



# Low-Intent Exploration: Community

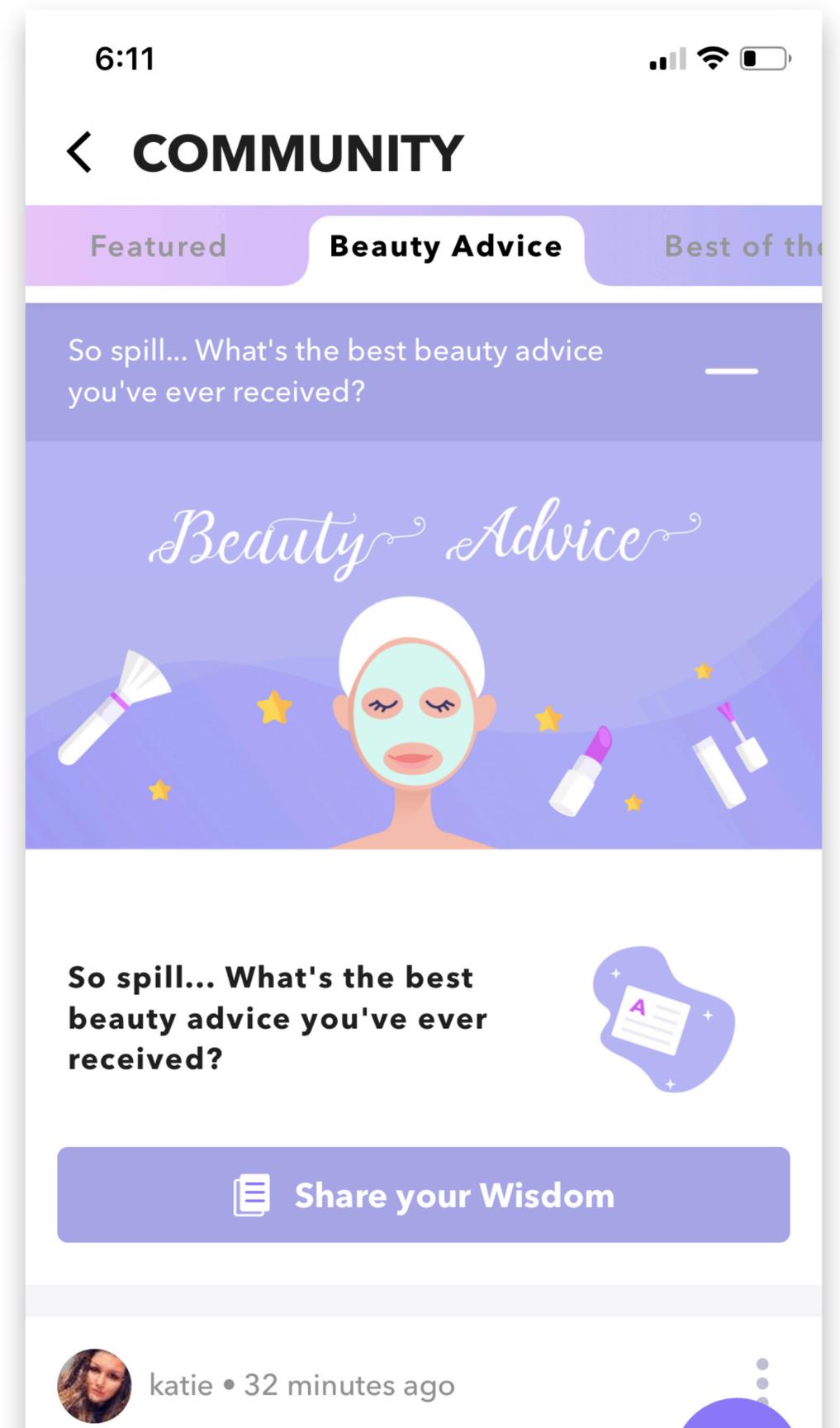
[trymira.com](https://trymira.com)

Q1 2020 // Mira AI Inc // En Wang

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# State of the World

Mira piloted with a couple of different topics. The most active conversation channel by far has been [Beauty Advice](#) where people post to give and receive advice about products. Channels that follow in popularity are [Looks](#) and [Best of the Best](#), leaving most of the other channels largely inactive.

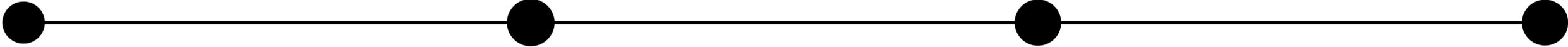


# Project Brief

Users on Mira love to talk about products. Unfortunately, Mira's current community space lacks the proper social environment and corresponding mechanics that allows users to discover, learn, and discuss products that fully utilizes Mira's product catalogue. How might we:

- **Better frame** and facilitate questions and answers around products
- **Help users contribute and discover** domain knowledge they have about products, brands, and creators
- Provide people with the tools to post creative visual content on Mira

