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PROCESS SNAPSHOT: FINDAWAY VOICES

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OVERVIEW

Findaway Voices

FINDAWAY, 2017

The Challenge

After riding the wave of a successful soft launch, a new partner integration sent a flood of hungry users to the Findaway Voices platform. Our team was quickly overwhelmed; in short order, we needed to increase efficiency while maintaining the high-touch, human-centered approach our users valued. With a second integration looming, it was my responsibility as Lead Product Designer to help define, implement, and measure the right solutions for our users and our team.

The Process

- Triage Needs
- Review Personas, Journeys, and Task Flows
- Map Schema & Define Endpoints
- Create & Test Prototypes
- Launch & Measure Features



July 2017

The Findaway Voices team, in the eye of the storm.

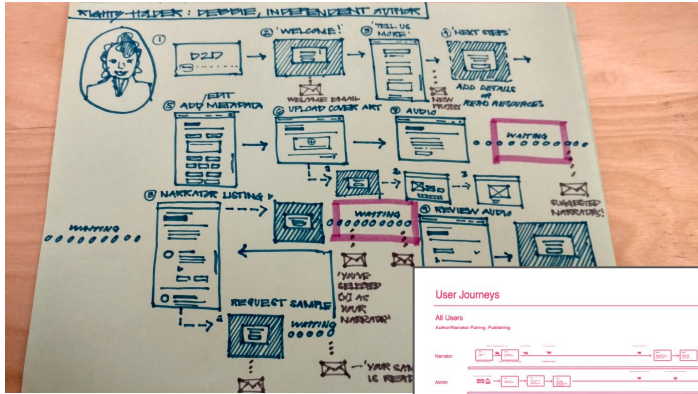
Triage Needs

Early on, Findaway Voices embraced Lean and Agile methodologies.

With a core team, this approach could be managed smoothly. As we added resources, however, fresh viewpoints and passions created new challenges.

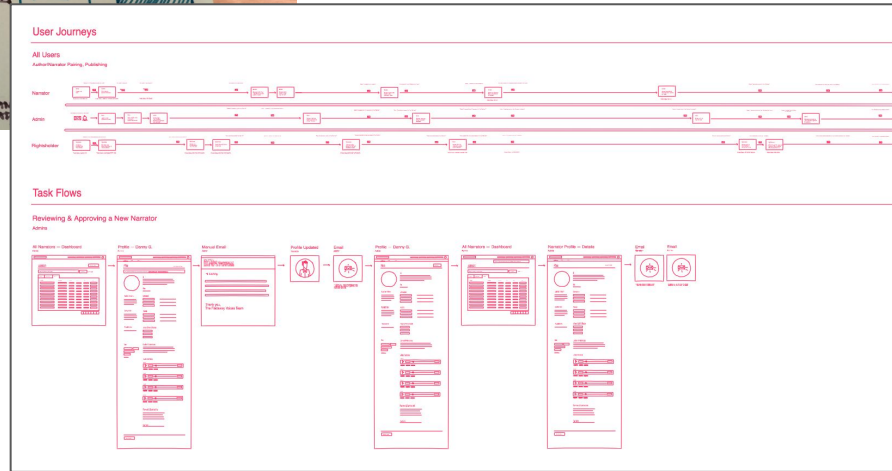
Our solution was a two-week period of close proximity, which fostered better communication and collaboration.

My role during this time was to initiate and mediate discussions, participate in hour-by-hour decision-making, and take decisive action on tasks to meet our goal of increased efficiency.



April 2017

An early sketch of a Findaway Voices user journey.



