



BoothIQ

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Agenda

1. Why we are here
2. Research findings
3. Target user
4. Design showcase
5. Prototype
6. Next steps
7. Appendix and Q&A



Why we are here

BoothIQ is a technology that connects attendees with exhibitors at trade shows.

Current BoothIQ exhibitors are experiencing certain friction points with completing the onboarding process of creating a full company profile.

Although they are completing the company profile page, they fail to produce their three listings for a specific trade show which is an essential component of their company's profile.



How we investigated

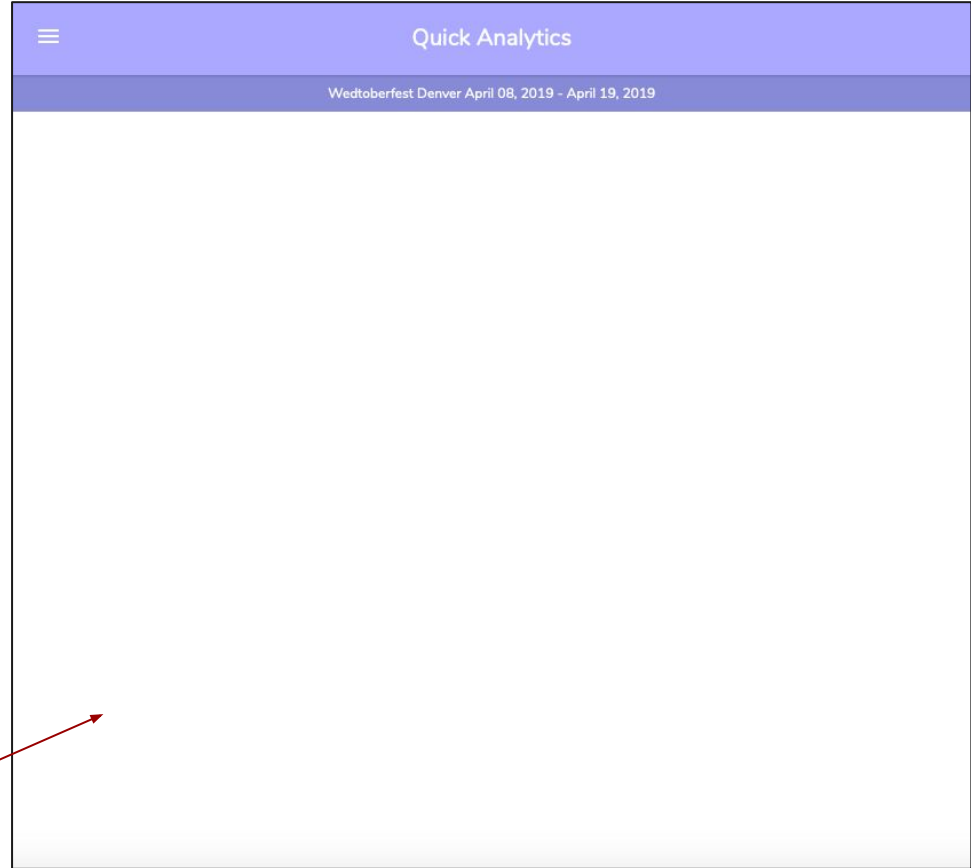
To begin understanding where the exhibitor was struggling, we investigated friction points using a combination of quantitative and qualitative research methods

1. Business analysis
2. Heuristic evaluation
3. Contextual inquiry
4. Customer success calls



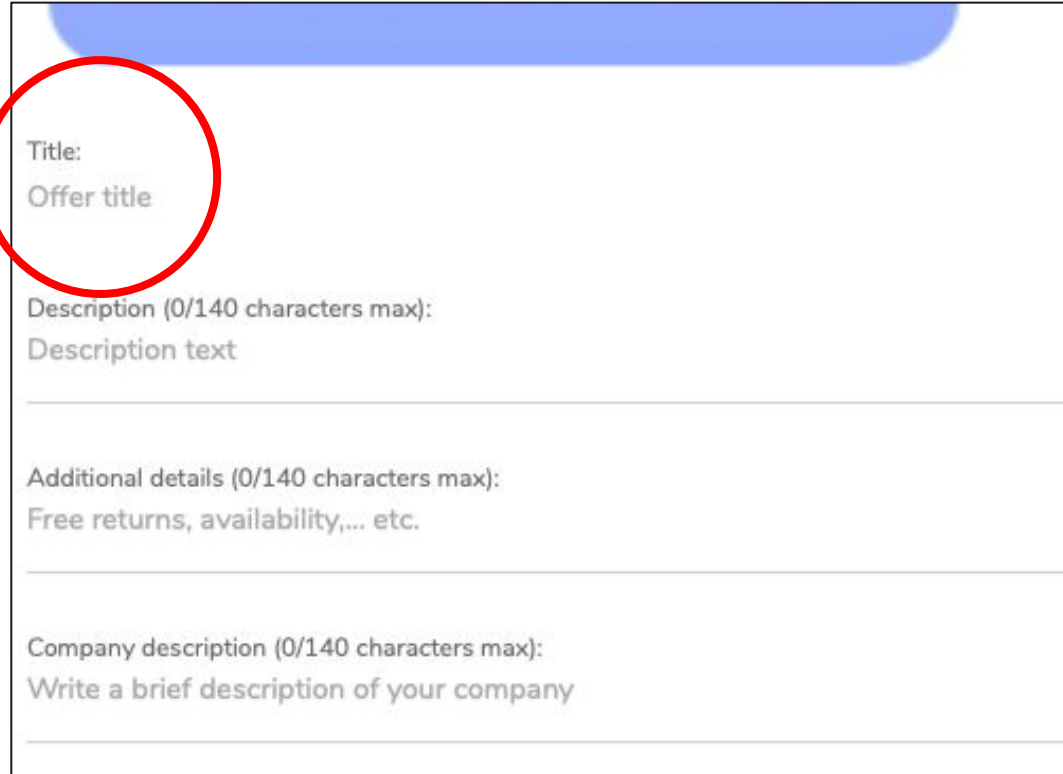
1. Business analysis findings

- 70% of users use desktop
- Abandoning tasks
- Quick analytics page is blank



2. Heuristic evaluation findings

- Structure of navigation needed some help
- Fields and forms were ambiguous and unclear



