Goal Development

This stage picks up right where the “How Might We” phase ends.

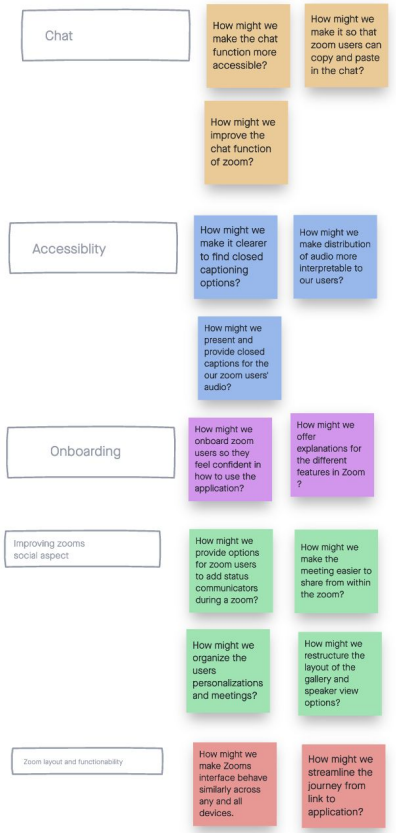
You try to answer the prioritized and clustered “How Might We” questions with possible solutions that you think will meet the needs of the user, brand, and business.

These needs were discovered during the research phase. Now you have the opportunity to develop and prioritize design solutions that you will later test and iterate.

User, Brand, Business Goals

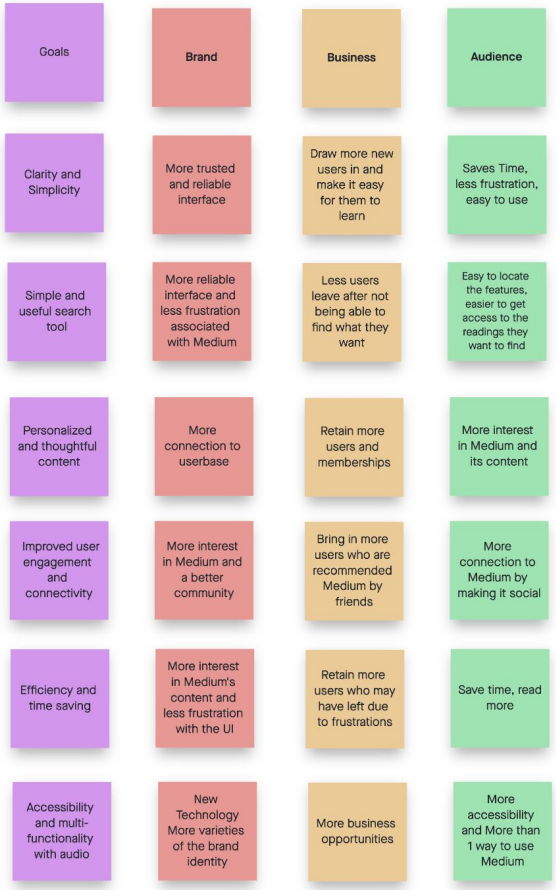
Narrow and Convert these into Goals for Brand, Business, and Audience.

Clustered “How Might We’s”



Business	Brand	Audience
Recieve positive ratings in App Store	Present zoom as an easy to understand application	To be able to communicate with other zoom members frictionlessly
Retain user engagement post pandemic	Make zoom a household name	To be able to interpret spoken communication without audio
Worldwide usage	Zoom is thought of as a primary option for some socializing post pandemic	Users will always be able to communicate online
Zoom is used on many various devices (increased overall engagement)	Zoom is thought of as flexible to use across all devices	Users can take zoom wherever they go.
	Zoom is usable for many functions/ types of meetings	

