

Finding Huddle's Identity

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Outline

Huddle as a Hypothesis

Community Design Learnings

Latest Design Explorations

Project Takeaways

Questions

Huddle as a Hypothesis

The Rapid Experimentation Mindset

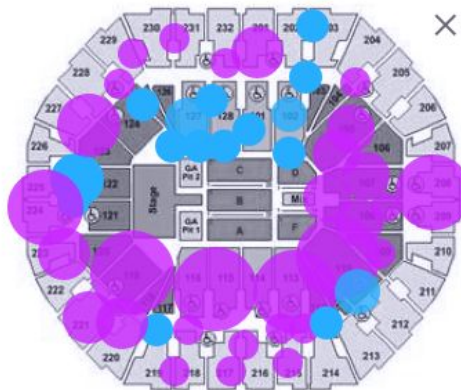
A new way of tackling Index

Embracing the “failing fast” philosophy

Team workflow

Early Days

Are the Warriors going to win?



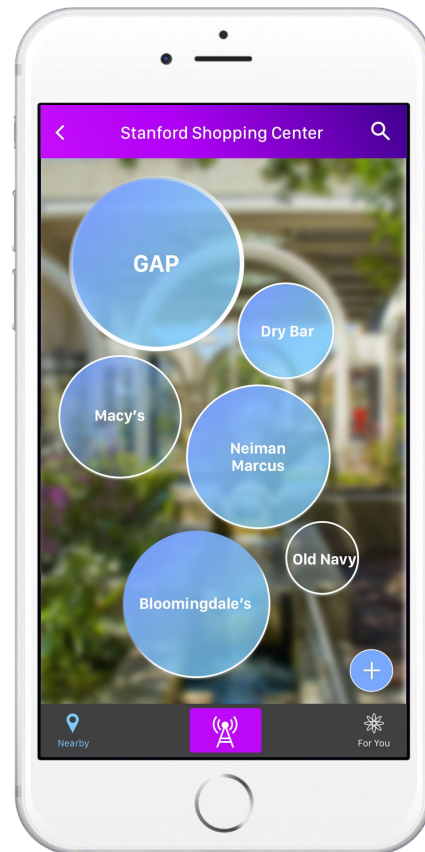
HUDDLE PULSE

Huddle distribution zoom

Venue



Answer
Heatmap



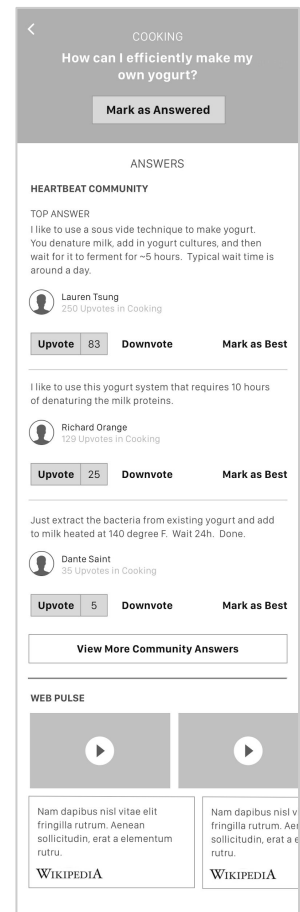
Q&A Platform Design

Flexible for nimble prototyping

Great for other Index teams to use

Example variables

- Like/Unlike
- UserId/Anonymous
- Follow Question



Pivot Point Journey

