



CIVIC DINNERS

Global UX Research Report
Redesigning the Onboarding Process

Table of Contents

Executive Summary	3
Discover	
Heuristic Evaluation	4
Competitive and Comparative Analysis	5
User Interviews	6
Define	
Persona Development	7
Current User Flow	8
User Journey Map	9
Design	
Low-Fidelity Prototype	10
Low-Fidelity Usability Testing	11
Accessibility	12
High-Fidelity Prototype	13
High-Fidelity Usability Testing	14
Final Design Iteration	15
Deliver	
Design Next Steps	16
Business Recommendations	17

Co-Connect Team

DaiJea Fuller, **Lead UX Researcher**
Karina Gonzalez, **Lead UX Designer**
Shani Millar-Vaughn, **Project Manager**



Executive Summary

Over a three-week sprint, the Co-Connect team reimagined the sign-up and onboarding process of Civic Dinners to better serve users and the business needs of the organization. The onboarding process was redesigned to capture important demographic data that powers a customized platform experience for users and enables Civic Dinners to deliver on their commitment to bringing together diverse voices for meaningful conversations.

Discover

Initial research was conducted to determine Civic Dinners' comparative platform features, existing usability pain points, and the existing current user experience and expectations. This research phase produced major findings that drove the redesign.

- 100% of participants interviewed felt disconnected from their community at large, but want to learn from perspectives outside of their own.
- Meaningful conversations tend to take place exclusively within a user's familiar group of friends and family.
- During onboarding, users expected to need to provide demographic data.
- Users did not feel prepared for what to expect from a Civic Dinner event.
- The context of many conversation topic titles were not immediately apparent to users.

Define

Through research synthesis, Co-Connect crystalized insights that became the foundation of the Civic Dinners' user persona. The team mapped out the current user flow and the emotional fluctuation of the persona with a user journey map. These research artifacts helped Co-connect develop an understanding of the spectrum of pain points, behaviors, needs, and goals of a Civic Dinners user. With a better grasp on the pain points and the users' needs, the team re-defined the problem at the heart of the project.

Design

Co-connect conducted a design studio to ideate potential solutions for the Civic Dinners design problem. With research insights in mind, the team rapidly produced potential solutions and honed in on common themes. After a series of sketches, these themes were developed into a low-fidelity prototype. This prototype was tested in a series of usability tests and refined into a high-fidelity prototype. This prototype was once again tested for usability issues and improved to a final deliverable, mock-up product

Deliver

Due to the extent of user experience research conducted, Co-connect has collected and collated recommendations for the future direction of the design and business considerations.

Heuristic Evaluation

Objective

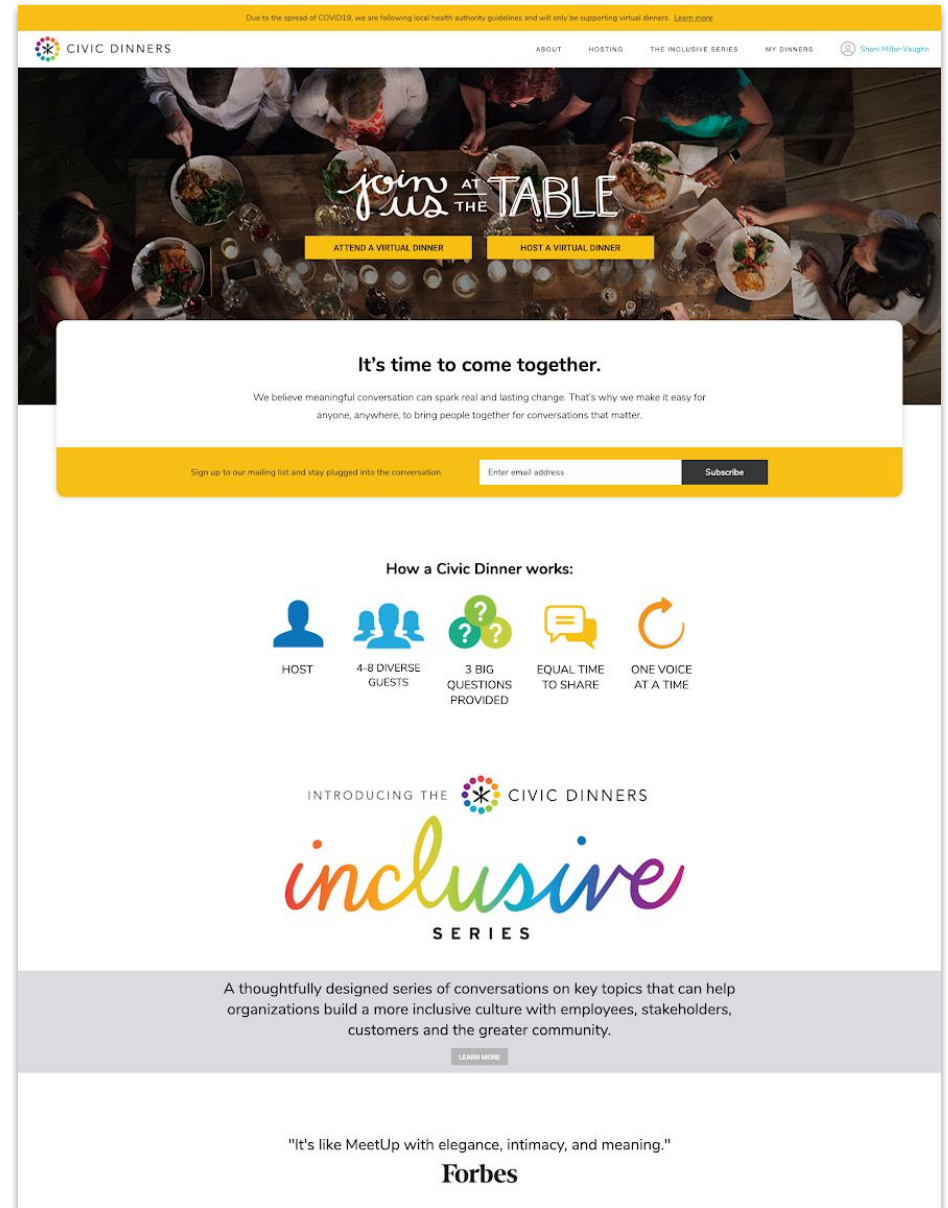
Co-Connect conducted a heuristic evaluation on the current Civic Dinners platform to determine existing usability issues that have an effect on user experience.

