

Zapier Case Study

Client:

Guild Education - <https://www.guildeducation.com/>

Goal:

Help employees easily enroll in a class or program (provided to them as an employee education benefit.) Make enrollment simple, trustworthy, and reduce the need to work with an enrollment advisor. Optimize experience for both desktop and mobile phones.

Process:

- Define problem: "How might we make class enrollment process trustworthy, fast, and autonomous?"
- Use the "Crazy 8's" technique for rapid idea generation.
- Storyboard/wireframe exercise to outline the user flow and feature functionality.
- High-fidelity mockups.
- Front-end implementation (HTML/CSS/Sass).

This enrollment feature was a short sprint of a larger design project. Steps 1-3 of the process, I spent with the client doing idea generation and feature planning. Step 4 and 5, I spent designing higher fidelity mockups and then implementing those designs in code.

(Note: Unfortunately, for this feature the client did no have the time/resources to test this feature on users before building/launching).

Outcome:

Soon after we launched this feature, Guild signed on corporate Chipotle to launch a one-region test campaign to manage their employee education benefits and test the enrollment numbers. Within days, hundreds of students went through the enrollment flow to sign up for classes and programs. The high enrollment rates led Chipotle to sign a nationwide contract with Guild. Following that contract with Chipotle and others, Guild went on to raise 6M in VC funding.

Storyboard/Wireframe

