

Case Study: Building Communities to Enhance User Engagement

👁️ Disclaimer

This case study has limited visuals due to unforeseen circumstances. Recently faced with a layoff, I aimed to quickly share my work with hiring managers like yourself. While the absence of visuals might limit understanding, rest assured that the accompanying text provides valuable insights into my design process, methodologies, and outcomes that align with your interests. Please consider this an MVP of sorts.

Summary

I played a pivotal role in building interactive spaces for Gen Z users to enhance engagement. By identifying what brings these communities together—shared interests, authenticity, and personalization—I recommended key design decisions such as chat improvements, a redesigned profile section with friends lists, and a revamped contest creation process. Despite the project's unfortunate closure, we demonstrated the value of intentional planning, streamlined decision-making, and increased efficiency in stakeholder meetings. I gained valuable insights into clear communication, structured project management, and collaboration between design and development teams, setting the stage for future success.

Background

Company: Champions Round, a startup focused on fantasy sports games.

Project: Creator Rooms, a feature designed to enable Gen Z users to play fantasy sports games together.

Team:

Angel Pang, Chief Design Officer

Lucy Kent, Senior Product Designer
Ling Zhou, Product Designer (Research)

Objectives

1. Foster user growth and engagement by creating interactive spaces.
2. Understand the value of creator rooms and how to entice Gen Z users to join the party.

Problem

During the early stages of the project, our team at Champions Round faced the challenge of lacking a well-defined problem statement and a deep understanding of the user's perspective. We needed to identify the purpose and appeal of creator rooms for Gen Z users and find effective ways to educate them about the concept.

Role and Approach

As one of the two senior designers at Champions Round, I embraced the challenge of shaping the strategy for creator rooms. We recognized the need for a solid vision to guide us through the maze of possibilities. To address the problem at hand, I focused on identifying the elements that bring communities together. Through research and insights into our target users' online interactions, we discovered that shared interests, authenticity, and personalization were key drivers of social connection.

Obstacles and Constraints

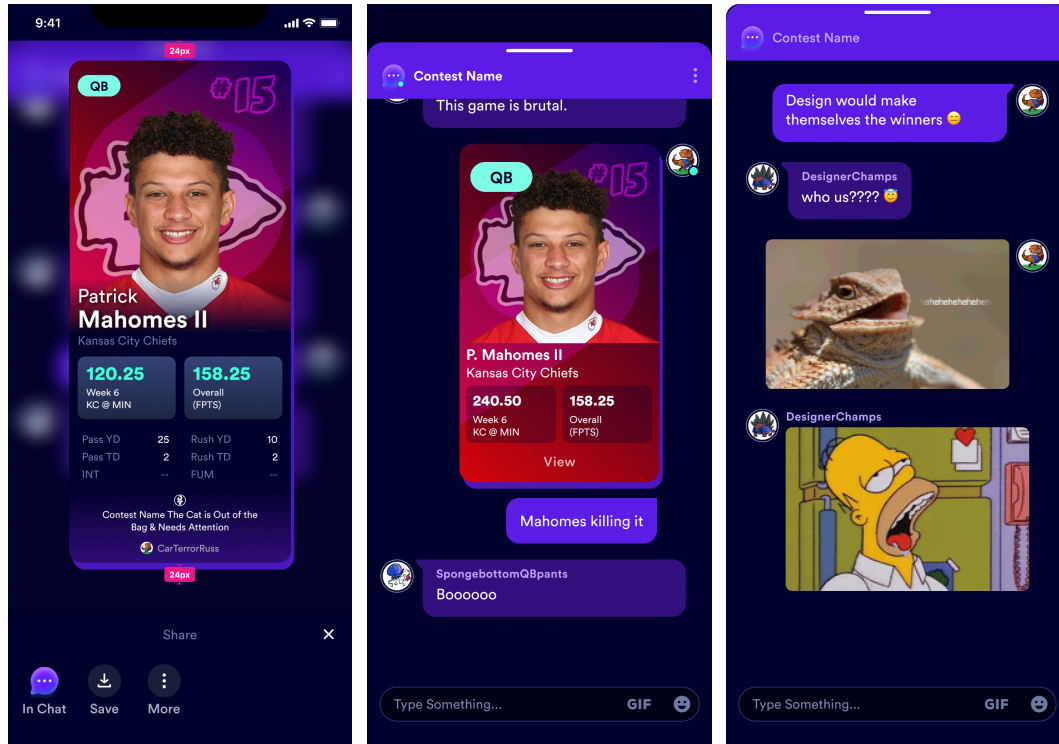
The project encountered resource constraints, limiting the freedom for extensive ideation and design iterations. To overcome this challenge, I drew inspiration from popular platforms such as Instagram, YouTube, and Snapchat. By leveraging the established mental models of these platforms, we expedited the design process and capitalized on elements familiar to Gen Z users.

