READY.
SET.
PIVOT.

Digital Strategy Report

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Nov 12, 2021

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Executive Summary

For this multi-touchpoint experience we conducted usability testing, competitive analysis, marketing and social media audits, stakeholder interviews, persona writing, information architecture, design strategy, touchpoint mapping, wireframes and a video presentation.

Key Findings

- **Unclear Navigation -** The way the RSP website is currently formatted, it takes users through paths that are not following their mental models. This confusing navigation leads to users feeling frustrated.

- **Unclear Value Proposition -** The value proposition on the RSP website and online presence is hidden. This lack of information makes it difficult for users to buy in.

- **Unclear Services & Expectations -** There is no explicit information on what services RSP offers. Additionally, there doesn't seem to be metrics to support RSP claims. This lack of clarity makes users distrustful and uninterested.

Design
Strategy

Background

RSP is an organization that serves experienced women leaders looking to make a significant career pivot or major life change that aligns more closely with their personal values (i.e. flexibility, passion-aligned work, etc.). The organization is looking to create a user-focused design strategy to expanding their local reach by increasing member engagement and drive current membership renewals.

Organizational Objectives

- Narrow the focus of offerings, including more definition and more predictable scheduling, while shifting membership model to a subscription format.

- Ensure offerings are valuable to existing members while at the same time appealing to potential new members through an appealing user focused strategy.

- Increase conversions of individuals to attend an event, take a class, or purchase a membership package

Research Methodologies

Usability Testing | Five interviews were conducted with women who were interested in or had recently made a career change to understand current usability of RSP's website

Competitive Analysis | Several competitive and comparable websites were evaluated to gain familiarity with the problem space and possible features

Marketing + Social Media Audits | Reviewed LinkedIn and Instagram to understand current positioning and engagement

Stakeholder Interviews | Stakeholders were interviewed to understand business goals, clarify design brief, & gain insights around current strategy

Persona Writing | Created to build empathy and understand to understand the expectations, concerns, and motivations of target users

Information Architecture Analysis | Identified current state and future state to streamline user experience and match existing expectations / mental models

Touchpoint Strategy Mapping | Understand current user journey, including their bright spots & pain points to be able to identify new interactions to align with user and RSP goals

High-Fidelity Wireframing | Based on findings, several wireframes were created to solve current pain points & drive member engagement / conversion

Guiding Strategy Statement

All user experience touchpoints for RSP will help experienced women leaders who want to **redefine what success looks like** in their life to feel **inspired, supported, confident and motivated** so that they're able to **prioritize what's important**, and create a clear, concise plan to **make a meaningful life change**.

We will do this by creating consistent and **aligned branding**, **clarifying expectations**, and addressing current pain points.

As a result, we hope to see an **increase in sign-ups, conversion, and current member retention**.

Usability Research Findings

Unclear 'Happy Path'

"So I just clicked RSVP at the top. And it kind of just led me in a loop. It navigated me down further past this large image… I didn't necessarily know to go down here."

- Jemma, 40, unhappy in her current role

Unclear Value Proposition

"It would be nice if they had like a value statement like, "we see most of our members meet fortune 500 success or fortune." There should be a more of a value of profit than just asking me for $95 that expires in two months. What do I get here?"

- Brianna, 39, recently made a career shift

Unclear Services & Expectations

"Excursion, what's an excursion? It sounds hardcore, like a hike. Are we going out into the wilderness for 2 days?"

- Tami, 34, looking to make a career shift

Persona

Cheryl is a **CTO** at a fortune 100 company. She is very proud of the work she has done, but is **feeling unfulfilled**. She has been hyper focused on achieving success at a professional level that **other aspects in life have gone by the wayside**. Cheryl realized that there needs to be a change. However she doesn't know what the change looks like.

Her Goals

• Make a life change aligned with her values

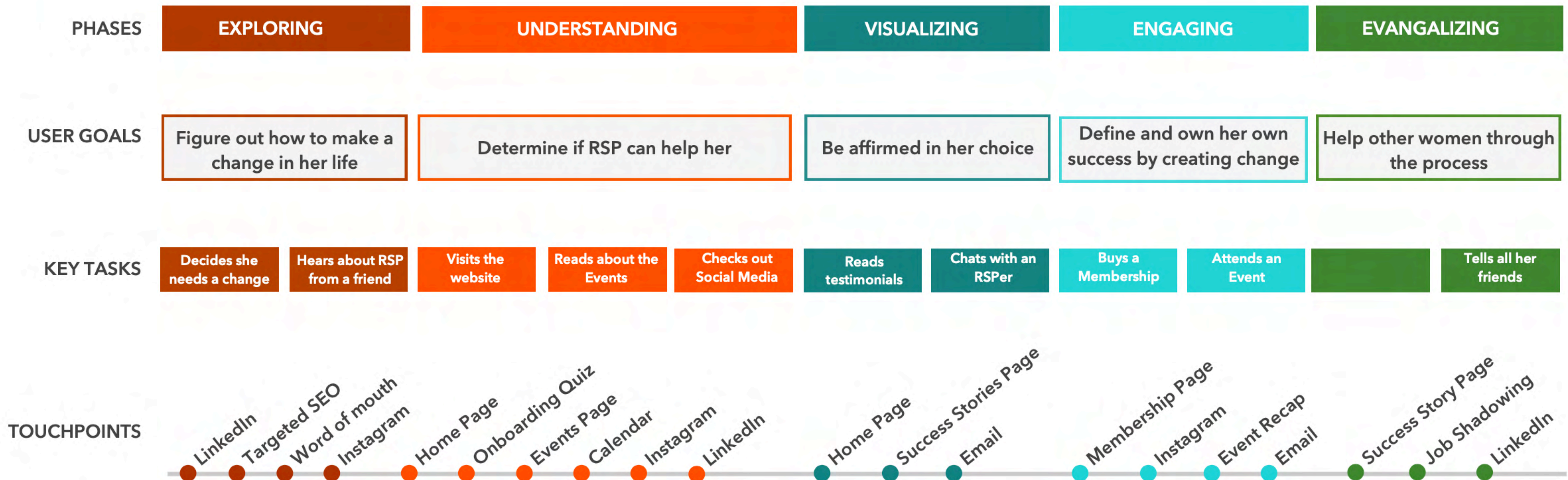• Determine appropriate next steps

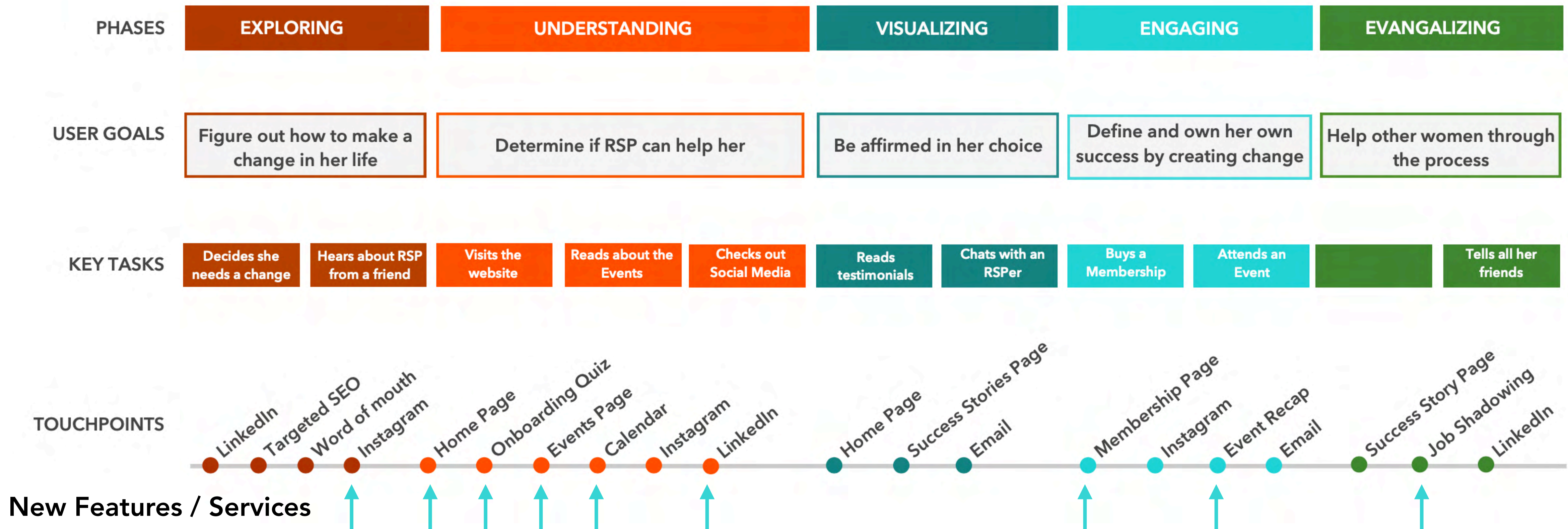• Receive support and learn from other women leaders

