

**Neel Khan**

User Experience Researcher & Designer

**Project**

Startup - WorldLabs

**What is WorldLabs**

WorldLabs is a platform for anyone and everyone wishing to build meaningful partnerships and grow their initiatives.

Whether you are an aspiring or established entrepreneur, academic, activist, investor or creative, WorldLabs makes it easy to connect to like-minded individuals, collaborate on projects and crowdsource ideas, all in one place.



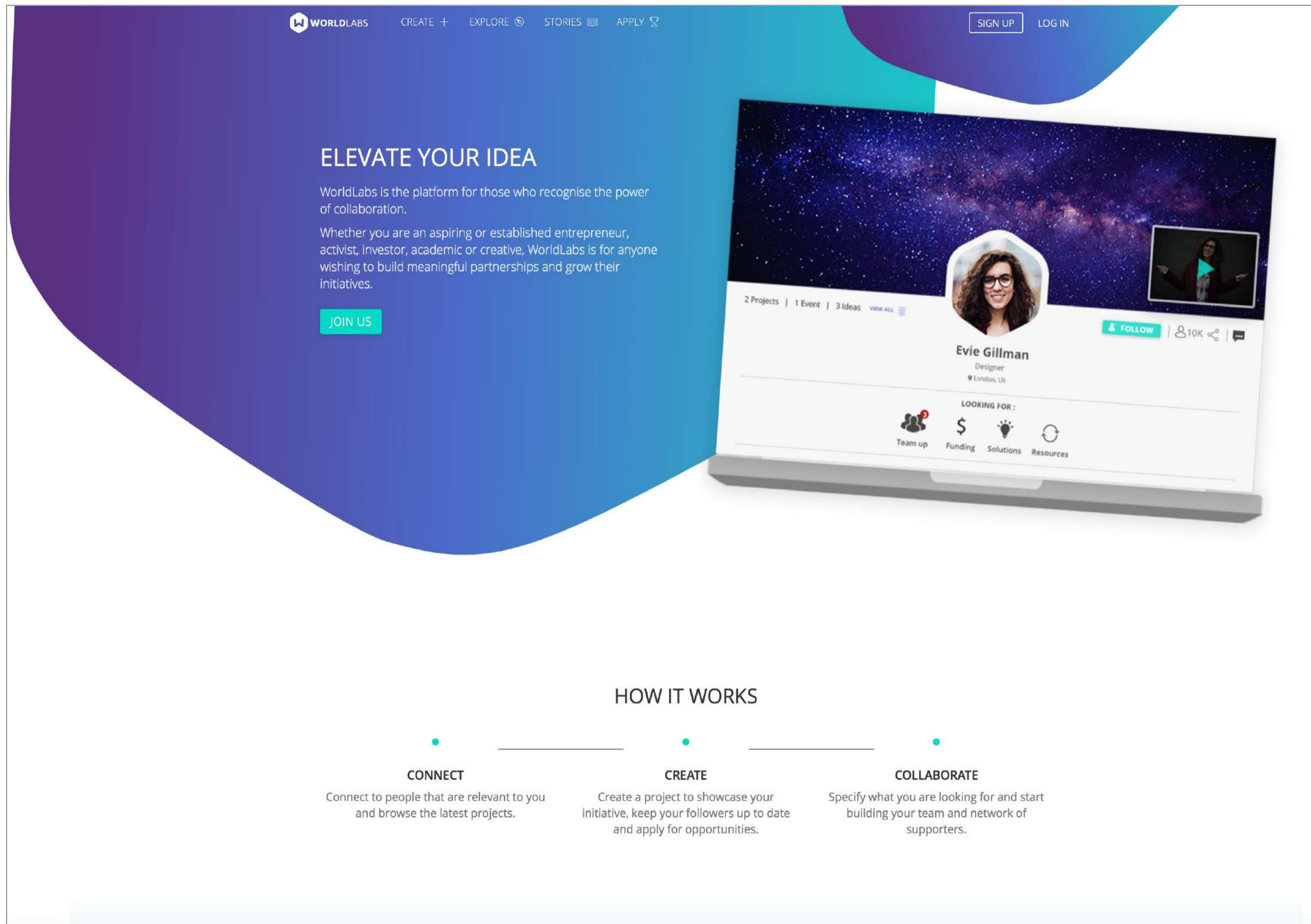


Figure: Landing page before changes from user testing.

The purpose of the landing page was to show the features of the platform and how people can create a project and start connecting with people, the landing page was causing debate and the metrics were not clear as to what the issues were, testing would help validate issues.

<https://invis.io/EZG33PDUVFA>

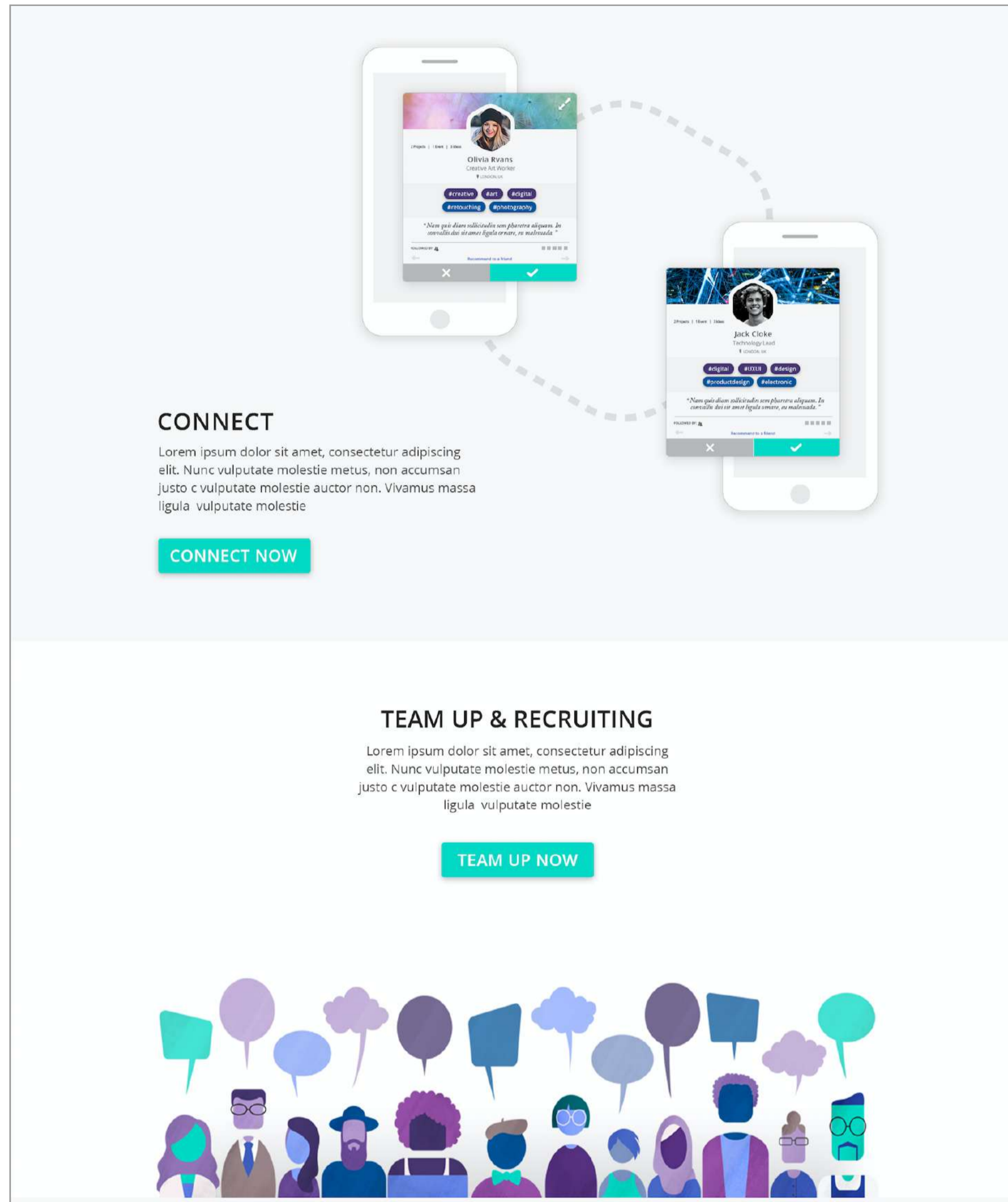


Figure: Landing page before changes from user testing.

<https://invis.io/EZG33PDUVFA>

## **Joining WorldLabs**

I joined WorldLabs to turn the concept for projects into a story that became the content, the interface and how the users will perceive the features.

My journey began with brainstorming new ideas and solutions with the stakeholders and the team.

I was thrilled at the opportunity to research solutions, implement and design the WorldLabs ecosystem.

I conducted user testing to collect and evaluate user behavior and use the data to inform my decisions.

The team and myself focused on workshops to further our research and analyse solutions for the most viable solutions.

New features were developed in collaboration with Cambridge University and problem solving with their existing process allowed us to avoid potential problems and validate our designs with testing.

## GOALS AND CHALLENGES

1. To validate issues and changes discussed with stakeholders and the team via testing.
2. Conduct quantitative and qualitative reserach to collect data, find issues with features and fix usability and accessibility.
3. Problems solving with the team for improvements in the platform and services.
4. New user flows & implement new strategy for existing and future services.
5. To create a landing page with deeper engagement and better explanation of the value for users and the services.

## MY ROLE

I began with a heuristic analysis to find potential problems on a surface level in the prototypes, Then I spoke with the stakeholders, the product team and consulted with marketing, I structured how testing would be conducted, briefed the team and created a presentation to help everyone prepare.

The aim was to validate assumptions and issues from existing data and concern.

We discussed our findings with the stakeholders and development team, from there we began reworking the platform with a user centred process, this allowed the team and developers to make sure the focus of the product was on the business goals and user needs.



Structure &  
conduct Testing



Report &  
Find solutions



Research &  
Design

## **TESTING TO VALIDATE**

Setting the goals and mission statements for a clear direction on our target audience and user flows.

### **BUSINESS GOALS**

- Define the platform, its features and create a target audience for the marketing.
- Outline a clear strategy to define user flows, content management, information architecture and interaction design.
- Improve user retention, demonstrate value to users in order to trust the platform and complete their profiles.
- Implement new services seamlessly with other features on the platform.e.g Competitions, challenges, networking, gamification and many more undisclosed.

