MyLife Profile Page

Subject View Profile Page Re-Design

Author	Description	Date
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MyLife Public Profile View: Users

Users

The current profile page design is antiquated and does not leverage Mylife's content, which can lead to a poor user experience, infrequent return visitation, and a low perceived value.

There are missed opportunities for engagement and the growth of user generated content. Furthermore, the current profiles are not in-line with our value proposition of being the web's most trusted central source for people profile information.

COMPETITOR ANALYSIS

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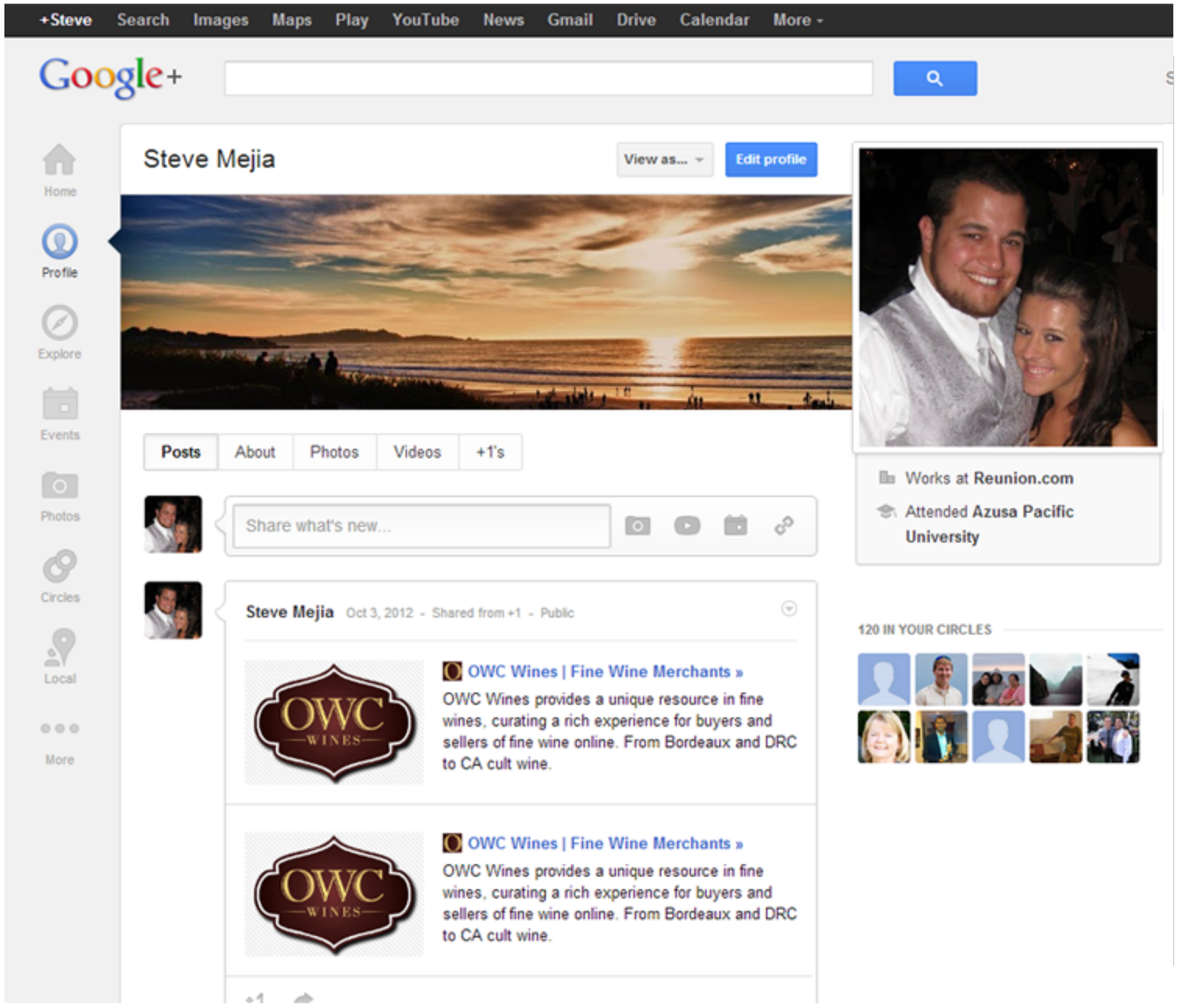

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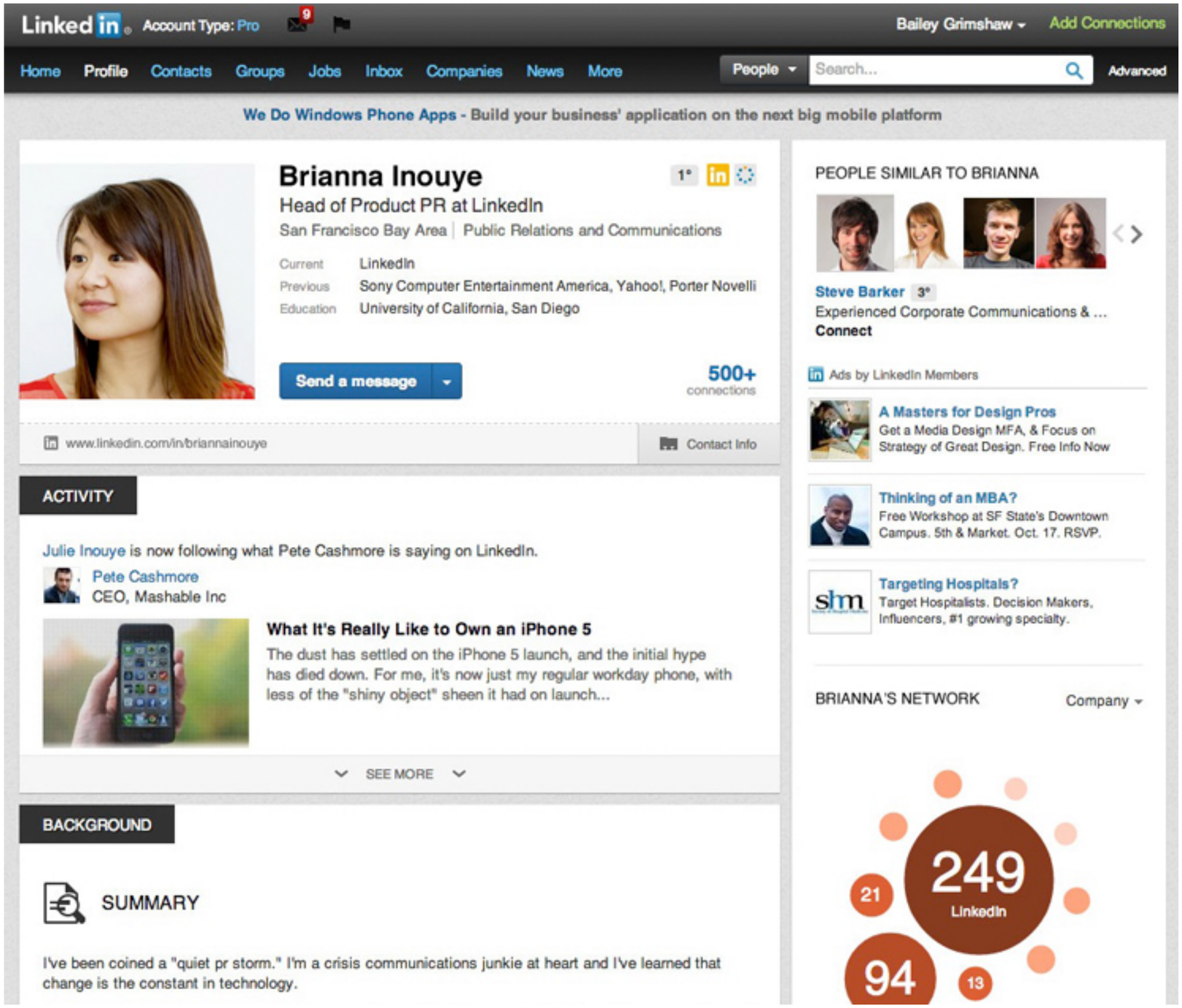

