Proposal for enhancing user engagement and streamlining registration on event management platform

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Context

ABC provides a platform for creating, managing, and promoting events, from webinars to large conferences. It supports tasks like attendee registration, schedule management, and event marketing.
Users: event organisers
Stakeholders: marketing (engagement, visibility), attendees (easy registration), management (retention and revenue)
Current problems: (1) low engagement and (2) complex, slow registration.
Pain points: hard for organisers to track engagement, attendees want streamlined interactions.
Expectations: make the platform more user-friendly, drive satisfaction and repeat business.
Resources: user feedback on existing features, UX designer and small development team for rapid prototyping.

1. Problem deconstruction

This section breaks down the business problem into smaller components through the use of inquiry points to clarify root causes.

Exhibit 1. ABC platform's user acceptance problem areas

Problem areas

Pain point 1: Low user engagement

Observation

Current user patterns indicate that while the platform supports the core functionalities for event creation and management, it **lacks the features / incentives to inspire return visits post-initial use**. Without features that create a connection beyond event setup, users may see ABC as a one-time tool rather than a platform worth returning to.

This affects retention and diminishes long-term engagement, as high usage frequency typically correlates with user loyalty and satisfaction.

Strategic framing

For sustained engagement, the platform must create an experience that builds user affinity beyond the immediate event context. The objective is to position ABC's event platform as an indispensable tool, not just for individual events but as a central hub for ongoing event planning and attendee engagement.

Potential investigative questions
- What existing features are contributing or detracting from ongoing engagement? Do we have data on post-event interactions, and what insights can we derive about features users return to (if any)?
- At which stages of the event lifecycle are users most actively engaged / most likely disengaging (e.g. before or during an event?)
- How do users perceive the value of the platform beyond the event lifecycle? Is there a clear, ongoing benefit to returning to the platform outside of the specific event dates?
- Are there identifiable gaps in creating a personal connection for users? Does the platform lack elements of customisation, personalisation, or interactivity that could encourage users to form a lasting connection?

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Pain point 2: Complex registration process

Observation

User feedback consistently highlights that registration feels **cumbersome and time-consuming**. High abandonment rates suggest that friction during this critical touchpoint deters potential users, lowering both conversion and retention. Simplifying this process will reduce friction, improve user experience, and positively impact the conversion funnel.

Strategic framing

The registration process is not merely a functional step; it's the gateway to the entire user experience. Our objective is to create a seamless registration journey that sets a positive tone for the platform, ultimately increasing conversions and improving first-time user satisfaction.

Potential investigative questions
- Are there specific steps (e.g., data input, account creation) where drop-off rates peak? Why?
- What elements of the UX currently support or hinder the registration flow? (e.g., presence or absence of progress indicators, unclear prompts)
- Are there existing sign-in methods that users prefer, or can we introduce simplified options (e.g., social logins, one-click sign-ins) to expedite the process?
- How intuitive is the registration process for first-time users, especially those that are not tech-savvy? Are there ways to further simplify instructions or provide prompts that guide them comfortably?
- How much information is truly essential at registration? Could we defer certain data requirements to later interactions to reduce initial complexity?

Consolidated objectives

1. Increase platform engagement

Develop ongoing engagement features that reposition ABC as a central hub for event management. This will enhance platform stickiness, loyalty, and satisfaction.

2. Optimise registration for conversion

Refine the registration process to reduce drop-offs, increase conversion rates, and improve the overall first impression of the platform. This will lower entry barriers and enhance accessibility.

2. Solution concept

Feature 1. Event hub

This is a centralised location structured around each event where attendees can access all event materials as well as providing feedback or insights on the events.

- Post-event content access
- Gamified feedback system

End-user perspective

Event organisers

By offering features that enhance attendee interaction, organisers can see greater participant engagement, better feedback, and more comprehensive analytics. The hub positions ABC as more than just an event tool, but rather a partner in long-term engagement.

Attendees

By maintaining access to event resources and networking opportunities, attendees feel connected to the event's value long after it ends. This builds a sense of community and a compelling reason to return to the platform.