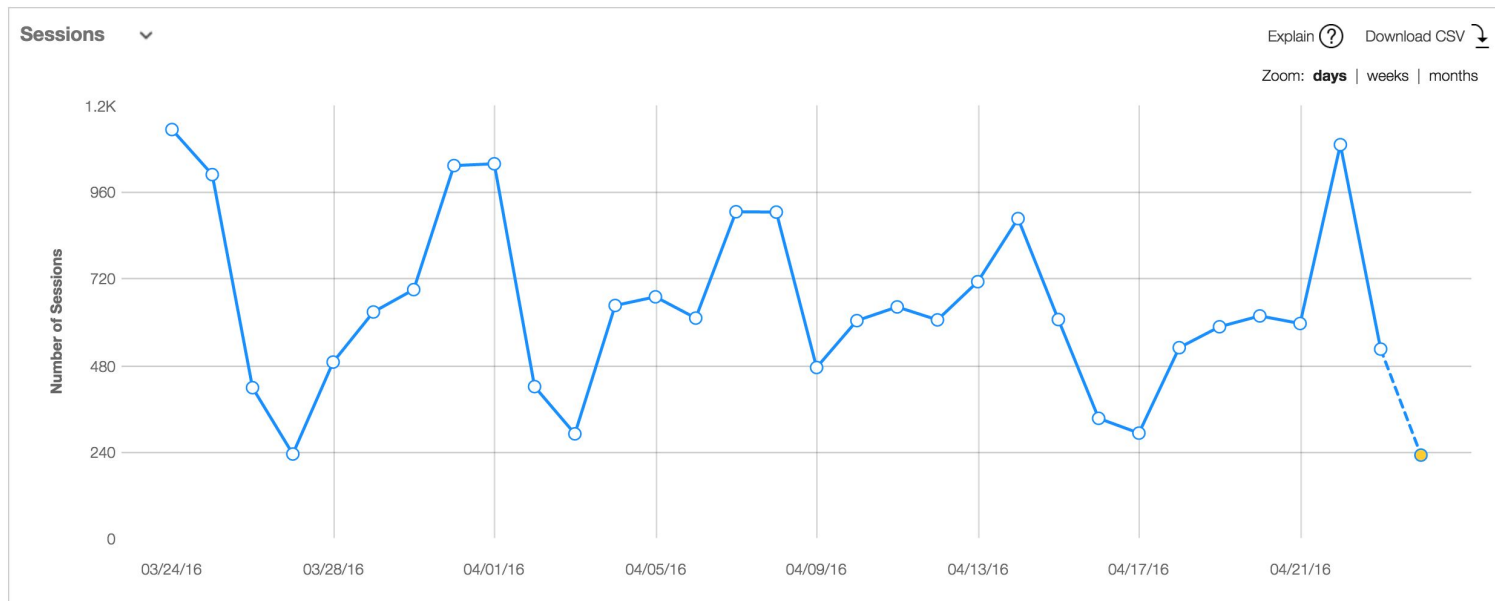
Local Information On Demand

- **Event** Information On Demand
- Event **Tips** and Info On Demand
- **Virtual** Information On Demand
- Virtual Information **Around Topics & Events**
- Virtual **Discussions** Around Topics
- Discussions within **Groups** Around Topics

W.I.P. Product Definition

Connecting you to **information and knowledge** in the **minds of people around you**

App Engagement Data



Time range: 3/24 - 4/21

Community Design Learnings

User Identity

Understanding psychological barriers

Anonymity as a possible solution

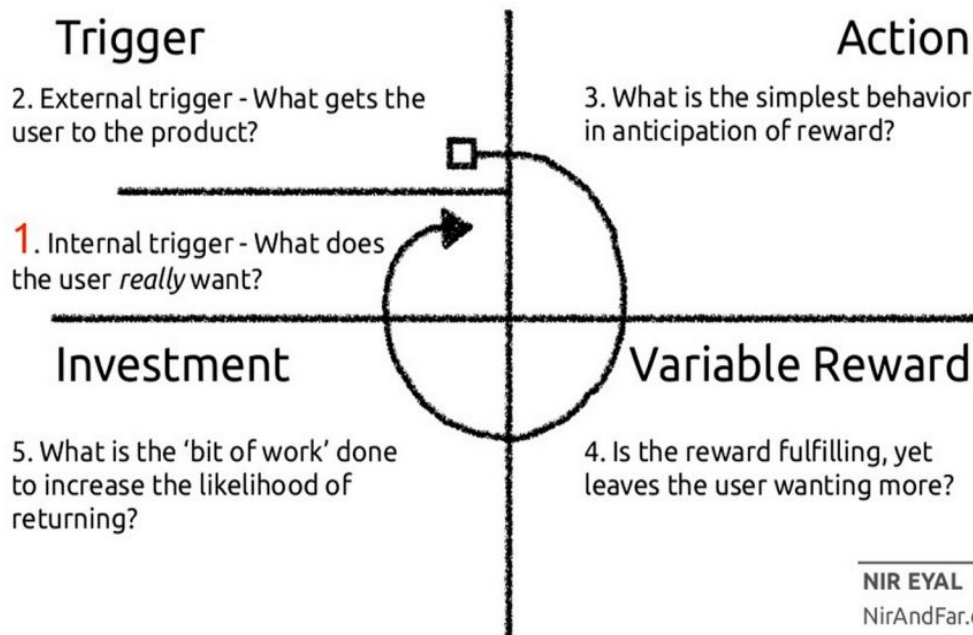
Variants of anonymity

- Absolute anonymity vs public profile
- Anonymous posts, revealed identities in small groups