The form consists of three distinct sections, each with a label and a text input area. The first section is labeled 'Title:' and 'Offer title'. The second section is labeled 'Description (0/140 characters max):' and 'Description text'. The third section is labeled 'Additional details (0/140 characters max):' and 'Free returns, availability,... etc.'. The fourth section is labeled 'Company description (0/140 characters max):' and 'Write a brief description of your company'. The 'Title' section is circled in red.

Title:
Offer title

Description (0/140 characters max):
Description text

Additional details (0/140 characters max):
Free returns, availability,... etc.

Company description (0/140 characters max):
Write a brief description of your company



3. Contextual inquiry findings

Participant requirements

- ☒ Full Name
- ☒ Email
- ☐ Street
- ☐ City
- ☐ State/Province
- ☒ Postal Code
- ☐ Phone Number
- ☐ ...

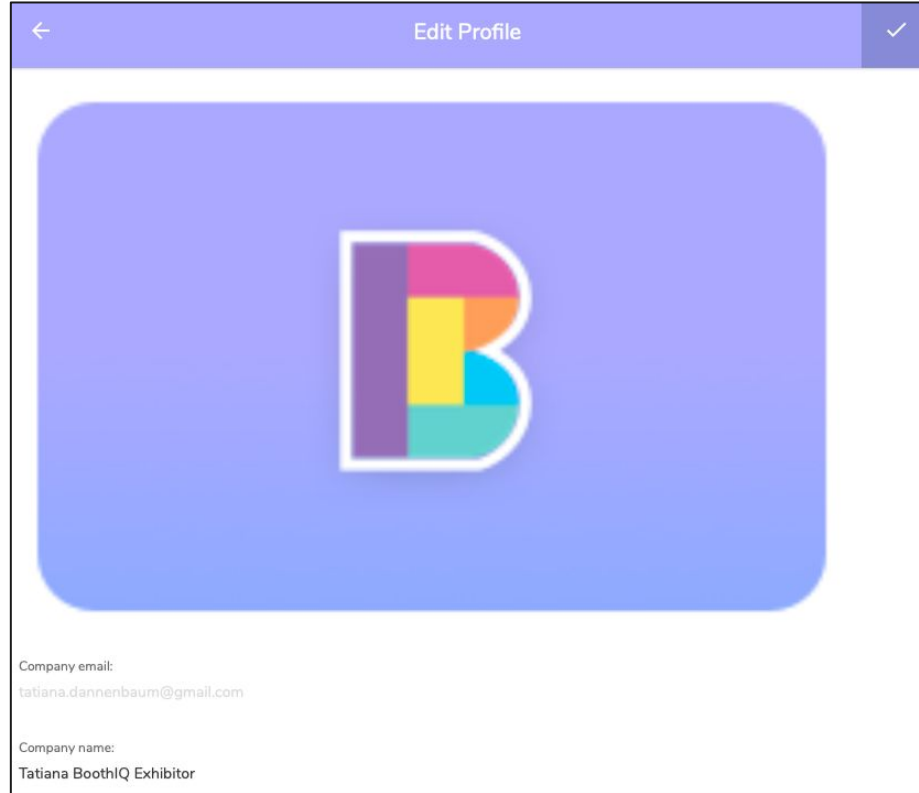
DELETE

- **Unclear phrasing caused confusion**
- **Users accidentally deleted listings**

3. Contextual inquiry findings

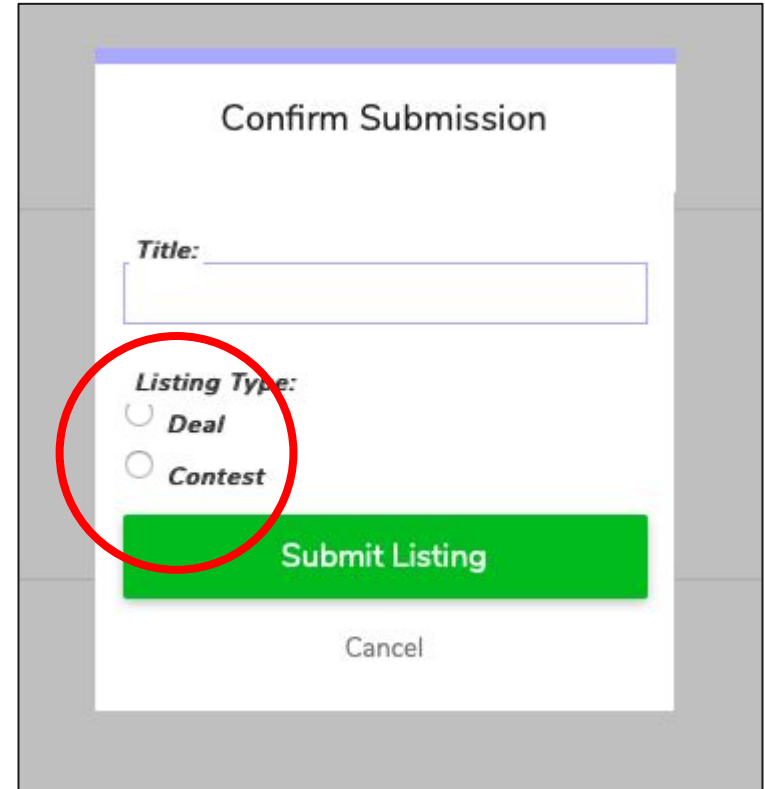
“That big purple image? Do I click here to add a photo to my listing?”