Methodology

Team members collectively walked-through the process of creating a Civic Dinners account and signing up for a dinner event. Usability heuristic violations were documented as the team encountered them along the journey a real user might take.

Key Findings

- There was a general lack of clarity around the benefits of joining Civic Dinners from the first impression of the landing page.
- Users are forced by call-to action buttons on the landing page to decide between choosing to be a host or attendee without context.
- Conversation topic cards lacked specificity and consistency in labeling.
- During sign-up, required fields are not indicated before a user submits, missing an important opportunity for error prevention.
- The platform does not sufficiently indicate to users that they are logged in, leaving users with few opportunities to orient themselves.



Competitive and Comparative Analyses

The Meetup logo is written in a red, cursive, handwritten-style font.

Objective

Competitive and comparative businesses set the users' expectations for how they will interact with Civic Dinners. Co-Connect took inventory of feature offerings of businesses that offer similar opportunities to connect individuals using virtual events.

Methodology

The landing page, onboarding process, and user profile and/or dashboard tools of Civic Dinners, Meetup, Death Over Dinner, and LunchClub were evaluated by a team member.

Key Findings

- Meetup offers the most extensive feature offering to users, including the ability to login using third-party credentials from Facebook, Google, and Apple and to find meetings based on geolocation data.
- Civic Dinners is the only platform analyzed that does not have an onboarding process beyond contact information.
- Death over Dinner handles a sensitive conversation topic and offers guidance and customized feedback throughout the onboarding process.

The Lunchclub logo consists of the word "Lunch" in a large, blue, sans-serif font, followed by a horizontal line, and then the word "club" in a smaller, blue, sans-serif font, also preceded by a horizontal line.

User Interviews

Objective

Co-Connect interviewed new users to collect generative and evaluative data on how users currently perceive the Civic Dinners platform and what pain points they experience while using it. This data was the cornerstone of all design choices.

Methodology and Participant Criteria

Five participants were interviewed via remote video chat using Zoom. Participants were asked a series of generative questions before sharing their desktop and showing how they navigated three tasks on the current Civic Dinners website.

The targeted criteria of users for this round of interviews was between 18-60, 60% female, and openly interested in civic and community engagement.

Pre-test Questions

Participants were asked four questions about their demographic. These were followed by 5 behavioral questions.

- How do you stay up-to-date with current events and social issues?
- What current events and social issues are important to you?
- How do you currently participate in meaningful conversations about these topics with your community?
- How do you typically consume or engage with differing perspectives on social issues?
- What characteristics do you think about when you consider if someone has a different perspective on a topic than you?

Usability Tasks

Participants were asked to complete three usability tasks on the current Civic Dinners website to evaluate the design.

- View the Civic Dinners home page.
- Sign up to join the Civic Dinners platform.
- Find a dinner to attend.

Key Findings

- 100% of participants interviewed felt disconnected from their community at large, but want to learn from perspectives outside of their own.
- Meaningful conversations tend to take place exclusively within a user's familiar group of friends and family.
- During onboarding, users expected to need to provide demographic data.
- Users did not feel prepared for what to expect from a Civic Dinner event.
- The context of many conversation topic titles were not immediately apparent to users.
- Users expected a search bar to more quickly find conversation topics of interest.
- Before choosing to attend a dinner, users expected the opportunity to learn more about the respective hosts.
- Users indicated they used social media as a primary source for news and current events.

Persona Development



Conscious Chloe

Age: 30 years old
Location: Atlanta, GA
Occupation: Hospitality Professional
Household: Single, living alone

Wielding user research data, the persona of Conscious Chloe was developed to keep a specific, unique user's perspective at the center of all design solutions.

Scenario

Conscious Chloe is a young professional who is growing into her own voice. In the light of current events, she feels empowered to engage with her community to create real change. Chloe sometimes hesitates to engage with people whom she may be fundamentally different from, but she doesn't want to let her introversion stop her from learning from new perspectives.

