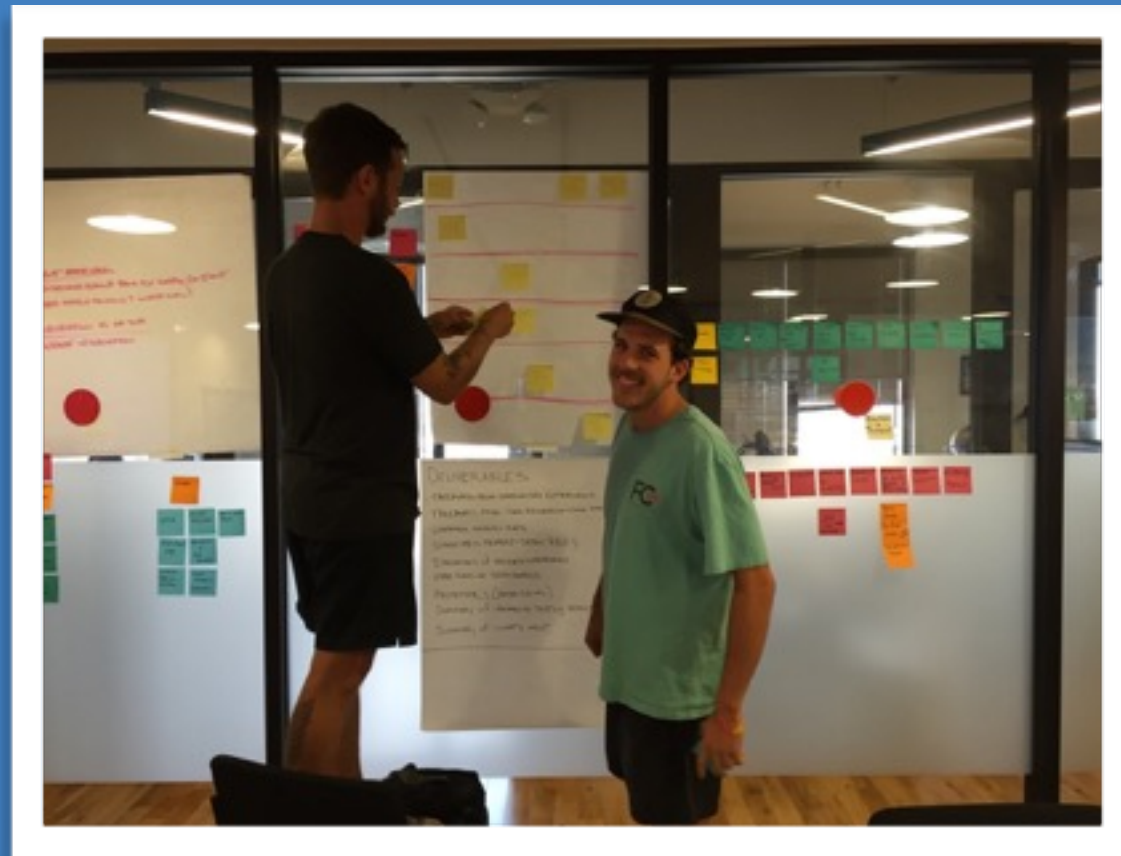




# HUBRUNNER

# Project Goals

Our goal for this project is to incorporate UX design to an existing marketplace. We aimed to improve the public website, landing pages and user flows.



Competitive/Comparative analysis

Journey Mapping

User Interviews

User Testing

Heuristic Analysis

Prototyping + Iteration

# Competitive Analysis



+Very Easy Migration process

-Expensive

-Poor response to tech calls

-Home Page Chat Box has long



+Reviews to Validate Service

+Clear On-boarding Process

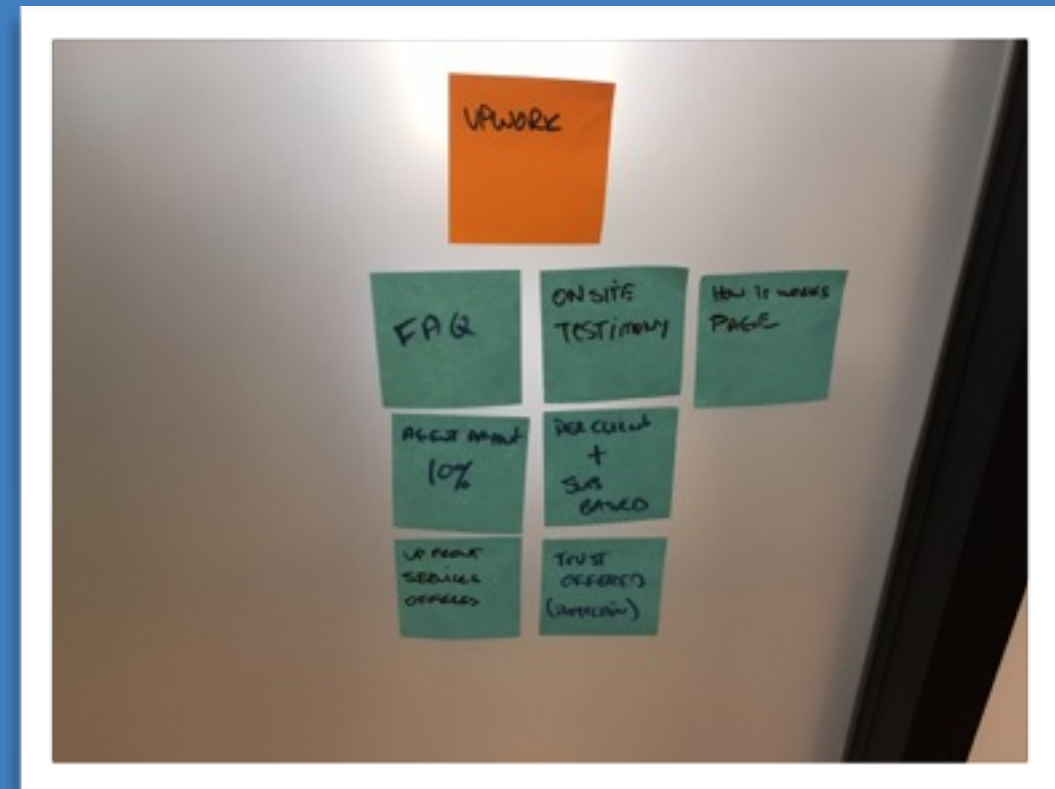
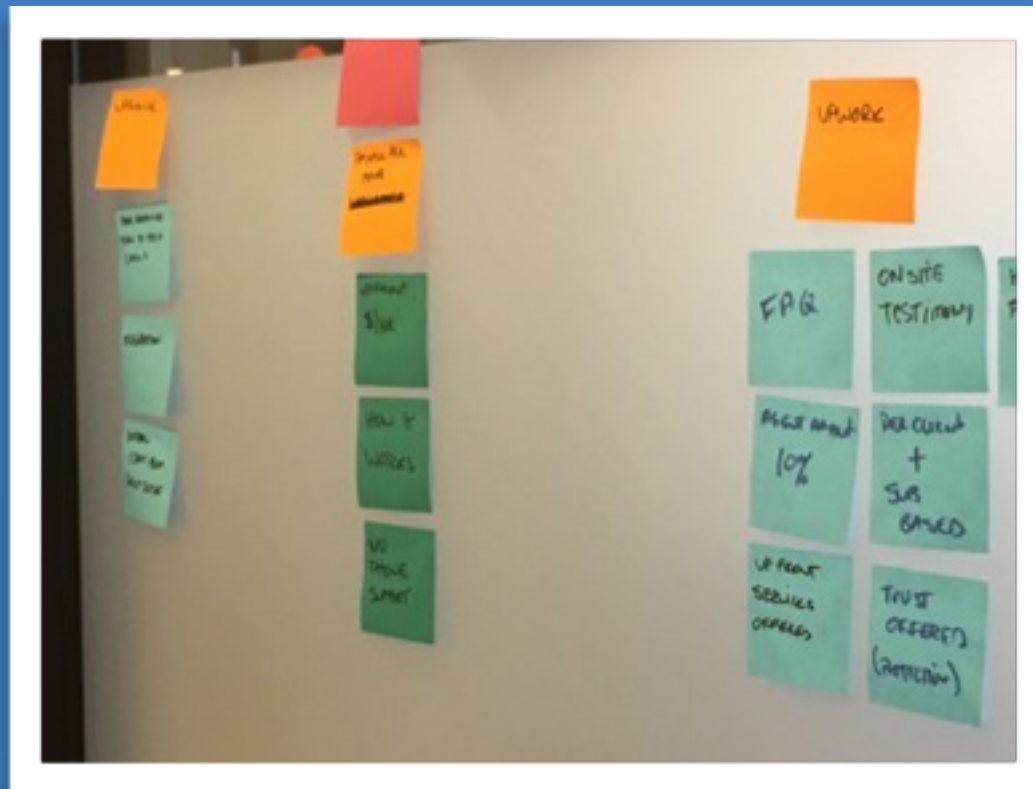
+Clear Tagline in business objective

+Money Back Guarantee



+FAQ up front

+10% agent fee



# User Interviews/Testers



Entrepreneur // potential user

## **Sinclair Fleetwood**

“Holy Cow, WPEngine is way too expensive”

Sinclair is a recent development student looking to get into the world of wordpress development.