August 2017

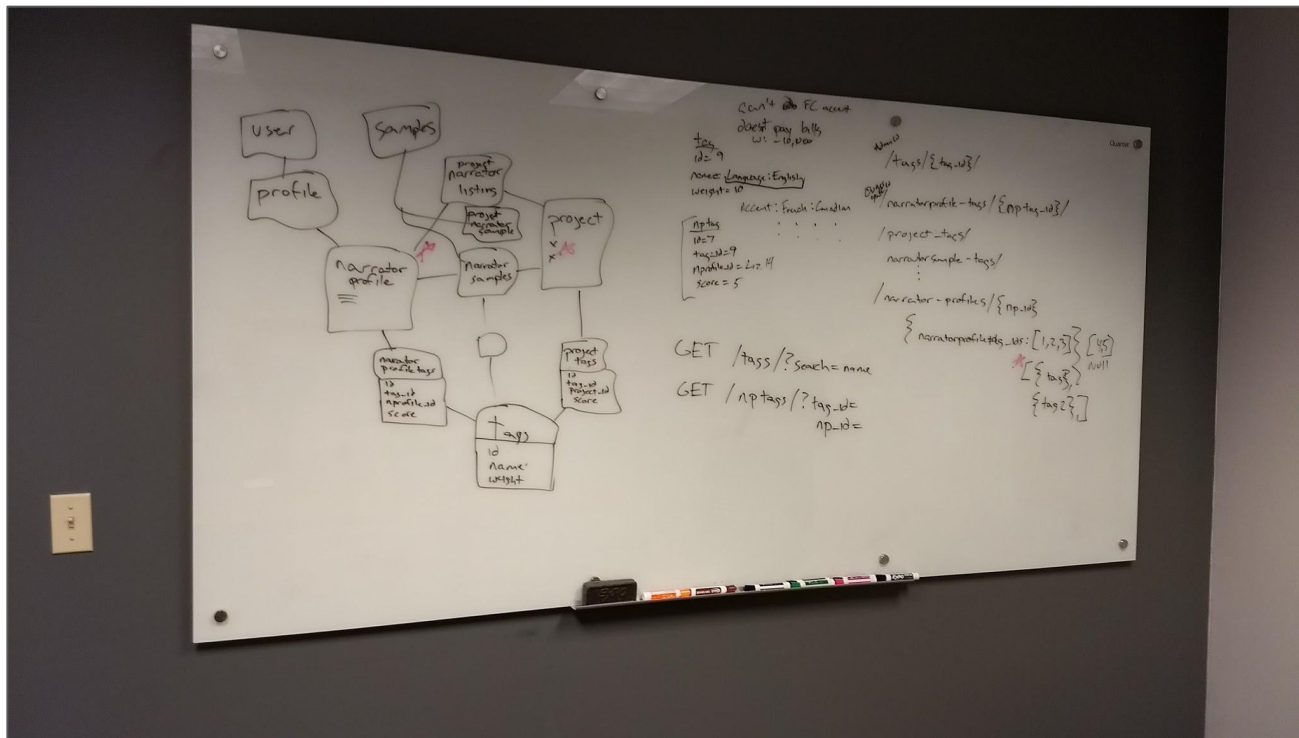
An InVision Freehand sketch of user journeys and task flows

Review Personas, User Journeys, and Task Flows

During that two-week period, I plunged into several roles: customer support rep, UX researcher, content strategist, UI designer, front-end developer, and QA specialist.

My overarching responsibility, however, was to the Findaway Voices users. In order to meet our goal of increased efficiency, it was my mission to evaluate our collective understanding of our users' experiences and expectations.

By spending a few hours comparing our assumptions against our users' needs, I helped the team further align on product vision and expectations.



Map Schema & Define Endpoints

The Findaway Voices platform is a web application built with React.js and powered by a restful API.

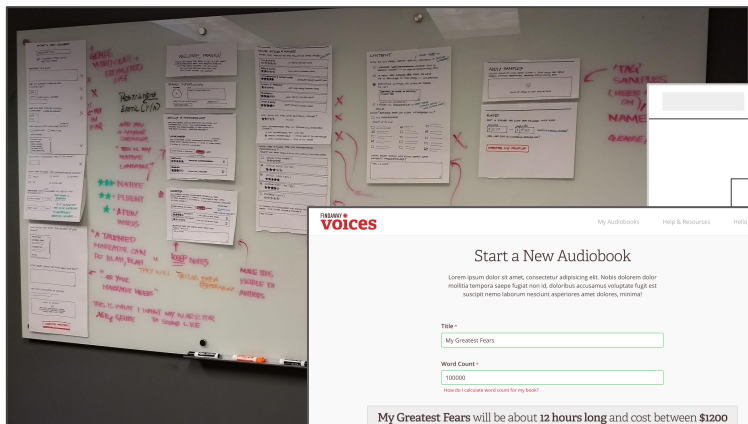
This architecture allows a small and nimble team to rapidly develop, test, and deploy code.

After a period of rapid development, however, we realized we were in danger of over-architecting our data and complicating the user experience.

A quick collaboration session allowed us to align on how our schema should grow, what terminology should be used, and what endpoints would be needed to meet our goal.

