Connectors Market Place

UX Challenge

MOHAN PATCHA

Connectors Marketplace to build the list of targeted prospects, to source leads using social media profiles and to track social conversations.

Find and engage social prospects, target audiences and sales lead from across the social networks. Connectors Marketplace makes it easy to build your social network to drive awareness for a brand or service. Use hashtags and keywords to source, filter and engage with buyers and prospects. Speed up customer acquisition, reduce sales cycles, improve lead nurturing and drive traffic based on profiling and social conversations

Users

Software Engineers

My research points after understanding the scope

Process Step 1 :

- Simple & Easy way to create connection
- Don't write a single line of code
- Don't need to test code
- Need to search functionality
- Good to have a connector templates
- Looking for web & cloud-based application
- After creating a connection don't send for confirmation to manager
- As a manager, I need to receive a notification about created connectors

Empathise

My research to after understanding the scope

Process Step 2 :

- Code writing problem
- Connector testing problem
- Need more time to write code
- Multiple customer requests for same connector type

Define

Solution:

- Web-based application
- Search functionality is important
- Show readymade connections
- Simple way create connections

Selected
Personas

3 Personas for each group

- Developers
- Sr/Jr Managers
- QA Leads