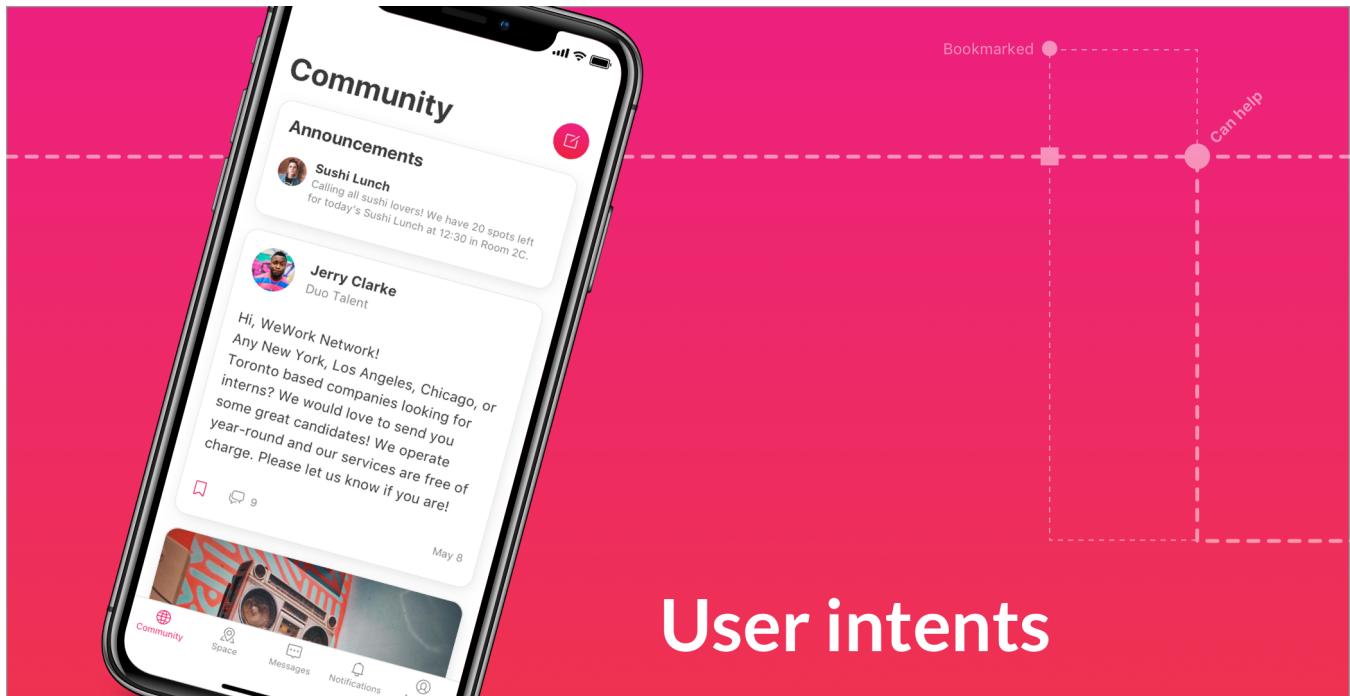


User Intents (WeWork)