Needs

- To be fully-informed before making a commitment to join a website
- To hear from and engage with diverse groups directly

Goals

- To be fully-informed before making a commitment to join a website
- To hear from and engage with diverse groups directly

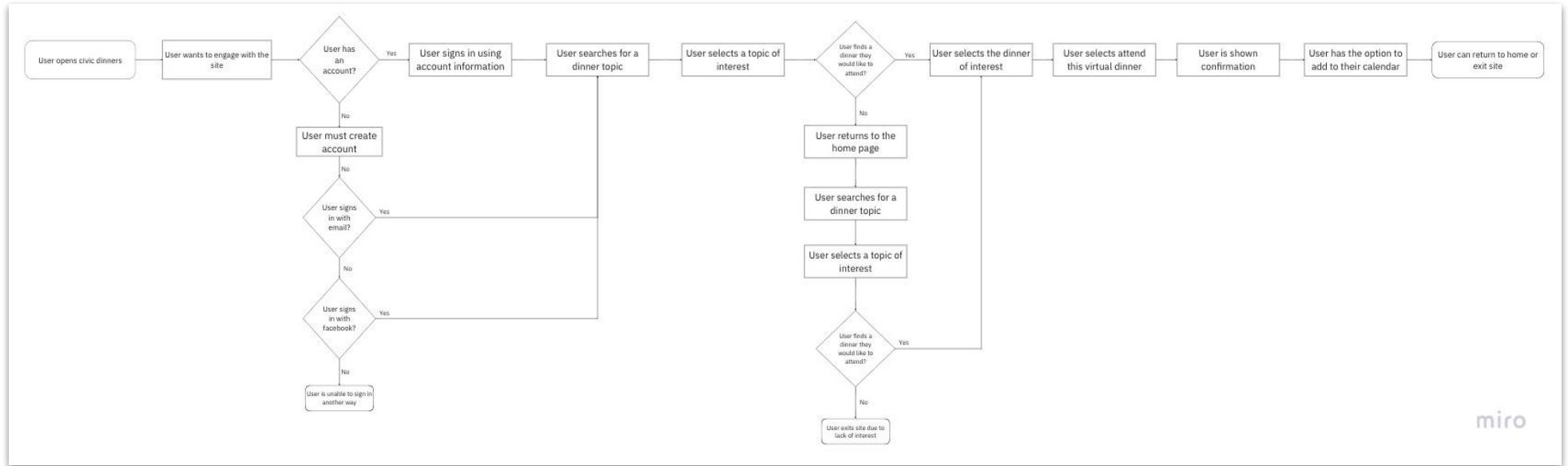
Behaviors

- Stays informed with social media, but also consumes traditional news media like TV and NPR
- Cares deeply about the Black Lives Matter movement, but also focuses on other social justice issues

Frustrations

- Feels disconnected from her community due to global pandemic
- Hesitates when it comes to engaging with different perspectives, but wants to have meaningful conversations

Current User Flow



Objective

The current processes of onboarding and finding a dinner to attend were mapped out with a user flow map to identify key decisions and pain points.

Methodology

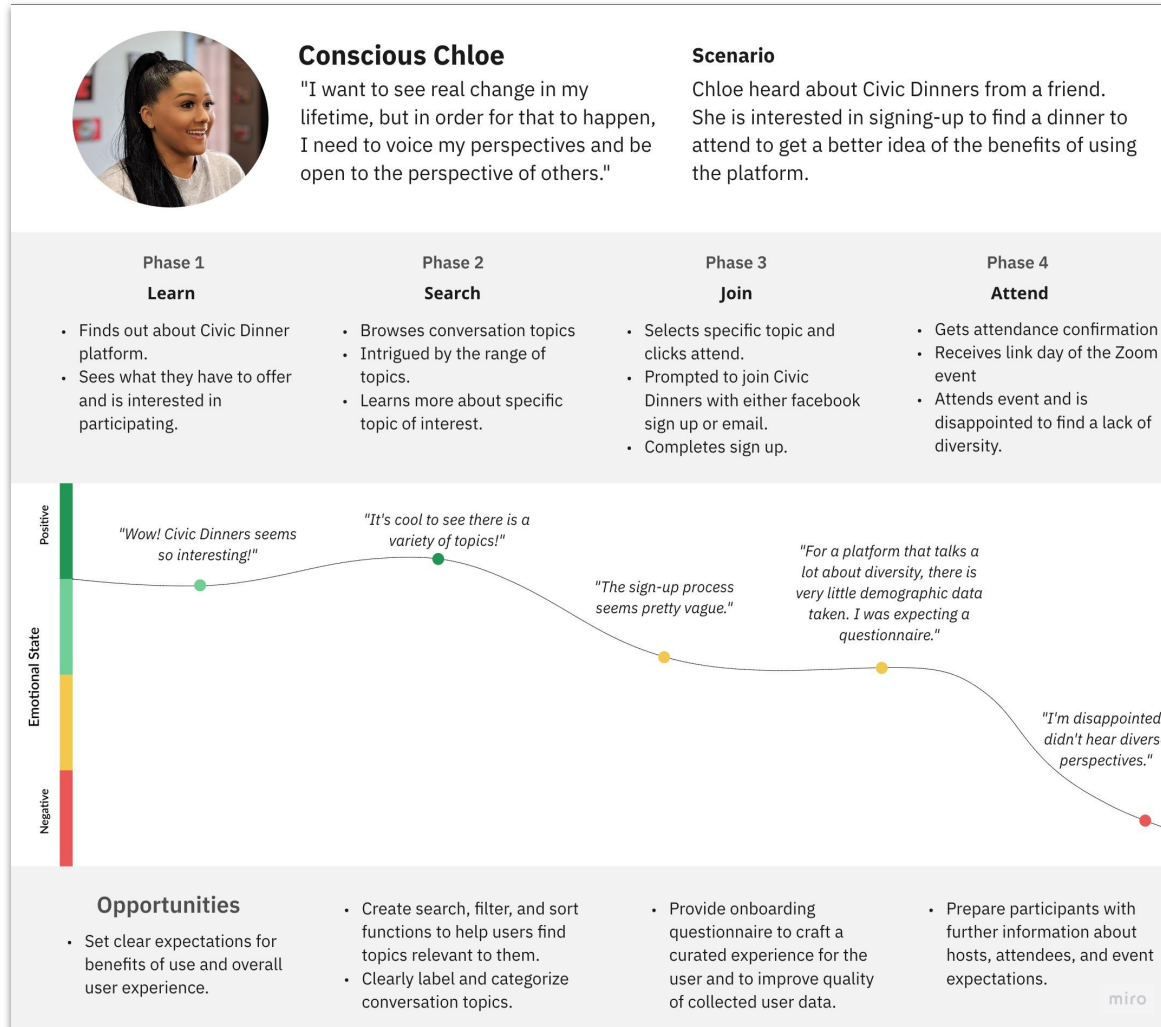
The team evaluated each step and decision of these processes by recreating the process and acting as a new user. Each step and potential pain point was documented.