“I wouldn’t know how to add a photo unless I did it earlier”



4. Customer success calls findings

- Deal? Contest?
- Uploading image struggle
- Form fields



The image shows a 'Confirm Submission' form within a grey border. The form has a white background and a purple header bar. The title 'Confirm Submission' is centered at the top. Below it is a text input field labeled 'Title:'. Underneath the title field is the 'Listing Type:' section, which contains two radio button options: 'Deal' and 'Contest'. A red circle is drawn around this section. At the bottom of the form are two buttons: a green 'Submit Listing' button and a grey 'Cancel' button.

Confirm Submission

Title:

Listing Type:

☐ Deal

☐ Contest

Submit Listing

Cancel



The heart of the problem

Users from our testing methods experienced friction in the following ways:

- **Trouble navigating** site to find particular pages and content within them
- **Reading** text and **verifying** where form fields exist
- How to **edit**, **complete**, and **get confirmation** upon completing a page or form
- **Lack of visibility** and insufficient use of icons with certain calls-to-action
(Such as uploading a photo to their company profile or a new listing)



Target User: The Preoccupied Wedding Planner

Based upon findings from our research, we created a persona of our target user who is:

- A small business owner, likely in the wedding industry
- Typically not tech-savvy
- 70% more likely to onboard using a desktop vs. mobile device
- Very busy and often do not prioritize creating their BoothIQ profile

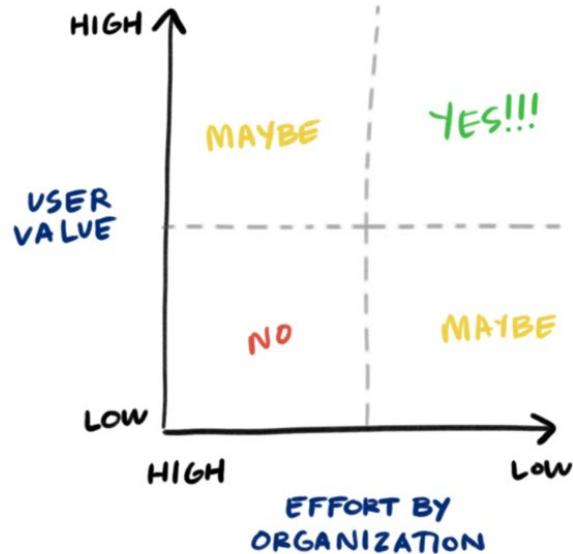


Design direction

To remove friction for **Preoccupied Event Planner**, we must apply the following changes to the booth IQ site and onboarding process

- Furnishing **form fields** with **descriptions, labels and directions**
- Applying visual design affordances to **increase findability** and **alleviate ambiguity**
- **Restructuring navigation** to better direct users throughout website
- Creating a more cohesive experience that indicates the success of the exhibitor at various stages to increase their overall satisfaction.

