UXHER

Community Engagement Project

Discovery

Members

About

Topics

Events LIVE ●

Programs

ONLINE NOW ●

Welcome!

Start here! 🎉

#Ask

Any question you may have that you're stumped on. Be specific with the ask. #ask

#Win

Any wins you are celebrating OR any fellow members you wish to spotlight and celebrate. #win

Presentation by - Claudia Alves

#Give

Intro OVERVIEW

UX HER is a career development organization that empowers women of color in UX Design with the tools, resources, and community to jumpstart and grow their careers. In Feb 2021, the UX HER online community transitioned from a free to a paid membership. After the business decided to go to a paid membership model, membership dropped from 200 free members to 14 paid members. The business's goal is to increase membership, to increase membership, the online community will need to provide support that is useful to its current users.
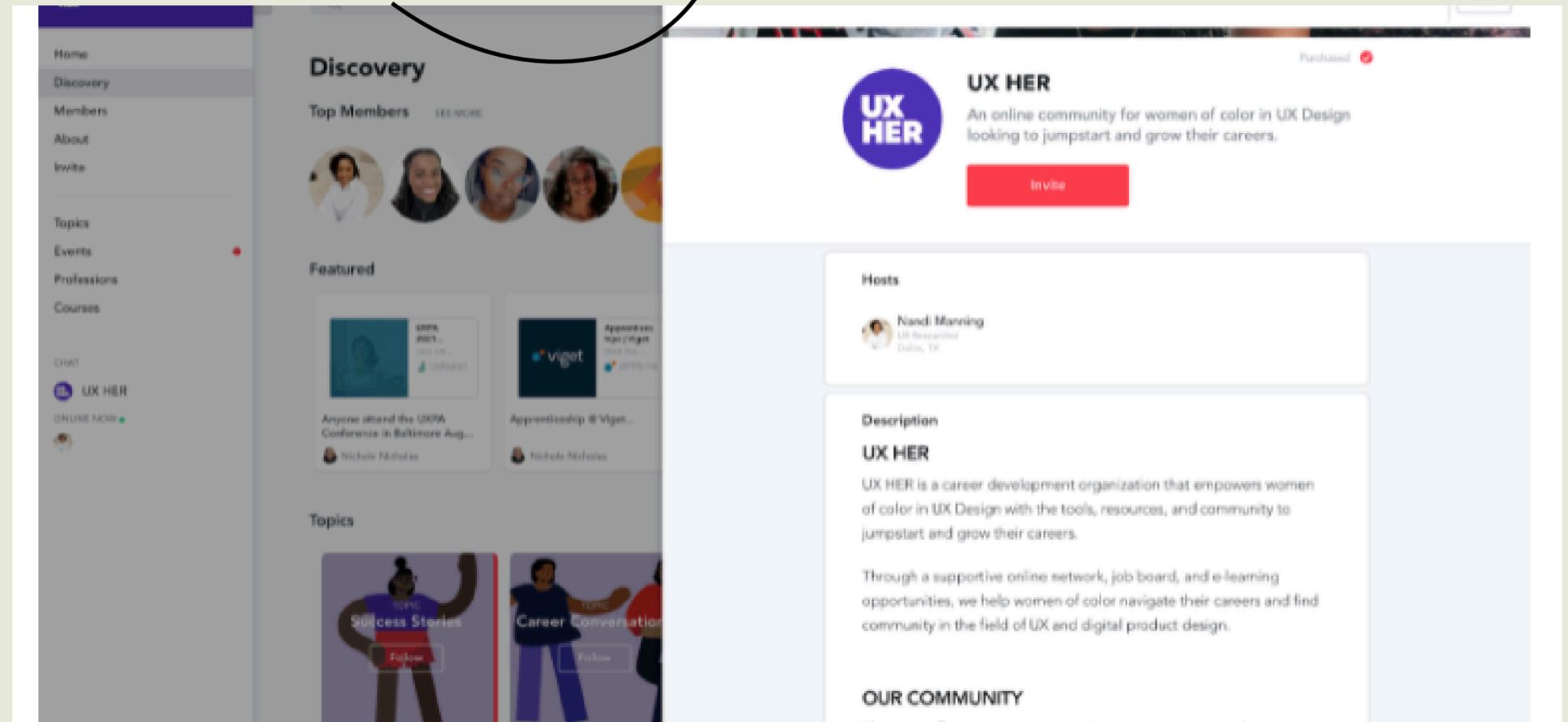
The PROBLEM

