New UX Design Process

- User Journeys
- Common elements
- High level wireframes
- Page layouts
- HTML Prototype

See Analytics stories
MY FOLLOWERS PAGE
BASIC FOLLOWER STATS MODULE
DETAILED FOLLOWER STATS MODULE
VISUALIZATIONS + EXPORT
SUCCESS
CONTENT ITEM.
SEE STATS ON ITEM
SUCCESS
Plotting user journeys
33 ALLOW ME TO DO THINGS ON CONTENT HOSTED EXTERNALLY
RECOGNITION FOR MY ACTIVITIES ON THE SITE.
35 ALLOW ME TO INDICATE THAT I HAVE READ SOME CONTENT.
36 ALLOW ME TO SAVE CONTENT FOR LATER
CONTENT ITEM
MY WALL
NOTIFICATIONS PANEL
CONTENT ITEM (IN STREAM OR AS SINGLE ITEM)
EXTERNAL CONTENT ITEM
TBC.
CLICK
EXTERNAL CONTENT ITEM (IN NEW TAB)
BASIC PEOPLE STATS MODULE
CLICK
EXTERNAL CONTENT WRAPPER
SEE
TOPIC
CLICK "LEARNT

Mapping journeys to epics

Goals	Core/User/Org	Journey	Priority	Notes		
Discover new topics, people or orgs (and follow)	Core					
		5.1 From a content item				
					M01	Content stream
					M02	Content item in stream
					P06	People page
		5.2 From recomendations in my feed				
					P02	My feed
					P06	People page
		5.3 From a topic wall				
					P05	Topic page
		5.4 From People/Org wall				
					M01	Content stream
					M02	Content item in stream
					P06	People page
Create/amend a profile	Core		y			
		8. Via top nav or alert			P16	Top Nav
					P01	My profile page
					P18	Edit Profile page
Discover and endorse content relevant to topics I'm interested in	Core					
		4.1 Discover via shared item				
		4.2 Discover via recommended item in my feed				
		4.3 See content someone has posted to me				
Consume content - read a form of content	Core					
		1. Consume from my feed				
					P02	My feed
					M01	Content stream
					M02	Content item in stream
Curate content (share, save, endorse, report)	Core		y			
		2. Endorse from my feed			P02	My feed
					M01	Content stream
					M02	Content item in stream
		3. Share content item (internal)			M01	Content stream
					M02	Content item in stream
					M04	Content share module
		COMMENT ON CONTENT ITEM				
					M01	Content stream
					M02	Content item in stream

Identifying common elements

Name	Page/Module		Journeys present	Notes	Sketched?
External content wrapper	**Module**	**M03**	**1, 33, 35**		**M**
Content stream	Module	M01	1,2,3, 5.1		Y
Content item in stream	Module	M02	1,2,3, 4.3, 25, 35	Highlighted / Extended / Detailed stats for org (or more?) / Job	Y
Content share module	Module	M04	3,		Y
Recommend content item in stream	Module	M05	4.2, 37		Y
Discovery module	Module	M06	4.2		Y
Notifications module	Module	M08	4.3, 10, 34		Y
Recommended topics	Module	M09	5.2,		M
Recommended people	Module	M10	5.2,		M
Recommended orgs	Module	M11	5.2,		M
Related topics list	Module	M12	5.3,		Y
Best people/orgs in topic	Module	M13	5.3,		Y
Followers	Module	M14	5.3,		Y
People being followed	Module	M15	5.4,		Y
Orgs being followed	Module	M16	5.4,		Y
Topics being followed	Module	M17	5.4,		Y
Top nav	Module	M18	6.0, 8, 10, 12, 16.2		Y
BNT Alert module	Module	M19	7, 13.1, 16.1, 16.2		M
Connect accounts module	Module	M20	7, 13.1 , 13.2, 13.3		N
Basic profile module	Module	M21	8,	Edit mode	Y
Extended profile module	Module	M22	8,	Edit mode	Y
Find your contacts	Module	M23	13.1		Y
Invite you friend	Module	M24	13.2		M
Share a person, topic or org	Module	M25	13.3		M
Search over a list	Module	M26	14,	Affect list	Y
Filter a list	Module	M27	14,	Affect list	Y
List of followers	Module	M28	14,	Take actions on list	Y
List of list	Module	M29	15,	Affect list	Y
Company profile module	Module	M31	16.1		Y
Signup module	Module	M32	16.2		Y
Populate my feed	Module	M33	16.2		N
Post item module	Module	M34	18.1, 18.2, 18.3		M
Manage user permissions module	Module	M35	20	Page?	Y
Subcommunites management module	Module	M36	21.1		Y
Account switcher	Module	M37	21.2		M
Basic org stats	Module	M38	22, 23, 24		Y
Detailed followers stats	Module	M39	23		Y
Basic follower stats	Module	M40	23, 26		Y
Wall filter module	Module	M41	27, 28.2, 28.3		M
Jobs module	Module	M42	28.2		M
Extended post item (jobs)	Module	M43	28.1, 28.2, 29, 32.1		N
Visibility booster	Module	M44	30.1, 30.2, 31		Y
Suggested applicants	Module	M45	32,		N
My basic stats module	Module	M46	34		Y
Org invite module	Module	M47	TBC		M
Create message	Module	M48	38		N

