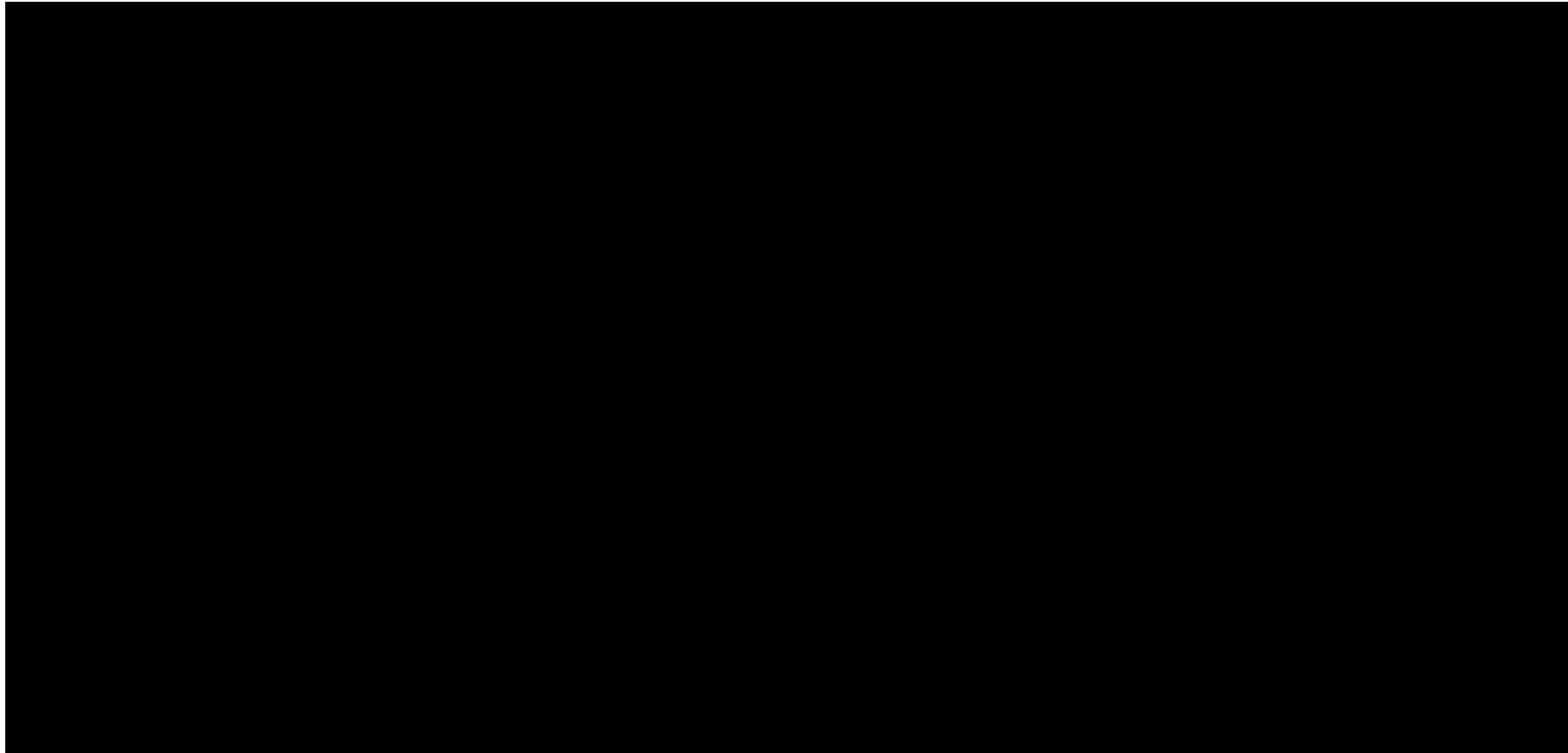By: Tiffany Streitenberger

when2meet Redesign

What is when2meet?

Research Plan

Goal

Understand the parts of when2meet (and other scheduling applications) the user likes and the points of frustration.

This research will help:
- Many working adults and students rely on this application
- Uncover UI issues
- Increase usability in the application
- Understand features that will evolve the application

Objectives

- Understand what works and doesn't on when2meet as many working adults and students heavily use this application

- Uncover what when2meet users love and miss about their scheduling experience

- Learn why when2meet users have stopped using this application or why they think the application draws people away

- Identify problems or barriers across the end to end when2meet experience and what improvements can be made

Interview Participants

User groups: Working Adults & Students

1-1 interviews

A **HIGH ACTIVITY** > Weekly usage of when2meet

2

B **LOW ACTIVITY** < Every few weeks usage of when2meet

1

C **NEW USER = Have heard of it or has never used when2meet**

2

5 participants

Research Findings

Summary

Key findings

THEME	INSIGHT	OPPORTUNITIES
Visual UI & Interaction Improvement	Many users voiced their lack of appeal in when2meet as the look of the page had many technical and visual issues. This ranged from the typography (fonts and images are too small), aesthetics negatively affecting the usability of the site, and more.	Redesigning many visualization components while keeping the framework of the original site
Lack of "trust" from the users due to aesthetics	Along with the aesthetics came a concern of trust in when2meet. The aesthetics of the application looked "spammy" and "suspicious" to many users, leading to wary users. The lack of trust can ultimately lead to a decrease in users as the unprofessional look can deter users from using the site again.	After breaking down different audiences, when2meet can change the page based on profession
Issues in lack of reach for when2meet	Users have voiced that they started using this application through word of mouth (someone prescribed it to them). With that, many users say that they have never heard about it before and therefore can be a issue of lack of marketing.	Figure out the target audience and market the specific features to increase users