She's looking for a quick, affordable program that will help her get the help she needs to begin her career building wordpress websites.

- This service would be perfect because it's affordable
- Wouldn't want to be an agent because I don't want to be considered “cheap”
- Customer interface is nice but it's cluttered
- Product feels unique and something I would use

# User Interviews/Testers



Creative Director

**Cathy Chen**

“Wireframes are an easier way to communicate with developers”

Cathy Chen is the co-founder and creative director and digital media coordinator at Mesa Publishing. She uses WordPress for business and has been for 2 years.

- Ticket times vary from 1 to 10 days
- On boarding was smooth and ticket pick ups are fast.
- Users can't work on same project can't see each others hub runner requests
- I want to specify an agent at times

# User Interviews/Testers



Restaurant Owner

**Vic Farnsworth**

“Web support isn’t in my budget”






Vic is a restaurant owner who uses wordpress but would rather figure everything out himself. He has a low margin and can’t afford support for things as simple as his restaurant page

- Affordable just to have my menu changed.
- good service for when you only need a change periodically
- I don’t need much help so I wouldn’t want to spend a lot of money
- 5 bucks? I might use this.



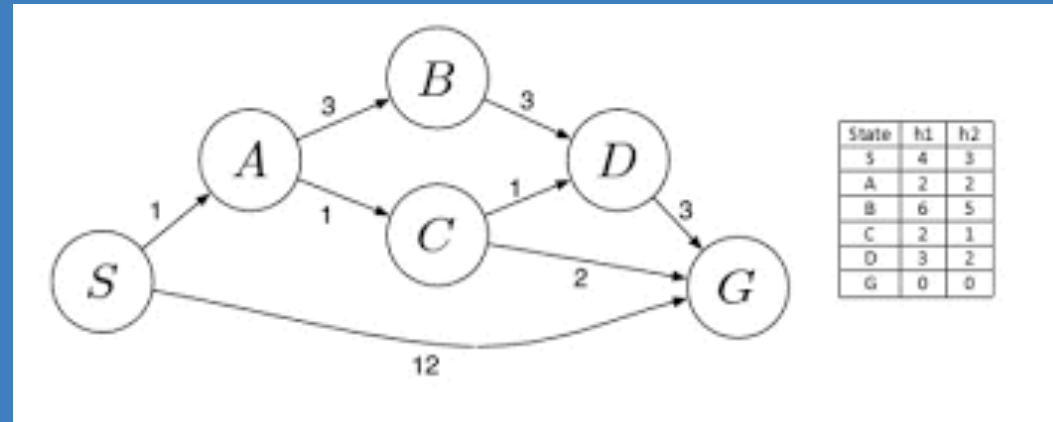
# Journey Mapping

We mapped out the main steps in the customer flow and noted both the positive and negative points for each step.

Sign up	Connect to site	Create Request	Agent Interaction	Payment/Feedback
<ul style="list-style-type: none"> <li>• Customer Interface is clean and easy to understand</li> <li>• Sign Up Process is easy</li> </ul>  <ul style="list-style-type: none"> <li>• No clear price</li> <li>• No FAQ on main page</li> <li>• Unclear what product does</li> <li>• Can't link product I don't know to twitter</li> <li>• Two E-mails after sign up, Confirmation should be on on welcome e-mail</li> <li>• Remember me slider doesn't click</li> <li>• Add payment method not on side menu like the help box suggested</li> <li>• Product features repetitive on site</li> </ul>	<ul style="list-style-type: none"> <li>• Smooth controls to connect site</li> </ul>  <ul style="list-style-type: none"> <li>• Credit Card info too soon, still not sure what I'm paying for</li> <li>• Once credit card is entered you have to start the process over</li> <li>• What are collaborators? Co-workers?</li> <li>• You can agree to terms by connecting your site without reading terms. Add it as a pop up after you click connect instead of a link.</li> </ul>	<ul style="list-style-type: none"> <li>• Requests are typically picked up very quickly</li> <li>• Requests are easy to make</li> </ul>  <ul style="list-style-type: none"> <li>• Users on Same Project can't see each others request</li> <li>• Can't choose agent you liked in the past</li> <li>• No option or reminder to back up my site. Not feeling safe</li> </ul>	<ul style="list-style-type: none"> <li>• Agents are respond quickly</li> <li>• Not having to shop for agents saves time</li> <li>• Agents are of very good quality</li> </ul>  <ul style="list-style-type: none"> <li>• Can be difficult to communicate what I have in mind</li> <li>• My messaging interface says I have an unread message but I do not</li> <li>• Ticket times can be slow (Over 10 days)</li> <li>• Difficult to communicate without a wireframe. Possible to do that with messaging system?</li> </ul>	<ul style="list-style-type: none"> <li>• It is super affordable</li> </ul>  <ul style="list-style-type: none"> <li>• Can't message agent after a ticket has been closed</li> <li>• Can't message agent after a ticket has been closed</li> <li>• Better accountability for time working vs. time "trying"</li> <li>• Submit/Reopen button is confusing when agent explains steps used</li> <li>• Agent asked to rate but couldn't find how to rate</li> <li>• Input Needed notification won't go away</li> </ul>

# Heuristic Evaluation

We took people through the process of Hubrunner's flow more in depth by evaluating their expectations throughout the process. Finding out how familiar they are with icons, links, button positions and commonality of comparable processes were imperative for a redesign.



## What we learned


- Clear Information on Pricing
- Better Understanding of what I'm getting before I pay
- Elements are visually confusing. Redundant information.
- Being an agent doesn't seem sustainable
  - Hubrunner is a product I would use...
  - This kind of service has great potential



# Cleaning up redundancies

**REVIEWS & FEEDBACK**

Request any final changes, then approve your completed project and rate your experience to help ensure quality service.

**FEEDBACK MATTERS**

Your rating & feedback help ensure our experts meet your standards.

**My Profile**

Edit

Ryan Boyce

Email: boycerf@gmail.com

Phone:

**My Websites**

Connect Website

Build Website

portfolio website

ryanfboyce.com

Details

Website analytics

GET WEBSITE HELP

BECOME AN AGENT

# Update header elements

Submit

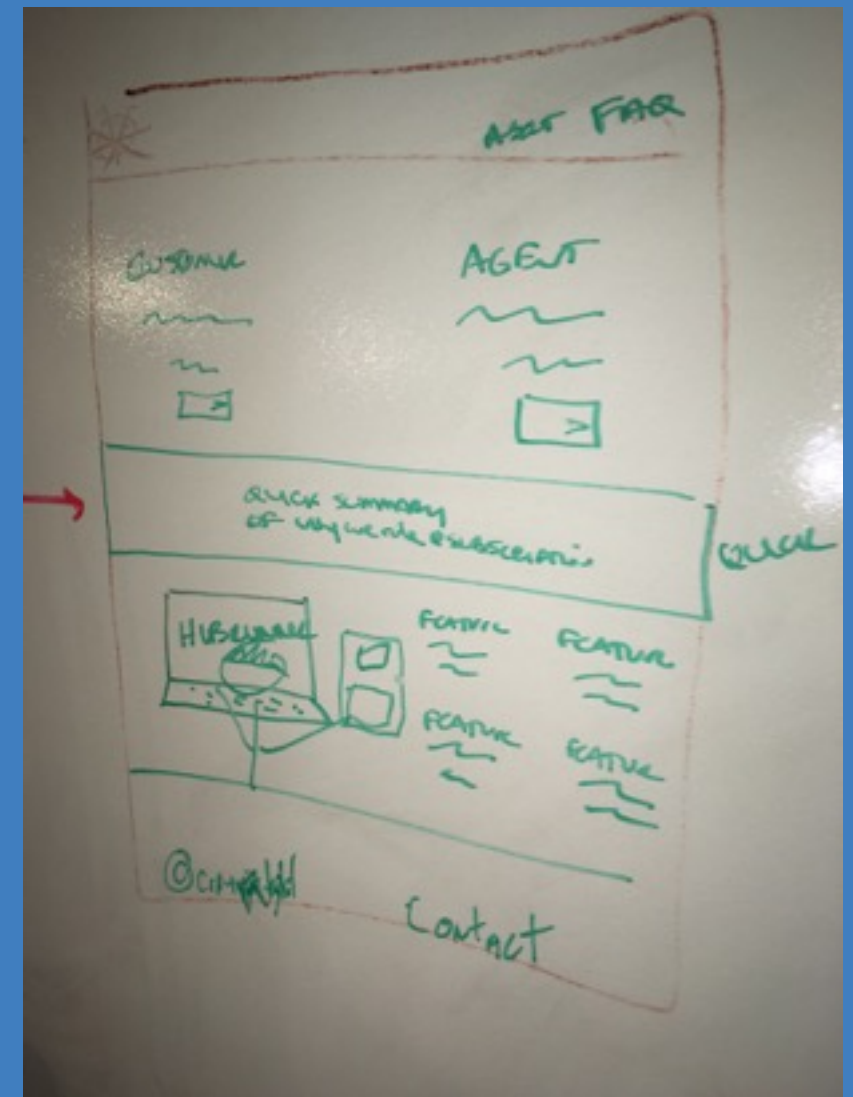
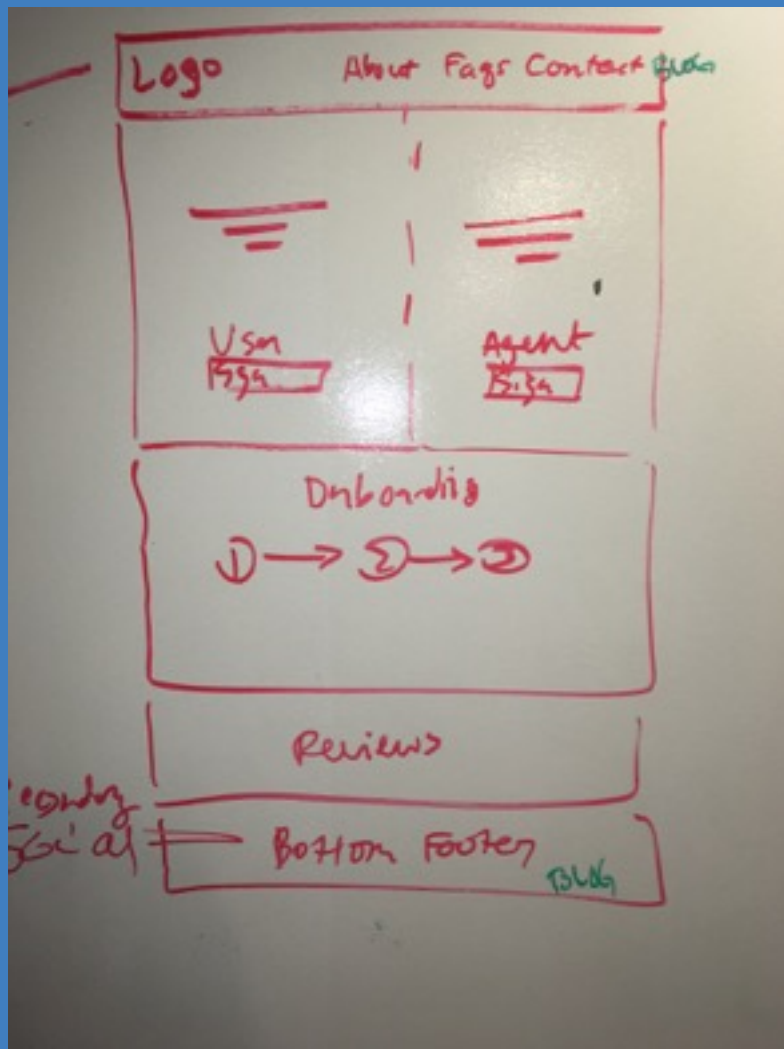
Choose Files