P01	My profile page	P02	My feed	P03	Org profile (private)	P04	Org feed (dashboard)
	Same as P03 or P06 plus:	M01	Content stream	M01	Content stream	M01	Content stream
M19	BNT Alert module	M02	Content item in stream	M02	Content item in stream	M02	Content item in stream
M20	Connect accounts module	M04	Content share module	M04	Content share module	M04	Content share module
M51	Edit Basic Details module	M05	Recommend content item in stream	M14	Followers	M05	Recommend content item in stream
M53	Edit Resume	M06	Discovery module	M15	People being followed	M06	Discovery module
M54	Import profile	M09	Recommended topics		--	M09	Recommended topics
	--	M10	Recommended people	M17	Topics being followed	M10	Recommended people
	--	M11	Recommended orgs	M19	BNT Alert module	M19	BNT Alert module
	--	M19	BNT Alert module	M31	Company profile module	M34	Post item module
	--	M24	Invite you friend	M25	Share a person, topic or org	M38	Basic org stats
	--	M34	Post item module	M34	Post item module	M50	Feed Filter module
	--	M50	Feed Filter module	M41	Wall filter module	M43	Extended post item (jobs)
	--	M46	My basic stats module	M42	Jobs module	M44	Visibility booster
	--		--		--	M52	Basic Org Content Stats
	--		--		--	M47	Org invite module
	--		--		--		--
	--		--		--		--
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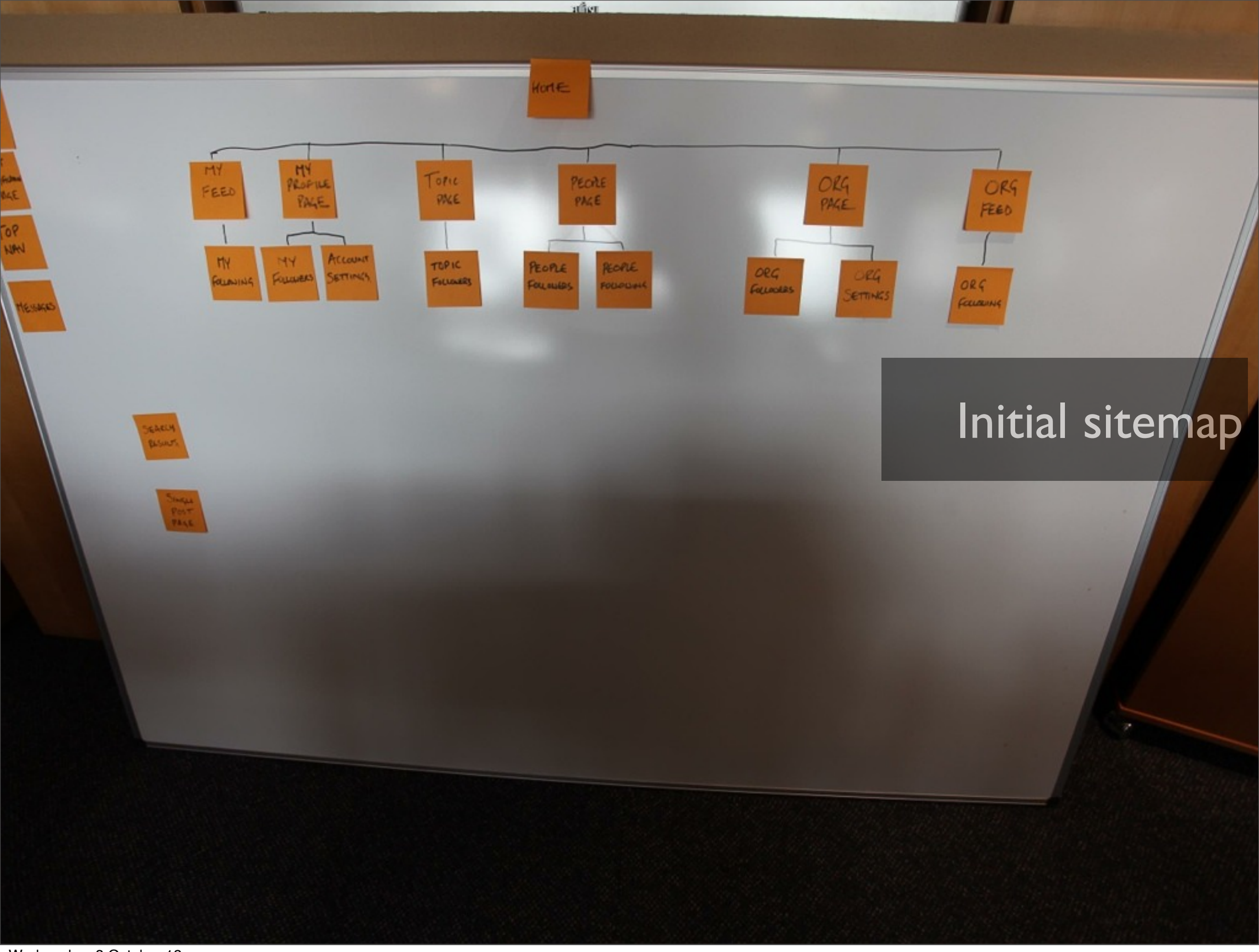


