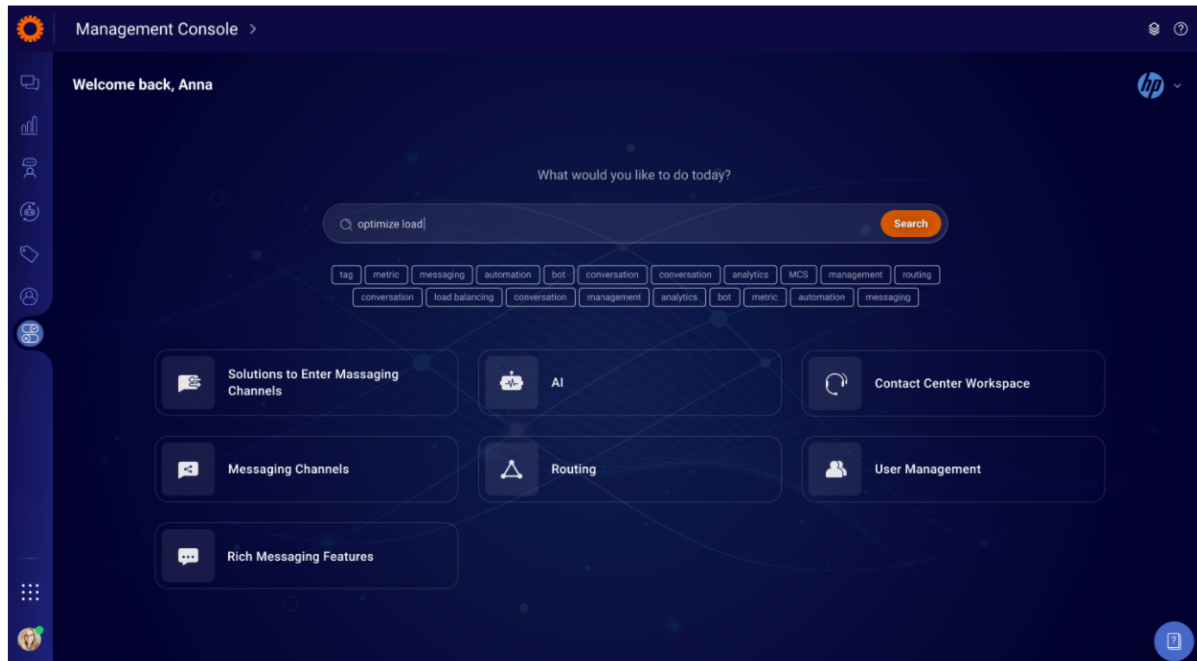


Management Console UX concept plan

Current home page:



Concerns / questions raised:

- Search field too prominent, is that the direction we want to go?
Sources : [User exploration](#)
- The content is not contextual
- Do our users know what they are looking for?
- What are the users' intentions?
- What are the users doing in this module?
- Why and when did they enter this module?
- What does the brand want to see in a self-serve platform?
- Does the current concept answer the needs of all administrators roles, internal and external?
- Who will use this module within the brand?
Sources: [User stories](#)
- What other tools will users use?
- How frequently will users use this module?

Work plan

Topic	Details	Time frame	Comments	Owner	Remarks
Usability testing	Usability testing on the current home page search and exploration on CSM's only	Week of December, the 20th.	In parallel to the next topic	Keren + PM	5 or 6 CSMs. 5 or 6 Brands from various verticals, sizes and regions (ENT/SMB).
Brands personas interviews	- One on one - Focus group	Week of December, the 20th.	Need to write questions together with the PM. Understanding users intents and goals During christmas: - Gett - Azrieli Interview Emma Pelequin.	Keren + PM	4-5 brands from various verticals, sizes and regions (ENT/SMB).
Card sorting	Card sorting test on Brands for information architecture understanding				Need to find a tool
Information architecture	Definition of: - Feature - Tool - Capability - Tags	Week of December, the 13th.	Internal interviews is needed	PM	Management Console Information Architecture document
Other vendors research	Exploring: - Onboarding experience - User / brand profile - Information architecture		Brands like: Twilio, Zendesk, Intercom...	PM	
User stories	Define user stories, journeys, jobs to be done / personas		According to what Praveen researched in the past for the onboarding and according the interviews	PM	
Mockup	Design 2, 3			Keren	

	mockups options and test on some of the brands we interviewed				
BAM	Define events			PM + UX	
Usability testing				UX + PM	
Rollout plans.	Define rollout & early access plan and goals.			PM + Linat to discuss	