### **USER NEEDS**

- Improve user satisfaction rating by unifying all features and services.
- Allow features to be intuitive, easy to use and accessible.
- Value of services provided by Worldlabs need to be clear throughout the platform e.g landing page.



## INSIGHTS

Testing sessions confirmed assumptions about usability and accessibility, whilst also brought light to new problems the users faced.

The users had trouble navigating the platform due to no on-boarding session guiding their use case.

Some sessions ran in front of internal members to gain a deeper understanding of the users and their interactions.

Techniques used included Thinking out loud protocol, this helped gain an internal understanding of the issues as they were happening.

I also collaborated in conducting system usability tests and QA testing for issues in the functionality.

Once the sessions were complete I gathered reports to discuss the findings with the developers and stakeholders leading to our new journey of improvements.

# DISCOVERY PHASE

## ISSUES

The landing page did not fully explain the services the platform provides and what it does in depth.

The feedback and data demonstrated problems with understanding the purpose of the platform from the landing page.

Users were unable to navigate the platform to meet the end goals.

User expectations and mental models for the Usability, accessibility, directions and overall value of the features were unclear.



Accessibility

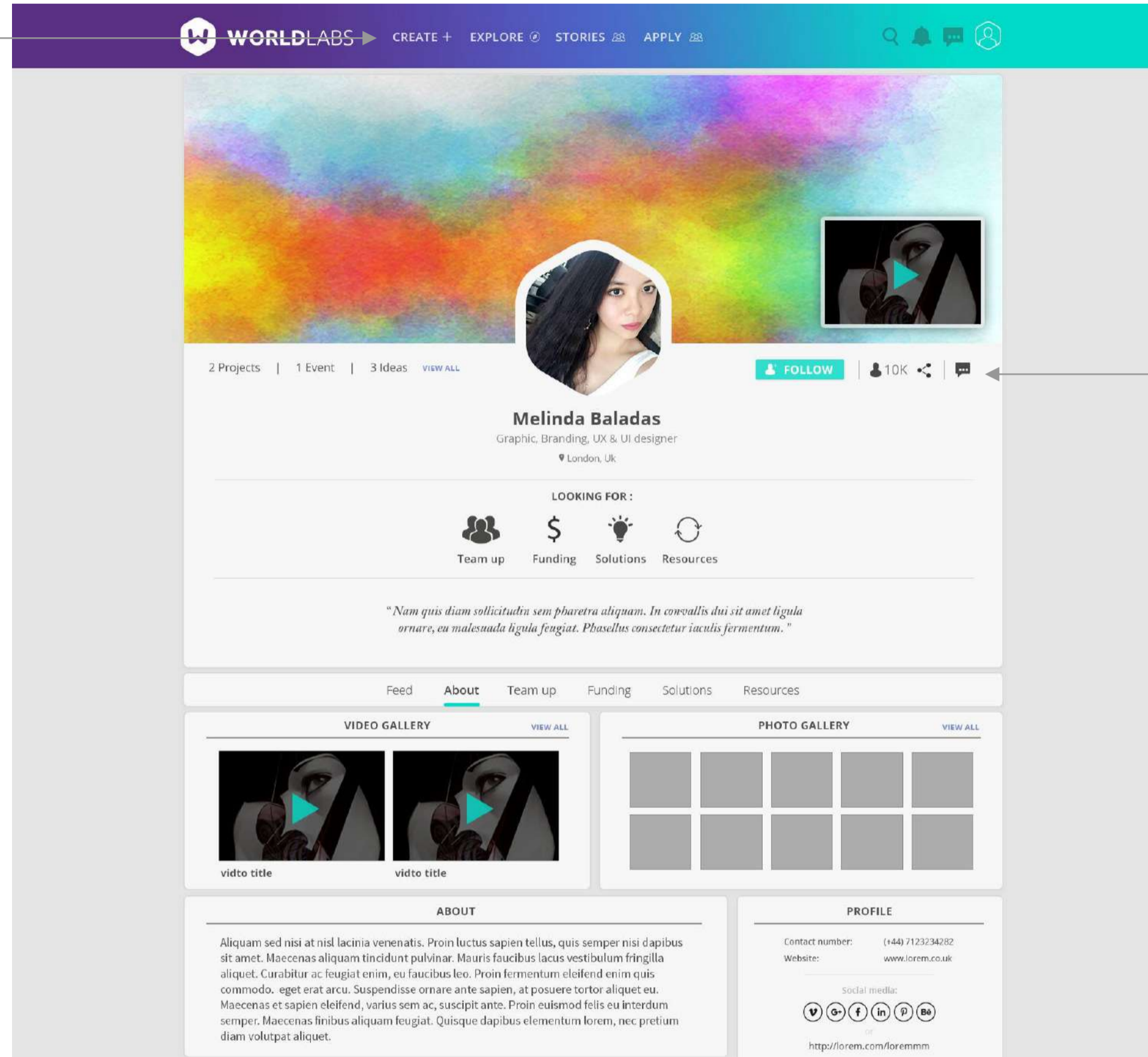


Guidance



Value

Platform was missing a home button to reach the feed



Users missed these buttons

Figure: Profile page Before testing

Results showed users struggled to navigate the platform past the profile page due to no onboarding process.

EDIT PROFILE

Profile
↑

CANCEL
SAVE

Cover Photo

Click or drag images here...

Profile Photo

Click or drag images here...

15s Elevator Pitch Video

Click or drop the video here...

Video Gallery

Click or drop the video here...

Field\* 0 tags left

#academia #accounting #activism #administration
#advertising #aerospace #agriculture #animals
#architecture #artsandcrafts #banking #beauty
#business #charity #childcare #communications
#computerscience #construction #consulting #culture
#defense #design #education #energy #engineering
#entertainment #entrepreneurship #environment
#fashion #finance #fitness #foodandbeverages
#forestry #government #healthcare #horticulture
#hospitality #household #humanresources
#informationtechnology #insurance #lawenforcement
#law #leisureandrecreation #logistics #management
#manufacturing #maritime #marketing #materials
#media #nonprofit #performingarts #pharmaceutical
#politics #property #publicrelations #publicservices
#publishing #recruitment #religion #research #retail
#science #security #socialwork #spirituality #sports
#startup #technology #telecommunications #theology
#transportation #tourism #veterinary #volunteerism
#other

Profession 6 tags left

x#designer x#architect x#artist x#projects

examples

#uxdesigner #playwright #entrepreneur
#environmentalist #charityworker #softwaredeveloper
#accountant #activist #actor #architect #artist
#banker #biologist #coder #comedian #counsellor
#dentist #diplomat #surgeon #engineer #investor
#journalist #lawyer #librarian #socialworker
#missionary #musician #nurse #photographer
#physicist #politician #student #teacher #writer

Skills 9 tags left

x#innovation x#design x#research x#communication
x#science x#purpose

examples

#htmlcss #leadership #creativewriting #negotiation
#carpentry #photoshop #fundraising #coding
#ux/ui design #contentcreation #networking
#projectmanagement #event #management
#softwarearchitecture #debating #typography
#businessdevelopment #translation #hospitality
#statistics #seo #cpr #digitalmarketing #diy #guitar
#composing

Niche 14 tags left

x#health

Our target audience found it difficult to input information to complete their profile, some found it easy but no alternative options gave users a bad experience.

Once testing results came back, users considered it tedious and complained about information overload.

Figure: Profile page (part 1)  
Edit Form Before testing sessions

**Causes** 12 tags left

x#healthcare x#mentalhealth x#causality

examples

#refugeecrisis #climatechange #genderequality  
 #homelessness #animalwelfare #lgbtqrighs  
 #humanrights #childwelfare #sustainablecities  
 #antibioticresistance #accessibility #globalwarming  
 #education #conservation #poverty #womensrights  
 #institutionalracism #civilrights #accesswater  
 #deforestation #faminierelief #humantrafficking  
 #alzheimers #sanitation #artsfacilitation #disasterrelief

**Interests** 12 tags left

x#art x#culture x#science

examples

#travelling #comicbooks #photography #gardening  
 #baking #frenchliterature #art #yoga #basketball  
 #politics #astronomy #livemusic #antiques  
 #mindfulness #organicfood #rowing #pottery  
 #painting #aromatherapy #interiordesign #crochet  
 #animation #knitting #botany #puppetry #dance

**Status** 2 tags left

Full-time Worker Part-time Worker Full-time Student  
 Part-time Student Freelancer Self-employed  
 Open to Opportunities

**About**

B I U

Imagination is more important than knowledge.

**Social media**

**Website**

**Affiliations**

**Inspired by**

**WORKPLACES**

**EDUCATION**

**Institution\***

Portsmouth University

**Start date\***

20/09/2017

**End date**

20/10/2017

Graduated

**Description** 175 characters left

Data Visualisation Design

**PUBLICATIONS**

**Team up**

Team up

CANCEL SAVE

Delete my profile

Figure: Profile page (part 2) - Edit Form (Before testing sessions)

## **Deep insights**

Data from our analytics showed drop-off areas and discussion for the new solutions came from brainstorming, meetings and workshops.

Another key issue was bringing value to new users and retaining older users with gamification elements by implementing badges and rewards with an improved onboarding experience.

Improved accessibility and usability demanded new or alternative functionality, these needed to be tested in all responsive formats and also be seamless with the new services being added.

## **Reframing the Platform**

We discussed the process for strategy and services as a team and agreed on a project plan.

The platform needed new user flows to align with the the new information hierarchy, the process began with the landing page and through deep discussions we focused on how the service can aid users in reaching the end goals, all input, critique and feedback was considered.

Onboarding will guide the users whilst elements of gamification will become a part of an early process for rewards.

The new strategy was due to incomplete profiles with projects, this would become a problem due to the requirements from our service partners, whom required authentication and valid profiles applying for the upcoming competitions and challenges, this was due to cheating, plagiarism and other standards set by the institutes and stakeholders for fair treatment.

Once all the elements are changed and the services are complete, a new landing page will be created to reflect the services in depth to the public.