Initial sitemap

High level wireframes

Discover and recommend content relevant to topics I'm interested in

Org discovers via Visibility Booster Module

TOP NAV

BNT ALERT MODULE

BASIC ORG STATS

510 FOLLOWERS ↑5

22% OF FOLLOWERS ACTIVE THIS WEEK

BASIC ORG CONTENT STATS

TOP CONTENT

2/5/223

6/10/163

1/3/120

3/6/110

39 NEW POSTS ON OUR WALL

37 NEW SHARES

84 NEW COMMENTS

952 NEW VIEWS

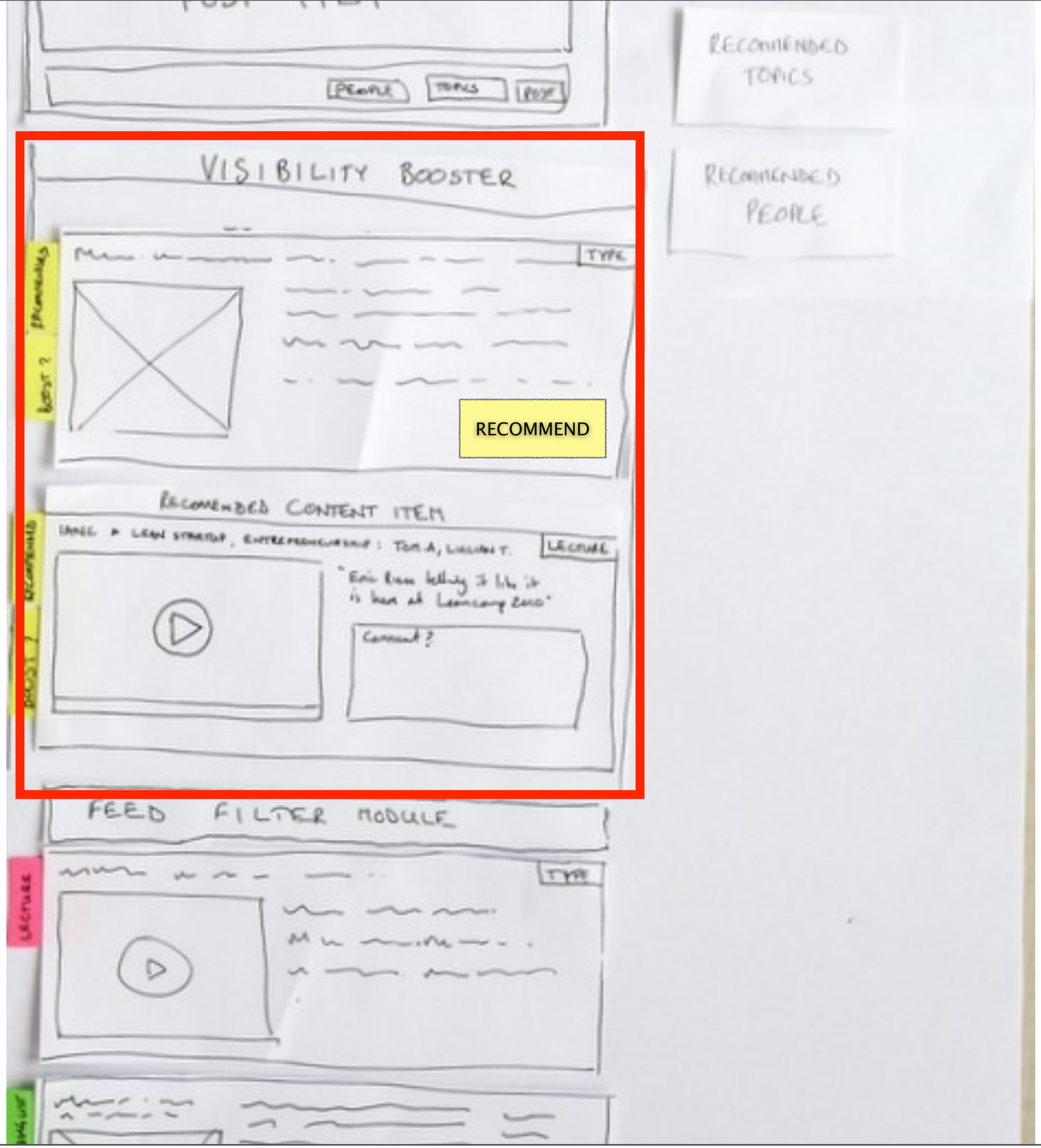
15 NEW FOLLOWS FROM ENDORSED CONTENT

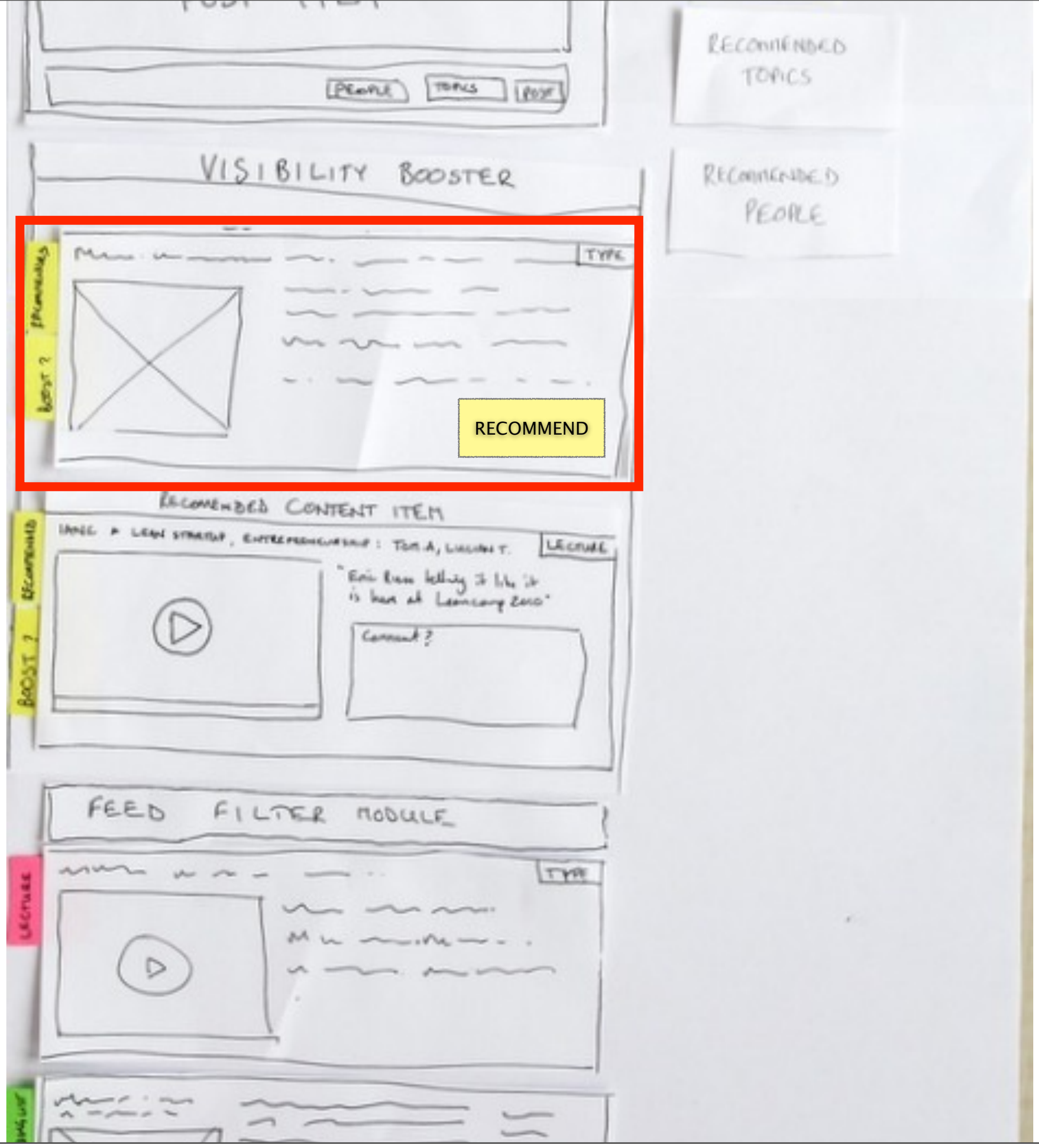
NOTIFICATIONS

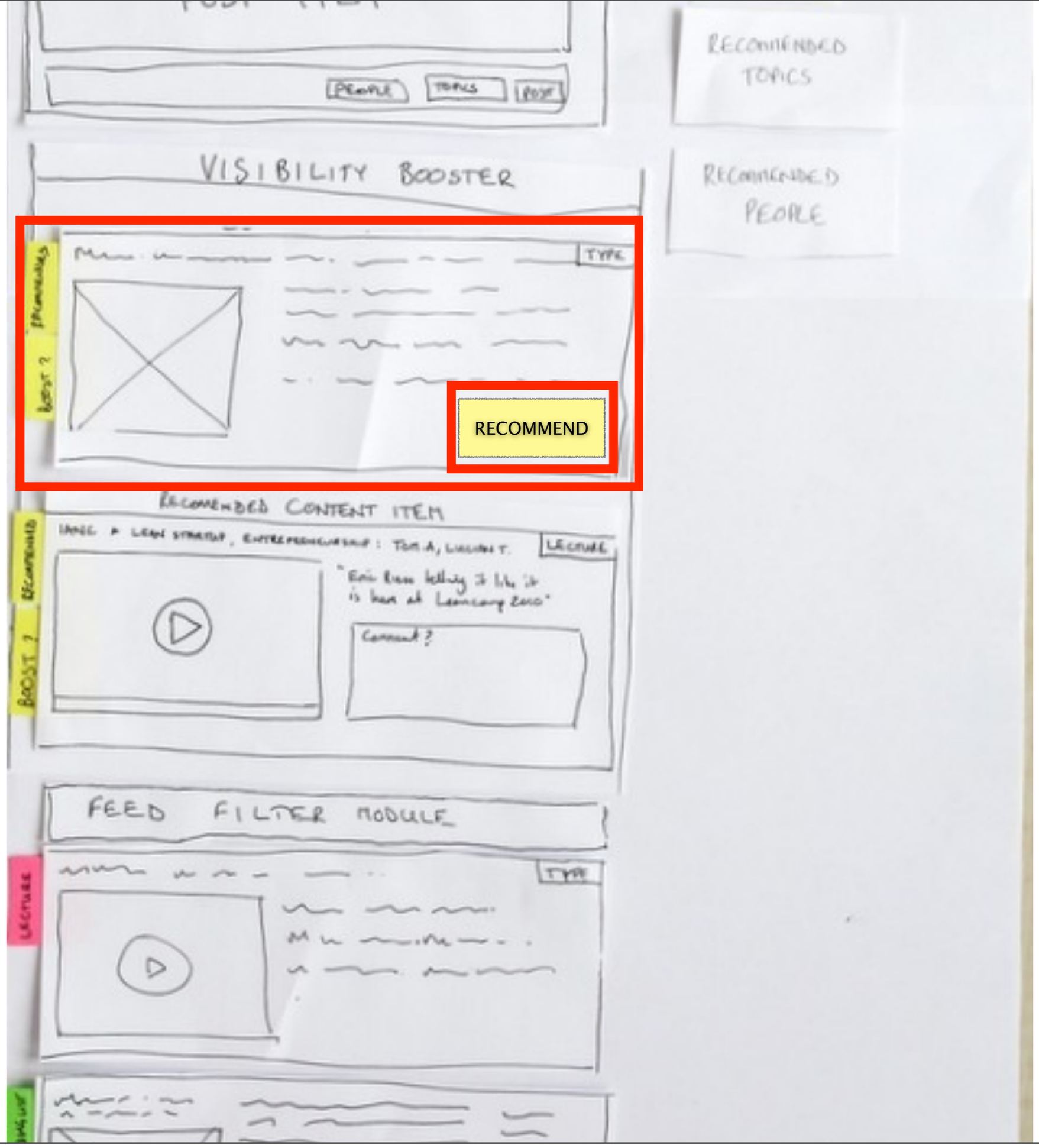
- ALL
- MESSAGES
- POSTS ON WALL
- ENDORSEMENTS
- SHARES
- NEW FOLLOWER
- COMMENT ON POST

UPDATE

INVITE


PEOPLE
TOPICS
POST
RECOMMENDED TOPICS
RECOMMENDED PEOPLE
VISIBILITY BOOSTER
TYPE
RECOMMEND
RECOMMENDED CONTENT ITEM
LECTURE
Comment?
FEED FILTER MODULE
TYPE
LECTURE


PEOPLE
TOPICS
POST ITEM
RECOMMENDED TOPICS
RECOMMENDED PEOPLE
VISIBILITY BOOSTER
TYPE
BOOST ?
RECOMMEND