How might we help users feel supported within the community with an emphasis on usefulness?
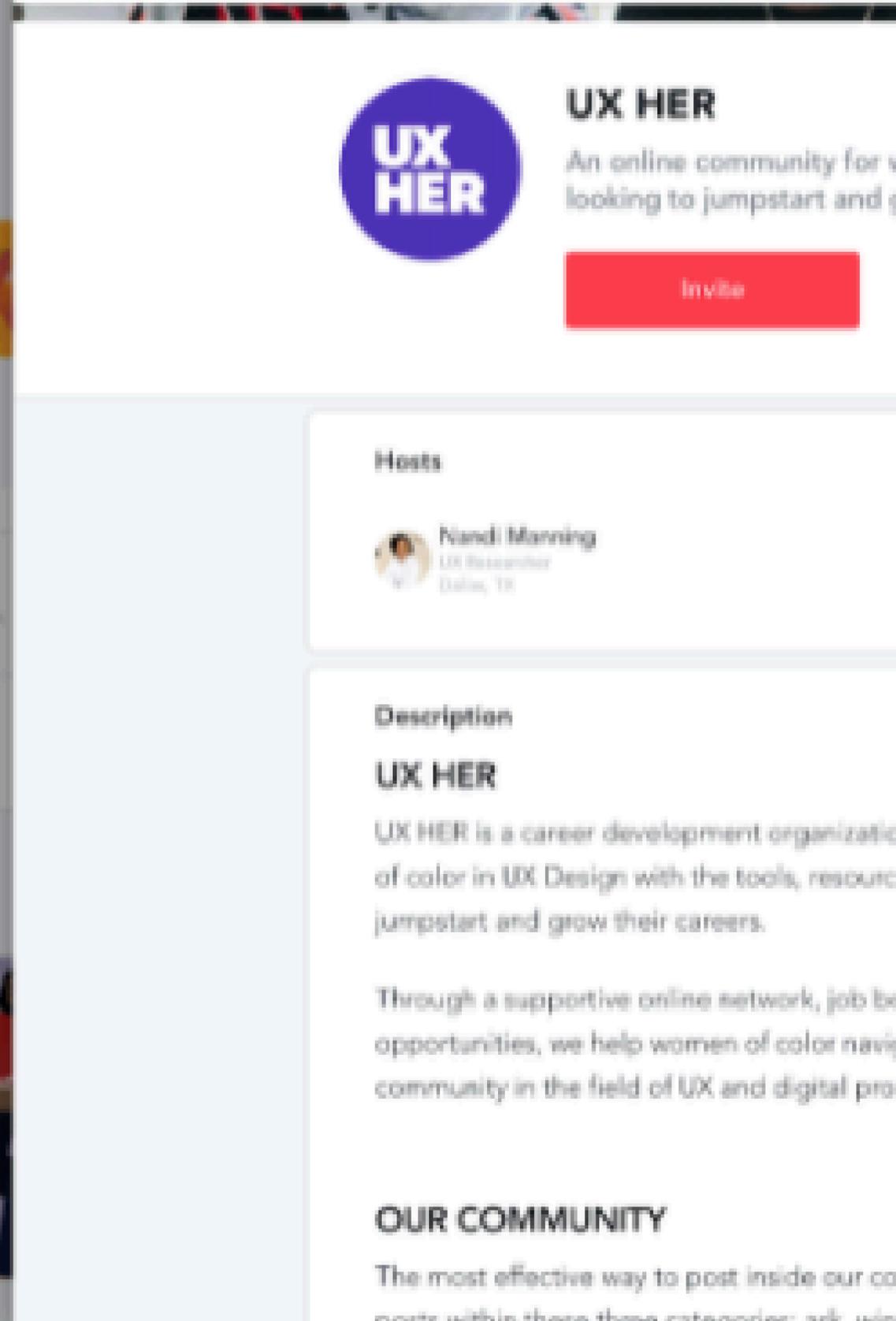