



Case study

Movie - Audience Builder

Project background

Cinema marketers create campaigns with movio marketing tool EQ. Among many pages, one of the most important pages for campaign building journey is 'Audience Builder'. I was tasked to identify and provide solutions to one of the existing problems. The goal was to make audience targeting more capable.

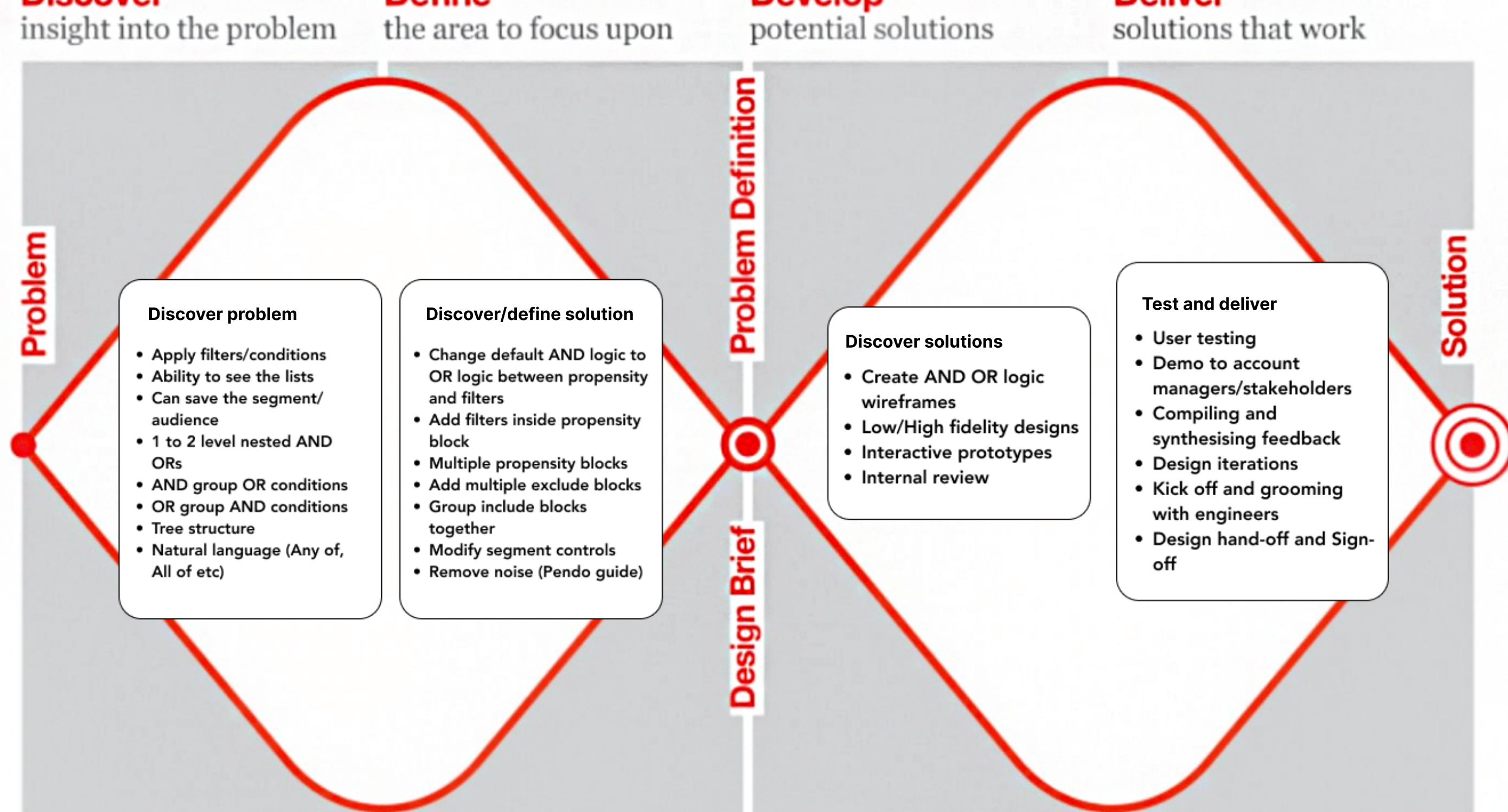
Problem statement

Currently in EQ, we can't include additional audiences on top of propensity* based audiences. Majority of our customers need to add additional target audiences if the propensity score for target audiences are very low.

