Aubrie Hanson

Well rounded UX & Product Design Leader

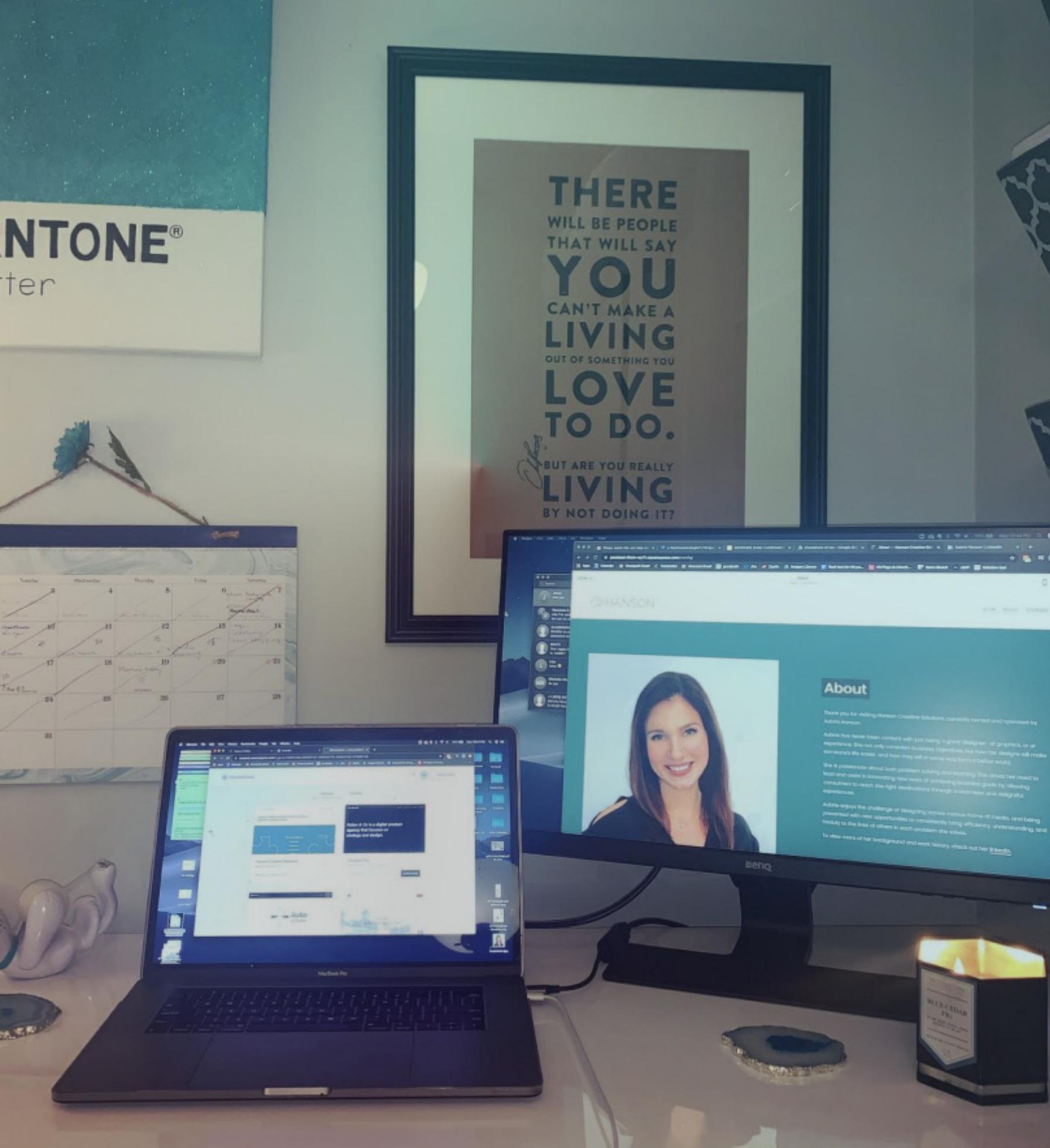**EAST COASTER**

RIGHT & LEFT BRAINED

OBVIOUSLY PRETTY GOOD AT PHOTOSHOP

I'M ALL ABOUT THIS QUOTE

"When I'm working on a problem, I never think about beauty. I think only how to solve the problem. But when I have finished, if the solution is not beautiful, I know it is wrong."

R. Buckminster Fuller, US architect & engineer

I'M NEVER NOT CREATING

Many of my passions are creative. I love staying busy, learning new things, practicing what I'm good at, and focusing on the next step in life- whatever that may be.

Hand-making all my wedding decor

Adding cabinets and wainscoating in my laundry room

Refurbishing road finds

Drawing when I get the chance

Re-landscaping my yard

Selling hand-painted ornaments on etsy.

Doing eyelash extensions and hairstyles out of my house
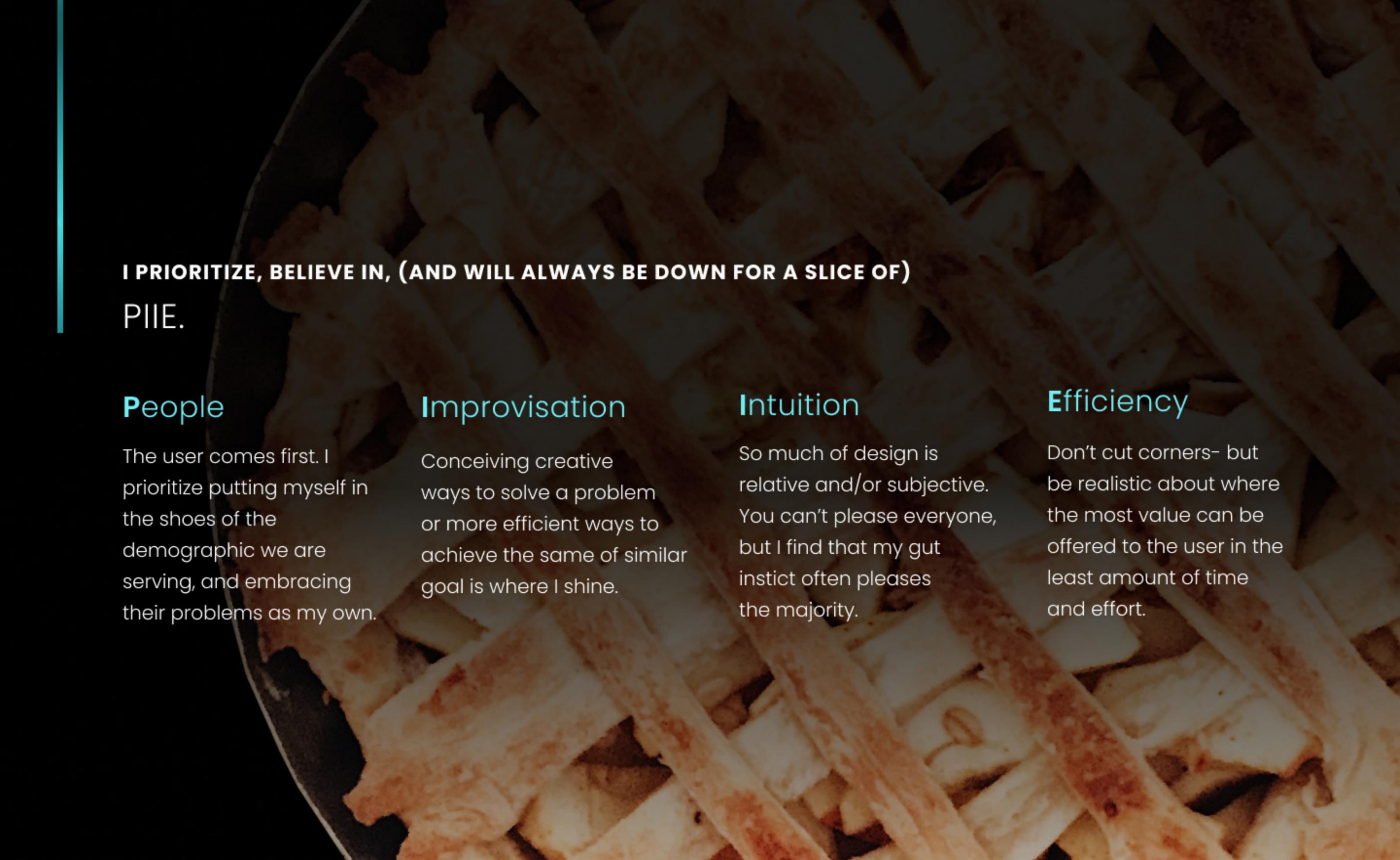
I'M ALWAYS LOOKING FOR A CHALLENGE...

