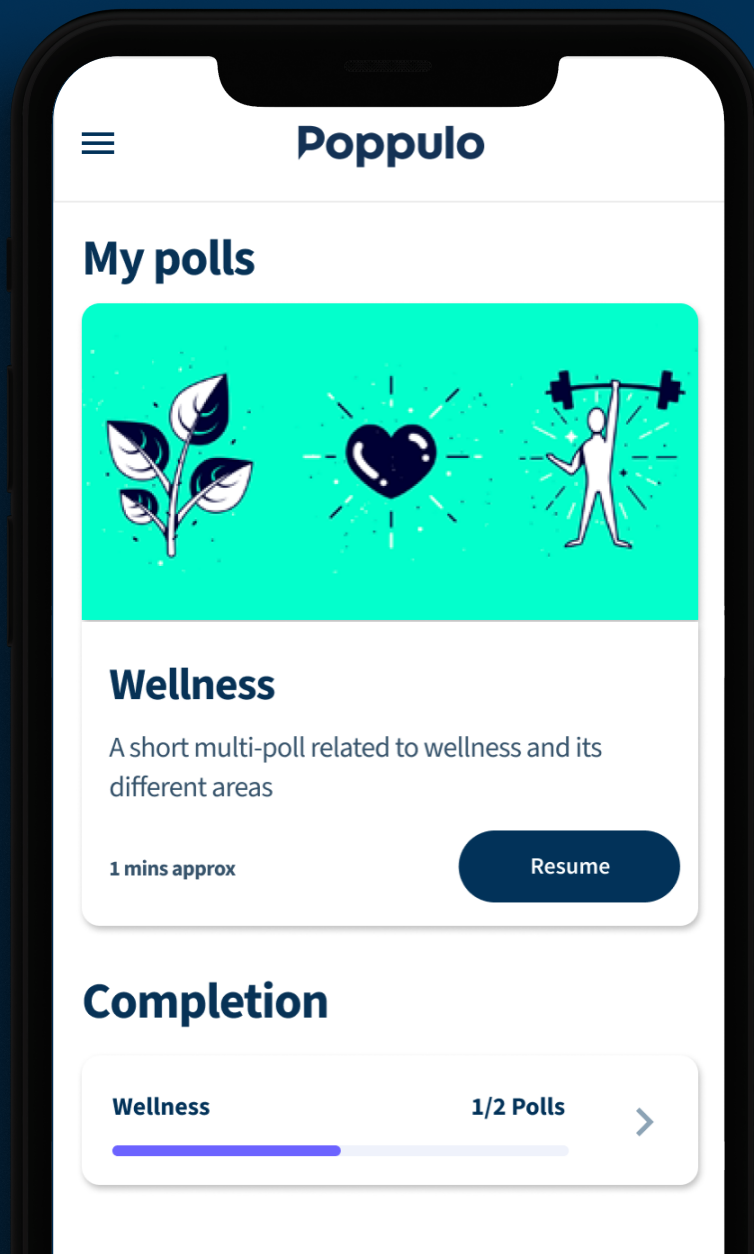




Poppulo

Design task 2022





Task

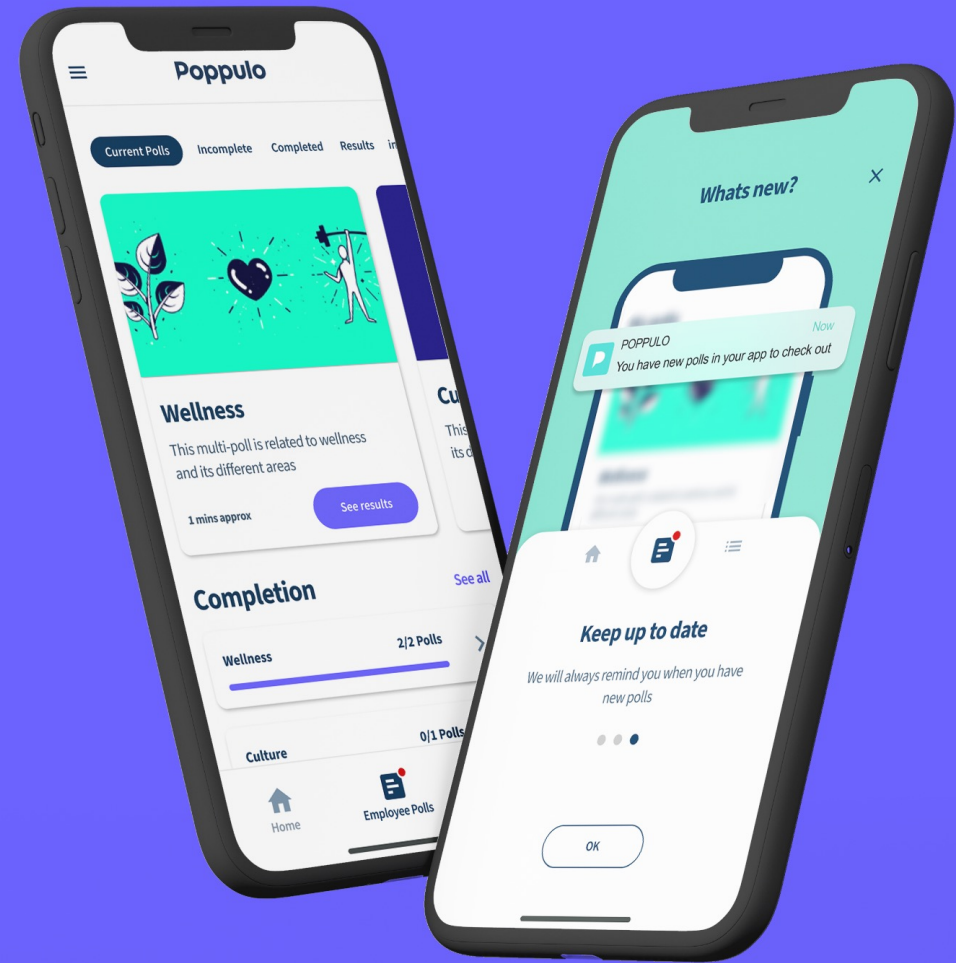
Poppulo is adding a new feature called 'Employee Polls' to the mobile application.

