



ENCOURAGING ENGAGEMENT

CHALLENGE

Users wanted the ability to see which work items contained tickets. In the old work flow they would have to go into a work item and tap on the Tickets tab to see if there were any tickets associated with that item. To remedy this, I added an option to show tickets on the map in the Map Layers modal. Not many users were using this new feature, probably because it was a setting in a modal so we needed to make sure the users noticed this new improvement.

TOOLS

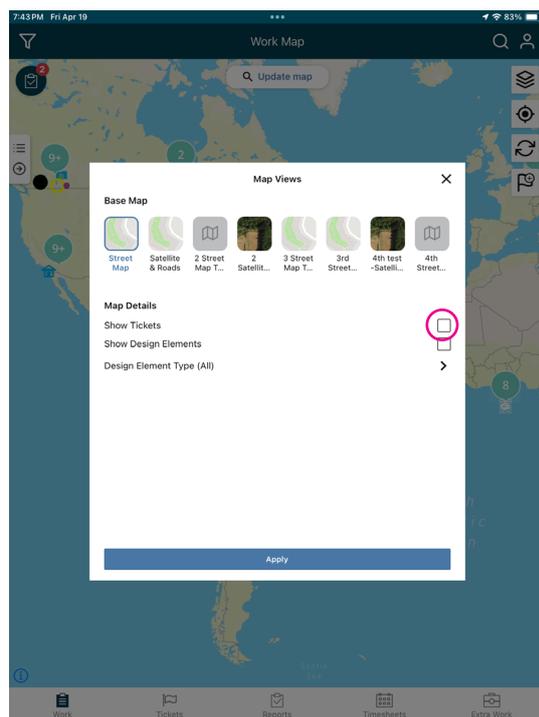
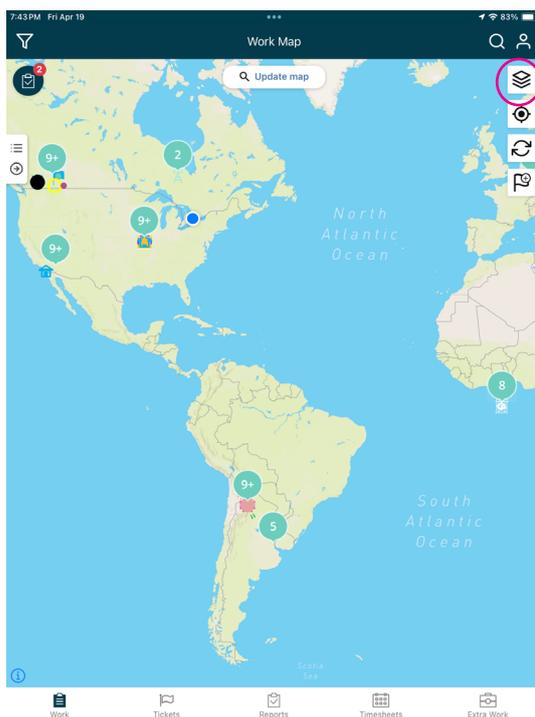