# Project Scope



## Research

- 6 phone interviews (superfans)
- 30-45 minutes
- Stakeholder interviews

## Synthesis

Transcribing interviews  
Synthesizing -> Insights  
Concept Mapping  
User Personas

## Prototyping

Concept Iteration (low-fi wireframes)  
Mapping out key flows  
Sub-brief research

## Implementation

Concept refinement  
Flow refinement  
Mid - high level wireframes

# Research: Interviewees (Superfans)



**Madeline Grace**

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Num comments = 26  
Numdays = 23  
Dayssince = 1



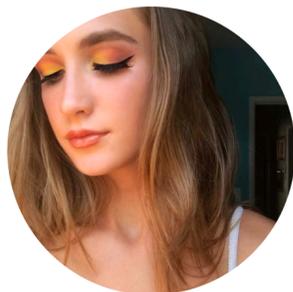
**Luly Ortega**

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Num comments = 24  
Numdays = 40  
Dayssince = 1



**Danni Calliope**

Numposts = 26  
Num comments = 76  
Numdays = 58  
Dayssince = 1



**Danielle Ashpaugh**

Numposts = 1  
Num comments = 18  
Numdays = 9  
Dayssince = 1



**Makala Matthews**

Numposts = 0  
Num comments = 14  
Numdays = 15  
Dayssince = 1



**Jessica Perry**

Numposts = 0  
Num comments = 14  
Numdays = 15  
Dayssince = 1

# Research Goals

The goals of this interview is to:

- Identify the current peaks and valleys in our community user experience
- Understand key motivations / activities in within community
- Explore the wants/needs of our core users/superfans

See the interviews and guide [here](#).

# Superfan Interviewee / Madeline Grace



## Creator/Contributor

2nd year in Uni, Alabama

Beauty enthusiast of her friend group

In a sorority

## Notable Quotes

**"I recently saw a girl posted something with blue mascara, and I was like, "hey there, hi, that's cool" and I went out and bought a blue mascara! I'm reaching finally reaching out from the standard brown eyeshadow."**

I just have my standard social media like instagram or snapchat, but this is the only one that really caters specifically to my makeup interest...I like to keep my personal life separate, but this is a very **open community**, it's great for beginners.

I got a whole skincare set that I've been loving the past month or so so anything having to do with skincare/beginner makeup is something I can lend advice on.

I like to look at all the best of the looks section just 'cuz, like I said, I do the same thing every single day its generally the same thing so it gives me inspiration.

# Superfan Interviewee / Luly Ortega



## Creator

Stay at home mom  
makeup as a creative outlet  
Self proclaimed beginner  
Aspiring youtube creator

## Notable Quotes

**“[I just want to be] to be more open and show more of my creativeness!  
[Mira] gives me more confidence to do so.”**

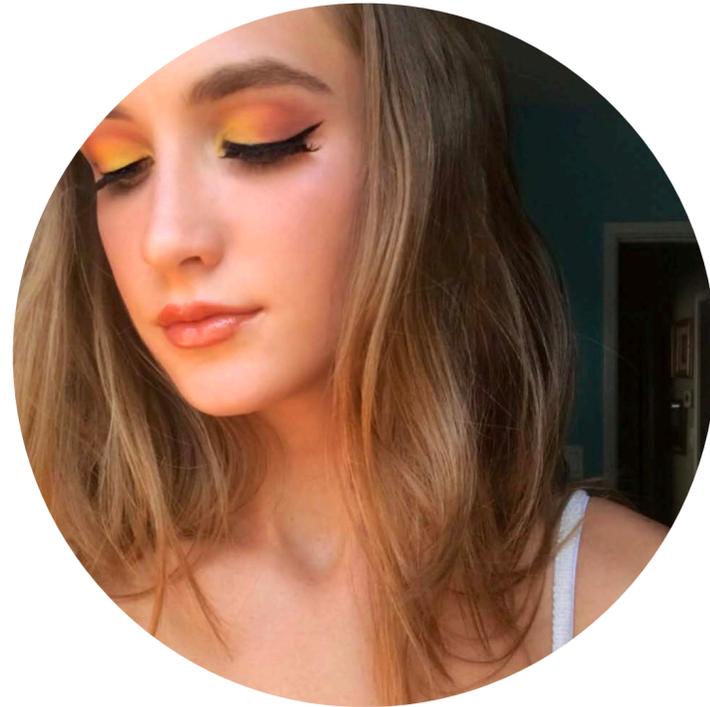
[I have been] a makeup enthusiast for awhile.... I just like experimenting with things...I like the idea of being [on Mira] as well... and hearing from people who can shed more light on newer items! It's a fun place to talk about my interests.

I just want to be able to communicate to others about the things that i like.  
(referring to why she comes to Mira)

The abundance of advice you get from others has been helpful for me.

I mean I'm not a professional, I'm just an enthusiast. but if I can provide others any help, that'd be cool too.

