Case Study Respondent Participant Retention, 2020

SKILLS

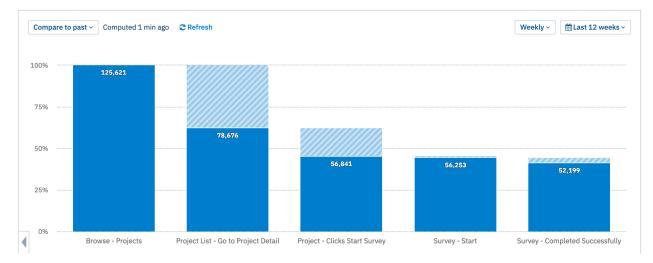
- Quantitative research
- Qualitative research
- UX/UI design

PROBLEM

Respondent relies on a two-sided marketplace of researchers seeking research participants and active, high quality research participants to ensure liquidity and provide value. While participants were able to sign up and create an account with little drop off, we struggled to retain participants and keep them engaged by applying to research projects.

As part of my research to create user personas, I learned that participants found our "Recommended" filter unhelpful, often hiding research projects that they were eventually invited to participate in. The ratio of projects participants applied for to projects they were invited to was so low, they were disincentivized from applying.

We used Amplitude to track the conversion funnel for participants browsing projects and applying by completing project screeners (the part of the user journey with the highest drop off rate).



Amplitude funnel for participant moving from browsing projects to successfully applying for a project

Tools

Figma

• Amplitude

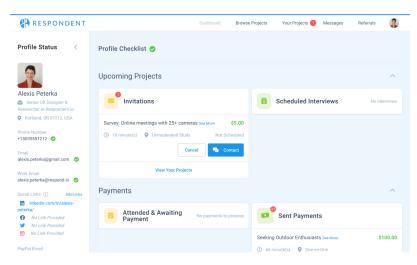
Artifacts

- Analytics
- Wireframes
- Mockups

SOLUTION

The participant's first page after logging in is the Dashboard. On desktop, there are no projects visible to the user above the fold because sections of other information are expanded by default. The priorities in redesigning the dashboard page was to drive retention by informing returning users of actions they need to take on their projects, and surfacing projects for the user to apply for. Based on what I learned through Persona research, metrics, and testing, I set these hypotheses:

- Editing profile is something that users do rarely, and we discourage doing often, so I deprioritized this action
- By promoting projects on the Dashboard, I was able to eliminate the "Browse Projects" page
- Only show "modules" with actionable tasks, and hide or deprioritize other modules, using this space to promote referrals
- I eliminated rarely-used sort



Wasted space and lack of projects on current Dashboard

options (best match and shortest time) and collapsed rarely used filters under a labelled dropdown

- Collapsing top and left nav will reduce confusion everything in one place and frees up space to direct participants to actions we want them to take, like applying for projects and referrals
- · Ability to expand leftnav user action/preference is remembered and persisted

Result

After iterating on wireframes, I created a series of mockups based on our existing design system while also creating new UI for elements such as an expanding filter panel.

While the team conducts experiments to determine whether small tweaks to filters will improve retention, the design and research team can begin validating these designs with users so we can evaluate

	Projects			
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	Looking for Professionals to Discuss Career Search and Websites Are you a professional who wants to share how and why you visit a corporate website? Required: a dasktop/laptop computer and a working webcam.	4 hours ago	\$50.00	
	Seeking women who love taking care of their skin! Do you like to care for your skin? Do you use a variety of products to do that? We'd love to talk to you for a 30 minet idual interview on Mondary. Dec 14.	19 hours ago	\$30.00	
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Wireframe for Dashboard

which solutions will be most effective. This also gives the data team the opportunity to expand which user actions we're tracking so we can back up our hypotheses with data.

Dashboard Viewing 30 of 1017 projects			
Filters Q Keywords or Location			Invitations ⁰
	• 1	\$ \$	Survey: Online meetings with 25+ camera
Are you a professional who manages IP monitoring/infringement and IP renewals? If so, let's talk	1 hour ago	\$120.00 60 minutes One on one	\$5.00 10 minutes Unmoderated Conta
We're an LA-based technology company seeking to digitize aspects of the IP industry. We're conducting research on IP monitoring/infringement and renewals. We're seeking professionals from larger companies with experience related to all aspects of IP monitoring and the IP renewals process.		Refer a friend, earn \$50 ▼	Scheduled Interviews 2 Seeking Website Testers for a Non-Profit
Looking for Professionals to Discuss Career Search and Websites 🚔 Are you a professional who wants to share how and why you visit a corporate website? Required: a dasktop/laptop computer and a working webcam.	4 hours ago	\$50.00 30 minutes One on one	S50.00 45 minutes One on one
Seeking women who love taking care of their skin! Do you like to care for your skin? Do you use a variety of products to do that? We'd love to talk to you for a 30 minute digital interview on Monday, Dec 14.	19 hours ago	\$30.00 30 minutes One on one	Seeking mobile app developers who use CI/CD Jan 14 2021 14:00 \$60.00 40 minutes One on one
If you have an Android phone AND a new baby, this may be for you We are seeking new and experienced moms of newborns to help us test, develop and evolve our new-to-the-market baby products. If you read "What to expect when you're expecting", use your	A day ago	\$50.00 45 minutes Unmoderated	Options VIEW YOUR PROJECTS
smart phone to keep track of everything in your life, and love to try new things, this is for you!		study	
Seeking participants for mobile based prototype test 30 minutes	A day ago	\$10.00	Referrals
Looking for participants to feedback on a prototype. Interviews will last up to 30 mintues and take place via Lookback. This is an ongoing project so we are looking for several participants starting 13th Jan. You must be able to complete to interview on a mobile phone with headphones.		30 minutes	Earn \$20 for Network Referrals: app.respondent.io/r/alexispeterka-74aabe 62d7 REFERRAL POLICY
Seeking PR professionals who deal with crises 😄	A day ago	\$150.00	REPERIAL POLICY

Mockup for Dashboard based on existing design system