No file chosen

# Simply improving spacing

# Consolidating and Reordering elements

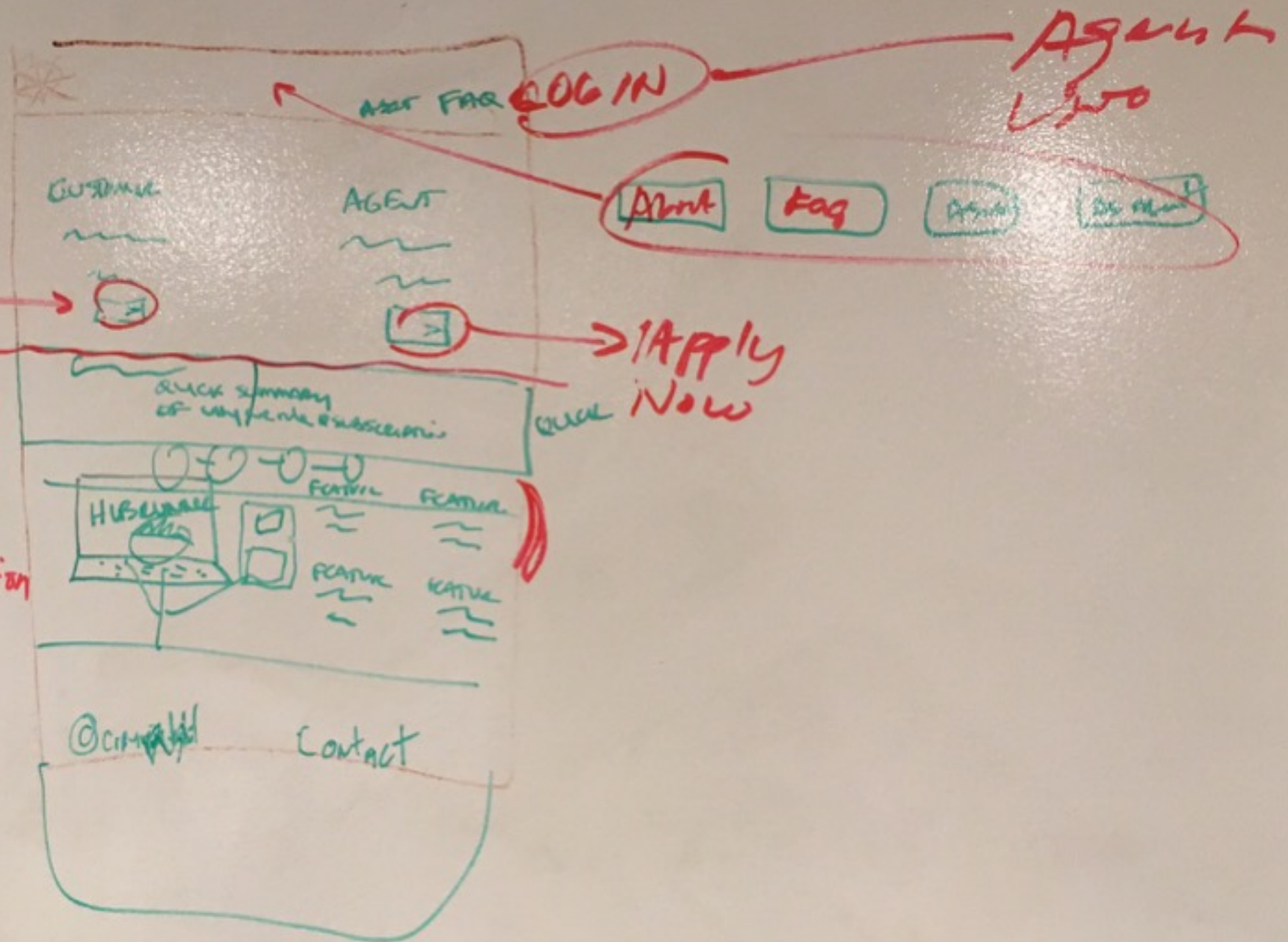
# Design Studio



connect  
- site URL

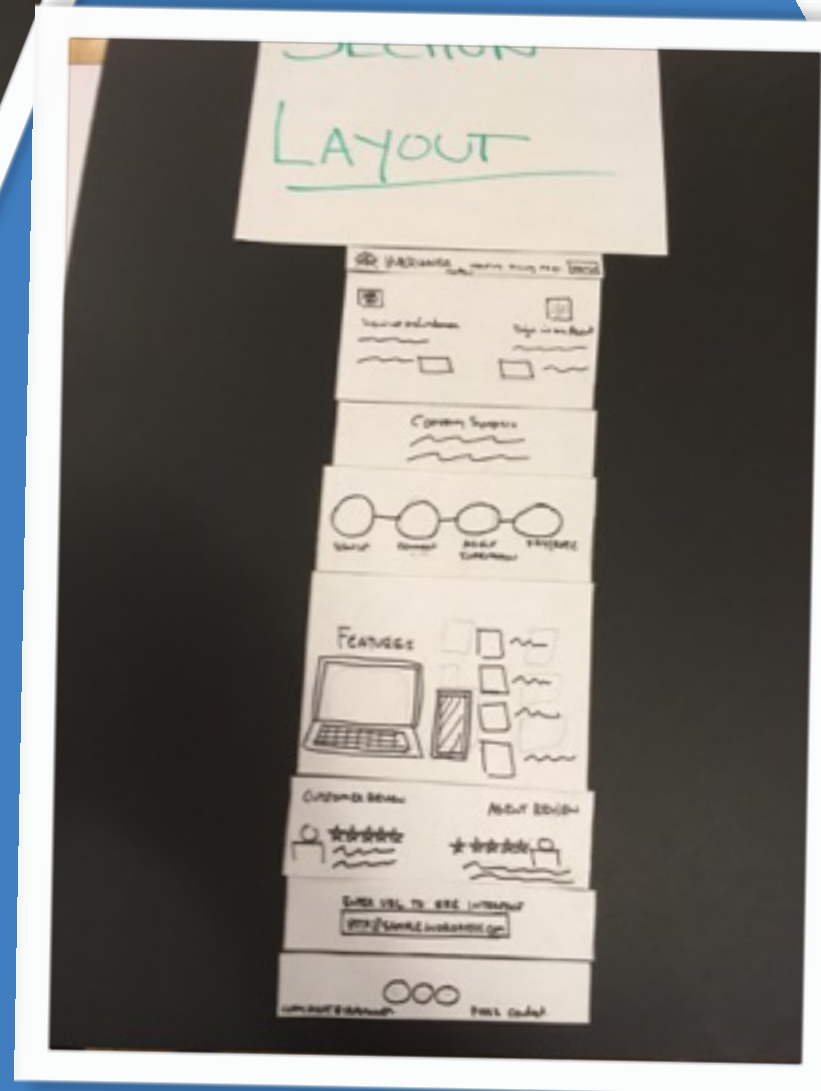
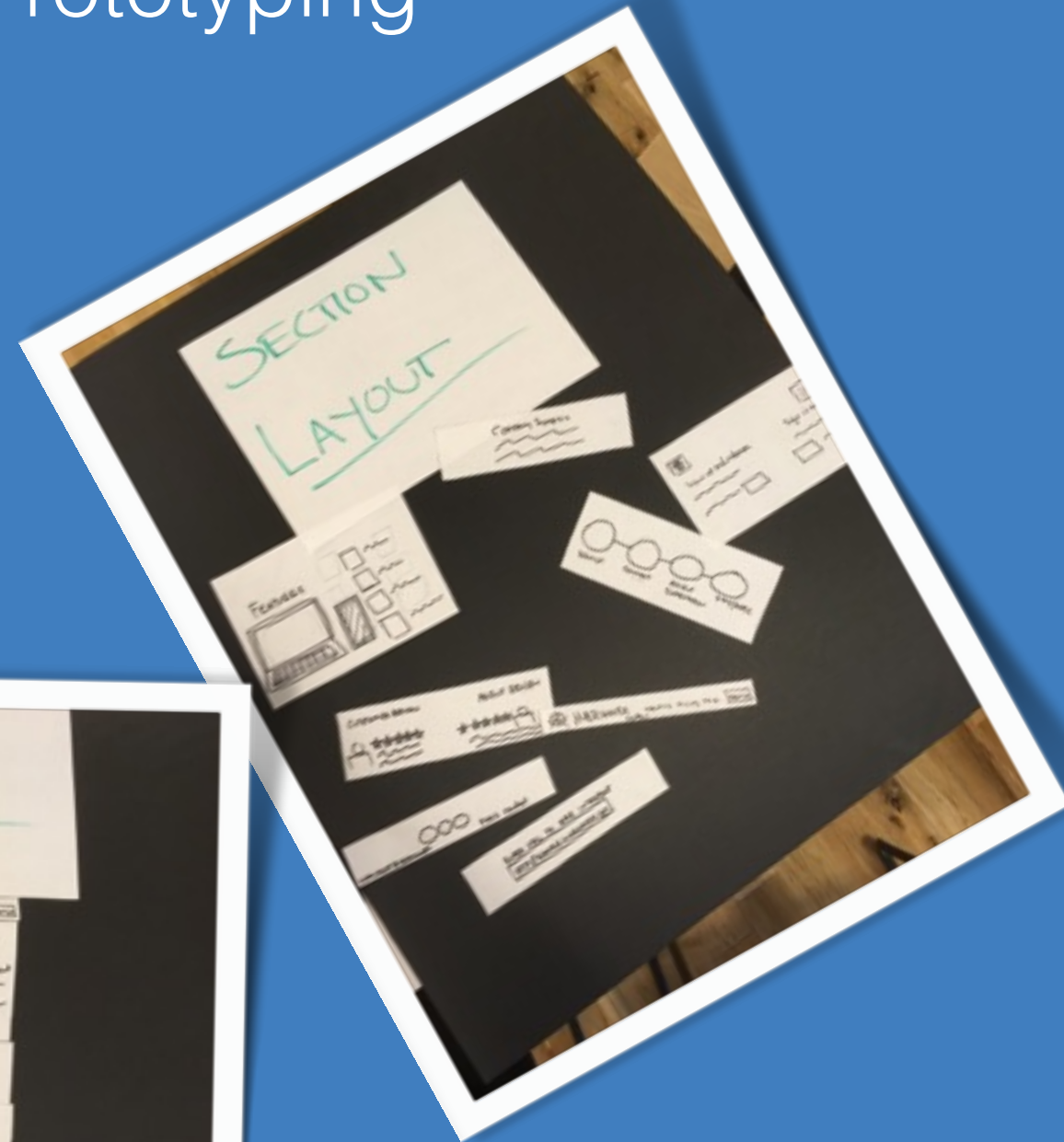
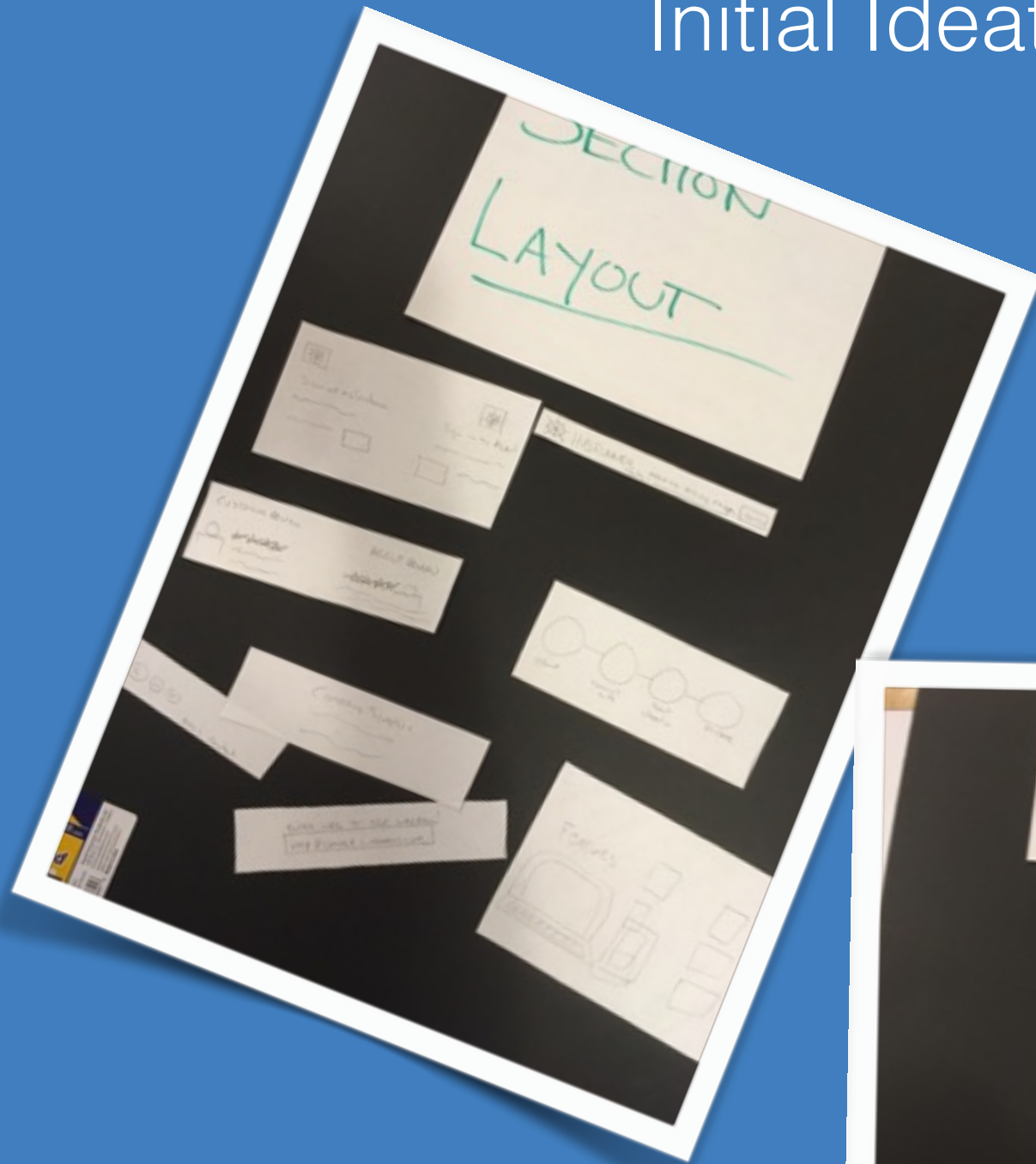
✓ →