# Superfan Interviewee / Danielle Ashpaugh



## **Creator**

Works at Ulta

In college (AZ)

Loves product discussions

## **Notable Quotes**

**"I work at a makeup store and still can't get enough of it."**

I haven't really done any of the best of the best products, not for any particular reason, I just haven't gotten on there and been like "oh what makeup do I really really like?"

There is a lot of products that I look up that aren't on there. I think I emailed you about adding stuff because I didn't know if I could do that. It would be really helpful if you could add stuff.

"I've never wanted to talk to someone that I haven't been able to message. To me personally its not needed or interesting but I think that's something other people might like. I wouldn't use it."

# Superfan Interviewee / Makala Matthews



## Creator

In cosmetology school, works @ Ulta

Heavy researcher

20 y.o.

## Notable Quotes

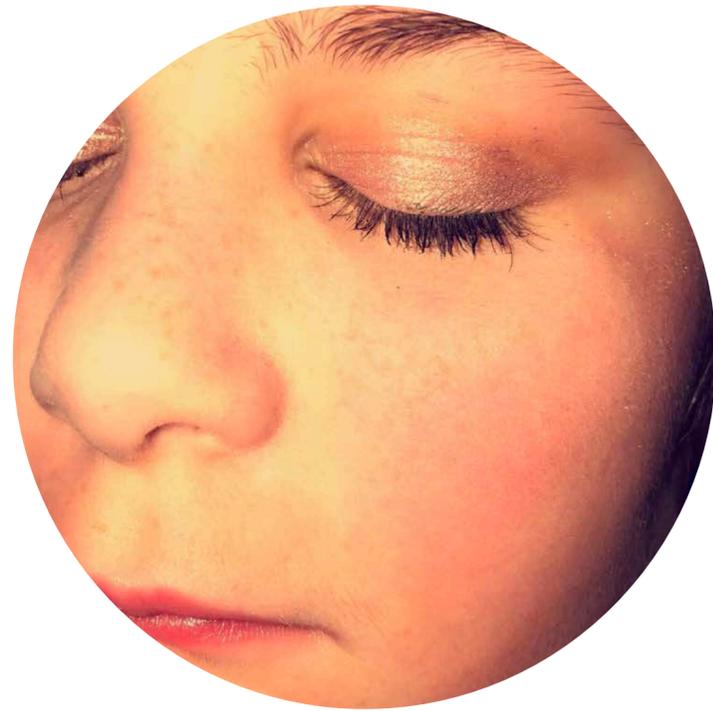
**“The kind of questions that have been asked on Mira are the same ones I get asked working at ULTA. It’s a way to educate people. I remember when I was like, well what should I use? Now I want to give back the knowledge for others.”**

“I’ve thought about putting my own pictures up there but I’m shy. I would like to get to the point where I can say hey I did this look today.”

“I love talking about scientific side of makeup, for example [explains complex skincare subject] or like this ingredient causes this, or etc.”

“[When I research, I] look at how the product is meant to be used. For example, the James Charles palette is a pressed pigment, but people were trying to use it as an eye shadow. I look for how it was meant to be used to understand how it benefits people.”

# Superfan Interviewee / Jessica Perry



## Creator

In cosmetology school, works @ Ulta

Heavy researcher

20 y.o.

## Notable Quotes

**"I really like helping people with their questions, so I really like that part of Mira."**

"It started because i was on online shopping at Sephora and they have their chat box and i was having a lot of fun answering peoples' questions, so i wanted to find a place where it was easier to answer peoples' questions."

I like to recommend [products] to people who are asking for them. [...] For example, I had acne for a while and I found this acne scrub that worked really well, so i'd like to recommend that to other people.

(How often she's on Mira) "It depends on the day...but if i was just at home all day, then most likely every day"

# How Might We...

- **Hierarchy** HMW deliver the right mechanics, tools, and spaces to facilitate a community that can grow organically yet also be structured enough to integrate with the rest of our data asset as well as with the functionality that currently exists in the app?
- **User Roles** HMW help casual consumers grow into higher-engagement roles within the community like contributors and creators in order to facilitate the generation of meaningful content and relationships?
- **Multi-Modal Unification** How might Mira's community effectively integrate multi-modal content into a single space for lower-intent users to explore, learn, and be entertained by a wide range of highly relevant beauty content?

# Synthesis / Interview Insights

**People are hesitant and shy to post looks and desire a safe and supportive community culture that encourages look posting.**

**People are looking for a makeup community in Mira that they don't feel they are getting elsewhere in their life.**

**People are primarily interested in following sources of good content (as opposed to other members of Mira).**

People want to qualified comments / posters.

People are seeking out "process oriented" content on Mira.

Answering questions and recommending products is a fun activity that simultaneously helps users discover and learn.

People love participating in topics and products they're already familiar with.

People want a mix of UGC and external content.

People want more distinct spaces/topics on Mira community to discuss.

People value learning from diverse perspectives within topics of interest.

# Synthesis / User Personas



**Contributor**

A contributor wants to use Mira as an outlet for their interest in beauty. **They add to others' experience on Mira** by responding, answering questions, asking questions, etc. They might also ask for feedback from the community and **enjoys making an individual impact (directly helping someone out with their personal problem).**



**Creator**

A creator wants to use Mira as a platform and enjoys creating visual content. **They hope to make a widespread impact for an audience** (and themselves).