Touchpoint Strategy Map

SCENARIO: Cheryl is a CTO at a Fortune 100 company and is frustrated in her job. She expected that once she reached her career goal of getting to the C-Suite she'd finally feel fulfilled, but she was mistaken. She's looking for a change— something that aligns more towards her values, but she doesn't know where to start…
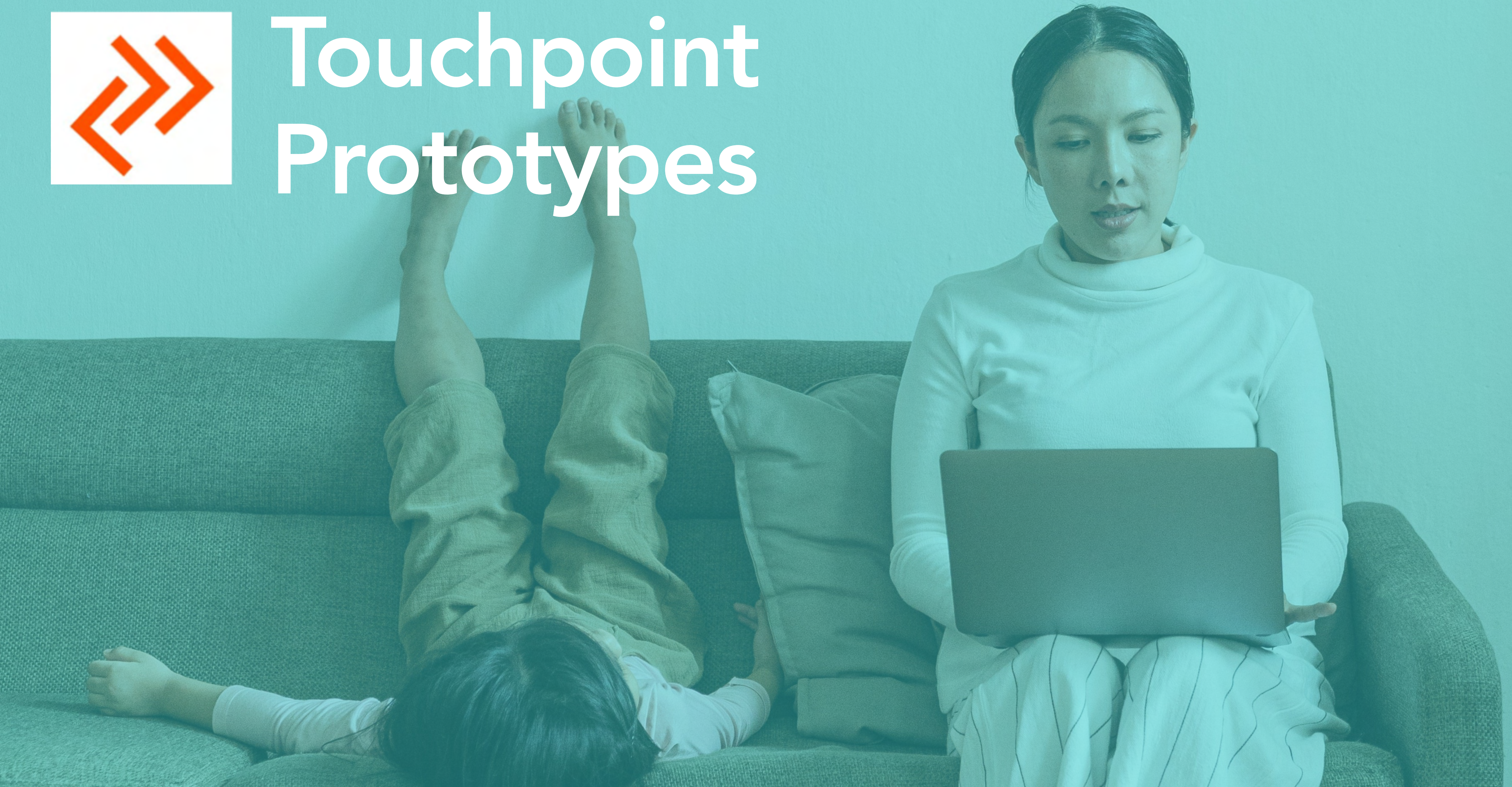
GOALS:
1. Make life change
2. Determine her next steps
3. Recieve support & learn from other women leaders

PHASES	EXPLORING	UNDERSTANDING	VISUALIZING	ENGAGING	EVANGALIZING
USER GOALS	Figure out how to make a change in her life	Determine if RSP can help her	Be affirmed in her choice	Define and own her own success by creating change	Help other women through the process

KEY TASKS										
Decides she needs a change	Hears about RSP from a friend	Visits the website	Reads about the Events	Checks out Social Media	Reads testimonials	Chats with an RSPer	Buys a Membership	Attends an Event		Tells all her friends

TOUCHPOINTS

LinkedIn · Targeted SEO · Word of mouth · Instagram · Home Page · Onboarding Quiz · Events Page · Calendar · Instagram · LinkedIn · Home Page · Success Stories Page · Email · Membership Page · Instagram · Event Recap · Email · Success Story Page · Job Shadowing · LinkedIn

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New Features / Services

Touchpoint Prototypes

Instagram

User Pain Point: The instagram page needs increased user engagement.

RSP Pain Pint: Increased overall engagement in needed to expand the RSP brand by increased conversational engagement with the posting metric and increased "likes.

Goal: Create a consistent form of execution and clear branding visibility.
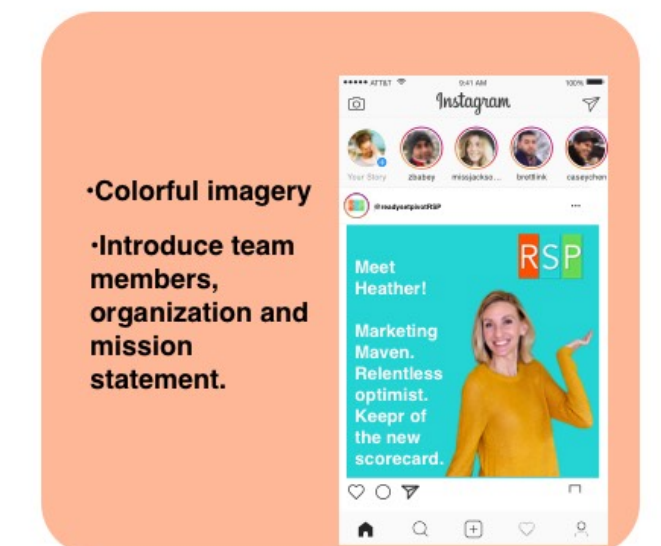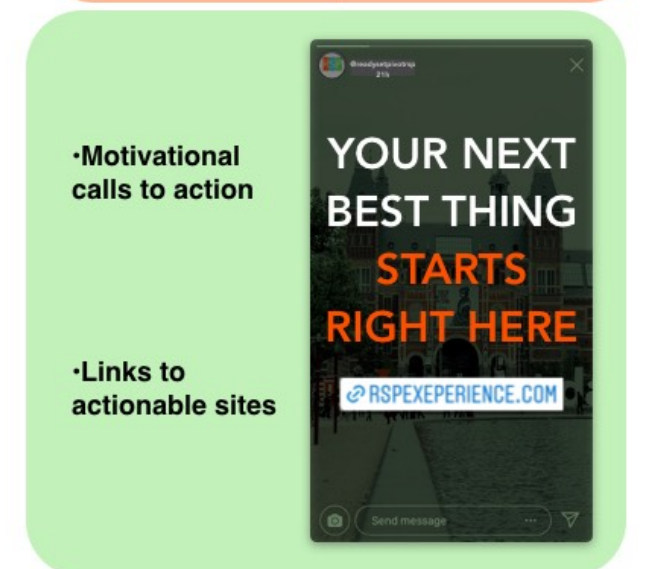
Onboarding Quiz

**User Pain Point:** Users don't know if RSP services are right for them, nor do they know where to start.
RSP Pain Point: They want to make sure potential RSP members are a good fit for the organization (i.e. expectations are a match), without having to do long intake calls
Goal: Provide a low-effort service that allows users to identify if they're in the "Ready", "Set", or "Pivot" phase

1 **Informative Title:** Bold title draws users in with a relevant question.

2 **Quiz:** Users are familiar with online quizzes, matching existing mental models and user expectations