- Look forward  
to... Mobile Section

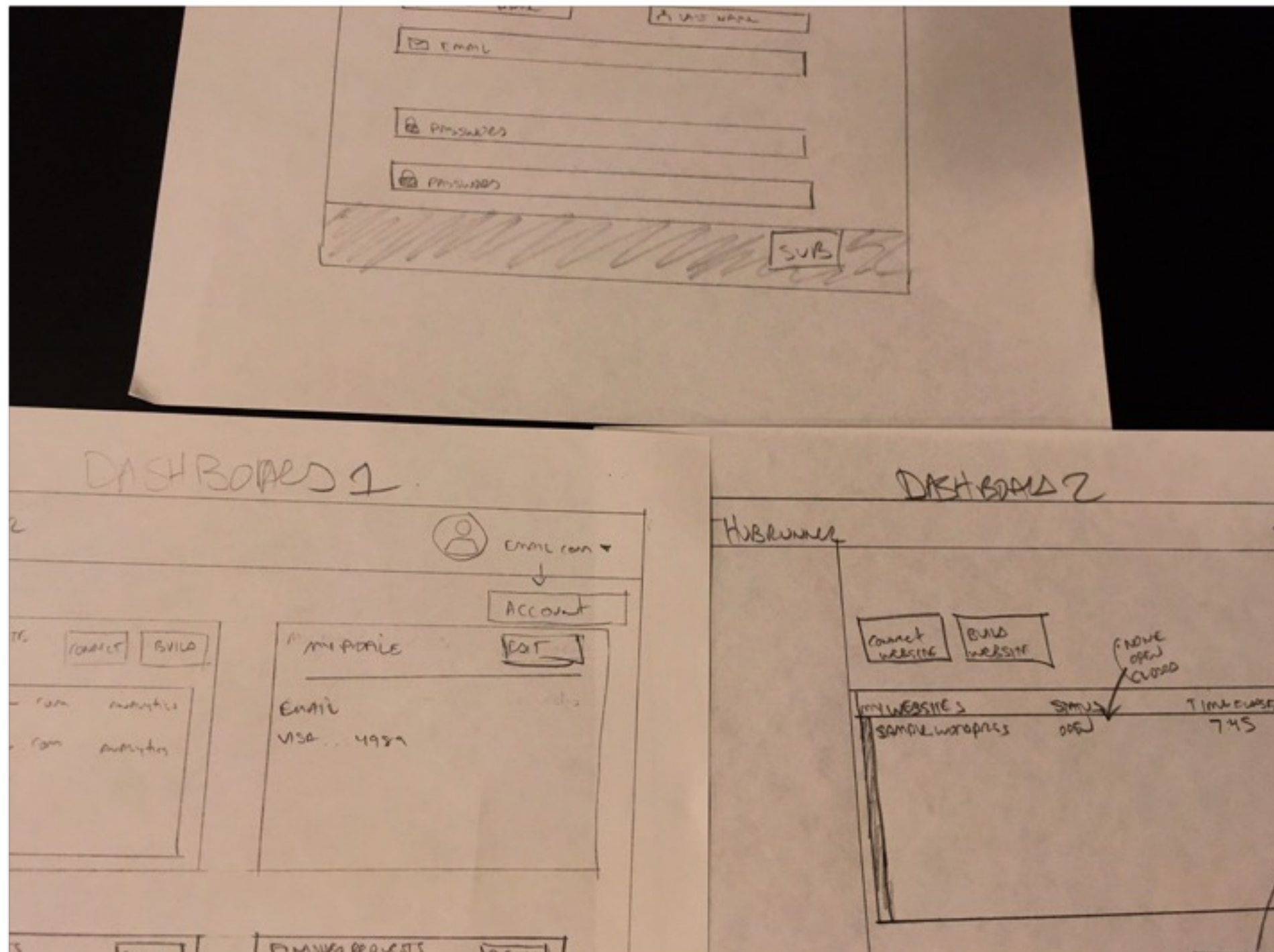




# Initial Ideation and Prototyping



# Rough Prototyping User Flow



Putting Prototype through Invision

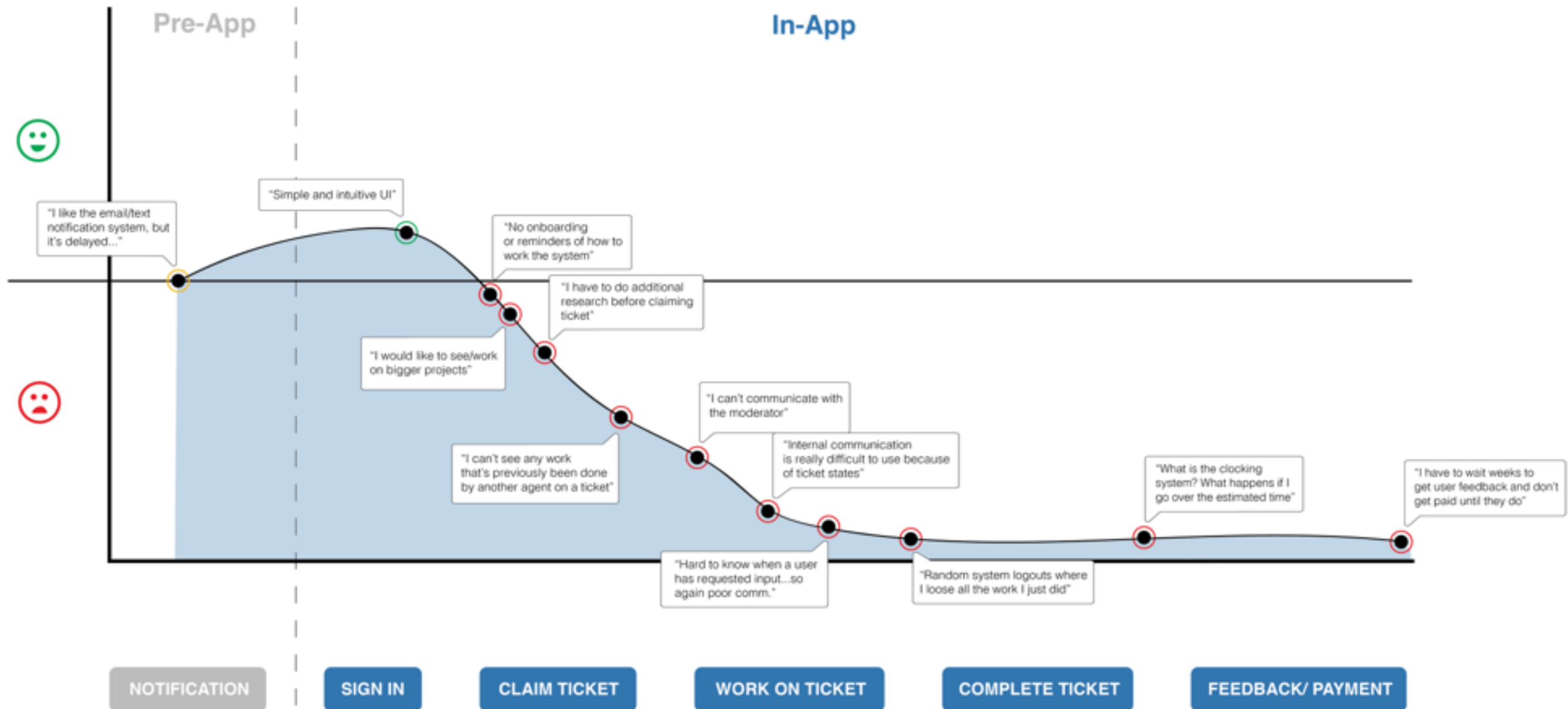


# HubRunner

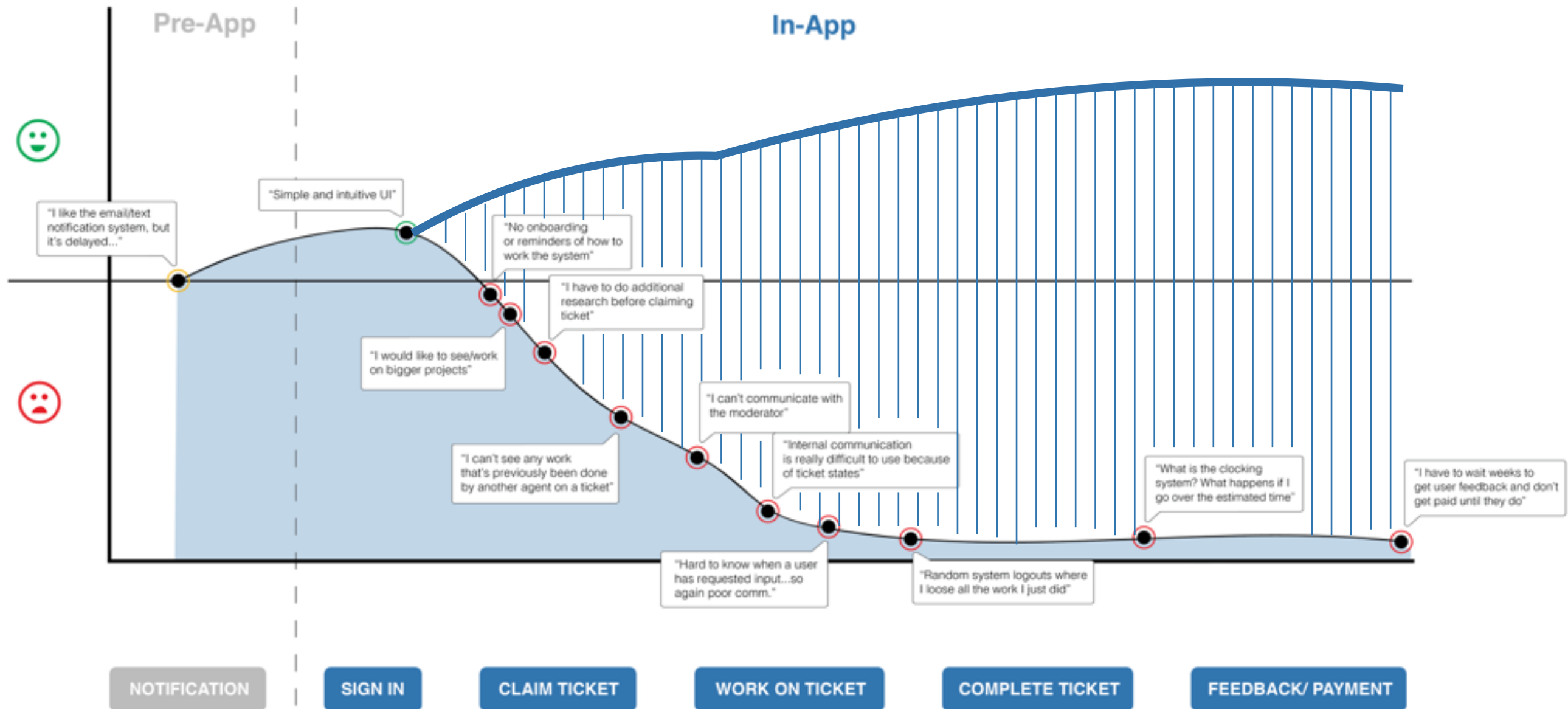