Feature 2. Simplified registration

To address high abandonment rates and a frustrating first experience, we propose a streamlined, intuitive registration flow that minimises entry barriers, improves conversion, and builds positive initial impressions. This will also serve as a conversion funnel improvement, which is directly tied to ABC's long-term revenue growth and user retention strategy.

- Visual progress indicators
- Minimised data collection
- Clear call-to-action and positive welcome message

End-user perspective

Event organisers

A simplified registration process directly benefits organisers, as it reduces attendee drop-off, leading to higher attendance rates.

Attendees

First impressions are critical; a seamless registration experience establishes trust and provides a smooth entry into the platform.

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2. Feature breakdown

Feature 1. Event hub

Details

Post-event content access: Attendees gain access to event materials (e.g., recordings, presentations, documents) in a centralised, persistent location. Organisers can upload additional resources, allowing the event's value to extend beyond its end date.

Gamified feedback system: Attendees can provide feedback on events through a gamified experience, earning points or badges for participation. Organisers benefit from insights into event effectiveness and engagement levels.

Rationale

From previous analysis, it's known that retention rates are low because users don't perceive continuous value from the platform post-event. The Event hub directly addresses this issue and aligns with several key business goals:

1. **Long-term retention**: the hub incentivises users to re-engage with the platform since it extends the value of each event beyond its end date. Adding persistent content access improves the platform's existing one-time event delivery approach, transforming it into a continuous value source.
2. **Enhanced user perception**: it fosters customer loyalty and satisfaction since it positions ABC as a community-driven platform where users' voices can be heard
3. **Revenue growth potential**: increased engagement leads to opportunities for monetisation through paid features and sponsorships within the hub

Development feasibility

The Event hub can be built using an Agile approach and require close collaboration from different teams:

- Through rapid prototyping, a minimum viable product (MVP) version will include the most impactful elements: post-event content repository and basic feedback forums. This would help validate user interest and gather data with minimal initial investment.
- Over time, the hub can be refined through iterative user testing defined using the real-time feedback collected from the deployed MVP.
- Here, funnel analysis could play a key role. We'll use the funnel model to analyse where users drop off and test changes in each registration step. Additionally, A/B testing will allow us to validate changes in real-time, ensuring we're continually optimising each touchpoint in the user journey.

Feature 2. Simplified registration

Details

Visual progress indicators: Users can see a visual representation of their progress (e.g., 2- or 3-step progress bar) to reduce perceived friction / cognitive load.

Reduced number of data fields: Limit information required at registration to absolutely essential details only. Any non-essential data can be collected post-registration.

Clear call-to-action and welcome message: setting a positive tone and prompting users to explore immediately

Rationale

The registration process shapes the platform's first impression, making it crucial for conversion rates and user experience. Key business objectives addressed:

- **Immediate impact on conversion**: lowering registration barriers directly supports growth in new users
- **First impression enhancement**: by creating a frictionless onboarding experience, we set a positive tone for new users, supporting both short- and long-term retention goals.

Development feasibility

- Similar to the Event hub, the changed registration portal can be tested and rolled out incrementally, following ABC's chosen Agile method (e,g. Lean, Scrum, etc.).
- Since there is only a single UX designer and a small dev team, ABC could consider Lean UX techniques where the design will be simple and functional, focussing on low-cost, high-impact improvements (e.g., visual clarity and minimising form steps).
- Before finalising each change, A/B tests can be run on new features (like one-click sign-ins and minimised fields) to quantify improvements in conversion.
- Ensure continuous iteration of performance monitoring post-deployment based on user feedback.

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More on the feature engineering process...

Feature ideation and planning

Depending on the urgency level of the changes and user feedback on existing features, there are many steps that can be taken by the product owner in conjunction with the marketing team to come up with tailored feature proposals. The primary goal is to deepen the understanding of user behaviour, engagement drivers, and pain points. A few examples:

Market and competitor analysis

Research features available on the market and benchmark against successful engagement strategies (e.g. gamification, personalisation. etc.)

- **Objective**: Understand how ABC competitors' products drive engagement
- **Possible questions to consider**:
  - What are the current industry standards / go-to strategies?
  - Where does ABC's platform align / deviate from market norms?
  - How do top competitors structure their registration flows?
  - What are the technical resources required to implement similar features?