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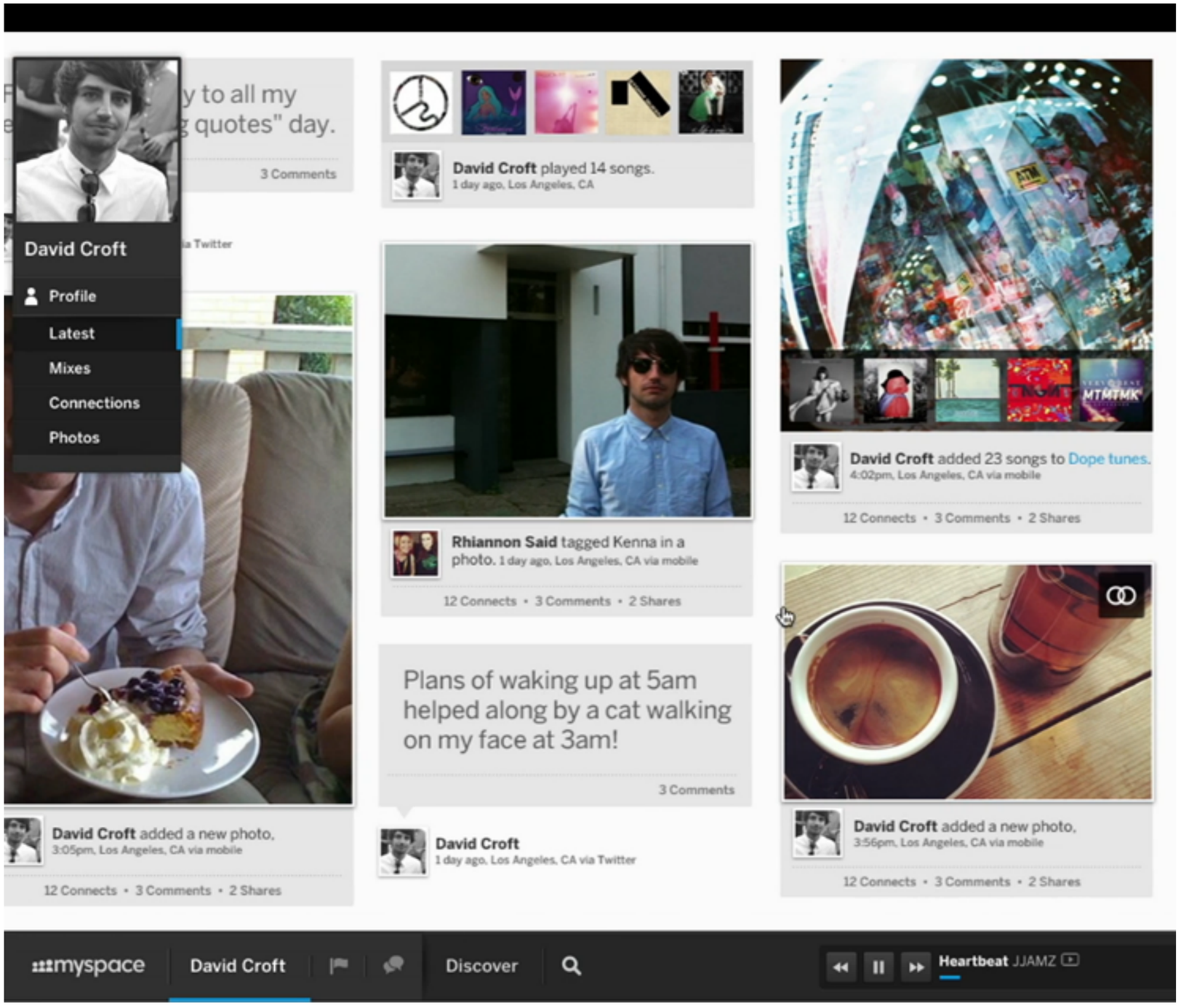

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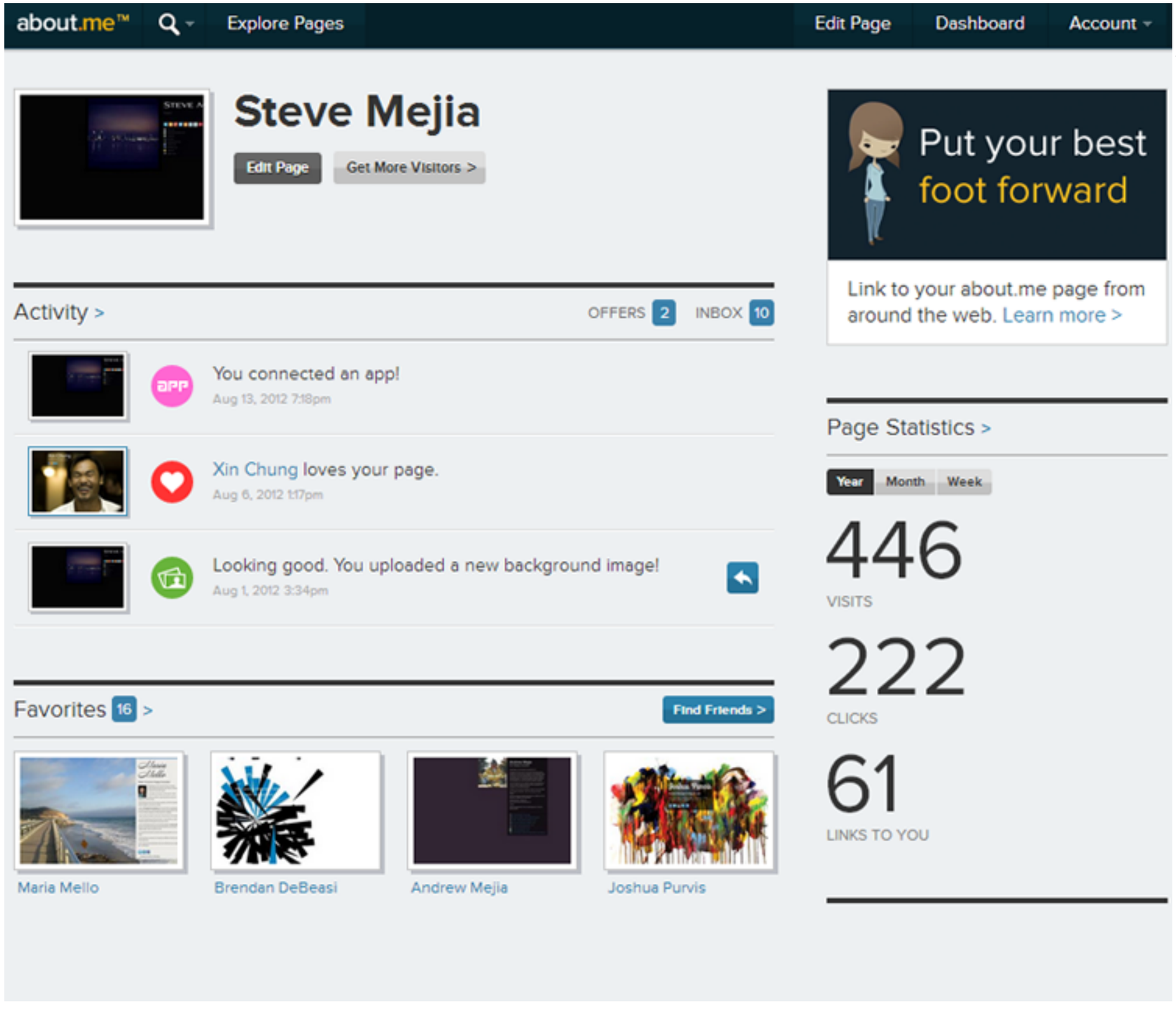