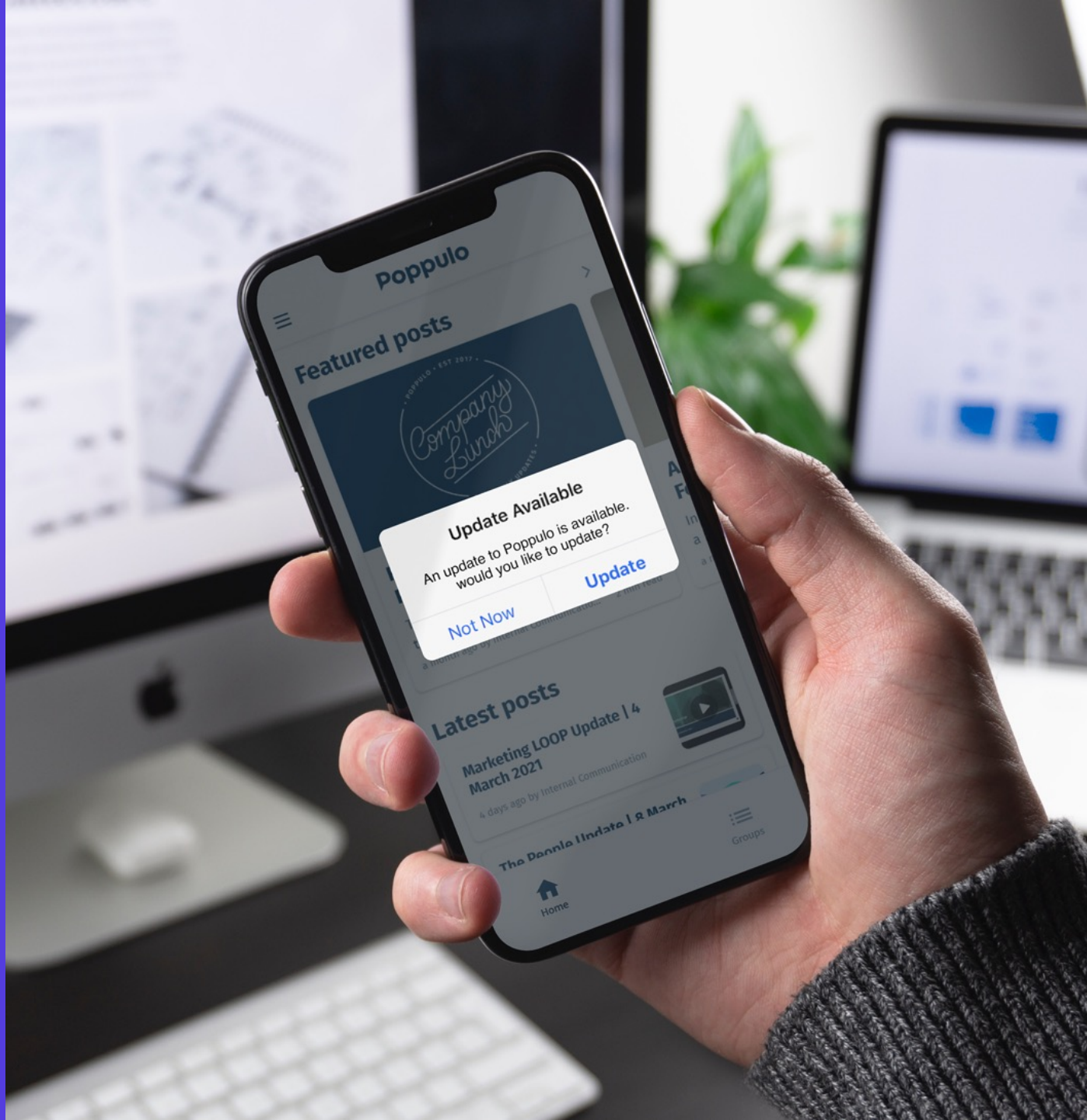
- A communicator has created a poll to find out what day of the week would be the best to send out wellness updates and what areas of wellness are of most interest to employees
- They would like employees to know that the poll is available in the app so that they can complete it
- When the employee has completed the poll the communicator would like the employee to be able to view the results



GOALS

- Educate customers on the new feature
- Intuitive Ux and fluid Ui for customers
- Boost engagement and provide vital learnings





Scenario 1

Consideration: Customer upgrading the app

A customer upgrading the app could possibly see this new feature for the first time and might need some educating along with some some reassurances. Let's look at some key stages in the journey.



Key stages

Customer upgrading the app

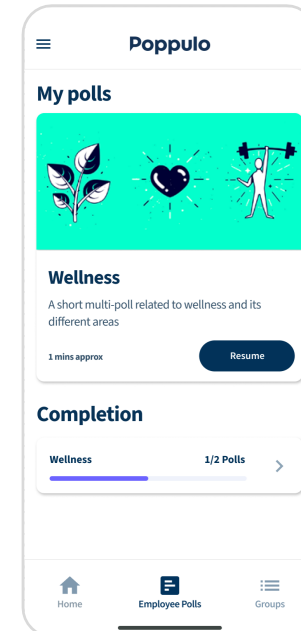
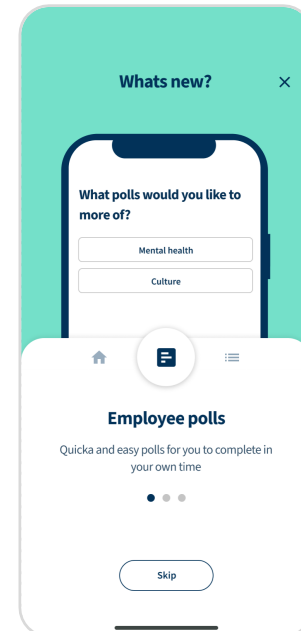
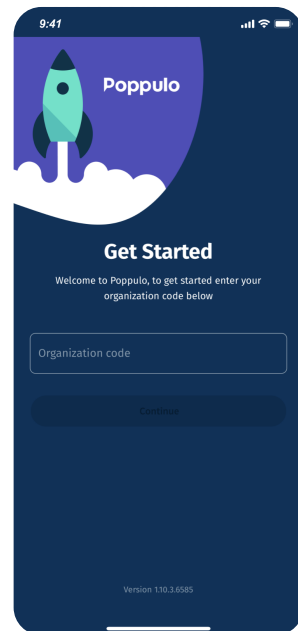
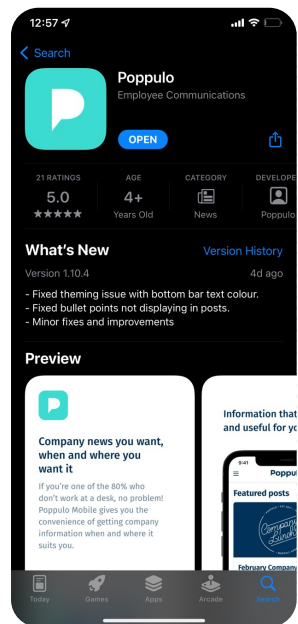
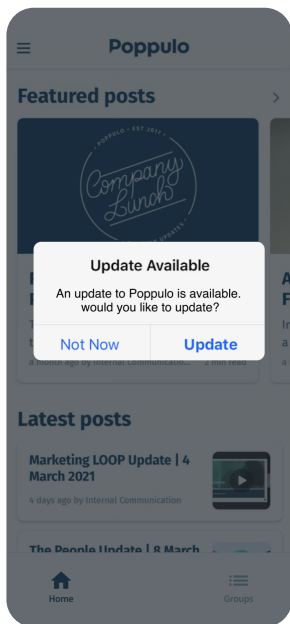
Notify