**Consumer**

A consumer primarily uses Mira as a tool for themselves. They seek information and feedback from Mira's community, **but aren't driven by community interaction and doesn't necessarily add to others' experience.**

# Synthesis / User Persona Values and Needs



**The Casual Creator**

## Actions

- Responding to questions
- Posts polls or questions
- Reviews products
- Recommends products

## Pain Points

- Affirmation / engagement
- Feedback on impact
- Social progress
- Self expression
- Existing creative landscape

## Needs

- Affirmation / Engagement
- Gain inspiration
- Explore self expression
- Feedback on their impact
- Developing sense of identity
- Social progress

## Benefit Statements

- Easily create and consume beauty specific content (Helps me realize desired identity)
- Connection with a group of people interested in a creator's content

## Proof Points

- Visibility
- Following
- Toops on Mira that help me easily create content when inspiration strikes
- Seeing other members post cool, inspiring content
- Ability to follow other users
- Community is engaging and active



**The Contributor**

- Posts polls or questions
- Posts visual content
- Reviews Products
- Engages with other members

- Affirmation / follow up
- Incentive to share their knowledge
- content discovery / exploration opportunities
- proof of contribution

- Affirmation / follow up (from other users)
- Outlet for learning about new products
- Space to sharing their knowledge
- Increased domain expertise
- Discovery / exploration

- Passive knowledge + consumption of beauty content
- Making an individual impact

- A variety of visual and textual content that's fresh
  - Topics of interest
  - New topics
- Responses and reactions from people they've helped
- Having opportunities to contribute their knowledge/expertise



**The Consumer**

- Asks for advice (personal use case)
- Likes / comments on posts
- Circulates content (reposting)
- Responds to polls
- Searches products

- Helpful and timely answers to questions about makeup that I have
- Opportunities to identify + evaluate candidate products to try
  - make a purchase

- Questions about makeup that I have
- Identify and evaluate candidate products to try
- Timely responses (from other users)
- Increased domain expertise
- Discovery / exploration

- Finding and discovering the right products
- Having a group of people who understands me / my needs
- Having a group of people I can consult

- Products + content are being validated by other members of the community.
- Seeing entertaining content that I can enjoy
- Seeing content from people / entities I'm already familiar with