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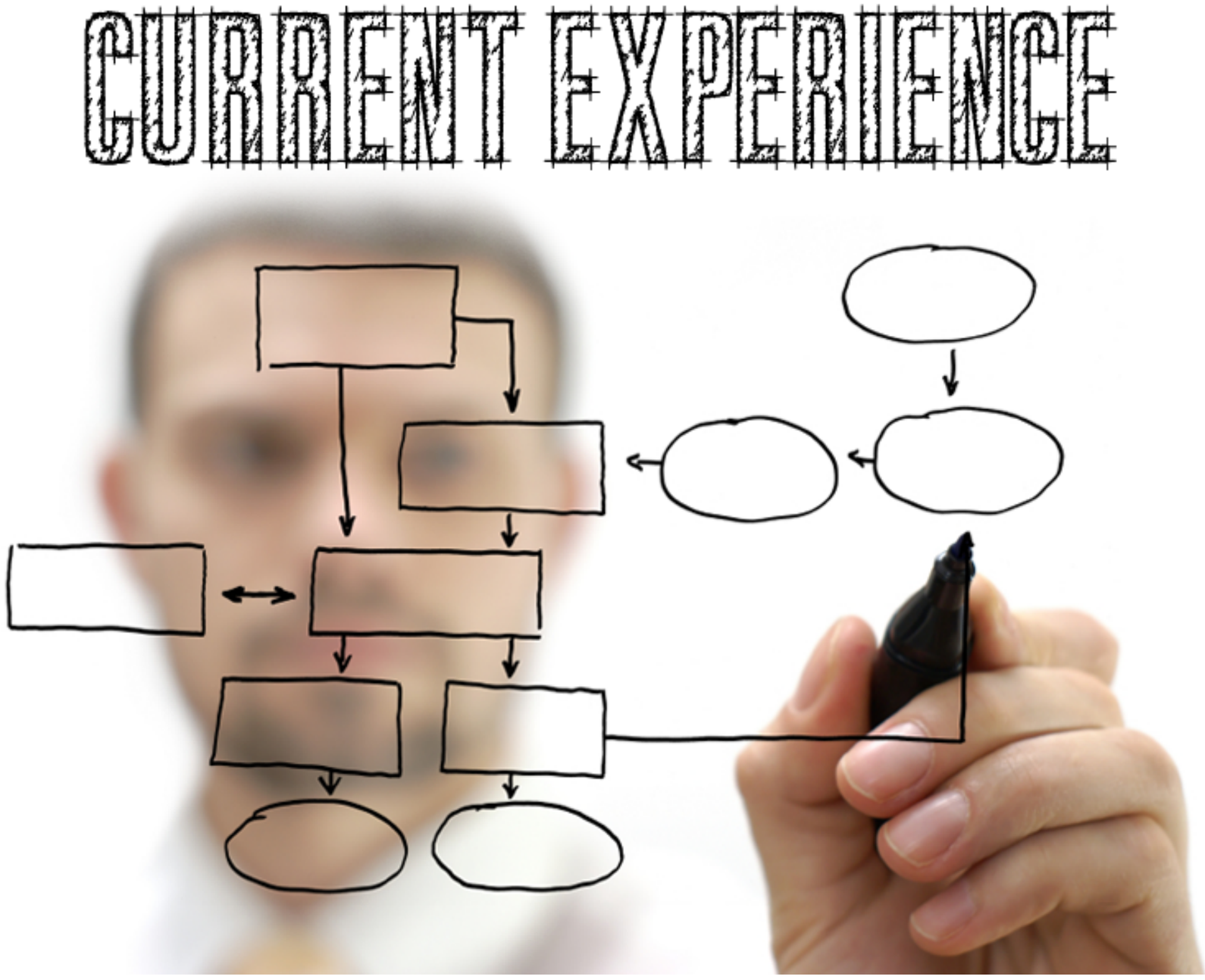
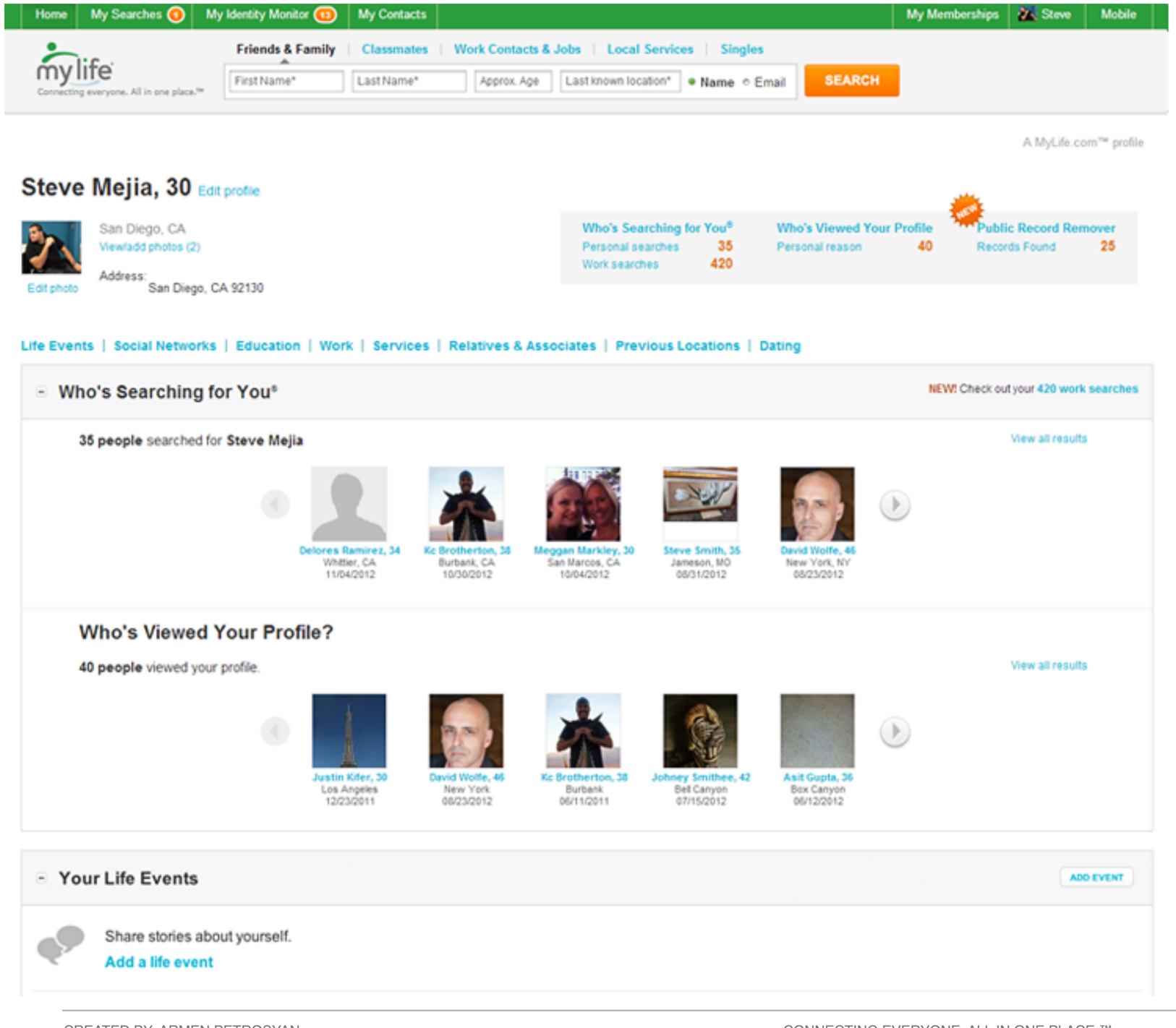
MyLife Public Profile View: Goals

Goals

- Help users understand the value of a Mylife profile beyond just contacting the profile owner.
- Differentiate the Mylife profile from other profiles found on the web.
- Include features that encourage activity and daily return visitation
- Build user generated content
- Push new connections
- Synergetic experience between all platforms (web, mobile, tablet)


CURRENT EXPERIENCE

Current Experience: MyLife Profile Page



MyLife Profile Page:

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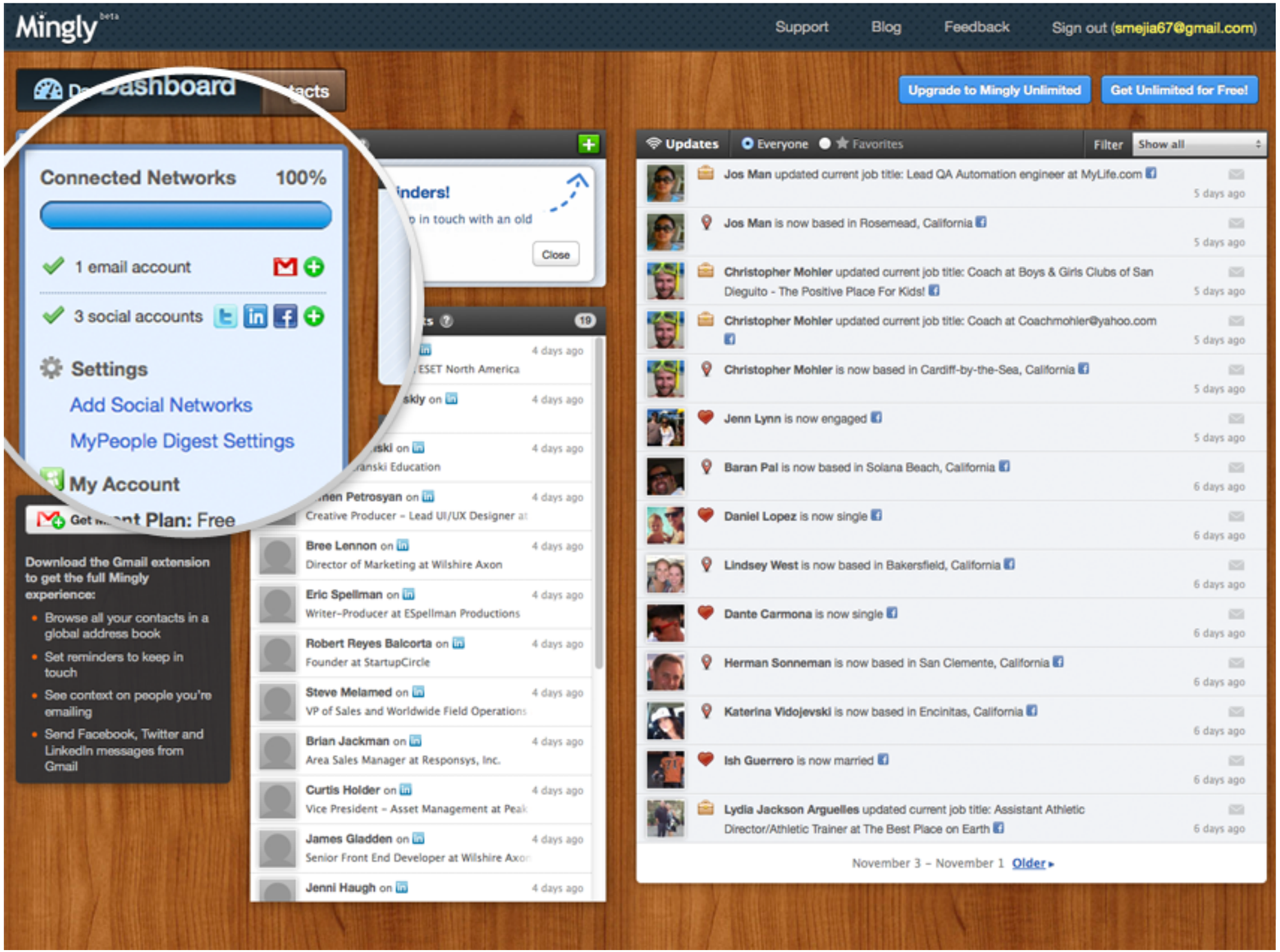
INSPIRATIONAL SITES

FUNCTIONALITY

Inspirational Sites: Ming.ly - Dashboard Connected Networks

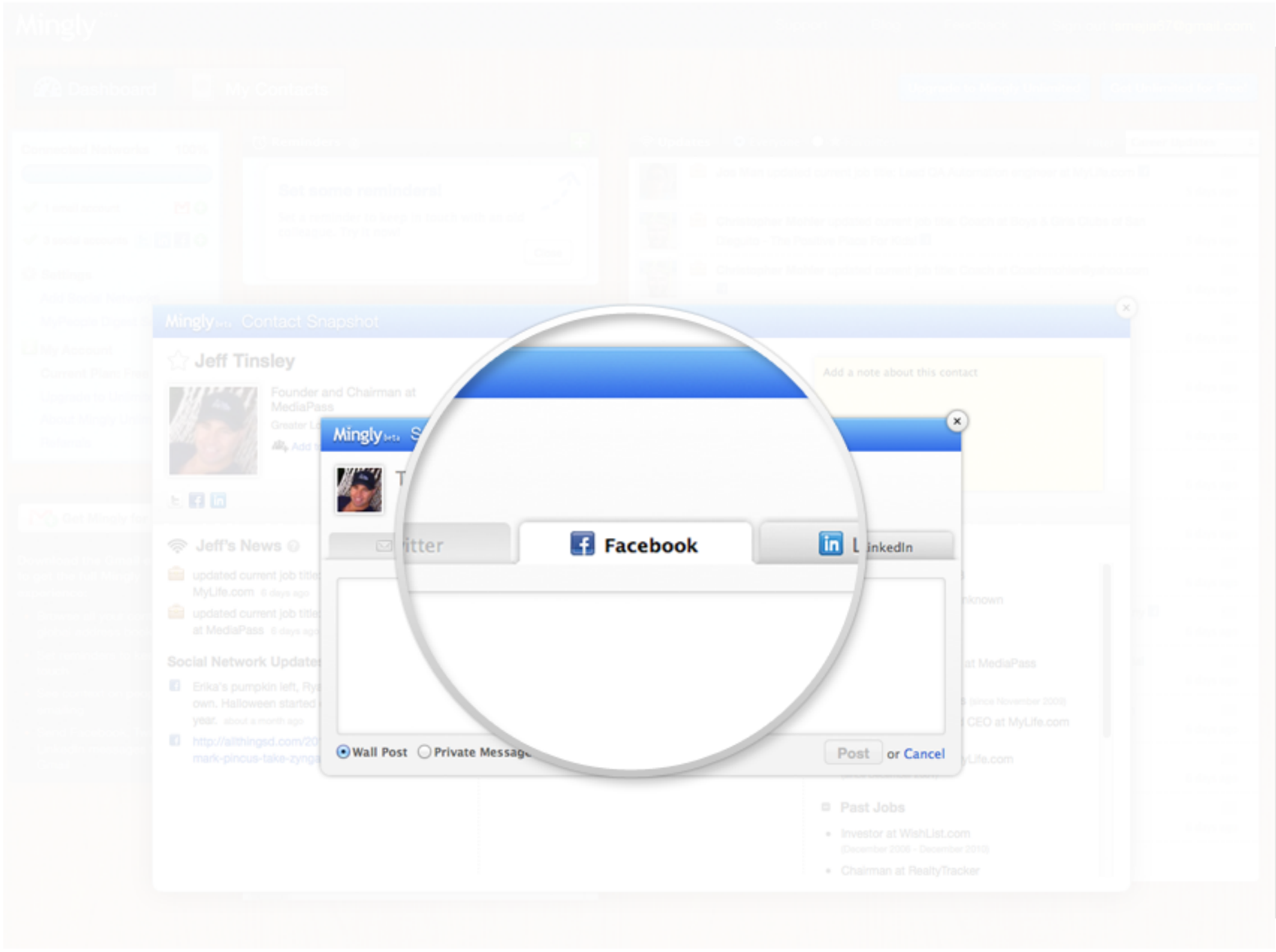


Connected Networks:

We like how it Shows you all the Networks your are currently connected to

How much you have left to complete your profile

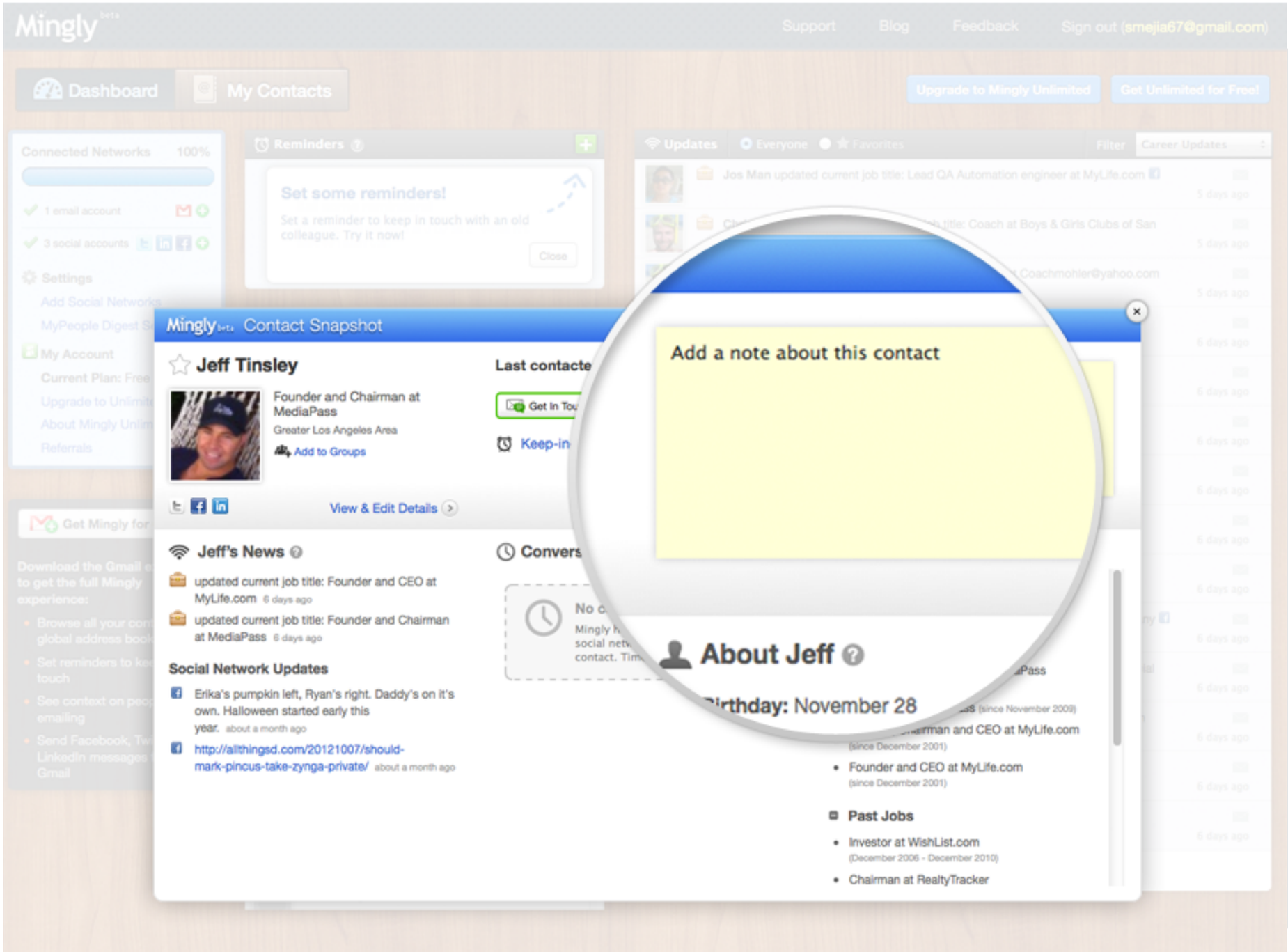
Data assets from Social Connect



Easy Messaging:

Simplicity of messaging from profile view

Inline Popup to reduce real-estate on page keeping the user on the same page and increasing engagement



Add a Note:

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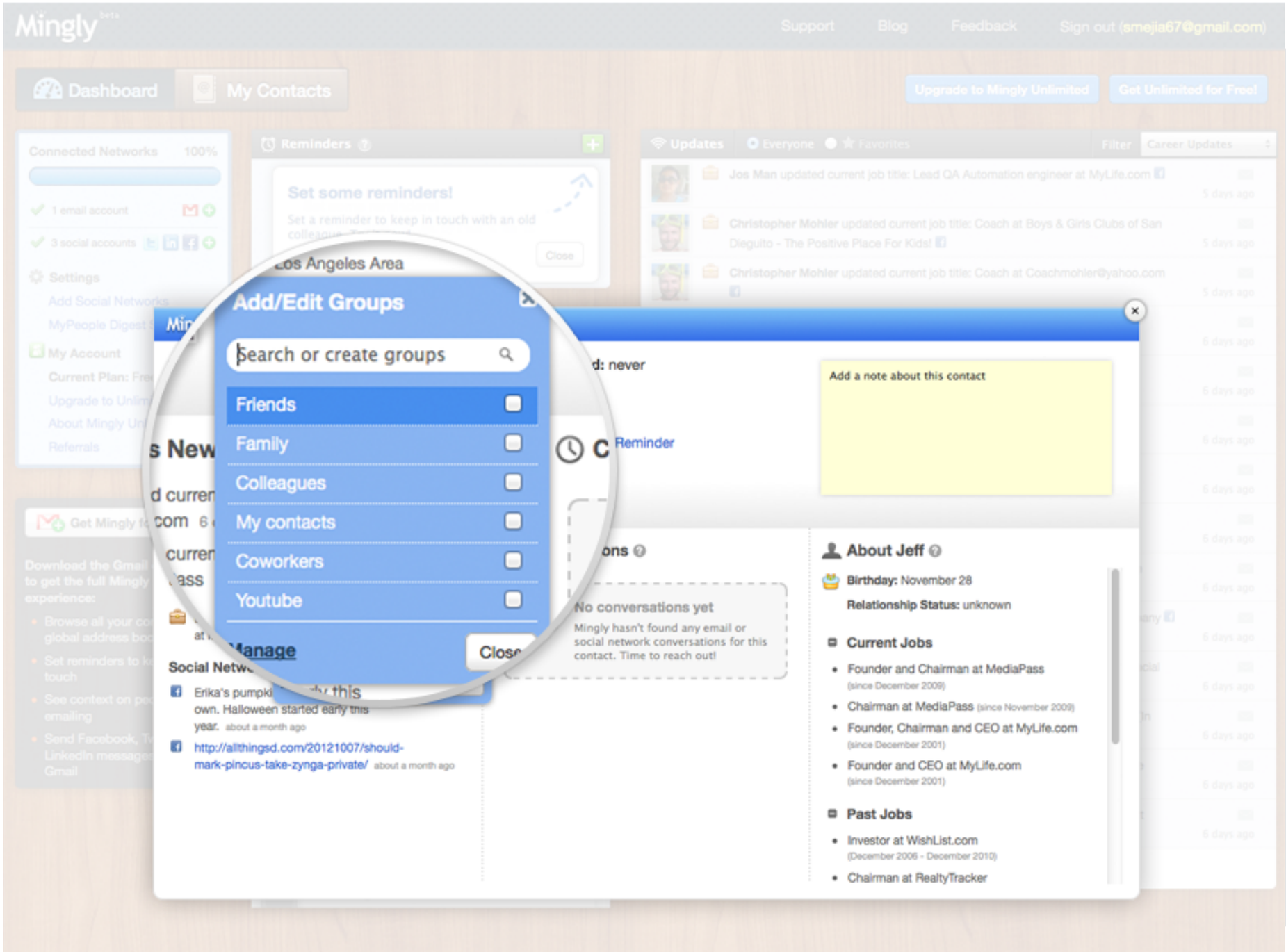

Add Groups:

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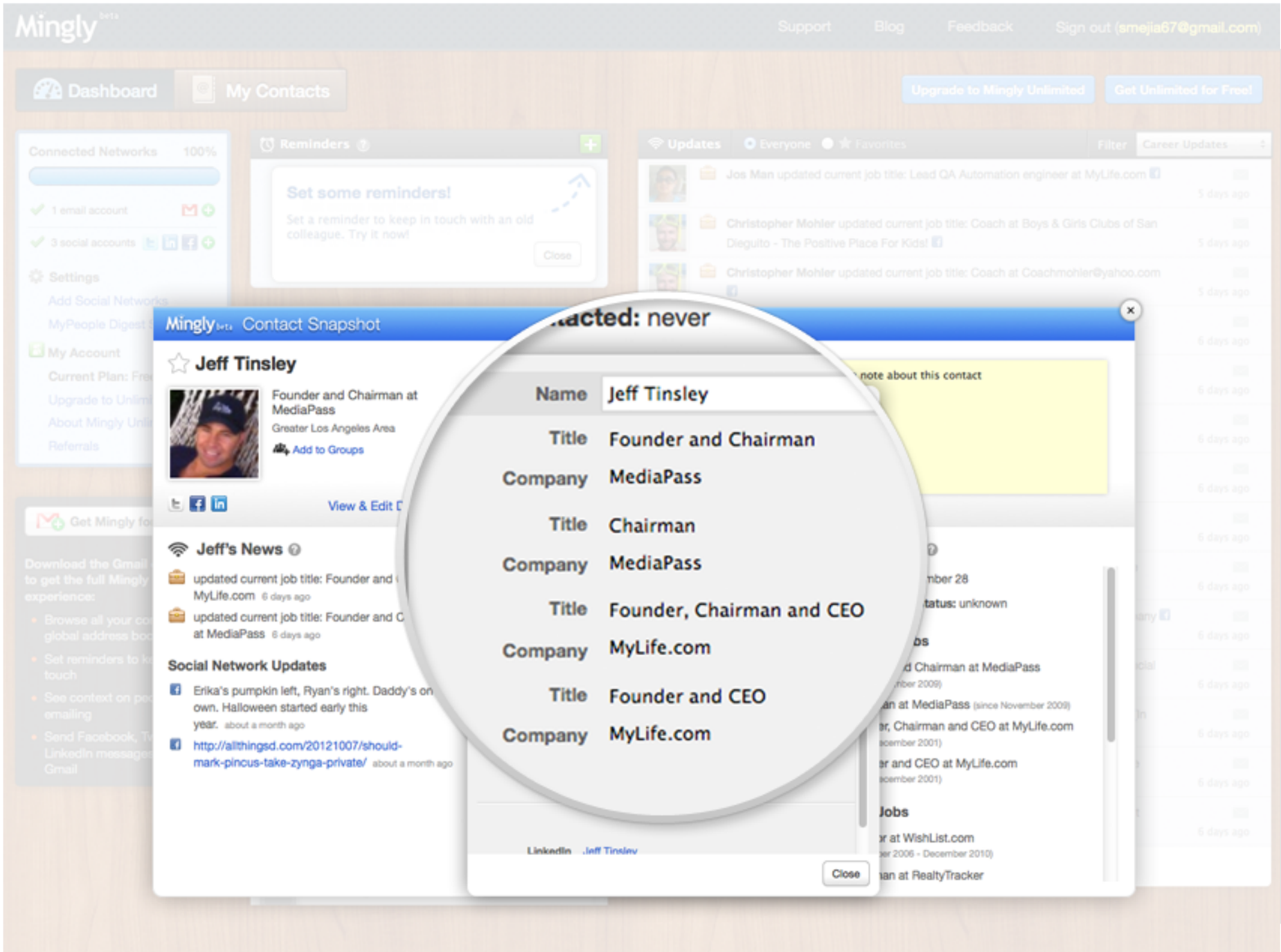

Edit Profile Details:

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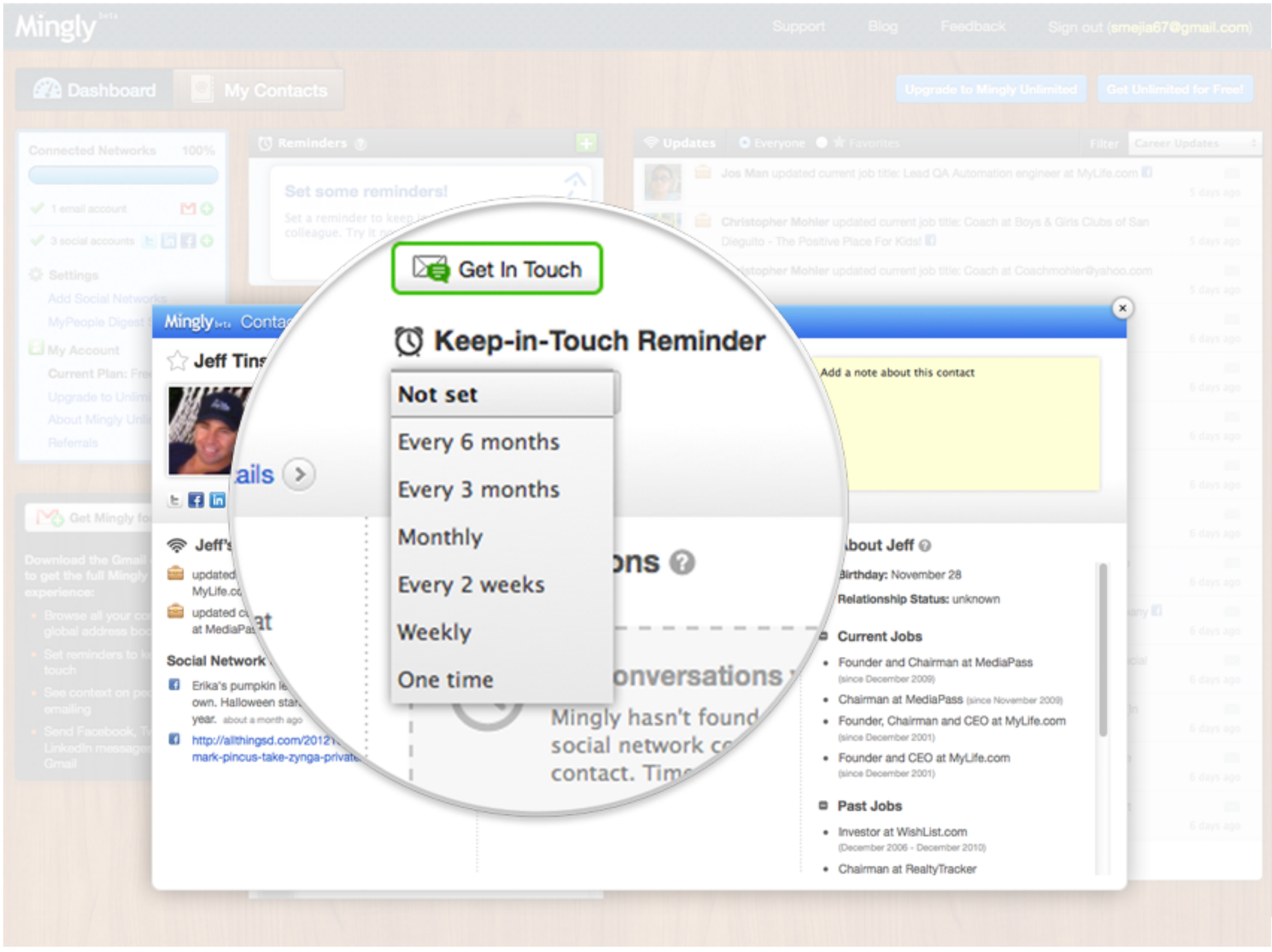

Reminder:

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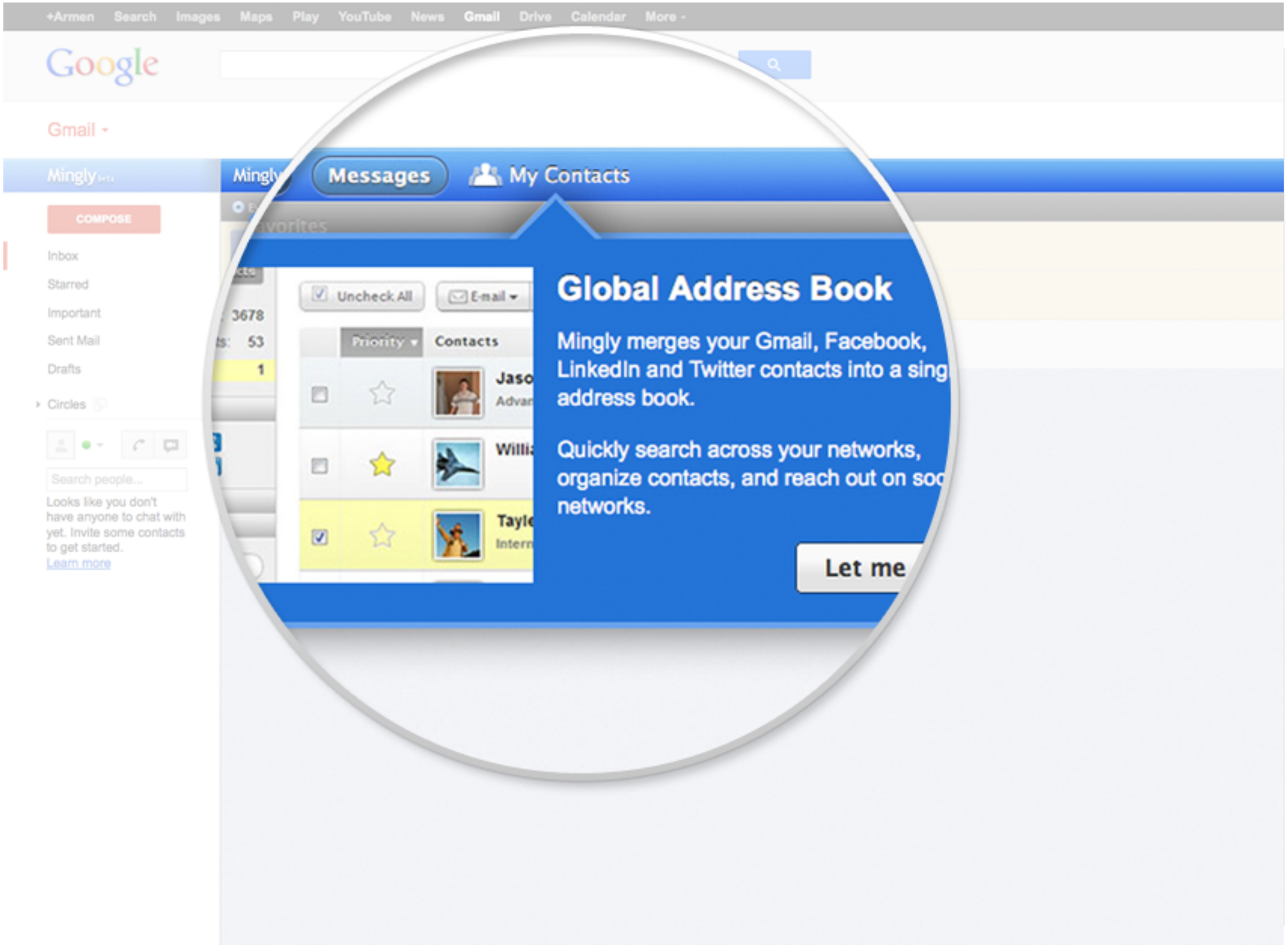