Role: Lead Designer

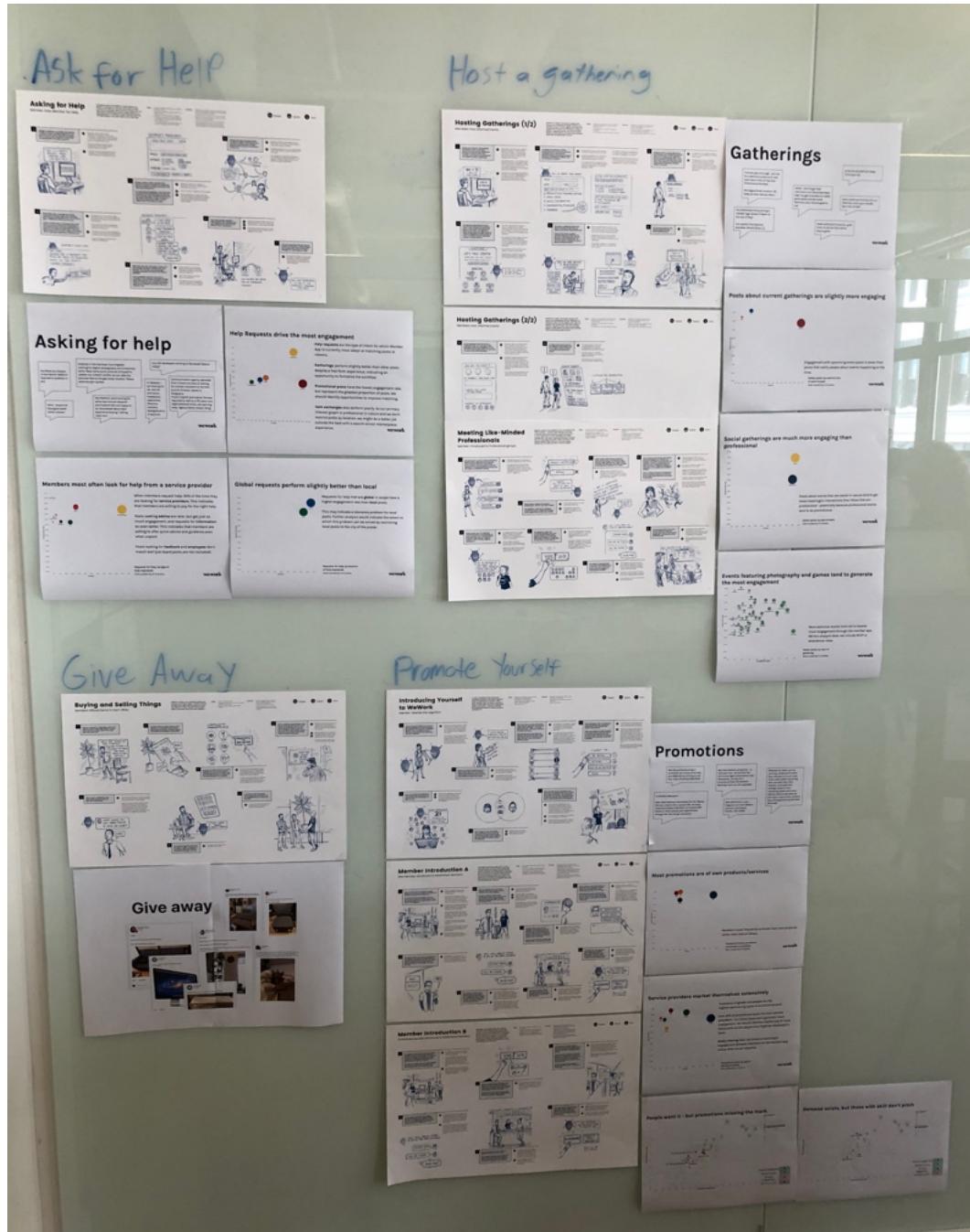


What are 'intents'?

For years the WeWork App had a single feed to connect members to others in their building, city, and around the world. A single feed might make sense for a member in their building, perhaps their city too, but it gets unwieldy and difficult to use when you have one post about a member looking for a Designer for a project, and the next an image of a cute dog curled up in the sunlight of an office.

Years of watching trends, and using data to break down what members are posting, we arrived at a point where we could start to make some decisions. After an outside (very-big-named) agency came in