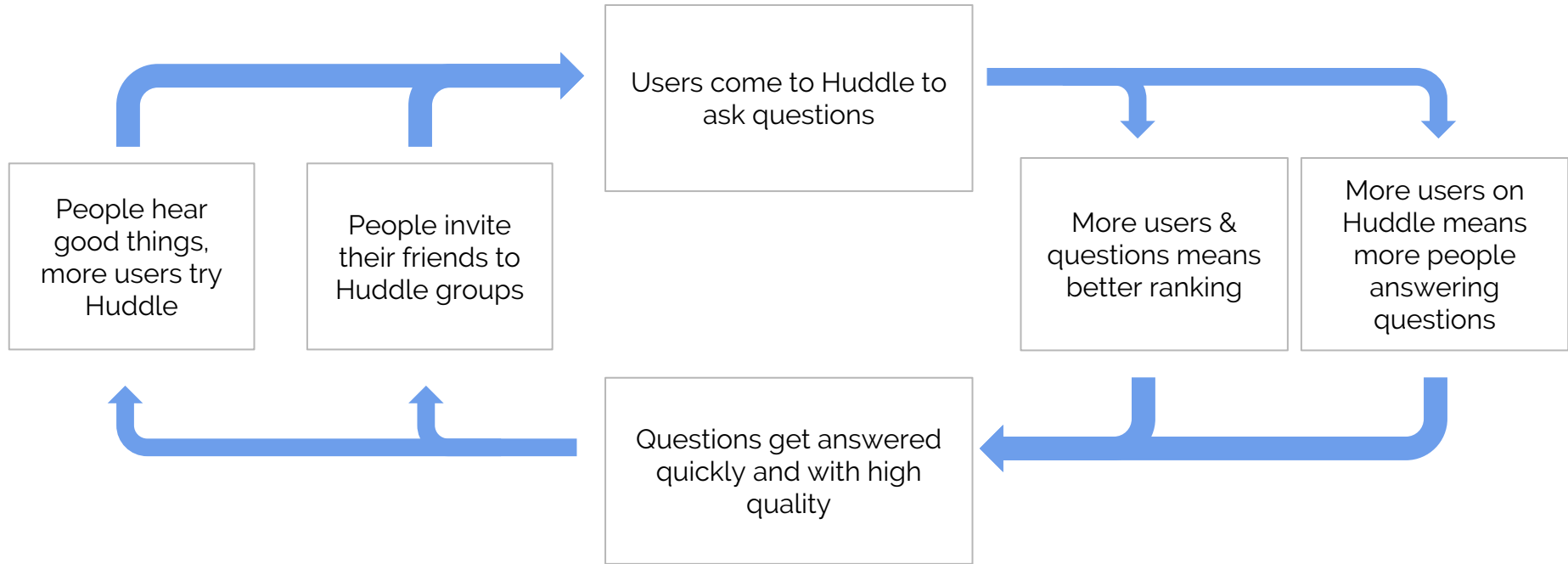
The Hook Canvas

How to bring
people back

How to make this
addictive

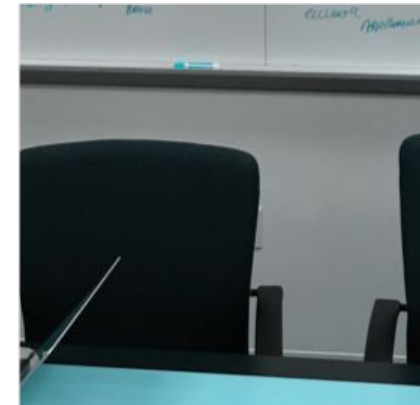
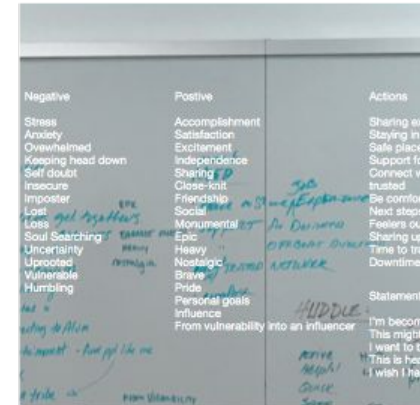