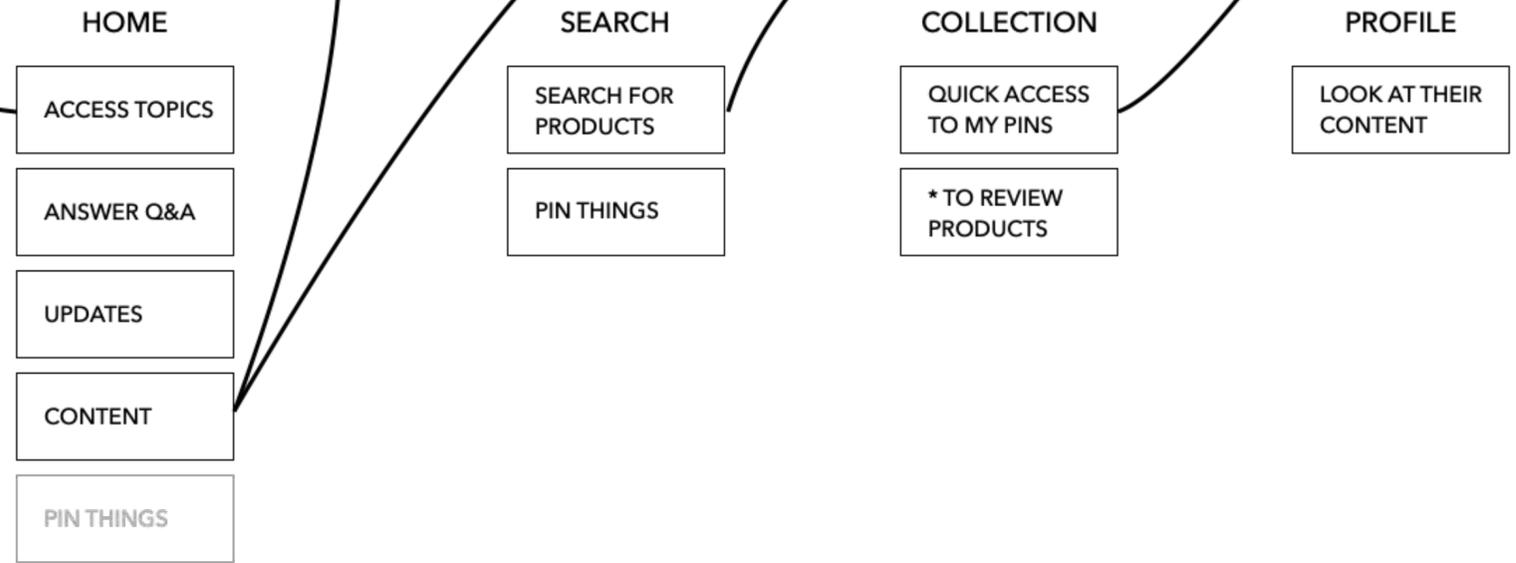


# Framing Current Community Architecture & Issues

**Current content nodes available**



**App spaces & Activities**



# **Research Synthesis: Opportunity Areas**

**Topics / Structure / Spaces**

**Content Display / Feed Consumption**

**Question and Answering**

**Content Creation / Post Types**

# **Topics / Structure / Spaces**

**Users can't explore & connect with others around topics of interest**

**HMW provide a flexible nav structure for users to explore & discover topics of interest?**

**Topics are not relevant or interesting to users (when posting and exploring)**

**HMW create a topic system that is interesting and relevant to our users?**

**Users can't connect meaningfully with others**

**HMW introduce social mechanics for meaningful connection with others?**

**Users can't stay connected with topics & content they find interesting**

**HMW we allow users to express their interests/preferences so that their feed is populated with content that they want to see?**

# **Content Display / Feed Consumption**

**Users can't give input on what kind of content they do or don't want to see in their feed**

**HMW deliver content to users who will find it interesting?**

**Users can't find content they've previously engaged with**

**HMW help users understand what kind of content they're encouraged to create on Mira?**

**A user's feed content doesn't reflect the specific topics and people they find interesting**

**HMW reward users who create & promote meaningful content?**

**People can't stay connected with others they come across in their feed**

**HMW better frame content creation to the needs and behaviors that users have?**

**The feed content feels generally repetitive and messy.**

**HMW better guide users through the content creation process?**

# **Question and Answering**

**Users wanted to get answers from the right people with relevant expertise.**

**HMW create more visibility for the person behind an answer?**

**Users received a lot of questions that weren't relevant to them**

**HMW connect users with questions that are most relevant to them?**

**There are many questions that are left unanswered.**

**HMW create more visibility for questions?**

**There were a lot of overlapping questions that didn't benefit from overlapping answers**

**HMW make questions and answers more accessible?**

**Users aren't rewarded for helping or contributing their knowledge.**

**HMW empower users to continue helping others by building their expertise?**

# **Content Creation / Post Types**

**Content isn't being received by anyone, just encountered.**

**How might we deliver content to users who will find it interesting?**

**Community & engagement is not well framed.**

**How might we help users understand what kind of content they're encouraged to create on Mira?**

**Content creation isn't incentivized.**

**How might we reward users who create & promote meaningful content?**

**Content creation types are mis-aligned with user's needs**

**How might we better frame content creation to the needs and behaviors that users have?**

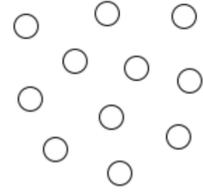
**Content creation isn't framed as a core mechanic.**

