

CASE STUDY

EVENTCENTER REDESIGN, 2015-2016

SKILLS

- Customer interviews
- Surveys
- Design studios
- Usability testing
- Wireframing
- Web UI design
- Icon design

TOOLS

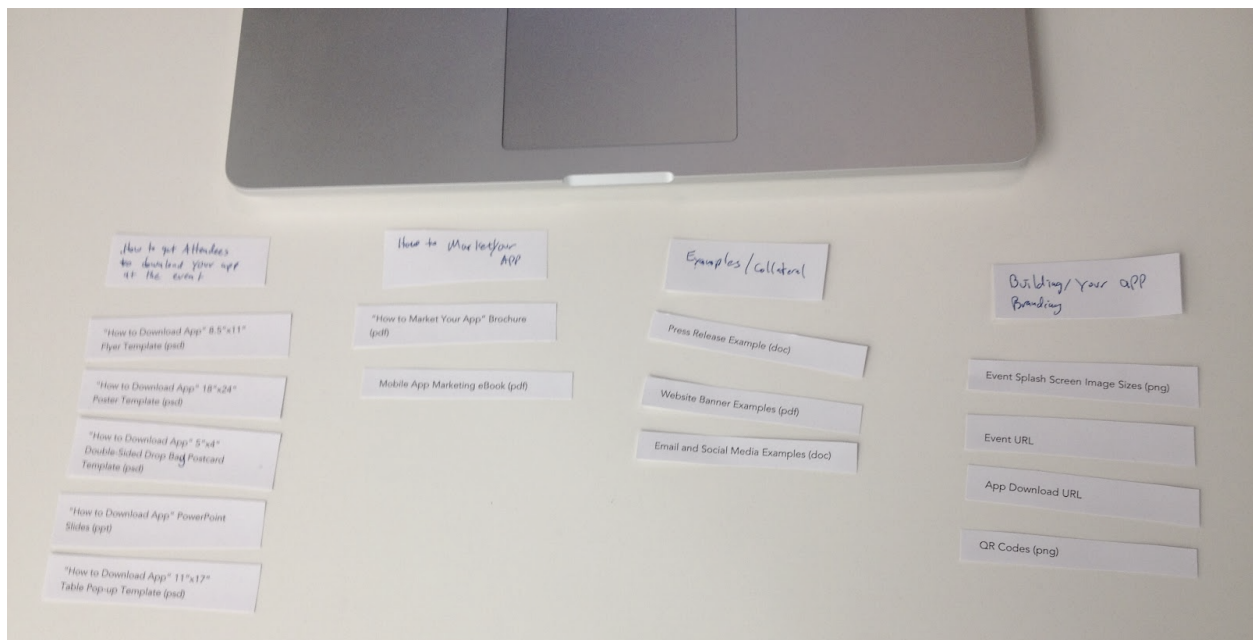
- WebEx
- Typeform
- Google Analytics
- Sketch
- Adobe Illustrator
- InVision

ARTIFACTS

- Stakeholder presentations
- Content maps
- User flows
- Mockups
- Interactive prototypes
- Icon SVGs

PROBLEM

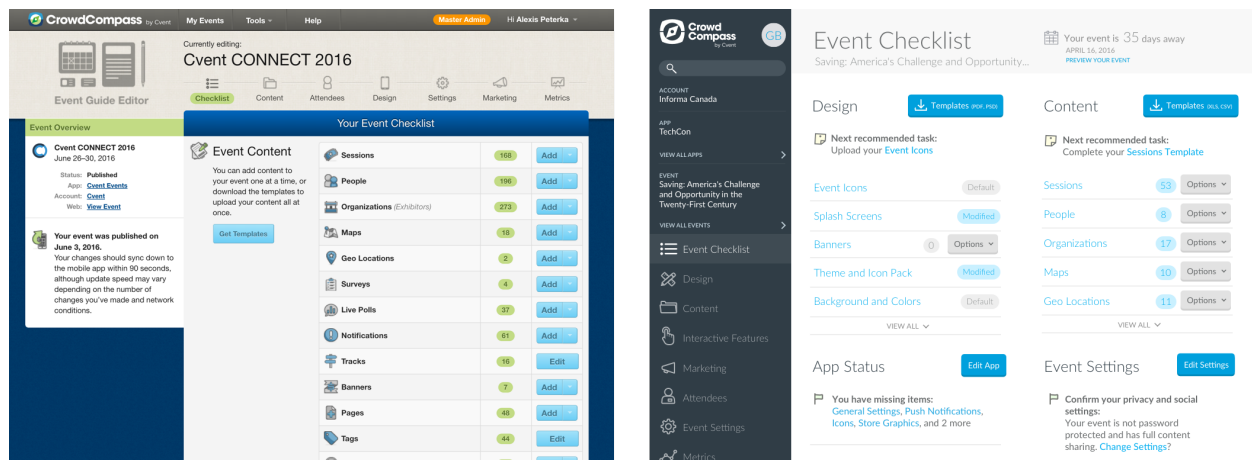
Visually, our customer-focused CMS (the EventCenter) needed to be brought up to date to feel more consistent with the Cvent suite of products. More functionally, we wanted to move from a model where much of this work was done by internal resources (customer support staff, account managers) to a more self-service model, but our customers found the EventCenter difficult to use.



Card sorting to determine information architecture

SOLUTION

We ran benchmark usability testing on key areas of the EventCenter to evaluate where customers struggle with core functionality, and I conducted one on one customer interviews to identify major pain points that cause our customers to abandon the process and increase support costs and churn. Once I identified these major themes (lack of onboarding, confusing navigation hierarchy, lack of notifications when something is wrong, user flow "dead ends"), I worked closely with Product Management to group these into attainable units of work.



Left: EventCenter before redesign, right: after.

RESULT

After estimation of the time required to fully re-architect the EventCenter backend revealed that a complete redesign was not feasible, having these major themes of needed improvement helped the team reset our scope of work to focus on the most impactful changes we could make in a limited amount of time. With these problem areas in mind, we effectively addressed the most significant customer pain points to the satisfaction of the customer support and account management staff.