

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.

Currently in EQ, we can't include additional audiences on top of propensity* based audiences. Majority of our

Problem statement

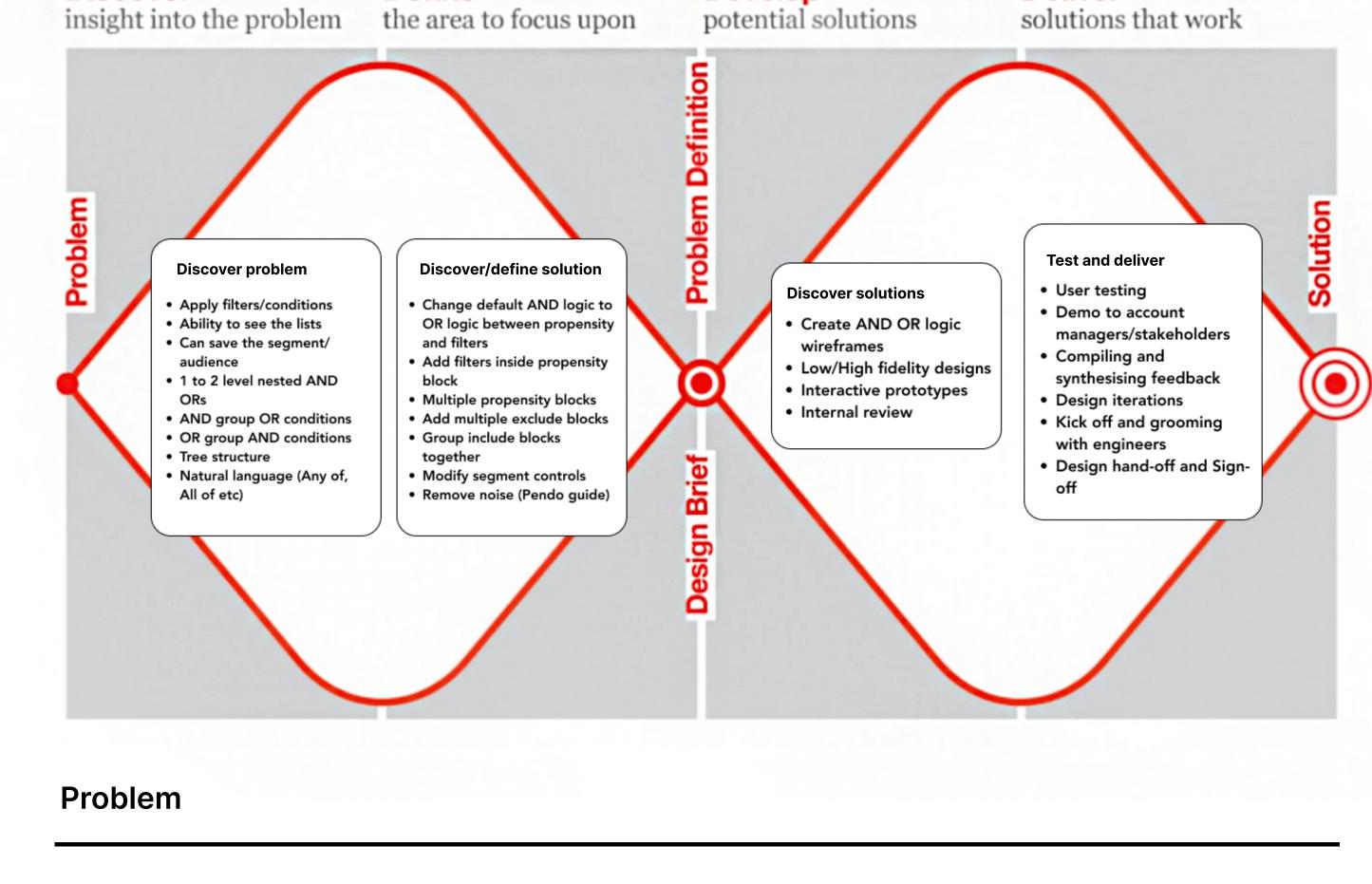
customers need to add additional target audiences if the propensity score for target audiences are very low. *Propensity is movio's Al algorithm, an intelligent data analytics tools for campaign management.

I took diverging and converging UX methods to find the solution of the problem. Since the problem is big and the current logic of

Approach

holistic way to achieve the goal. Discover **Define** Develop **Deliver**

audience targeting is very complex, I had to make sure I understand every detail of the logic, it's limitations and solution which is a