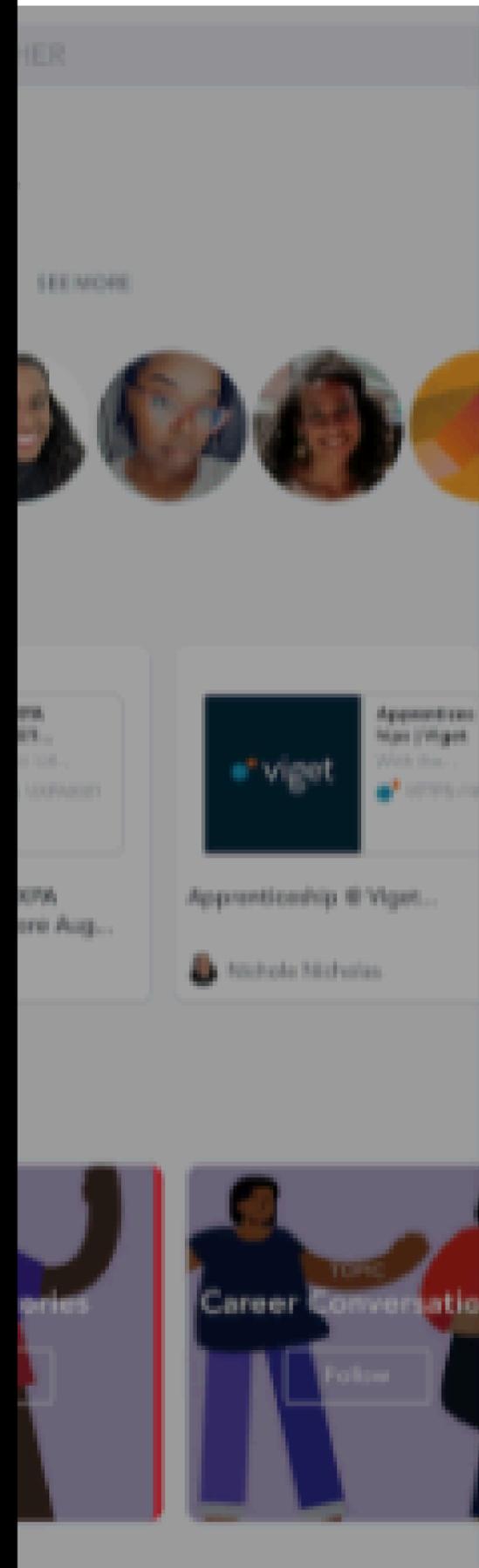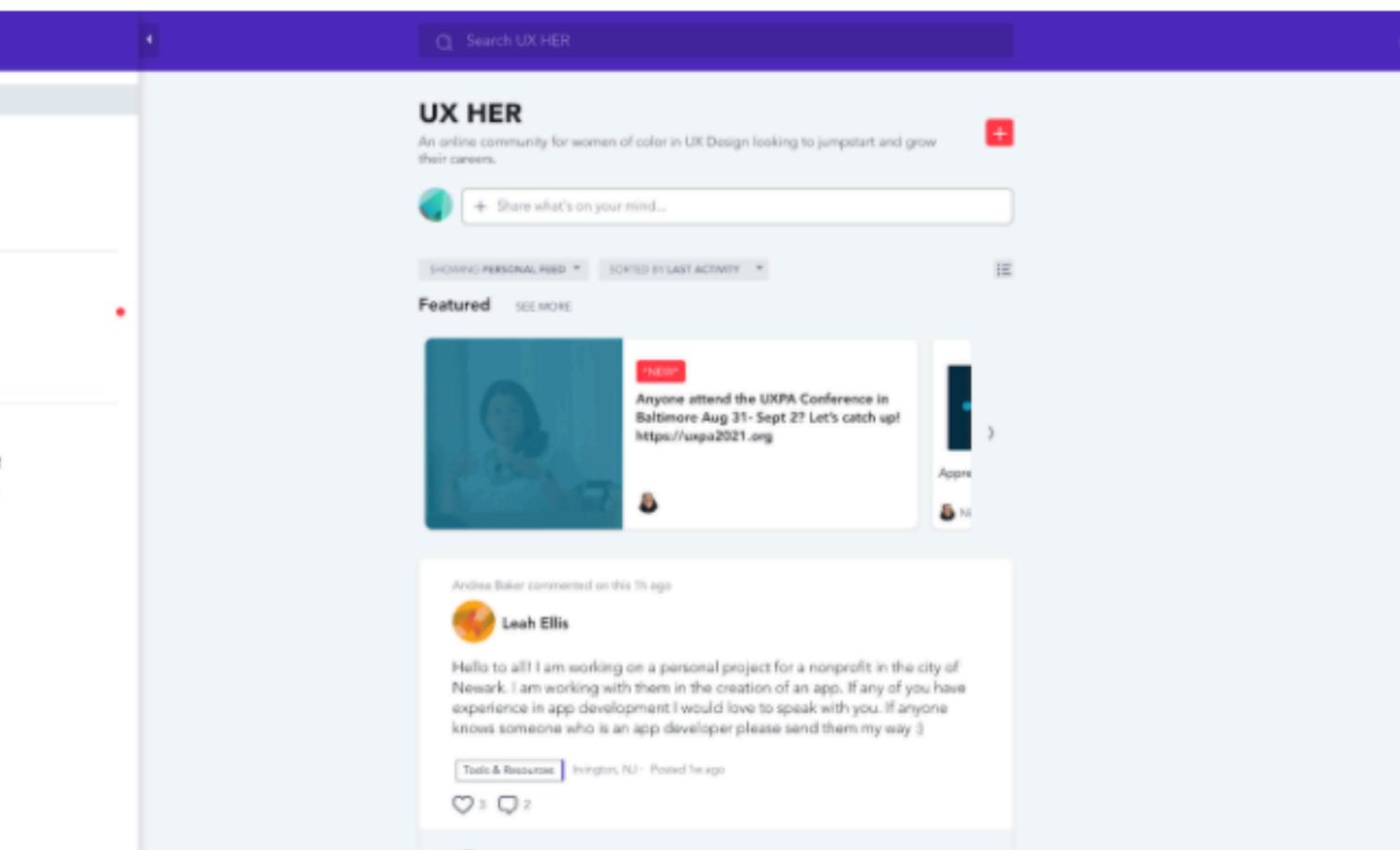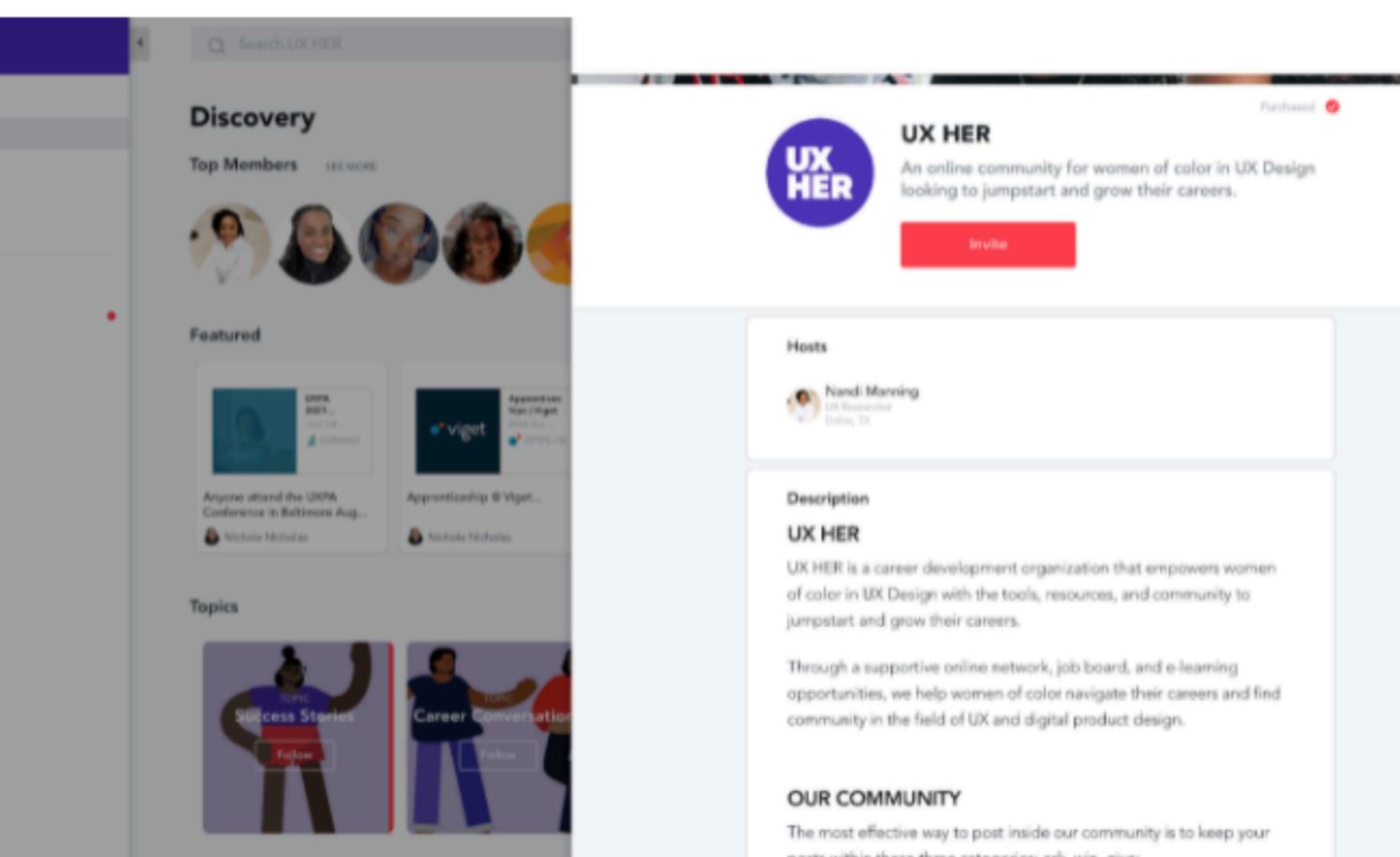
RESOURCES