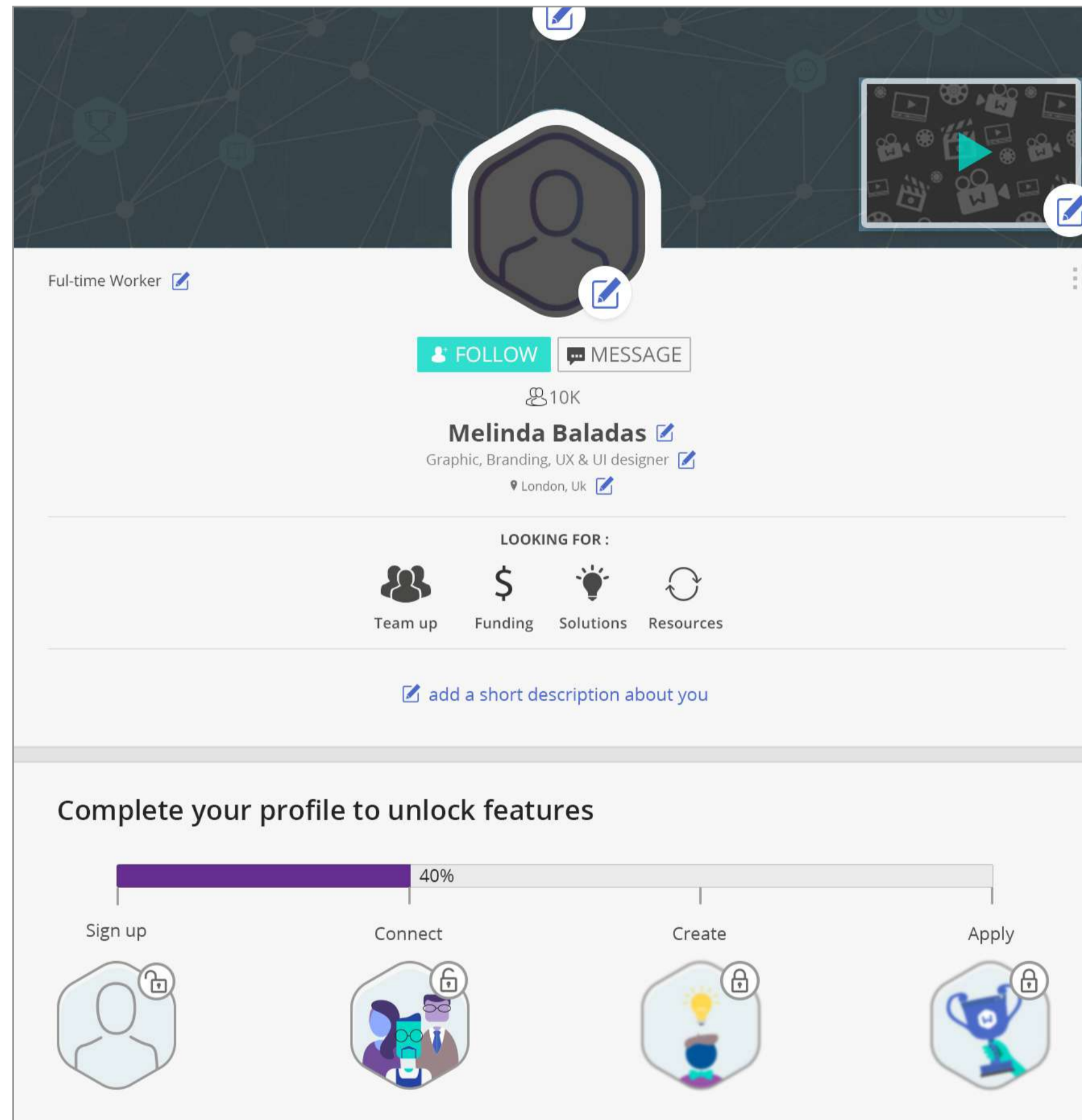


Figure: Profile page with progression bar as part of usability changes.

Users were unable to navigate the platform according to our user flows, this led to our new on-boarding process created with the users and their feedback.

This progression system allowed users to understand the necessary information needed to unlock and participate in present and future services.



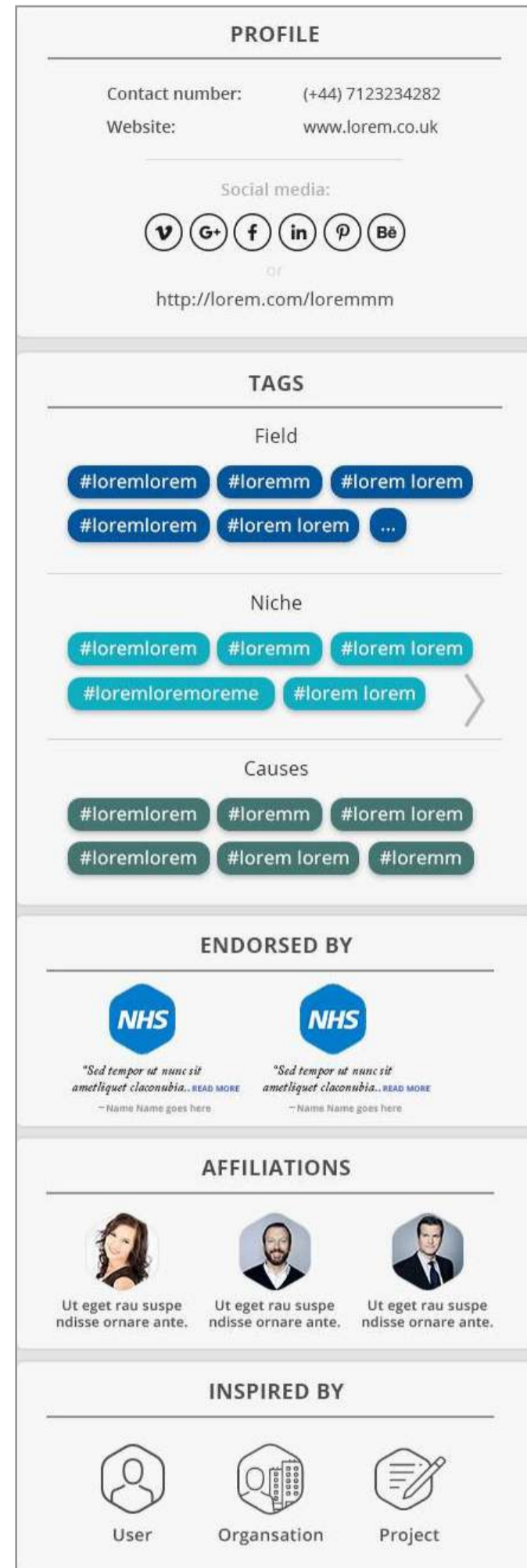


Figure: (Before)  
Profile page lacked edit on the spot

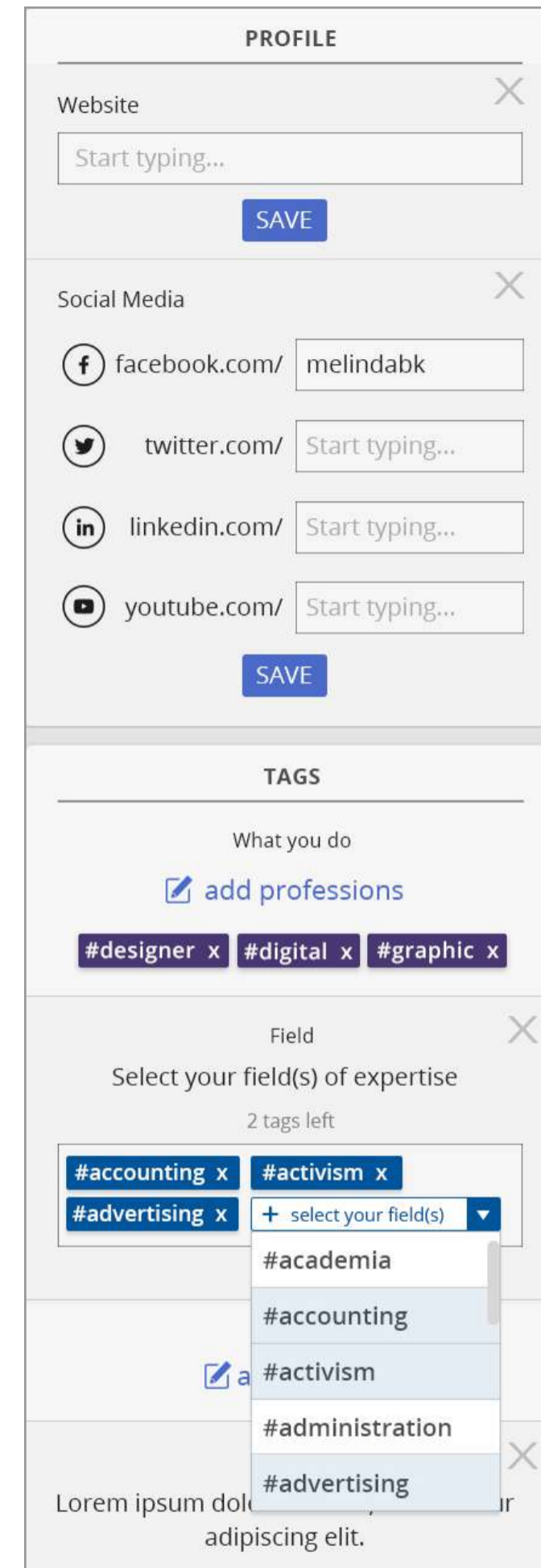


Figure: (After)  
Profile page simplified for user input

Improving usability with edit on the spot and drop downs allowed users to complete relevant information quickly, this aided our power users and new users joining to specifically to compete in our competitions