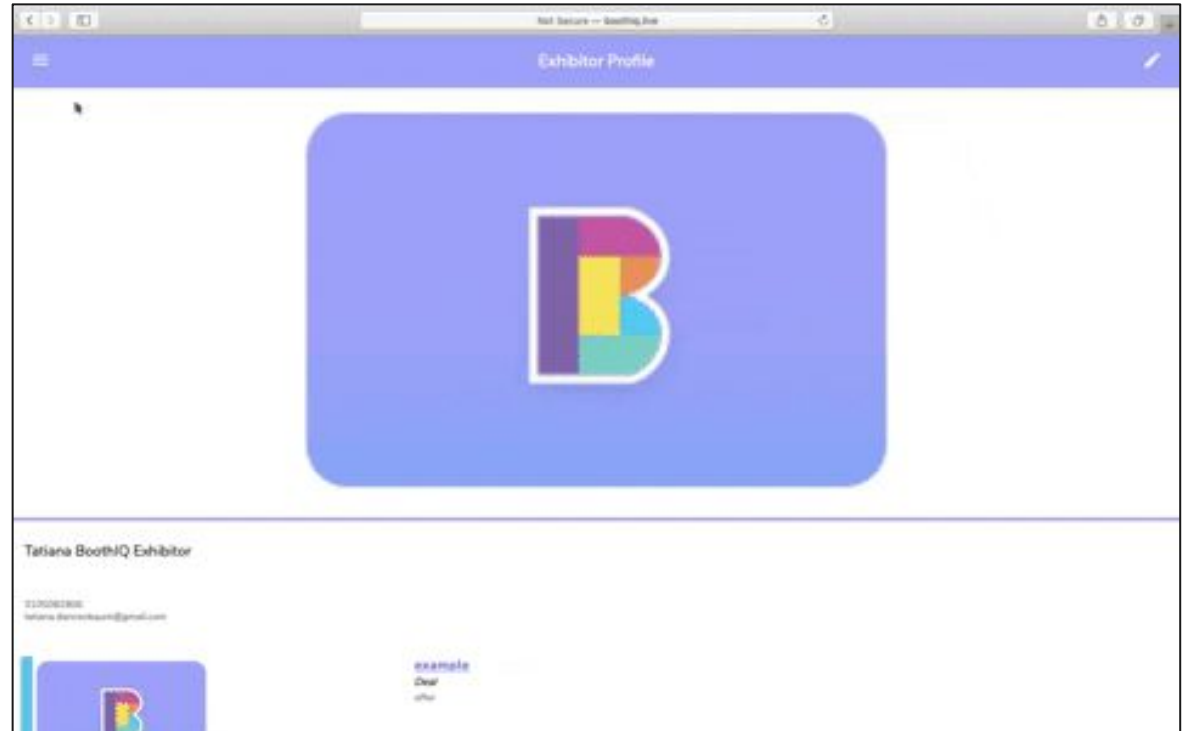
Feature prioritization



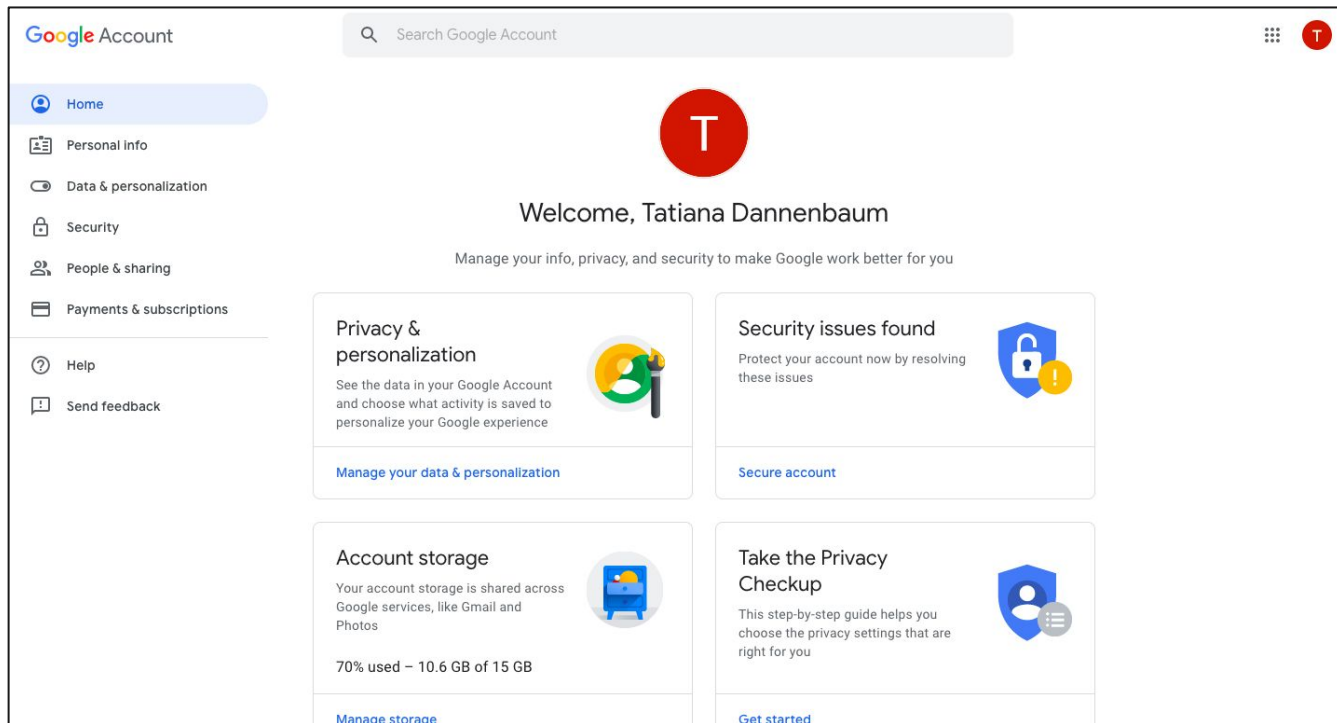
Before redesign

Designing for desktop

- Mismatch of mobile and desktop
- Limited visibility for navigation
- Lack of labels and directions
- Underused spacing