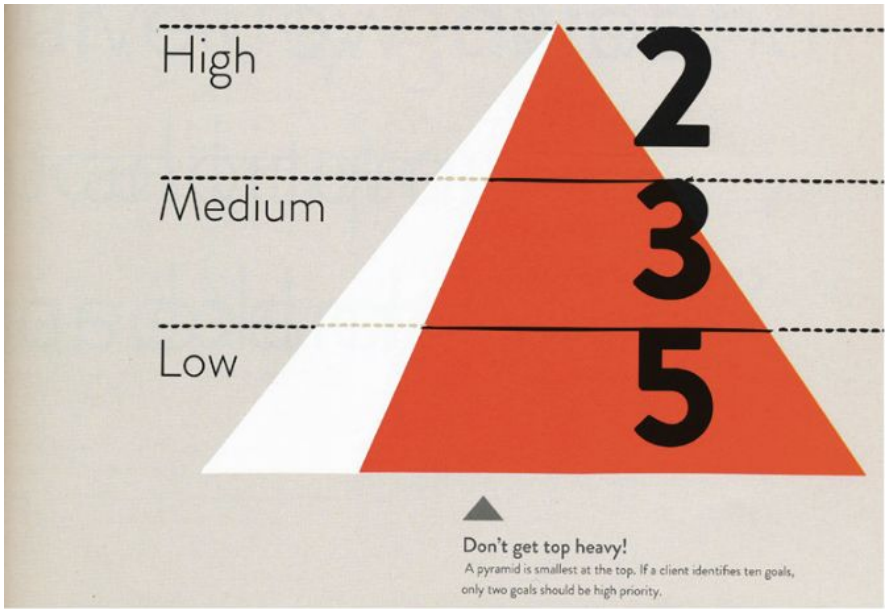
Student Zoom Redesign



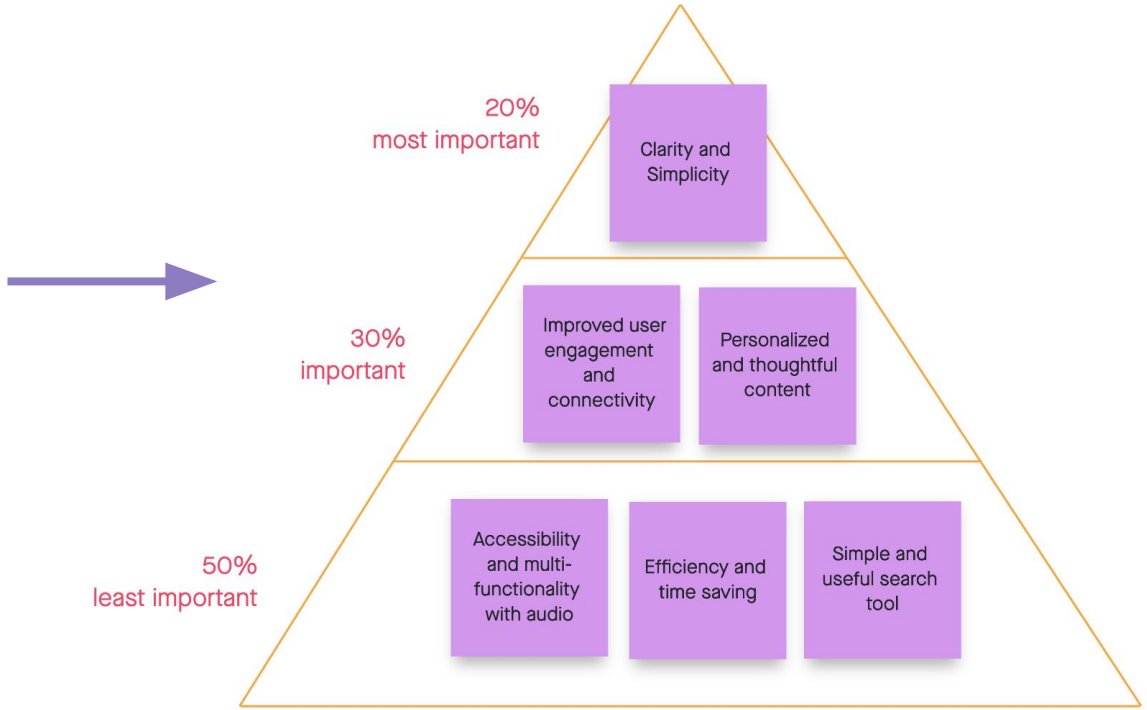
Student “Medium” Redesign

Priority Pyramid

Place goals into three quadrants based on level of importance. High at top, medium in the middle, and low at the bottom. Place 20% of your goals in the high section, 30% in the middle, and 50% in the lowest.