Upgrade

Login

Educate

Use





Key stages

Scenario 1

Customer upgrading the app

Notify

Let the user know there's an upgrade available

User then is brought directly to

Upgrade

User upgrades app

After reviewing the new enhancements on the app store user decided to upgrade

Log in

User logs in after upgrade

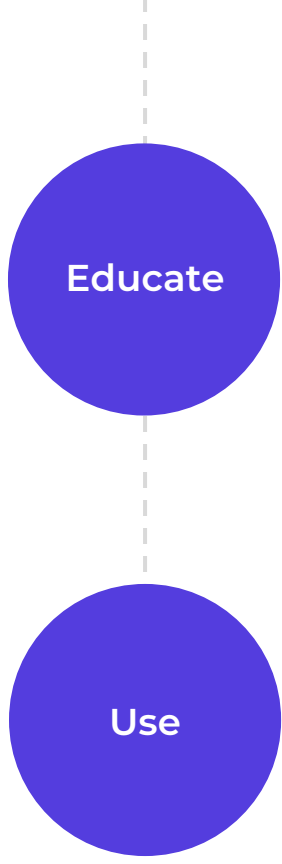
Enters organization code



Key stages

Scenario 1

Customer upgrading the app



Educate

Let the user know “what's new”

Educate the user on the new feature, reassure them its quick and easy to use. Constantly keeping a fully transparent dialogue with them

Use

Reassurance

User now feels comfortable enough to use the new feature knowing where its located and won't be time consuming



Assumptions In need of validating with customer

01.

Terminology

Polls, do people understand the difference between polls and surveys? Does it have negative connotations, and could it possibly make the user feel its labor intensive?

02.

Upgrading

How many customers would have “Auto update” on their apps switched on and how many would manually do it through the app store

03.

Staying notified

How would customers like to be notified about polls? What would be their expectations around receiving notifications?
Would a subtle red dot in the app suffice or would they like a push notification to back that up?

04.

Granularity, scaling and usability

How granular would user expect their polls to be? For example, would they like to keep track of all their past poll results? Would they like to see incoming polls? Completed polls? If users requested a more granular breakdown of this feature, then a greater look at scaling in the app would be required.



01. Terminology

50-person survey quantitative test



02. Upgrading

50-person survey quantitative test



03. Staying notified

50-person survey quantitative test and A/B testing



04. Granularity, scaling and usability

Qualitative 6-person usability test with SUS Scoring Metrix



Technical assumptions

01.

What's powering the polls?

How fast are the polls generated? Will the user see spinning wheels whilst waiting for results? Is it powered by a 3rd party SDK?

02.

Data capture

What data is been captured on the back end?

03.

Flagging new and old polls

What kind of flags are raised in the system for new and old polls, when exactly does that happen. Is there a limitation on how many polls the user can take at once?



Technical assumptions

Need validating with data engineers or data architects

Workshop

- UX/UI Leads
- UX Researcher
- PM
- Product owners
- Data engineers

Technical review

Define challenges

Produce solutions

Review best solutions

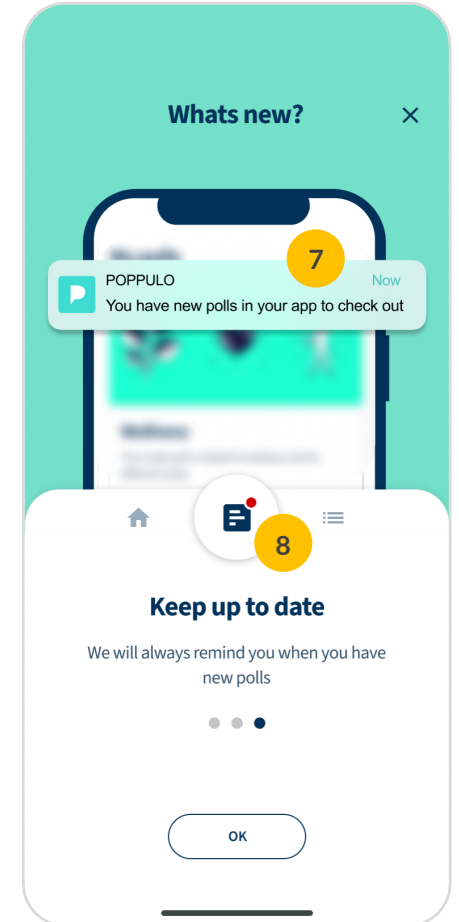
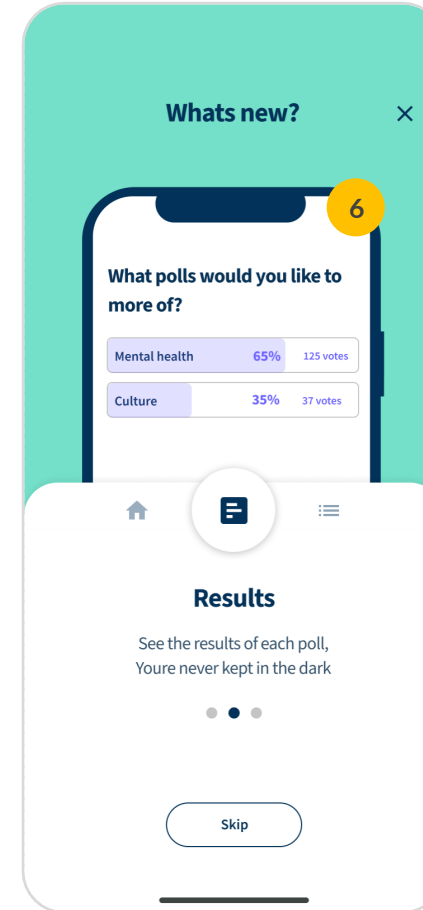
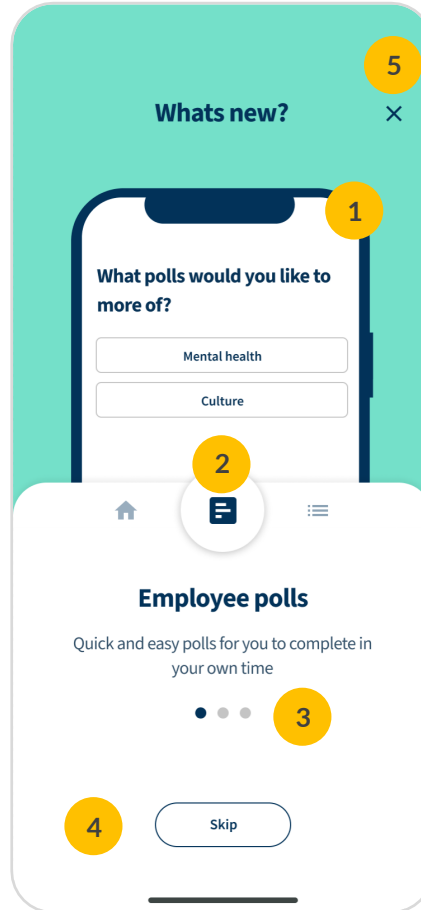
Define prototype with story board