so I transferred to the most renowned design school in the world.

RHODE ISLAND SCHOOL OF DESIGN
B.A. GRAPHIC DESIGN

SALVE REGINA UNIVERSITY
BUSINESS MINOR

I PRIORITIZE, BELIEVE IN, (AND WILL ALWAYS BE DOWN FOR A SLICE OF)

PIIE.

People

The user comes first. I prioritize putting myself in the shoes of the demographic we are serving, and embracing their problems as my own.

Improvisation

Conceiving creative ways to solve a problem or more efficient ways to achieve the same of similar goal is where I shine.

Intuition

So much of design is relative and/or subjective. You can't please everyone, but I find that my gut instict often pleases the majority.

Efficiency

Don't cut corners- but be realistic about where the most value can be offered to the user in the least amount of time and effort.

9

years of experience as a
hands-on Individual contributor
3 of which have been mentoring,
managing & hiring.

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CLOUDZERO

Acquia®

Fidelity
INVESTMENTS

♥CVSHealth®

wayfair

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AT ROUNDFEATHER (UX RESEARCH & CONSULTING)

I led an

Ecommerce Redesign

for our client, RingCentral.

RINGCENTRAL is the #1 cloud communications provider worldwide. Their primary product is a platform offering Message, Video and Phone services.

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GOALS

BUSINESS GOAL

Increase conversion of SOHO (Small Office/Home Office users) by communicating the value of each different communication plan.

USER GOAL

Checkout with confidence that their chosen plan is right for them.

I was the **SOLE LEAD DESIGNER** on this project along with a team of 4 Roundfeather researchers, and a team of engineers & product executives at RingCentral.

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PROCESS

The Roundfeather research team conducted

18 immersive user interviews

I helped prepare a condensed summary of some of these interviews, and presented them to the team.

While designers are only required to note-take on a few calls during this process, I watched **ALL 18 CALLS** to ensure my designs were accounting for all feeback.
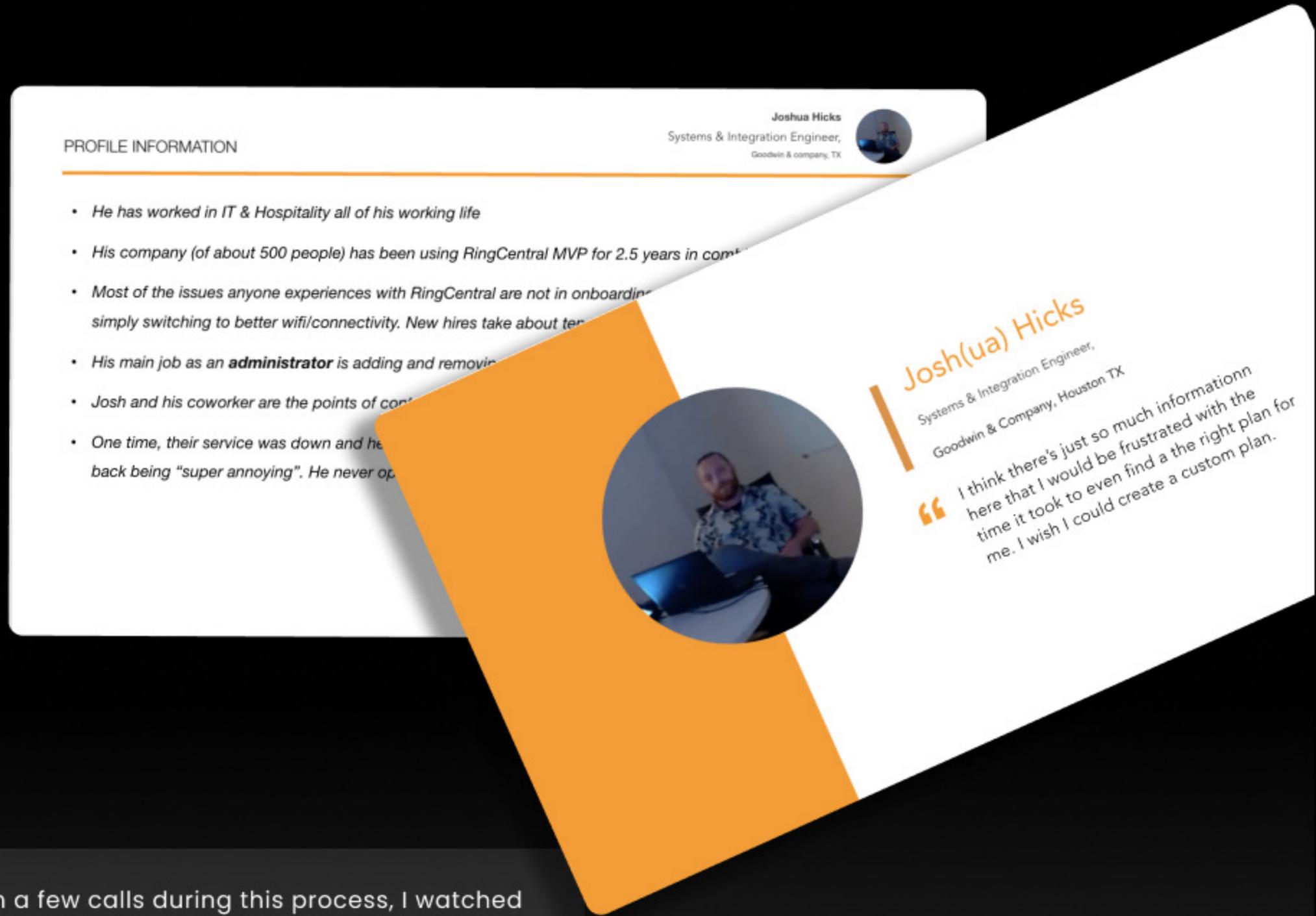
Joshua Hicks
Systems & Integration Engineer,
Goodwin & company, TX

PROFILE INFORMATION

- He has worked in IT & Hospitality all of his working life

- His company (of about 500 people) has been using RingCentral MVP for 2.5 years in com

- Most of the issues anyone experiences with RingCentral are not in onboardin simply switching to better wifi/connectivity. New hires take about ten

- His main job as an **administrator** is adding and removin

- Josh and his coworker are the points of con

- One time, their service was down and he back being "super annoying". He never op

Josh(ua) Hicks
Systems & Integration Engineer,
Goodwin & Company, Houston TX

"I think there's just so much informationn here that I would be frustrated with the time it took to even find the right plan for me. I wish I could create a custom plan.