3 **Progress Bar:** Informs users where they are in the process, keeping them informed of their progress
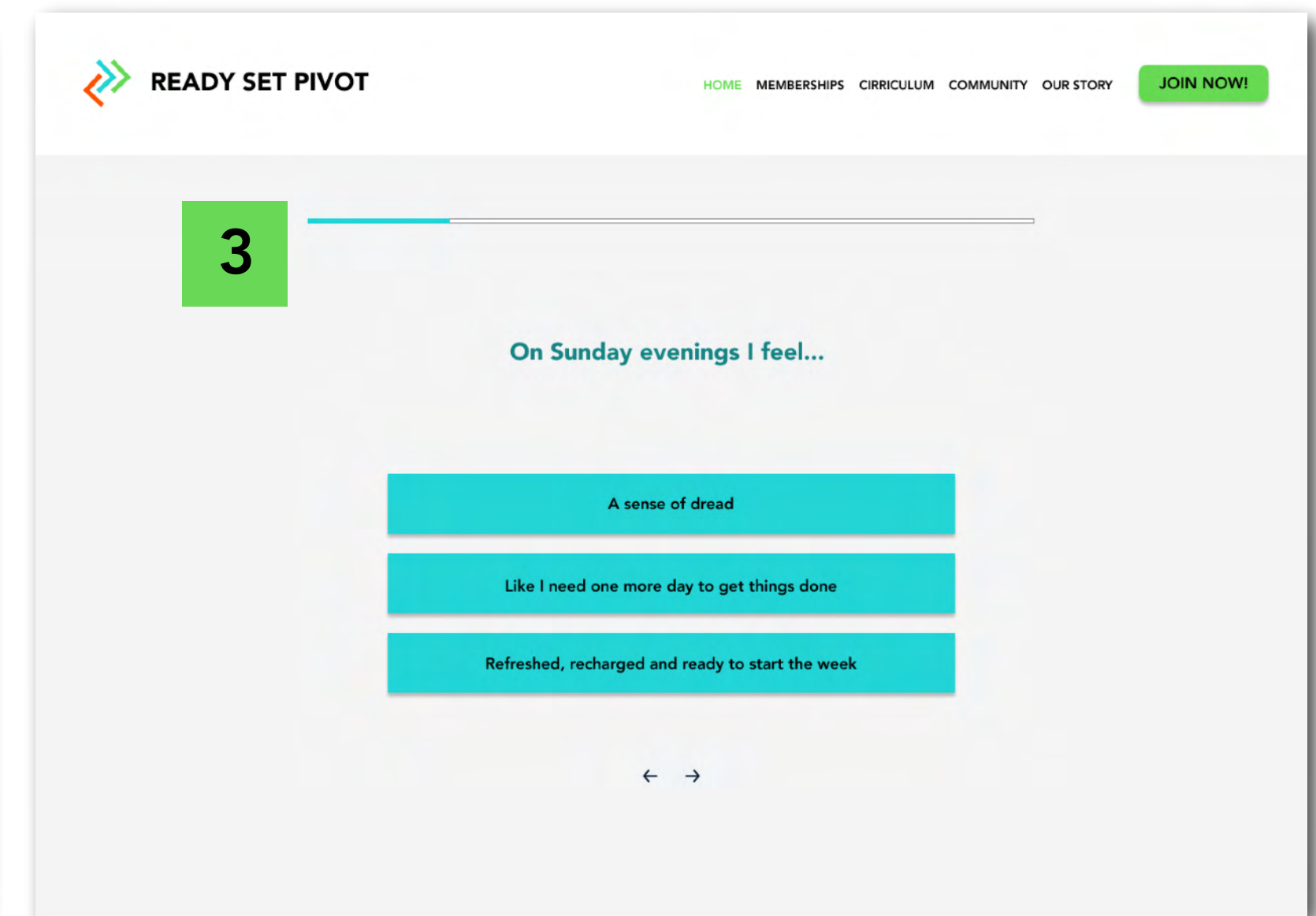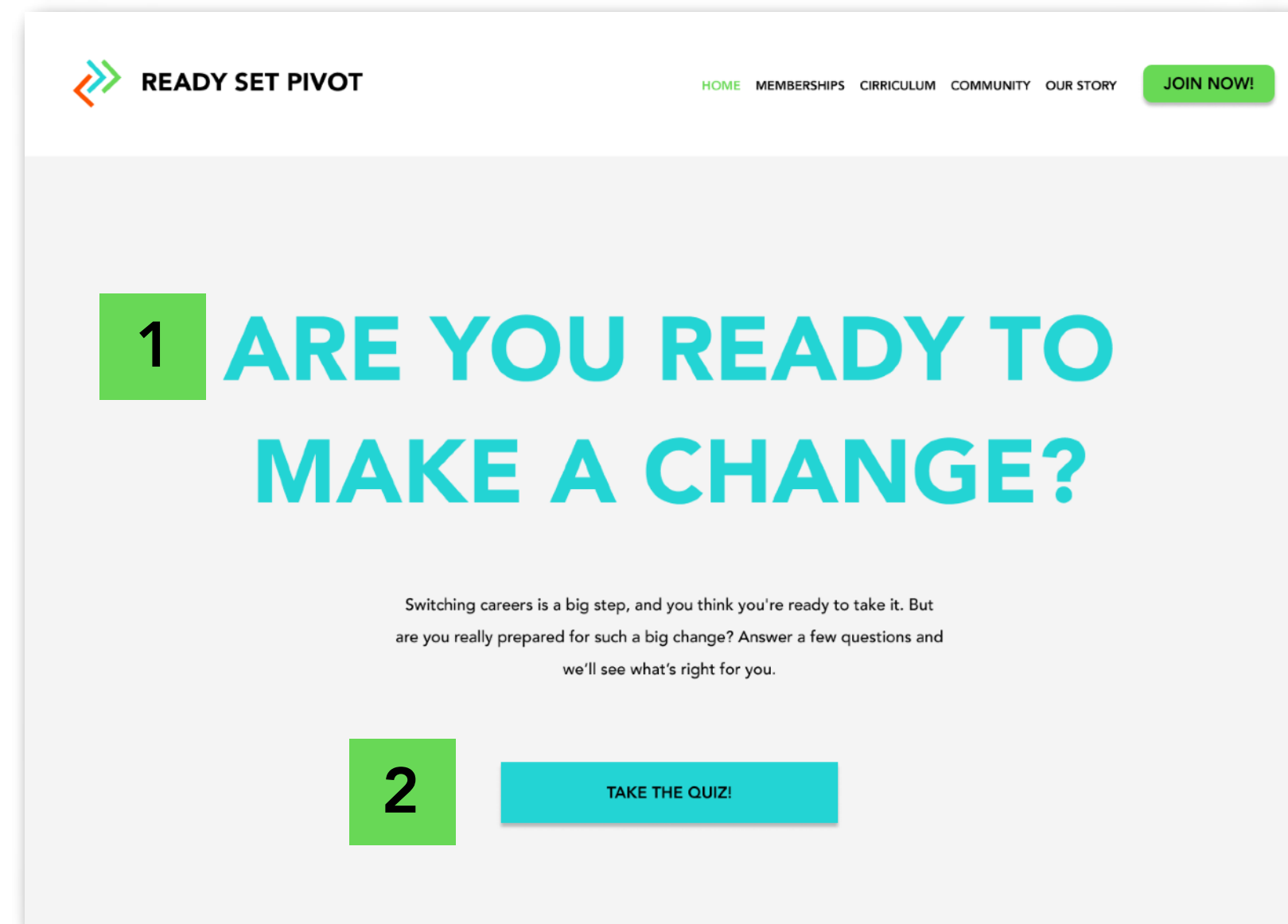
Onboarding Quiz (Continued)

4 **Progress Placement:** Depending on the quiz answers, a personalized result will pop-up with where the user is in the 'Ready', 'Set', 'Pivot' process

5 **Recommended Experiences:** Based on quiz results, certain 'Experiences' will be available to check out. Customized & personalized recommendations will build trust and confidence in RSP's service

6 **Program Page:** Each 'Experience' has its own landing page-- seen here is a new service, the "Job Shadow Program"
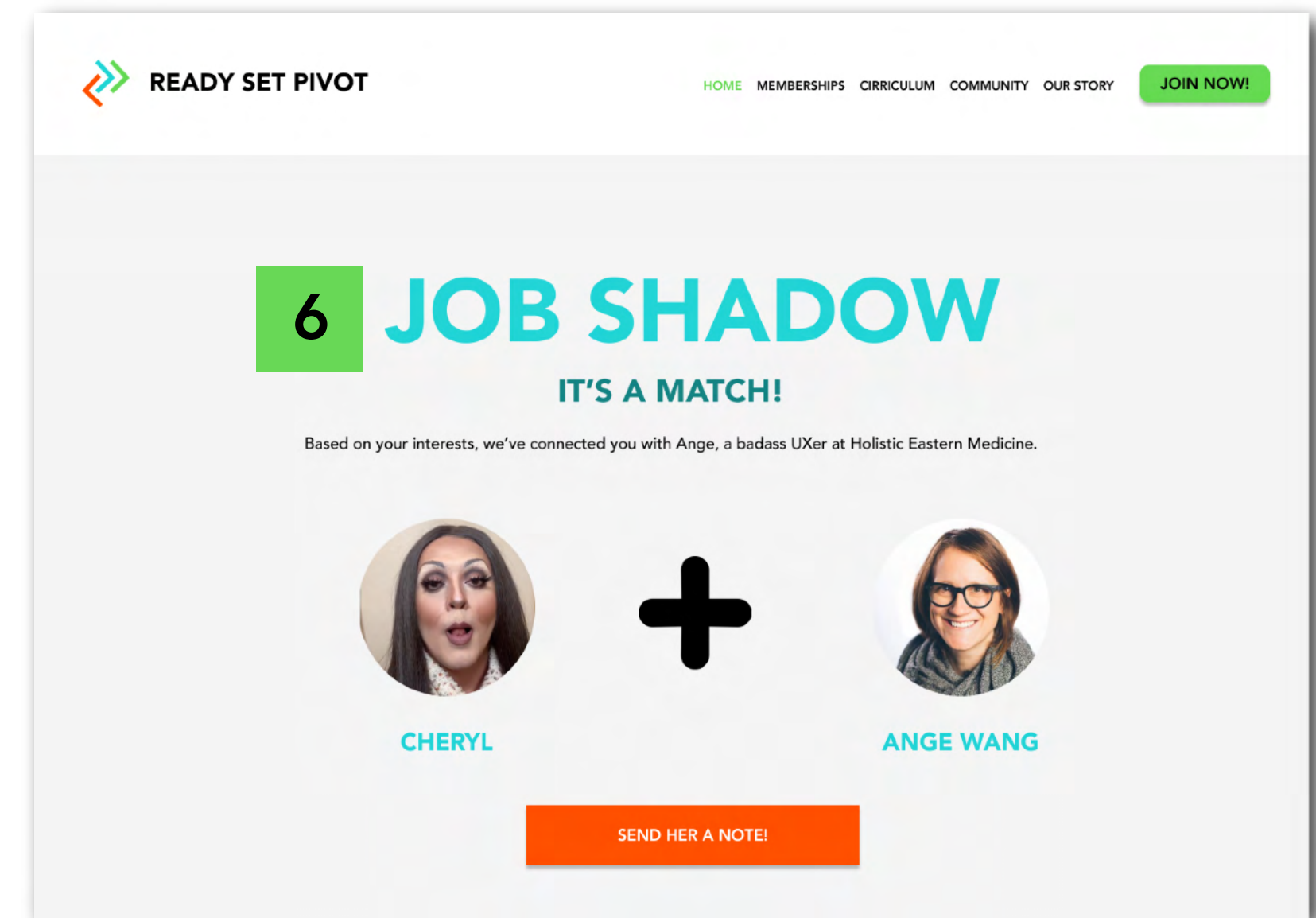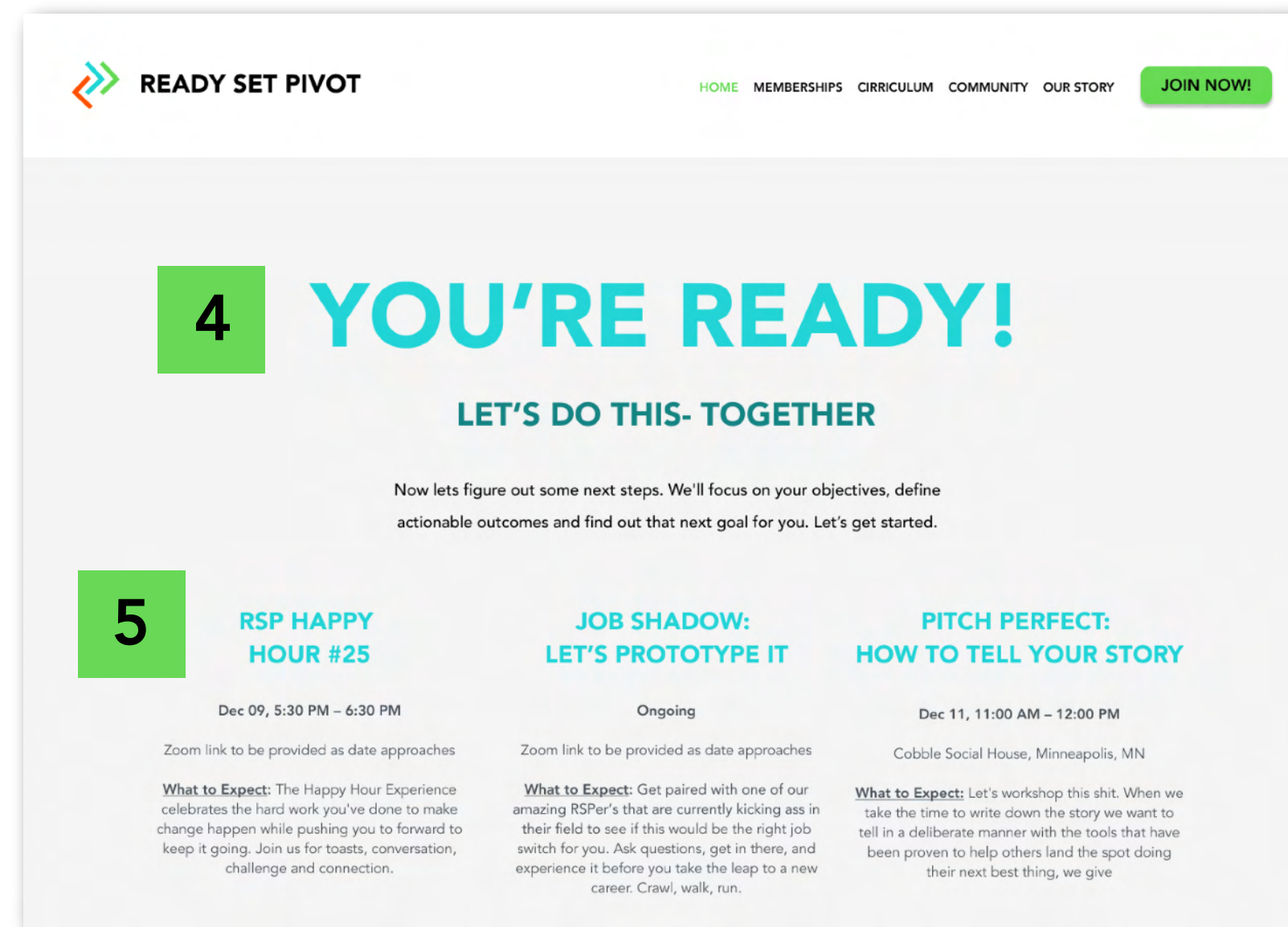
About Us