---

Agent Side

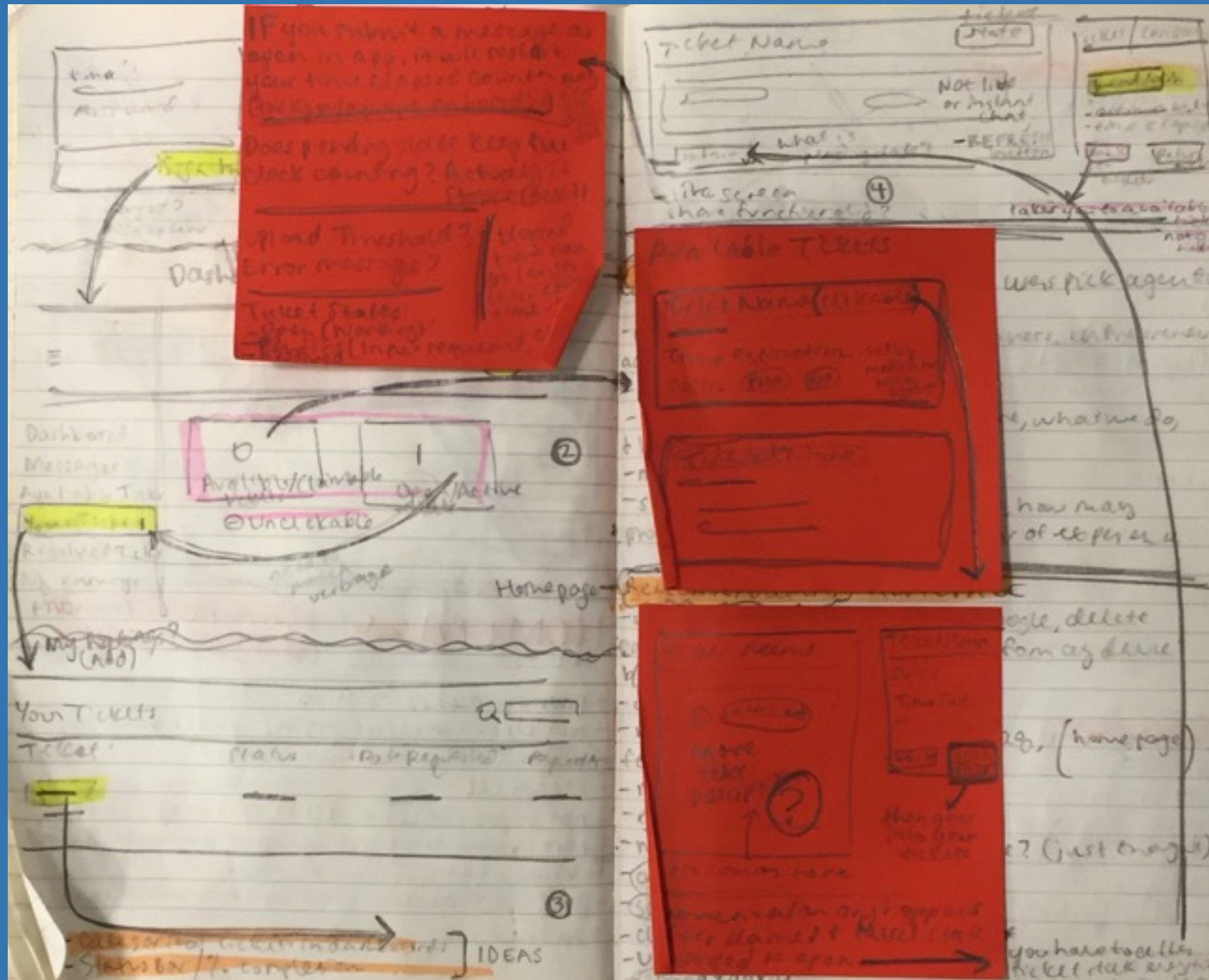
# HubRunner “Agent” Journey Map



# HubRunner “Agent” Journey Map



# Becoming the Agent



MENU

Dashboard

My messages

0

Available tickets

0

Your tickets

1

Resolved

2

My earnings

FAQs

Welcome back to HubRunner!