Key Findings

Three areas were identified as potentially problematic pain points should users feel insufficiently supported.

- Uncertainty about the value or use case of Civic Dinners upon first impression
- Inability or unwillingness to complete sign-up using Facebook or email, preferring another third-party option
- Lack of interest in conversation topics due to unclear labeling and taxonomy of topic names

User Journey Map



Objective

Pairing the user persona and current user flow, Co-Connect was able to determine a user journey map that tracks the fluctuating emotional state of Conscious Chloe as she navigates the onboarding process. This served as a helpful tool to visualize qualitative, emotional data about users and to identify potential opportunities within the journey.

Key Findings

- Conscious Chloe experiences the greatest change in her emotional state when she attends a dinner and realizes there are not diverse perspectives shares as she had hoped.
- An opportunity to prevent a significant shift in emotional state is to better prepare participants with further information about hosts, attendees, and event goals and expectations.

Low-Fidelity Prototype

Objective

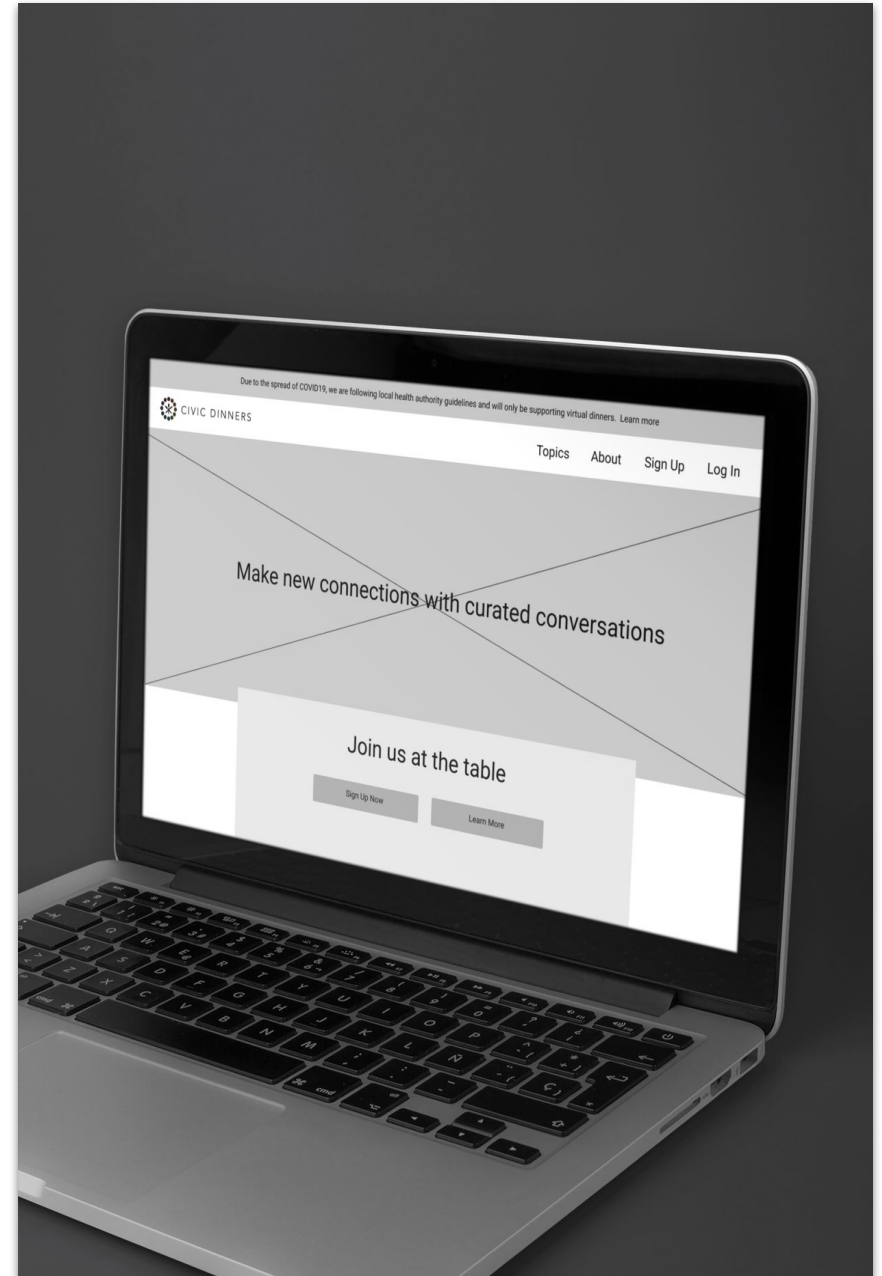
Accessing all of the user research findings from earlier stages of the design process, Co-Connect conducted a design studio to rapidly produce solutions ideas to solve the user experience problems of Civic Dinners.