*Propensity is movio's AI algorithm, an intelligent data analytics tools for campaign management.

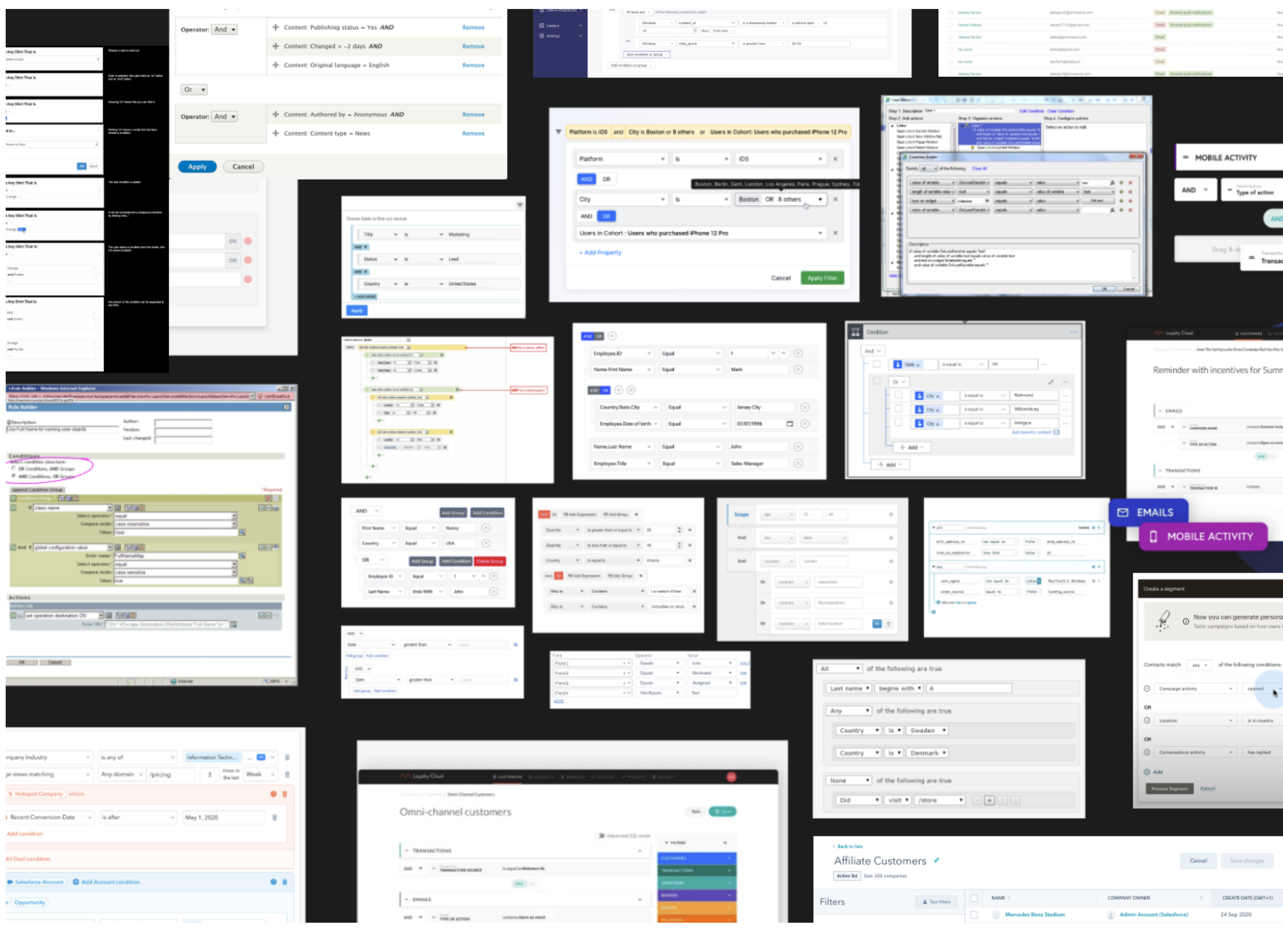
Approach

I took diverging and converging UX methods to find the solution of the problem. Since the problem is big and the current logic of audience targeting is very complex, I had to make sure I understand every detail of the logic, its limitations and solution which is a holistic way to achieve the goal.