Goals	Brand	Business	Audience
Clarity and Simplicity	More trusted and reliable interface	Draw more new users in and make it easy for them to learn	Saves Time, less frustration, easy to use
Simple and useful search tool	More reliable interface and less frustration associated with Medium	Less users leave after not being able to find what they want	Easy to locate the features, easier to get access to the readings they want to find
Personalized and thoughtful content	More connection to userbase	Retain more users and memberships	More interest in Medium and its content
Improved user engagement and connectivity	More interest in Medium and a better community	Bring in more users who are recommended Medium by friends	More connection to Medium by making it social
Efficiency and time saving	More interest in Medium's content and less frustration with the UI	Retain more users who may have left due to frustrations	Save time, read more
Accessibility and multi-functionality with audio	New Technology More varieties of the brand identity	More business opportunities	More accessibility and More than 1 way to use Medium



Student Zoom Redesign

Brand

Business

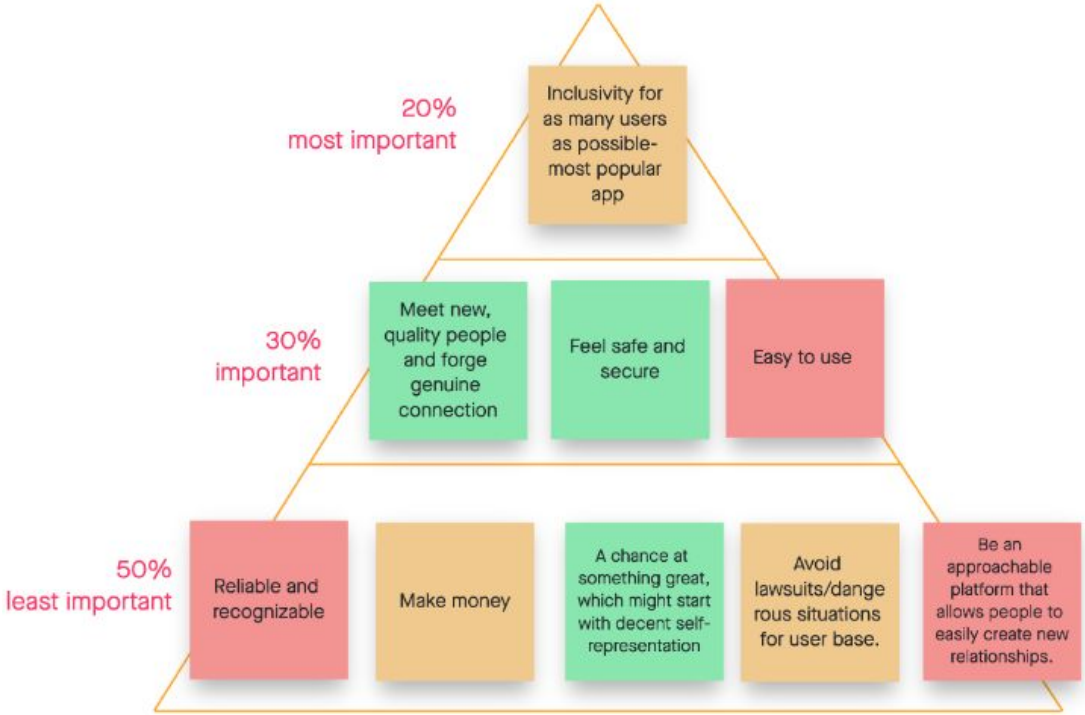
Audience

Priorities

Inclusivity- as the most popular app, Tinder should be appealing to a diverse audience

User connection, allowing them to bond with people even through a digital interface