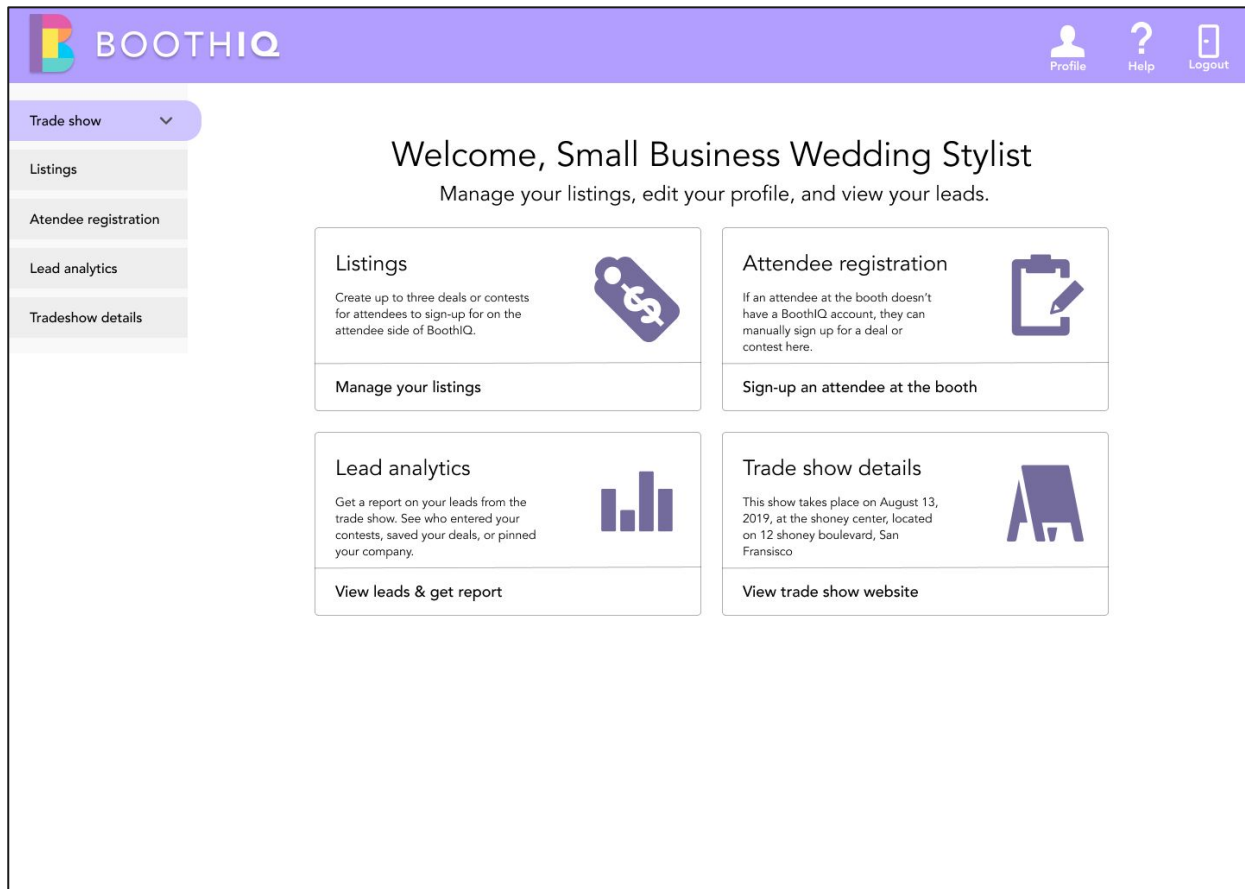
Inspiration: Google's material design dashboard