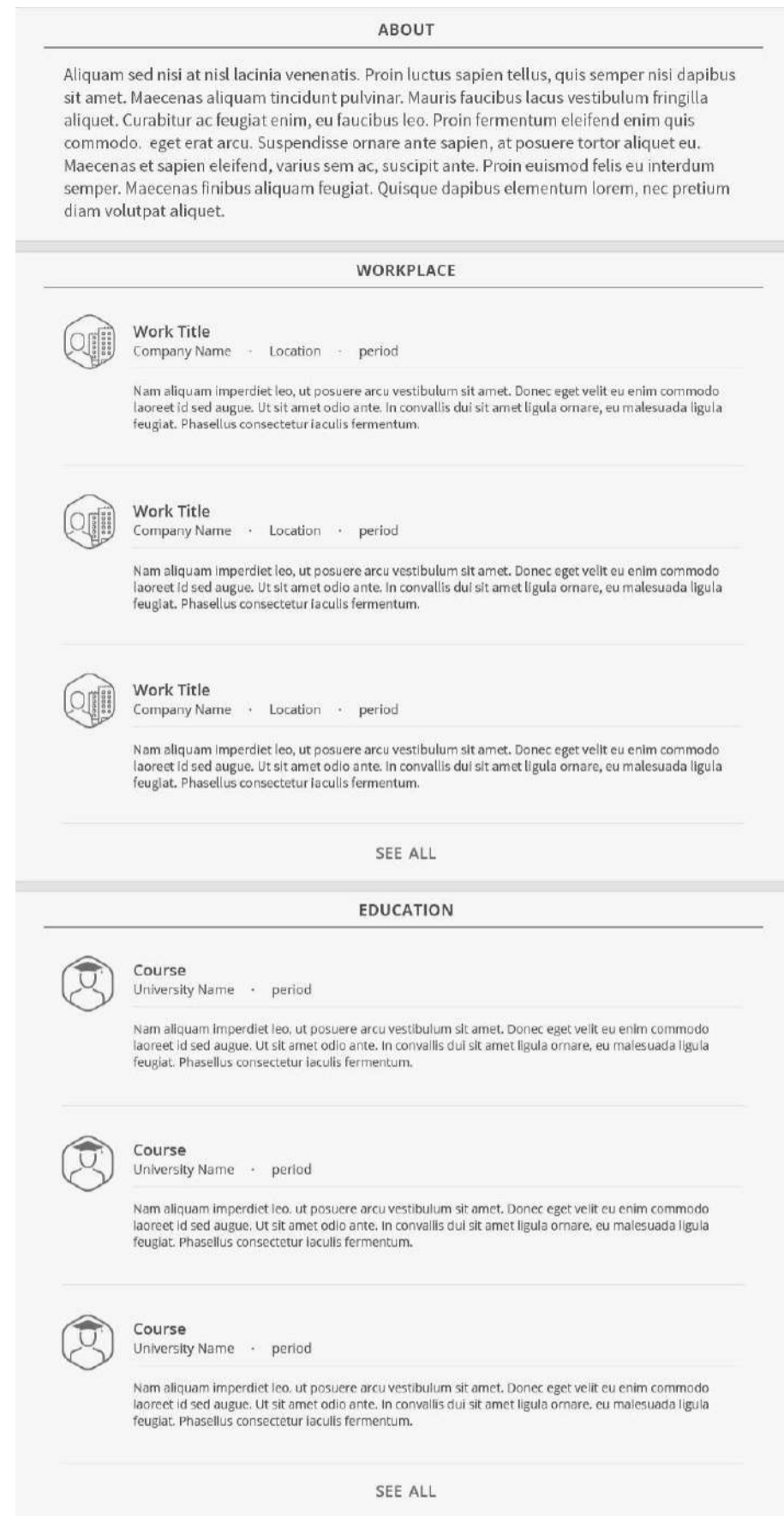


Figure: Profile page (Before)

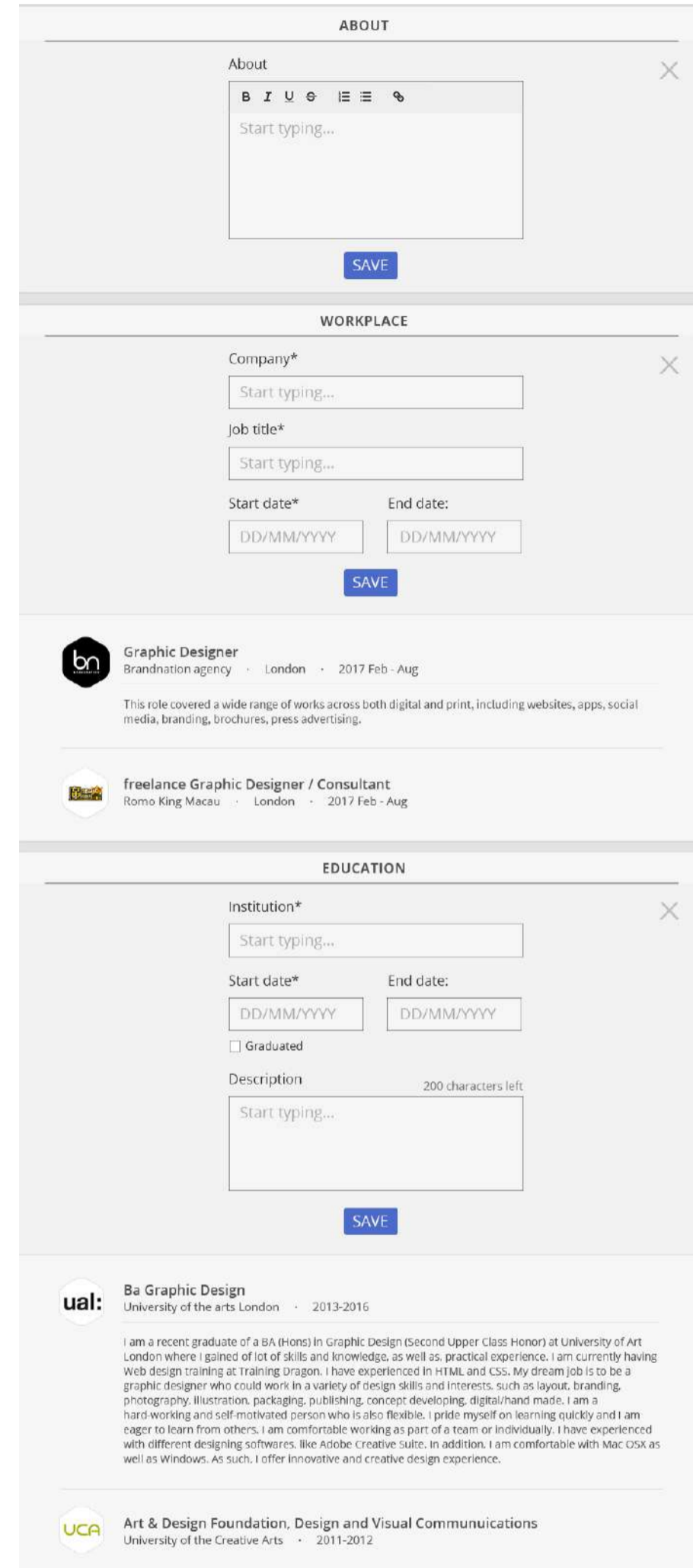
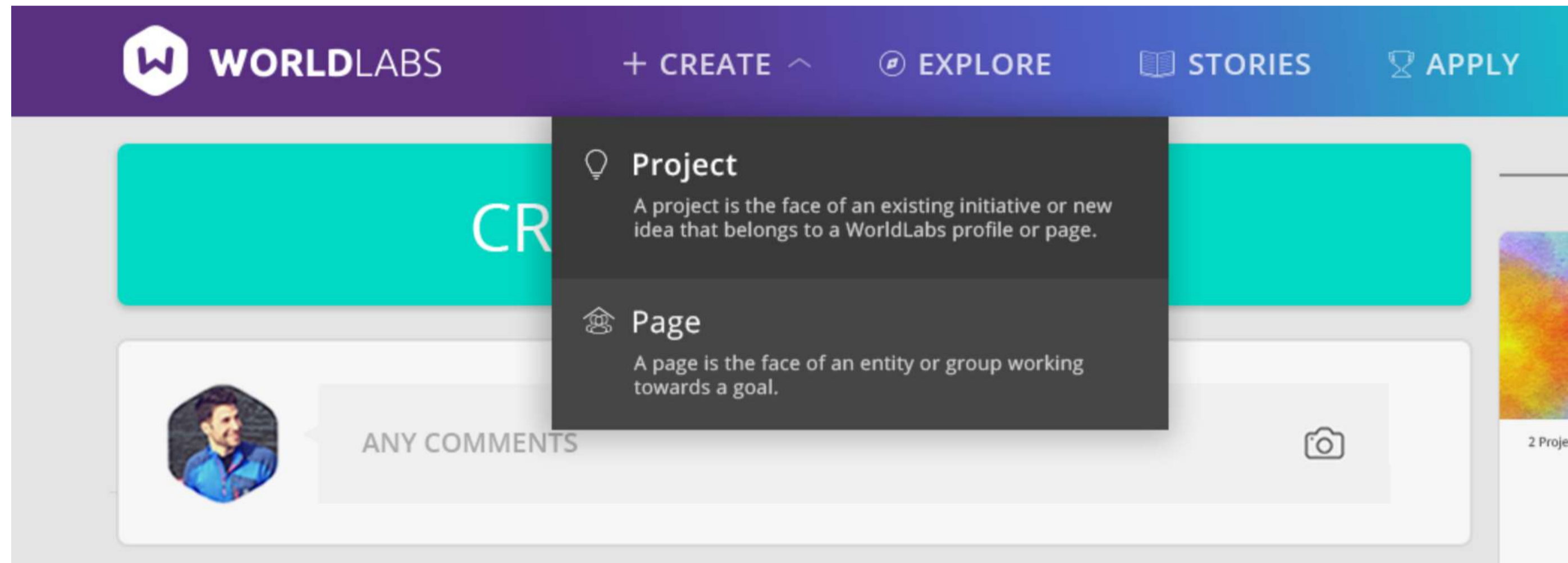


Figure: Profile page (After)

Allowing users to complete profiles in a more easy and accessible way improved upon the initial problems raised during testing,



*Figure: Create Tab (Before Testing)*

Improved accessibility was added to the Create Tab,  
A dropdown was used to create a project, page or team up advert.

During testing sessions, users found the drop down and information on project and page to be confusing and hard to differentiate.

