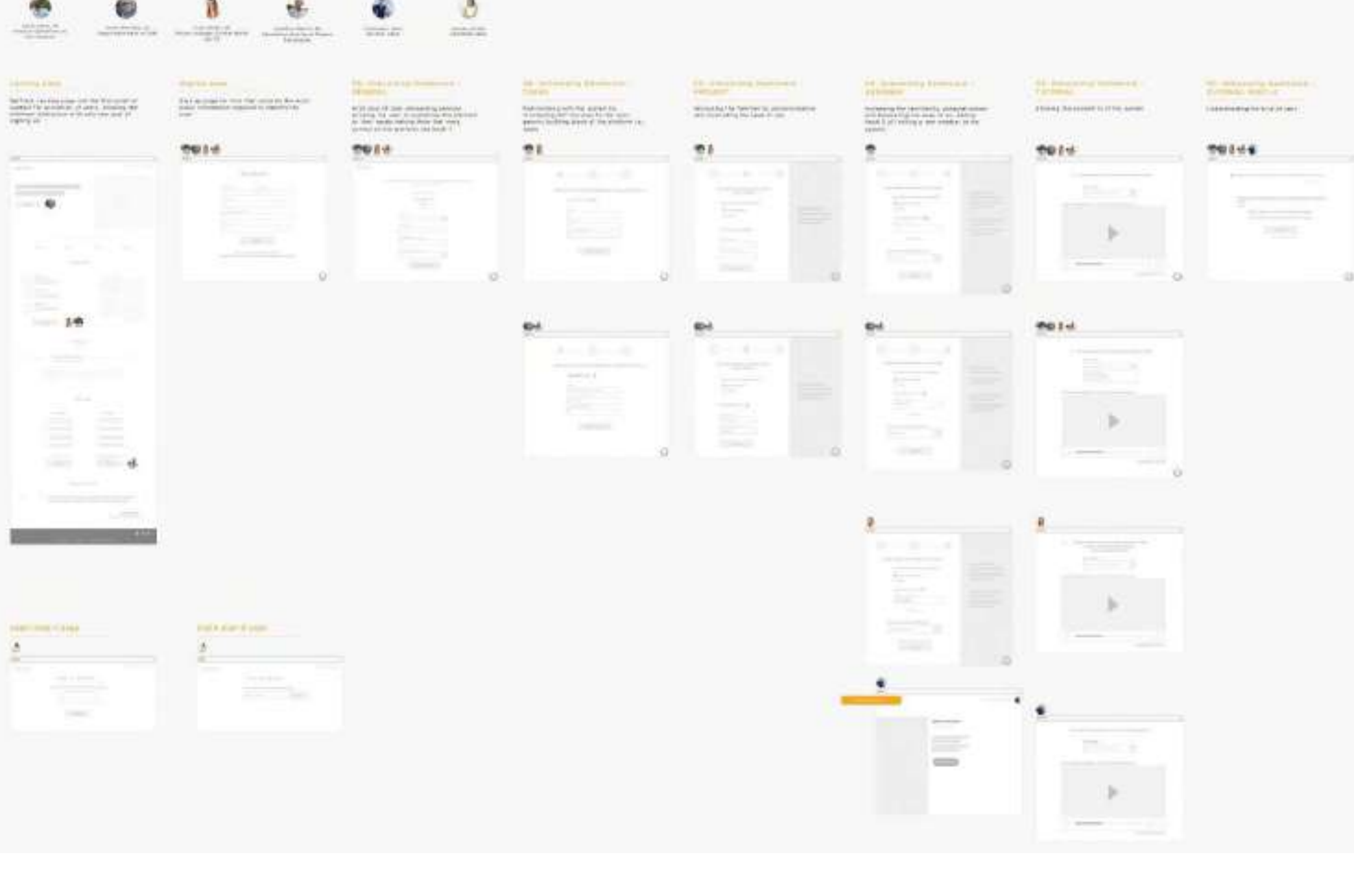
DESIGN - PERSONA & USER JOURNEY

We did a detailed design session of each sketch of the customer journey such as landing page, sign ups, pricing etc. along with high-level contents. After gathering all of this information, I created wireframes with touchpoints on various persona to see how each persona would interact with the journey. These wireframes were critically discussed with the team with quick iterations and then evaluated with users.

In the next step, I took time to know the WeTrack (Colours, Logo, Fonts, product screenshots etc.) and tone of voice, I did mock-ups of the wireframes.

I did a user evaluation based on 3 tasks with their word of mouth users to test the mockup.

Finally I worked on hi-fidelity mockups (UD) including responsive design. Specifications for developers with proper asset and copy through invision, as well as SEO optimisation tips image size, keywords, content etc...



Final Design

Charlie Vaughan-Foster
Head of Product and Operations at WeTrack
March 23, 2018, Charlie was a Head of Product

Arindya has been amazing to deal with, both as a mentor while WeTrack was on MassChallenge, and more recently during the redesign of our website. He was thorough in his quest to really understand our product and users, was very open to and built upon our feedback throughout the design process, and went about the whole process in a holistic way, making sure that there was no aspect of the website or our potential users that we had not considered. The finished product is better than we could have hoped for and we look forward to continuing the journey with Arindya in the very near future! See less

LinkedIn Recommendation