Product's Vision: Huddlin' Up

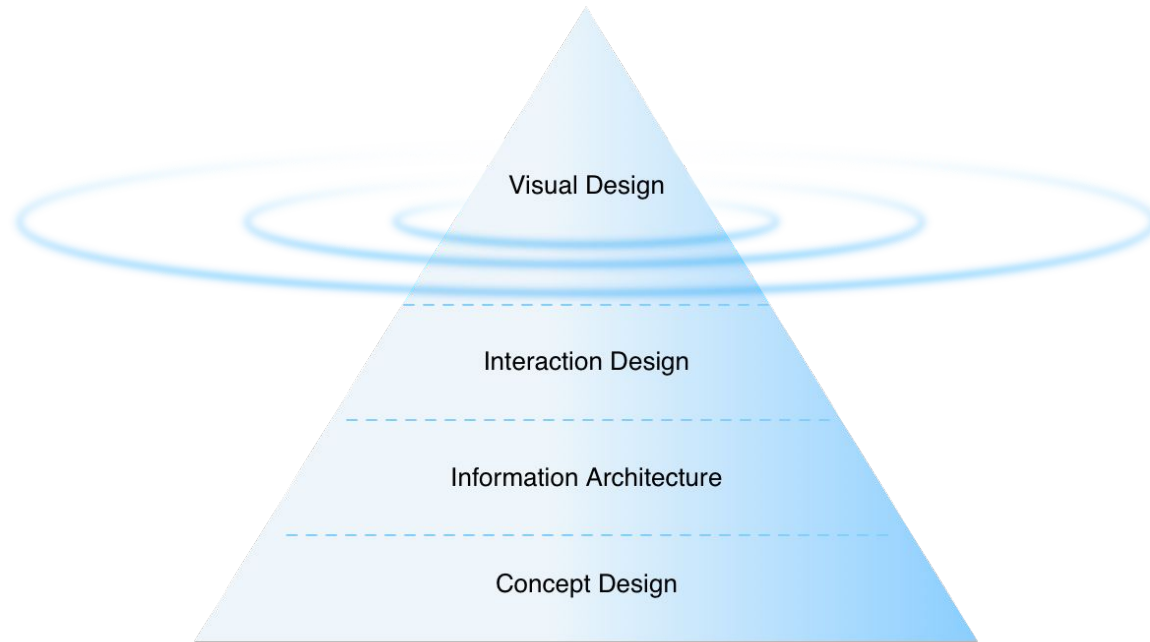


Design Explorations

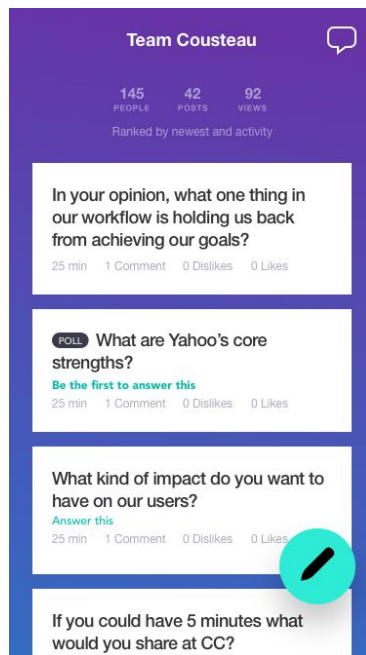
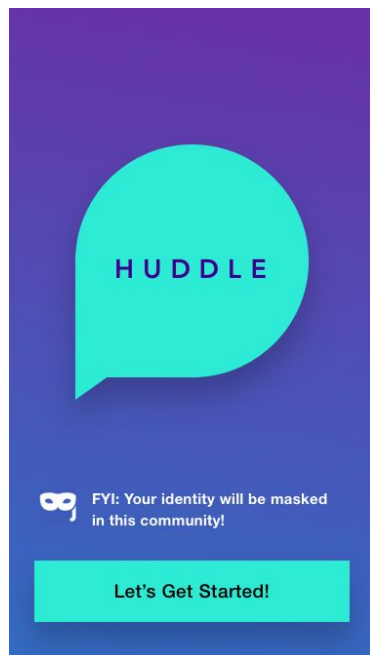
User Values