Design Decisions

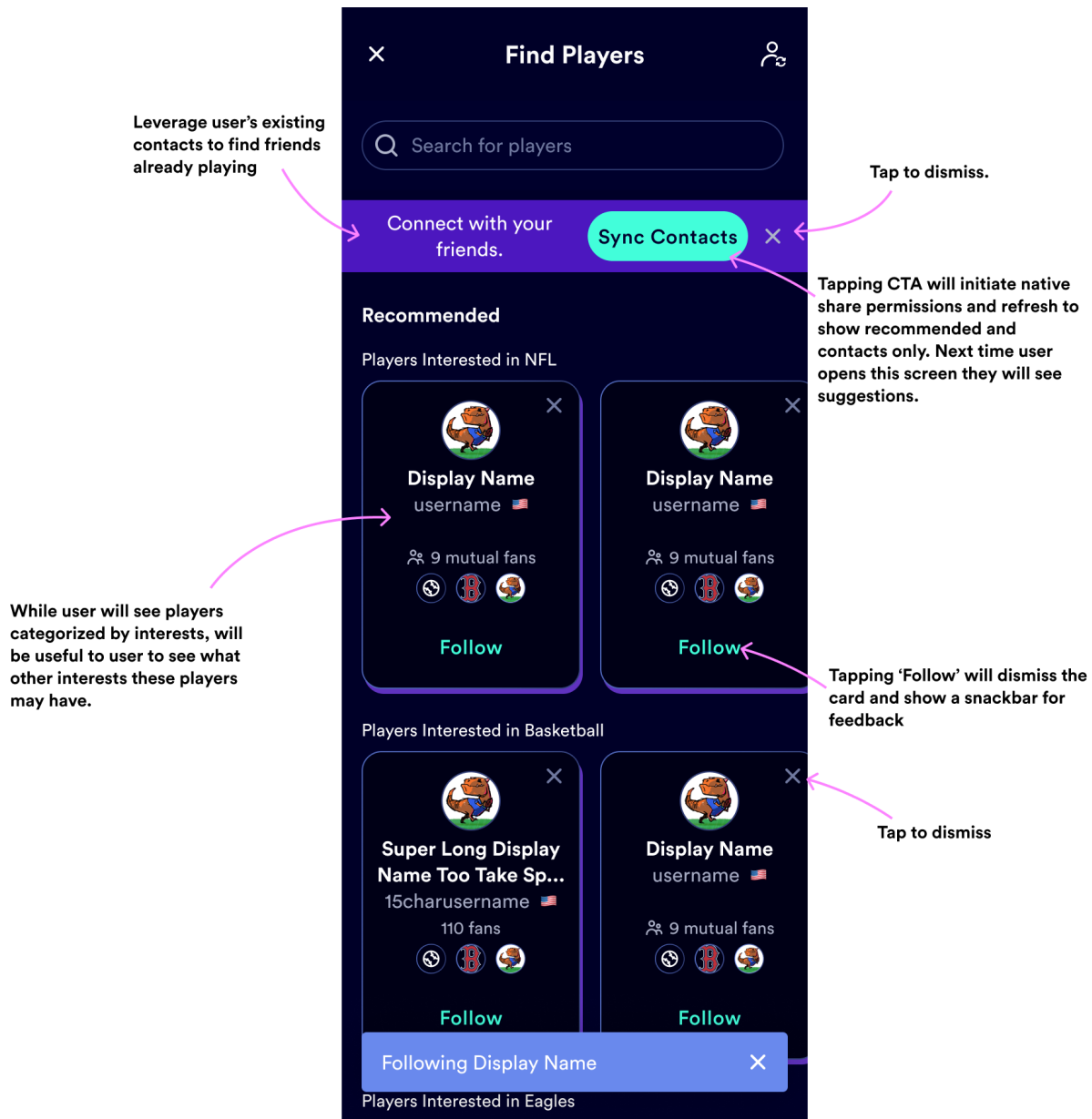
Collaborating closely with my boss, we embarked on a brainstorming adventure, drawing inspiration from the realms of games and marketing. While we already had communities built

within our social media channels, we sought to amplify app engagement by giving our users something to talk about, something to share, and someone to share it with. This led me to recommend the following:

1. Chat Improvements: We enhanced the power of communication within our platform, enabling users to capture and share exciting gameplay moments. We also added GIFs and stickers to encourage participation between strangers. No epic play would go unnoticed or uncelebrated. This feature facilitated seamless interaction among users.



2. Redesigned Profile Section: Recognizing the importance of connections, we revitalized the profile section, allowing users to showcase their gaming prowess. By incorporating features such as "friends lists" and "interests," we aimed to facilitate meaningful connections based on shared passions and mutual interests. With these enhancements, users could discover new players and ignite the spark of competition.



Before

9:41

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We Battle Under Shade!