to assist us on the qualitative research end of things, we ended up with a list of 20+ actions that members take on the feed. From this list, there were common groups that fit into similar buckets. Mix in some real data, and we had a good picture of what buckets would be the most impactful to try an MVP on.

But, you can't just launch 20+ new actions and expect anything less than mayhem – and a long dev process. So, with research gathered, I whittled the choices down to 4 intents that touched upon each bucket of member behavior.



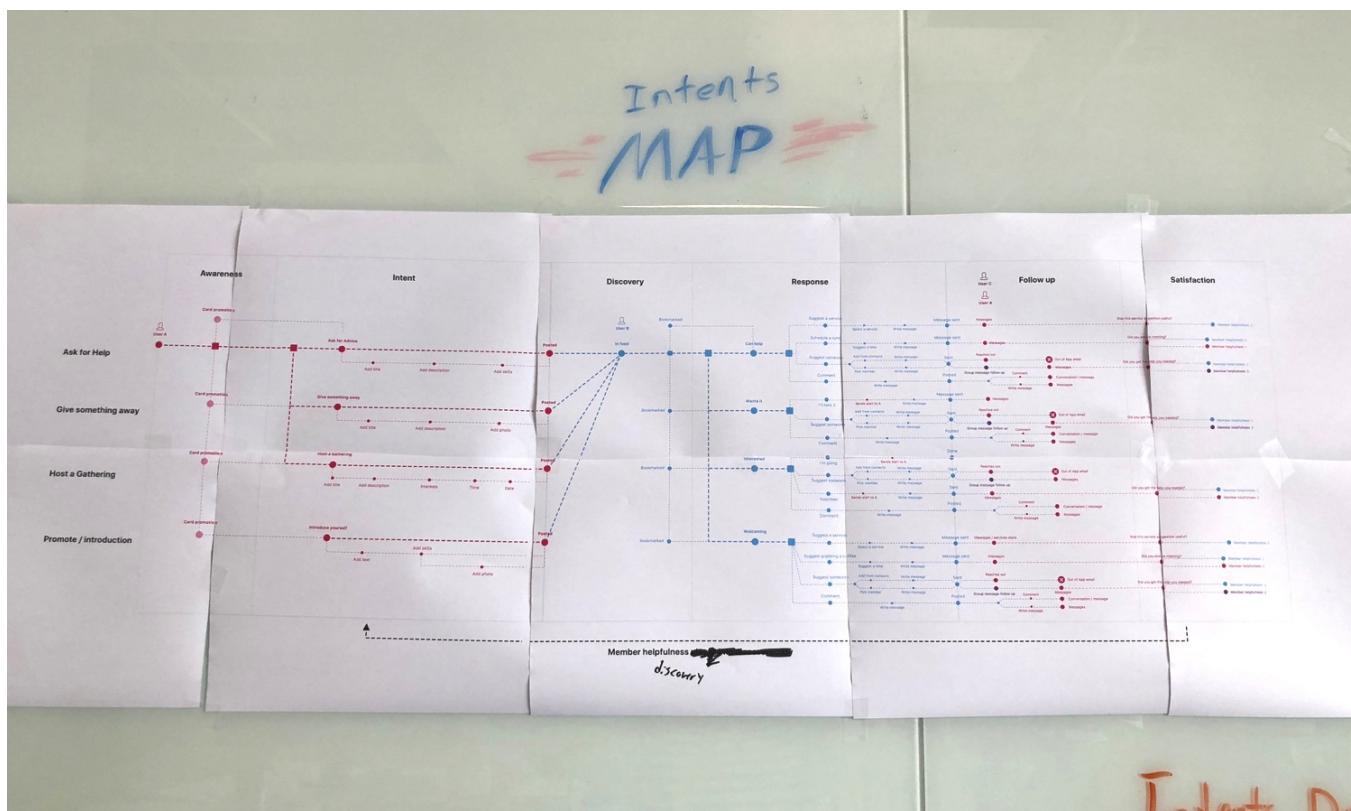
The four chosen: Ask for Help, Host a Gathering, Give Away, and Promote Yourself (Introduce yourself)