Designing for desktop

- Menu bar
- Color palette
- Recognition over recall

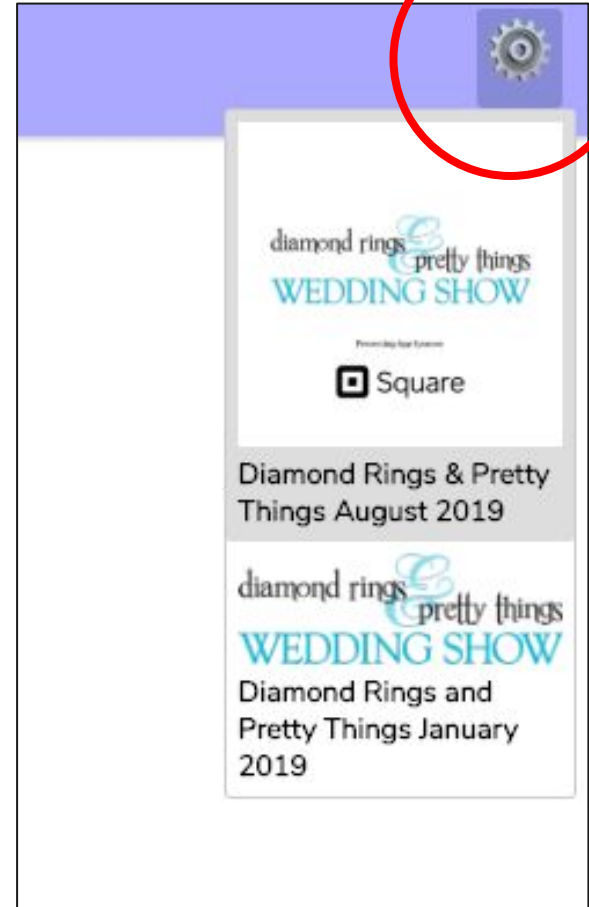
After redesign



Designing for desktop

Gear icon unclear
and unlabeled

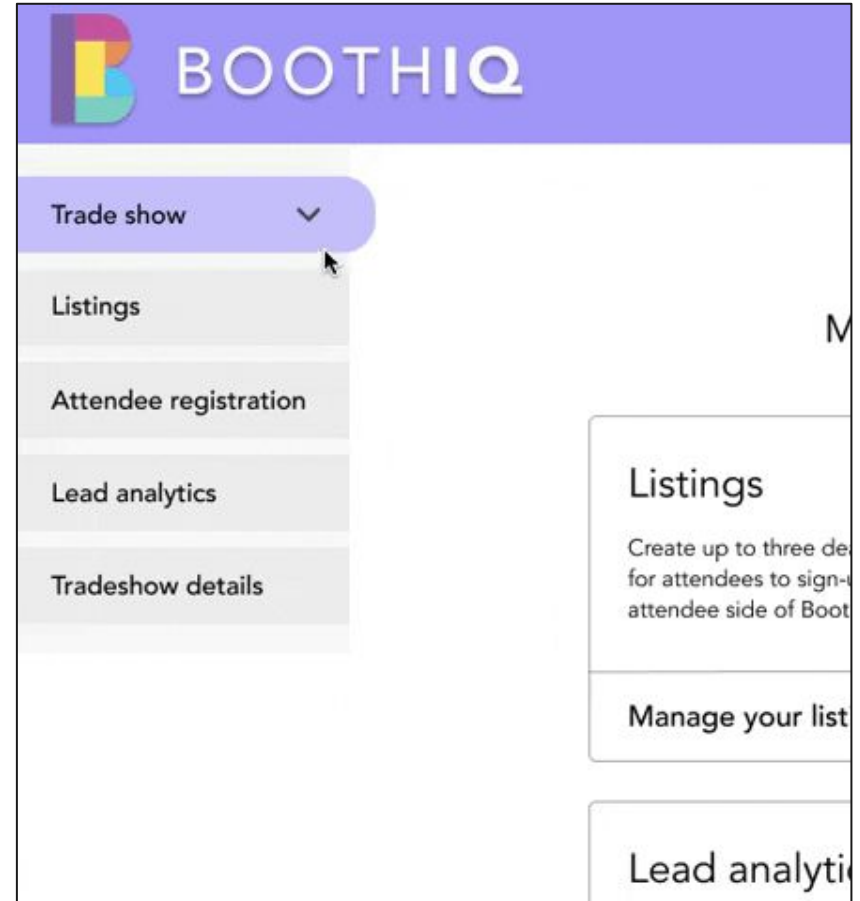
Before redesign



After redesign

Designing for desktop

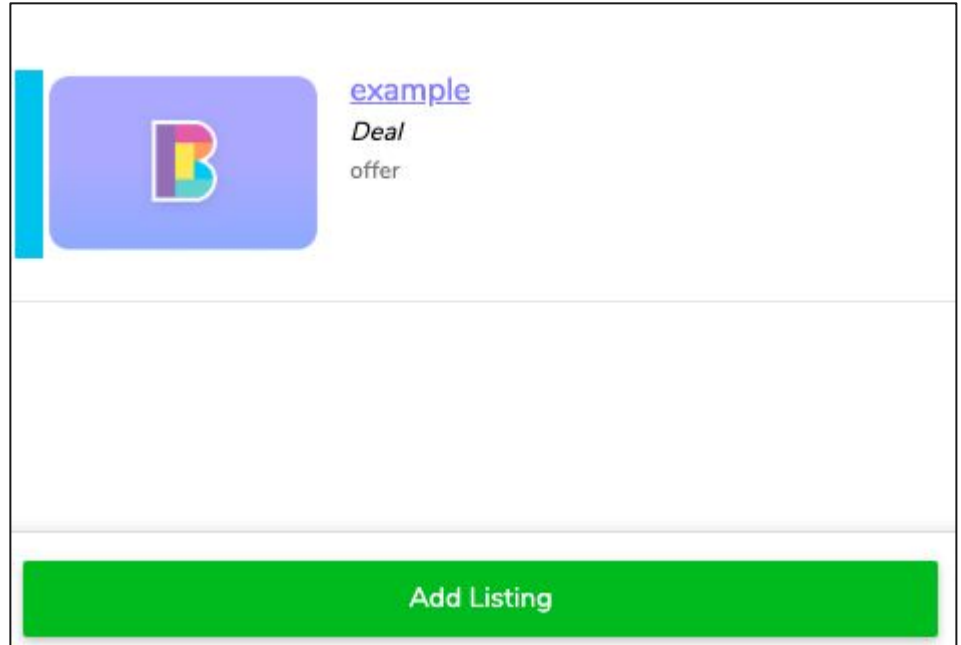
Menu bar allowed
for restructuring
of content



Before redesign

Furnishing BoothIQ with friendly language

- Limited instructions
- Helpful and friendly tone of BoothIQ not present



After redesign

Furnishing BoothIQ with friendly language

- Informative link text
- Error prevention
- Keeping users informed
- Sentence case

Add a photo that attendees will
see on this listing

Upload .jpeg or .png

delete image



Furnishing BoothIQ with friendly language

- Clear titles
- Descriptive text
- Actionable links

After redesign

Listings

Create up to three deals or contests for attendees to sign-up for on the attendee side of BoothIQ.



Manage your listings

Attendee registration

If an attendee at the booth doesn't have a BoothIQ account, they can manually sign up for a deal or contest here.



Sign-up an attendee at the booth

Furnishing BoothIQ with friendly language

- Decoding language using a helpful tone

After redesign

Create a listing

Attendees can sign-up for an offer on the attendee side of the BoothIQ website. Attendees will be able to see the information you enter here.