RECOMMENDED CONTENT ITEM
LECTURE
BOOST ?
FEED FILTER MODULE
TYPE
LECTURE


PEOPLE
TOPICS
POST
RECOMMENDED TOPICS
RECOMMENDED PEOPLE
VISIBILITY BOOSTER
TYPE
RECOMMEND
RECOMMENDED CONTENT ITEM
LECTURE
FEED FILTER MODULE

Complete!
Recommended Content item appears in the stream of followers of the Org and also reappears in the streams for which it is tagged with “Org ABC recommend this item”

Show me the basic stats on my communities - # of followers, recent followers

TOP NAV (ORG)

BraveNewTalent

Tom Alterman

- Settings
- View Profile
- Switch Accounts
- Sign Out

BNT ALERT MODULE

BASIC ORG STATS

510 FOLLOWERS ↑5

22% OF FOLLOWERS ACTIVE THIS WEEK

FOLLOWERS JAN-JULY 2012

BASIC ORG CONTENT STATS

TOP CONTENT

- 2/5/225
- 6/10/163
- 1/3/120
- 3/6/110

39 NEW POSTS ON OUR WALL

37 NEW SHARES

84 NEW COMMENTS

952 NEW VIEWS

15 NEW FOLLOWERS FROM ENDORSED CONTENT

NOTIFICATIONS

- ☑ ALL
- ☐ MESSAGES
- ☐ POSTS ON WALL
- ☐ ENDORSEMENTS
- ☐ SHARES

Complete!