FIGMA

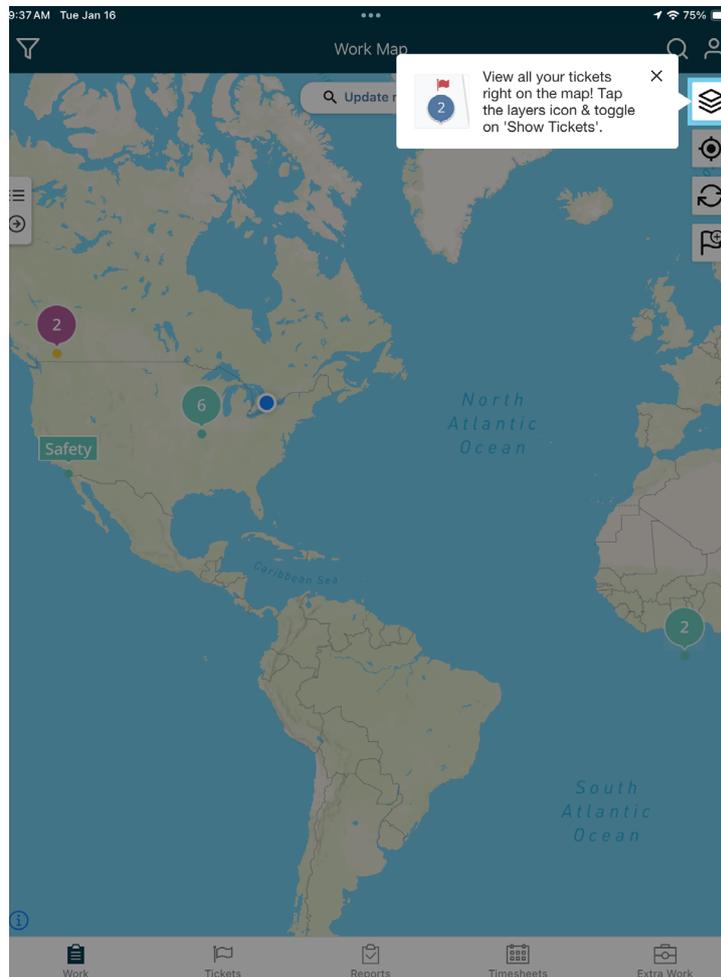


PLOTLINE

THE FEATURE



SOLUTION

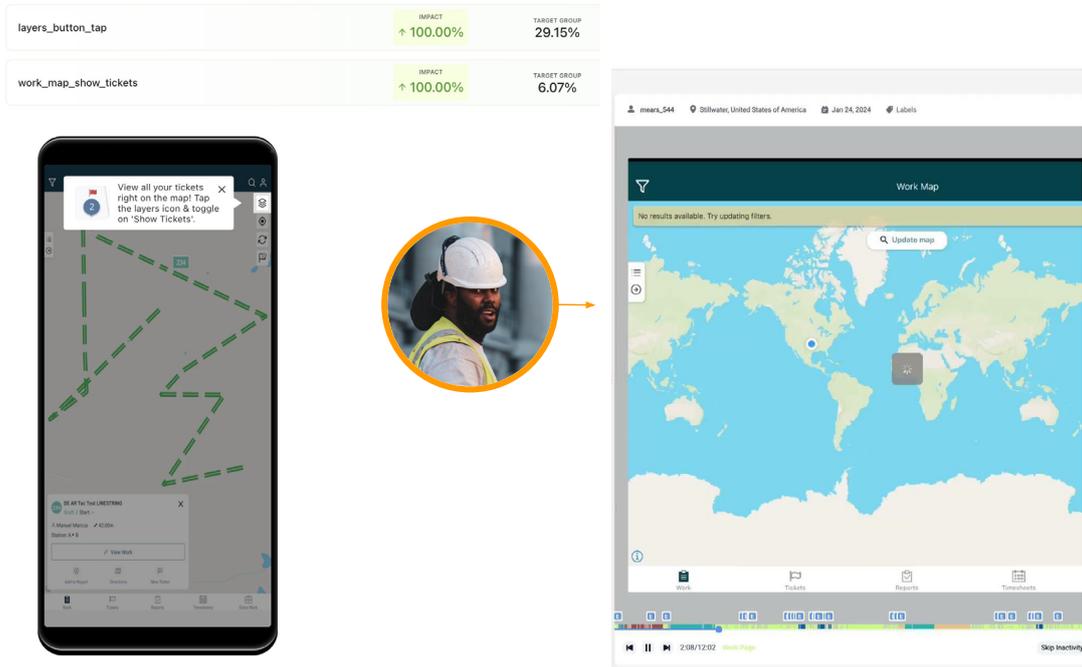


To highlight this feature and direct the user to discover this new functionality, I used a highlight. I placed focus on the icon that needed to be tapped to find this functionality and used a call out to explain what's hidden inside.