Ui breakdown

Education / Explainers

- 1 Sneak peek at the new feature (build trust)
- 2 Make people familiar with the Ui and how to find it
- 3 Swipe / Carousel indicators
- 4 Allow users to skip
- 5 Allow users to close out
- 6 Allow users to see what a result screen is like (build trust)
- 7 Allow users to see what kind of notifications they would see
- 8 Allow users to see the subtle way the app lets them know about new polls

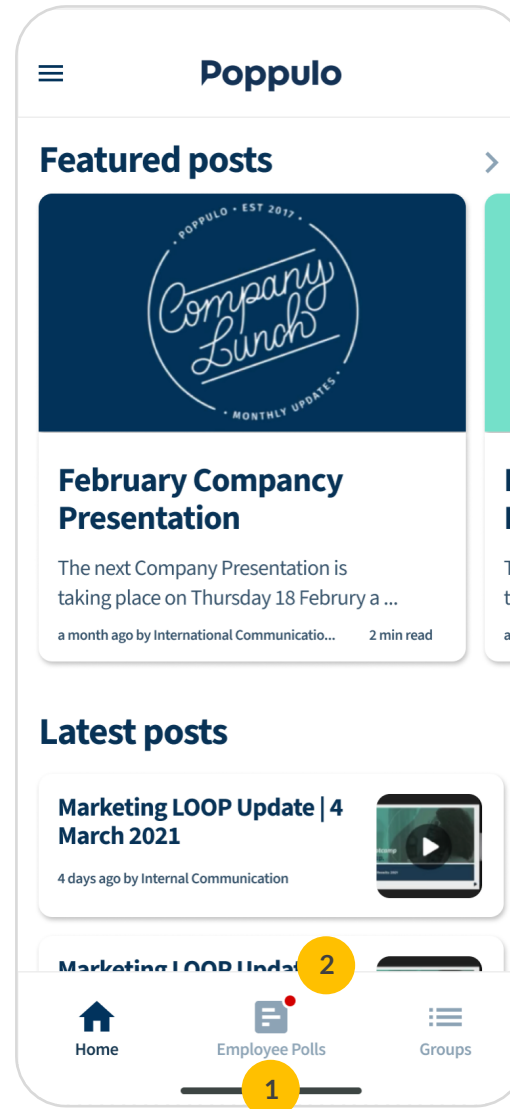




Ui breakdown

Landing / home

- 1 Users already been educated around navigation
- 2 Red dot to suggest they have polls waiting (also covers users who have push notifications off)

