



UX Analysis & Consultation prepared by **SHANNON COPFER**

In conjunction with **The UX Lab**

PRESENTATION

CollaborizM is an online platform for matching collaborators and projects. It was created by Steven Reubenstone and his collaborators at the University of Miami when they were looking for a more efficient way to meet interesting and passionate people in other fields of study to collaborate with.

CONSIDERATIONS

There are multiple user types and a wide audience of potential users including students, professionals, and seasoned professionals (mentors). Users in fields from the arts through to business and law could use the site to gain experience, build portfolios and credentials, or even mentor young up-and-comers in their fields.

Most important to CollaborizM in this project's scope is the signup and onboarding process: How do we best enroll new users and present them with all the site's offerings in an engaging way?

We narrowed CollaborizM's audience to 4 main user types: ●

1. Someone with an idea for a project, needing to build a team (Project Creator)
2. Someone with a desire to use their skills in a new and exciting way but without a current project (Project Joiner)
3. Someone interested in meeting potential collaborators without necessarily committing to a specific project (Collaborator)
4. An interested person who wants to get a feel for the site and what it offers (Casual Browser)

*Jump to
page 3
to view
(Fig. 1)*

CollaborizM has a product already, and they are looking to improve it. Thus, we must consider their development capabilities as well as what has already been established as important by them.

PLAN

We need to simplify both the signup process and the matching quiz. We also need to make Collaborizm work well, make sense, and be interesting and engaging to a new user, even before they have completed the quiz.

STEPS:

1. Streamline signup
2. First look: Present a clearer and more engaging first look to new users
3. Motivation: Get users to take the Matching Quiz
4. Matching Quiz Flow: Streamline & Simplify

*Jump to
page 3
to view
(Figs. 2-7)*

1. STREAMLINE SIGNUP *(Old signup, Fig.2 – New signup Fig. 3)*

- A) Needs to have way fewer questions
- B) Email address, password, zip code, and that's it!
- C) They can flesh out a personal profile later

2. FIRST LOOK *(Old first look, Fig.4 – New first look Fig. 5)*

- A) Use zip code signup information to approximate nearby projects and collaborators.
- B) Use above information plus system default to populate the homepage.
- C) Information not yet provided by quiz or profile information (e.g. Match percentage) is clearly marked as N/A with instruction to attain
- D. Navigation and search are simplified and clarified

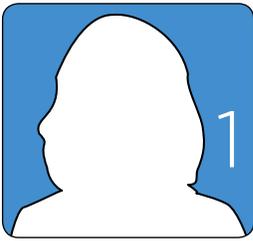
3. MOTIVATION FOR MATCHING QUIZ *(New first look Fig. 5)*

- A) Immediately beneath signup confirmation page is direction to take Matching Quiz
- B) User "toolbox" is marked with an alert sign ("!") to attract attention
- C) Information not provided by quiz information (e.g. Match percentage) is clearly marked as N/A with instruction to attain
- D) New idea: clicking on logo in top nav leads to matching quiz? Perhaps it has an animation of the lightning bolt to draw attention.

4. MATCHING QUIZ FLOW *(New matching quiz flow Fig. 7)*

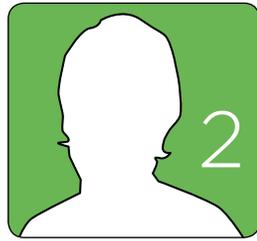
- A) Use first round quiz answers, PLUS new system defaults, to refine matches (i.e. enter age and system defaults collaborator matching age to within 15 years automatically).
- B) Quiz can be taken in several segments
- C) Second-round quiz answers refine first-round quiz answers, etc.

● Fig 1: User Types



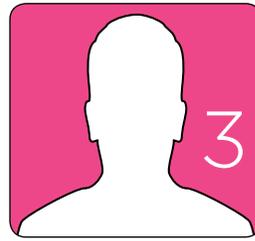
**PROJECT
CREATOR**

- Has an idea
- Has creative energy
- Needs to build a team
- **Most motivated user type**



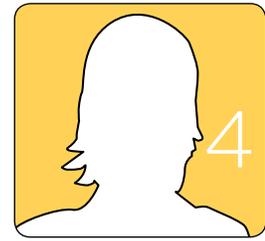
**PROJECT
JOINER**

- Has creative energy
- Wants a project to work on, with a new network of collaborators
- **Second-most motivated type**



COLLABORATOR

- Has creative energy
- Wants to build relationships with new collaborators
- Interested but not committed
- **Third-most motivated type**



**CASUAL
BROWSER**

- Interested but not committed
- May or may not offer ideas and/or creative energy
- **We must convince this user of the platform's value**

● Fig 2: Current Signup

Here, we see just a segment of a long scrolling signup page that asks a lot of questions up front.