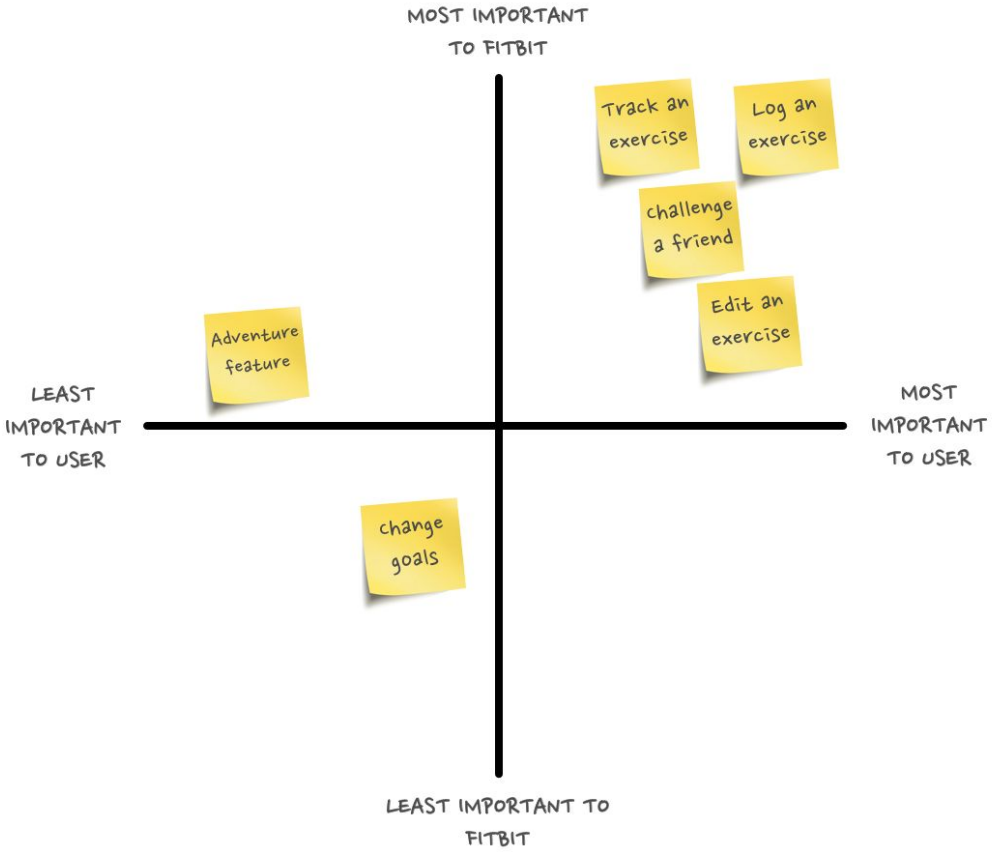
Safety and ease of use



Student Tinder Redesign

Priority 2x2 Matrix

Create a matrix with two axes, most important and least important to company, and most important and least important to user. Place goals in the quadrants along the spectrum. Try and prioritize – not everything can be important.

