

Content strategy and UX for the content navigation experience

Documents

[Project Brief - ux audit and content structures](#)

[Project Brief - Revisiting content experiences](#)

[Participants Screening + Usability questions](#)

[Stakeholder Interviews](#)

[Figjam Exploration Board](#)

Background

Our members often feel overwhelmed and frustrated when finding the right content from our expanding library. This leads to a business problem of member frustration and increased churn rates. After implementing the three-tab model, 66% of users who bounce from the Today tab turn to Explore to discover new and relevant content. However, our current Explore tab, along with the search and content library, must effectively support the discovery of new and relevant content. Additionally, our evolving content formats (podcasts, life skills, programs) face limitations regarding how they are organized, positioned, and delivered within our existing product ecosystem, resulting in inconsistent member experiences. To address these challenges, our research aims to improve the content navigation experience.

Objectives

- Conduct a usability audit to gain a deeper understanding of members' mental models when navigating through the Explore tab, including their motivations for using the tab, information-seeking behaviors, and challenges they encounter.
- Establish an improved navigational structure to optimize content discoverability.
- Explore deeper levels of navigation (middle level + bottom level) to enhance the accessibility of content for members.
- Explore how members are revisiting content, especially through recents/favorites.

Methodology

Conducting a usability study with two main parts:

1. Conduct card sorting to evaluate the high level of current information architecture, examining how people group and categorize content together.
2. Conduct user interviews, unmoderated.
3. A heuristic evaluation of the current flow of the explore tab
4. Synthesise Deliverable: Creating behavioral journey mapping to map out the decision-making process, actions, and behaviors of members, to uncover both physical and psychological barriers they face in navigation. And explore potential opportunities for improvement in the experience.

Participants

For participant recruitment, the following criteria will be used:

1. We are targeting 12-15 participants with a goal of having 8 participants who persist through the entire research process. Minimizing the likelihood of participants dropping out and maximizing participants retention.
2. Aim to recruit a mix of new and old members, with a 50% representative from each group. Ideally participants recruited will have a Wellness Wanderer or Solace Seeker care mindset.
 - a. New members: These individuals should have access to the Headspace platform but have limited familiarity or knowledge about its features and content.
 - b. Old members: These participants should be long-standing members of Headspace who have been using the platform for an extended period and have a deeper understanding.

Timeline

6-7 Weeks : Discovery

4- 5 Weeks : Concept Ideation

Week 3 (May 28-Jun 01) : Research plan

Week 4 (Jun 05 - Jun 08) : Designing research questions + Screening Questions and set up in Dscout

Week 5 (Jun 12 - Jun 15) : Recruiting + Setting up the study in Dscout + Conducting

Week 6 (Jun 19 -Jun 22) : Conducting interviews + Synthesizing + Converging discoveries

Week 7 (Jun 26 - Jun 29) : Synthesizing + early Recommendation

Week 8 (July 3 - July 6) : Explore recommendations + Creating a problem List

Week 9 (July 10 - July 13) : Explore rec high level + Behavioral journey mapping + Presentation deck

Week 10 (July 17 - July 20) : Start Design rec + Presentation deck

Week 11 (July 24 - July 27) : Presenting + Implementing the Insights from Midpoint + Connect with engineering and product and finalize concepts

Week 12 (July 31 - Aug 3) : Create Final Proposal

Week 13 (Aug 07 - Aug 10) : Final presentation

Week 14 (Aug 14 - Aug 17) : Implement feedback + wrap up the work

Deliverables

Presentation Slides , **Workshop**, Midpoint gut check , Mid-fidelity wireframes

Stakeholders

Cal Thompson , Ken Seeno , Sara Cohen , Lauren Lee , Priyanka Marawar , Nina Shamloo

Midpoint check in

- Invitation to 🎉
 - Priyanka
 - Astha
 - Jaryn
 - Johnathan
 - Medha
 - John Locket
 - Elina Brown
 - Mara → product leader
 - Cal : if calendar allows
- Send pre-read
- 30 min
-

Final Presentation on Aug 10th

- Invitation to:
 - Sara cohen
 - Cal
 - Nina shamloo
 - Lauren Lee