Show me the demographics of the communities I manage

TOP NAV (ORG)

BraveNewTalent

Tom Alterman

- Settings
- View Profile
- Switch Accounts
- Sign Out

BNT ALERT MODULE

BASIC ORG STATS

510 FOLLOWERS ↑5

22% OF FOLLOWERS ACTIVE THIS WEEK

FOLLOWERS JAN-JUL 2012

BASIC ORG CONTENT STATS

TOP CONTENT

- 2/5/225
- 6/10/163
- 1/3/120
- 3/6/110

39 NEW POSTS ON OUR WALL

37 NEW SHARES

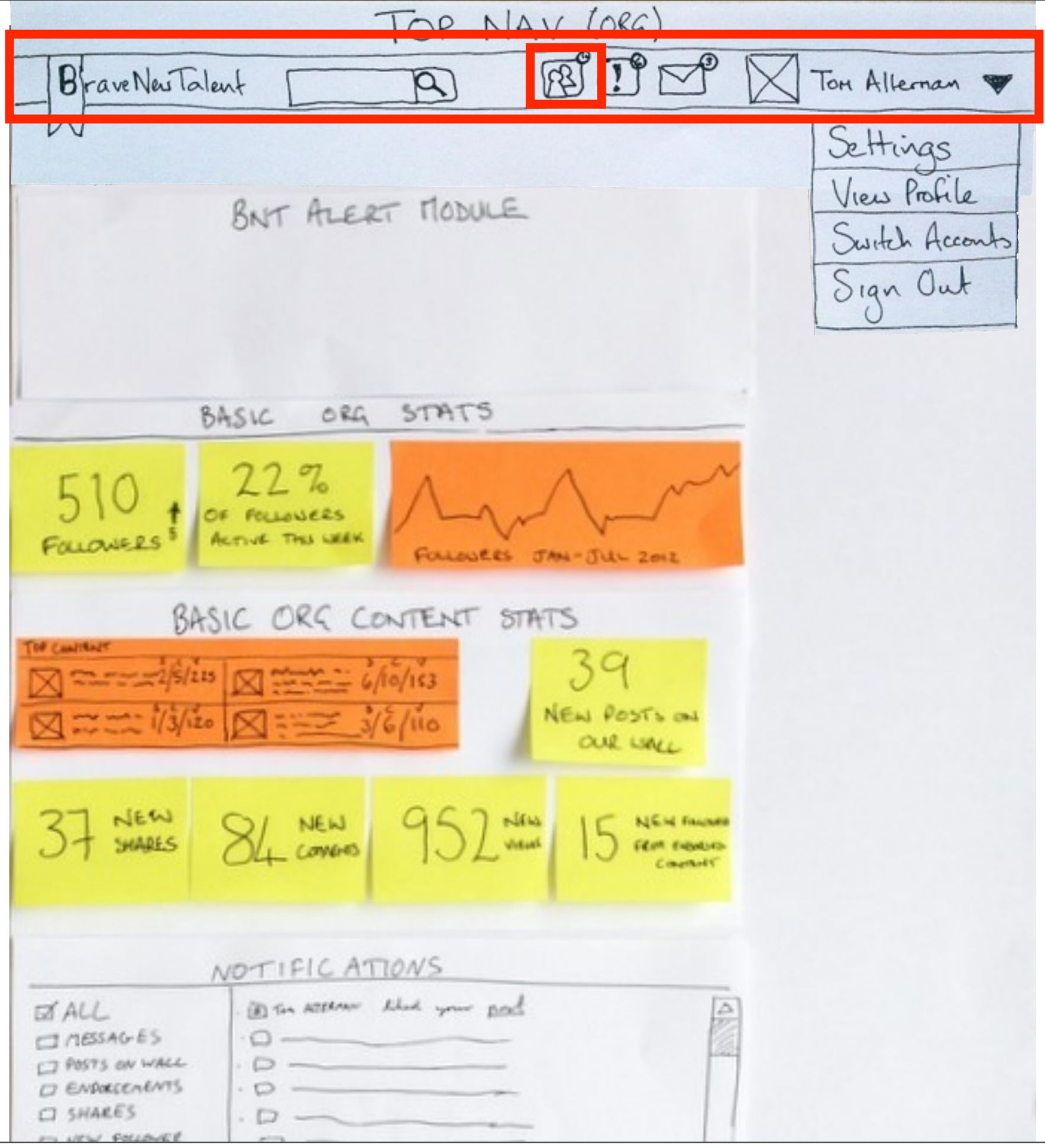
84 NEW COMMENTS

952 NEW VIEWS

15 NEW FOLLOWERS FROM ENDORSED CONTENT

NOTIFICATIONS

- ☑ ALL
- ☐ MESSAGES
- ☐ POSTS ON WALL
- ☐ ENDORSEMENTS
- ☐ SHARES


TOP NAV (ORG)
BraveNewTalent
Tom Alterman
Settings
View Profile
Switch Accounts
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BNT ALERT MODULE
BASIC ORG STATS
510 FOLLOWERS
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FOLLOWERS JAN - JULY 2012
BASIC ORG CONTENT STATS
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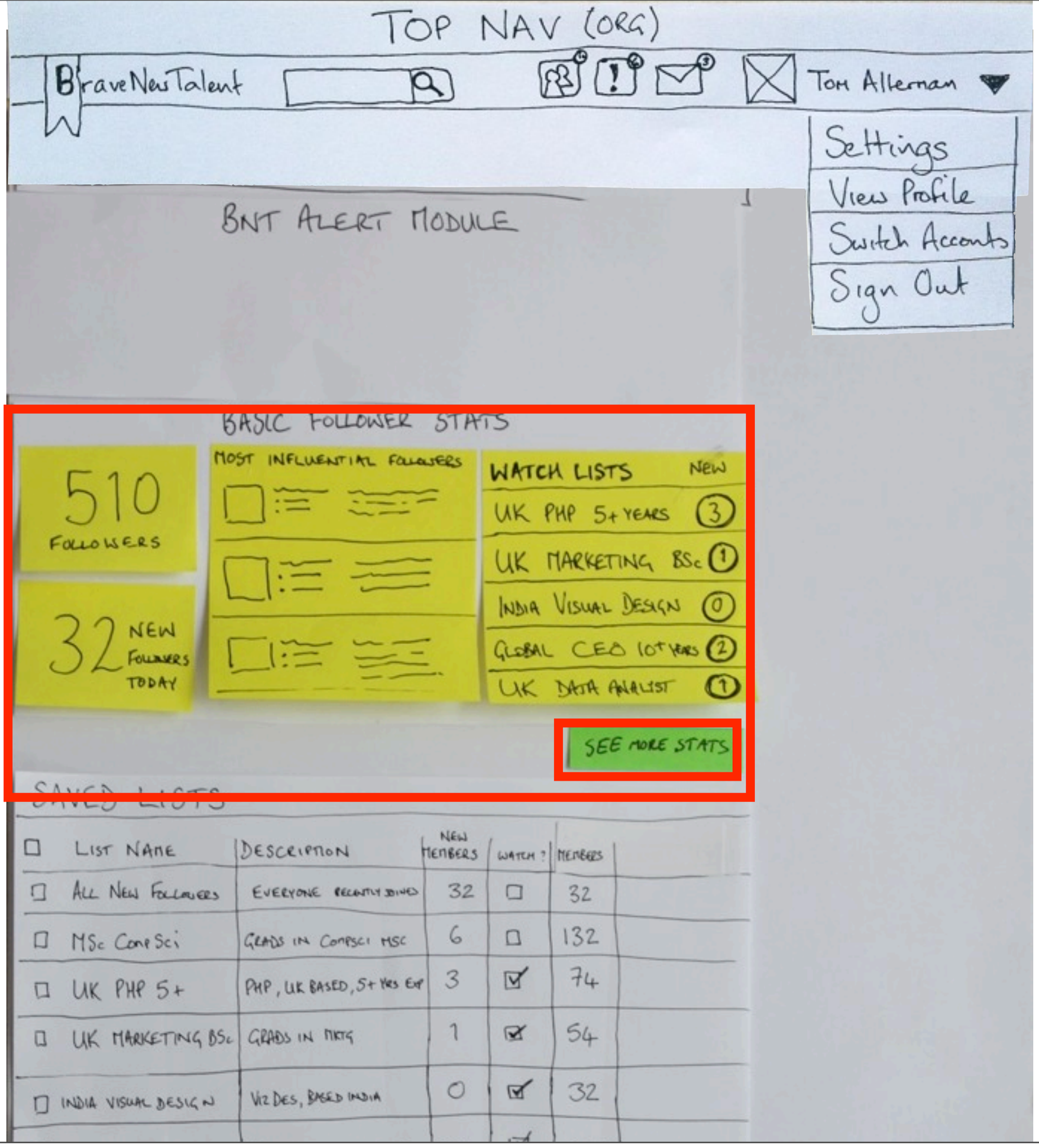
NOTIFICATIONS
ALL
MESSAGES
POSTS ON WALL
ENDORSEMENTS
SHARES


TOP NAV (ORG)
BraveNewTalent
Tom Alleman
Settings
View Profile
Switch Accounts
Sign Out
BNT ALERT MODULE
BASIC FOLLOWER STATS
510
FOLLOWERS