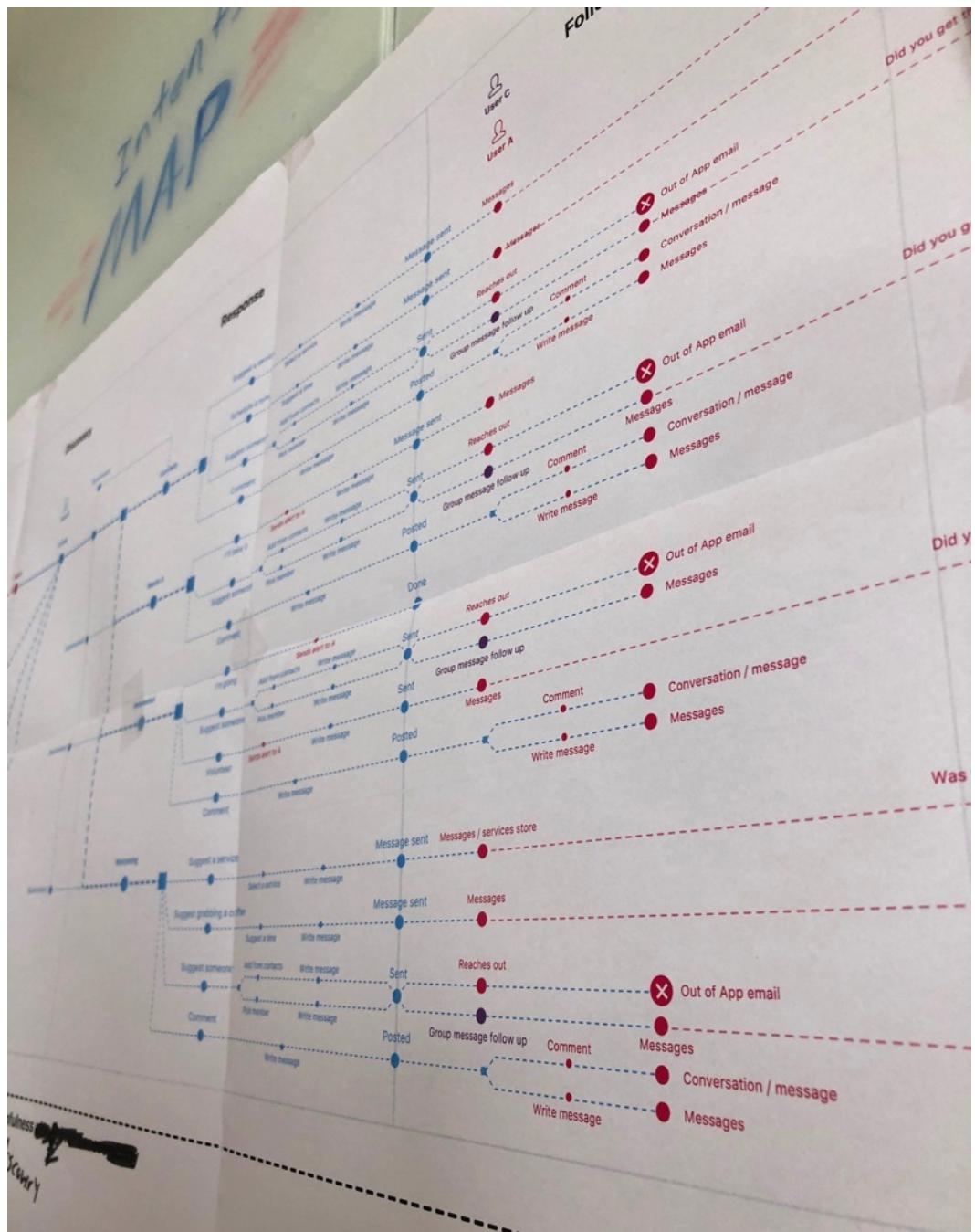
Mapping out the intents

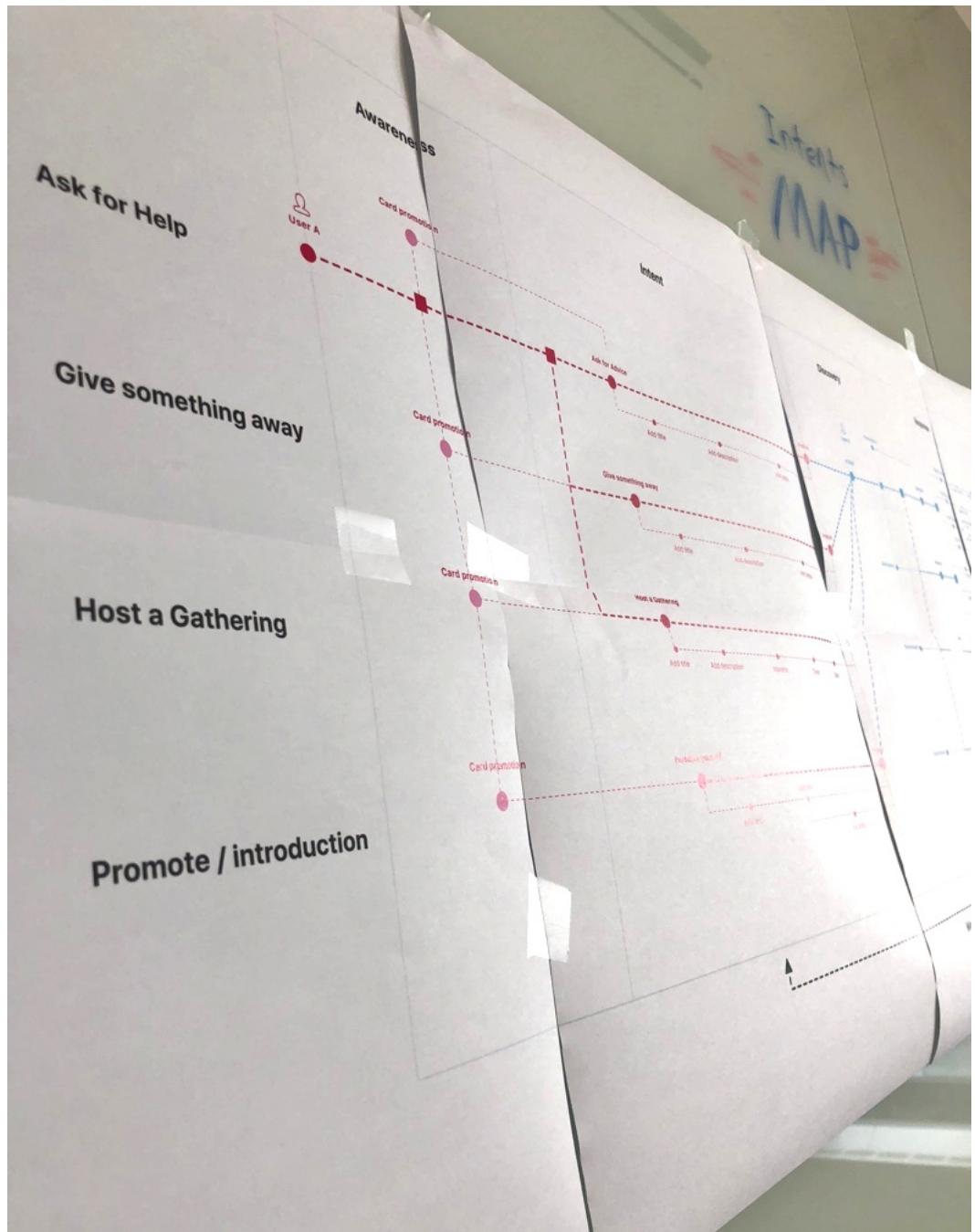
Now that we had the 4 intents chosen, and buy-in had been made with stakeholders, I needed to explore what an MVP experience of these would be.

Before jumping into sketches or UI, I mapped out each flow. The point of this was to see what information and data the user would need to successfully post that particular intent. Success for us was defined by data points a member needed to communicate their need effectively. For example, if you're looking for help, it's helpful to structure the data to support – 1. A title for what you're looking for . . . 2. A description of the nuances of your project . . . and 3. Applying skill tags to match with the appropriate member.

A secondary goal of this effort was to launch everything in a componentized way so that we could roll these out smoothly. So it was important for these flows to point out where each intent needed similar data to another intent. That way we could reuse views, components, and flows to make things easier to build – and to make things familiar and expected for the user.







Early wires

I used the map to get buy in from engineering, product, and design leadership before jumping into the design. When everyone was bought in on the general approach and the data needed, it was time to start designing.

Another approach I took was dividing the flows into separate sections at a higher level. Awareness, Intent, Discovery, and End Flow. This helped communicate to stakeholders and engineers what stage of the flow we were building and testing at any given moment.

Below are the wires of these flows, reduced from many design feedback sessions from peers.