Dashboard

0

AVAILABLE TICKETS

1

OPEN TICKETS

New Josh Ticket

Available

Created at: Tuesday, June 21 2016 12:18pm

From: Will McMahon

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Screen\_Shot\_2016-06-21\_at\_12.17.47\_PM.png

Will McMahon | Tuesday, June 21 2016 12:18pm

Bold

Italic

Underline

enter your message here...

Submit as +

Browse... No files selected.

Ticket profile

Company profile

Login to hubrunner.com

Skills

Theme Settings

HTML & CSS

Estimated time

00:30

Elapsed time

00:00

Back to tickets

Return ticket



**Bold**

*Italic*

Underline

enter your message here...

Submit as ▾

Browse...

No files selected.

Open

Pending

Resolved

	Available tickets	0
	Your tickets	1
	Resolved	2

# Findings

---

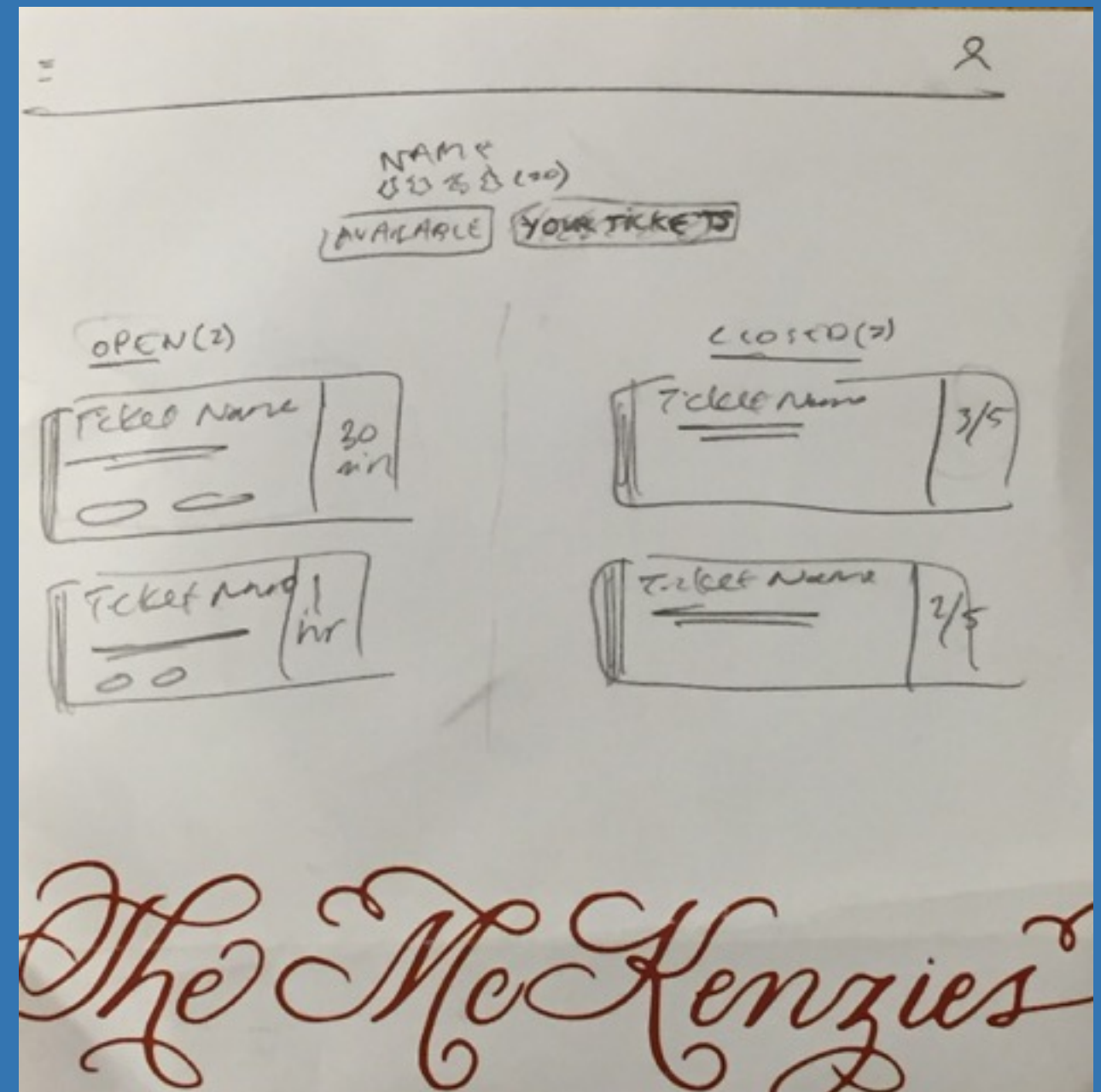
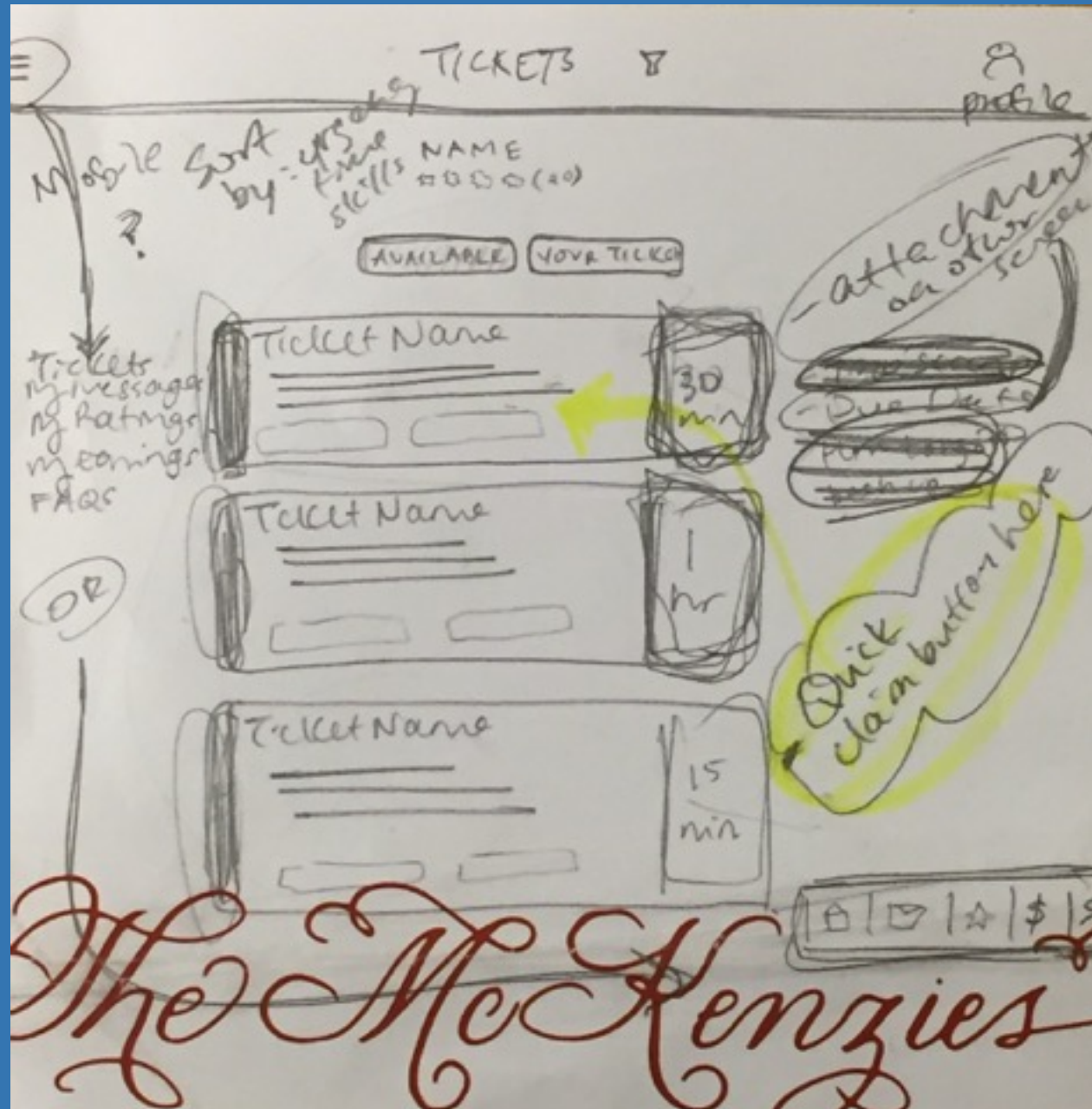
- Delayed notification system
- No on-boarding or system explanations
- Too many competing CTAs
- Internal communication is not easy
- Ticket States are confusing
- Where's the support if I need help
- Feedback/ Payment system is broken