▶▶ MY TOOLS

- Miro
- Figma
- Google: Excel, Docs, Survey
- Mighty Networks
- Calendly
- Slack

▶▶ TEAM

- UX Researcher
- Project Manager
- Stakeholder

▶▶ MY ROLE

- Lead UX Researcher
- Content Strategist
- Workshop facilitator

Stakeholder
INTERVIEWS

▶▶ **INTERVIEWS**

First, I conducted stakeholder interviews with the Founder to better understand the business' objectives. The Founder wanted to focus on pages within the community platform with the highest engagement to understand users' needs better. We began with an audit of the current onboarding experience from the perspective of a new user.What objectives influenced your questions?

Home, Topics, and Events pages…
These pages have the most engagement
[Completed User Stories](#) (Our assumptions)

- Home
  - As a user, I want to be able to ask questions so that I can…
  - As a user, I want to be able to share resources so that I can…
  - As a user, I want to be able to share my successes so that I can…
  - As a user, I want to be able to see available job opportunities so that I can…
- Topics
  - As a user, I want to be able to share my successes so that I can…
  - As a user, I want to be able to share helpful resources so that I can…
  - As a user, I want to be able to ask for help so that I can…
  - As a user, I want to be able to watch event recordings so that I can…
  - As a user, I want to be able to see available job opportunities so that I can…
- Events
  - As a user, I want to be able to see upcoming events so that I can…
  - As a user, I want to be able to see past events so that I can…

Questions Nandi has…
- How do our users define "support"? [Quotes from Members](#)
- Will our users find community moderators **useful**? *Ex: Users that post regularly to provide value. This could be a great opportunity to bring on former group GCP alumni.*
- Will our users find hands-on workshops useful?

User

STORIES

▶▶ **USER STORIES**

After identifying the pages with the highest engagement, the Founder and I wrote user stories for the following pages: Home, Topics, and Events. Our assumptions about how users interact with the following pages support our theory that the user's personal goals prompt user engagement.

Platform AUDITS ▶▶

Next, I began to audit the pages with the highest engagement: home, events, topics, and the about page. I documented my recommendations on content and media based on my initial assumption of what users were looking to achieve while onboarding onto the community platform. These improvements to content and media are necessary for the business to attract and cater to its target audience. Prioritizing this will in return increase engagement because the updated media and content will look and feel personalized to our target users within the community platform.

↘

UX HER

An online community for women of color in UX Design looking to jumpstart and grow their careers.

+ Share what's on your mind...

SHOWING PERSONAL FEED ▾   SORTED BY LAST ACTIVITY ▾

Featured   SEE MORE

NEW
Anyone attend the UXPA Conference in Baltimore Aug 31- Sept 2? Let's catch up!
https://uxpa2021.org

Appre...

Andrea Baker commented on this 1h ago

Leah Ellis

Hello to all! I am working on a personal project for a nonprofit in the city of Newark. I am working with them in the creation of an app. If any of you have experience in app development I would love to speak with you. If an... knows someone who is an app developer please

Tools & Resources | Irving...

♡ 3   💬 2

Home Page

UX HER

About Page

Hosts

Nandi Manning
UX Researcher
Dallas, TX

Description

UX HER

UX HER is a career development organization that empowers women of color in UX Design with the tools, resources, and community to jumpstart and grow their careers.

Through a supportive online network, job board, and e-learning opportunities, we help women of color navigate their careers and find community in the field of UX and digital product design.
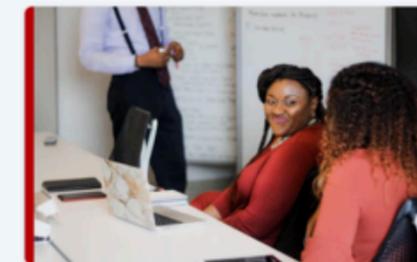
OUR COMMUNITY

The most effective way to post inside our community is to keep your posts within these three categories: ask, win, give.