Agreed upon ideas and sketches were then developed using Figma to create a greyscale low-fidelity, clickable prototype for a responsive website.

Design Choices

Design choices were made to directly address the central user problems.

- An onboarding questionnaire including request for demographic data that could better ensure diverse conversations
- Preventative help text to reassure users that all demographic data is completely optional
- Reimagined introduction to the Civic Dinners platform, gearing the language to a virtual platform vs. traditional in-person dinners
- Streamlined conversation topic labeling
- A custom dashboard that prompted users to focus on conversation discovery
- A more developed profile to house personal information, some of which could be used by users to learn more about hosts and other attendees, creating a more social experience



Low-Fidelity Prototype | Usability Testing



Objective

Co-Connect held usability testing with five participants to determine any usability issues with a series of basic tasks on the low-fidelity prototype. Data was gathered to implement improvements in the next iteration of the design.

Methodology

Five participants were interviewed via remote video chat using Zoom. Participants were asked to share their desktop and showing how they would complete four basic tasks on the prototype. Targeted user criteria remained the same as that of earlier rounds of testing.

Usability Tasks

Participants were asked to complete the following tasks.

- Find where you would sign-up to join Civic Dinners.
- Sign up to join the platform.
- View what dinners are available to attend.
- View your user profile.

Key Findings

- Users were overwhelmed with the amount of copy used in the onboarding process.
- The privacy settings and default visibility of provided demographic data was not apparent on the user profile.
- Users were unsure of expectations around the content of a user bio or why they would be asked for employer information.
- Users wanted to use Google third-party credentials.
- The conversation topics were identified as being confusing and vague.

Accessibility

Objective

Because Civic Dinners strives to create a platform open to users of all backgrounds, the issue of accessibility was in the forefront of design considerations. To keep a distinctive visual design but craft a more inclusive experience for users with color blindness, the rainbow colors were reimaged for accessibility.

Methodology

Using the Coolers.co accessibility tools, the original Civic Dinners colors were analyzed to display what users who have two types of color blindness may see. These types are Tritanopia and Tritanomaly.

Design Choices

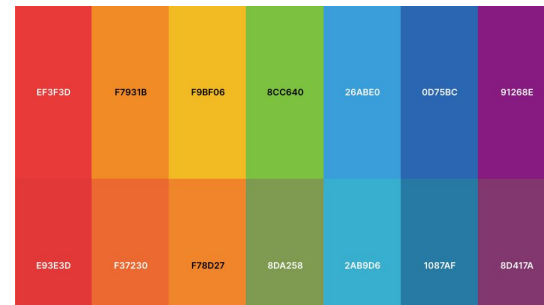
The team made alternative color selections to increase the overall contrast experienced with these conditions with respect to the use of multiple colors on Civic Dinners.