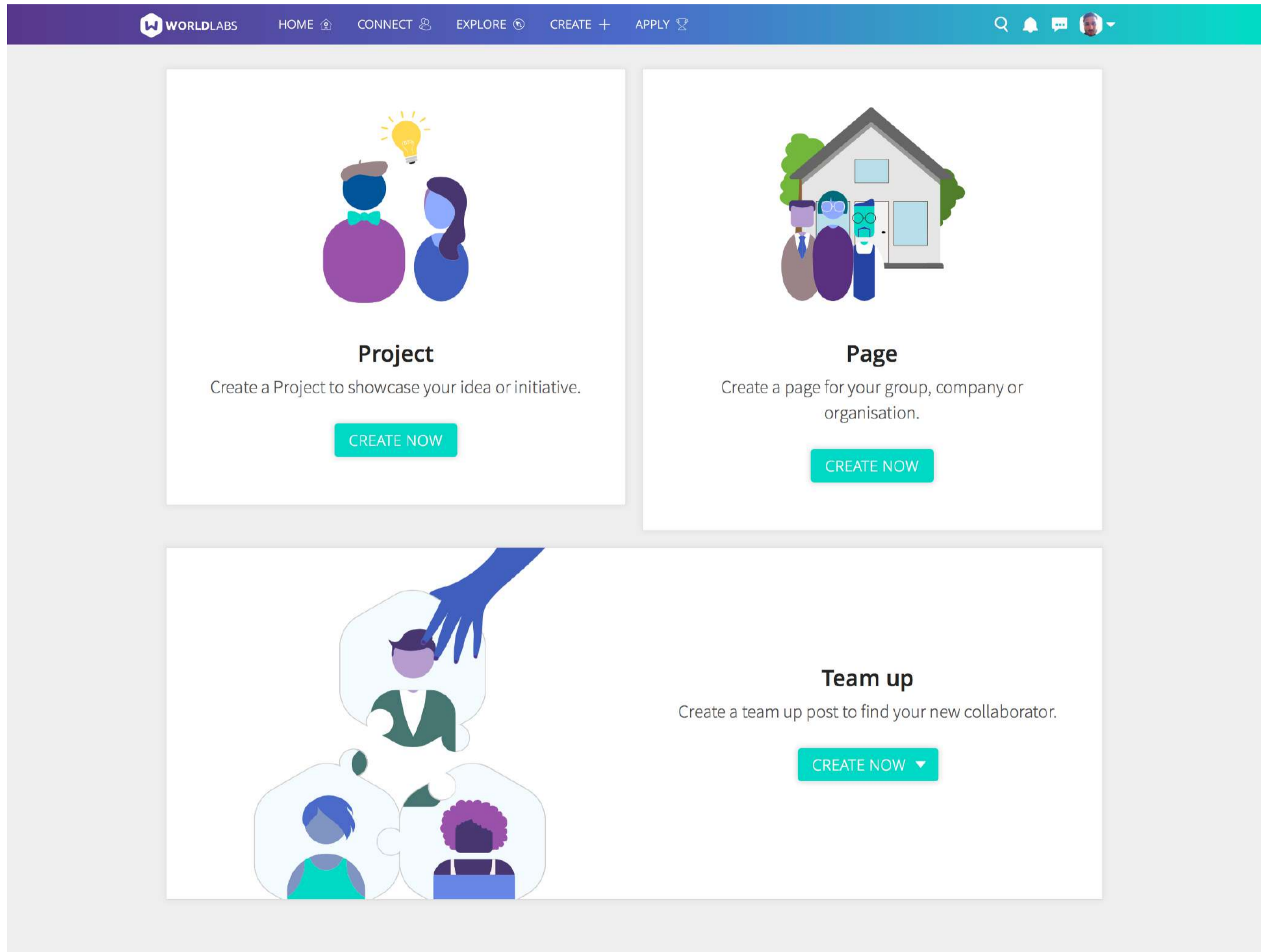


Figure: Create Tab (After redesign)

The create tab now has a tested redesign, making it easier to understand the difference between creating a project and page.

## **Business Goals and User Needs**

WorldLabs will be introducing competitions and challenges as part of our new offerings. Many of these competitions will be offering cash or work related prizes, this meant that profiles and accounts had to be validated and meet the minimal requirements to enter.



Service design



Gamification



Onboarding

## **Competitions and Challenges**

I interviewed the stakeholders and Cambridge University to define the goals and unify them to begin the ideation process.

This process required quantitative and qualitative research in different areas to create a unified experience in the whole platform.

Our demographic varied in age and location, the initial focus would be to target University Institutes and expand onto business territories for challenges e.g companies looking to outsource solutions through briefs.

I worked with the team to create new user flows and mixing elements of gamification with an onboarding process to help guide users into completing profiles and filling in vital information to enter competitions and unlock badges/rewards when they become available on the platform.

## **USER CENTRED DESIGN**

To create an empathetic approach I took the collaboration with Cambridge University as the perfect opportunity to observe, question and learn their current process and improve upon it.

- 1) The aim was to research the audience and understand pain points from their existing process and find problems and improve upon existing services by conducting a competitive analysis.
- 2) Ideate and brainstorm new ideas with the team
- 3) Information hierarchy and layout designs
- 4) Testing ideas and rapid prototyping for more critique and feedback
- 5) Implementation and delivery
- 6) Gain more feedback from testing and improve the design.

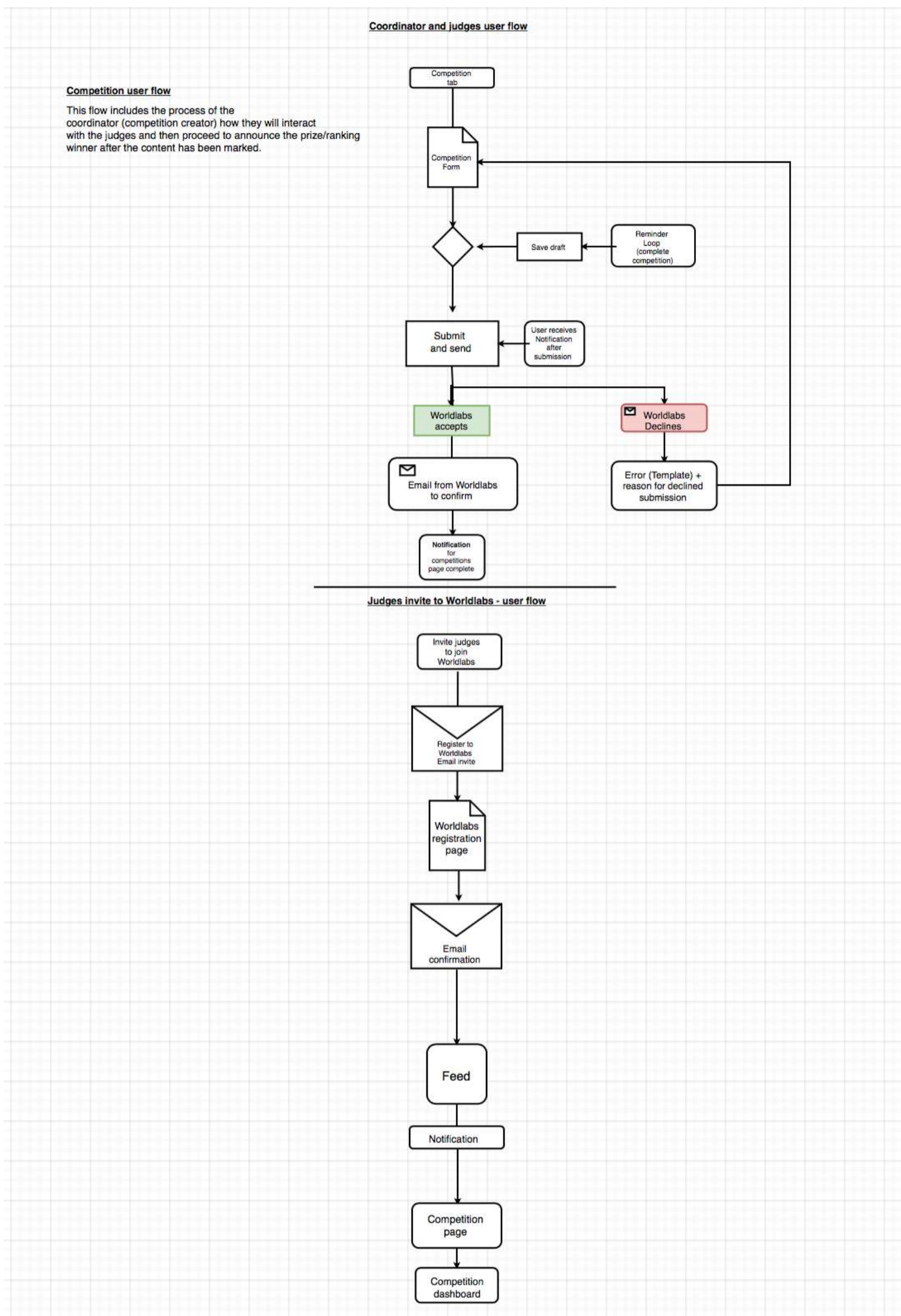
# ONBOARDING

New user flows help business goals and user needs to be met by improving the interactions and allowing project creators and investors to manage and complete profiles with fewer steps.

The onboarding process shortened the steps from sign up and allowed users to understand the goals in the platform and explain how they can connect and market themselves.