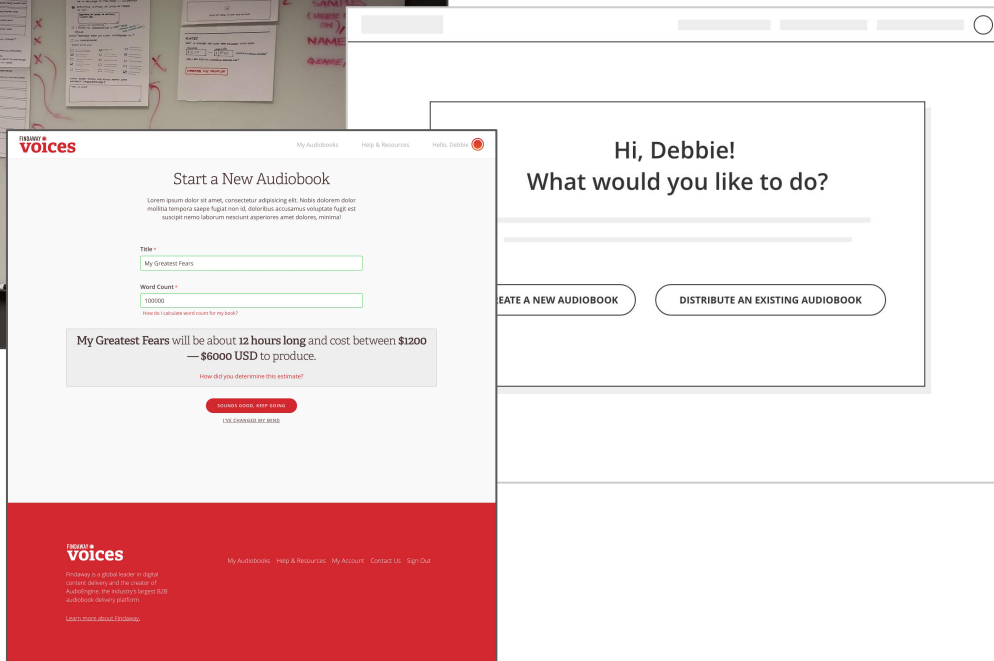
August 2017

A collaborative whiteboarding session, as lead by a Findaway Voices backend developer.



July-August 2017

The iterations of creation and testing: sketches, prototypes, and code.

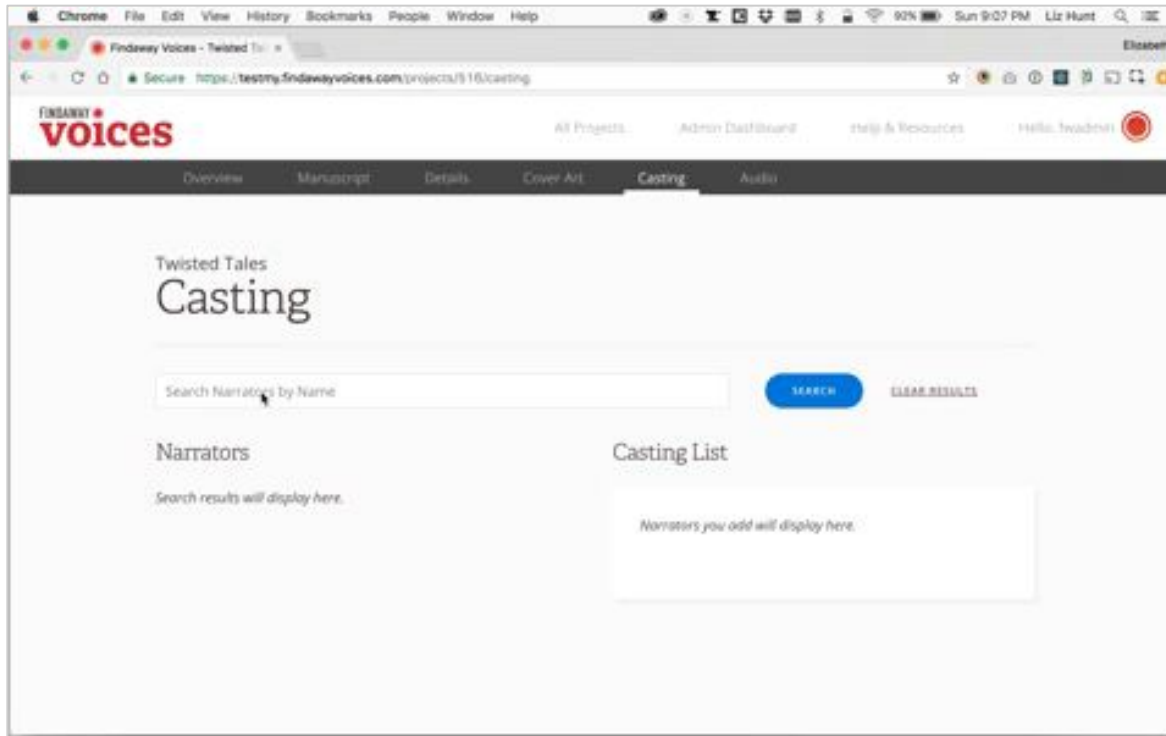


Create & Test Prototypes

With a unified and solid understanding of needs, new features to help increase efficiency could be defined.

My role expanded to include sketching screens, illustrating task flows, and building interactive prototypes. These helped facilitate crucial discussions, with each iteration giving us further refinement.

Both paper and digital prototypes were tested and critiqued to ensure we were meeting user needs, hitting our goal, and creating a thoughtful, intuitive experience.



Example of a search feature that helped increase efficiency from 1 hour per task to 6 minutes per task.

August 2017

Launch & Measure Features

After launching several features in the course of 2-4 weeks, the Findaway Voices teams successfully increased efficiency. It now took 1/10 of the time to complete a previously tedious and time-consuming task.

Thank You

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