32 NEW FOLLOWERS TODAY
MOST INFLUENTIAL FOLLOWERS
WATCH LISTS NEW
UK PHP 5+ YEARS 3
UK MARKETING BSc 1
INDIA VISUAL DESIGN 0
GLOBAL CEO 10+ YEARS 2
UK DATA ANALYST 1
SEE MORE STATS
SAVED LISTS
LIST NAME
DESCRIPTION
NEW MEMBERS
WATCH ?
MEMBERS
ALL NEW FOLLOWERS
EVERYONE RECENTLY JOINED
32
32
MSc CompSci
GRADS IN COMPSCI MSC
6
132
UK PHP 5+
PHP, UK BASED, 5+ YRS EXP
3
74
UK MARKETING BSc
GRADS IN MKTG
1
54
INDIA VISUAL DESIGN
VIZ DES, BASED INDIA
0
32

TOP NAV (ORG)

BraveNewTalent

Tom Alleman

- Settings
- View Profile
- Switch Accounts
- Sign Out

BNT ALERT MODULE

BASIC FOLLOWER STATS

510 FOLLOWERS

32 NEW FOLLOWERS TODAY

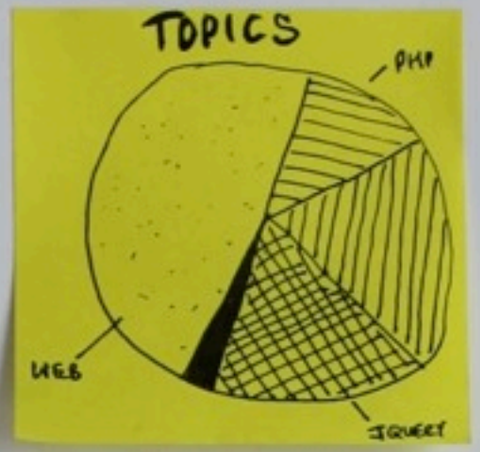
MOST INFLUENTIAL FOLLOWERS

WATCH LISTS NEW

- UK PHP 5+ YEARS (3)
- UK MARKETING BSc (1)
- INDIA VISUAL DESIGN (0)
- GLOBAL CEO 10+ YEARS (2)
- UK DATA ANALYST (1)

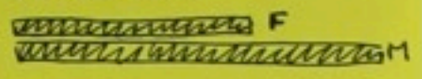
DETAILED FOLLOWER STATS

TOPICS



LOCATIONS

GENDER.



TOPICS OF INTEREST

1. PHP
2. JAVA

LAST LOGIN

YESTERDAY

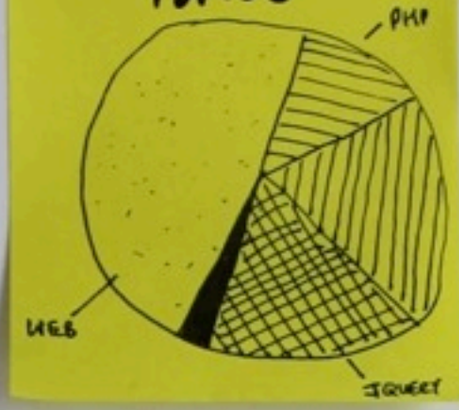
32 NEW FOLLOWERS TODAY

GLOBAL CEO 10+ YRS (2)

UK DATA ANALYST (1)

DETAILED FOLLOWER STATS

TOPICS



LOCATIONS

GENDER.