Guide:

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Connect Social Networks:

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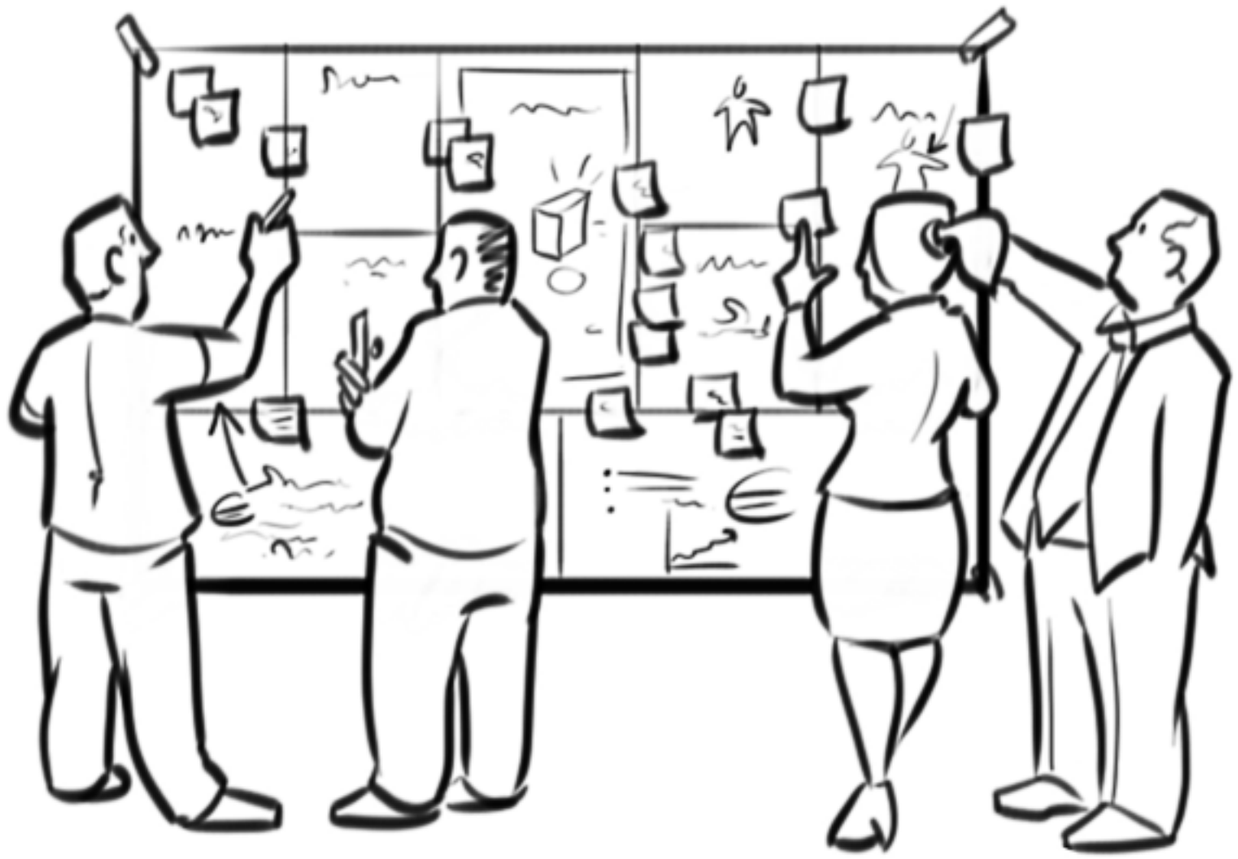
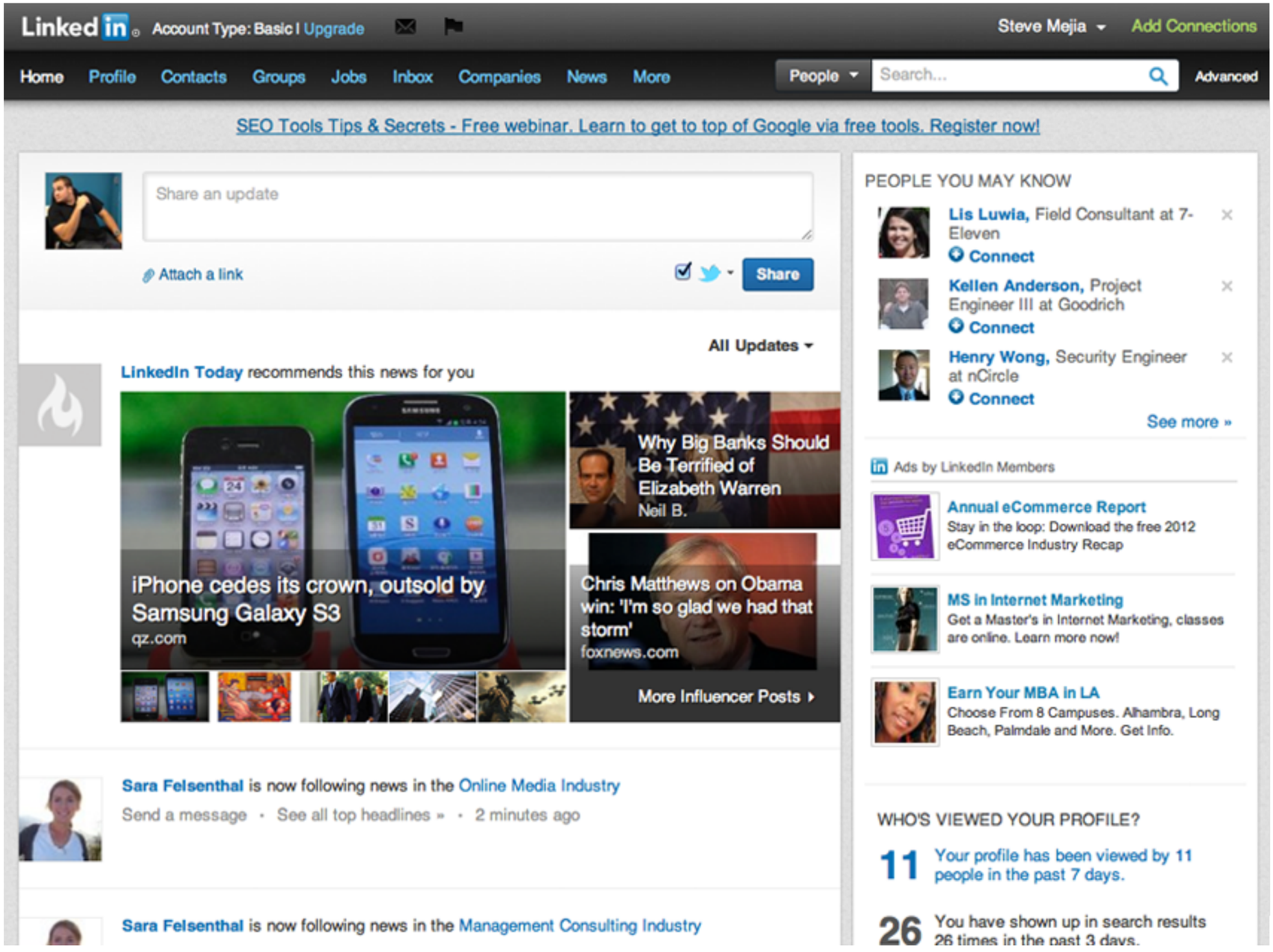
BUSINESS MODEL