Customer segmentation

Use existing user data to identify the main types of users that use the platform (e.g., for-profit businesses, universities, entertainment agencies, gender, age, etc.)

- **Objective**: Identify distinct user groups to tailor engagement strategies to each segment's unique needs
- **Possible questions to consider**:
  - What are the primary user personas, and how do their behaviours and needs differ?
  - Which segments have the highest engagement and retention potential? Which segments have the highest conversion rate and thus contributing the most to revenue growth?
  - How to incentivise future purchases for frequent users vs. first-time users? (e.g. loyalty rewards vs. introductory packages, etc.)
  - Do users' engagement journeys differ depending on event types or user personas?

Feature prioritisation and constraints

Each feature is chosen to strike a balance between addressing immediate user pain points (simplifying registration) and building long-term platform relevance (Event hub). The goal is to incrementally improve user experience without overwhelming the small development team, adhering to the rapid prototyping constraints.

For example, while the user data collected has indeed highlighted the need for deeper engagement, it is important to identify **which type of engagement will have the most lasting / largest impact on the users**. Unfocused feature additions risk wasted resources and longer development cycles due to ABC's small development team. Thus, the goal is to aim for targeted, high-impact changes.

There are many frameworks a product owner could consider to determine which features to be chosen, such as the ICE scoring model (see examples below), or the Eisenhower matrix, which takes into account the urgency of the tasks as well.
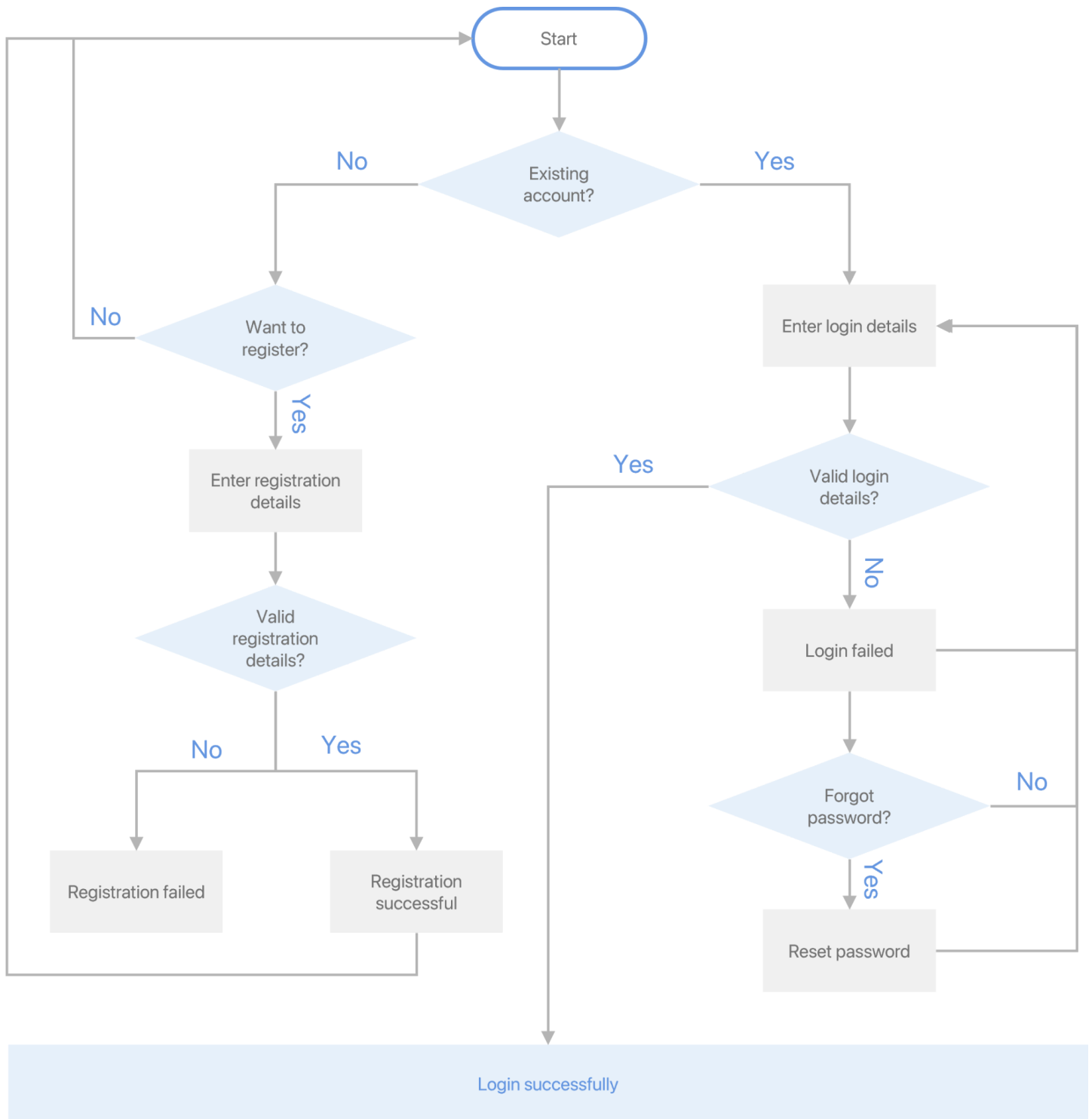
Event hub feature:

