MEET MAGIC

PROBLEM STATEMENT
Make a Website redesign, we feel we have drifted away from our core message.

BRIEF
A redesign of Meetmagic's website and allow us to target the audience better than we are doing at present. Everyone loves the concept of Meetmagic, but feel we have drifted away from our core message. This was a three week job and no fee charge for our UX team. Meetmagic is a website that sets up meetings for Salespeople to access key Decision Makers in organisations for advice (or) pitching of their business - and for a fee of $1,000 per meeting, which half of that fee going to a charity of the Decision Makers choosing.

CHALLENGE
We would us Lean/Agile principles as our method to approach the work. It was more than a redesign that needed doing, as the websites messages and the navigation were highly confusing and without clarity to understand the sites meaning.

DURATION
21 days in July 2017

TEAM MEMBERS
Claramae Gonsalves, Zoe Zhan and myself, Daryl Lee

I PARTICIPATED IN...
I took on doing the research for this role and not design. Contextual Enquiry, User Interviews (15 in all), User Journey Map, Competitor Analysis and Affinity Mapping. Then researched the images to created others to fit in with clients website personality.

TOOLS
Axure, Sharpies and many,many Post-its and plenty of wall space...then Photoshop to make imagery tailored to the clients needs to tell their story.

RESEARCH

INTERVIEWS & VARIOUS MAPPING
The UX team started by brainstorming and coming up with a statement of work. We then did a Heuristic Analysis of the Meetmagic website and we put together questions for our users to interview. After that I went on to interview all 'Salespeople & Decision Makers' - who are the users of this site.

AFFINITY MAPPING & MOSCOW
We looked into the Frustrations, Motivations and Feelings of the Salesperson and what we found out were these:

1) They are chasing contacts, clients and no one takes cold calls 2) The current system just does not work for them 3) There is so much waiting to get that first meeting. The MoSCoW Mapping helped us towards clarity of the problem and to help our users access and use the website without confusion, which led us to our Solution Statement.....see further below.

COMPETITIVE ANALYSIS
Callbox, Webimax and Lead Generators Digital were the top 3 sites in a similar business model to Meetmagic and these were my findings. The Pro's were: All very clear in accessing the correct information and to navigate the site. The Cons were some they did not set-up interviews with key decision makers and none had any charitable leaning in their models. Then I looked at two Charitable leaning websites Oxfam and Toms, both sites are clear to navigate and the messages about the site and its charitable side is plain to see.

Research 2017

GARTNER SURVEY: Shows 42% of CEOs have begun digital business transformation
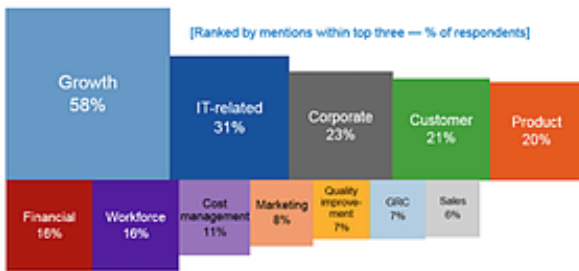
LEK.COM: Growing number of decision makers for IT Purchases (2013-2017)
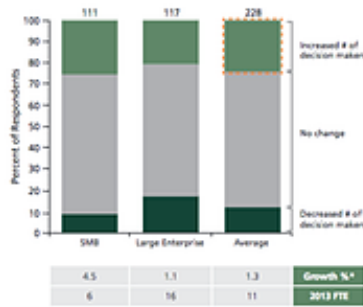
GLOBAL REVIEW
Looking at this from a global perspective for my research I found that Decision Makers for IT purchases are spread across many areas of a companies (worldwide), and its the access to these people that are key to Meetmagic's.

INSIGHTS
Digital transformations and Purchases are on the increase and accessing these contacts for Salespeople will be a requirement for this website.

PERSONAS & THE SERVICE BLUEPRINT
I worked up one of two Personas. David is a CEO of an IT Company and next Persona dealtwith Chris a Salesperson in IT Sales. We also needed to look at the Service Design Blueprint for the site to see the interactions of all Users to interact with Meetmagic's website.

INSIGHTS
While the Salespersons persona fitted the business model for the website for new business and contact needs, the UX team found that the CEO/ Decision Makers persona could not be resolved in our interviews: such as: CEO's / Decision Makers are socially responsible, but think there's a fine line between Business and Charity, they do not wish to advertise the fact that they are helping charities.
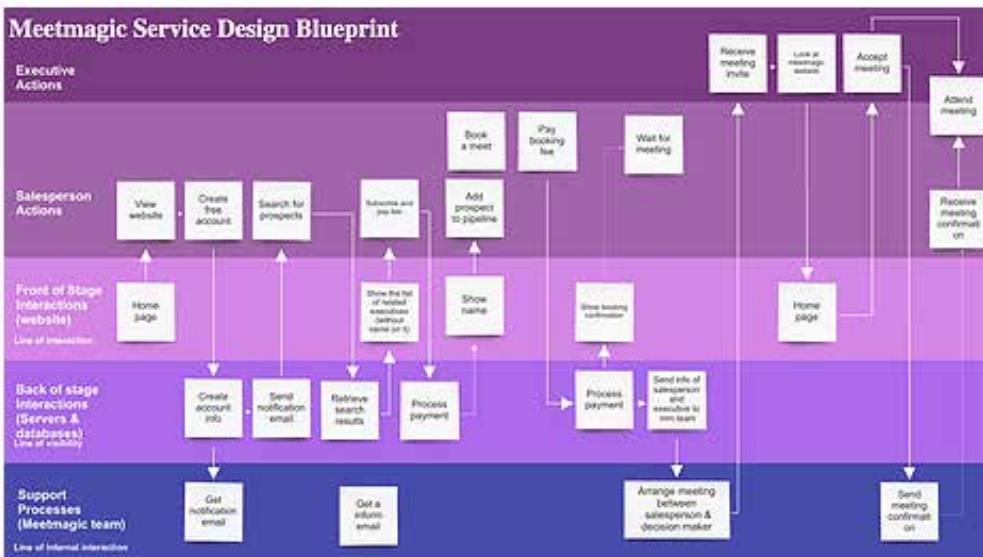
OUR SOLUTION GOALS