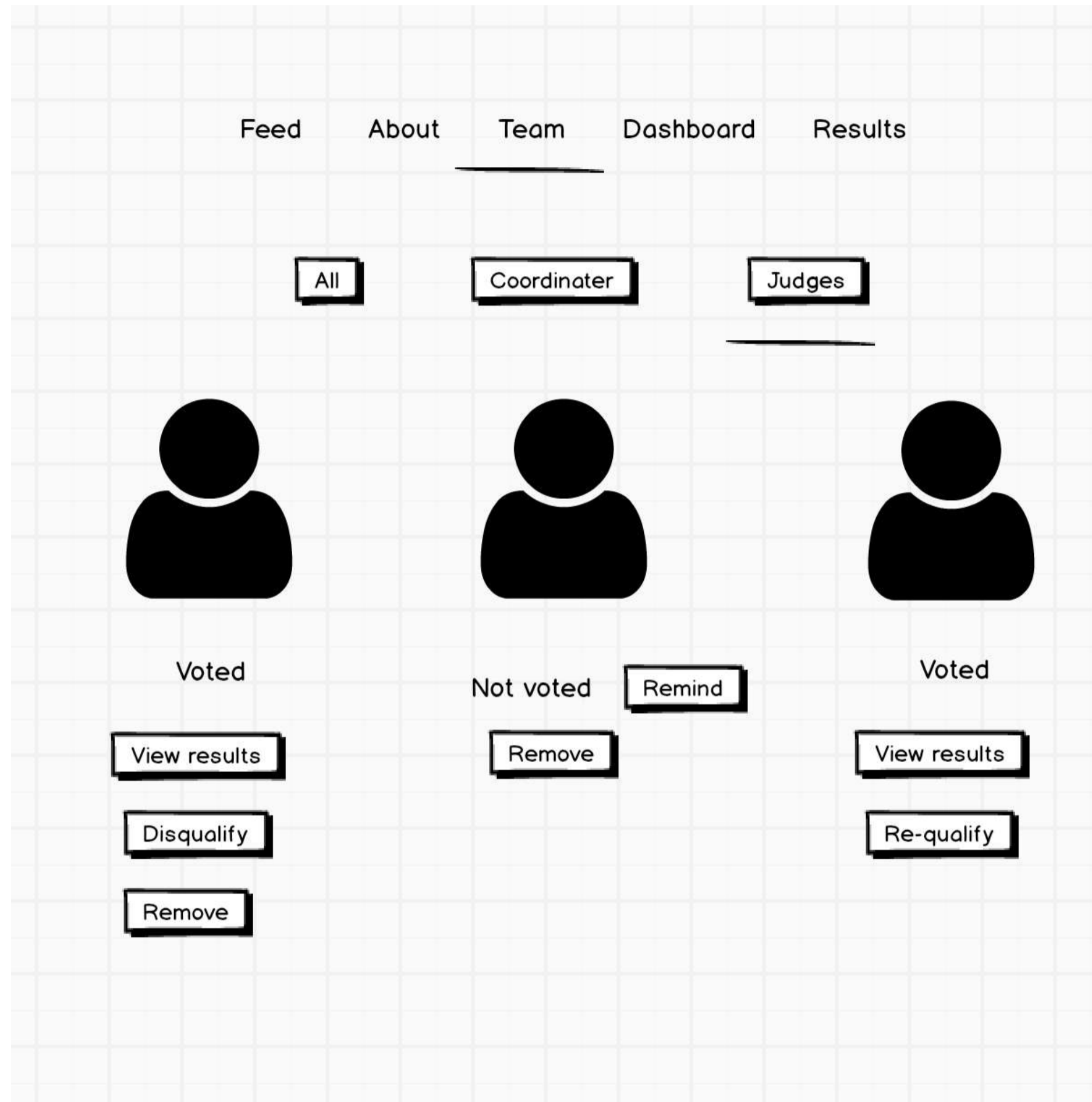
1. Users to sign up & confirm email.
2. Complete profiles to unlock and apply for competitions and challenges.
3. Create a Project or Page depending on use case.
4. Post ads, Connect, collaborate, message and team up
5. Marketing toolkit for pitch decks, videos and exposure
6. Team building & finding investors





*Figure: User flow for competitions*

Re-structuring the Information Architecture and creating new user flows improved the user expectations and improved the overall process towards reaching the end goals.



*Figure: Judging team wireframes created on paper with all the elements, and once the final design was approved we prototyped in Balsamiq.*

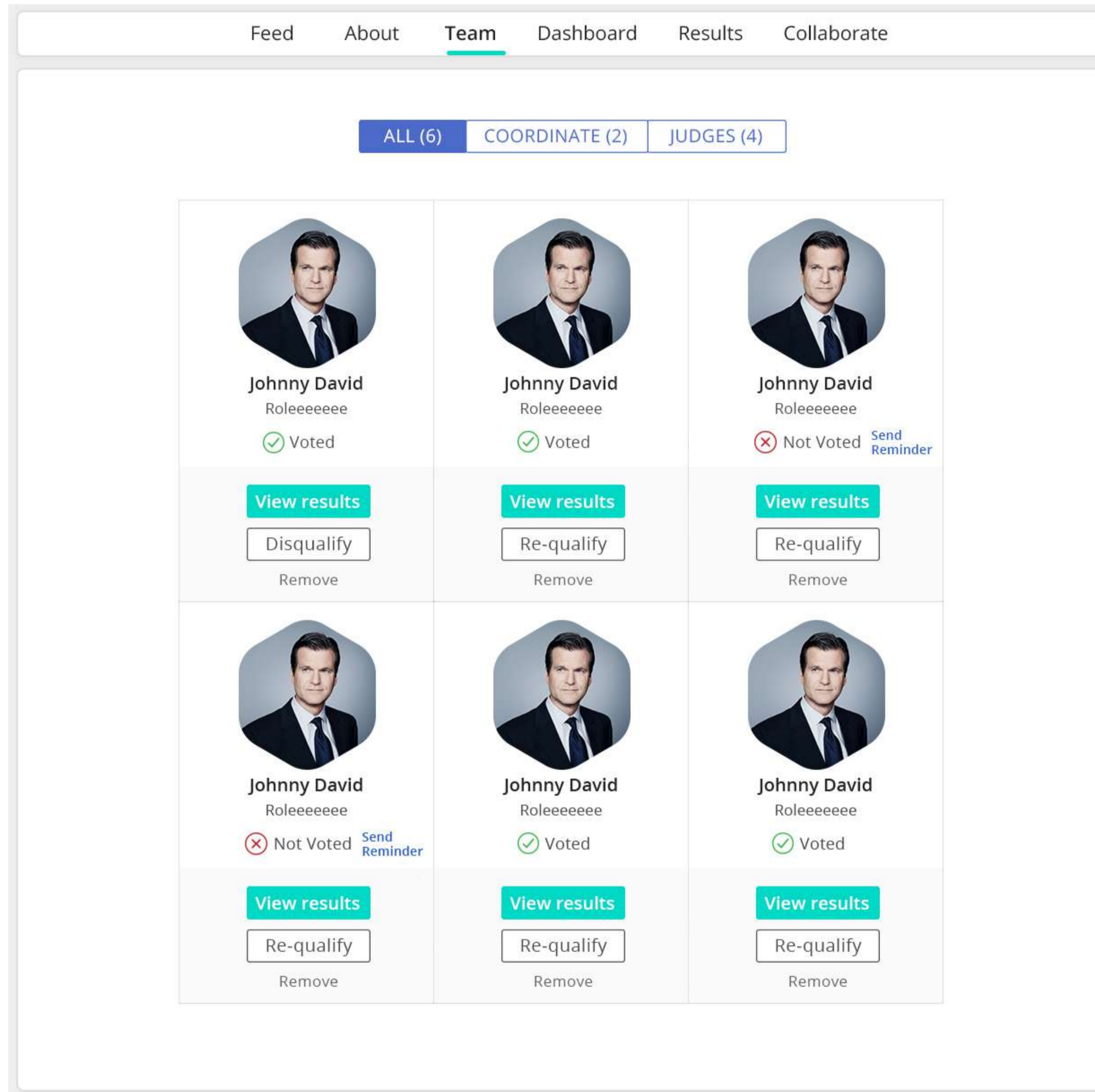


Figure: Final mockup of The team page for competitions

Mockups with final UI elements created with myself and the UI designer, These were tested and confirmed to align with the business and the userbase.

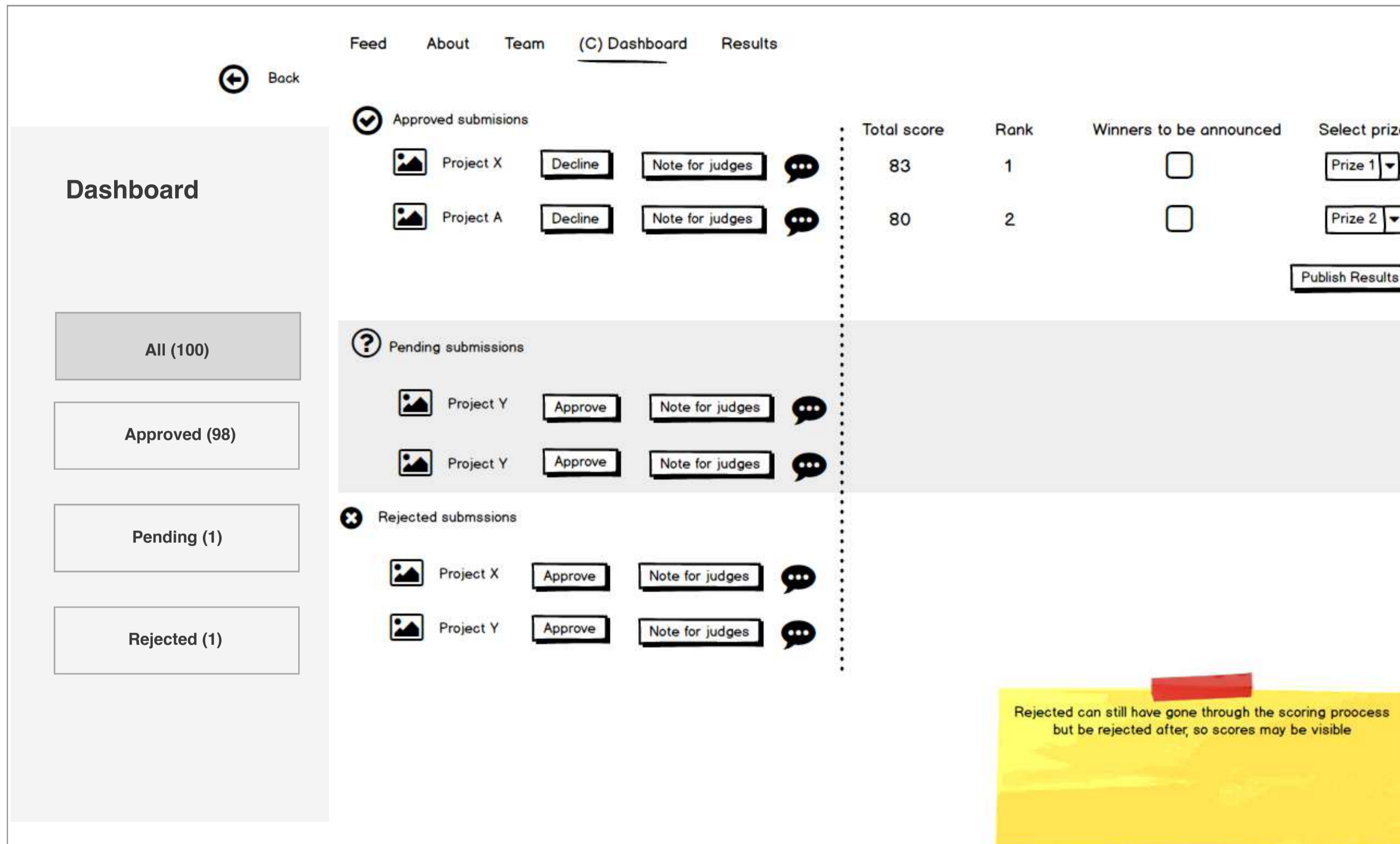





Figure: wireframes for the shortlisting process before testing and changes.