Original Civic Dinners colors with Tritanopia



Redesign colors with Tritanopia

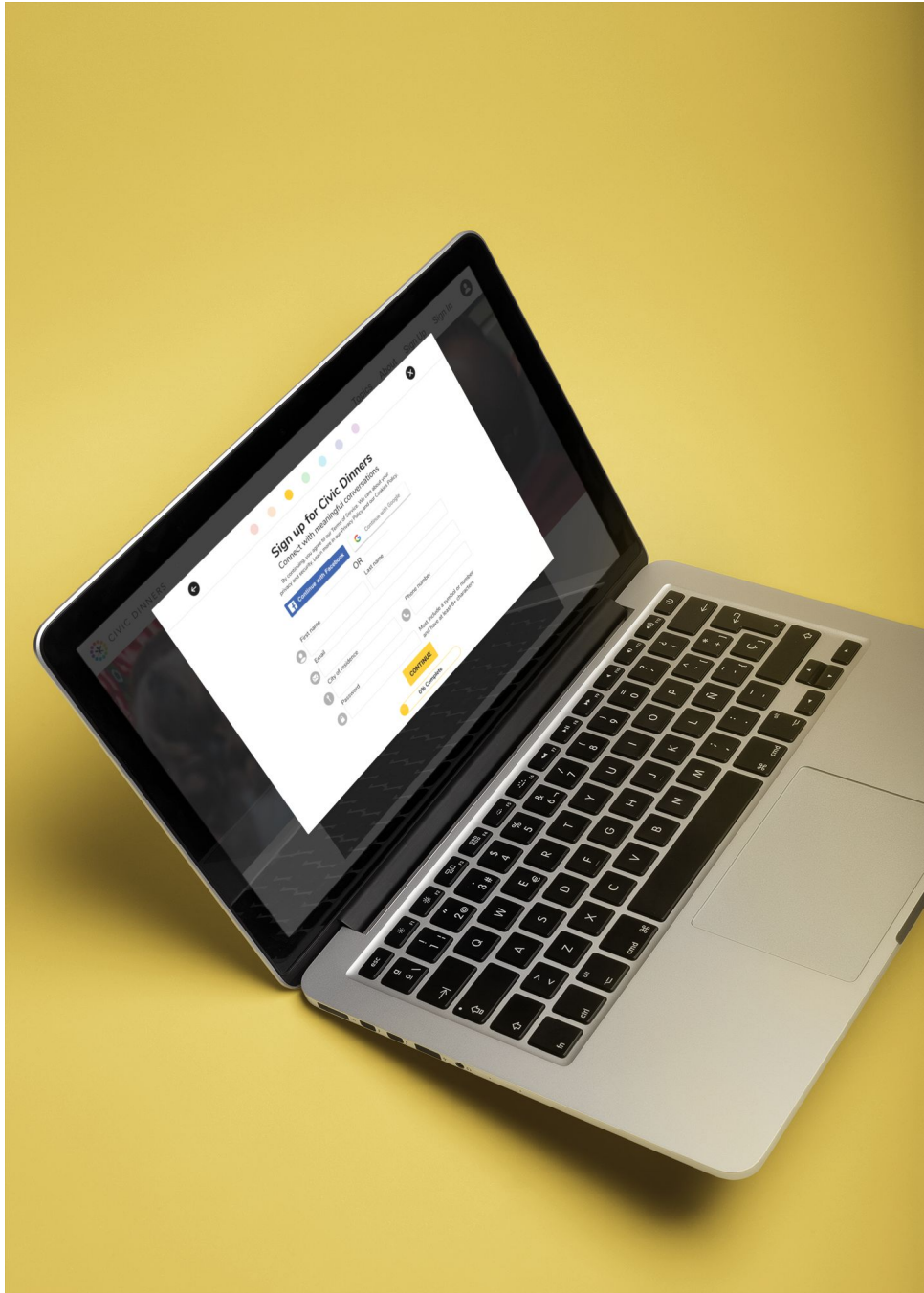


Original Civic Dinners colors with Tritanomaly



Redesign colors with Tritanomaly

High-Fidelity Prototype



Objective

Considering usability test findings from the low-fidelity prototype, care was taken to address identified issues and raise the overall fidelity of the prototype to that of a high-fidelity mock-up.

Design Choices

Design choices were made to directly address the usability issues identified in testing of the low-fidelity prototype.

- Copy text was eliminated and simplified to avoid overwhelming the users.
- Additional third-party authentication was added as an option to use for sign-up.
- Conversation topics were simplified to a higher level subject during the onboarding selection process.
- Redundant buttons were removed to eliminate user confusion during sign-up.
- Icons were added to visually indicate to users the visibility of their profile data.

High-Fidelity Prototype | Usability Testing

Objective

Co-Connect held usability testing with five participants to determine any usability issues with a series of basic tasks on the high-fidelity prototype. Data was gathered to implement improvements in the next iteration of the design.

Methodology

Five participants were interviewed via remote video chat using Zoom. Participants were asked to share their desktop and showing how they would complete four basic tasks on the prototype. Targeted user criteria remained the same as that of earlier rounds of testing.

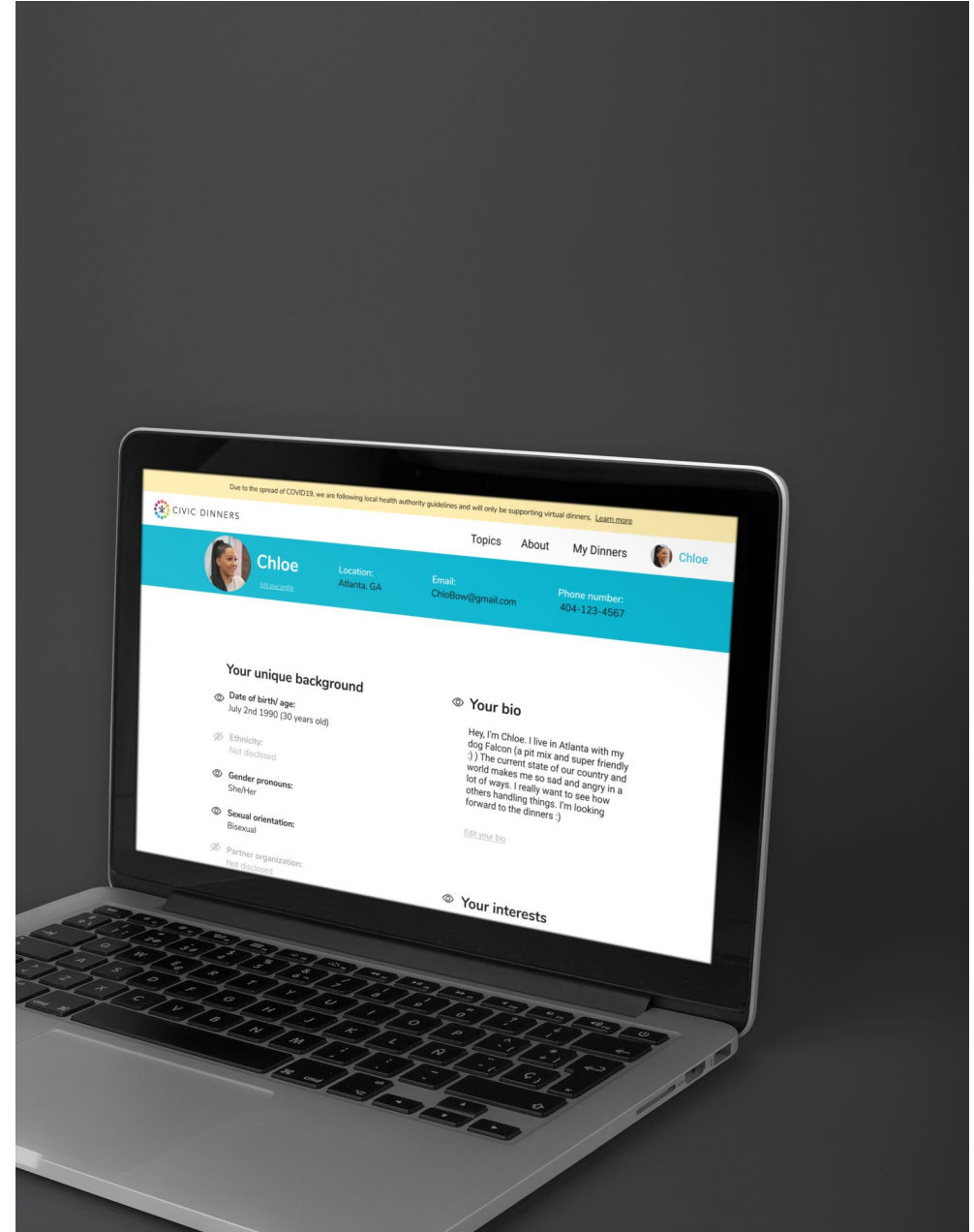
Usability Tasks

Participants were asked to complete the following tasks.