F

M

TOPICS OF INTEREST

1. PHP
2. JAVA
3. ENTREPRENEURSHIP

EDUCATIONAL ACHIEVEMENT

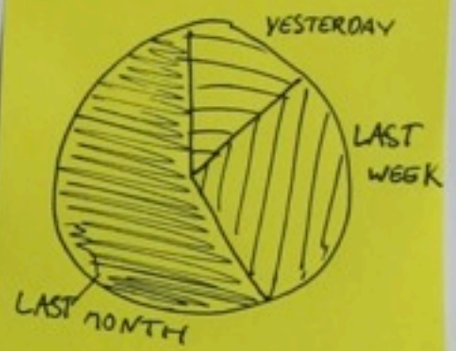
PhD _____

Masters _____

Bachelor _____

High School _____

LAST LOGIN



CURRENT EMPLOYER

IBM 47%

ACCENTURE 13%

DELL 7%

WPP 5%

FUJI 3%

OTHER 2%

OTHER ORGS THEY'RE FOLLOWING

~

~

~

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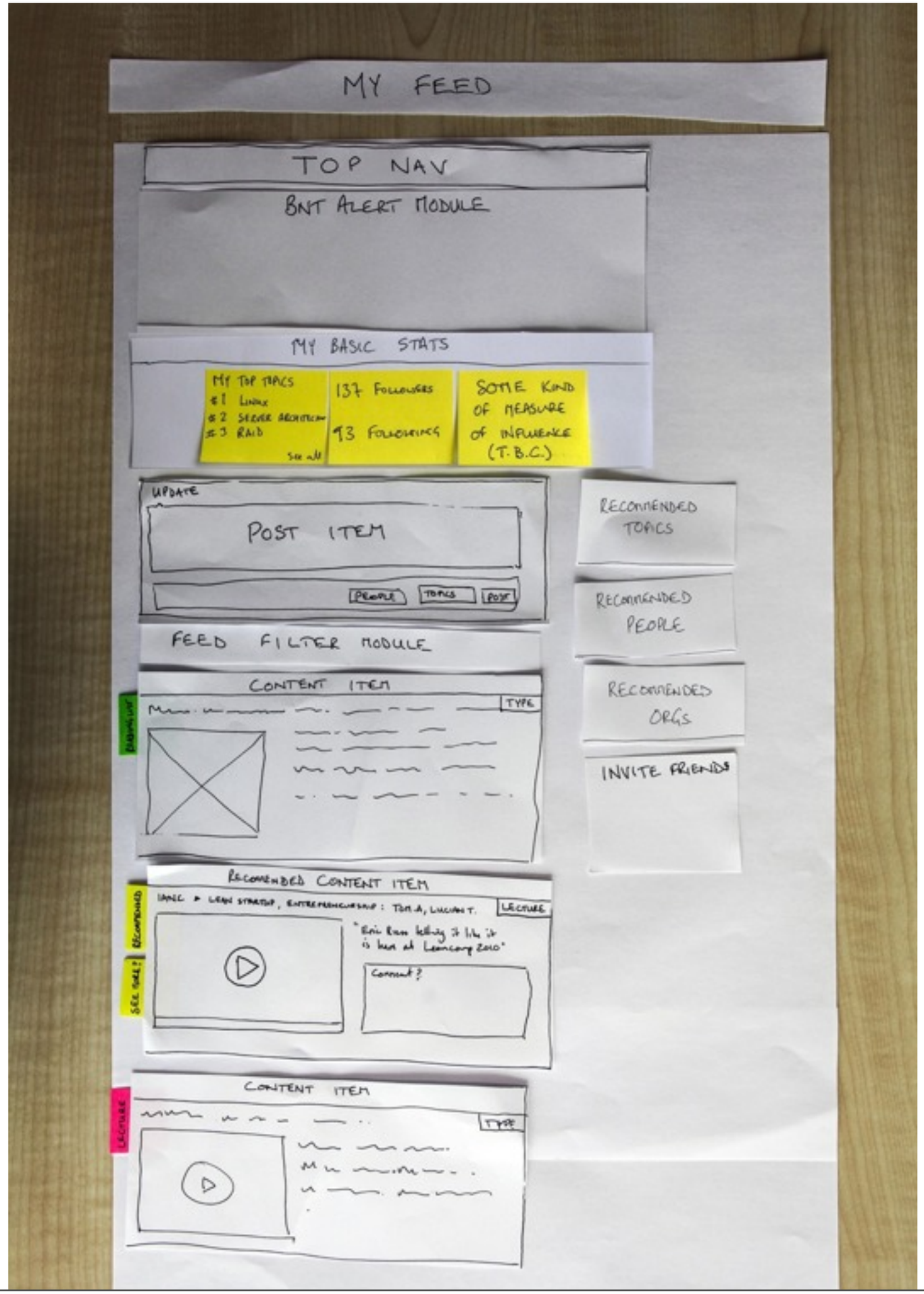
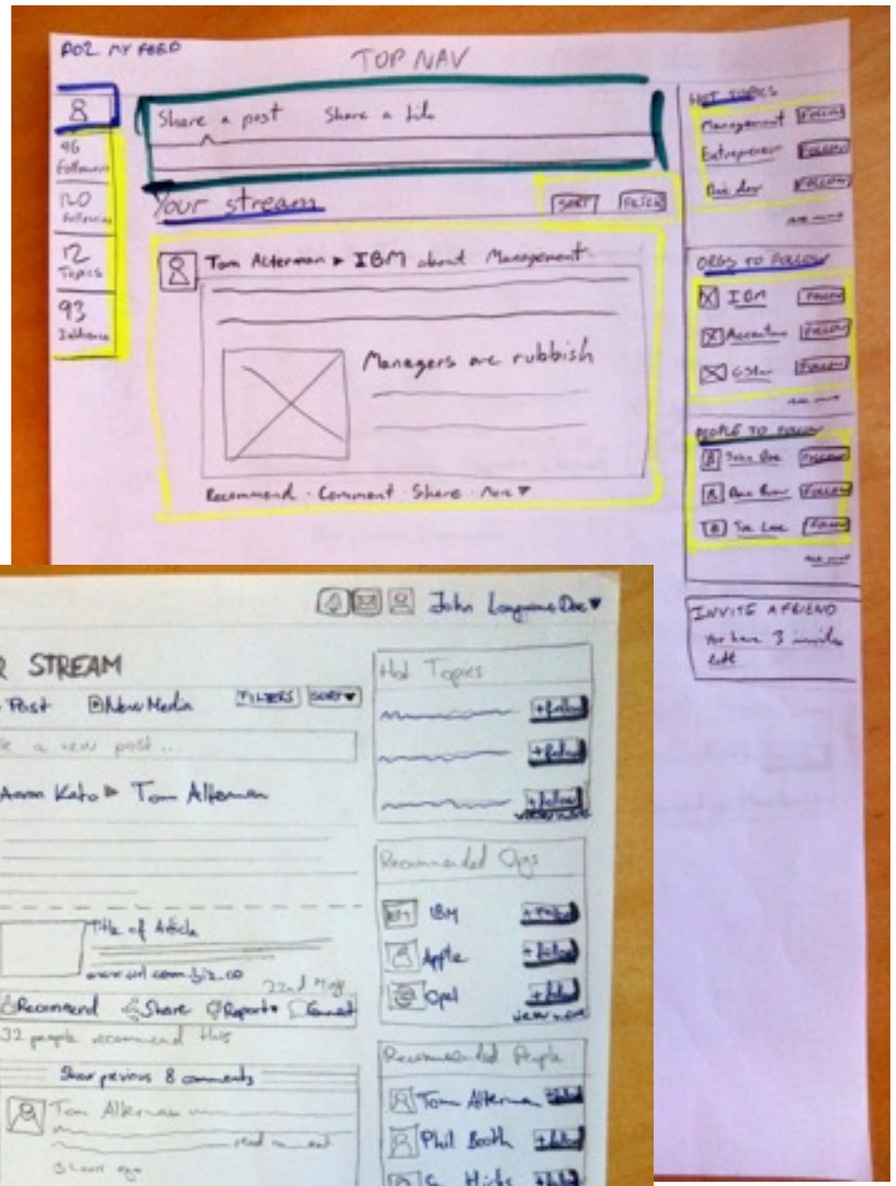
HIDE DETAILED STATS