Problem

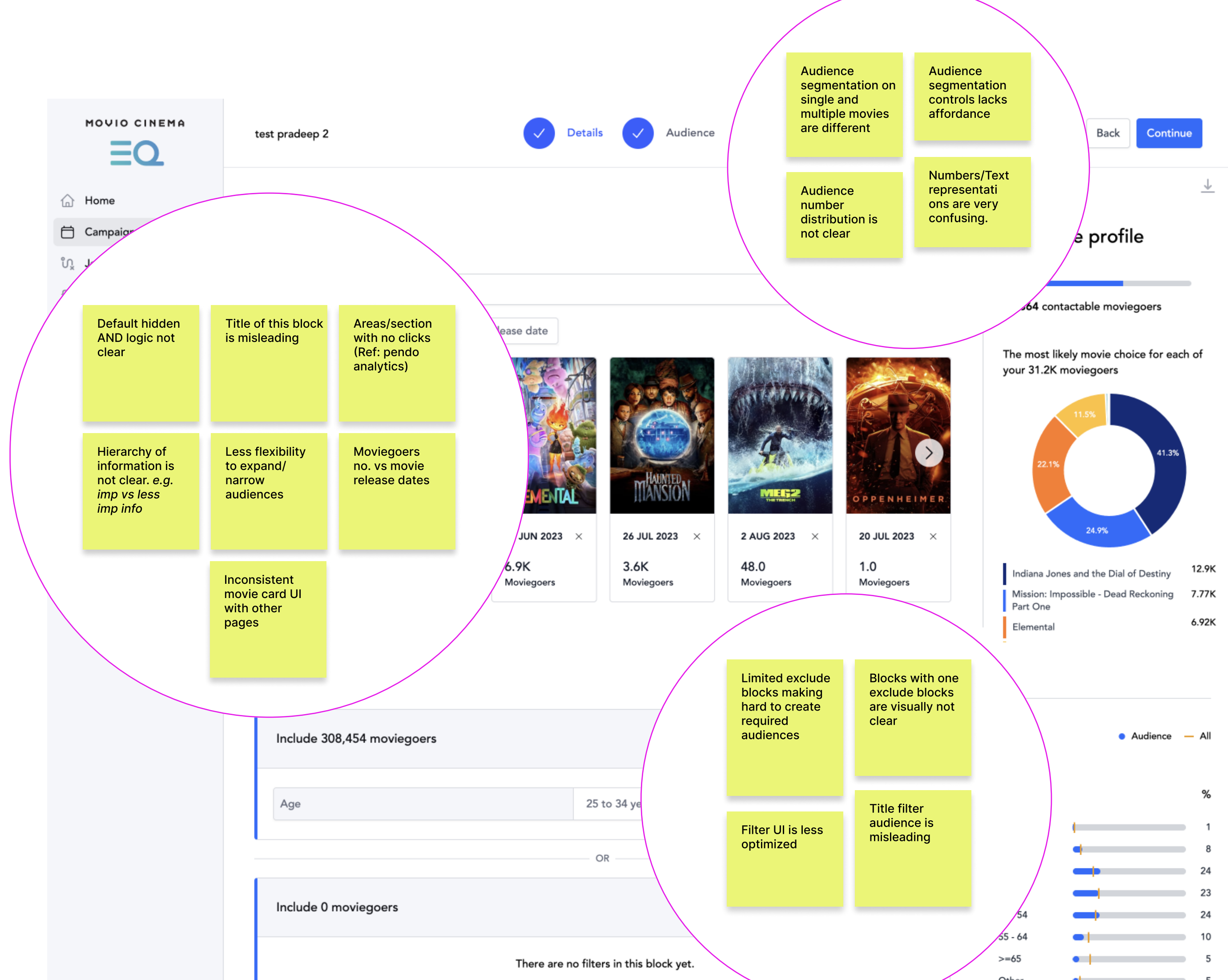
- Review current feedback on the feature.
- Understand and analyze our customers use cases and scenarios.
- Gather information from account managers who are the voice of customers.
- Talk to internal stakeholders to know reason behind current implementation.
- Analyze feedback and prepare for research.