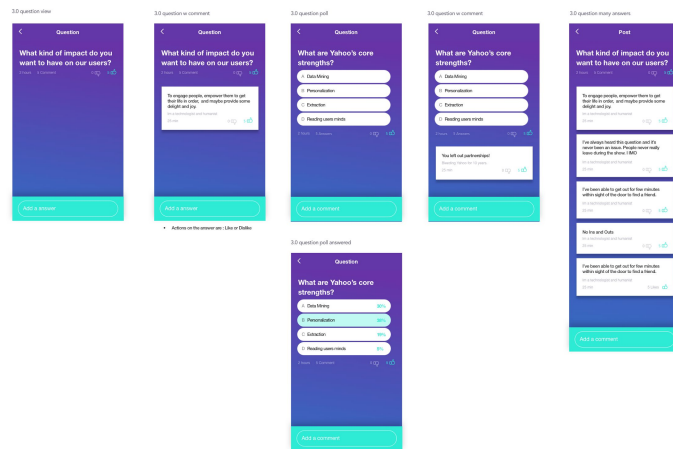
Design Phase



Current Dogfood



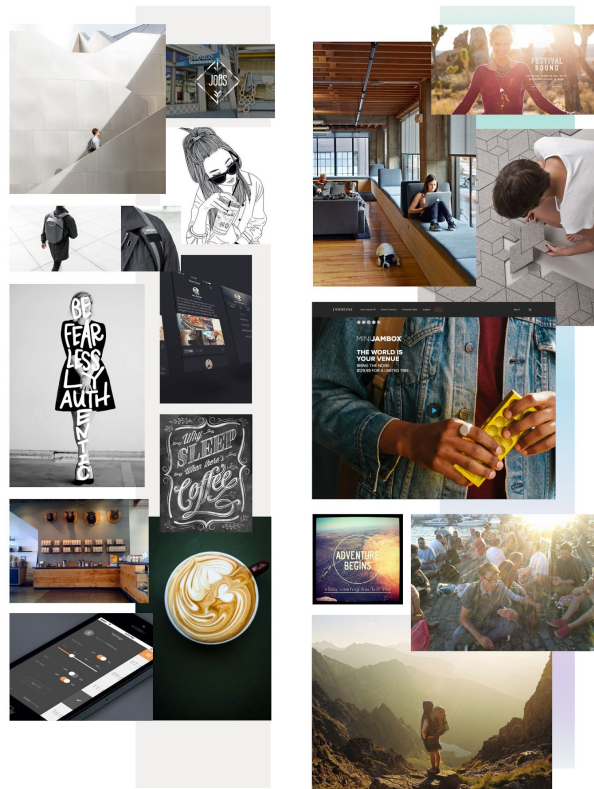
Question View



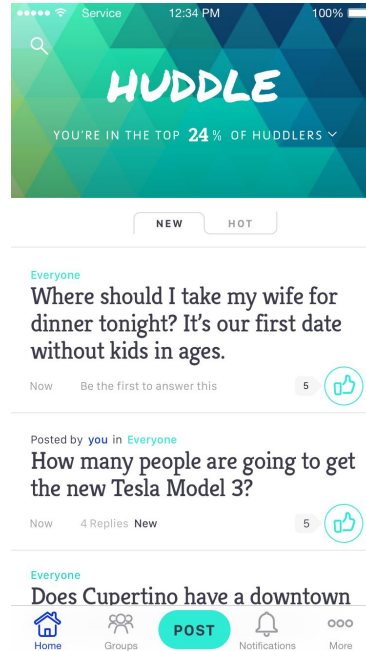
Audience & Competition



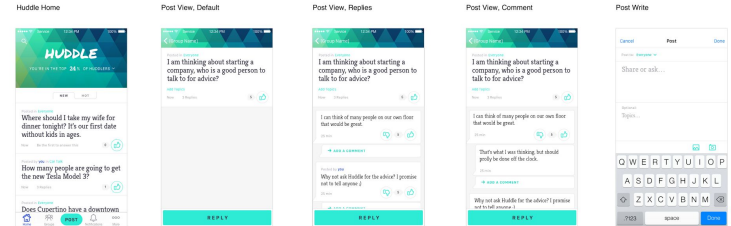
A large advertisement for the Jawbone Mini Jambox. The background is a close-up of a person's hands holding a yellow, rectangular, perforated speaker. The person is wearing a blue denim jacket over a red shirt. The text 'JAWBONE' is in the top left corner. Below it, a row of links: 'Learn About Us', 'Fitness Trackers', 'Corporate Sales', 'Support', and a 'Shop' button. In the top right corner, there are links for 'Sign In' and a shopping cart icon. The main headline reads 'MINI JAMBOX' followed by 'THE WORLD IS YOUR VENUE'. Below that, it says 'BRING THE NOISE' and '\$129.99 FOR A LIMITED TIME'. A play button icon is centered over the hands holding the speaker. Social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn) are in the top left corner.



New Design



Stream & Posts



Considerations

Sentiments / Moods

Follow vs Like vs Star

Animation Explorations

Posting / General Navigation



Project Takeaways

Food for Thought

Learn as quickly as you can

React to what you've learned

Nail the crux of the user need

Build enough to learn (80%)

Shipping Weekly > Perfection



Questions?