Where is your primary residence (city)?

How far are you willing to travel to meet your collaborator in person?

Immediate Vicinity (0-5 Miles)
 Fairly Close (5-10 miles)
 Short Trip (10-20 miles)
 Longer Trip (20-40 miles)
 Minor Trek (40-70 miles)
 70+ miles

How important is this distance criteria to you?

★ ★ ★ ☆

What is your birthday?

Nov... 17 1987

What is the preferred age range of your ideal collaborator, with respect to your age?

Fig 3: New Signup

A condensed, essentials-only signup that isn't intimidating and will get users to join with little commitment.

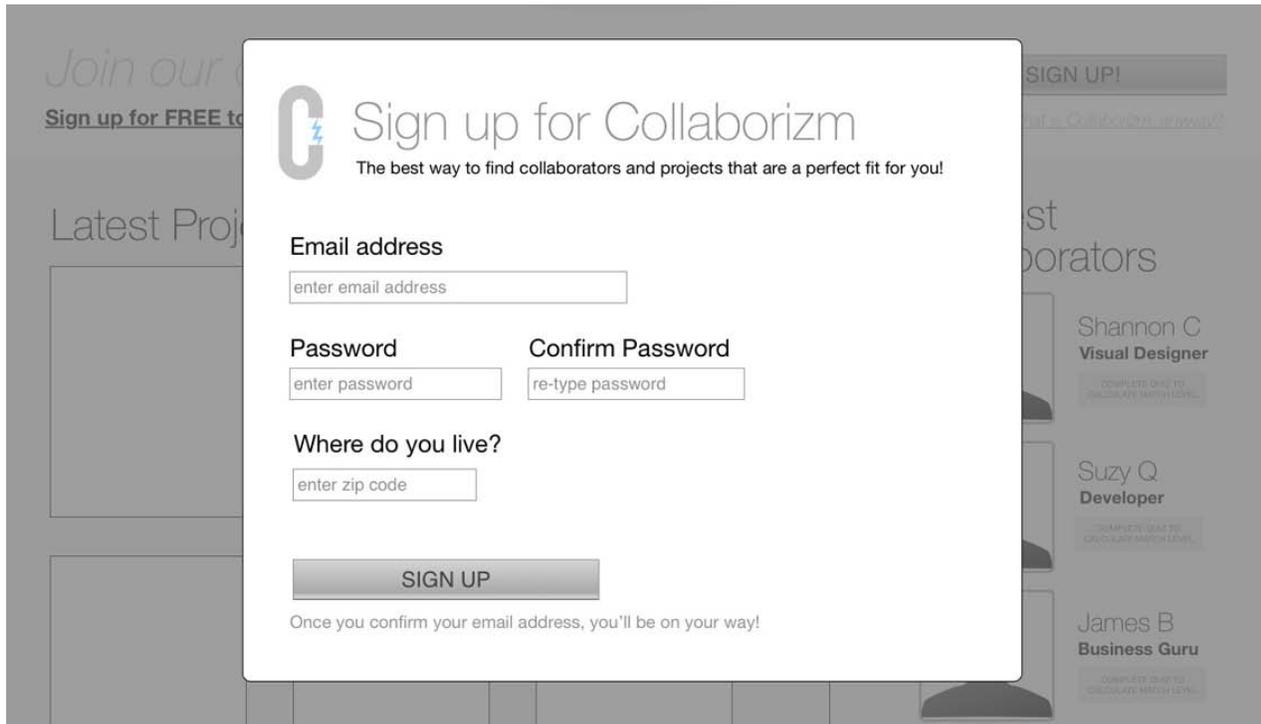
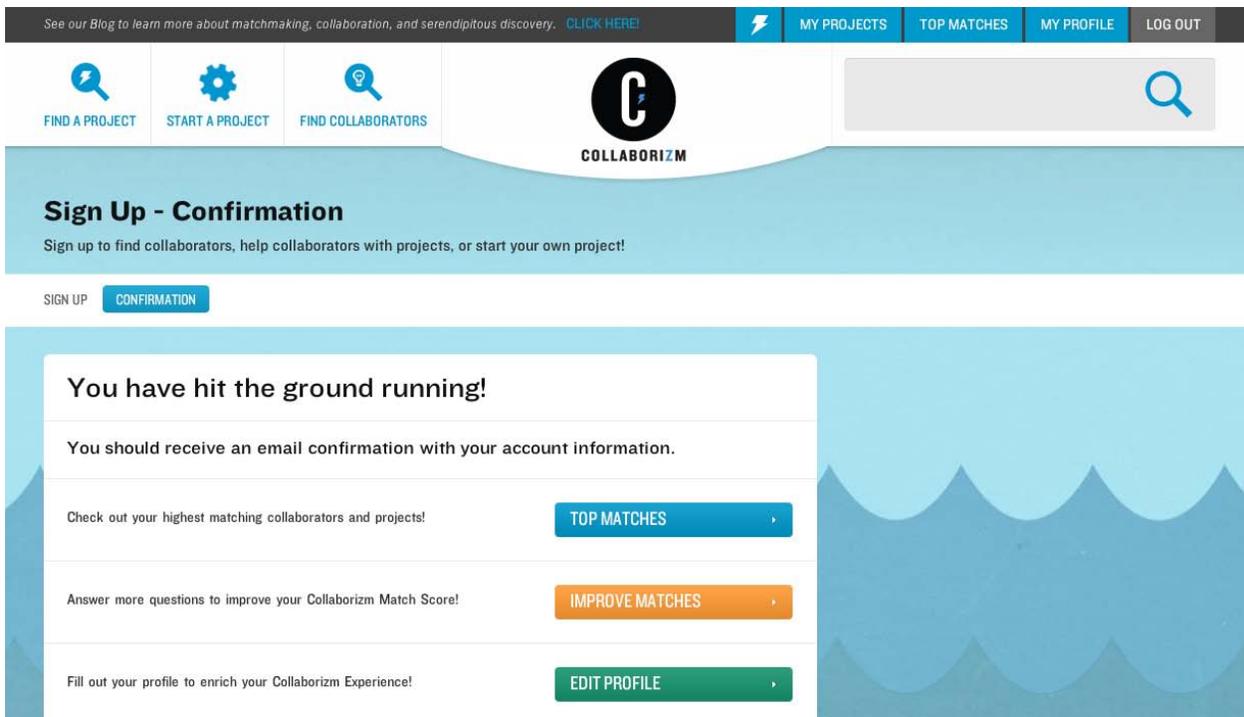