# Design Recommendations

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- Orient the agent
- Consolidate UI
- Prioritize CTAs
- Show previous agent work on a ticket (documentation)
- Offer agents to communicate with the moderator
- Eliminate ticket states: just have open and closed tickets
- If feedback hasn't been given after certain amount of time, release payment

# Wireframes



# Usability Testing

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- Include notification that let's me know that input is requested on a ticket
  - Allows me to stay organized and help my customers
- Include a notification system that let's me know what tickets I've been paid for and which ones I haven't yet
  - Got to make sure I get paid!



# Prototype

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- Communicative, simple, and functional MVP
- Consolidated UI, Increased agent functionality, Increased Readability, and easy translation to mobile
- <https://invis.io/KX7PYG4ME>

# Next Time...

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- Add on-boarding screens that orient the agent
- Make design more conversational
- Gamify the experience
- Test with more existing agents
- Strengthen payment system

# For Future Consideration

## Pricing

12 month contract w/ monthly auto-pay required.

	<b>BASIC</b> Gym Membership <small>Gym access only. No Classes.</small> <b>\$39</b> <small>Per month</small> Train on your own.	<b>1 WEEK TRIAL</b> Classes Only <small>How Caravan Info w/ Local Address</small> <b>FREE</b> <small>Out of town guests \$50</small> Unlimited Access. No Risk. No contract.	<b>1 PROGRAM</b> Classes + Gym Membership <small>\$39 Membership + \$70 One Add-On</small> <b>\$109</b> <small>Per month</small> Boxing, Kickboxing, Jiu Jitsu or Muay Thai	<b>UNLIMITED</b> Classes + Gym Membership <b>BEST VALUE</b> <small>\$39 Membership + \$120 One Add-On</small> <b>\$159</b> <small>Per month</small> Access to ALL Programs
Includes Basic Membership	✓	No	✓	✓
Cardio Room Access	✓	No	✓	✓
Weight Room Access	✓	No	✓	✓
Class Access	No	UNLIMITED Classes in ALL Programs	Unlimited Classes in 1 Program Only	UNLIMITED Classes in ALL Programs

MEMBERSHIPS	MONTHLY DUES	JOINING FEE <sup>®</sup>
Youth (12 & UNDER)	\$9.75	N/A
Teen (AGES 13 - 19)	\$19.50	N/A
Adult	\$38.75	\$70.00
Household	\$58.25	\$105.00
Household +1	\$77.75	\$105.00
Household +2	\$97.25	\$105.00
Household +3	\$116.75	\$105.00
Household +4	\$136.25	\$105.00

FREE	SILVER	GOLD
<b>FREE</b>	<b>19 USD</b> <small>PER MONTH</small>	<b>47 USD</b> <small>PER MONTH</small>
No Video Access	Limited Videos	All Videos
Forum Support	Email Support	Phone Support
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>

SILVER	GOLD	DIAMOND
Free	\$100	\$100 <small>per month</small>
EMAIL ACCOUNTS	EMAIL ACCOUNTS	15 DAYS FREE TRIAL
1GB OF SPACE	10GB OF SPACE	1GB OF SPACE
1 DOMAIN NAME	1 DOMAIN NAME	1 DOMAIN NAME
30GB BANDWIDTH	30GB BANDWIDTH	30GB BANDWIDTH
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
	LOREM IPSUM	
	LOREM IPSUM DOLOR	
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>

10\$ Per Ticket?

For Future Consideration

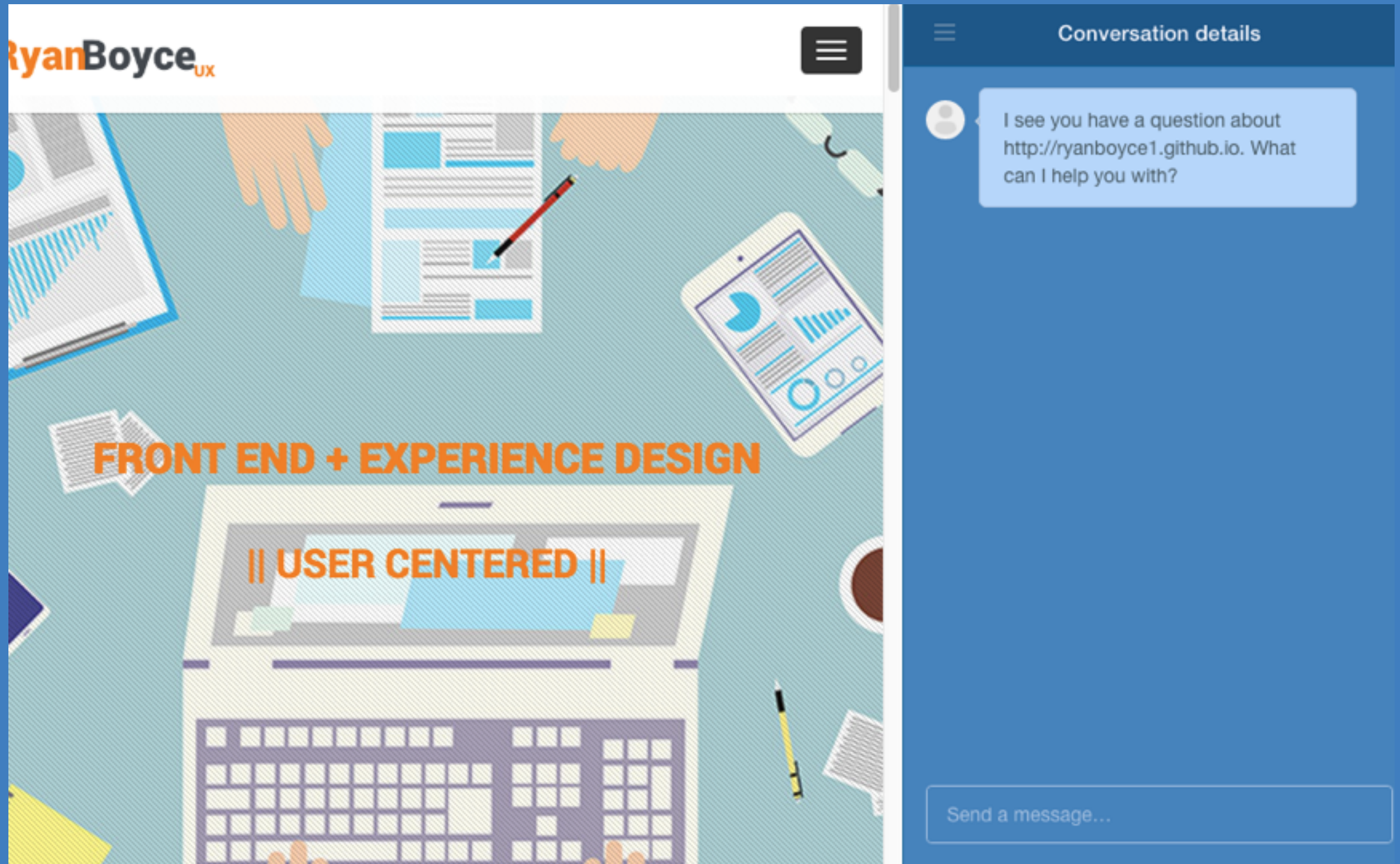
**Prototyping in message box**

[illegible]



# For Future Consideration

## More in depth ticketing development research





# Thanks!

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- Thanks Will, we've really enjoyed getting to work with you over the last 3 weeks! You were a great stakeholder to work with. Let's keep in touch