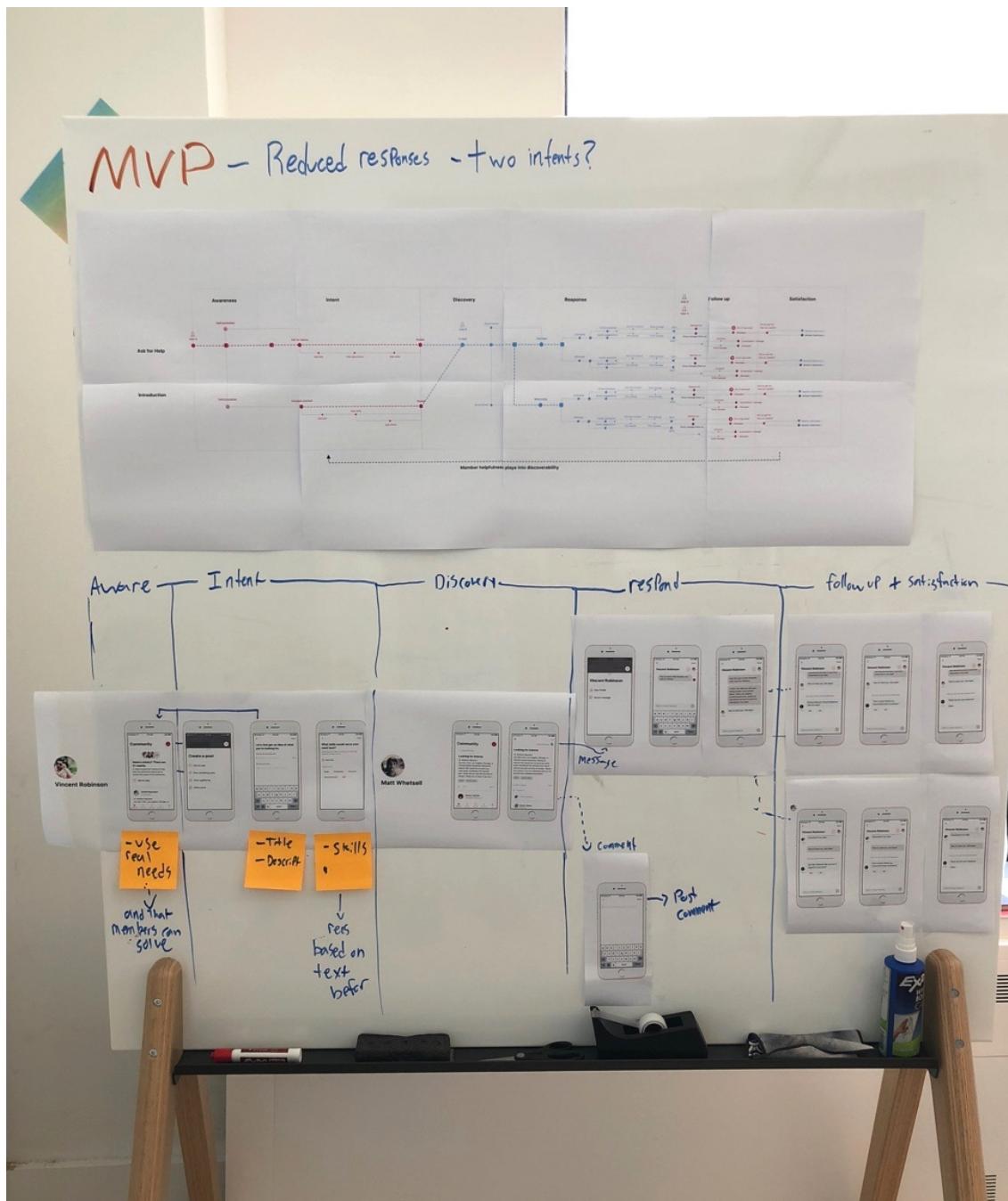


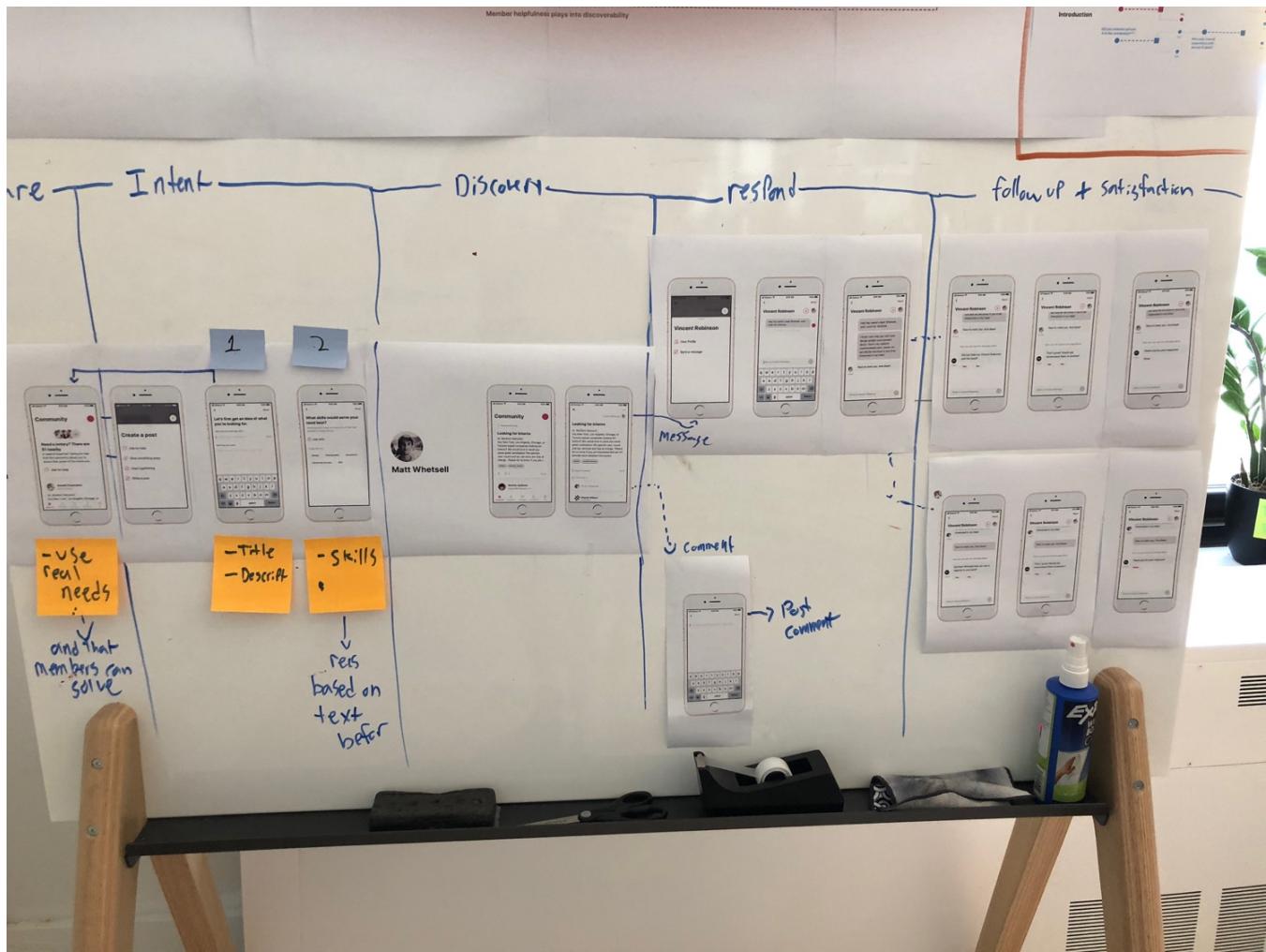


Next step

At this point, and after countless reviews, the team realized (in a good way) we needed to scale back the scope. So we restructured the flow map to reflect the new MVP scope.

We also decided to add another column for 'follow-up and Satisfaction'. That means we'll send messages or surveys asking users about their experience and satisfaction.

