

CoachNow Design/Usability

Summary

The purpose of this document is to clearly define proposed and fundamental changes to the navigation structure, design components, organization / hierarchy of information, and naming conventions that not only improve the current app experience, but to better position it to grow and become more flexible with ongoing changes in the long term.

Philosophy

- Encourage and promote behavior
- Better education
- Unobstructive and recognizable interfacing

Goals

- Mask account creation
 - Break the email, name, and password entry up into separate steps
 - Streamline invitation code entry
 - Propose ways of joining existing Spaces
- Ease the setup
 - Make first Space creation mandatory
 - The core product is Spaces (name TBD), so we must encourage new users to create and use them as soon as possible
 - Offer optional, secondary steps like creating first post, inviting, and adding channels
 - Depending on role type, predict and accommodate their needs
- Provide a [contextual experience](#)
 - Logically place helpful tips and information trails in key views of the app
 - Encourages and promotes crucial actions without blocking or bombardment

- Educates user on what actions they can take from where
- Simpler naming conventions and microcopy
 - Need to rethink the names of our subproducts, roles, and features
 - Teams/Spaces -> Spaces?
 - Feed -> All Posts
 - Groups -> Channels?
 - Segments -> Groups
 - Coach/Athlete/Parent or Fan -> Manager/Member/Viewer
 - Less reading leads to more action
 - Microcopy cleans up and simplifies the UI

Scenarios

- Creating a Space
 - Tap menu icon -> tap "+" in drawer -> enter a name -> tap "Create"
- Inviting into a Space
 - Via email
 - Tap "+" in nav -> tap "Invite Via Email" -> enter email/name -> tap "Invite"
 - Tap cog in nav -> tap "Members" -> tap "+" in nav -> "
 - Via contacts
 - Tap "+" in nav -> tap "Invite From Contacts" -> accept contacts permission -> select users -> tap "Invite"
 - Tap cog in nav -> tap "Members" -> tap "+" in nav -> "
 - Via share link
 - Tap "+" in nav -> tap "Share a Link" -> select role type -> tap "Copy Link"
 - Tap cog in nav -> tap "Members" -> tap "+" in nav -> "
- Creating a Channel
 - Tap "+" in nav -> tap "Create a Channel" -> enter a name/select type -> add members to group (optional)
- Adding to Channels
 - Tap "+" in nav -> tap "Add to Channels" -> select members -> select Channels -> tap "Done"
 - Tap cog in nav -> tap "Channels" -> tap 3-dots in nav -> tap "Add to Channels" -> select members -> select Channels -> tap "Done"
 - Tap cog in nav -> tap "Channels" -> select a Channel -> tap 3-dots in nav -> tap "Add to Channel" -> select members -> tap "Done"

- Bulk post
 - Tap menu icon -> tap “Groups -> tap “All Spaces” -> tap orange post button -> tap “Post”

Resources

[Mixpanel Funnel](#)

[Short Term Memory and Web Usability](#)

[Activation Metrics: The Real Measure of Startup Success?](#)

[UX Archive](#)

[Best Practices for Onboarding \(UPDATED\)](#)

[What makes a good mobile site?](#)