COLLABORATION

Myself and the research team took notes on each summary using Miro.

We each referenced the notes of 4-5 participants, and made a list of patterns and trends.

ARCHETYPES

An interesting takeaway from these Small Office/Home Office archetypes was that they all shared overlapping pain points, so ultimately it was not necessary to create different designs for them.

The flexible juggler

"I need to manage many different tasks at the same time"

The visionary transformer

"I need to set the creative vision and plan that helps bring a product or experience to life."
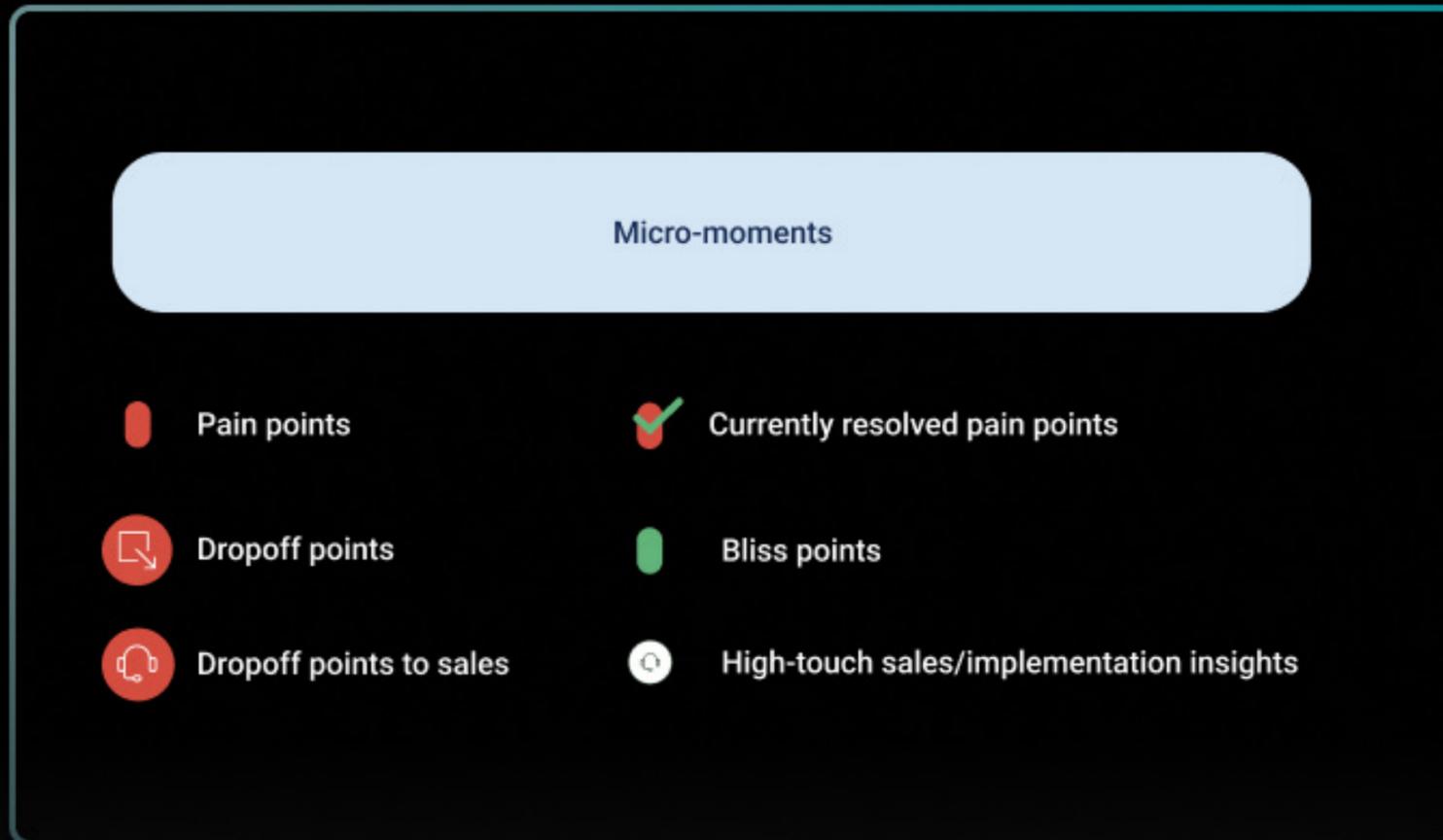

The globally-minded captain

"I need to navigate my team to ensure a seamless process/operation across multiple locations."

Based on the shareouts, a research team member came up with placeholder archetypes and myself and the team helped refine them.

COLLABORATION

Micro-moments

🔴 Pain points

✅ Currently resolved pain points

🔴 Dropoff points

🟢 Bliss points

🔴 Dropoff points to sales

⚪ High-touch sales/implementation insights

Over a total of 3 hours, myself and the research team compared our lists of patterns and put them in the following categories, in the following order:

Desiring   Finding   Purchasing

Upon analyzing this information, I realized that **SUBCATEGORIES** were necessary to direct the scope of the project and the clients' attention.

JOURNEY MAP DESIGN

I designed the following journey map after we had all of the content in place.