User Pain Point: Usability research found that the vision were unclear. The mission, found at the bottom of the FAQs was valuable, but difficult to find.
RSP Pain Point: If vision and mission are unclear, it could lead to prospective attendee drop off.
Goal: Give clarity to what RSP does and why they do it.

1 **Information Hierarchy:** Lead with the most important thing first

2 **Additional Testimonials:** Add additional testimonials to increase trust in the organization
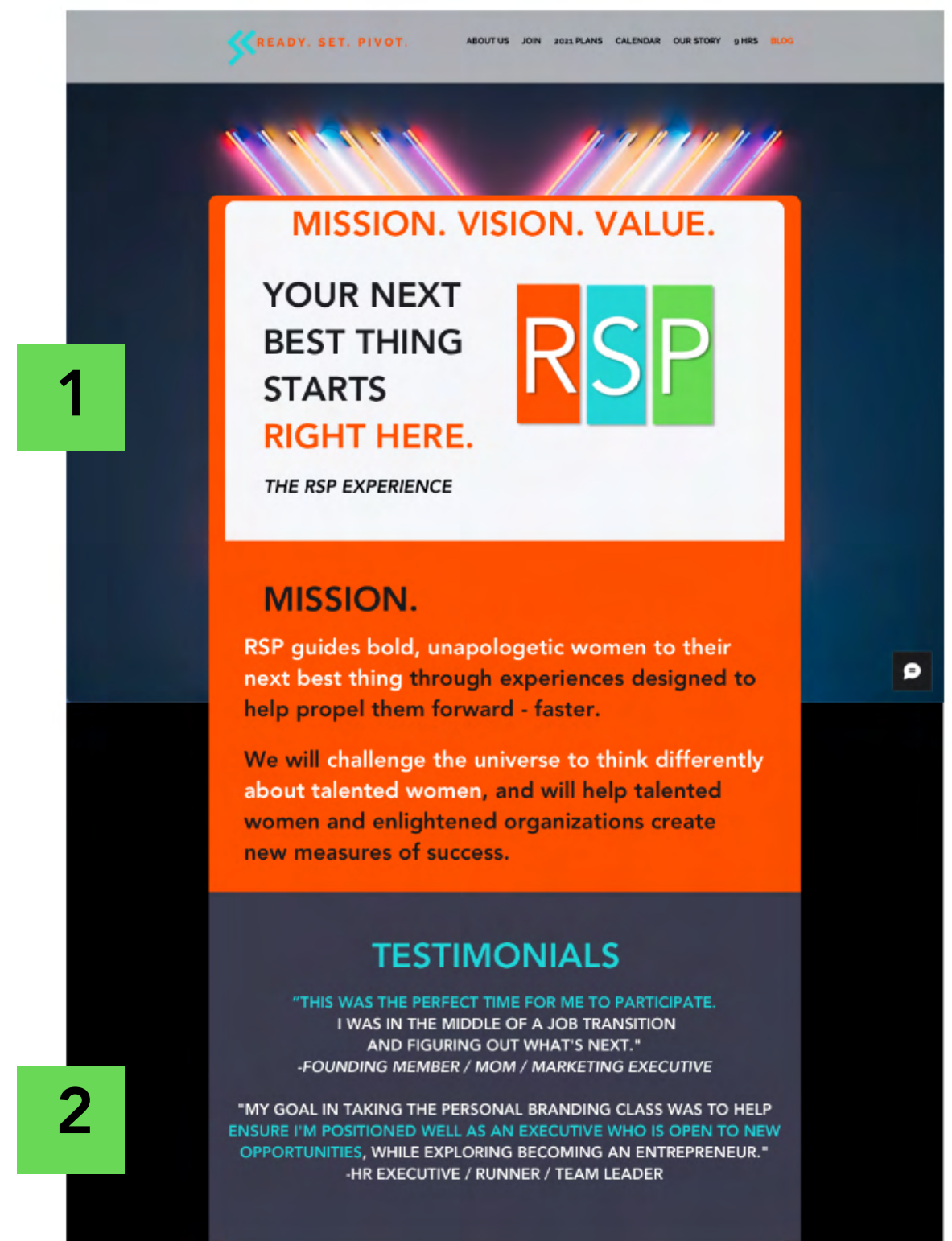
Calendar

User Pain Point: Lack of clarity and hierarchy.
RSP Pain Pint: They don't actually have a calendar on the website
Goal: Define own success

1 **Reserve Now:** A clear call to action in the informational pop-up field will encourage greater engagement within the curriculum of RSP, adding value & supporting the goal of increased activity within the event program offerings. This will build trust by showing consistency in the way the information is displayed for these events.
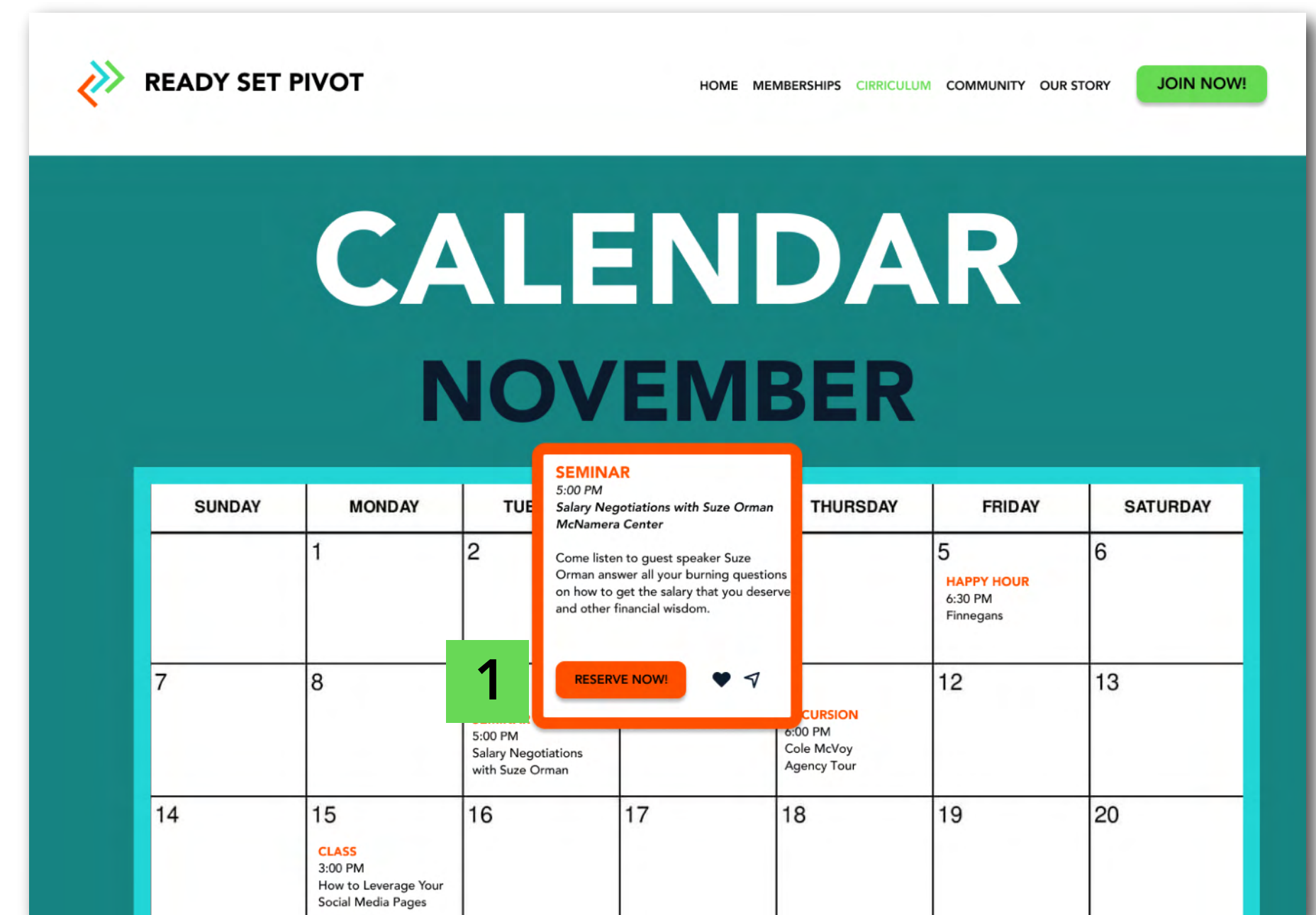
Navigation Bar

User Pain Point: Users felt confused about where to find high-level information while using the navigation bar.
RSP Pain Point: RSP is looking to create a clear and curated user experience creating a clear path to member retention and membership renewals.
Recommendation: Update nav bar with Events, Community, Curriculum, and About Us tabs.