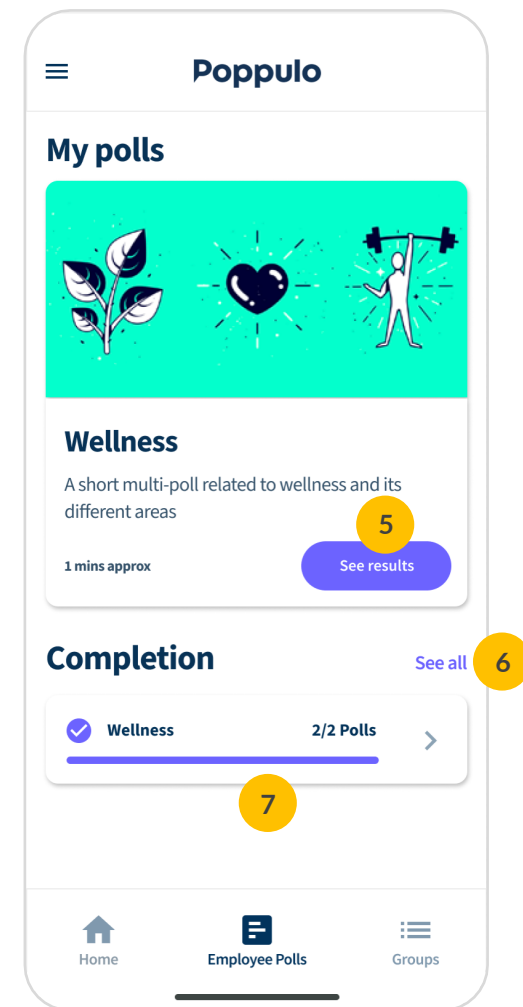
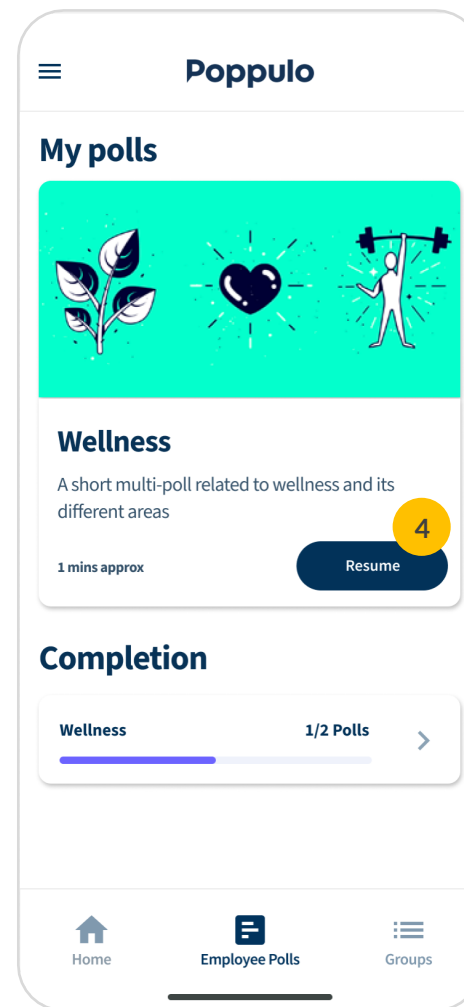
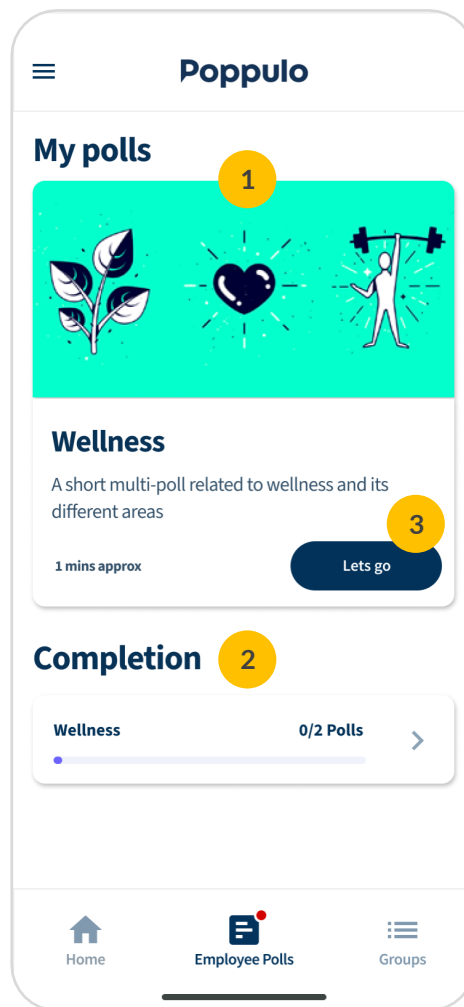




Ui breakdown

Employee poll section

- 1 Same gesture/interaction patterns from home screen (build trust)
- 2 Top level view of poll progress
- 3 Friendly CTA
- 4 Allow user to resume poll (if they close out of the app mid way)
- 5 Once completed allow users to review result
- 6 See all will allow the app to scale as the user complete more polls
- 7 Completion bar fills

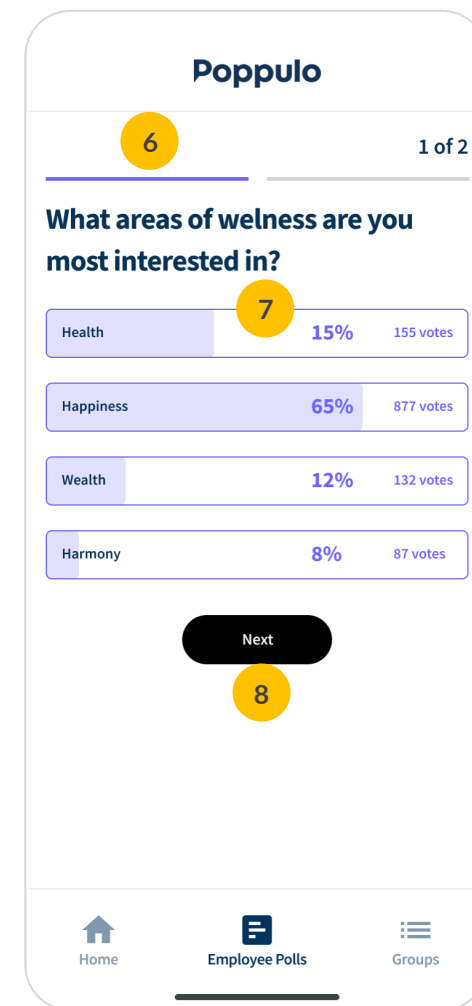
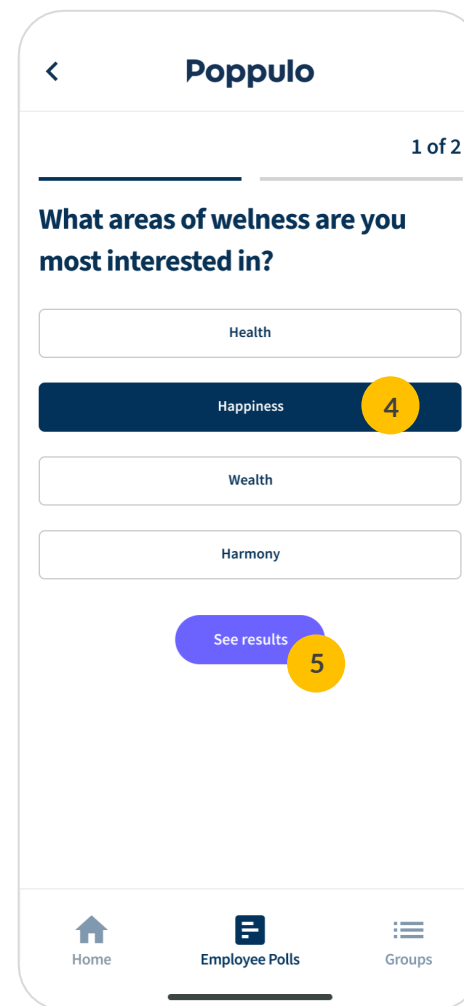
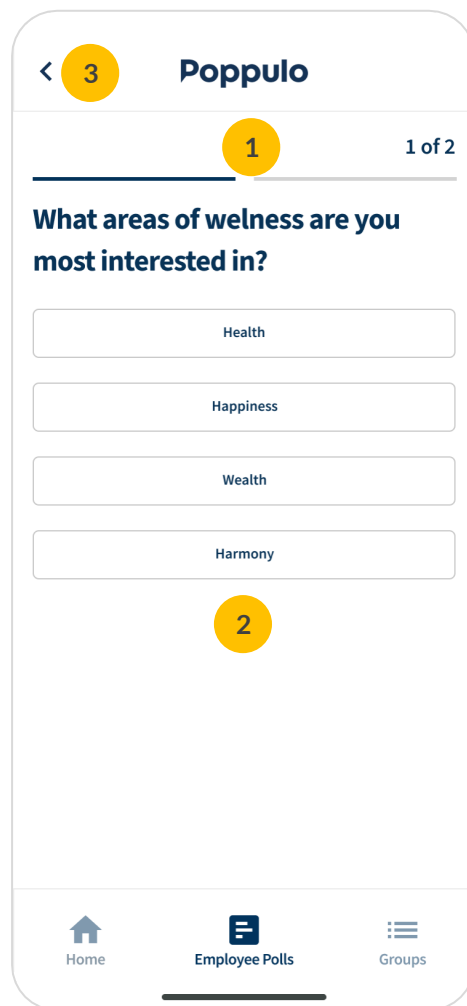




