EngageCo

Patrice Calligaris

1. Problem to solve

Hi there,

You must be the new designer on the team. Really excited to work with you!

Here at EngageCo, we're working on a simple new app that will help presenters at conferences do Q&A with their audience virtually by using their mobile devices.

The way it'll work is like this: the presenter will open the app and start a Q&A session for a talk they're giving. That'll give them a 4 digit code that they can tell to the audience. Each member of the audience can open the app, put in the code, and either add a new question or upvote a question someone else added. The presenter will then see the questions on their mobile device and can answer them as they choose.

These are the core user stories that I want to ensure are handled by the app:
- As a presenter, I can start a new Q&A session
- As a presenter, I can get the 4 digit code to tell to my audience
- As a presenter, I can see the questions from the audience ordered from most to least voted
- As an audience member, I can join the Q&A session based on the code the presenter gave me
- As an audience member, I can add a new question
- As an audience member, I can see other questions and vote up the ones I also want to see answered

I've attached some rough thoughts on how I think the app might look. They're kind of a mess, though, so feel free to go in whatever direction you think makes sense.

Thanks! I'm excited to see what you come up with.

Pat Product

PM at EngageCo

Main goal: the motivation for the design of the product

Problems to solve: important to discuss with managers, what is top priority?

Platform: a mobile app for iPhone and Android

Data: type of content

Persona: it's important to define the type of user. Geek? Beginner?

UI/UX: other alternative needed! Why users have to adapt to computers?

Branding: which design system to use? the connection with the brand

2. Scope of the project

This is the phase where I try to understand all the correlation between requirements and features of the project. Based on the description, a simple way to answer questions from the audience seems to be the number one priority but I have to work with stack holders and managers to define priorities for both type of users. Another priority seems to get the most important questions for the audience.

I will setup few meetings with stack holders and managers to make sure that everybody is OK about priorities. It will help to define the features in details but also the steps of the project (timeline and milestones).

I value simplicity and clarity but also team collaboration.

Questions for managers:
 - What is the back end technology used for the app?
 - What is used currently for this type of audience?
 - Do we have to follow a design system or create one?
 - Open to alternative UI/UX? Instead to force users to enter a code, why to not broadcast the name of session to the network and users pick it (auto discovery also possible based on location)
 - Platforms? iPhone and Android, or iPhone first?

3. User Persona

It's important to define the profile of the user of the product.

Geeks have experience with technologies and user interfaces but beginners with smartphones can have issues to understand basic steps.

I will ask researchers to define the personas. If no researchers is available, I will define it by myself.

Two types of users:
- the presenter
- A member in the audience

ECo

4. Platform

A mobile application will have multiple benefits

- Reliability of a native application
- Power of notifications for instant feedback
- High quality of the UI/UX