The project scope was narrowed to the RingCentral homepage, with a focus on the plan selection page.
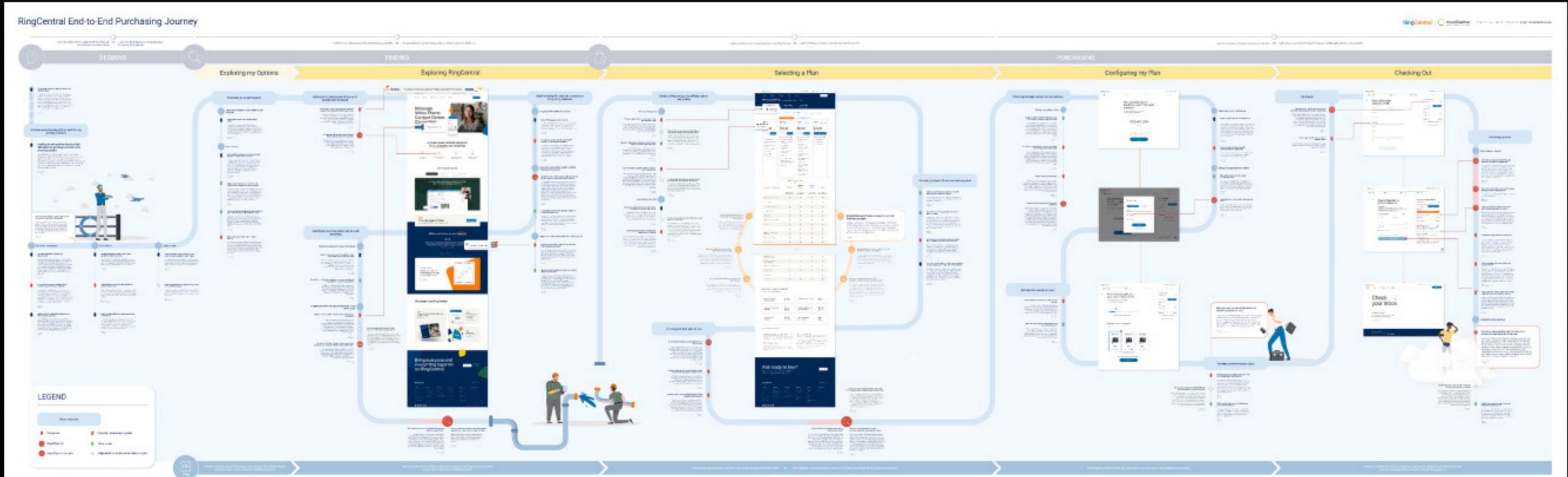
PAIN POINTS EXPLORING RINGCENTRAL (HOMEPAGE)

Although the Roundfeather team was intent on descoping the home page, **I INSISTED** that at minimum we provide RingCentral with revised content for this page, as whatever information a user has about RingCentral would influence their experience on the following page.

The main reasons

for drop off on this page was a lack of clarity that RingCentral's main product was an app, and the inability to view a demo quckly without inputting information.

The homepage does not clarify RingCentral's product offerings, causing dropoff

"So right now there's not really that much information indicating what the products and services are. So it would be nice if there was like a quick little chart that indicated what the services were [that] I could click on [and] learn more [...] It'd be nice if everything was in that one place, especially since they're offering three different services with the video, the phone, and the messaging [...] Because now I feel like I'm delving deep into the site and sometimes you just want [a] quick outlook of what they're offering."

Nellonda W.
Prospect

FINDING

Exploring RingCentral
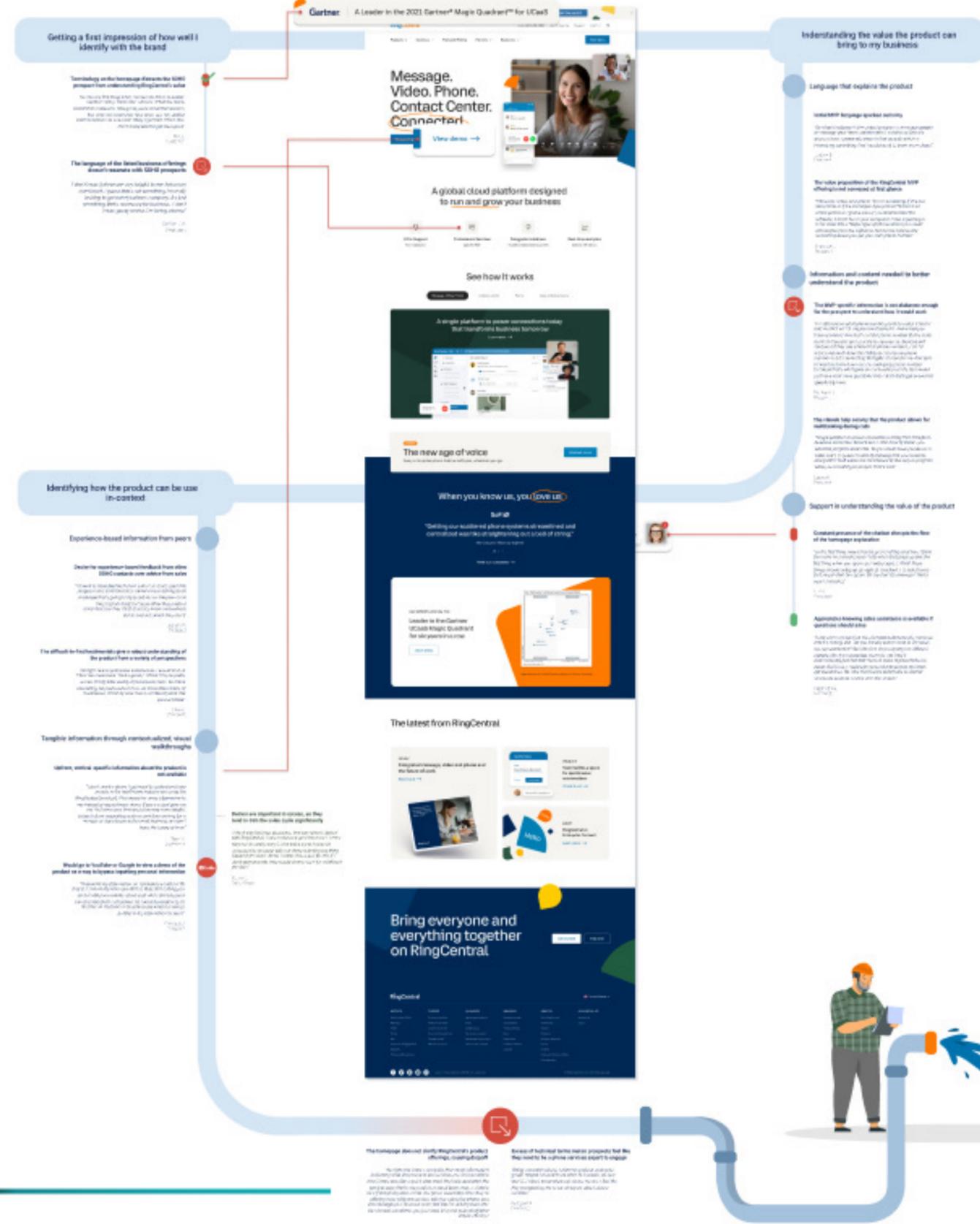
PAIN POINTS SELECTING A PLAN (PRODUCT PAGE)

Users expressed confusion around pricing options, information overload, excess time spent understanding taxonomy, and expressing outstanding questions that would prevent them from checking out.

Initially sifting through the different plans and pricing

Based on the user pain points, it was clear that there was an **INFORMATION ARCHITECTURE** issue at hand. While listing all the features in each plan was important, it was necessary to do so in a more digestible way.

SIMPLIFIED USER FLOW

Legend:
- Autonomous Path
- Guided Path
- Decision
- Page

Flow elements:

No to phone → Non-MVP flow → Video conferencing plans page / Contact center plans page

Homepage → Set up my plan →

Product line choice
Choose Industry / Choose Product line
- MVP
- Video conferencing
- Contact center

→ Yes to phone → **Customize 2**
- Lines
- Number
- Hardware

→ **Customize 3**
- Choose features

→ **Plan page (Recommended)**
- Choose plan
- Select (& port) number
- Select hardware

→ **Checkout** → **Verification**
- Verify number
- Confirm email
- Schedule call or login via email

Product line choice
Dropdown:
- MVP
- Video conferencing
- Contact center

→ Choose "Set up my plan"

I created this simplified user flow to propose two user paths. One is a direct flow to the product plan page, the other is an optional **QUESTIONNAIRE** which functions as a solution to users' outstanding questions that couldn't be solved by the assumption that they would read more information on the page.