1 **Navigation bar** has clear language. "Events" tab indicates calendar, happy hour, classes, and workshops."Community" tab indicates "Blog" & "Mentorship" pages have a clear path of entry. "About us" tab is highlights RSP's vision, values, and mission will allow users to understand more clearly what they have to offer
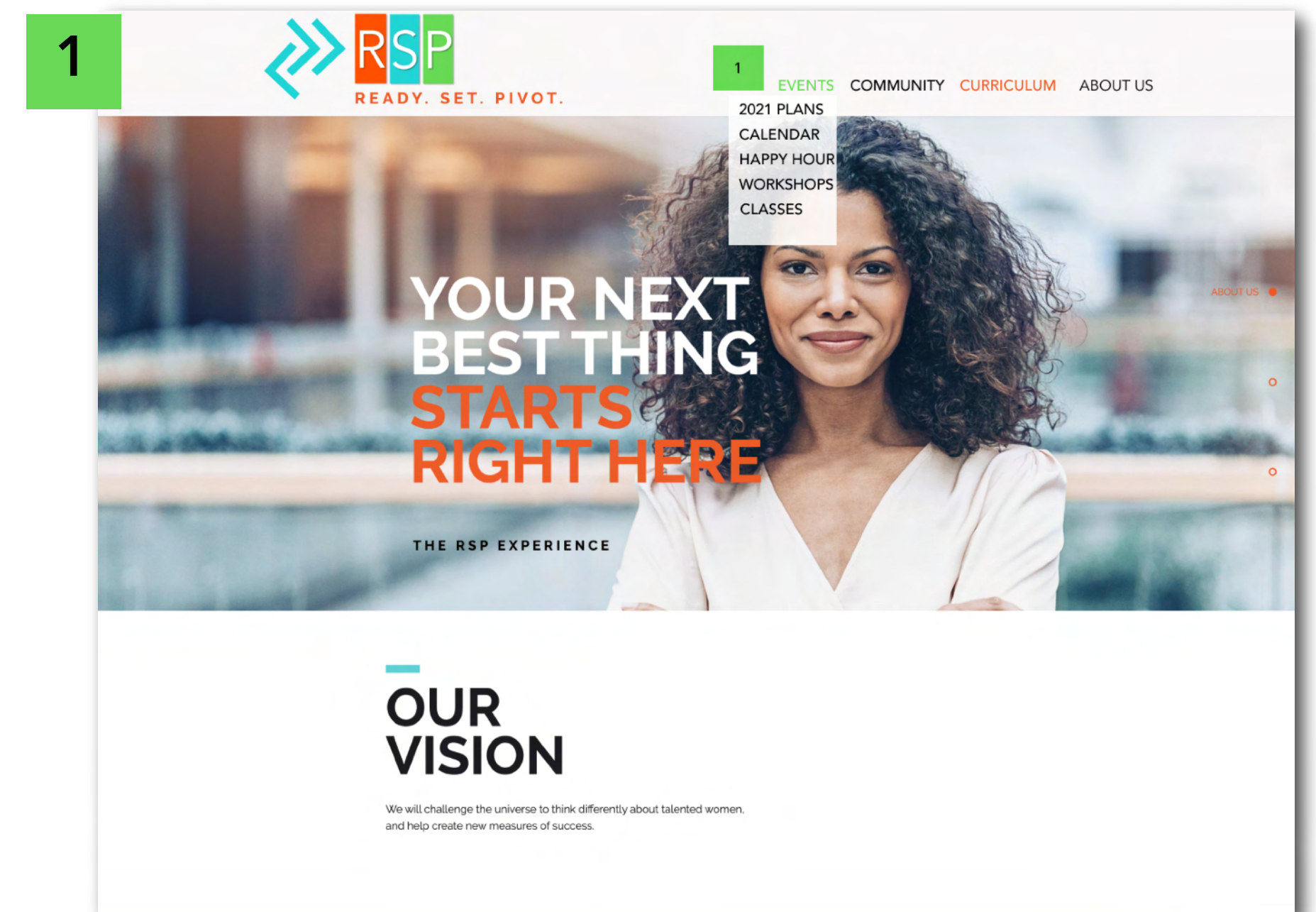
Getting Started & Newsletter

User Pain Point: Users don't know how to "get started"

RSP Pain Point: Lack of onboarding path to increase retention and membership participation.

Goal: Increase memberships and gain insights on RSP members

1 **Get Started Button:** This call to action leads to the quiz user flow.

2 **Sign-Up:** This function will subscribe users to the newsletter email.
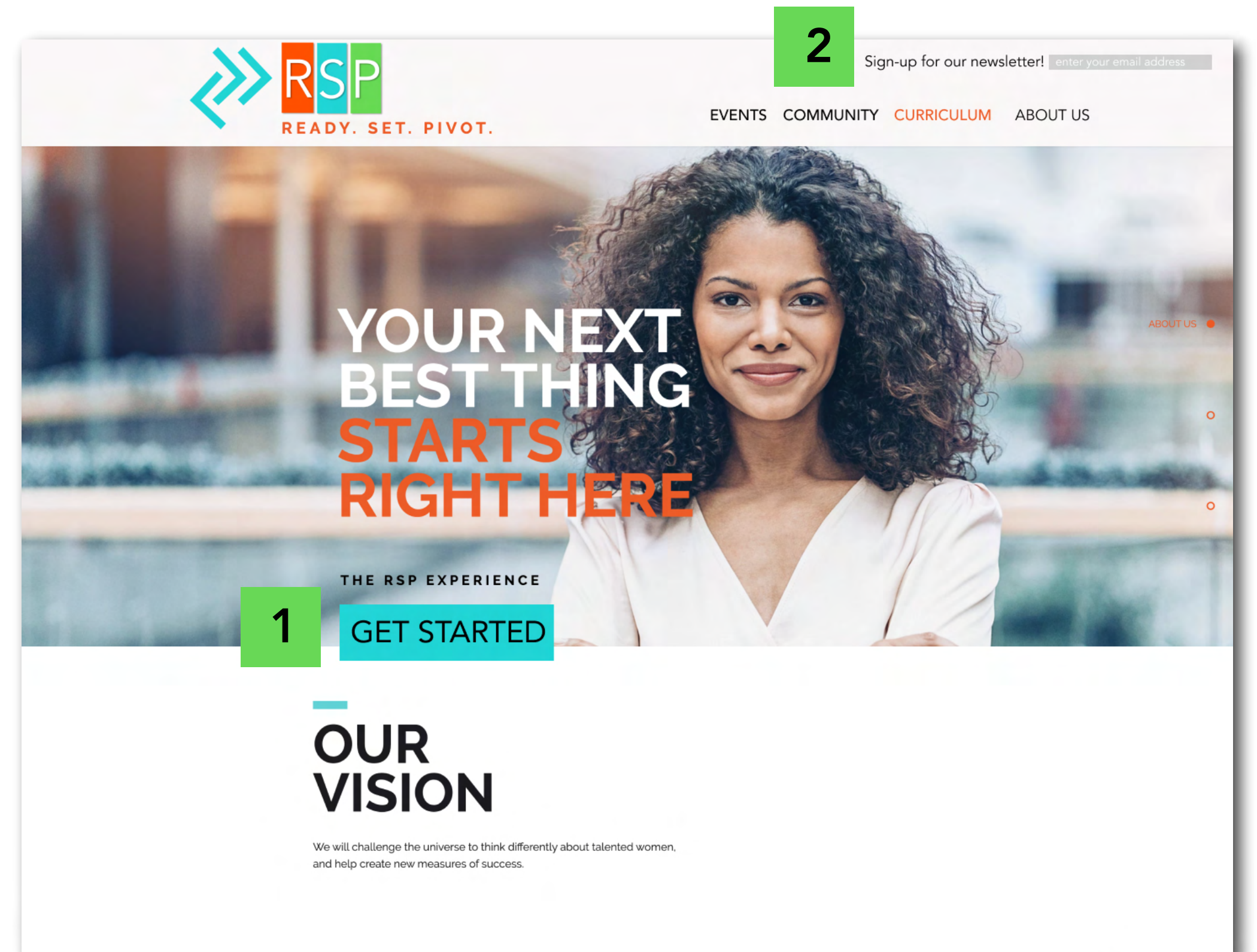
Membership

User Pain Point: Users don't know what kinds of packages RSP offers, what is included in them or how much they cost.

RSP Pain Point: Lack of clarity. How long do the packages on their current page last? No listed events or differentiators.

Goal: What could be added to firm up strategy

1 **Membership title:** A clear and concise use of informational hierarchy telling users what to expect on the page.

