

# CHALLENGE



## Connectors Market Place **UX Challenge**

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

## Process Step 1 : **Empathise**

My research points after understanding the scope

- 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