I will discuss with managers if a tablet version is also
needed as some members of the audience can have it.
I also need to discuss if all platforms are supported
(iOS and Android or just iOS first: 70% of the market in US)
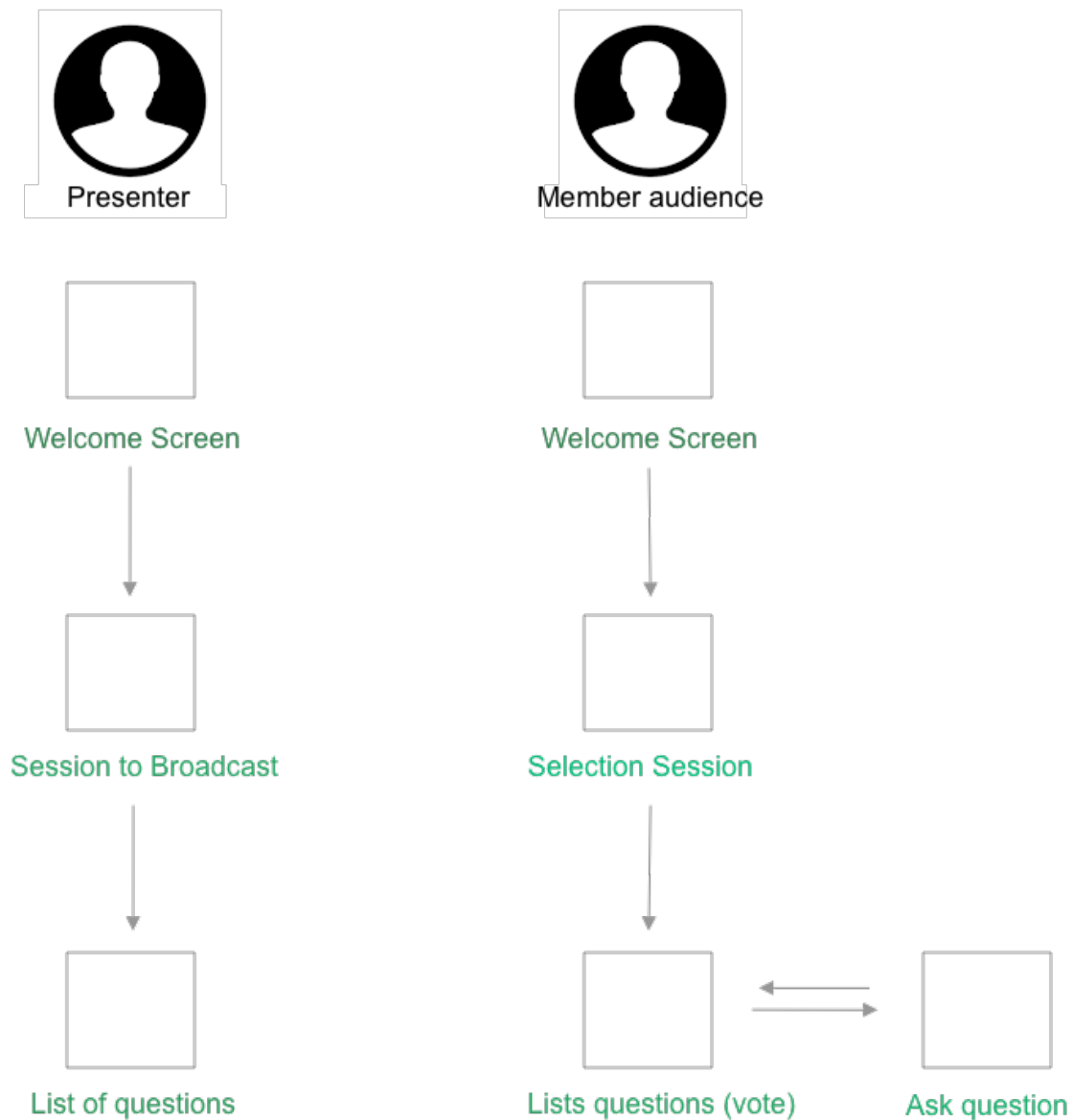
5. Data and Design System

The data is mostly the questions send by the audience to the presenters and the votes (priority of questions).

I have to setup meetings with engineers and product managers to see how we can save the data used by the application.

I will also study the design system used by the company to make sure that the identity of the company is respected for the product. If no design system exists, I will use this project to start building one for the long term. I will involve researchers for the effort.