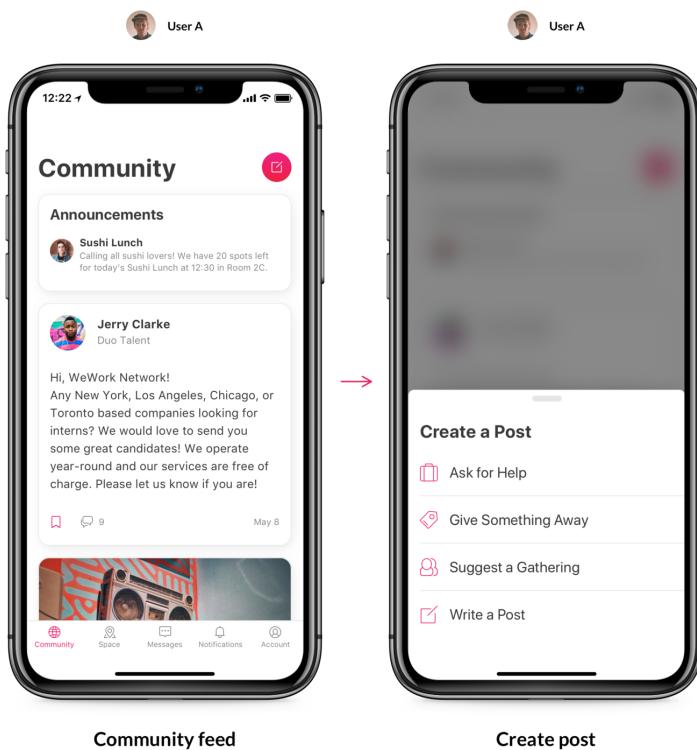


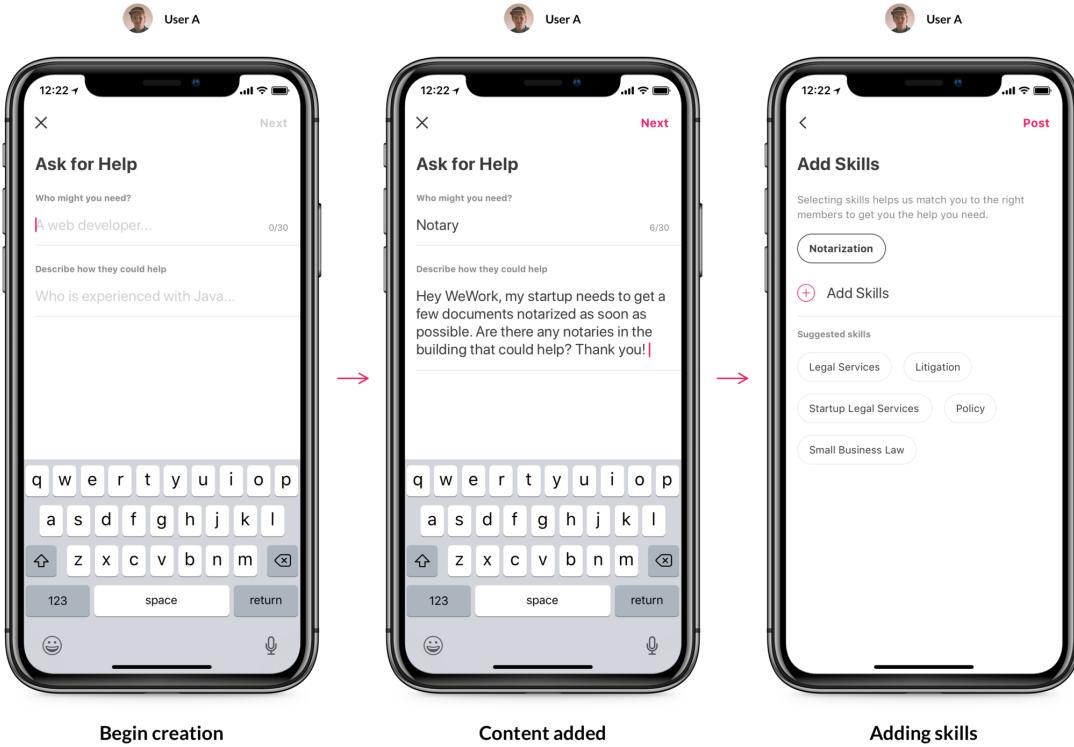


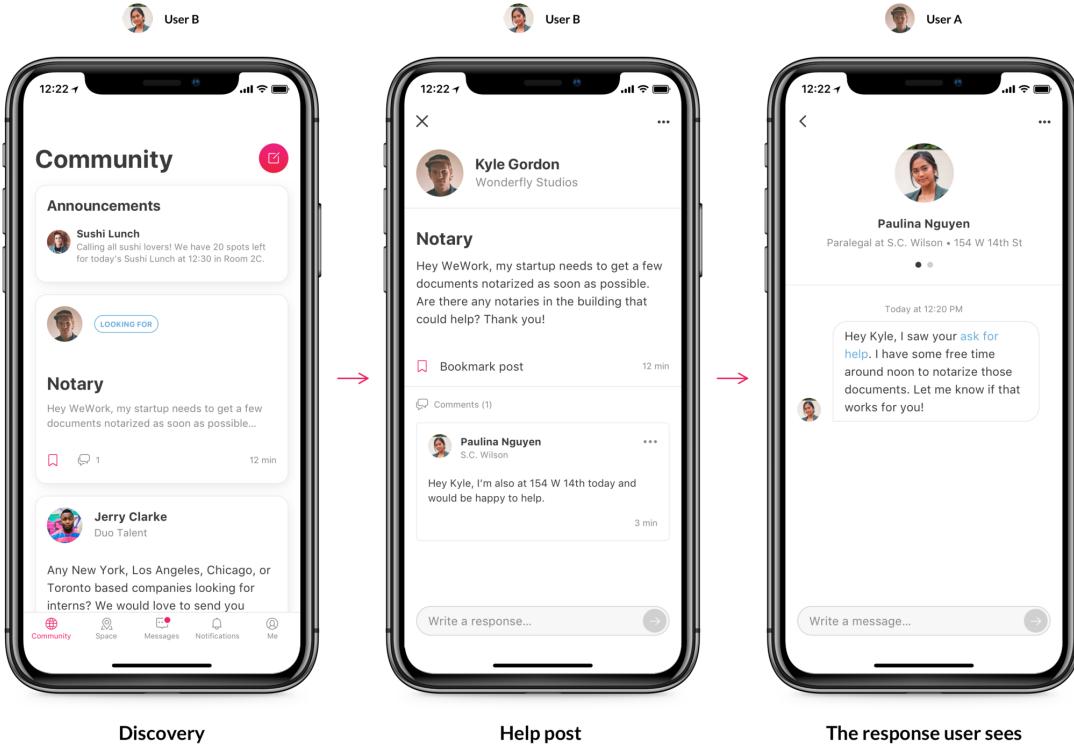
Exploration and final design

When everyone was bought in, it was time to roll and get development started. Since a lot of the wires used existing components and patterns, the final visual design came together quickly.