WIREFRAMES

I presented to the client using **VISUAL TALKING POINTS** that documented solutions to specific user pain points discovered during initial rounds of testing.

Some outstanding questions...

That users had that we found were not being absorbed when they were just text on the page:

- Can I use my exsiting number?
- Can I use my existing device?
- What are the free trial conditions?
- Can I get a toll-free number?
- Does RingCentral offer hardware?

RingCentral

Sales: (877) 768-4369   Join a meeting   Support   Login

Step 1: Choose your plan ^

How many active phones do you need? (i)
< 1 >

Type of business number we need
Use my existing number ▼

Save 33% when paying annually
Pay annually ⬤ Pay monthly

"Hidden" feature details   Compare all plans

Opportunity to change the names to make plan differentiators more clear

Simplified pricing

Quick differentiaton description

Minimized feature complexity

Confirm why plan was recommended in modal

Essentials
$29.99
Total price for **1 active phone** per month, paid annually
- ✓ Message
- ✓ Phone

Perfect for the small business owner just getting started.

Choose this plan

View details

Recommended for you

Standard
$34.99
Total price for **1 active phone** per month, paid annually
- ✓ Message
- ✓ Video
- ✓ Phone

Perfect for a small business that wants reliable, all in one communication.

Choose this plan

View details

Premium
$44.99
Total price for **1 active phone** per month, paid annually
- ✓ Message
- ✓ Video
- ✓ Phone
- ✓ Open API

The best option for those who need customization options.

Choose this plan

View details

Ultimate
$59.99
Total price for **1 active phone** per month, paid annually
- ✓ Message
- ✓ Video
- ✓ Phone
- ✓ Open API Plus

The best option for those who want the highest level customization options.

Choose this plan

View details

All plans include

- ✓ 30-Day money back guarantee
- ✓ Business phone or toll-free numbers
- ✓ Unlimited calls within the US/Canada**
- ✓ Document sharing
- ✓ Unlimited business SMS**
- ✓ Voicemail-to-text
- ✓ Team messaging

Details & Disclaimers   Recommend hiding

Don't pay for 30 days.
Easily cancel within 30 days and never get charged! (i)

- · Replace "free trial"
- · Clearly communicate cancellation
- · Only one setup benefit

Step 2: Select your number ⌄

Step 3: Select hardware ⌄

USER TESTING FIRST ROUND PROTOTYPE

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RingCentral

Plans & Pricing

Help us find the best value plan for you.

Services you need | Number of licenses | Top features
Phone, video & message in one | 1 | Select

Save up to 33% when paying annually   PAY MONTHLY PAY YEARLY

Essentials
Phone, SMS, Team Messaging
$29.99/month
Save on 2+ licenses

Top features in this plan

US/Canada**
• Team messaging
• Visual voicemail and voicemail-to-email

View all features   Start now

Standard
Phone, SMS, Video, Team Messaging
$34.99/month
Save on 2+ licenses

Everything in Essentials, plus these top features and more

+ 24/7 Support
+ Popular integrations including Office 365, Google Workspace, Slack, and more

View all features   Start now

Premium
Phone, Message, Video, Open API
$44.99/month
Save on 2+ licenses

Everything in Standard, plus these top features and more

+ Multi-site admin and management
+ Advanced call handling including whisper, barge, and more

View all features   Start now

Ultimate
Phone, Message, Video, Open API
$59.99/month
Save on 2+ licenses

Everything in Premium, plus these top features and more

+ Device status alerts
+ Unlimited storage

View all features   Start now

Successes ✔

Replacing "Free trial" & conditions with the concept of "Don't pay for 30 Days"

Showing only one price reduced confusion

Suprises

The top interactive bar was largely ignored.

Surfacing the only features that were additional to the previous plan reduced information overload, but did not increase plan selection speed.

I created **INTERACTIVE PROTOTYPES** that candidates utilized remotely for testing, and observed each interview.

FINAL DESIGNS

Questionnaire Success

The recommendation for the questionnaire as a solution to solve user problems was successful, but users preferred finding it as a seconary solution to seeing all plans first.