**How might we better guide users through the content creation process?**

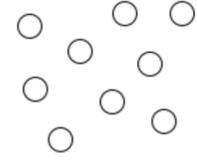


# Proposed Architecture

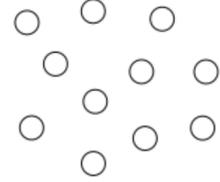
**TOPICS**



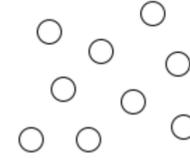
**USERS**



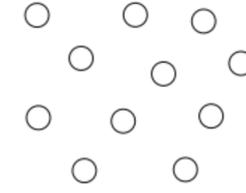
**INFLUENCERS**



**BRANDS**



**PRODUCTS**



**DISCOVER**

NAVIGATION &  
EXPLORATION

CONTENT & NODE  
BROWSING

**HOME**

QUICK ACCESS

ANSWERING  
QUESTIONS

UPDATES

CONTENT  
& ENGAGEMENT

**CREATION TAB**

POST CREATION

**SEARCH**

SEARCHING  
FOR PRODUCTS  
& CONTENT

**COLLECTION / PROFILE**

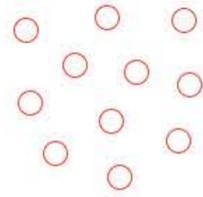
GET PRODUCT  
UPDATES

REVIEW MY  
PRODUCTS

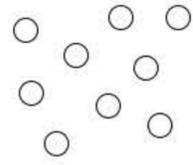
REVIEW MY  
CONTENT

UPDATE MY  
PROFILE

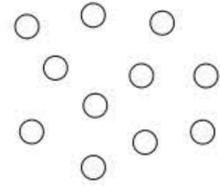
**TOPICS**



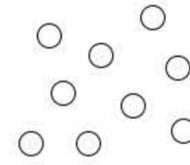
**USERS**



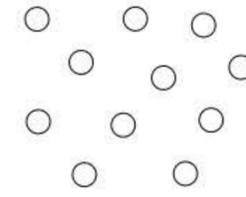
**INFLUENCERS**



**BRANDS**



**PRODUCTS**



**DISCOVER**

NAVIGATION &  
EXPLORATION

CONTENT & NODE  
BROWSING

**HOME**

QUICK ACCESS

ANSWERING  
QUESTIONS

UPDATES

CONTENT  
& ENGAGEMENT

**CREATION TAB**

POST CREATION