Research on different available products with similar features

Research

- Gather knowledge about the audience logic
- Defining user pain points in the existing design
- Talk with subject matter expert and product champions to get more insights
- Analyze the existing feature and compare with competitors
- Good/Bad about feature



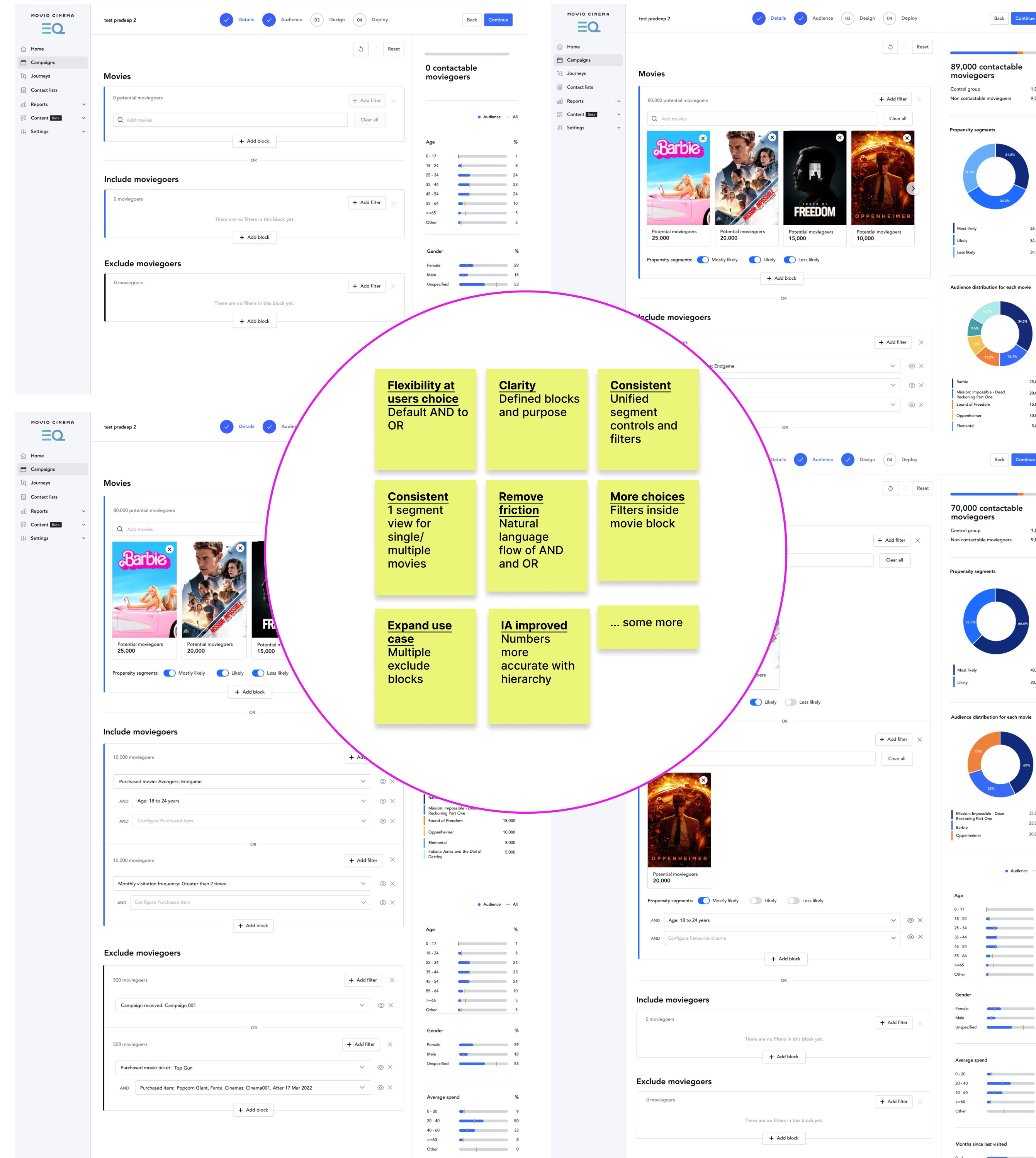
Identifying user pain points on current page