2 **Three-tier display:** Information displayed on one page showing consistency and full transparency instilling trust from the users.
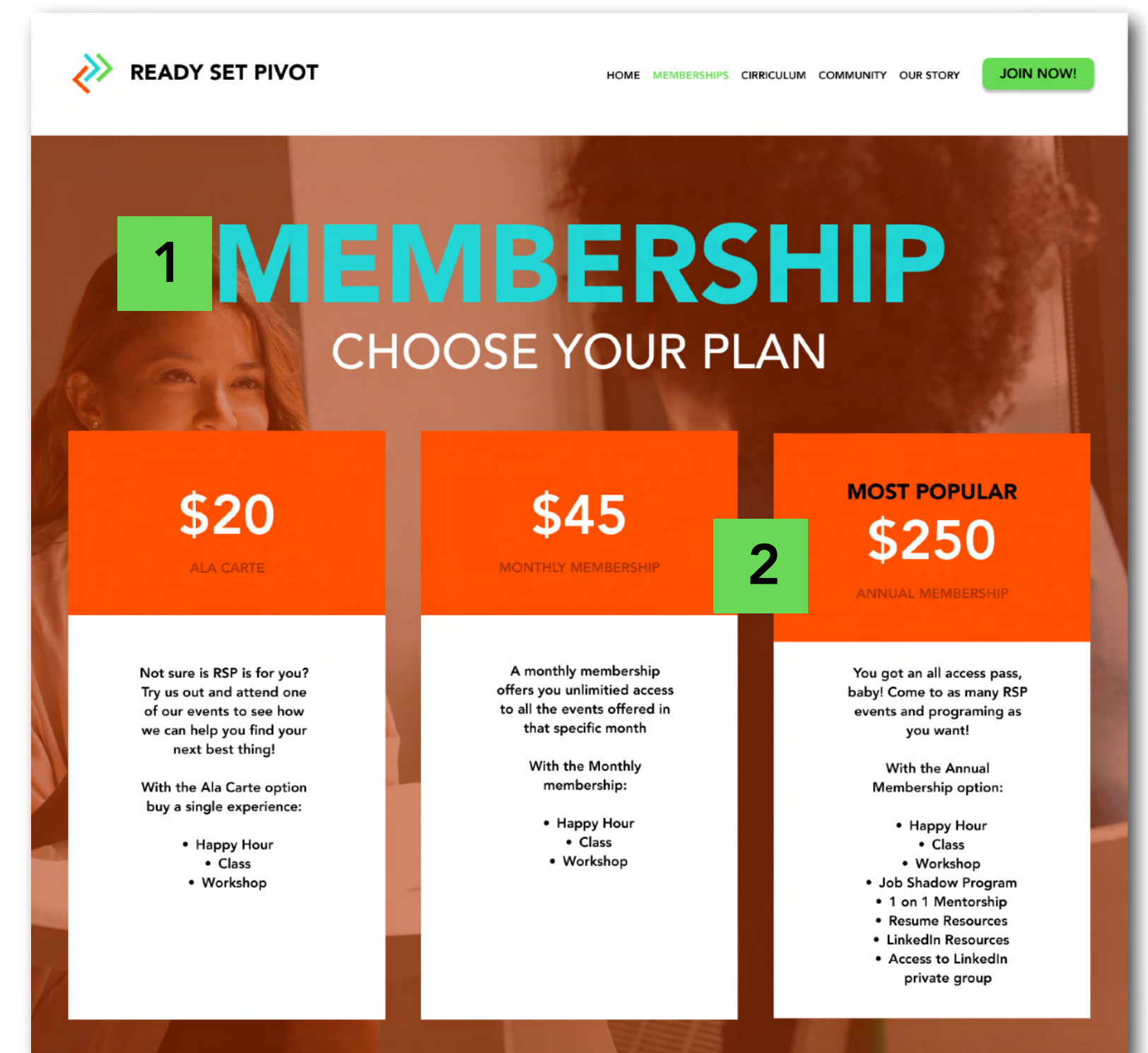
Event Recap

User Pain Point: Users don't know what actually happens at RSP Events and how it would benefit them.
RSP Pain Point: Lack of clarity. How long do the packages on their current page last? No listed events or differentiators .
Goal: Give insight into what happens at RSP events.

1 **Event Recap:** A brief recap of the events to entice users.

2 **Imagery display:** Information displayed on one page showing consistency and full analytics.

3 **Infographics:** Displaying numerical findings in a visual way.

New Service: Job Shadowing

User Pain Point: Changing jobs is scary, and committing to a "Pivot" without trying it out first can feel daunting.
RSP Pain Point: No significant differentiation between the services they provide vs other competitive groups in the Twin Cities area.
Goal: Allow for RSP members who've successfully gone through the RSP process to grow their community and give back to the next generation of women leaders

Post Event Feedback

User Pain Point: Users want to provide feedback on their experience & share their success stories

RSP Pain Point: Testimonials and member feedback are currently stored in various locations, making pulling quotes for social media and the website difficult

Goal: Provide space for women to be heard, and drive return engagement by sharing future planned experiences

1 **Event Poster w/ QRC Code:** Make it easy for event attendees to provide feedback by placing a poster with quick survey form near the exit of the event

2 **Survey Feedback:** Provide open text fields to gather qualitative feedback after each event, informing new RSP opportunities and allowing participants to feel heard

3 **Thank You + Experiences:** Once the survey is submitted, add upcoming events to allow for re-engagement
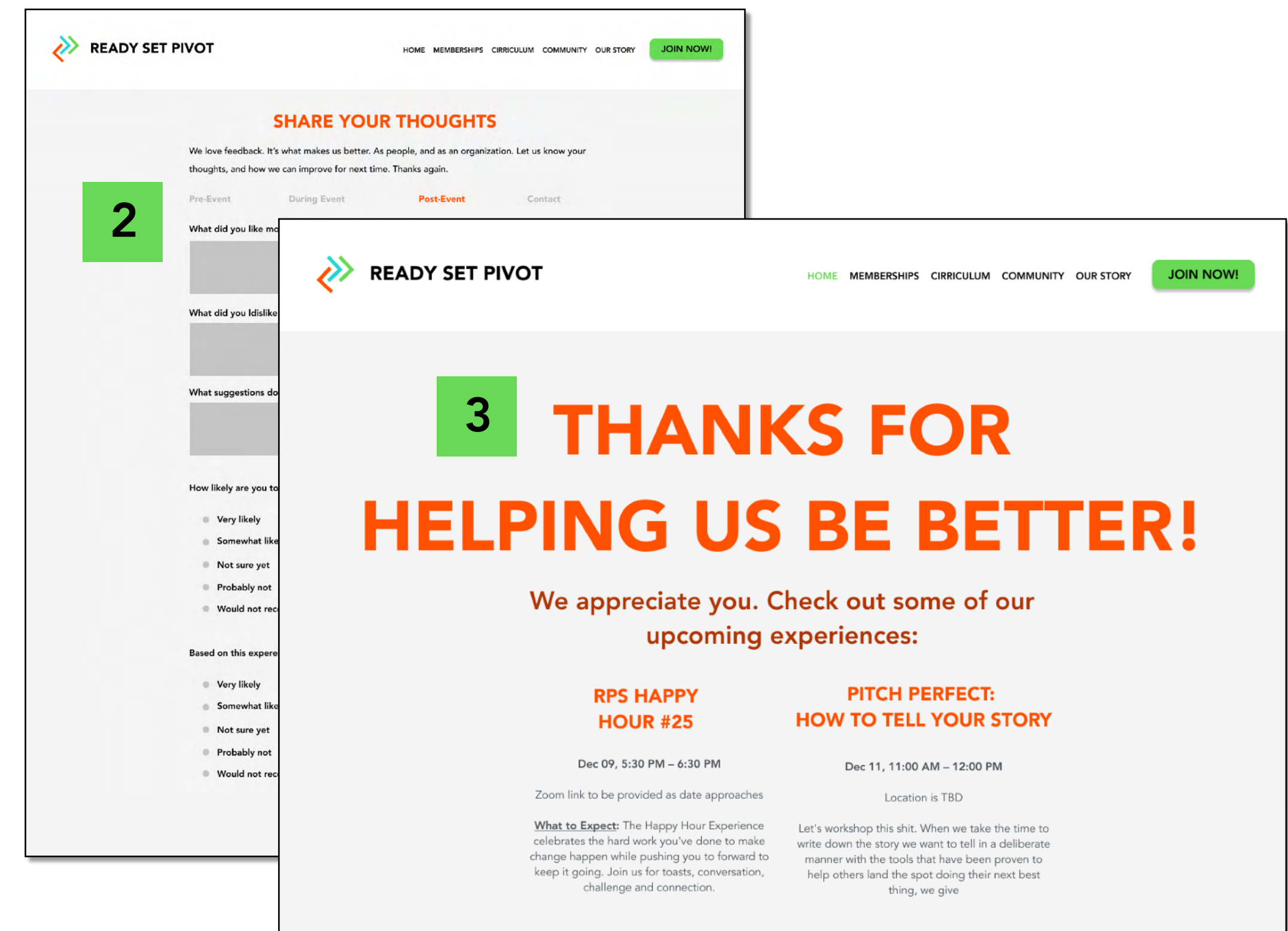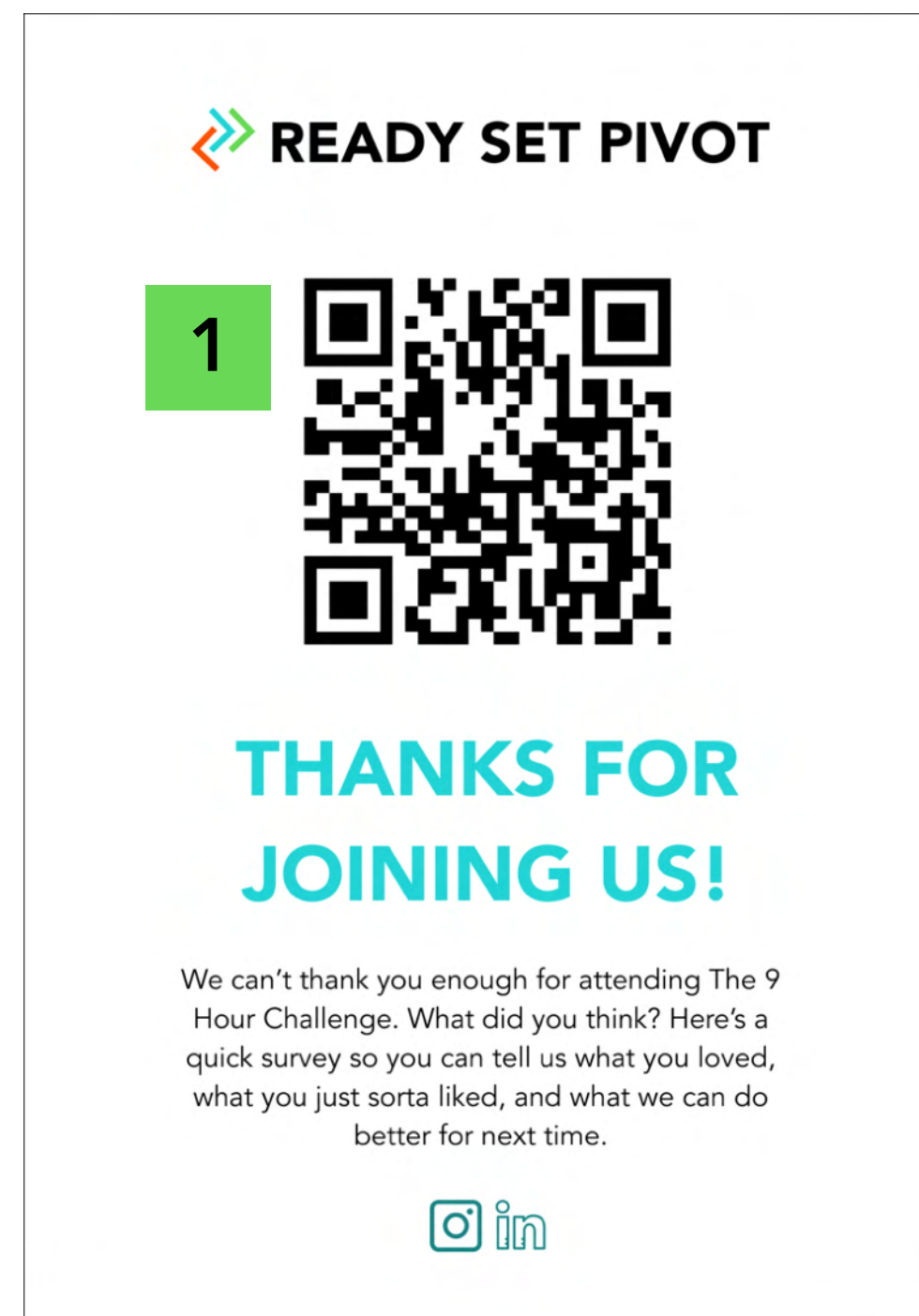
Next
Steps