It also fulfilled the user desire of feeling like they were creating a customizable plan without having to build an entire product line.
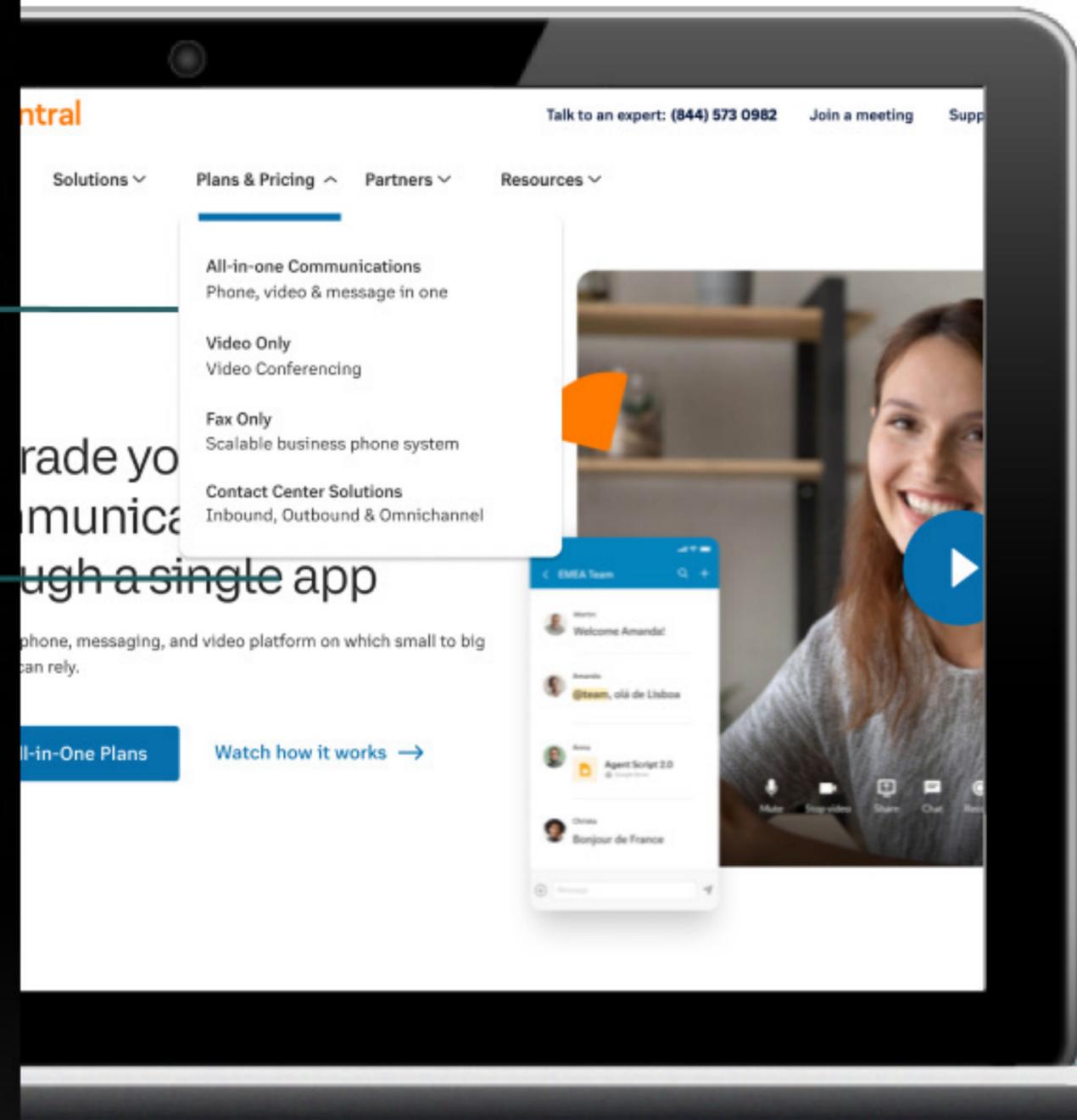
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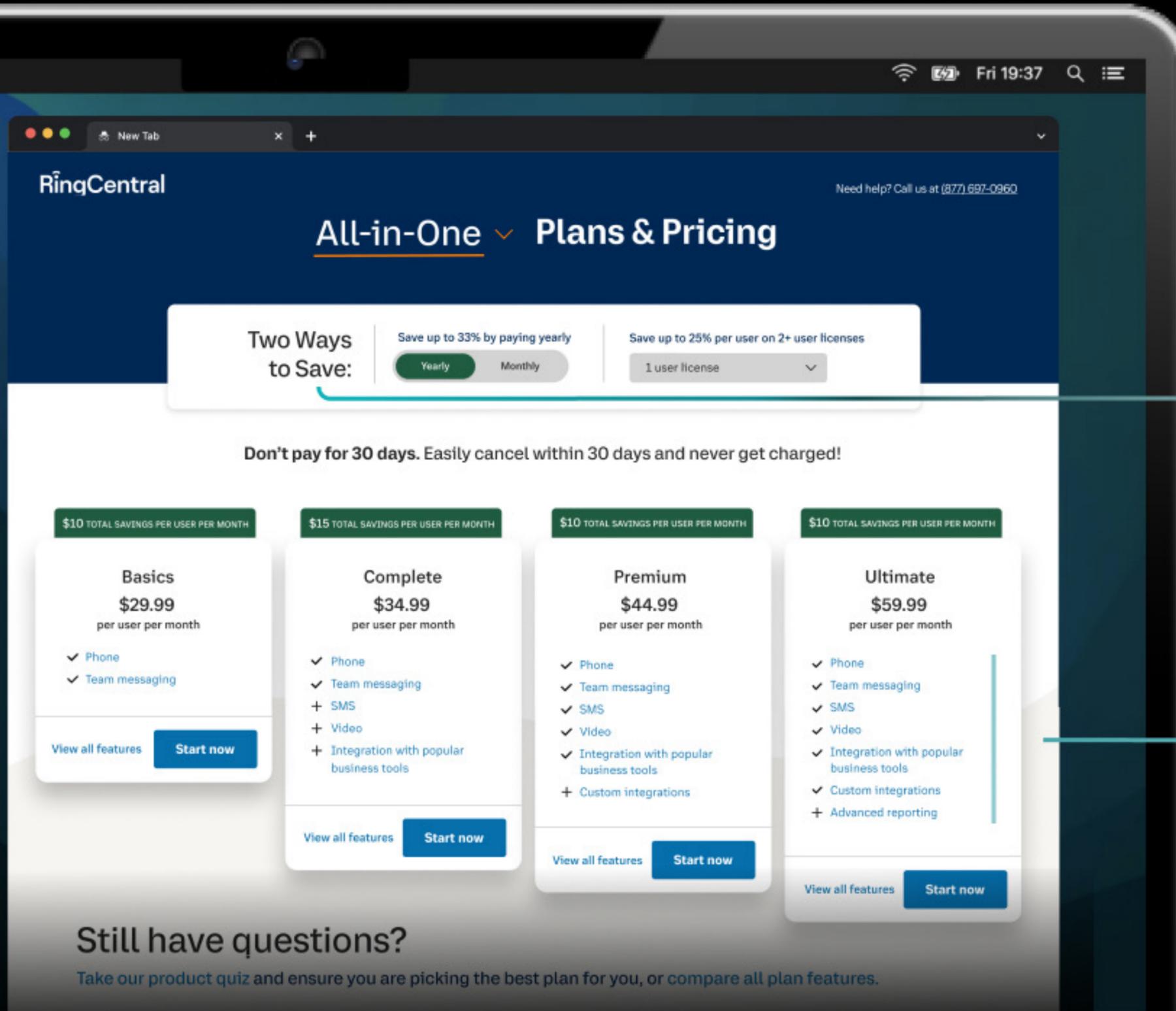People · Creativity · Happiness
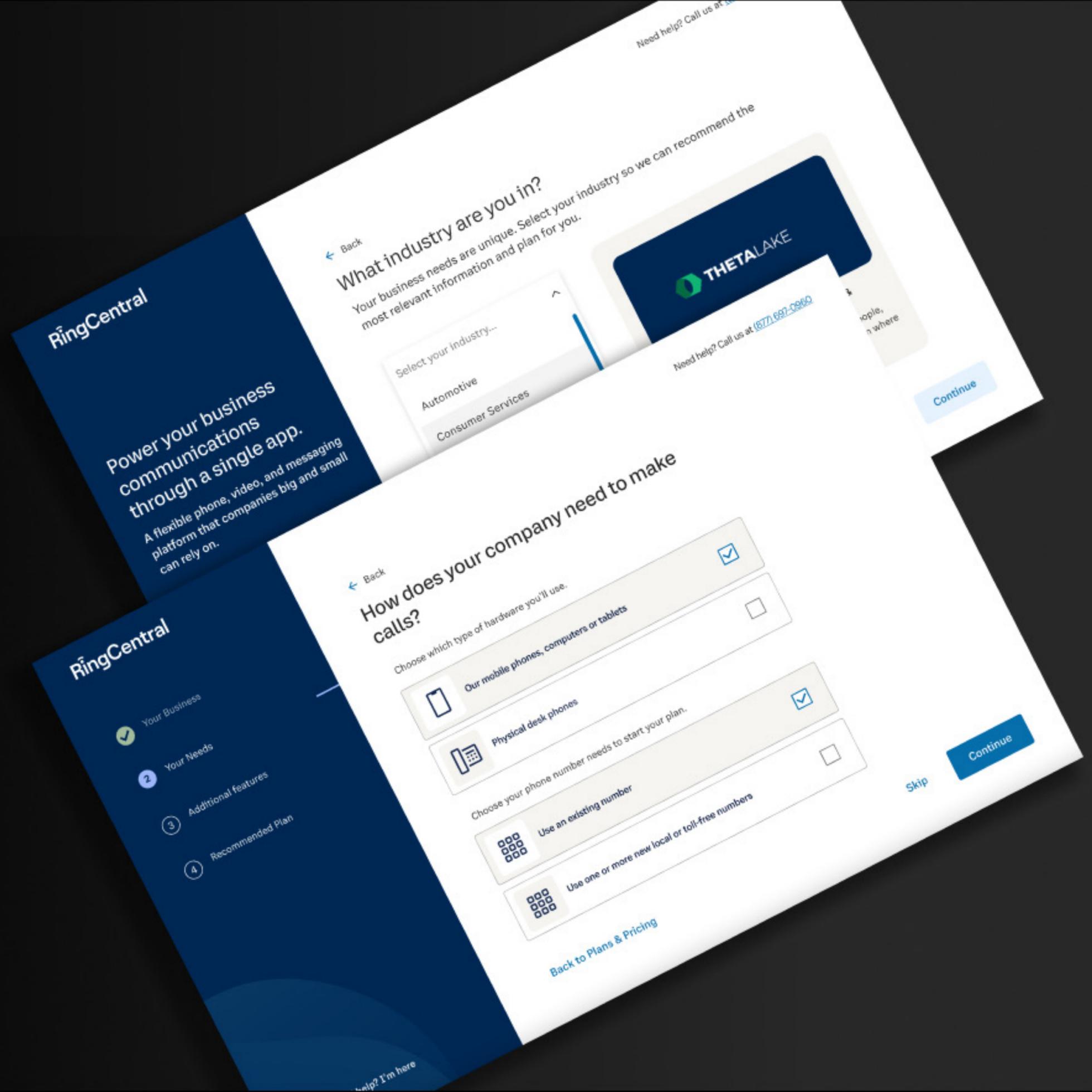
FINAL DESIGNS