Wireframes of AND/OR logic and filters

Solution

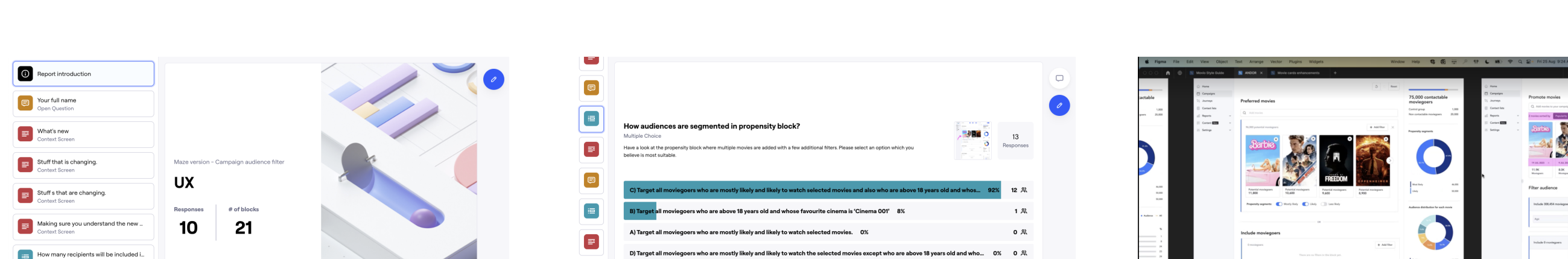
- Change logic from default AND to default OR
- Create new interaction flow
- Consider all permutation and combination of AND OR logic with movies and filter selection
- Make consistent UI and UX across various scenarios



Few screenshots of proposed solution

Testing

- Goal was to introduce new designs and receive customer feedback
- Shared an introduction video of new changes before testing
- Conduct maze testing with 20+ account managers and props team
- Synthesized feedback from demo and testing



Testing outcomes

- Received 14 responses
- 4 multiple choice questions related to new audience targeting: **Accuracy: 91.75%** 😊
- Describing audience targeting in user's own words: **Accuracy: 65~%** 😊
- 2 types of use cases
 - Common use case feasibility: **90% (9/10)** 😊
 - Complex use case feasibility: **83% (5/6)** 😊

Challenges

- AND OR logic change is a big decision (had to do lot of brainstorming session with stakeholders, engineers and product team)
- Multiple project touch points made it tough to keep everyone on the same page
- To make customer understand all the logic change and rationale behind the new design. To make sure every corner or edge cases can be fulfilled.
- Various permutation and combination made it difficult to create interactive prototypes
- To make sure the solution doesn't disrupt clients who are migrated or still migrating and give them a graceful transition.

Learnings

- If the problem is big, split problems into small pieces and understand
- For complex solutions explore MVP prototypes with maximum possible interactions
- Source of ideas can come from anyone
- Spend more time on drawing wireframes for every possible scenarios