- **Impact**: High (promotes continuous engagement, improves user retention, and opens monetisation potential).
- **Confidence**: High (leveraging similar engagement models has proven successful in other platforms, such as LinkedIn and Eventbrite).
- **Effort**: High (requires UX design and development resources but feasible within rapid prototyping constraints).

Simplified registration feature:

- **Impact**: Very High (directly influences conversion and user acquisition).
- **Confidence**: High (simplified registration practice and progress bar are highly popular features in industry).
- **Effort**: Low / Moderate (changes can be made incrementally without a full redesign).

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4. User flow

Start

Existing account?

No

Yes

Want to register?

No

Enter login details

Yes

Enter registration details

Valid login details?

Yes

No

Valid registration details?

Login failed

No

No

Yes

Forgot password?

No

Registration failed

Registration successful

Yes

Reset password

Login successfully

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5. Success metrics

Both features will be implemented with a test-and-iterate approach. Each feature's success metrics will be monitored over time, with adjustments based on user feedback, analytics, and stakeholder input.

1. Engagement feature success metrics

Since 'engagement' could be defined in a wide range of ways as it refers to an intangible concept, it is important to first choose and ensure a **consistent definition and evaluating framework** of user engagement throughout the development process.

In the context of an online service like ABC's platform, applicable potential engagement features success metrics could be broadly categorised into 2 groups:

Group 1. On-platform behaviour metrics

Evaluating levels of engagement in the software industry typically means measuring how often and how long users are interacting with the platform. Examples of success metrics include:

- increased session attendance/participation rate
- increased average session length
- increased frequency of use: e.g. daily active users (DAUs), weekly active users (WAUs), monthly active users (MAUs)
- increased user return rate

Group 2. Self-reported engagement

Examples of the second group of success metrics:

- increased attendee satisfaction score: e.g. net promoter score (NPS)
- positive qualitative feedback survey responses

A major drawback of this group is their reliance on user **subjectivity**, as their experience could potentially be influenced by the event itself, and not their actual experience with ABC's registration platform. Also the **amount of data points collected may be lower** due to the longer completion time of surveys and feedback forms as compared to Group 1.

However, it's important to note that common quantitative metrics in Group 1, despite their ease of collection and function as a proxy for user engagement, may not explicitly explain the 'why' of user interaction (or lack thereof) as adequately as the qualitative, more long-form user feedback do.

Considering the nature of ABC's product - an event planning/registration platform (which is **business-critical**) rather than a social platform (which tend to be more *nice* to have rather than *need* to have) - its uptime is often more critical, and an in-depth understanding of user satisfaction could be considered as of greater importance. Thus it is suggested that solution performance be measured using a mix of both quantitative and qualitative metrics.

2. Registration feature success metrics

Examples of common success metrics for the registration process include:

- decreased drop-off rate (user stop using the platform during the registration stage)
- decreased registration completion rate
- decreased error rate (form validation errors, password errors, etc.)
- decreased number of average fields left blank by users

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