Re-locating

the decision of product line to a dropdown on the homepage also successfully helped reduce information overload on the product page.

App-centric language

that we recommended gave users a much better idea of the product before they choose a plan.

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FINAL DESIGNS

"Two Ways to Save"

this was a differentiator in the market for RingCentral. While users did not pay much attention to this, it removed confusion and was an important business need to include.

Consolidating features

into high level categories that users could quckly understand allowed them to narrow down to a plan or two, and then explore features in detail.

FINAL DESIGNS
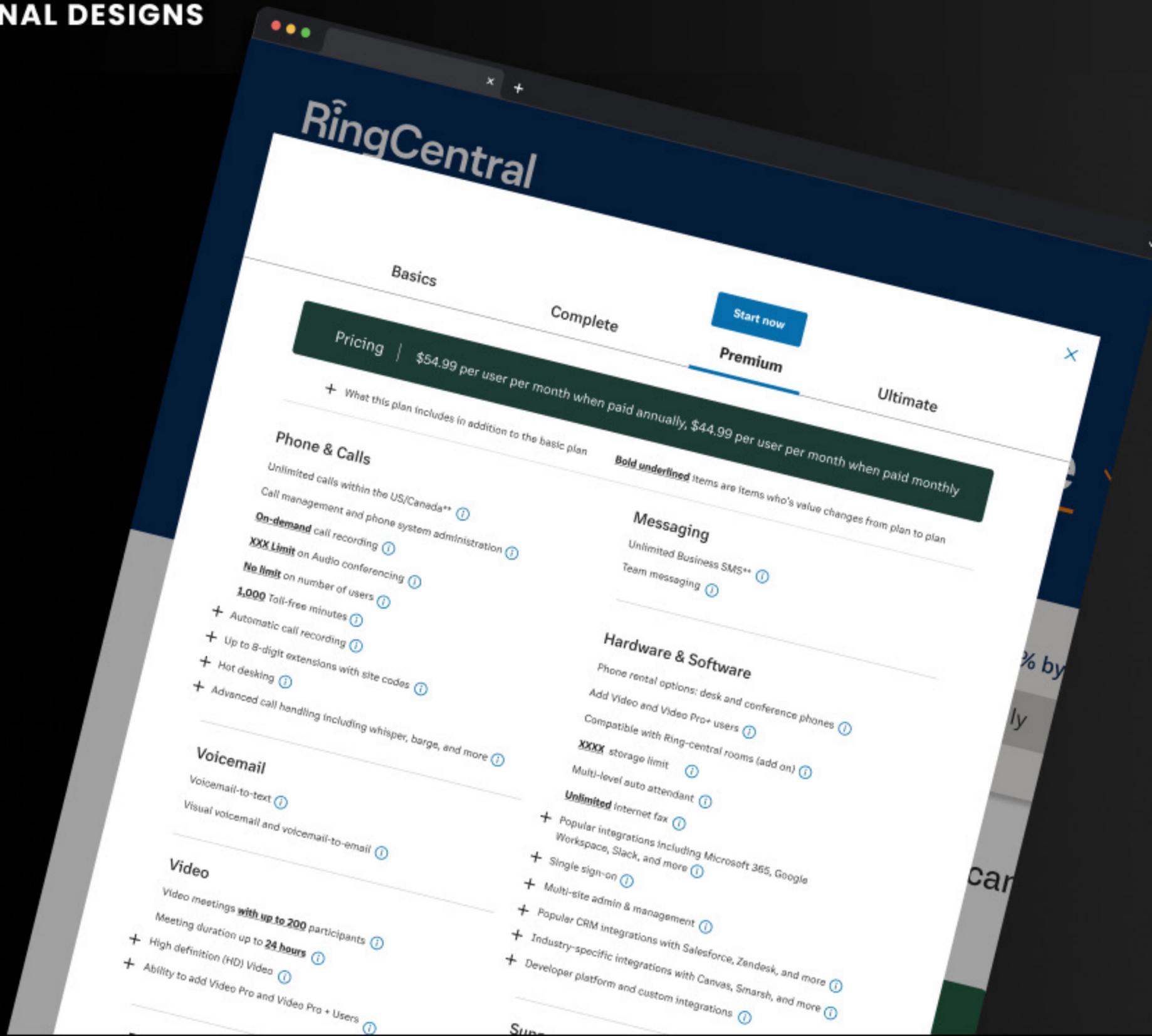
Grouping numerous plan features by category

ultimately helped users find any specific features they were looking for more quickly, and gave them context of the meaning behind those that they did not immediately understand.