Feed About Team **Dashboard** Results Collaborate


ALL (6)  
MARKED  
NOT MARKED


 **Application 1**  
Score (81)


 **Application 2**  
Score (23)

 **Application 3**  
Score (51)

 **Application 4**  
Score (51)

 **Application 5**  
Score (51)

 **Application 6**  
Score (51)

 **Phasellus a orci fringilla**  
Phasellus a orci fringilla, faucibus orci nec, sagittis eros. Etiam placerat venenatis mauris, id tincidunt justo volutpat eu. Aenean ut fringilla elit. Sed auctor sem fringilla posuere tincidunt. Vestibulum lectus massa, cursus sed scelerisque sit ame.

Report  
Add Comment

**Coordinator comment:**  
lorem loremLorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vitae tellus ante. Nulla luctus aliquam urna eu malesuada. Quisque maximus nisi eu sem laoreet, sit amet maximus diam aliquam.

View Live Project View Questionnaire  
View Attachment 1 View Attachment 2

**Grading**

Question 1 for the judge? [Add comment](#)

1 2 3 4 5 6 7 8 9 10

Figure: Mockups with changes for the shortlisting process after testing and changes.

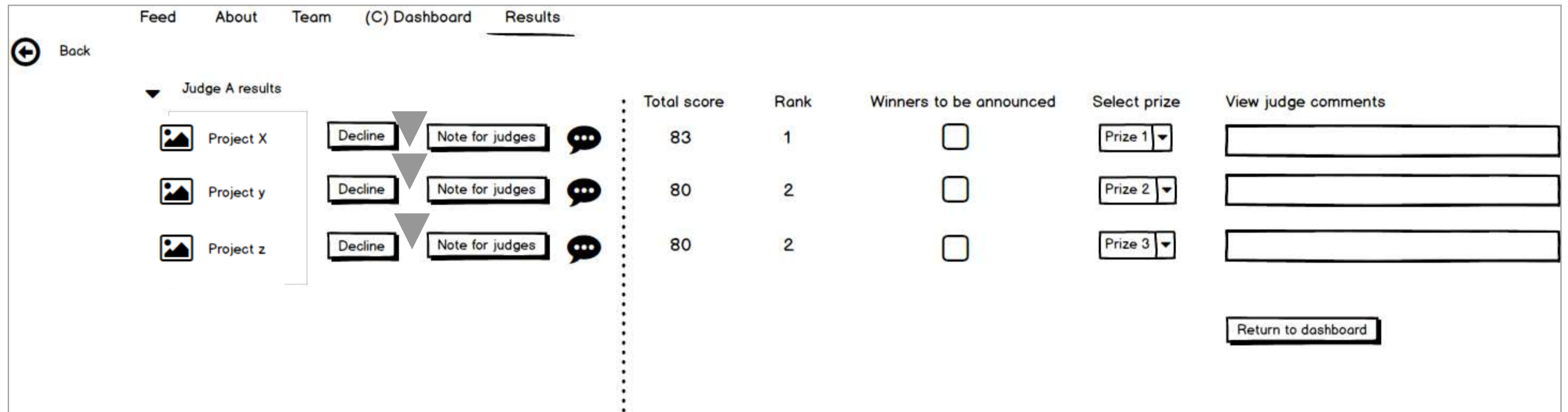


Figure: Wireframes for judging and ranking applications

The Judging process and designs were all in-line with the requirements from Cambridge University and confirmed to be more accessible and easier to use.

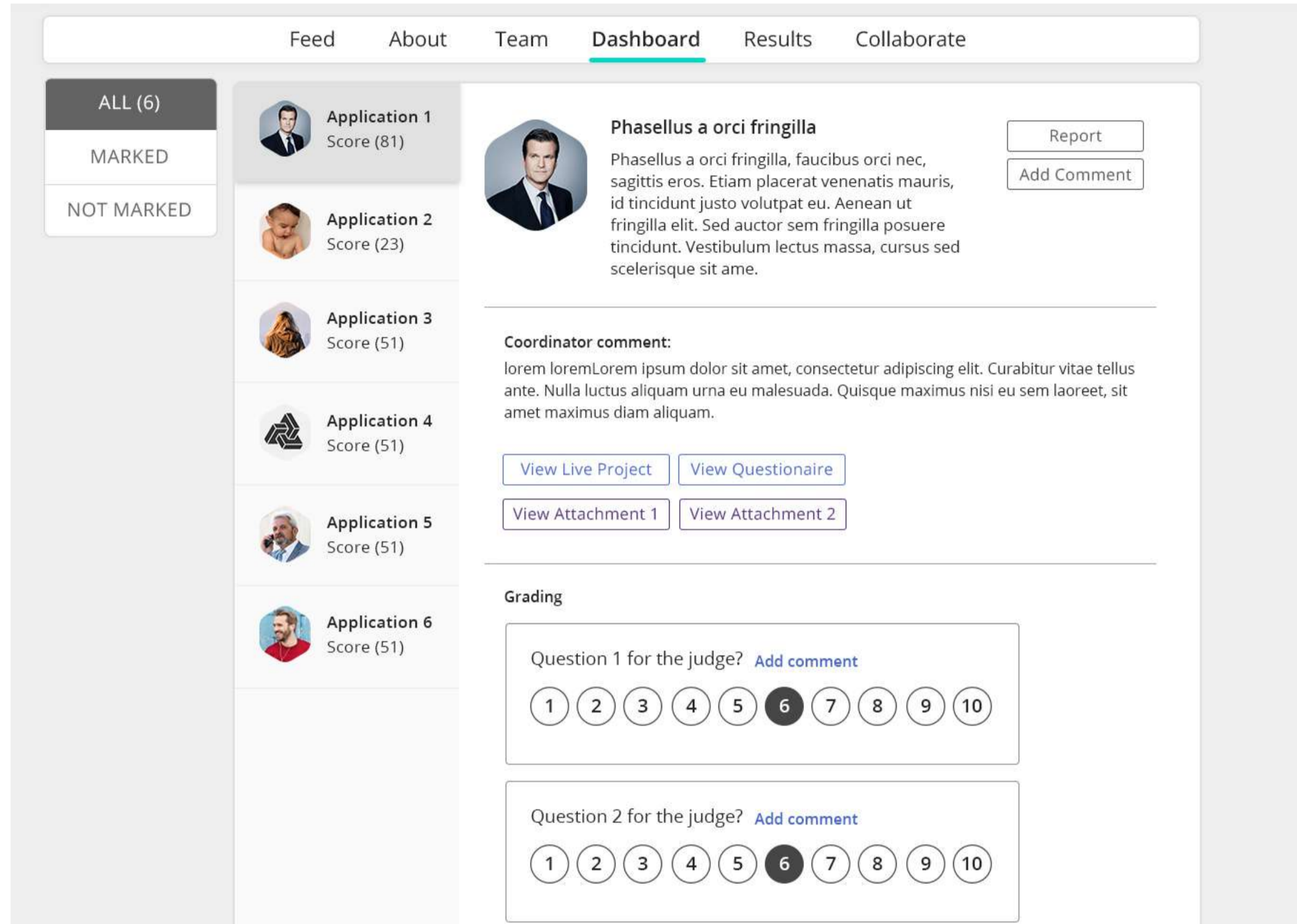


Figure: Wireframes for Dashboard

Changes from feedback in the the dashboard and its layout were discussed and implemented due to new set of rules and features, these were tested and aligned with the system before final implementation to meet the user requirements and consistency.

Feed About Team Dashboard **Results** Collaborate

Judge A Results ▾

Projects	Total Score	Rank	Winners to be announced	Select Prize	View Judge Comments
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>
<p>My project name is very long long longggg</p> <p>Decline ▾ Note Message</p>		1	<input type="checkbox"/>	Prize 1 ▾	<p>Lorem ipsum dolor sit amet, conser adipiscing elit. Curabitur vitae tellus ante. Nulla...<a href="#">READ MORE</a></p>

[Return to Dashboard](#)