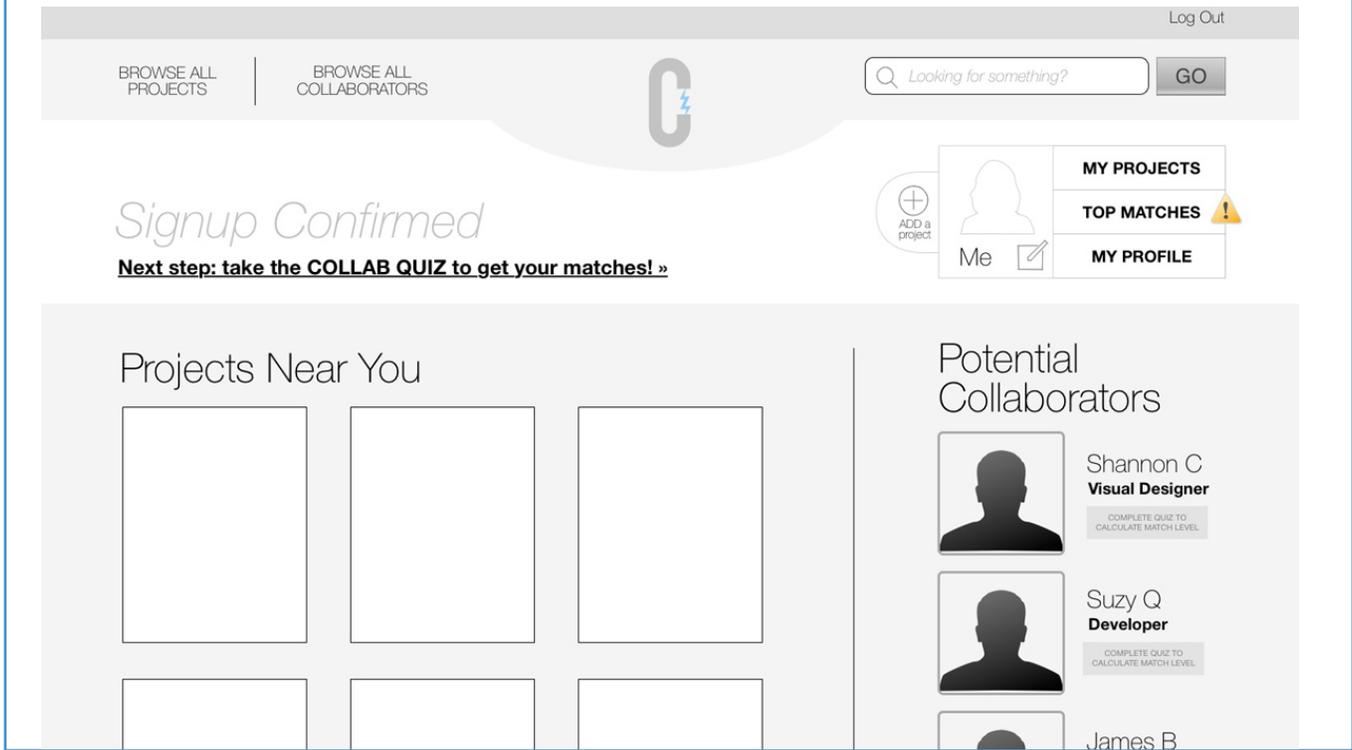
Fig 4: Old First Look

A rather directionless confirmation page with repetitive calls-to-action & wasted space.



● **Fig 5: New First Look**

The post-signup page now has clear calls-to-action and relevant content off the bat.



● **Fig 6: Old Matching Quiz**

Like the overwhelmingly long signup page, the matching quiz is an onslaught of questions in a somewhat difficult-to-use and understand interface. What's more, the quiz itself is hard to find.