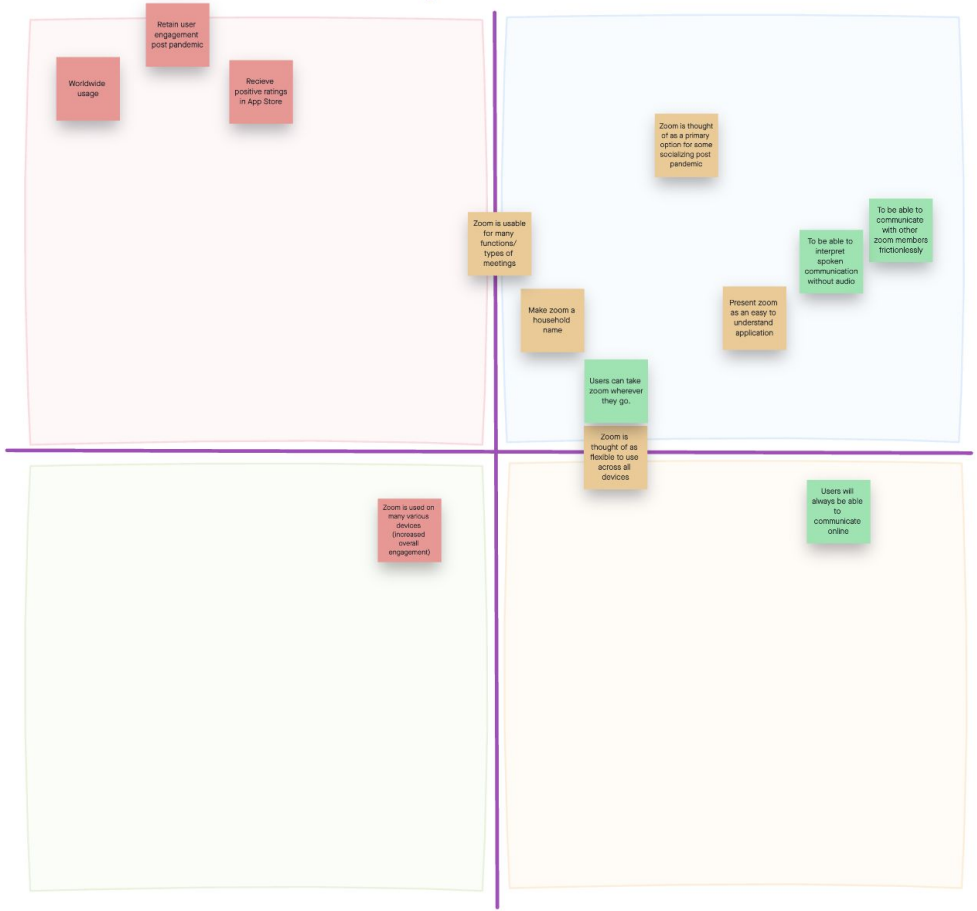


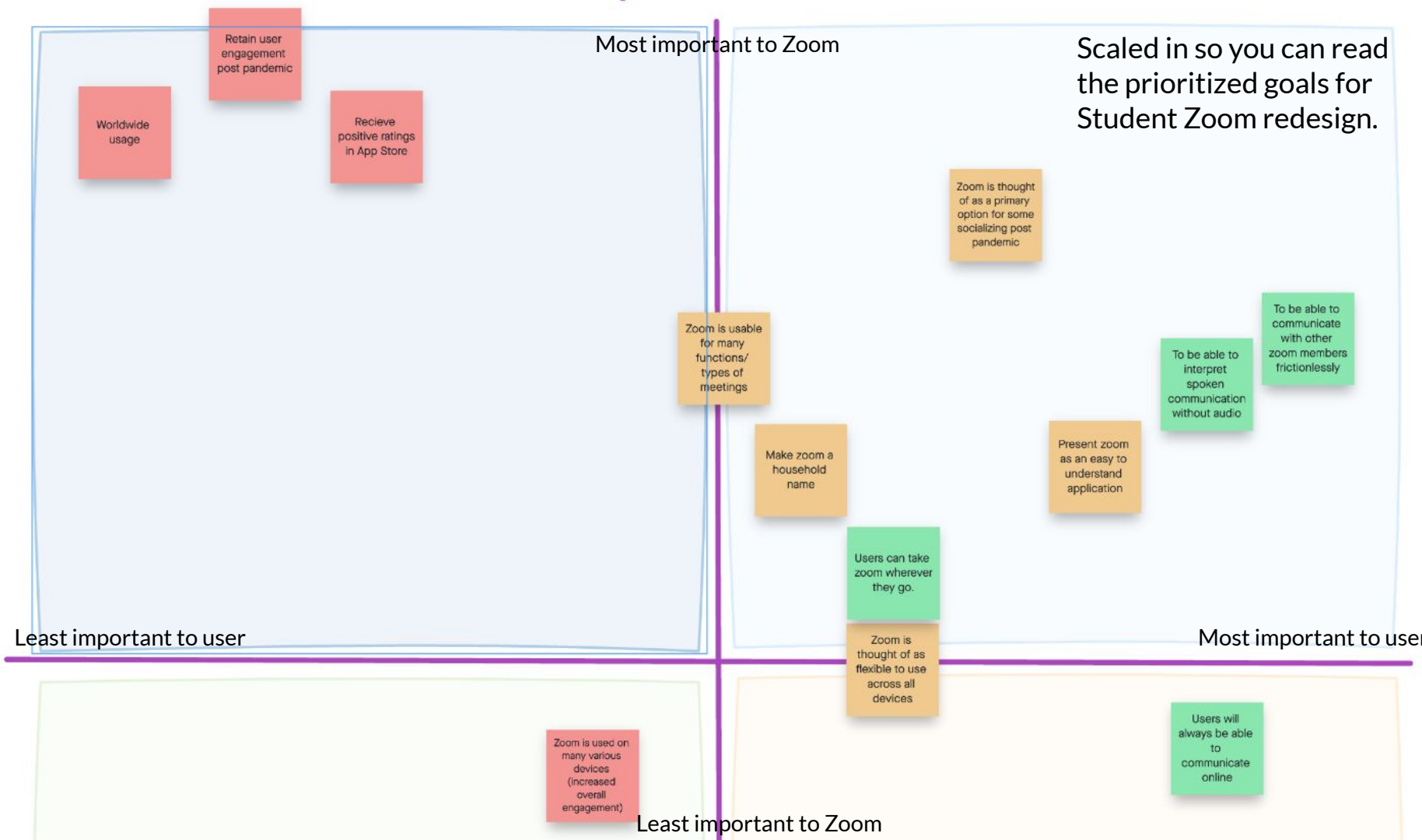
Most important to Zoom

Least important to user

Most important to user

Least important to Zoom

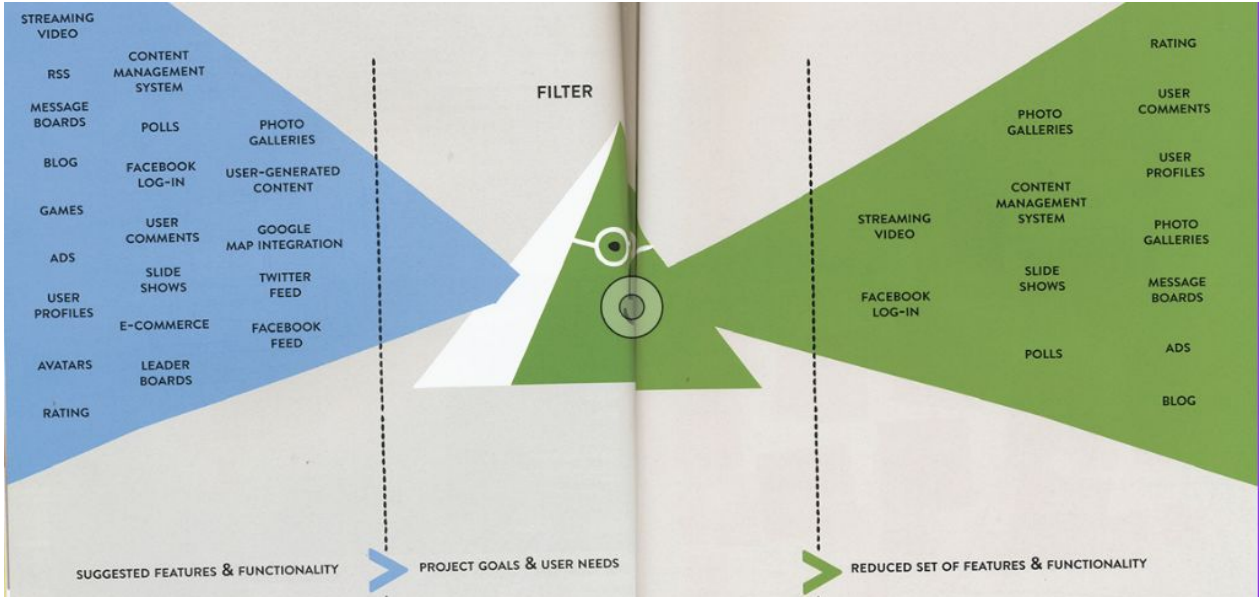



Most important to Zoom
Scaled in so you can read the prioritized goals for Student Zoom redesign.
Retain user engagement post pandemic
Worldwide usage
Recieve positive ratings in App Store
Zoom is thought of as a primary option for some socializing post pandemic
Zoom is usable for many functions/ types of meetings
To be able to communicate with other zoom members frictionlessly
To be able to interpret spoken communication without audio
Make zoom a household name
Present zoom as an easy to understand application
Users can take zoom wherever they go.
Zoom is thought of as flexible to use across all devices
Least important to user
Most important to user
Zoom is used on many various devices (increased overall engagement)
Users will always be able to communicate online
Least important to Zoom

Filter

You have most likely come up with a lot of features and functionality, but do they all support your user, brand, and business goals?

Use the overall goals and user needs as a way to help filter the information, so you can focus on the features and functionality that matter most.



Main Changes

How might we improve the chat function of zoom?

-pinned messages
-channels/chat
-mini chat tabs?
-chats for individual breakout rooms with meeting host able to see the chat

How might we provide options for zoom users to add status communicators during a zoom?

- Reactions → connected with statuses
-Status notifications
-status color bubble
-inputtable status states by meeting host
- alternative text that can be added when user turns off camera rather than just their name (built in status/states?)
- states/statuses on zoom profiles out of app (like how slack does it?)
-

How might we organize the users personalizations and meetings?

-Personal Settings on the homepage
-savable personal meeting settings
- zoom communities, joinable. for reoccurring meetings
-schedule option

How might we present and provide closed captions for the our zoom users' audio?