Topics

Welcome!
Start here! 🎉

#Ask
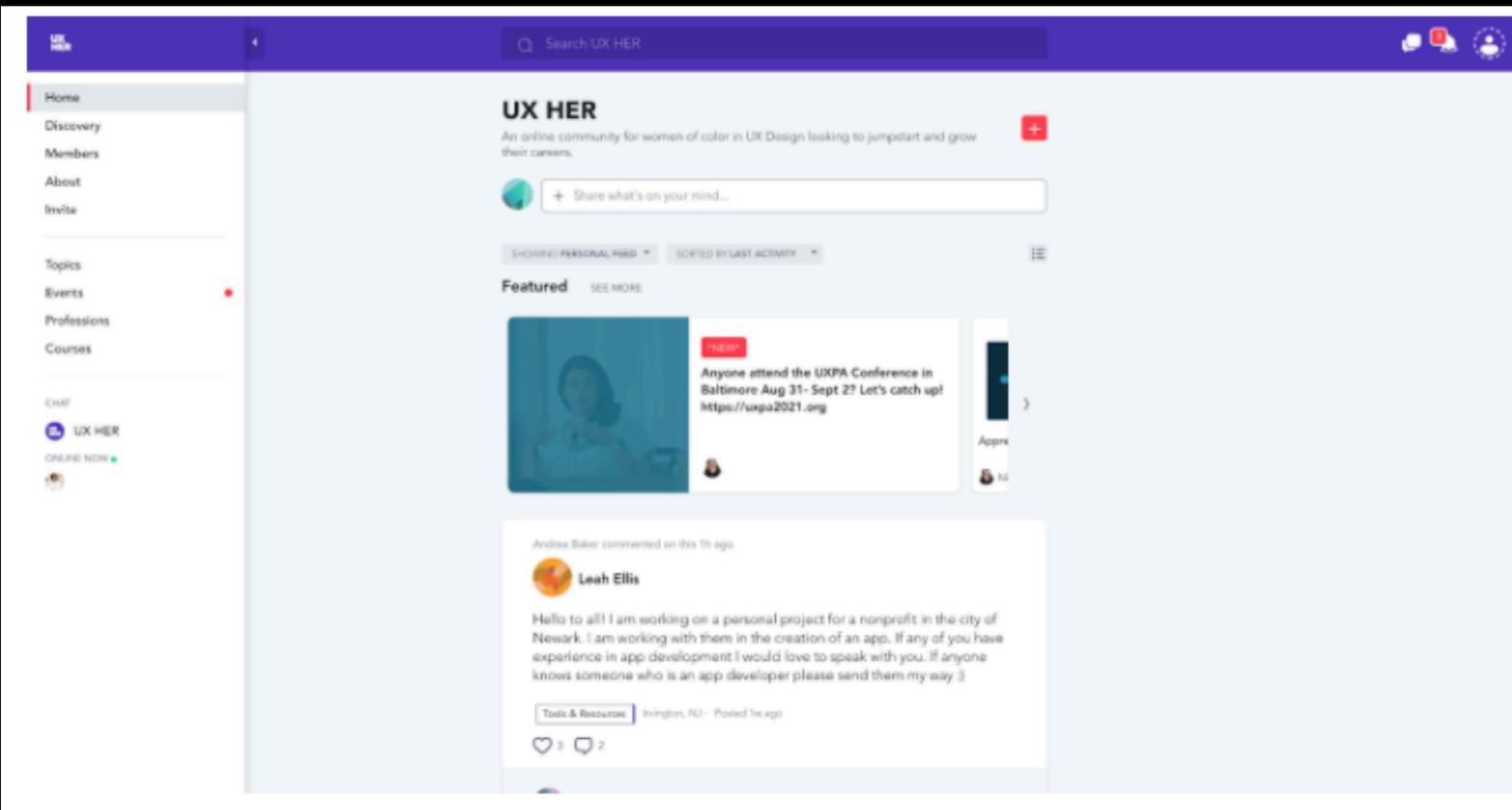Any question you may have that you're stu... specific with the ask. #ask