Here is a video of a user session where the user saw the highlight campaign and actually took the action to open the layers modal and turn the tickets on.

<https://vimeo.com/936855437?share=copy>

ANALYTICS

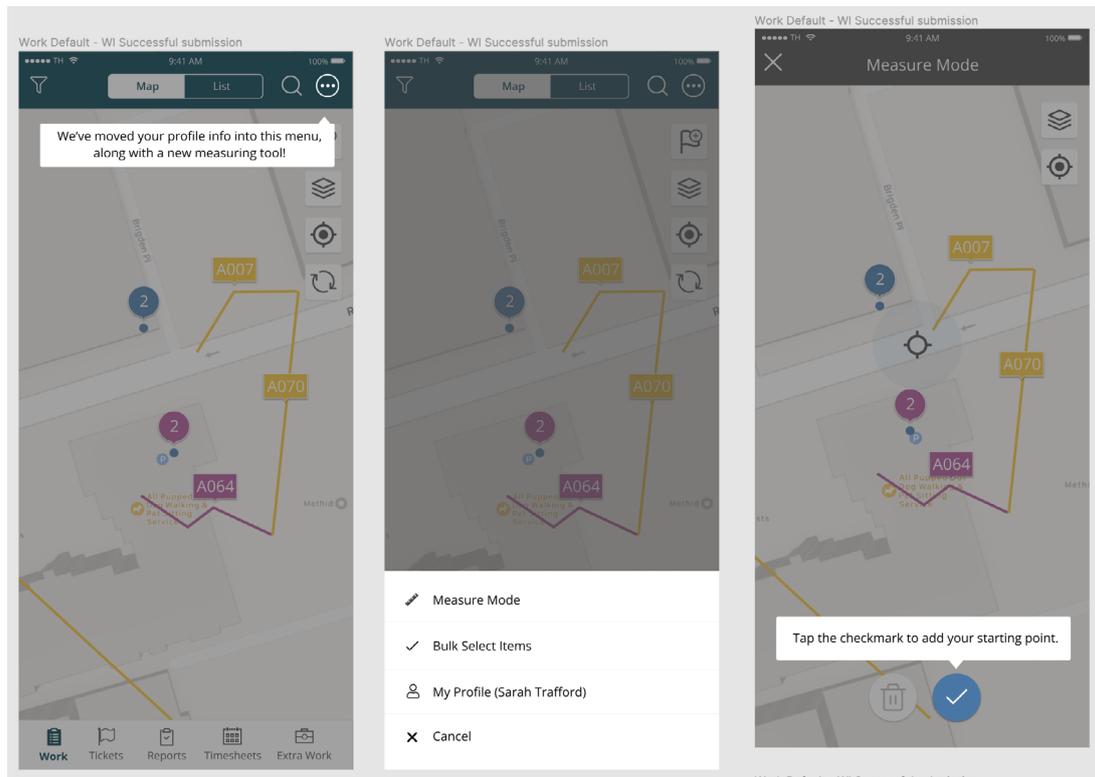


Above you can see that out of 100% of people that saw this, 29% clicked the layers button and 6% turned on the show tickets feature.



I used our ux analytics tool to measure usage 2 weeks before the campaign launched and 2 weeks after. The conversion rate went up by 1.28%. (The conversion time isn't accurate in this situation).

ONBOARDING



This feature isn't the main goal of the users when they land in our app so it is slightly 'hidden'. It didn't make sense to put it directly on the map with our other items because the value wasn't high enough to use that prime real estate. Because this would be added in a menu, and in a menu that would be new (there we plans to add other items in there in the future like 'Bulk Select') I felt it would be beneficial to create an onboarding/engagement campaign. This way we can assist the user with finding this new functionality.

Please note that the third screen shows an older design when I was re-using the buttons from 'Mark-ups' but then later decided to simplify the experience even more (mentioned in the page before this one). We used a software called 'Plotline' to run these campaigns.