1

Select which type of listing you are offering

DEAL

Attendees can sign up for a discount, consultation, or free item

CONTEST

One attendee will be selected to win a contest

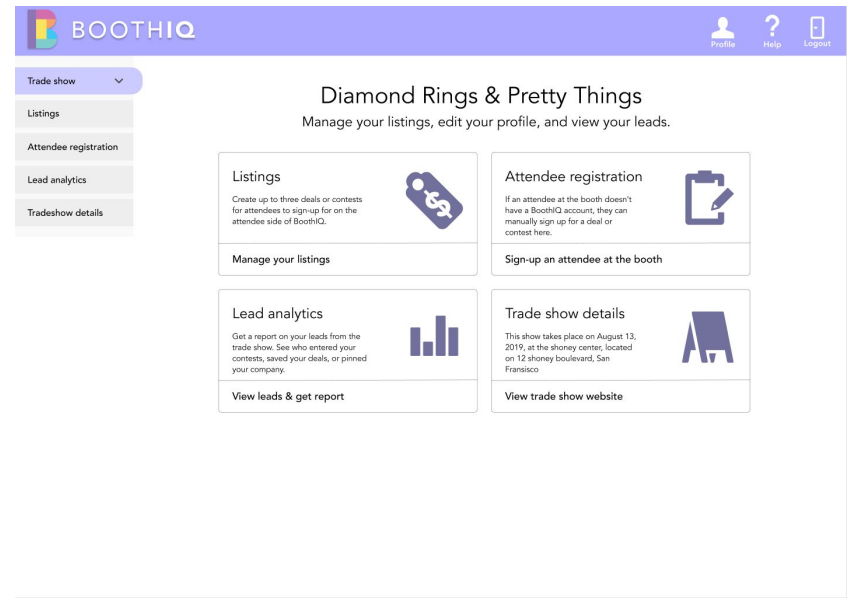
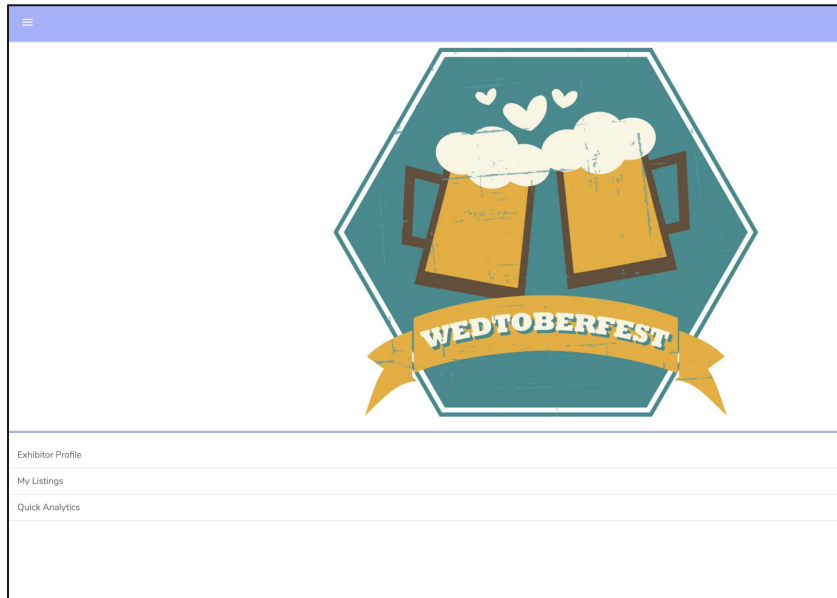
[reset selection](#)

2

Listing title

What are you offering to attendees?

Restructuring Navigation



Visual affordances

The screenshot shows a mobile app interface for editing a contest. The title bar is purple with a back arrow on the left and a checkmark on the right. The main content area has a large blue square with a stylized 'B' logo. Below the logo, the text reads: 'Title: Win a honeymoon gift basket', 'Value at: \$ 0.00', and 'Description (0/140 characters max): Description text'. At the bottom, there is a 'DELETE' button. A red box labeled 'Before redesign' is overlaid on the bottom half of the screen. Two red circles highlight the checkmark in the top right corner and the 'DELETE' button at the bottom.

← Edit Contest ✓

Win a honeymoon gift basket

Value at: \$ 0.00

Description (0/140 characters max): Description text

DELETE

After redesign

The screenshot shows a mobile app interface for creating a listing. It consists of three steps: 5. Upload listing image, 6. Collect attendee information, and 7. Listing value. Step 5 has a placeholder image and a 'Upload .jpeg or .png' button. Step 6 has checkboxes for 'Full name', 'Email address', 'Wedding date', 'Phone number', 'Street address', 'City', 'Zip code', 'State', and 'Attendee opt-out'. Step 7 has a text input for 'What is the value of your listing?' with a '\$' symbol. At the bottom, there is a 'Complete listing' button and a 'Delete listing' button. A red arrow points to the 'Complete listing' button.