SAVED LISTS

Complete!

Sketching page layouts





96
followers

32
following

64
topics

99
influence

Share a post | Share a file

submit

Your stream

filter | sort

Lucian Tarnowski posted about Entrepreneurship, Leadership, TED

Start with Why. This a great TED talk by Simon Sinek. Too many companies and products start with how and that just doesn't capture peoples ...

Simon Sinek: How great leaders inspire action | Video on TED.com

TED Talks Simon Sinek has a simple but powerful model for inspirational leadership all starting with...

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Hot Topics

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Entrepreneurship follow

Education follow

show all >>

People to follow

John Doe follow

Lucian Tarnowski follow

Ed Kendall follow

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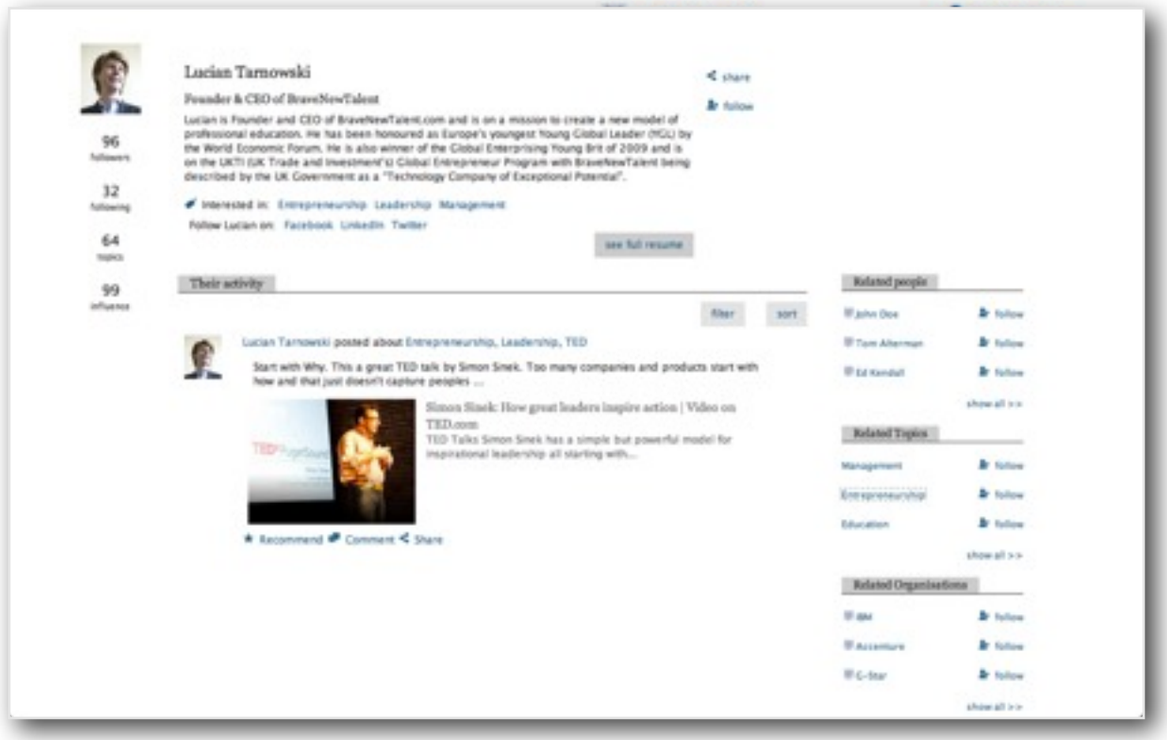
Organisations to follow

IBM follow

Prototyping



Next steps

- Finish page layouts
- Prototype
- Test journeys

} Iterate!

- Start work on modules in priority order

Questions?