- Closed caption option easy to find on screen
-customizable closed caption typography (transparent bg is a good default?)
- auto closed caption (using 2030 future tech!) option
-inputtable meeting captions
-topics/meeting title itinerary inputtable

How might we make zoom meetings possible via one responsive individual application.

- similar/well designed usability on mobile similar to how slack, teams, discord, spotify, youtube do it.
- transfer to desktop/mobile from within application/app
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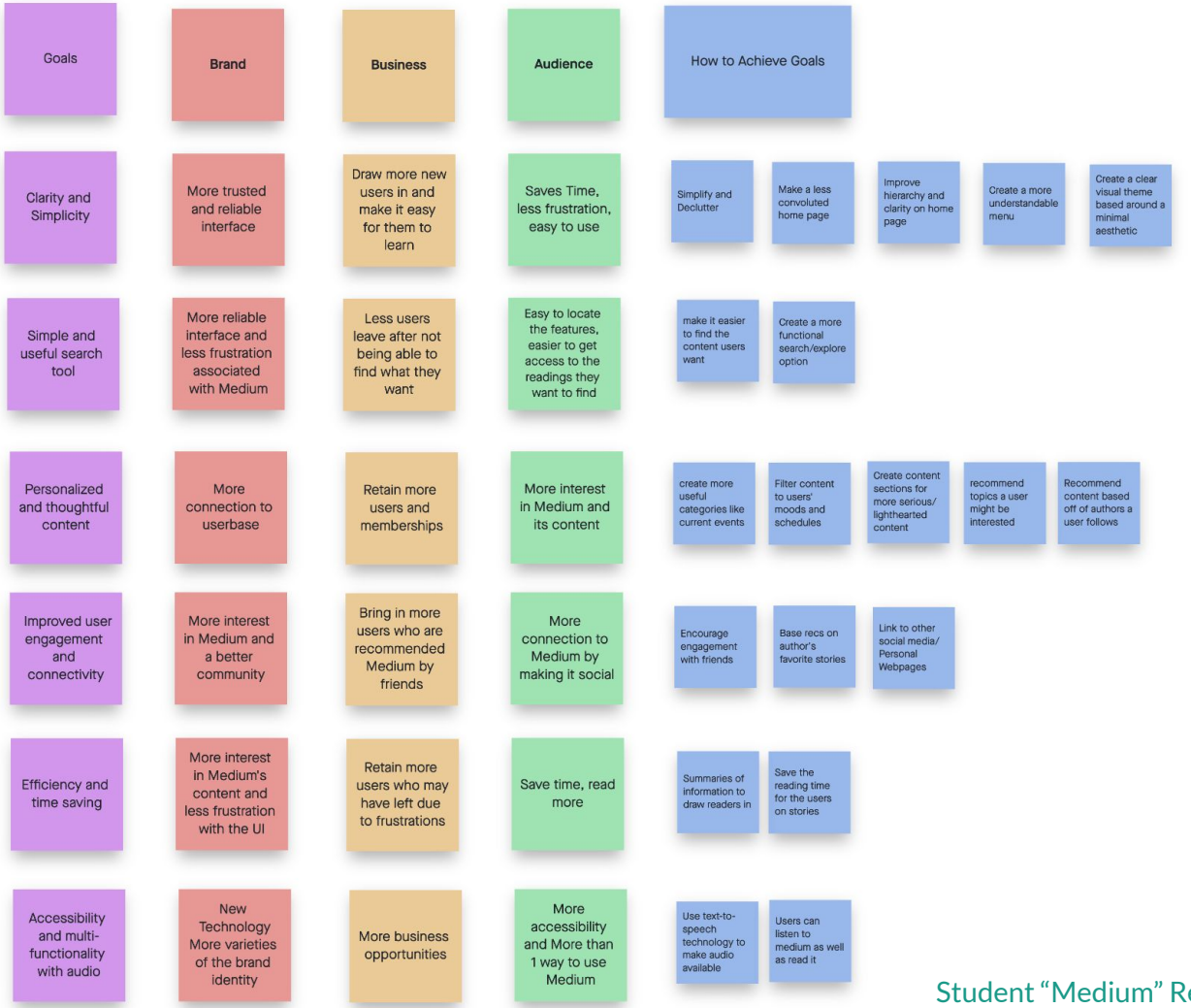

Student "Medium" Redesign