Future Considerations

- **Incentive for testimonials:** Enticing people to write about their experience to further promote RSP's values and events through stories.

- **Testimonial Success Story Highlight:** Highlight the inspiring stories from women who have been through the RSP experiences.

- **SEO Analytics:**   Understand who your audience is and how to better reach them and make organizations to cater to their needs and wants.

Conclusion

RSP is providing an incredible opportunity for women who are looking to make a change. Value proposition, service descriptions, and the navigation bar are addressed with our suggested solutions, it could lead to a wonderful user experience and exponential success for RSP. Thank you again for giving us the opportunity to work with you.

Thank you.

Questions? Send us a note.

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Appendix

Post Event Feedback
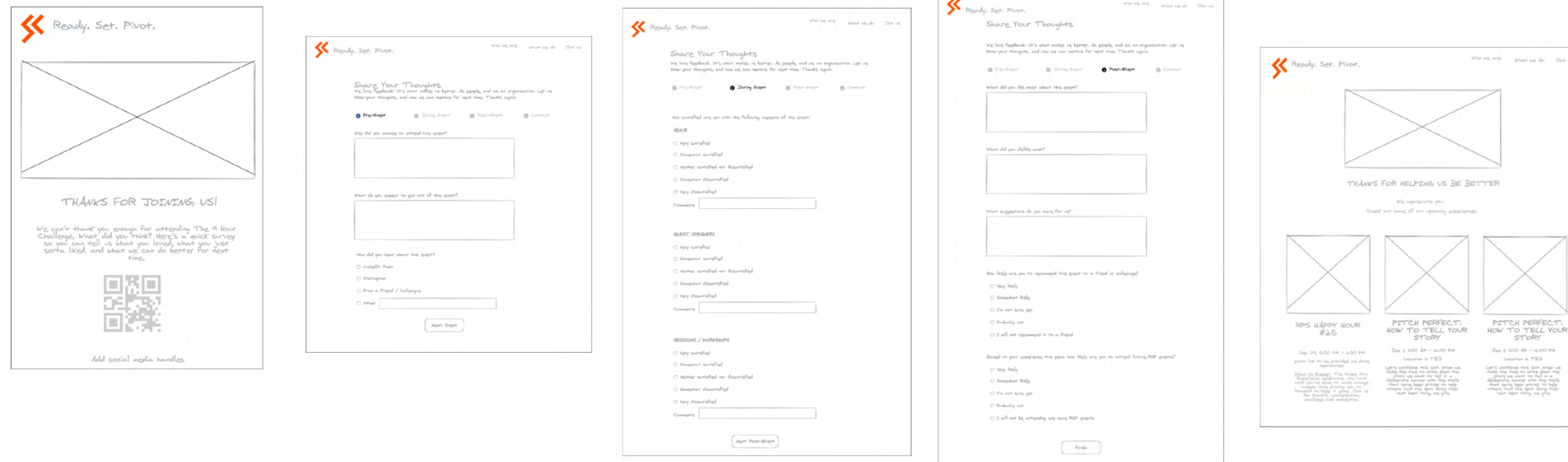
Onboarding Quiz

Low-Fidelity Onboarding flow

Expanded Touchpoint Map

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USER GOALS	Figure out how to make a change in her life		Determine if RSP can help her			Be affirmed in her choice		Define and own her own success by creating change		Help other women through the process	
KEY TASKS	Decides she needs a change	Hears about RSP from a friend	Visits the website	Reads about the Events	Checks out Social Media	Reads testimonials	Chats with an RSPer	Buys a Membership	Attends an Event	Writes a testimonal	Tells all her friends

BRIGHT SPOTS

- She has made a decision
- Learns that theres a service that can help her
- Sees herself represented on the website
- She's action-oriented and likes that these are group activities
- Sees herself represented on the website
- Easily found on homepage
- Can contact with more questions
- Meets amazing women
- Gets customized support
- Finally "gets it"
- Able to connect with Wendy to provide direct feedback
- Shares excitement in community
- Excited to share her success with others

PAIN POINTS

- Finding the website is difficult
- No obvious share buttons on website
- Isn't totally clear about who RSP is and what they do
- Vauge language
- Fluffy tone
- Difficult navigation through the site
- Lacking clarity around event expectations
- "Experiences" don't have a landing page
- Unclear what she'll get out of an event
- Inconsistent posting
- Limited engagement
- Testimonial is from a founder, not client
- Doesn't drink & looks like all events have alcohol
- Doesn't see herself represented on the leadership team
- Wants to hear success stories
- Isn't totally sold on what RSP does
- Wants to hear success stories
- Chat box doesn't work
- "Tell Us More" screen is locked
- Sign up is unclear
- Expectations are unclear (from client / from RSP)
- "Join Us" button goes to password protected screen
- Doesn't know what to expect before attending
- No obvious spot to share on the website
- Unclear how her story will be shared
- No option to mentor other more junior women in the program
- No option to give back to her community
- No easy way to share RSP's content on social media

THIS MOMENT MATTERS BECAUSE…

Early discovery of Ready, Set, Pivot leads to less time wasted time	Navigation challenges and unclear service expecations can cause stress, frustration, and drop off	Visualizing her success through the voice of others lead to empathy & affirmation
Clear expectations and service reminders tee up positive experience	Building community and giving back helps fufill RSP's mission	

WHAT WE SHOULD MEASURE

MEASURING EASE	MEASURING EFFECTIVENESS	MEASURING EASE	MEASURING CONVERSION	MEASURING RETENSION
• Followers • Social Media Shares	• Website drop off rate • Email Sign Ups • Quiz reponses	• Website drop off rate • Email Sign Ups	• Event attendees • @mentions • Email Sign Ups	• Mentor / Job Shadow Sign Ups • Testimonials • @mentions

TOUCHPOINTS: LinkedIn, Targeted SEO, Word of mouth, Instagram, Home Page, Onboarding Quiz, Events Page, Calendar, Instagram, LinkedIn, Home Page, Success Stories Page, Email, Membership Page, Instagram, Event Recap, Email, Success Story Page, Job Shadowing, LinkedIn

Onboarding Quiz

Social Media

Social Media Campaign

Instagram
- IG TV
- Photos
- Live Stream
- Stories

Facebook
- Articles
- Photos
- Events

Twitter
- Tweets
- Retweets

LinkedIn
- Videos
- Articles
- Photos
- Events

TikTok
- Videos

Social Media Calendar and Metrics
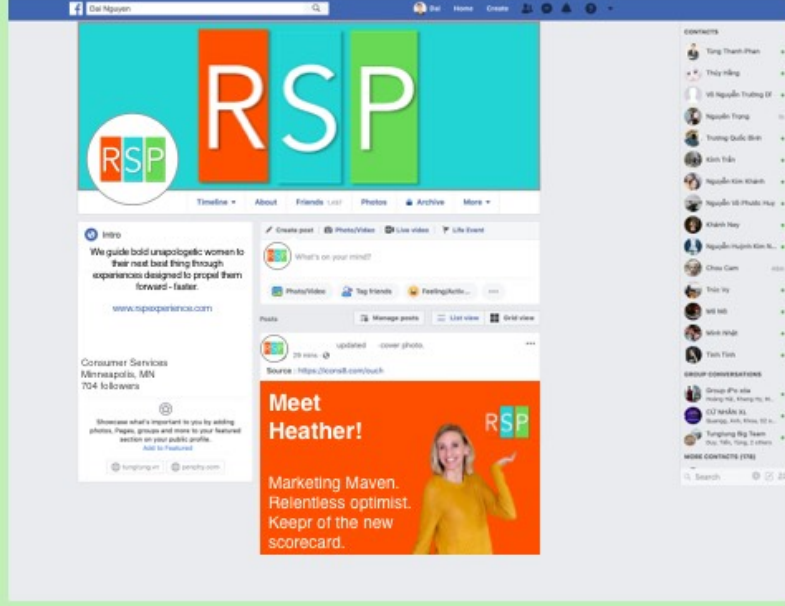
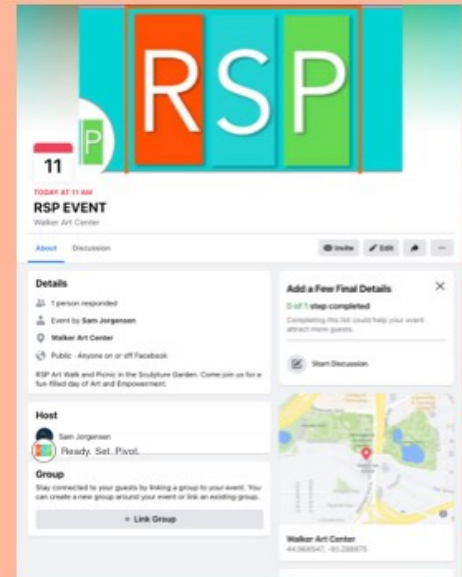| Buisness Objective	Social Media Goal	Metrics
Grow the brand	Awareness (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	Engagement (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	Consumer (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.