**SEARCH**

SEARCHING  
FOR PRODUCTS  
& CONTENT

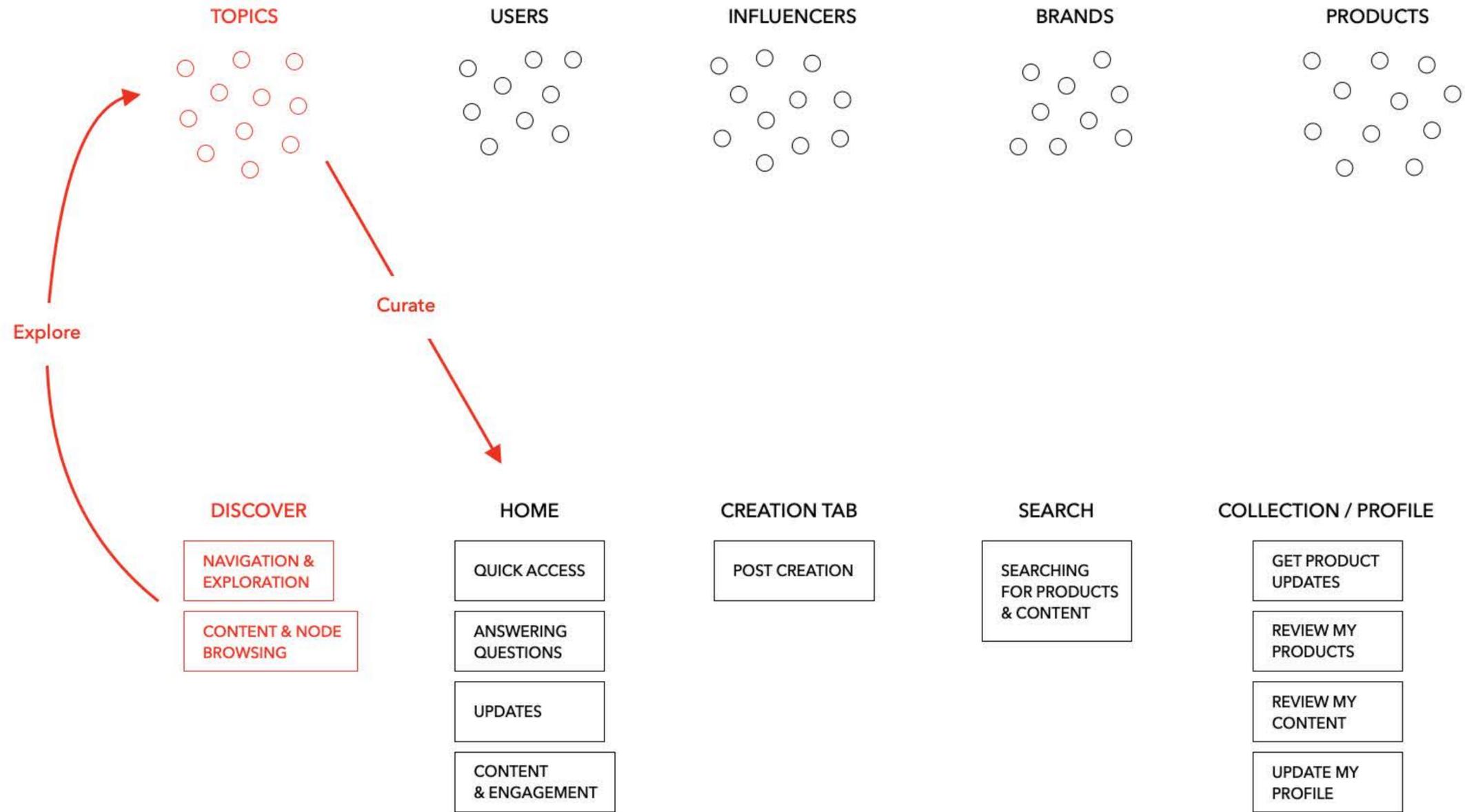
**COLLECTION / PROFILE**

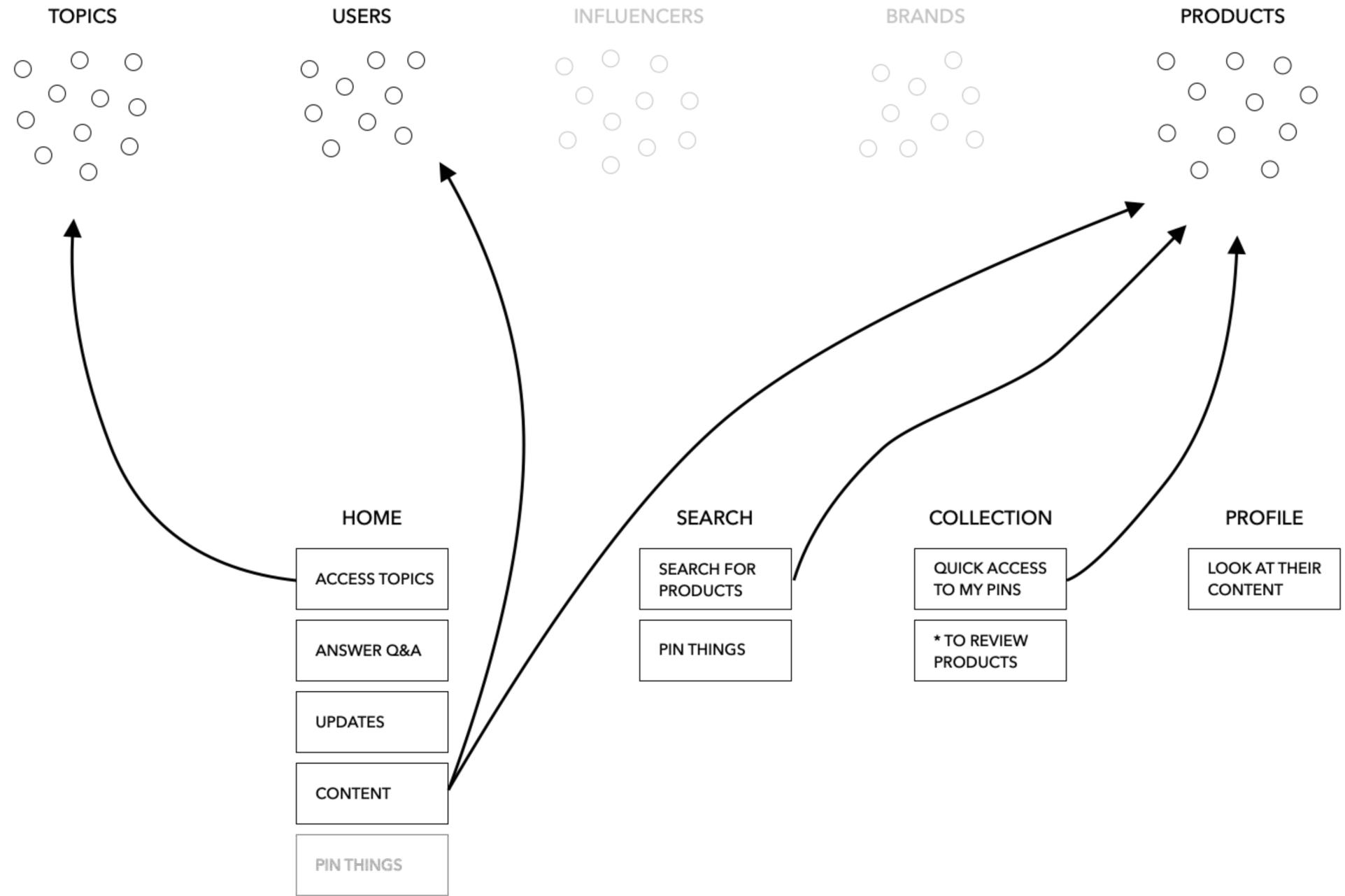
GET PRODUCT  
UPDATES

REVIEW MY  
PRODUCTS

REVIEW MY  
CONTENT

UPDATE MY  
PROFILE

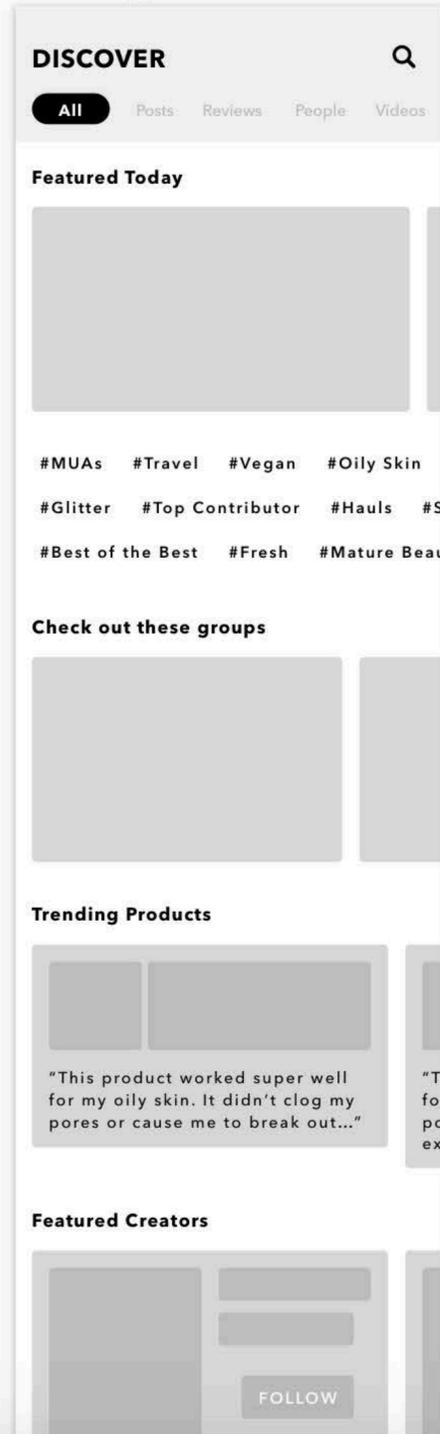




USER <> WORLD

# DISCOVER

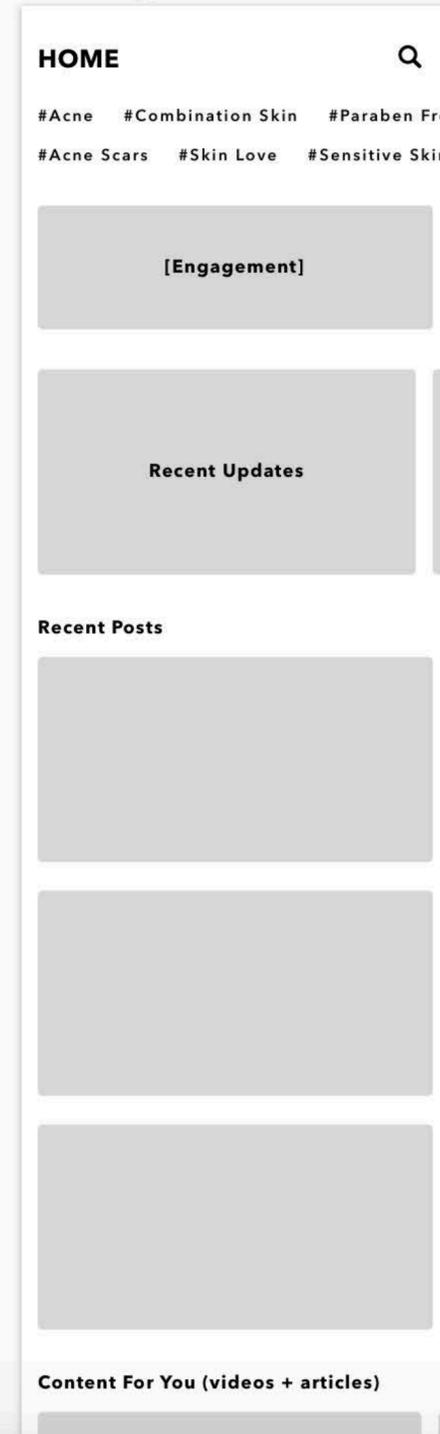
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USER <> COMMUNITY

# HOME FEED

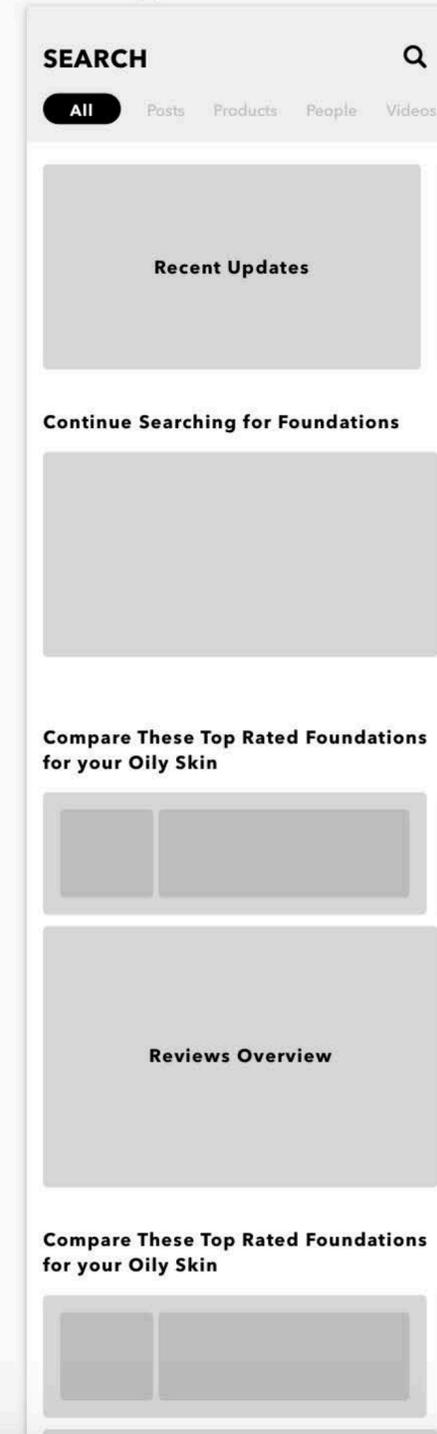
Mobile Copy 36



USER <> MIRA

# SEARCH HOME

Mobile Copy 39



USER <> INTEREST

# TAG

Mobile Copy 38