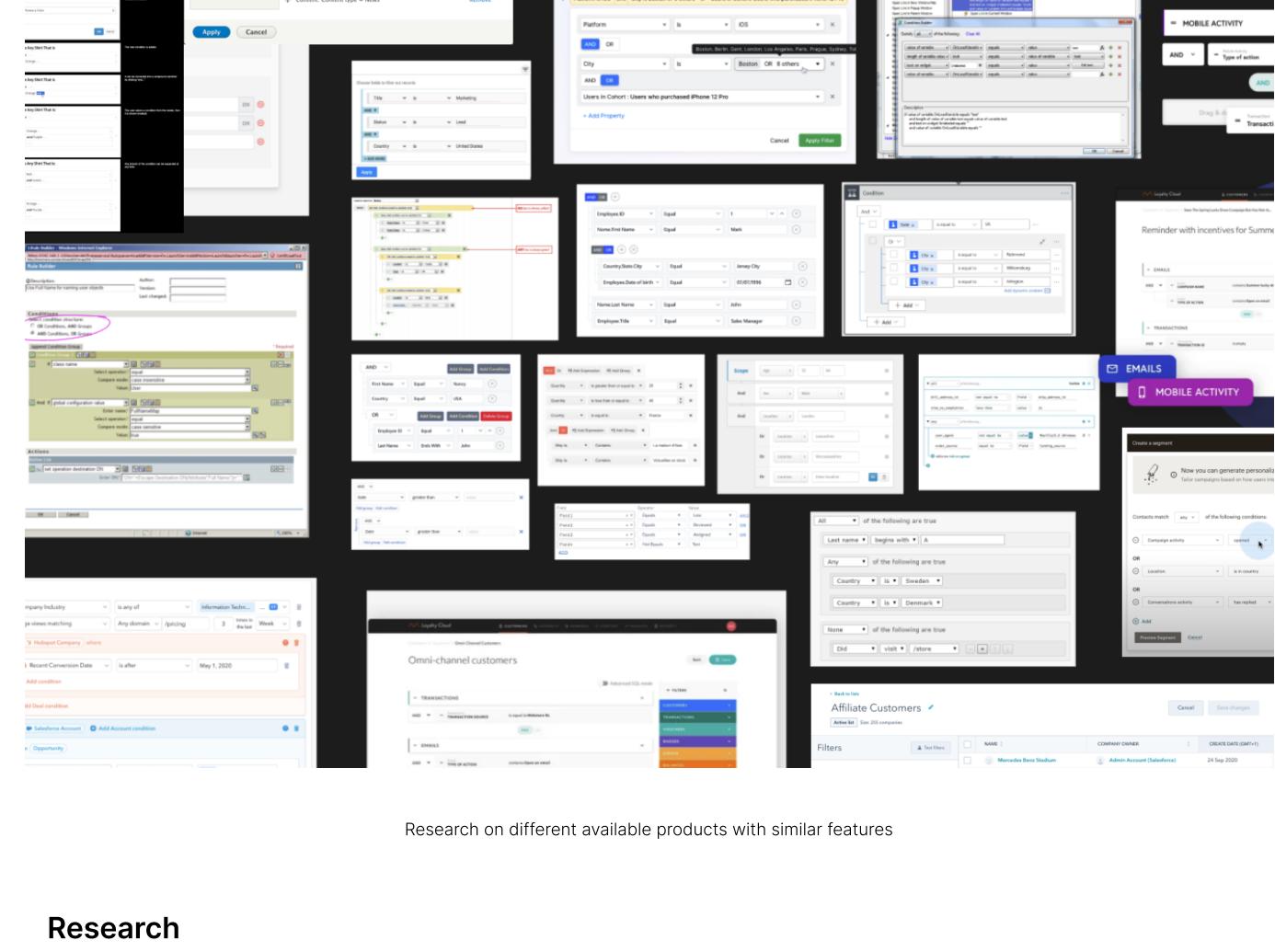


• Review current feedback on the feature. • Understand and analyze our customers use cases and scenarios.

- Talk to internal stakeholders to know reason behind current implementation.
- Analyze feedback and prepare for research.
- Operator: And *

• Gather information from account managers who are the voice of customers.

- 🕂 Content: Original language = English
- Or v Operator: And *



Defining user pain points in the existing design

Audience

single and

Audience

distribution is

number

And

And

Include block

And

100 moviegoers

+ Filter

+ Add filter

+ Add filter imes

Clear all

70,000 contactable

moviegoers

OR

segmentation on

multiple movies

are different

Audience

affordance

segmentation

controls lacks

Numbers/Text representati

ons are very

confusing.