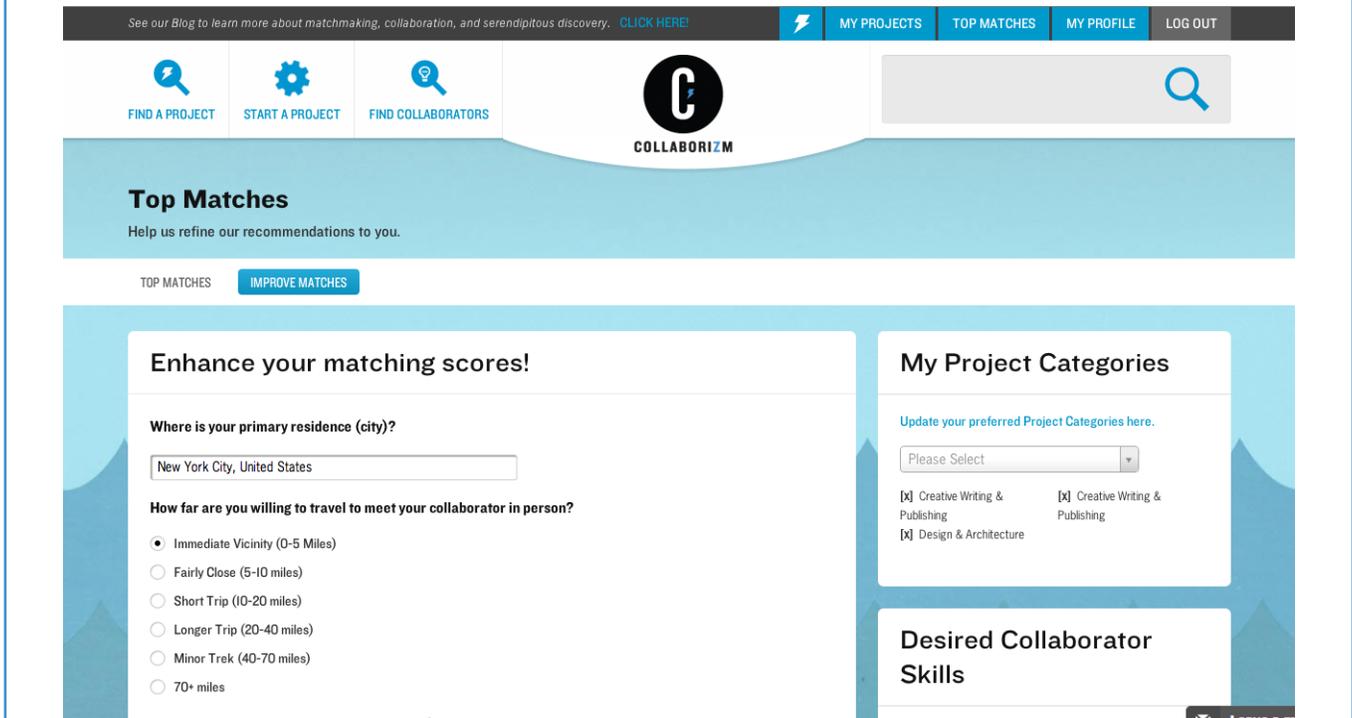


Fig 7: New Matching Quiz

The quiz is delivered in a quicker, more engaging overlay format that's fun and easy to use. In order to accomplish this, the quiz is broken into several different 4-question segments for the user to complete one at a time, at their own pace. Each time they click back to refine their matches, they will be served a new segment of the quiz. A new progress bar keeps them focused and oriented.