#Win
Any wins you are celebrating OR any fellow to spotlight and celebrate. #win

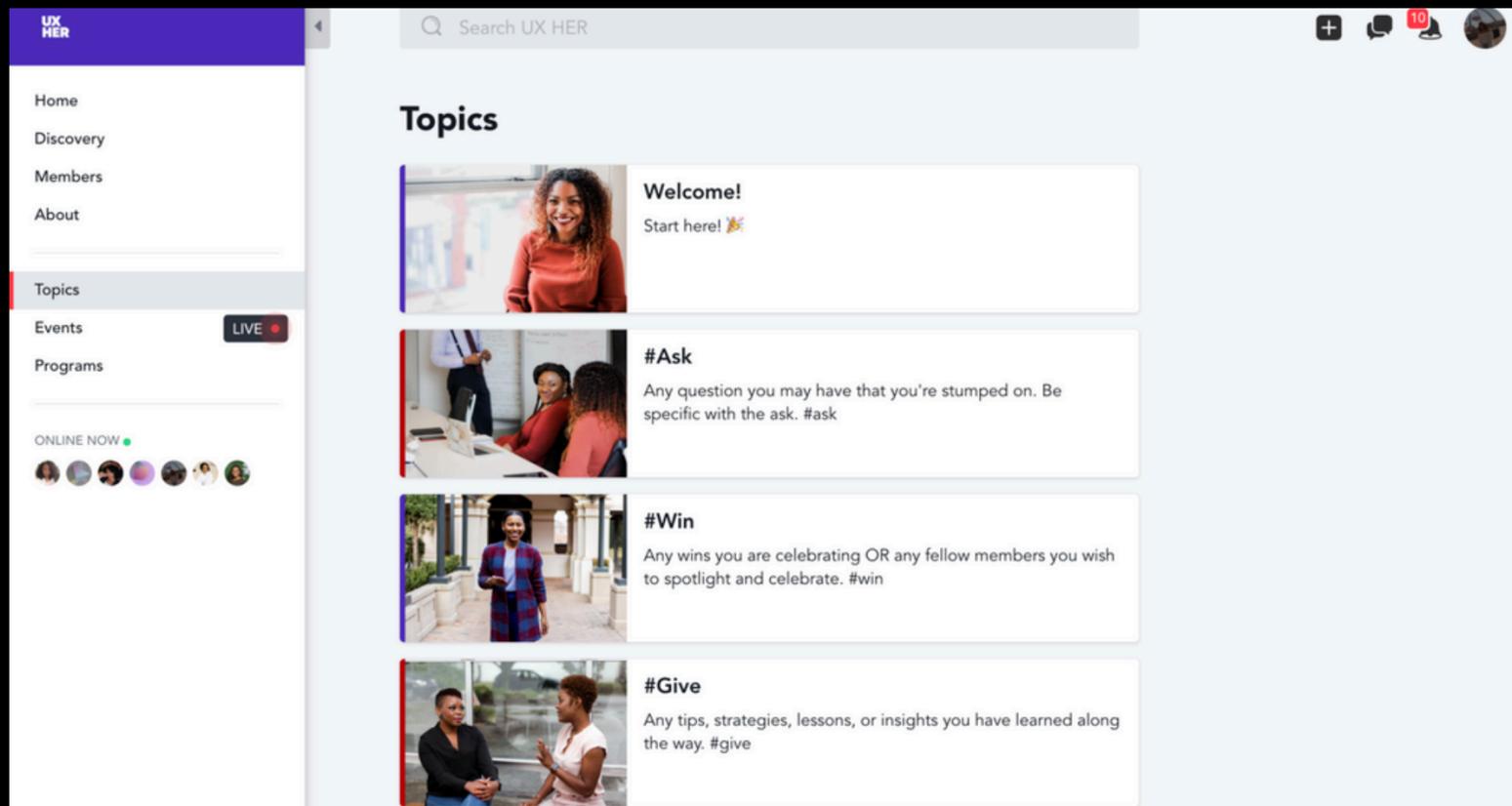*Topics Page*

insights you

PAGE AUDITS

HOME PAGE

- **My initial assumptions about the Home page were that users are unfamiliar with how to get started in the community platform because the content did not give users any direction on where to get started, therefore contributing to low engagement.**
- **After socializing my assumptions to stakeholders, we decided to add instructions in the "Featured" column that would provide instructions to new users on how to use the platform so that users could access them quickly when scanning the Home Page.**
- **In addition to this, the instructions on how to get started were also added to the discovery page.**

ABOUT PAGE
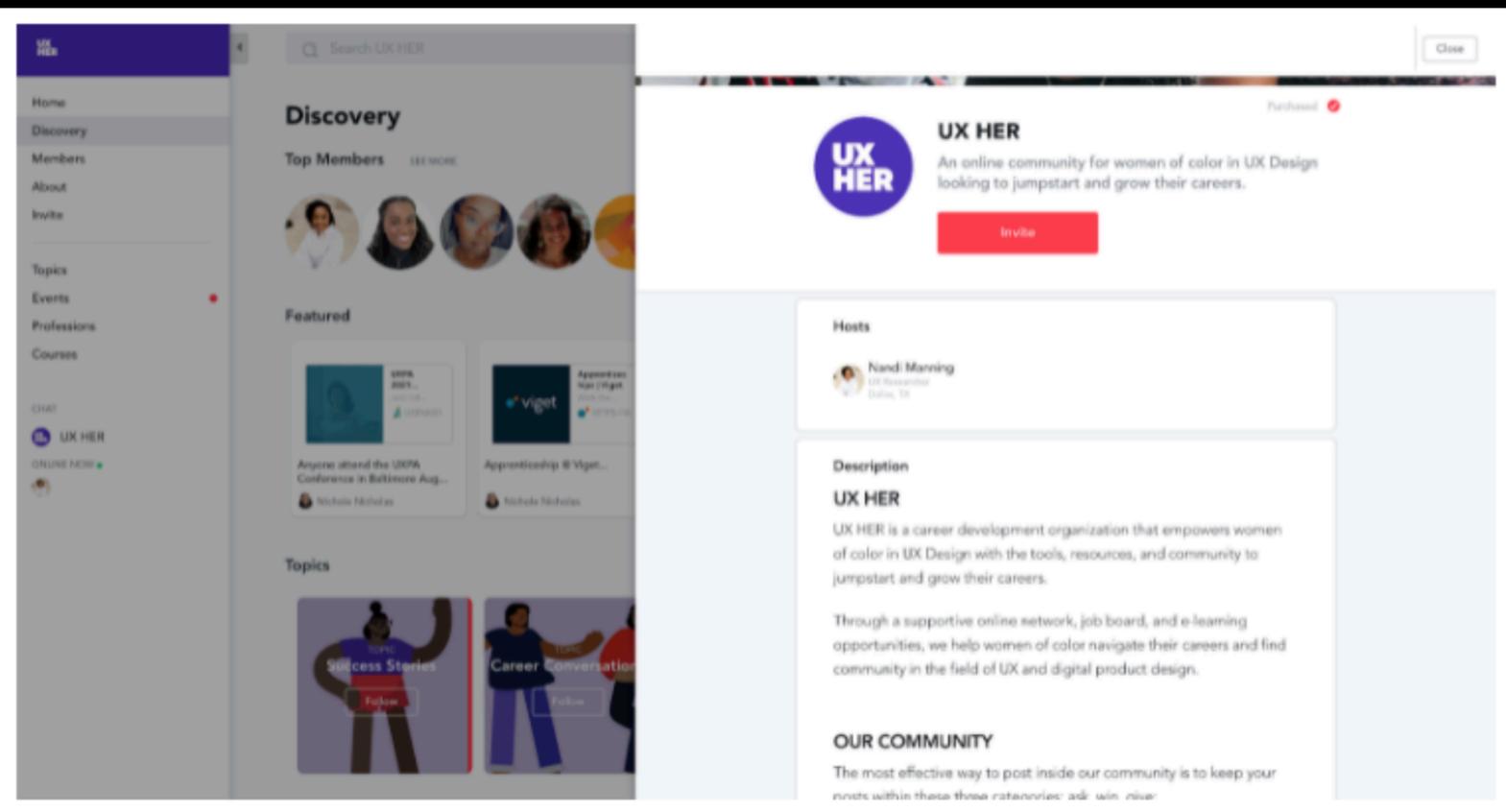
- **My assumptions about the About page were that users perceived the Founder's story to be a bit impersonal. Users would benefit most from knowing more information about how the founder got started in her career in UX design, and how joining the community will assist them with their transition into UX also.**
- **The stakeholders and I agreed that the copy should be concise, conversational, and inviting. We made content decisions based on digital marketing best practices that could be used in the about section to increase find-ability for SEO.**

