

Proposed Teamfood Homepage Changes

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The Problem

New users get confused when they see the app for the first time.

- New users' first time experience lands them in a page where they see section headers for "tables" and "workspaces," but don't understand what they mean.
- It's unclear what the app is for and where the user should start in the app.
- It's unclear where users should go to learn more about the app.
- See [pilot testing notes](#) and [cafe study notes](#) for more details.

Note: <another team> is working on defining the long-term experience ([WIP feature proposal](#)).

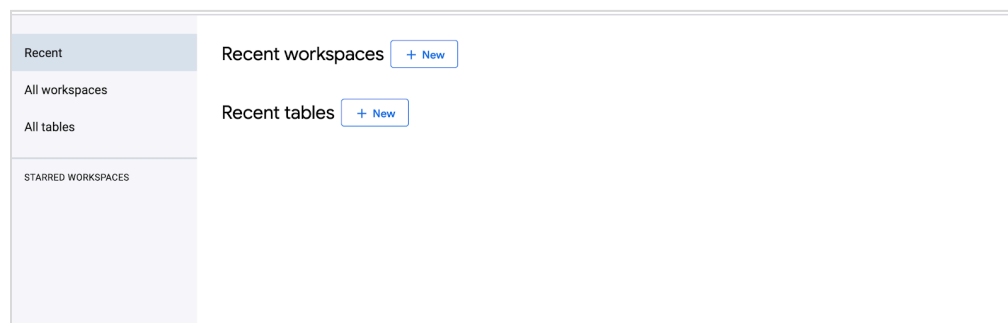
This doc is scoped to short term changes for our teamfood launch milestone. For the time being, we will assume most users will land on the product with zero education on the product.

Target users & use cases

Our initial focus is on lightweight project and task management use cases:

- As a project manager who stumbled onto the app, I want to know what this product is used for, so I can evaluate whether to use it or not.
- As a project manager who was recommended to try the app, I want to get started with the product quickly, so I can start tracking team tasks.
- As a project manager who is a new user of the app, I want to learn more about how to use the product, so I can use it effectively.

Current user journey



1. Users land on this page after opening “<url>”, and get confused about what to do next.
2. Most users start clicking on the left sidebar to explore what All Workspaces and All Tables are, but all sections seem empty.
3. Eventually they may click on one of the two +New buttons, but don’t understand exactly why the experience is different depending on which one you click.

Proposed Solution

Simplify the homepage experience: replace the empty section headers with a 1-liner on what the product is, a link to more documentation/materials, and a clear call-to-action for how to start creating your first table/workspace.

Goals

- Reduce user confusion and help people get started on the product faster.
- Propose cheap short-term fixes that can be implemented in a couple hours.