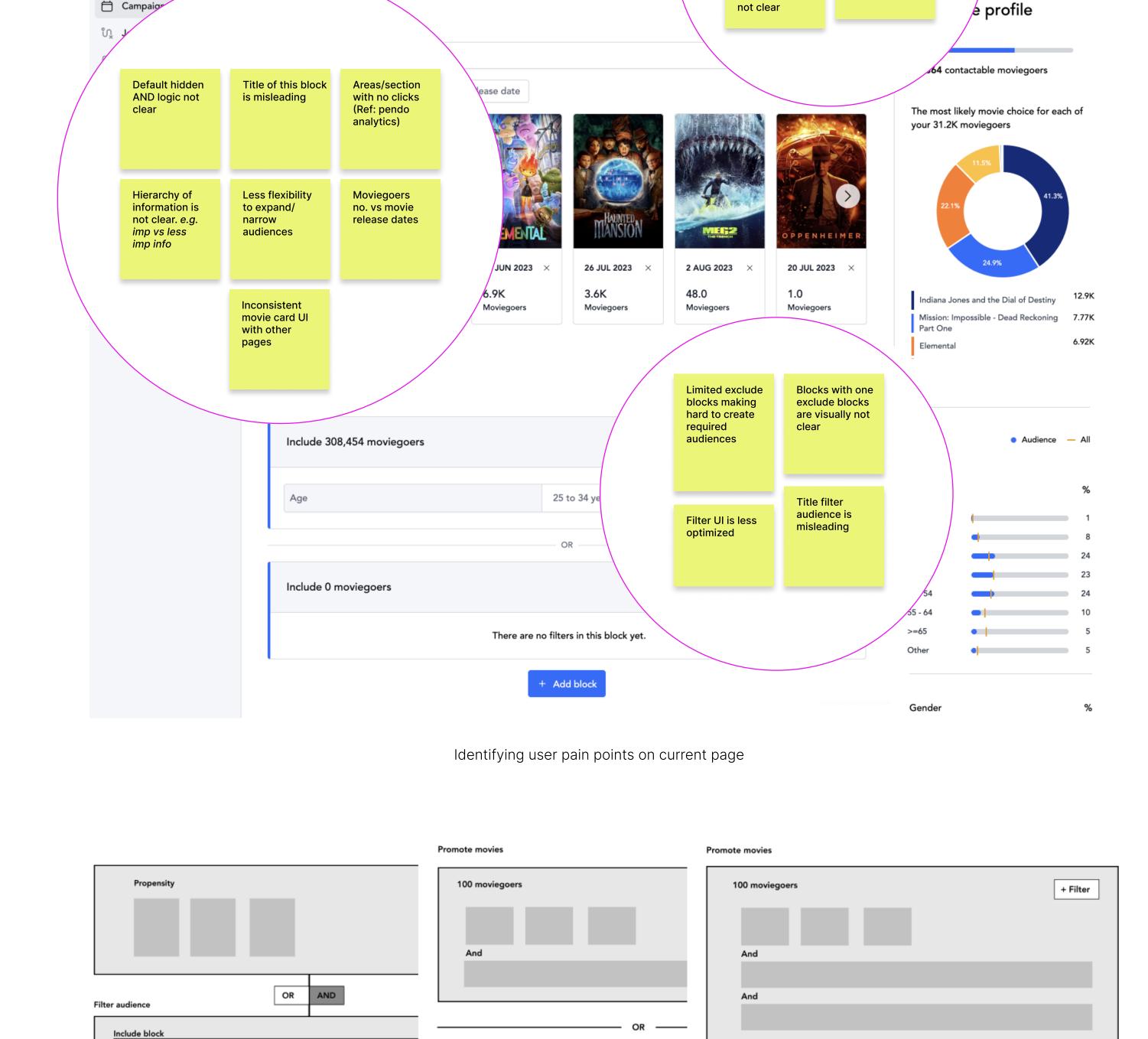
Back

• Talk with subject matter expert and product champions to get more insights Analyze the existing feature and compare with competitors

Good/Bad about feature

Gather knowledge about the audience logic

- MOVIO CINEMA Audience test pradeep 2 $\equiv Q$



Include block

And

OR

+ Add Block

Include moviegoers

Exclude moviegoers

MOVIO CINEMA

ΞQ

ິບ Journeys

+ Add block

Flexibility at

users choice

Consistent

1 segment

view for

multiple

movies

single/

Default AND to

Clarity

Remove

friction

Natural

and OR

language

flow of AND

Defined blocks

and purpose

Consistent

controls and

More choices

Filters inside

movie block

Unified

filters

segment

Include block

100 moviegoers

100 moviegoers

AND + Add Block Exclude block Exclude block Exclude block 100 moviegoers 100 moviegoers + Filter And And + Add Block + Add Block + Add Block 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 MOVIO CINEMA ΞQ ΞQ 89,000 contactable 0 contactable

... some more **Expand use** IA improved Numbers case Multiple more exclude accurate with blocks hierarchy Likely Less likely Include moviegoers + Add filter × Clear all AND Age: 18 to 24 years 10,000 moviegoers + Add filter X Propensity segments: Mostly likely Likely Less likely **Exclude moviegoers** Include moviegoers Campaign received: Campaign 001 ∨ ⊚ × **Exclude moviegoers** 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

• 2 types of use cases • Common use case feasibility: 90% (9/10)

Testing outcomes

• Received 14 responses

- Complex use case feasibility: 83% (5/6)

• 4 multiple choice questions related to new audience targeting: **Accuracy: 91.75%**

• Describing audience targeting in user's own words: **Accuracy: 65~%**

- 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 common or edge cases can be fulfilled. • Various permutation and combination made it difficult to create interactive prototypes
- To make sure the new design doesn't disrupt clients who are migrated or still migrating and give them a graceful transition.
- Learnings

Challenges

- 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