SALESPEOPLE
To show Salespeople how easy it is to find genuine leads through Meetmagic andconvert Salespeople to become Subscribers.
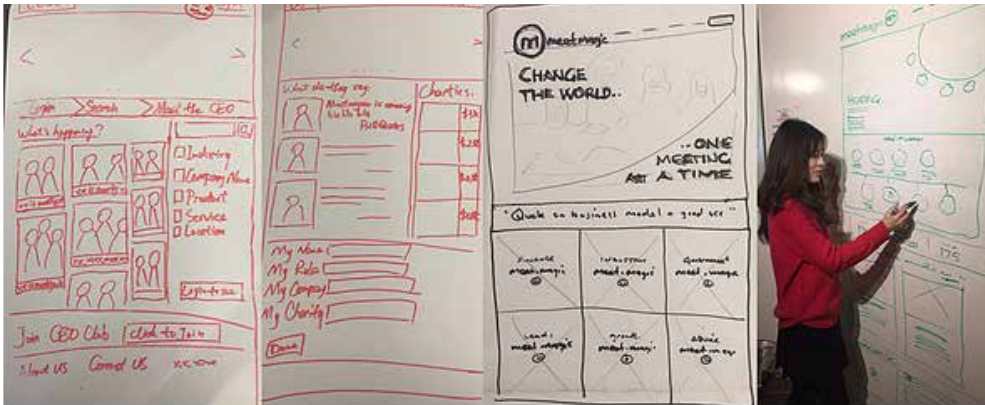
DECISION MAKERS
To enable Decision Makers to understand the impact of attending a Meetmagic meeting & encourage them to share Meetmagic with their network.

DESIGN SOLUTIONS & TESTING
And so the pencil and paper came out and the sketching began and all the team drew up the look and feel of what we thought should work - then we talked and combined the best sketches and moved to a more refined sketch/wireframe. Once this was done we set-up a meeting with our client 'Carl' the CEO of Meetmagic to talk through the work and pinpoint a gap in the research we were finding and needed more information and meetings with Decision Makers. As I was not designing this Prototype, I researched throughout and Photoshopping the imagery for the site to convey its message: Which was basically 'Change the World, One Meeting at a Time'. I also came up with a Ying/Yang business image and made the background people orientated by the reach the charitable areas touched by this business model.

ITERATION 1

ITERATION 2
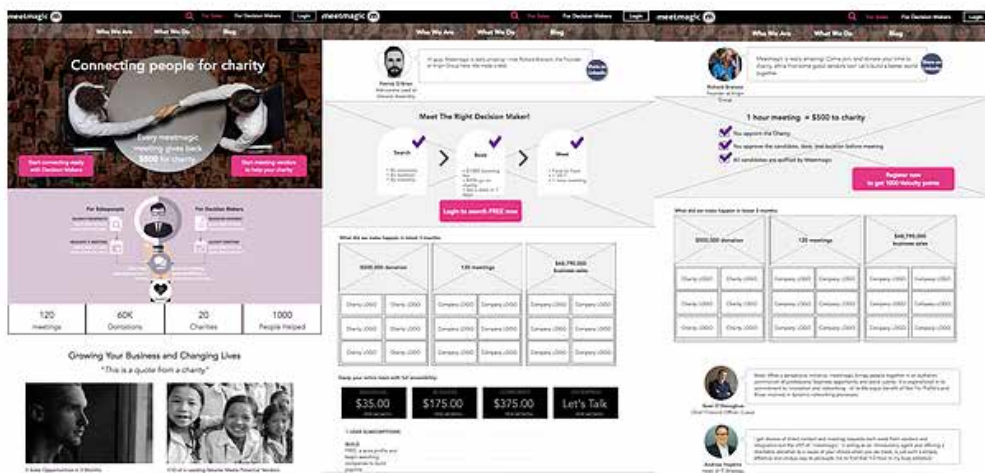
THE PROTOTYPE
The team made the presentation to the CEO of Meetmagic and walked
through the steps of the interactions with the Prototype made in Axure. We
covered the journey of a Salesperson coming to book a meeting with a key
Decision Maker and to ensure the message was clear in its understanding
to the user. Meetmagic was very impressed and loved the way we had re-
envisioned the brand and used Linkedin to share stories of the good work
being done by users to the site.

MY LEARNINGS
1) Further research required to further understand the motivations of
Decision Makers. Existing assumptions about them not been
conclusively proven. 2) Focus a target mission to help specific causes or
charities. 3) Find more motivations for both Salespersons and
Decision Makers to share. 4) Re-write website copy to better explain
Meetmagic in more concise words 5) Get Salespeople to customise
their pages more, integrate any sales materials 6) Ability for Decision
Makers to take control of their profile 7) Back-end processes
and plans needs to be analysed if the business needs to be scaled up to
manage bigger volume