Choose a Game Mode

Seven Stakes

Boost Ball

Build a roster of 12 athletes, keep it under budget, watch live and win! [Read rules here.](#)

How Many Entries?

Min: 5 • Max: 20

6

Do you want to set a buy-in amount?

Winners will earn a cash prize.

Paid

Free

Choose an Entry Fee Below

\$2

\$5

\$10

Custom Amount

This paid contest must be full by Sept 21, 21 at 5pm CST in order to being. Otherwise all buy-ins will be refunded.

Next

9:41

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Almost done! Make sure everything looks good.

\$5

12

\$1,000,000

Entry Fee

Entries

Prizes

Create Contest

Contest Rules & Info

We Battle Under Shade!

Contest Name

NFL

Big Board

Sport

Game Mode

Sep 21, 21

5:15 PM PDT

Start Date

Start Time

Prize Breakdown

1st

\$8

Scoring

Item 1

13.09

Item 2

13.09

Item 3

13.09

Item 4

13.09

Item 5

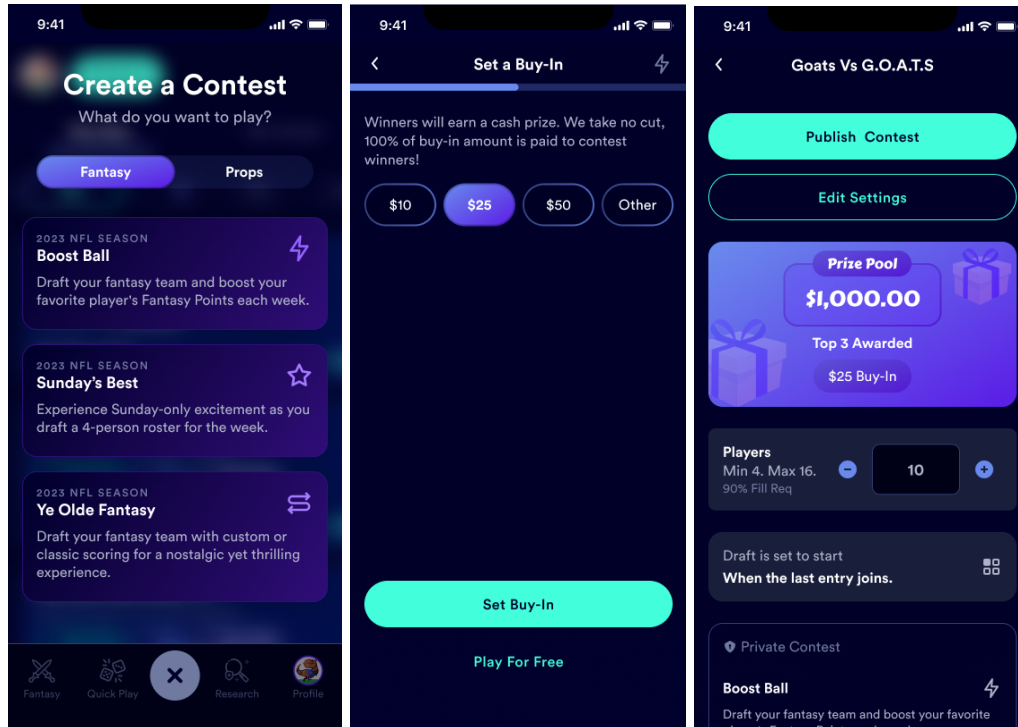
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Item 6

13.09

See Complete Rules

After



Validation and Testing

As a startup operating on aggressive timelines, we faced the challenge of limited pre-launch testing. However, we prioritized UX validation from an early stage to ensure the usability and effectiveness of our design decisions. Our QA and engineering teams played a crucial role in this process by asking thoughtful questions, challenging design choices, and surfacing potential usability issues. Their expertise, combined with our dedication to creating intuitive interactions, helped us optimize the features for user satisfaction and engagement.

Outcomes and Results

Despite our unwavering dedication, the Creator Rooms project faced an unfortunate setback with the closure of the company. As a result, we were unable to launch and test our carefully crafted features with a wider audience. Although the outcome was disappointing, the journey was not without merit.

Key outcomes and results include:

1. Demonstration of the value of intentional planning and feature prioritization.

2. Creation of a feature prioritization list that facilitated alignment between design and engineering and streamlined decision-making processes.
3. Increased efficiency in key stakeholder meetings, significantly reducing their duration from 1-2 hours to 30 minutes.

Lessons Learned

Throughout the Room Saga, I gained invaluable insights that will shape our future endeavors. We learned the importance of clear communication, structured project management, and fostering collaboration between design and development teams. By incorporating earlier development reviews in the design phase, we prioritized transparency, collaboration, and thoughtful questioning. This empowered our developers to unleash their creativity and maximize the potential of our collective expertise.