Non-Goals

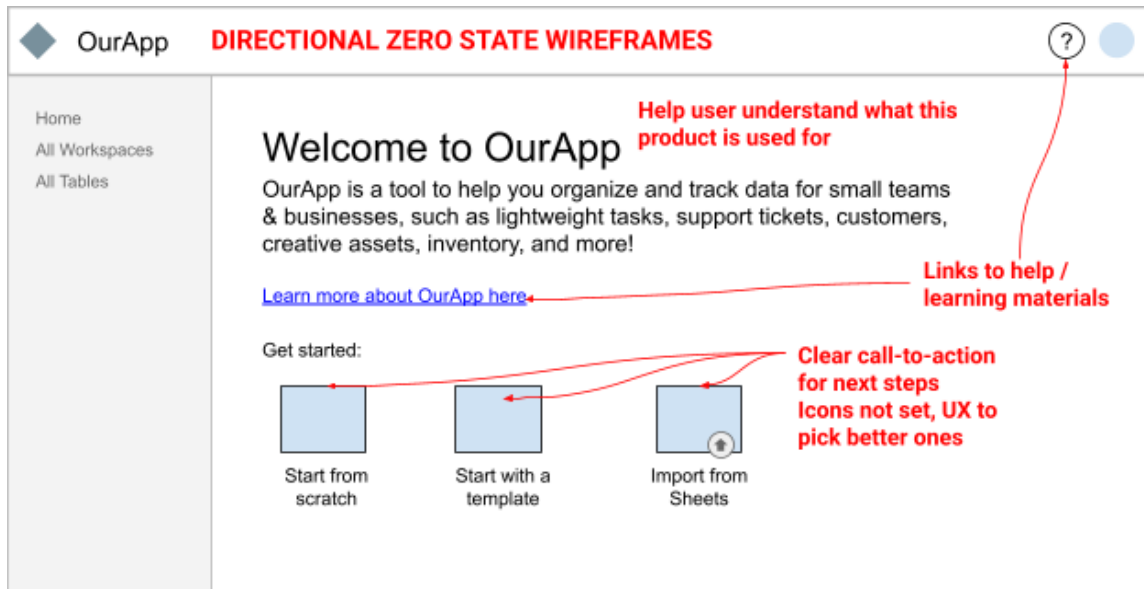
- Not touching details of how we show table or workspace details in non-zero-state.
- Not touching the +New dialog flow in non-zero-state experience.

Measurable Outcomes

- Fewer instances of user confusion on first impressions: measured by product observation interview feedback. Baseline was >X% of interviews mentioned confusion with first homepage experience.
- Increase in 1wk retention: current baseline is X%.

Requirements

- **[P0]** When the user has no workspaces/tables on the homepage, the user can learn about what the product is used for.
 - Maybe hide the “Recent Workspaces/Tables” sections in zero-state?
 - Add welcome message so they have context that they are seeing a welcome experience (e.g. this welcome won’t always be visible in the product).
 - Offer link to additional help/onboarding materials for the app.



- **[P0]** When the user has no workspaces/tables on the homepage, give the user a clear, simple call-to-action for how to start with the product.
 - Should be visible without needing to scroll on most screens.
- **[P1]** User can access help materials for the product from any screen.
 - Consider the standard help icon in the app bar?
- **[P1]** User can create a new workspace by default.
 - Hide the “+New” button for creating a new table, only offer the “+New” button and flow for creating a new workspace. [See appendix for details.](#)
- **[P2]** User can understand the difference between the homepage menu items.
 - Need to clarify how “All workspaces” or “All tables” pages different from “Recent” -- functionality is too similar right now.
 - Hide the “Recent tables” section entirely from the home page, maybe bring it back later as a “explore popular tables in your domain” experience.

Appendix

The +New creation dialog flow

New Workspace

Name

Description

Continue with 1 blank table

Templates

Import

Bug Tracker
1 tables

Agile Scrum Backlog
3 tables

Team Task Tracker
2 tables

CRM
2 tables

There are a number of problems with the current creation dialog flow (above):

- The flow is inconsistent between new tables vs new workspaces.
- The dialog doesn't scale well for the template browsing experience.
- The import flow is hard to discover and often missed by testers.
- The order of the fields and buttons make it unclear what action to take and what the name and description fields apply to.

I decided to scope out changes to this flow and reuse as much of the dialog work as possible to keep eng cost low. **We'll revisit this later in another polish sprint along with a revision to the list of templates and the templates experience.**

Simplifying +New entrypoints

In our pilot testing with Googlers and external users, we consistently saw confusion about what the +New button did and why there were two different ones that would result in two pretty different user experiences.

We also observed that the more valuable experience came from the +New **workspace** flow:

- it offered templates that users could browse to get a sense for product use cases,
- it offered import functionality that simplified effort to start with existing data,
- it enabled users to see the power of relational data through linking tables,
- it still offered a similar "new table" anyway.

For these reasons, **I recommend that we simplify the UI and focus on the 80%, most expected, most valuable flow for users and have only one clear CTA for creating new workspaces.**