6. User Flow
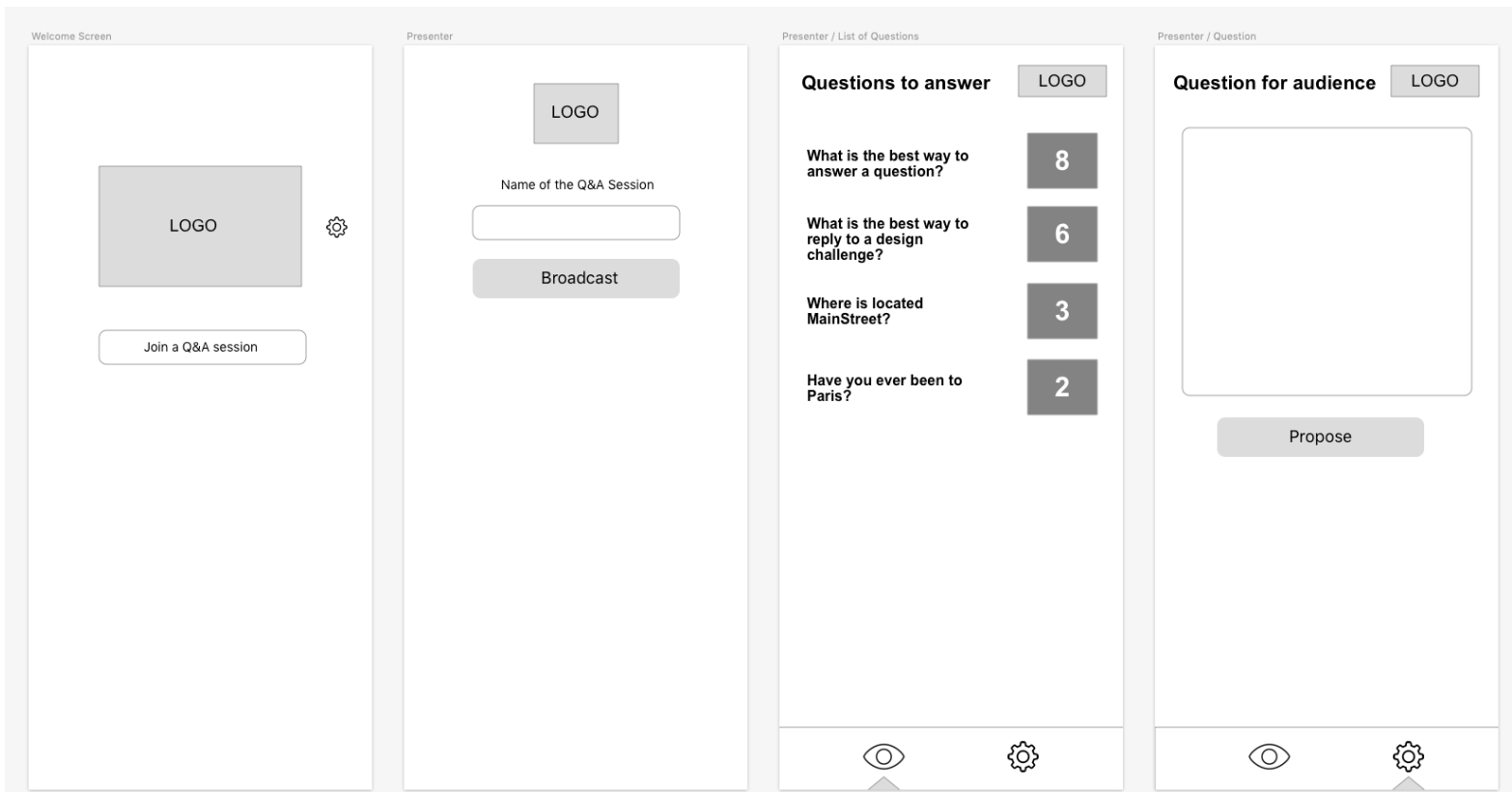
Two type of users: the presenter and a member in the audience

Presenter

Member audience

Welcome Screen

Welcome Screen

Session to Broadcast

Selection Session

List of questions
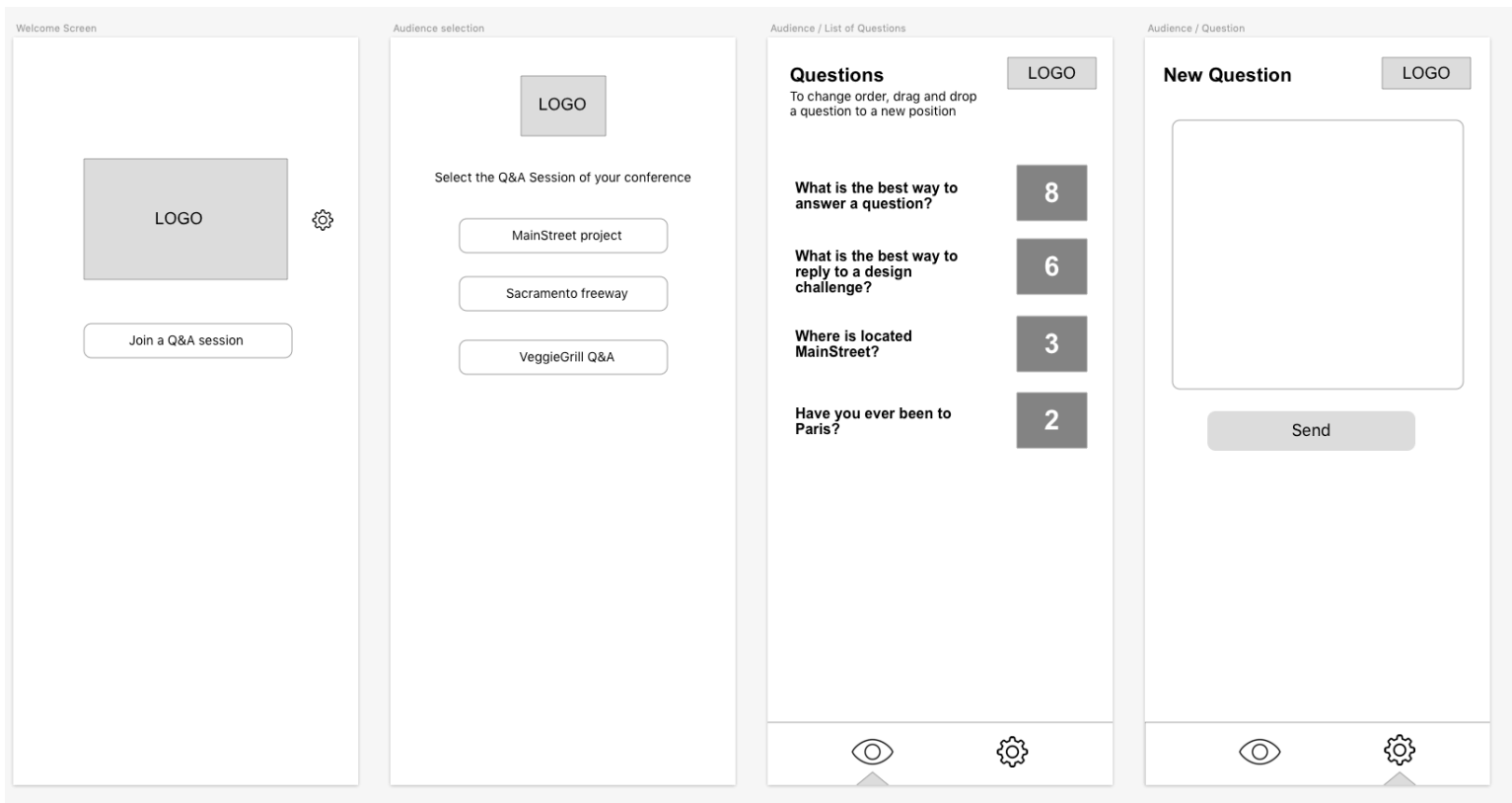
Lists questions (vote)

Ask question

ECo

7. Wireframes

In my proposal, a presenter can also submit a question to the audience.
A presenter use the gear icon on the welcome screen to setup a new session.

I made 4 screens for the presenter and 4 for the member.
I decided to use a tabview between the list of questions and a new question (easier to switch)

Welcome Screen

LOGO

LOGO ⚙

Join a Q&A session

Presenter

LOGO

Name of the Q&A Session

Broadcast

Presenter / List of Questions

Questions to answer   LOGO

What is the best way to answer a question?   8

What is the best way to reply to a design challenge?   6

Where is located MainStreet?   3

Have you ever been to Paris?   2

👁   ⚙

Presenter / Question

Question for audience   LOGO

Propose

👁   ⚙

Patrice Calligaris

Welcome Screen

LOGO

LOGO

Join a Q&A session

Audience selection

LOGO

Select the Q&A Session of your conference

MainStreet project

Sacramento freeway

VeggieGrill Q&A

Audience / List of Questions

Questions
To change order, drag and drop
a question to a new position

LOGO

What is the best way to
answer a question?

8

What is the best way to
reply to a design
challenge?

6

Where is located
MainStreet?

3

Have you ever been to
Paris?

2

Audience / Question

New Question

LOGO

Send

8. Mockups + Style Guides

The next step is about making high fidelity mockups.
The validation of stack-holders and managers of the
wireframes are needed before to go to this step.

I will use the design system of EngageCo to provide
a consistency and high quality user experience.

Styles guidelines will be provided for developers.
(handoff process)

9. Prototypes

I will build some prototypes to validate the user interaction with stack holders, managers (before to build mockups). I like to use PropoPie for this process or Sketch.

Some high fidelity prototypes will also help developers to understand the micro interactions and the navigation inside the app.

10. Wrap-Up

I will always answer questions about how things should look or work, provide guidance when necessary, mentor junior designers in the team.

New features (or revisions) may be planned, and I might need to be involved in discussions of what these updates should entail and how to go about them.

Based on new problems that arise, new feedback that was received through testing, or new features that are planned, I might need to retreat to update the designs again.