Ui breakdown

Employee polls section

- 1 Journey indicators and "1of2" to let the user know how short the poll is
- 2 Simple layout, less cognitive load around answering the question
- 3 Back to "Employee poll" landing
- 4 Once selected option fills to on brand dark blue
- 5 See results appears once user has made their first choice (this also allows user to change their mind)
- 6 Indicator turns purple once complete
- 7 Options turns to stats with percentage and votes
- 8 Next CTA takes user to next poll (2 of 2)

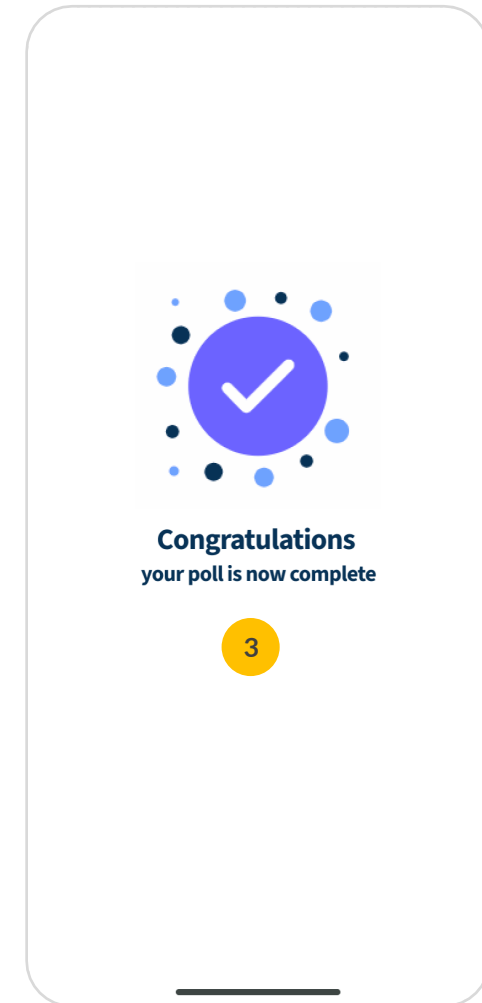
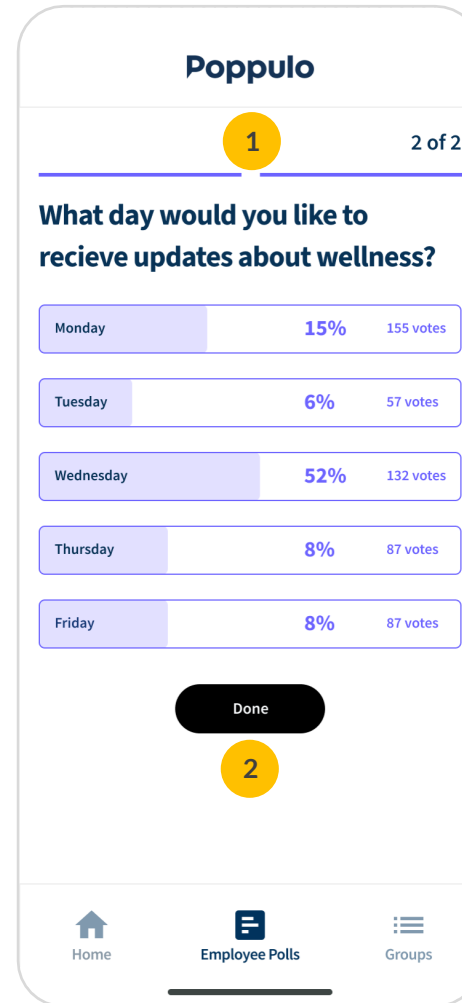




Ui breakdown

Employee polls section

- 1 Both indicators now purple as 2 of 2 poll is now complete
- 2 Done appears to progress the user
- 3 Congratulations animation plays giving the user a sense of accomplishment then automatically navigated the user back to the poll landing page





Scenario 2

Consideration: Customer receives push notification

A customer's app has auto updated, they've skipped the explainers, they haven't really engaged with the polls section.

They receive a push notification alerting them about a new poll, let's look at some key stages.