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OUTCOMES

Two re-hires by RingCentral & faster plan selection by RingCentral SOHO users

RingCentral was extremely pleased with the outcome and re-hired the Roundfeather team to extend the scope of the project and further design the flow.
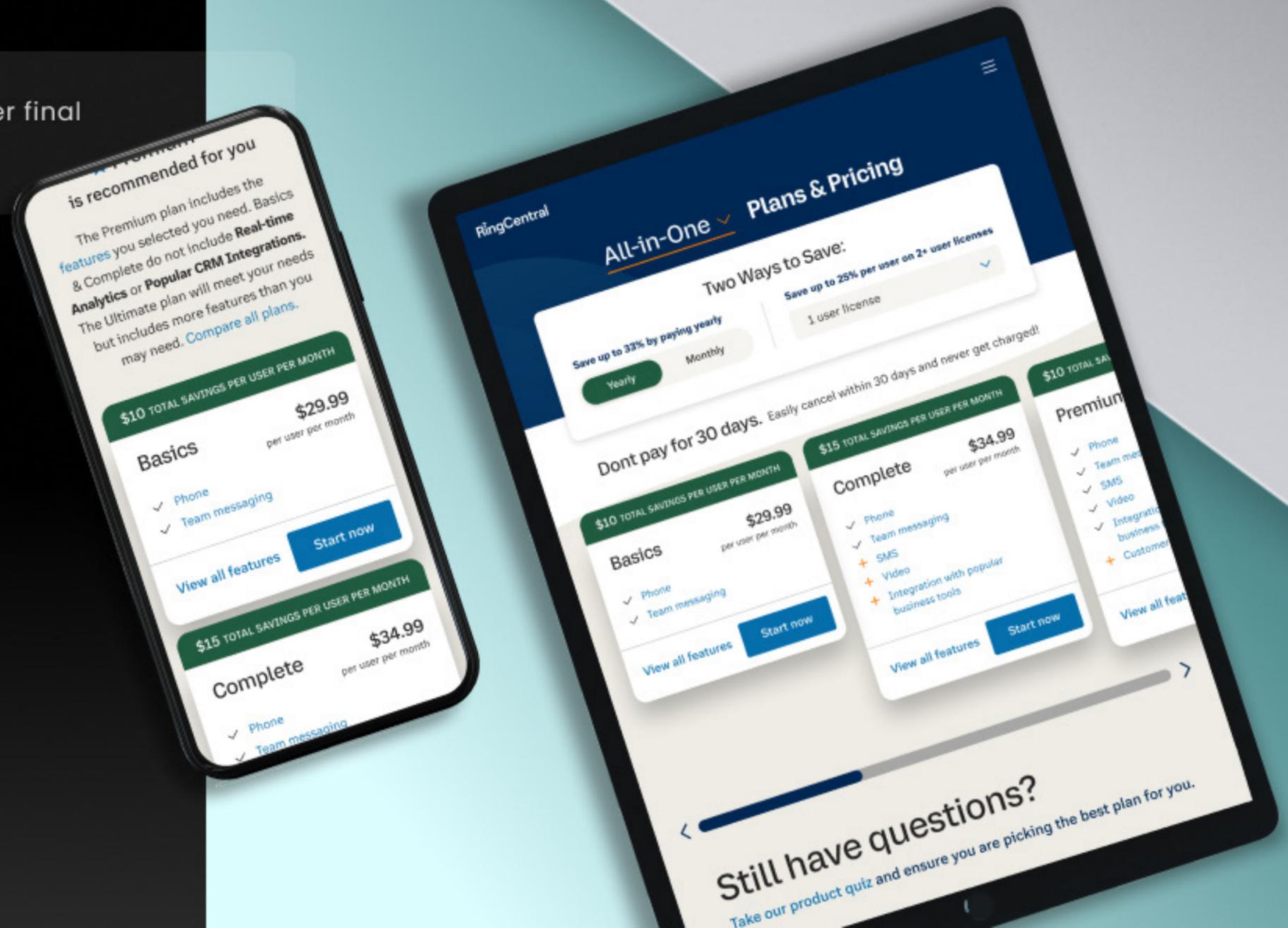
Additionally, the second round of user testing resulted in positive feedback and overall faster selection of product plan.
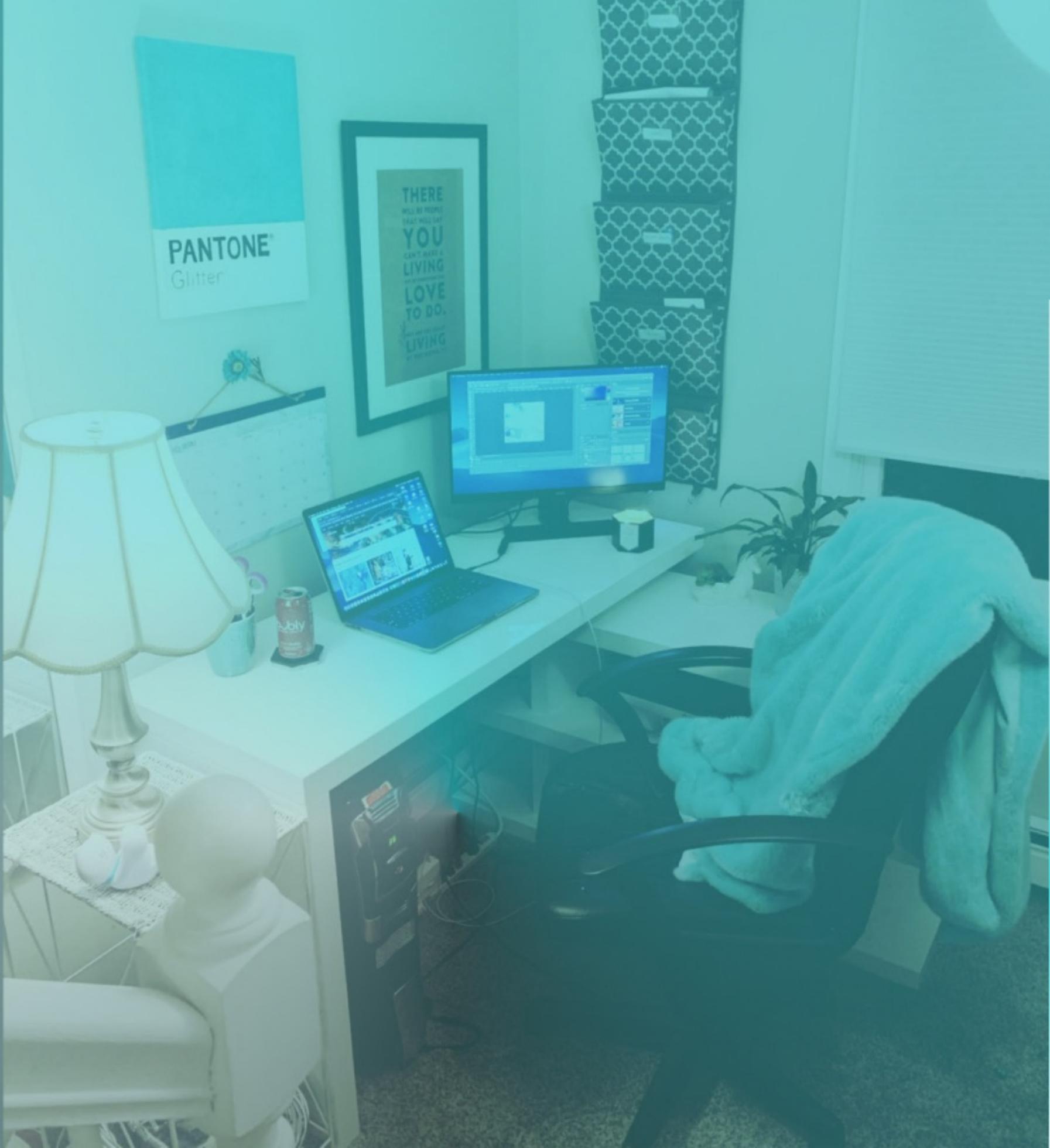
Thank you.

Please reach out with any questions!

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aubriehanson01@gmail.com