TOPICS PAGE

- **My assumptions about the Topics page were that users liked having a place to ask questions and post resources, but the content itself was not useful to our target audience.**
- **The stakeholders and I collaborated on how to add value to what was being posted on the community platform. Initially, there were many job postings, and resources for junior to mid-level UX talent that did not align with where our target users were in their transition.**
- **In addition to this, we recruited alumni from our Group Coaching Program to help increase engagement in the community platform by helping answer frequently asked questions.**

User INTERVIEWS ▶▶

After analyzing the foundational research (data, stakeholders objectives, and user stories) it was decided that users needs would be the next driving force of my research. First, I created scripts for participants who wanted to participate in user interviews. I then created a user survey to screen users and gather data that could be applied to interviews. Those that participated in the survey were then incentivized to participate in virtual user interviews to obtain platform testimonies and answer a series of questions. The result of the interviews led to the decision to complete a competitor audit.

USER INVITATIONS:

The user scripts were initially sent to active community members, I then believed it would be necessary to understand the perception of former members to increase the platforms usefulness.

USER SURVEY:

I defined the goals of the survey to be a screening process for users whom would be then invited to complete user interview.

USER INTERVIEWS:

Data collected from these steps determined what content of the UX HER Community Platform members found useful as well as elements of similar platforms and communities, our members used and what they considered to be beneficial. This insight led to the decision to complete a competitor audit.

Hi _____,

We are conducting quick user interviews with valued community members like you.

Our experience team is looking for feedback about the current UX HER community platform.

The deadline to complete the survey is <mark>Wednesday (Sept 1, 2021).</mark>

Once we've completed each interview we will email you an $20 Amazon e-card.

Please use my calendar to set up time with me for your interview.

Questions I have...
- How do our users on the **community membership plan** define "support"?
- Will our users find self-taught opportunities useful? *Ex: Design challenges to use as project concepts for their portfolio?*
- Will our users find community mentors **useful**? *Ex: Users that post regularly to provide value. This could be a great opportunity to hire former group mentorship program mentees as hourly contractors.*
- Will our users find UX challenges **useful**?

User survey objective and entry script for user interviews

Nichole Nicholas 10mo
Moderator

More design challenges... maybe even asynchronous to share with the community at the end of each week, conference and event notification

♥ 4 💬

PREVIOUS REPLIES 1

Ashley McNeill 9mo

Workshops on workshops haha I'd also enjoy learning of lesser known UX methodologies and when they can effectively be utilized during the design process.

♡ 3 💬

Nandi Manning 9mo

New user Quotes - Confirmation of User Stories

Usability SURVEY ▶▶

In addition to the User Interviews and Surveys we conducted In-App Usability surveys for current Community Platform Members. We encouraged participants to incorporate any feelings, thoughts or changes about the platform to better understand our users' needs. The purpose of this in platform survey was to observe how confident users felt about navigating through the platform and to confirm or invalidate our initial assumptions.

Interview
OUTCOME

INCREASE NEWSLETTER FREQUENCY

Increase Newsletter Frequency Users found the existing monthly Newsletter significant. One user who participated in the interview, shared how beneficial she found the Newsletter. It updated her on content, topics, and upcoming events. This made participating easier with her busy schedule. As a result, the stakeholder thought it was best to increase the delivery of the Newsletter to , two times a month.

ADD ENGAGING EVENTS

I suggested to the stakeholder that adding more events such as panel discussions and design challenges would increase engagement and could increase value for UX HER. As a result they decided to host a design challenge workshop and has created a schedule to host panel discussions with UX/UI professionals, and will continue to add relevant activities.

INCREASE REWARD SYSTEM

A successful feature on competitors' platforms was job boards. I suggested integrating an API for this feature into our community platform, but due to platform constraints, we couldn't implement it. This led to the stakeholder forming partnerships with recruiters to enhance the UX HER Community Platform. Additionally, we discussed posting industry-standard UX/UI resources to support members who have graduated from bootcamps and seek professional development.

Interview

OUTCOME

CONTRIBUTE RESOURCES

**Increase Newsletter Frequency
The stakeholder and I discussed posting resources of industry standard procedures for UX/UI as a direct need for Community Platform Members that have graduated from bootcamps and are looking to develop as a professional.**

INCREASE MENTORSHIP

There were several blockers for suggested design decisions that research showed were not as feasible as we hoped. For instance users were hoping to have more mentors on the platform and at this moment the stakeholder felt this was something she wanted to acquire in the future but could not make possible at this time. There were a few resources that I believed could be made available to the UX Her Community platform that would increase usefulness for the user, at that time the Stakeholder wanted to keep resources exclusive to the mentorship program keeping the content separate and valuable for each distinct audience.

Competitive
ANALYSIS

After divulging customer preferences, I wanted to dive deeper on content, tone, placement and features members found useful on other platforms. The stakeholder and I conducted market research to discover direct competitors.

COMPETITIVE AUDIT

In this Audit, I conducted research on 11 web-applications and communities. Many of the competitors offered additional services or products outside of their community platform. I saw this as an opportunity to inspect content decisions across their websites as well as the community platform. This opportunity was advantageous. After adopting the role of a user, I engaged with other users, participated in community events, and spoke with the content planner for "Baddies in Tech". I observed the Website Features, Visual Designs and Content of these brands. I then took my findings to the stakeholder.