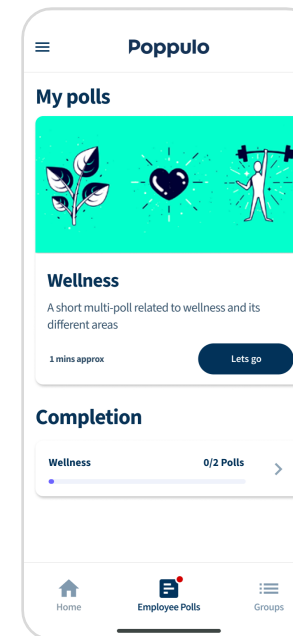
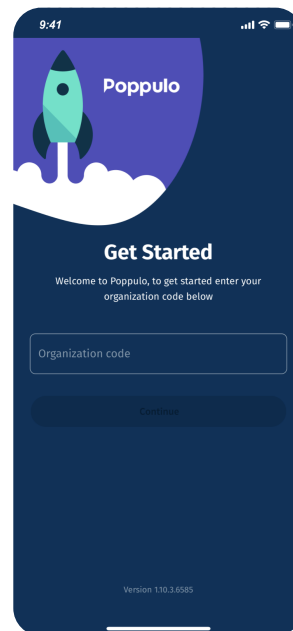
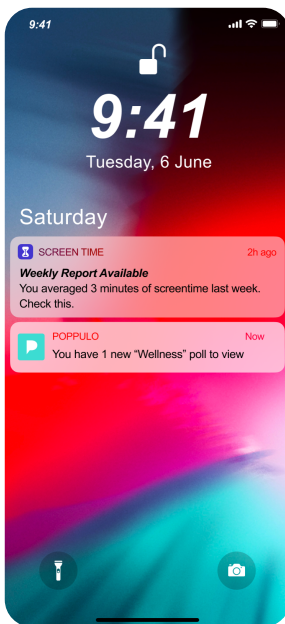
Key stages

Customer upgrading the app

Push
notify

Login

Use





Push notification

Depending on the tone of voice used, push notifications can be the perfect way to alert users they have tasks or actions inside the app, in this case a softer approach is advised as we don't want the user "Feeling" like they must complete a task, its more of a gentle nudge.

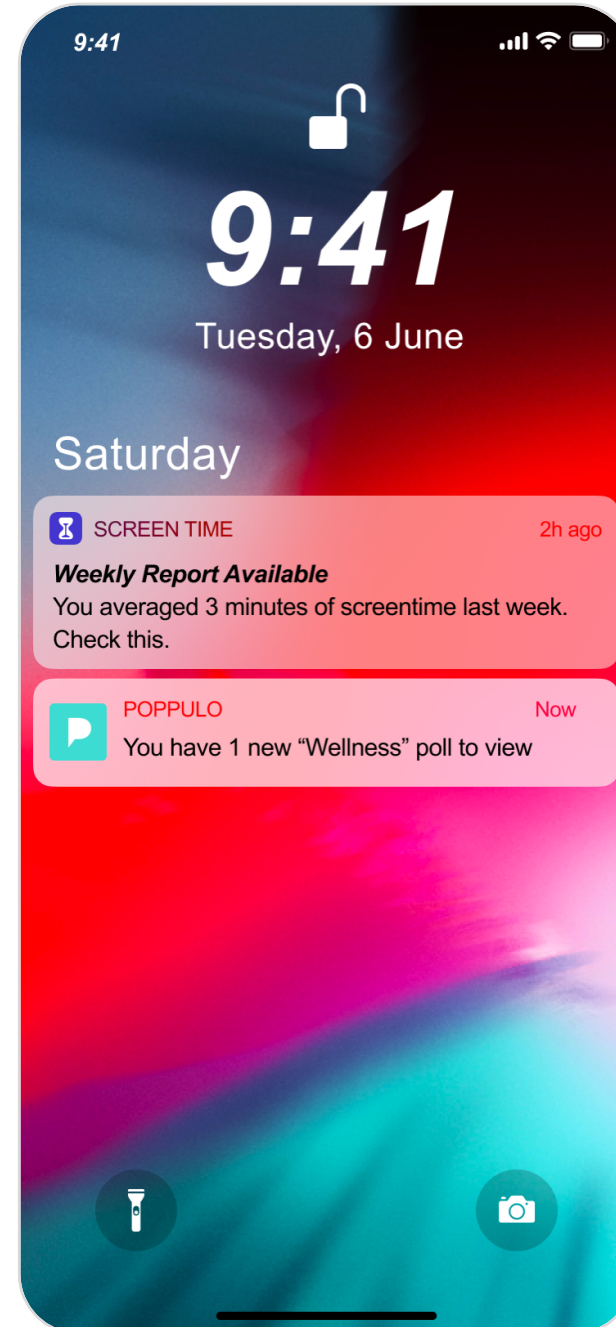


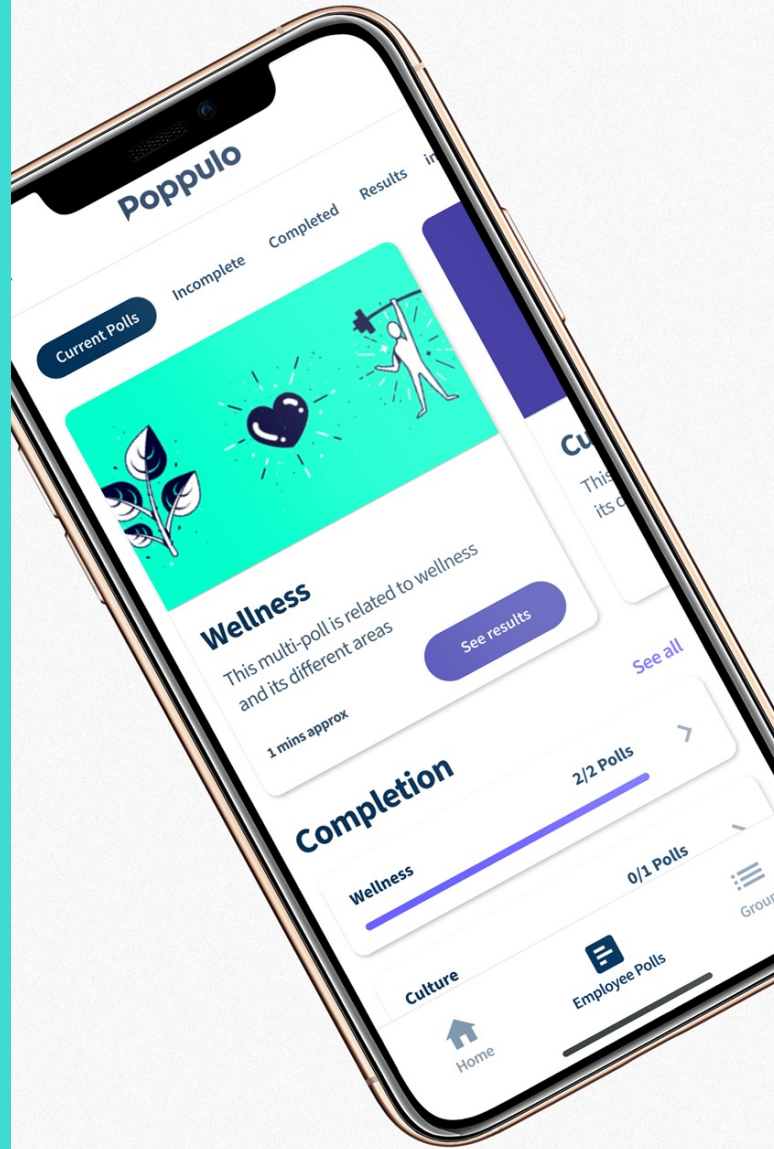
Types of testing :