Positive Findings

Positive Findings

Apps used: Zoom, Google Calendar(Google Meets), Microsoft Teams/Outlook, Slack, Email, House Party, GoToMeeting

Top 3 highlighted

Observation:

➔ Working adults use *Zoom and Microsoft Teams*
➔ Students use *when2meet and Google Calendar*

"It does what it means to do which is honestly what any type of feature should really focus on"

General Meeting App Findings

➔ Scheduling platforms have auto settings including a built in video system
➔ Big organizations tend to use Microsoft Teams due to it automatically connecting to the video system
➔ Seamlessness of Zoom

when2meet Findings

➔ Simple and easy to use, yet a good concept idea
➔ Helpful in today's remote work environment where team members are located everywhere
➔ Saves time on communication errors and located in one place

when2meet Aesthetic Findings

➔ Tools and overall look is simple
➔ Good color pallet where you can see a clear association between each color meaning

Negative Findings

Negative Findings

Observation:

➔ **Many issues regarding the visualization of the site:**
  ◆ **Interaction of features**
  ◆ **Ads take away from experience**
  ◆ **Typography**
➔ **Site lacks professional feeling to site**
  ◆ **Difficult to trust the site**

"I mostly have a lot of ads on it so I'm just like okay there's one giant ad right there and then it's very blocky and I think today a lot of features layout of things isn't really blocky anymore. It's more rounded it's more like modernized"

General Meeting App Findings

➔ **Most apps require accounts to use scheduling applications**
➔ **Too many settings to sift through**
➔ **Connection and link validation issues**

when2meet Findings
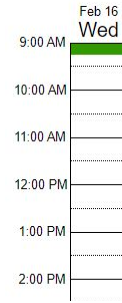
➔ **Functions are not clear & confusing**
  ◆ **Oftentimes users will be mindlessly clicking to work functions**
➔ **Accuracy in dragging is important since the increments on the side show 30 minutes, however you can input in 15 minute increments**
➔ **Too many options to sort through time zones**

when2meet Aesthetic Findings

➔ **Everything is too small and difficult to see**
  ◆ **All fonts & images**
  ◆ **Availability of different team members**
➔ **Not visually appealing (too bland)**
➔ **Site looks unprofessional and spammy**
  ◆ **Too many Ads**

Feb 16
Wed
9:00 AM
10:00 AM
11:00 AM
12:00 PM
1:00 PM
2:00 PM

America/Los_Angeles
America/Indiana/Knox
America/Indiana/Marengo
America/Indiana/Petersburg
America/Indiana/Tell_City
America/Indiana/Vevay
America/Indiana/Vincennes
America/Indiana/Winamac
America/Indianapolis
America/Inuvik
America/Iqaluit
America/Jamaica
America/Jujuy
America/Juneau
America/Kentucky/Louisville
America/Kentucky/Monticello
America/Knox_IN
America/Kralendijk
America/La_Paz
America/Lima
America/Los_Angeles

Neutral Findings

Neutral Findings

Observation:

➜ Generally, users use scheduling apps and when2meet for required meetings and projects

➜ when2meet is simple and bland, making many users have no opinion on it

➜ First time users were able to set up a meeting, but was not incredibly impressed with the features

"It gets the job done"

General Meeting App Findings

➜ Don't have any feelings towards scheduling apps

➜ They don't really use scheduling apps

➜ Use it for work and school, but nothing else

when2meet Findings

➜ Used the application more in big groups, but only a couple times

➜ Haven't looked back on it since college

➜ No real impressions on the look

when2meet Aesthetic Findings

➜ when2meet has a mission and does the bare minimum

➜ It's not challenging to maneuver, but it could look nicer

Next Steps: Design

Recommendations

01 **Focus on the feature UI interaction** - figure out what features need to be scratched, adjusted, or added. For example, start working on the login function, decreasing the time-zone availabilities, create a calendar invite option, connect to a video meeting application, and more.

02 **See how to keep site simple look, but professional** - main issue voiced was the spammy look so there needs to be a way to keep the site simple, yet aesthetically interesting enough for the user to share
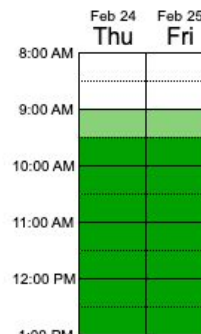
03 **Improve the visual UI**- fix the typography and color combinations to make it more usable on a bigger screen (especially since it is a web based application and not an app)

Thank you!