Professional
RECOMMENDATIONS

Recommendations
- **Self-Teaching An opportunity to keep members involved. Spending time with fun quizzes can give members an opportunity to get used to hearing design terms and processes that would be used in an actual job.**
- **Discussion boards encouraging discussion by leading by example. Engage with users in discussion forums as much as possible and encourage them to do the same to their peers.**
- **Challenging questions (with incentives) Giving real life scenarios giving members an opportunity to apply what they have learned to give a professional solution. Give them chances to be reviewed with a professional review.**
- **Hierarchy Things that you struggle increasing engagement with should have priority on pages and should be mentioned more often. For example, when I first use the app/ website I don't notice anything about the actual membership program. Similarly the "courses" where the membership course is too close to the bottom of the menu/ page.**

Final
DECISIONS

Based off our Competitive Analysis insights, we learned that communities similar to ours used their community platforms as an entry level tier of their paid products and services.

Unfortunately there was a lack of willingness when it came to participating in User Interviews, however the findings of the one led to the understanding of what users hoped to achieve. With an emphasis on full-time workers looking to transition careers, we learned how to better assess the needs of members with busy schedules. It increased our knowingness of how to successfully be accessible for members that have unique schedules, can not make it to events, and still have a need for mentorship and community.

As a result of all of our findings, the Stakeholder and I decided that we would make the Community Platform free. The leading source of revenue for UX HER is the Group Coaching Program and the Community Platform could serve as a funnel. By increasing membership in the Group Coaching Program, we would increase income. By increasing membership we would increase the use of the Community Platform and with increasing value of the Community Platform we would increase retention in membership.

SUMMARY

After the conclusion of my findings, the Stakeholder and I discussed how to define and measure success as a result of the research and content decisions I made. The project was then passed onto the UX HER Community Manager whom will maintain the platform.

My overall objective was to increase usefulness for the user. I used surveys, interviews, and usability surveys to accomplish this. My biggest takeaway was that usefulness strongly depends on the user but overall actions could be taken to increase engagement. Engagement can be incited. Recommendations that were made also led to the decision to create community moderators to spark conversations, projects, and bring engagement surrounding events. The changes that were made to media, features and events helped increase overall support to the platforms users. All of this research translated into a better understanding from the stakeholder to her audience. We were able to increase usability and make decisions based on profit for the company and use the platform as a funnel.
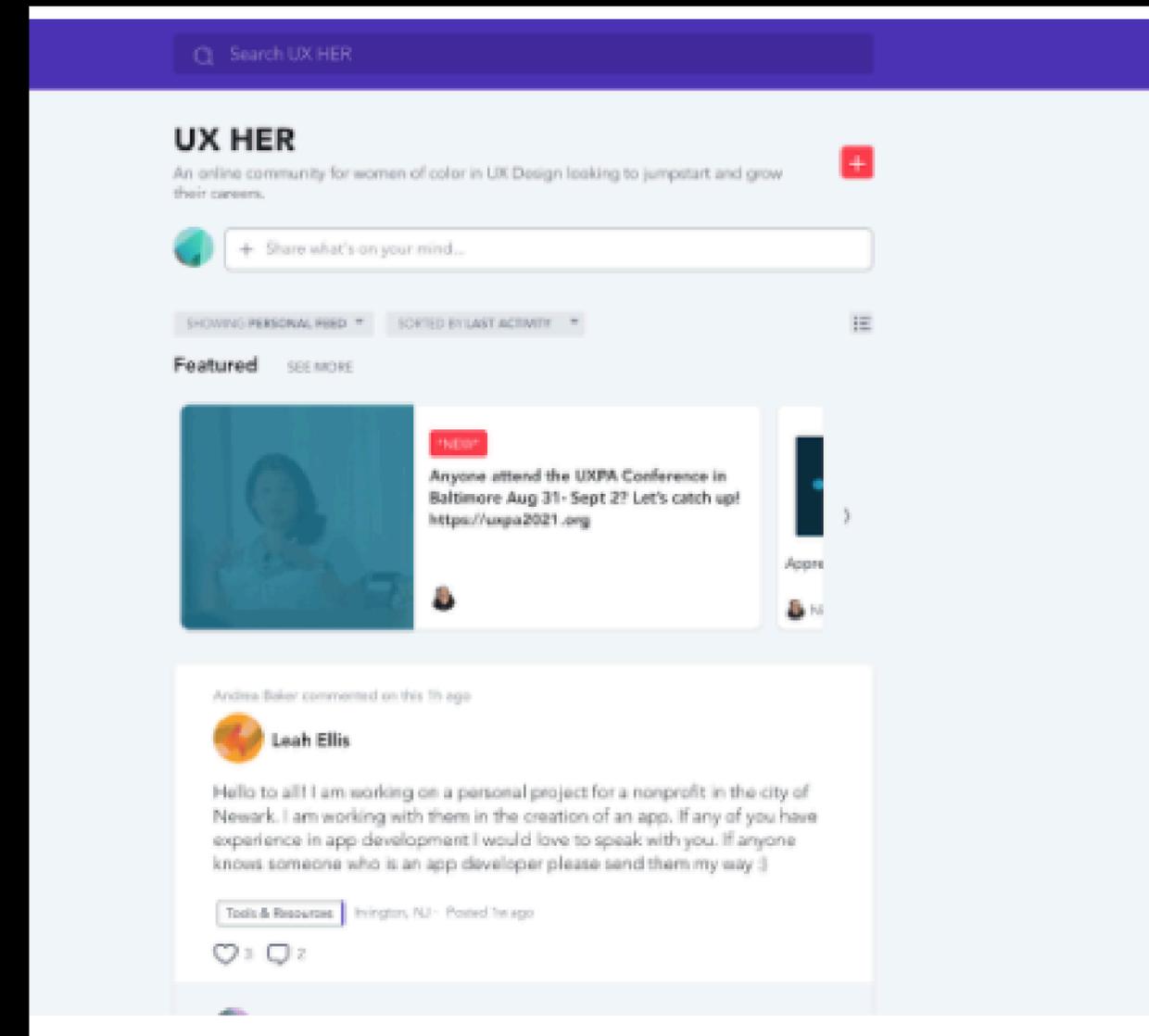
LET'S WORK

Together

bakerand@outlook.com   www.webbiedesign.org