50-person survey quantitative test and
A/B testing around types of language

AIM : Find out how frequent users would
expect to receive push notification and
what type of updates would they expect

- New polls
- Incomplete polls
- Encouragement





Current scalability concerns

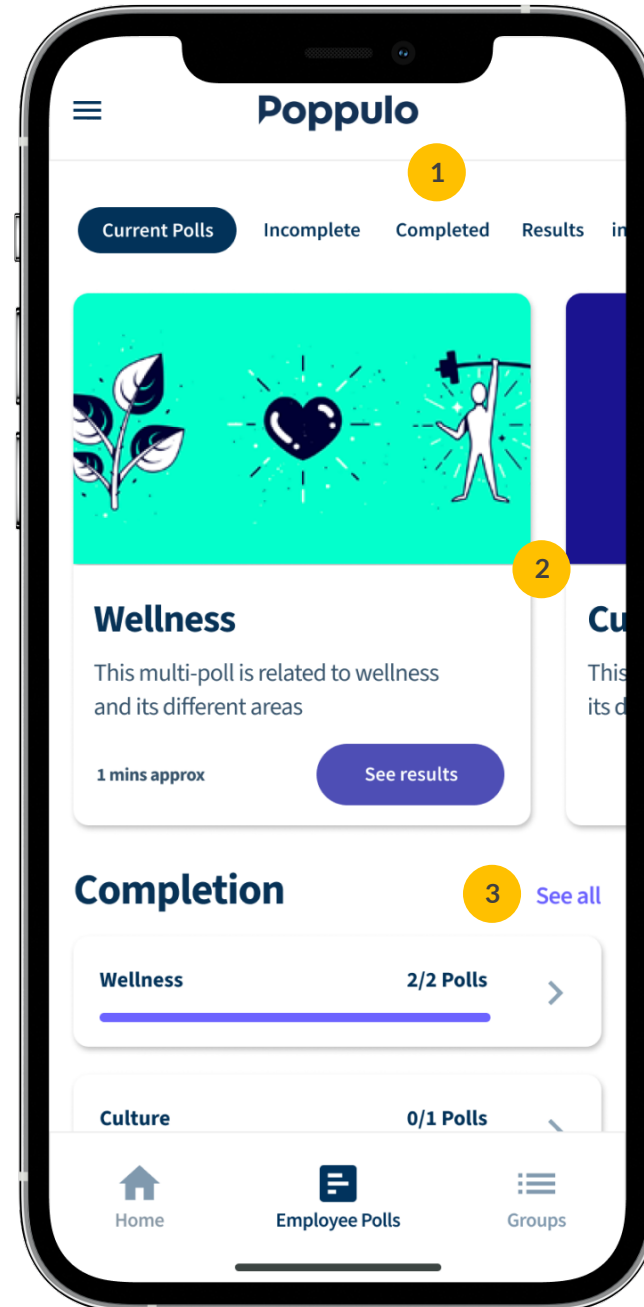
Potential solutions



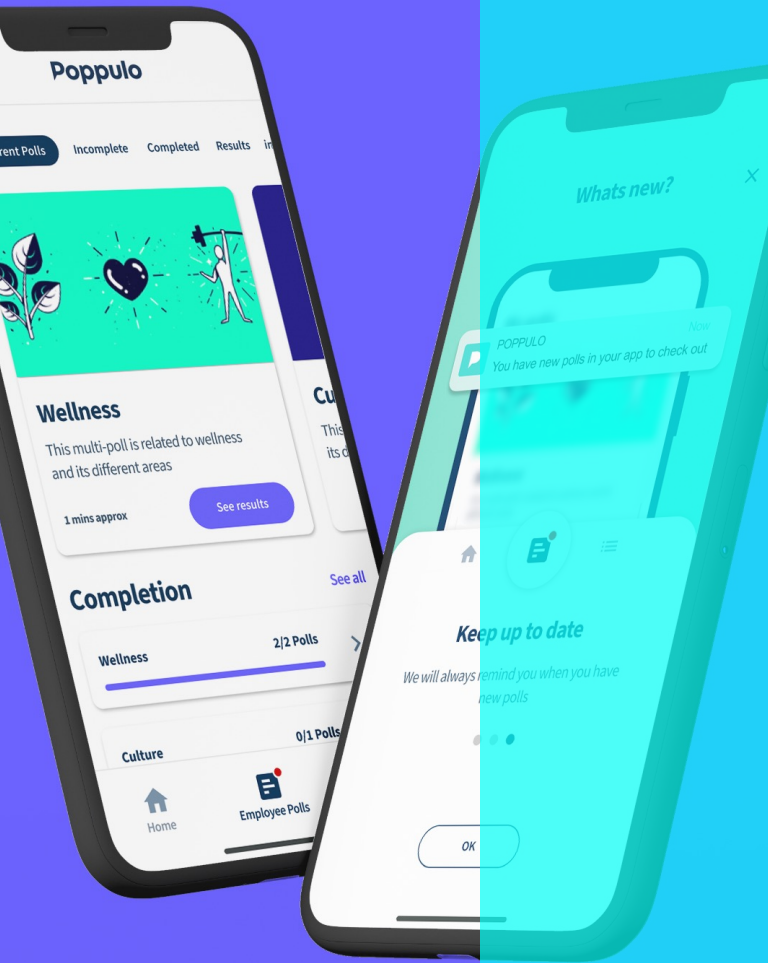
Ui breakdown

Landing / home

- 1 Granular options for user to swipe through
 - Reduces vertical scroll every time a new section is added to “Poll”
 - Allows The feature to grow without having to clog up the landing screen
 - Can give a user a lot more clarity and make quicker decisions as vital information can be kept “above the fold”
- 2 Swipe behavior already existing from landing page so this wouldn't be a new gesture action for the user



- 3 The completion section can show the users current 3 polls (active or complete) see more will give a full list
- Type of testing
IA Tree test with users



Thank You