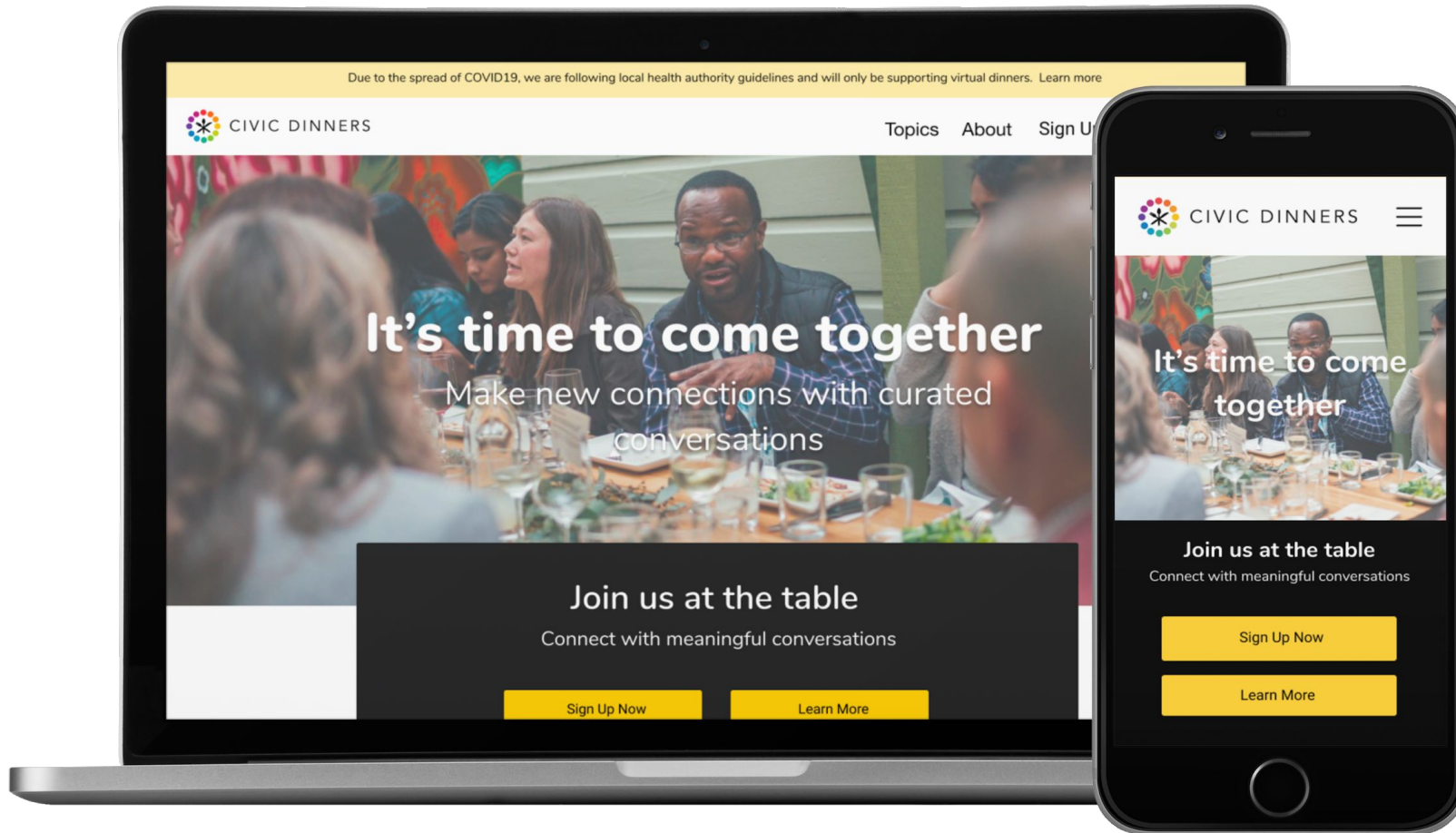
- Find where you would sign-up to join Civic Dinners.
- Sign up to join the platform.
- View what dinners are available to attend.
- View your user profile.

Key Findings

- Users expected to find a “Settings” link on their profile to edit notification or privacy settings.
- Users were initially unclear but discerned the intended meaning of the eye icon on the profile that indicates visibility of demographic data.
- Users were disoriented by the redundant progress tracker that indicated their location within the onboarding process.