Social Media (Continued)
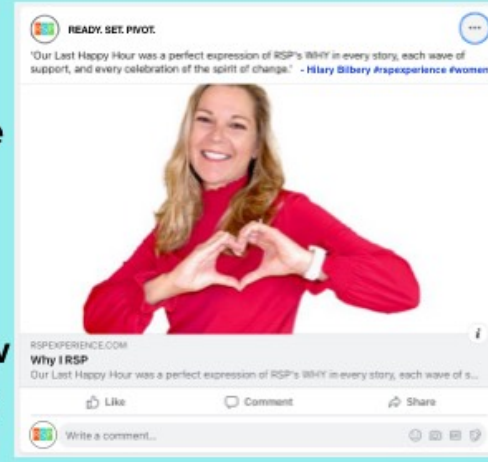
Facebook
- Articles
- Photos
- Events

- On brand colors and images

- Relevant info and links.

- Messenging with potential members

- Good use of photos

- Shareable event pages to promote and draw awareness

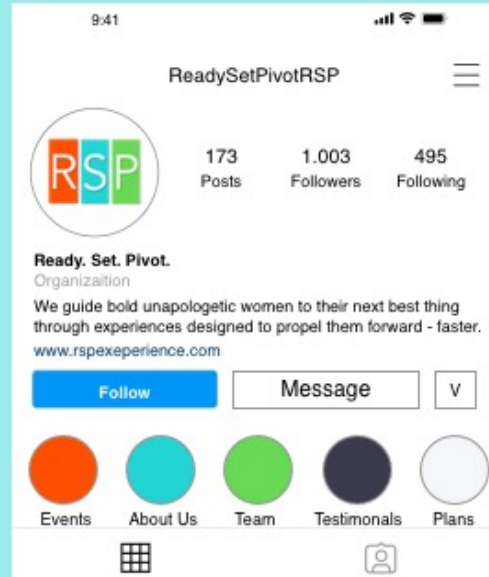- Show event info and links to events page and contact.

- Links to articles and events on the RSP page.

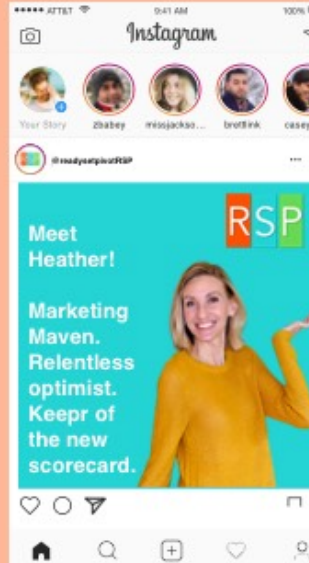- Tagged posts to show member tags in feeds.

Instagram
- IG TV
- Live Stream
- Photos
- Stories

- Create a buisness account to understand metrics

- Easy to navigate saved stories

- On brand colors, images and messages

- Strong, empowering messaging

- Screenshot important tweets or retweets from twitter

- Colorful imagery

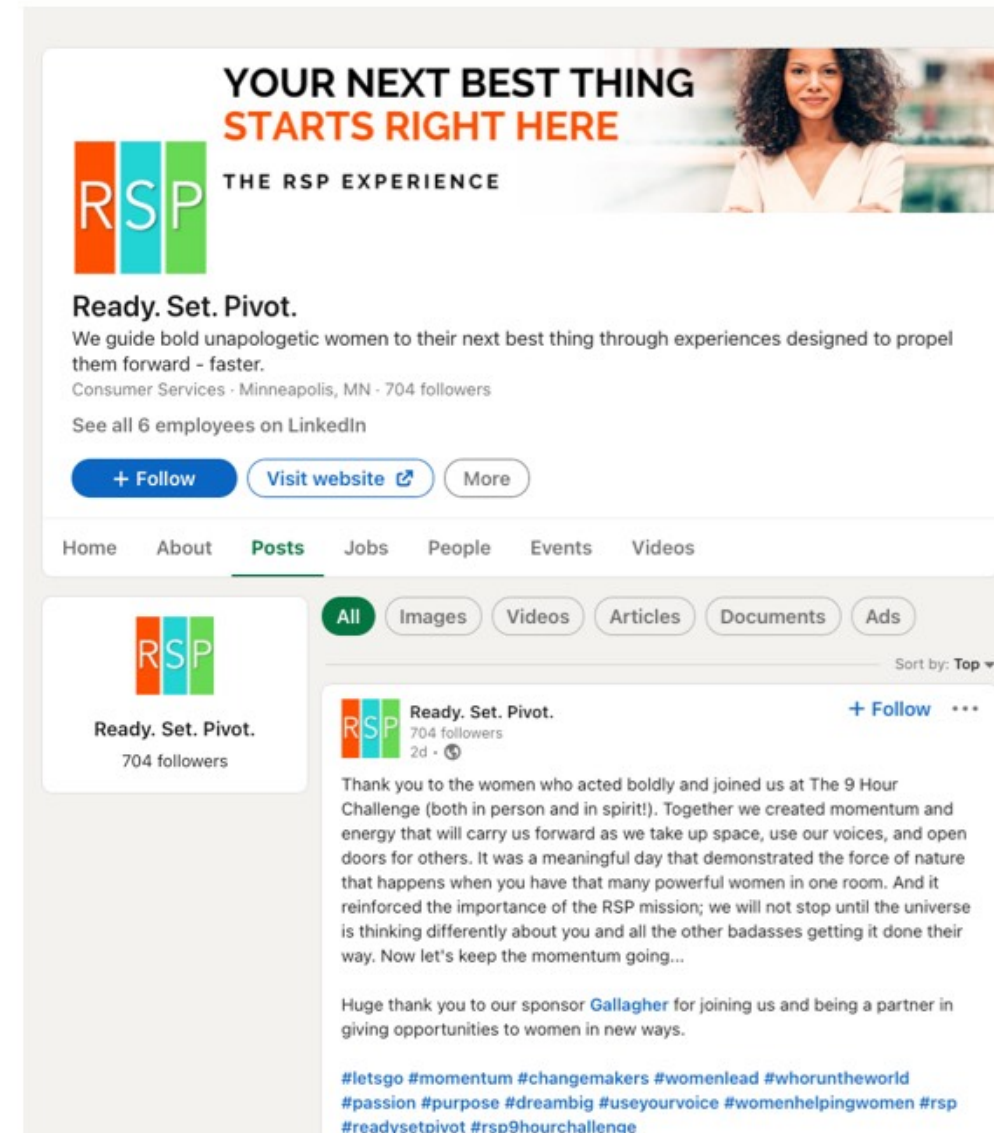- Introduce team members, organization and mission statement.

- Motivational calls to action

- Links to actionable sites

Social Media (Continued)

LinkedIn
- Articles   • Events
- Photos

- Links to articles and events on the RSP page.

- Tagged posts to show member tags in feeds.

- Messenging with potential members

- Good use of photos

Twitter
- Tweets   • Retweets
- Share articles

- Sharing and Retweeting of relevant articles and tweets from RSP and other organizations that have content that aligns with RSP.

- Links to the RSP website.

- Relevant messaging that aligns with RSP's goals and vision

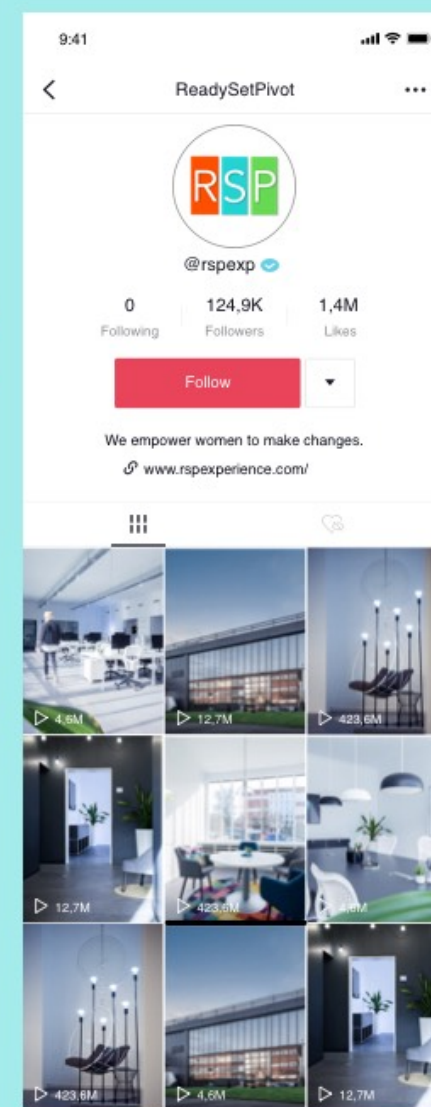- Aligned Branding and use of hashtags

Social Media (Continued)

TikTok

(Possible future addition for reaching out to a different demographic and growing auidence to younger, less established women.)

•strong description of RSP and a link to the homepage

•Clean and consistent trend videos that pertain to the goals and missions of RSP.

•Fun and informational video topics

•Relevant posts to young women who may be thinking about making changes.

•Good use of photos