Ask for help

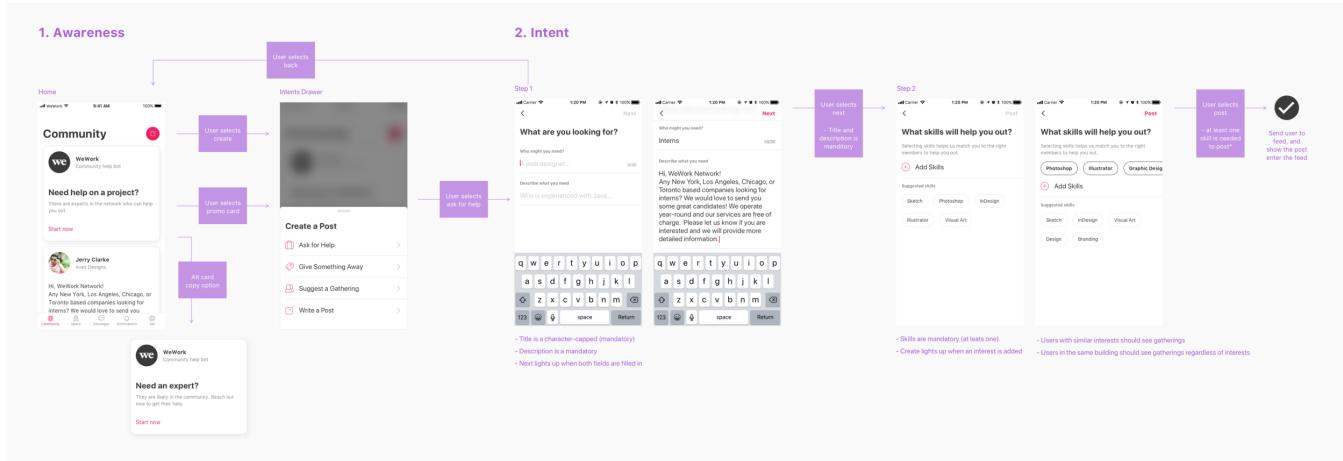






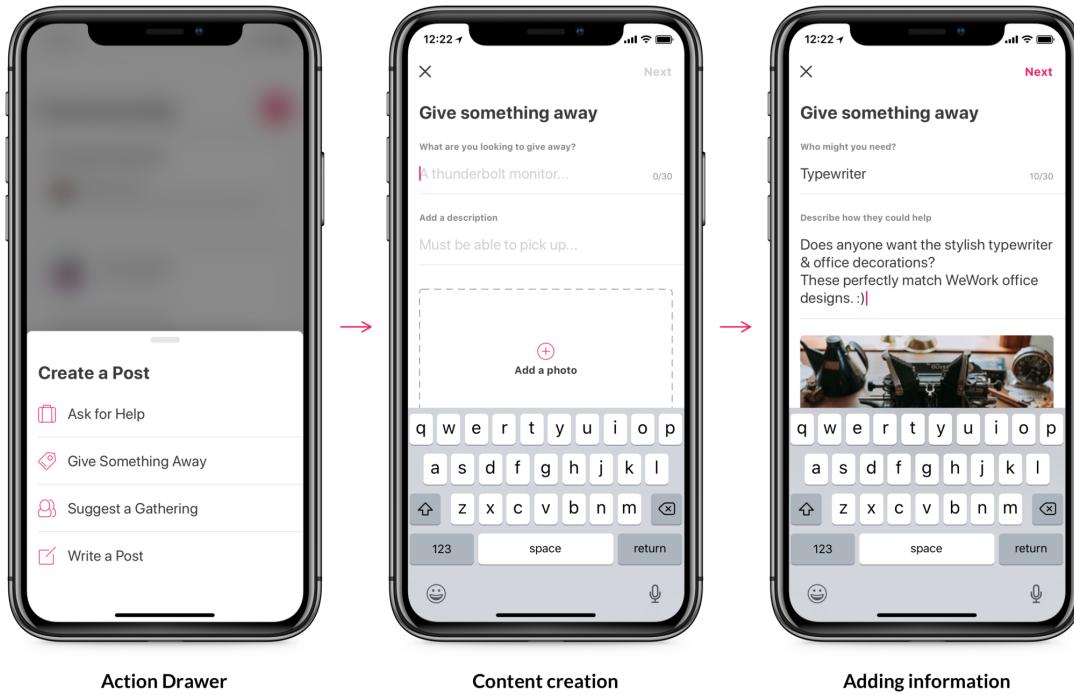
Creation flow

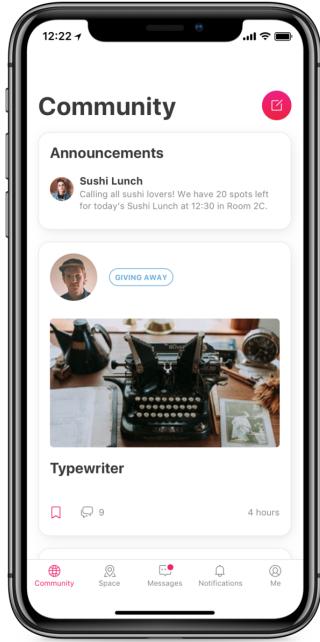
An example of the flow handed off to the devs over Zeplin.



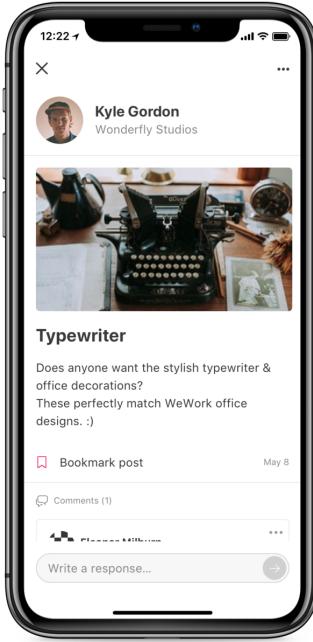
Host a gathering

The second flow was to allow members a way to create their own gatherings. The flow is familiar to Ask For Help, using similar components.





Community feed



Post details