Final Prototype Iteration



Design Choices

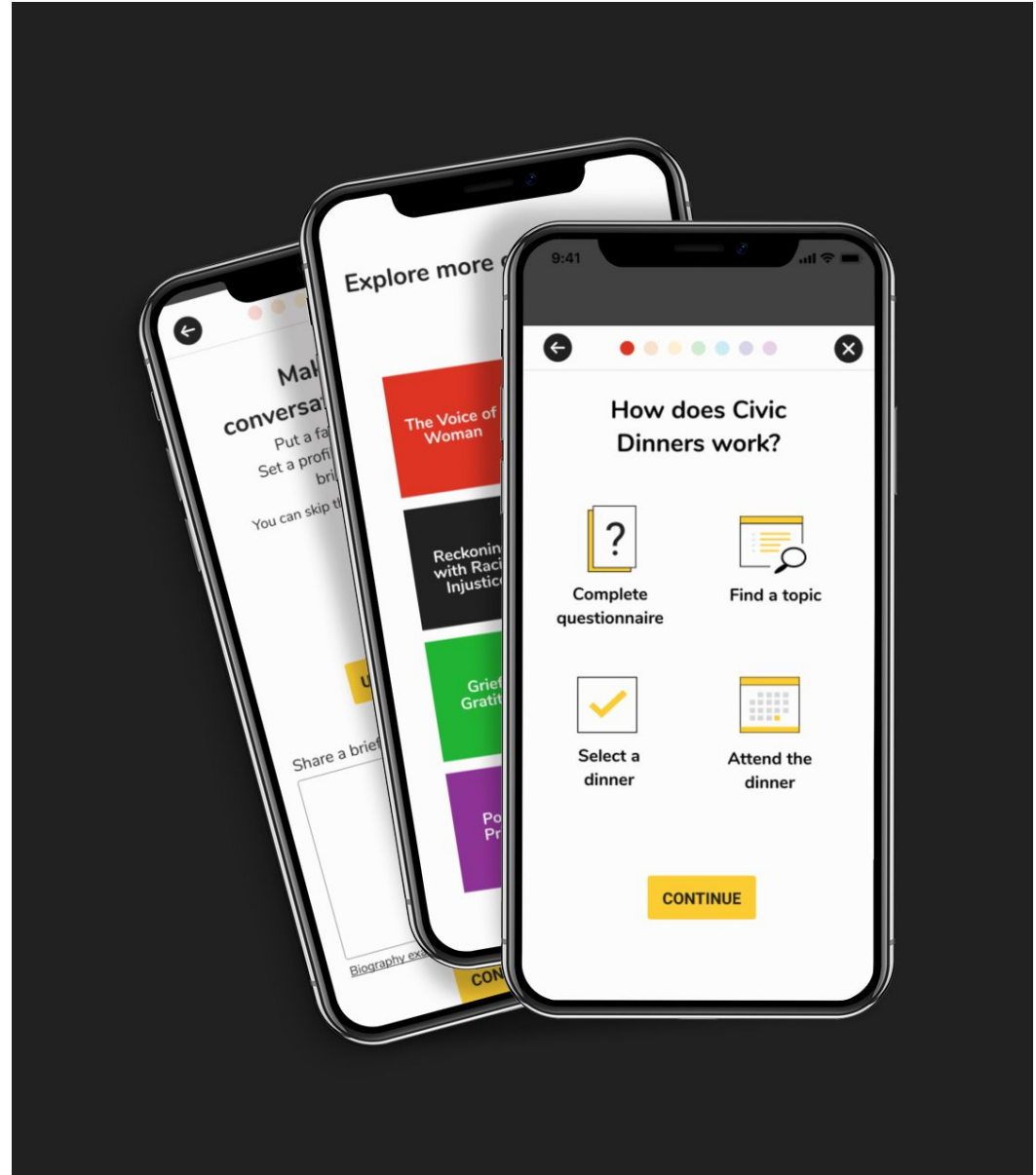
Design choices were made to directly address the usability issues identified in testing of the high-fidelity prototype.

- The progress bar that tracked the percentage of completion of sign-up was eliminated due to redundancy.
- The eye icon that indicated privacy of demographic data or contact information on the user profile was changed to a lock icon to better communicate the nature of the element.
- The phone number field was eliminated due to direction from Civic Dinners indicating this was unnecessary.

Design Next Steps

Co-Connect would recommend that Civic Dinners takes the following next steps to further iterate and improve upon the designs produced in this sprint.

- **Mobile usability testing:** The design produced in this sprint was that of a responsive website that could scale to the size of a tablet or mobile device. A prototype for mobile was designed in each phase, but due to scope, they were not tested. We would recommend testing the mobile design to ensure there are no size-related usability issues.
- **Search, sort, and filter functions:** The ability to search for and sort or filter conversation topics and dinners was identified as a key point of pain for users. The current search function does not provide the ability for users to filter out topics that may be irrelevant to them. This was outside of the scope of this project, but we feel it is a crucial element of discovery.
- **Font choice:** The font choice of Nunito was identified by multiple users as having a juvenile feeling. Our prototype was designed to respect the existing branding but we would recommend considering an alternative san-serif font with a more modern aesthetic.



Business Recommendations



Objective

As Co-Connect became familiar with the Civic Dinners platform, the team identified key elements of concern outside of scope that are addressed in the following supplemental business recommendations.

- **Host qualifications and training:** Upon the team's participation in a Civic Dinners event, concern was raised over the qualification of hosts. Though it is understood that the platform aims to be friendly to new hosts, we find there is a fine line between this and potentially empowering ill-equipped individuals to lead conversations of problematic nature under the Civic Dinners name. We would respectfully recommend consideration of more substantial host training and qualifications.
- **Community guidelines:** Co-Connect believes creating community guidelines that all users must agree and be subject to as an addition to the onboarding process. We believe this is consistent with Civic Dinners' intention of creating a safe, socially responsible conversation platform. From our review of the current terms of service, no such document exists.
- **Languages:** Expanding Civic Dinners' platform to offer additional languages would be congruous with the company's commitment to diverse voices and expand the user base potential. We think this would make a dynamic business offering and help to address concerns about a homogenous user base.