Figure: Final judging mockups created with the Lead UI deigner



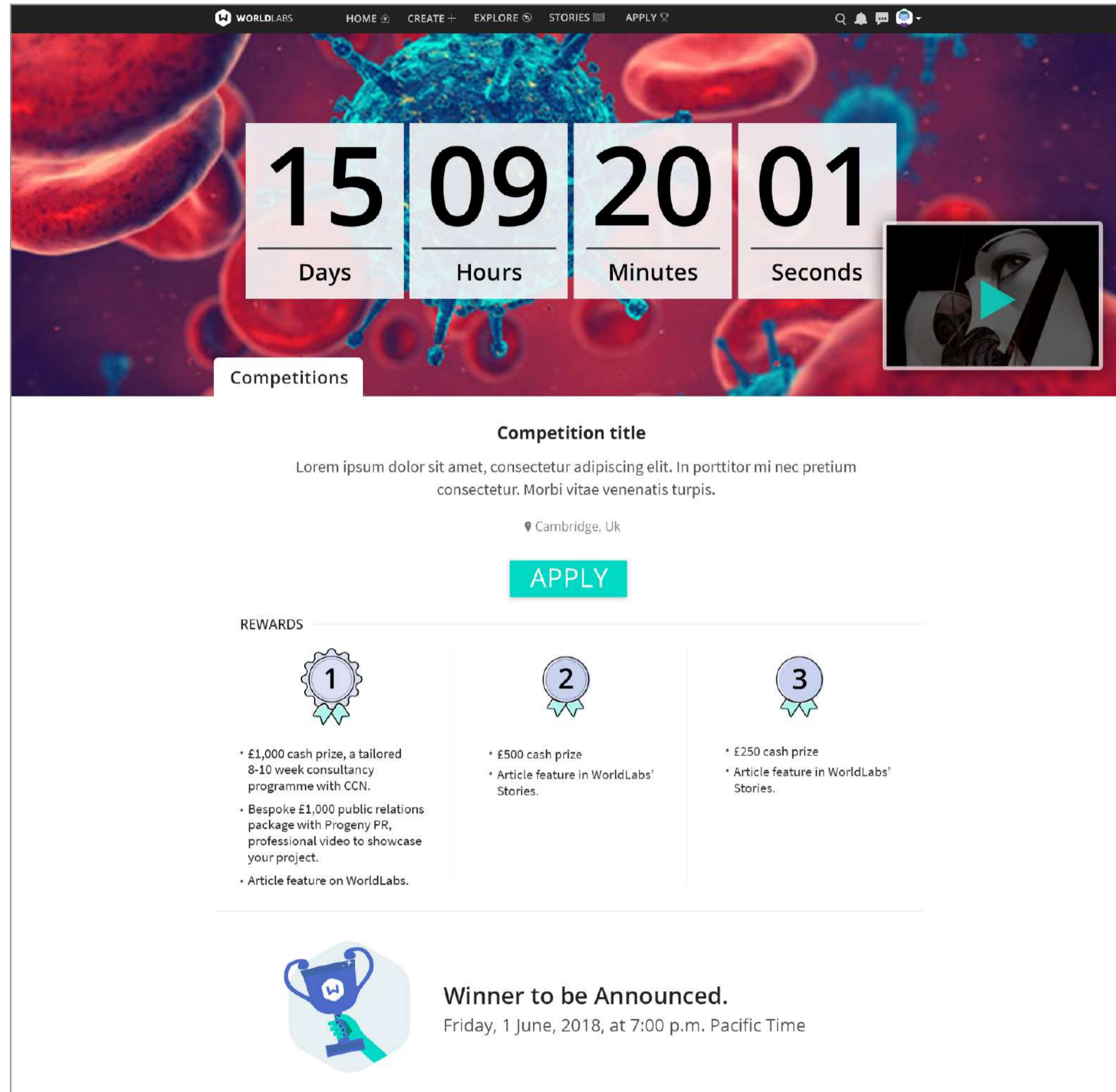


Figure: Competition page final mockup

Competitions on WorldLabs are now live and as we continue to refine the existing elements of the platform, we will also expand our services with the users being part of the process.

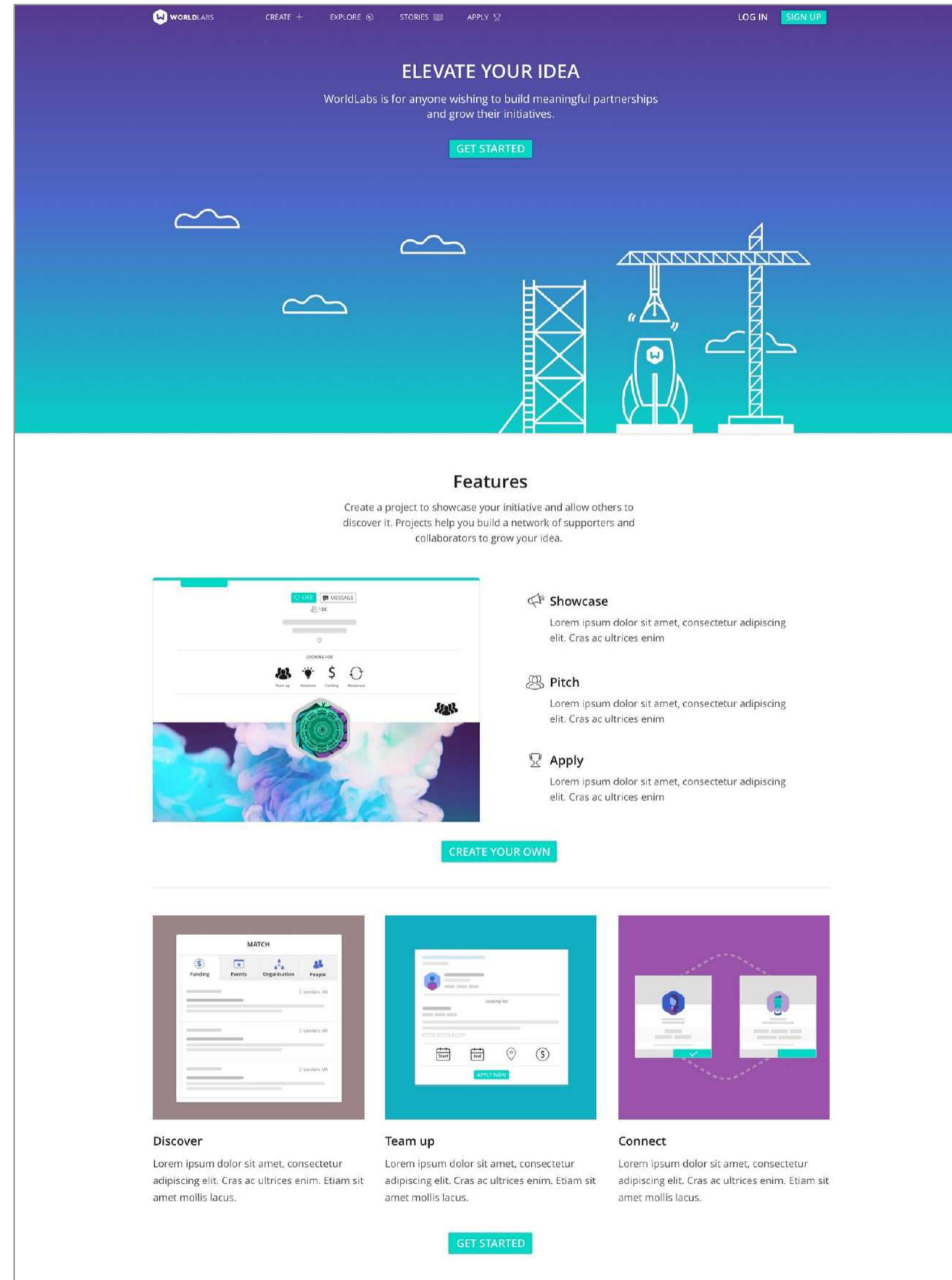


Figure: Landing page  
Worldlabs.org

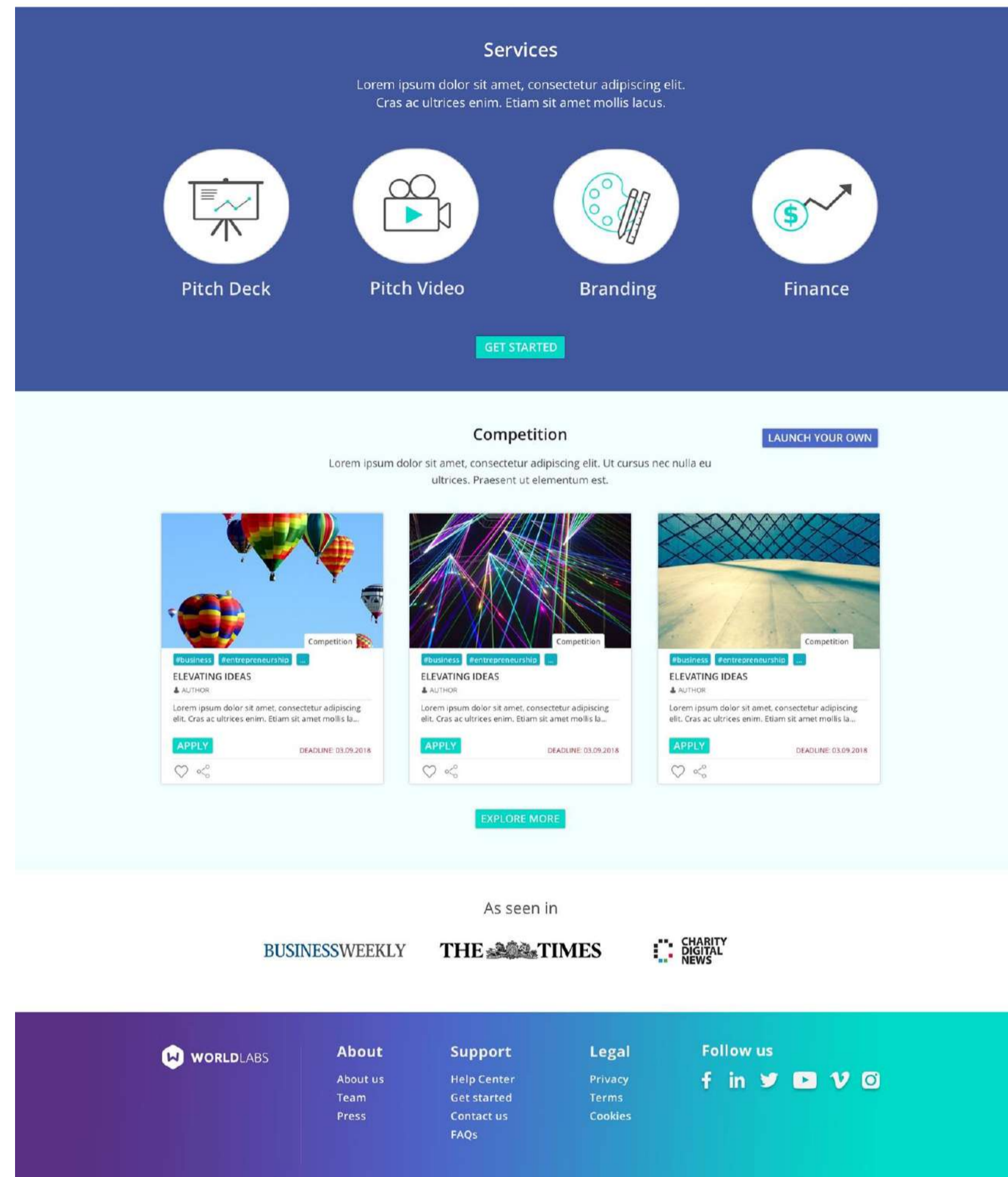


Figure: Landing page redesign

The new landing page was created with input from user feedback and towards the business goals, it has been refined to explain the platform and its services in a simple way, further testing and evaluation will allow for changes based on feedback.

# Roadmap



Additional services and features



Usability and Design Improvements



User centered Focus / testing



**WORLDLABS**

**Research and Design include:**

Analysis  
Define User needs/Business Goals  
Content flows  
Information architecture  
User Testing  
Validating issues  
User Research  
Interviews  
User flows / Journey maps / Strategy  
Prototype/Feedback  
Workshops  
Gamification  
Service design  
Wireframe  
User interface mockups  
Prototype

Current features and services being developed are not in this case study, Research and Design proposals for the future of the company are under tight restrictions, I can discuss more about my process and personality via email.

My current status at Worldlabs is a part time & on going role, I provide feedback and testing on the implementation for the strategy and roadmap of the services we have planned as a team.

Thank You For Reading.

Neelkdesign@gmail.com