5 Upload listing image

6 Collect attendee information


7 Listing value

Complete listing

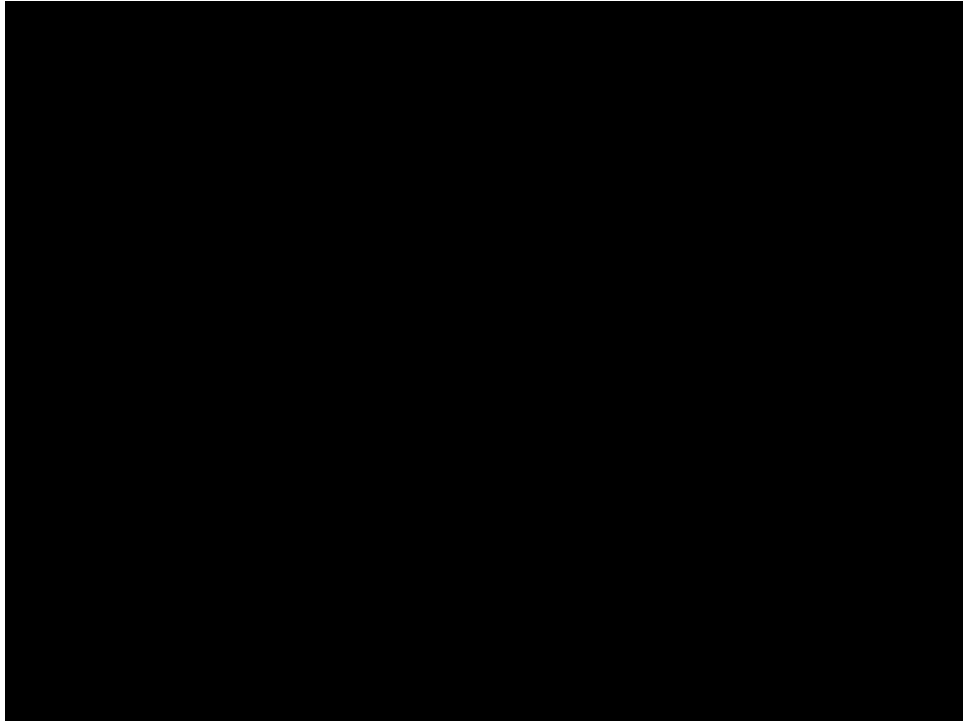
Delete listing



Onboarding experience



Comparative analysis: onboarding from Oscar Health Insurance





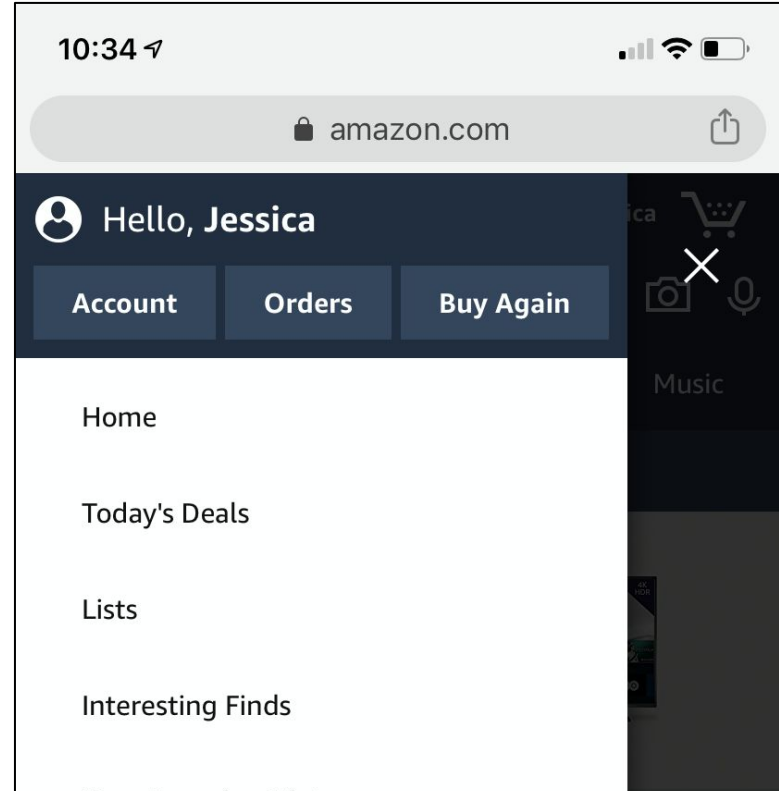
Prototype walkthrough

<https://www.figma.com/proto/wofwKR6DXDatezdydTQ2qv/BoothIQ?node-id=333%3A16954&viewport=214%2C156%2C0.015625&scaling=min-zoom>



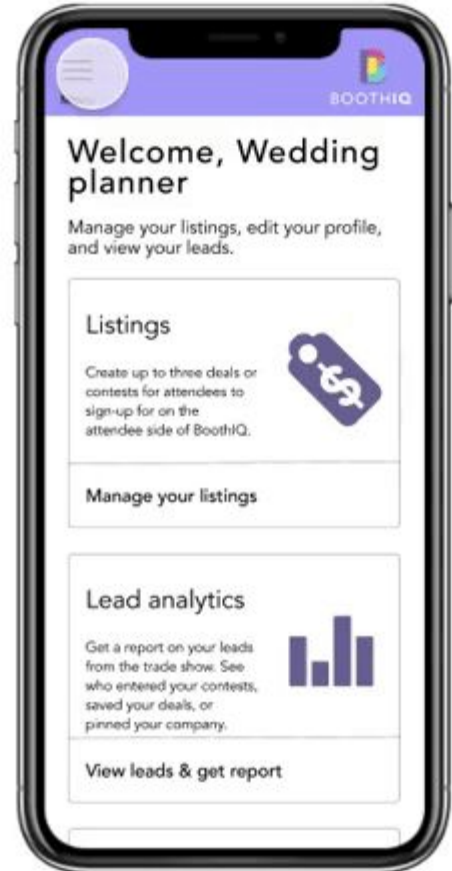
Mobile responsive

Inspiration: Amazon



Mobile responsive

- Collapsed menu bar
- Stacked options
- Tighter spacing
- Certain elements removed





Next steps

- Attendee signup
- Fully responsive site
- Badges for reminders
- Page for trade show



Thank you!



Appendix



Problem statement

BoothIQ currently has several blockers that are preventing exhibitors from utilizing the platform to its full potential.

From our research, we discovered that exhibitors are getting lost during the sign-up process because it relies too heavily on recall of instructions, forms are ambiguously labeled, and navigation throughout the site lacks visibility.

Additionally, BoothIQ is optimized for mobile devices, but 70% of exhibitors set up their profile from a desktop computer, so the opportunity to maximize the desktop experience is lost.

These problems create friction for the exhibitor, the friendly personality of the BoothIQ brand is lost, and the users struggle to utilize the platform to its full potential



Hypothesis statement

We hypothesize that by removing friction for an exhibitor using BoothIQ, we can achieve the following goals:

- By furnishing form fields with descriptions, labels and directions, we can provide direction and embody the friendly and helpful nature of BoothIQ
- By applying visual design affordances to increase findability, we can alleviate ambiguity of features that are currently hidden
- By restructuring navigation, we can remove blockers that are preventing exhibitors from completing their profile in one session
- By creating a more cohesive experience that indicates the success of the exhibitor at various stages, we can increase the overall satisfaction of the exhibitor

By adding these elements, we can expect to create an experience for the exhibitor that is easy, intuitive, and representational of the BoothIQ brand and mission.