Pros:

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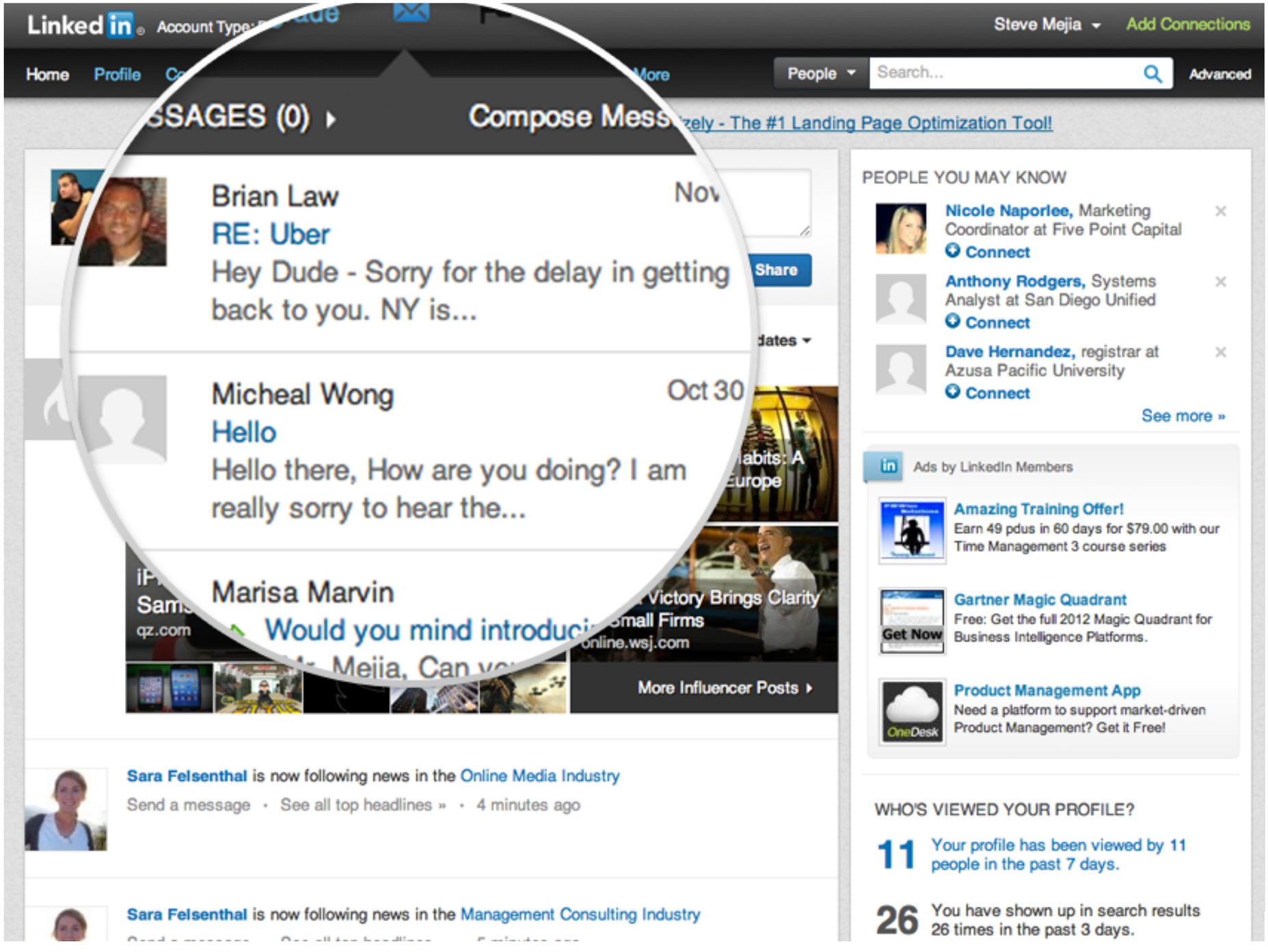

Icon Dropdowns:

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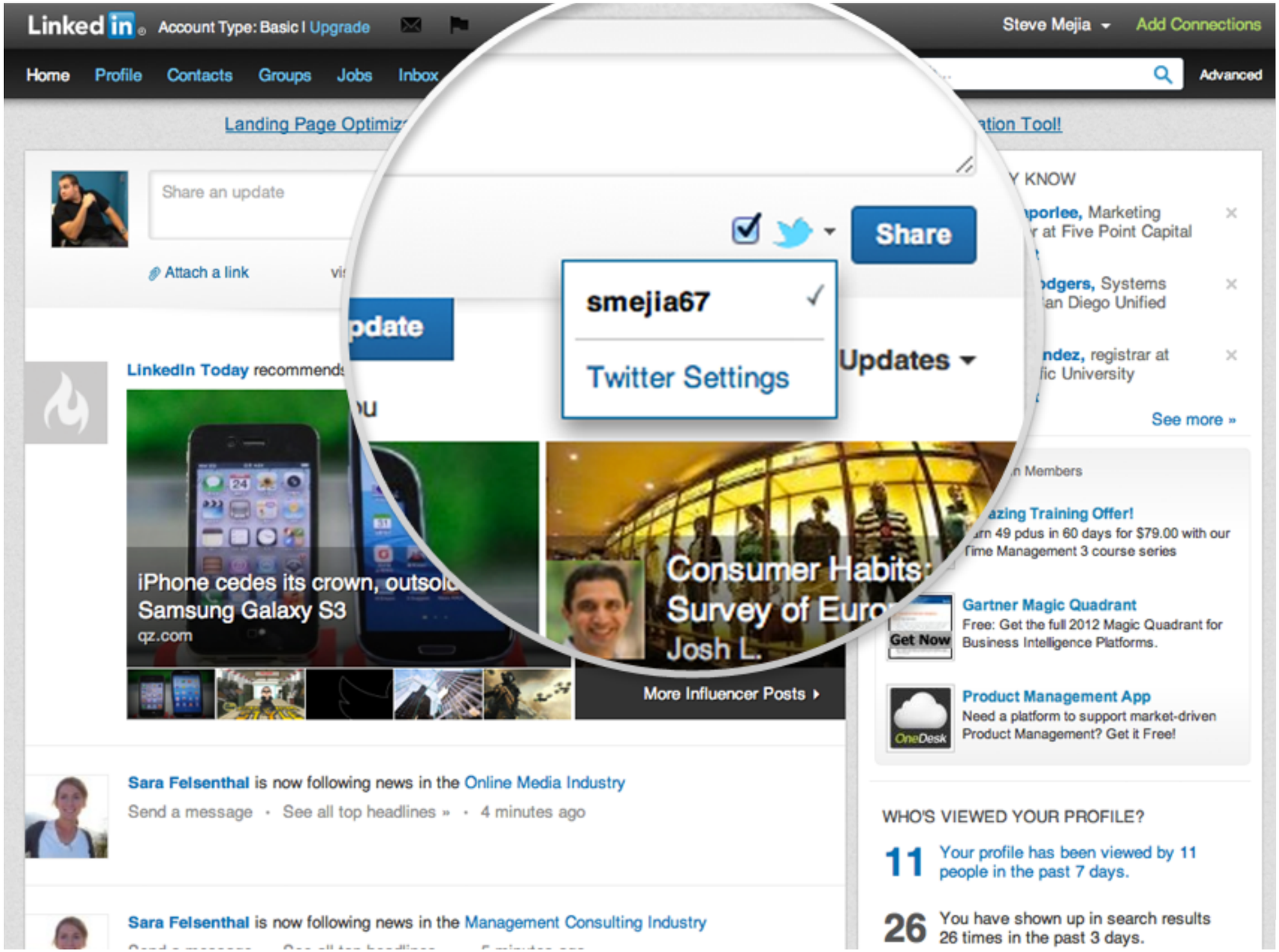

Easy Messaging:

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Visitation Analytics:

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Bar Chart:

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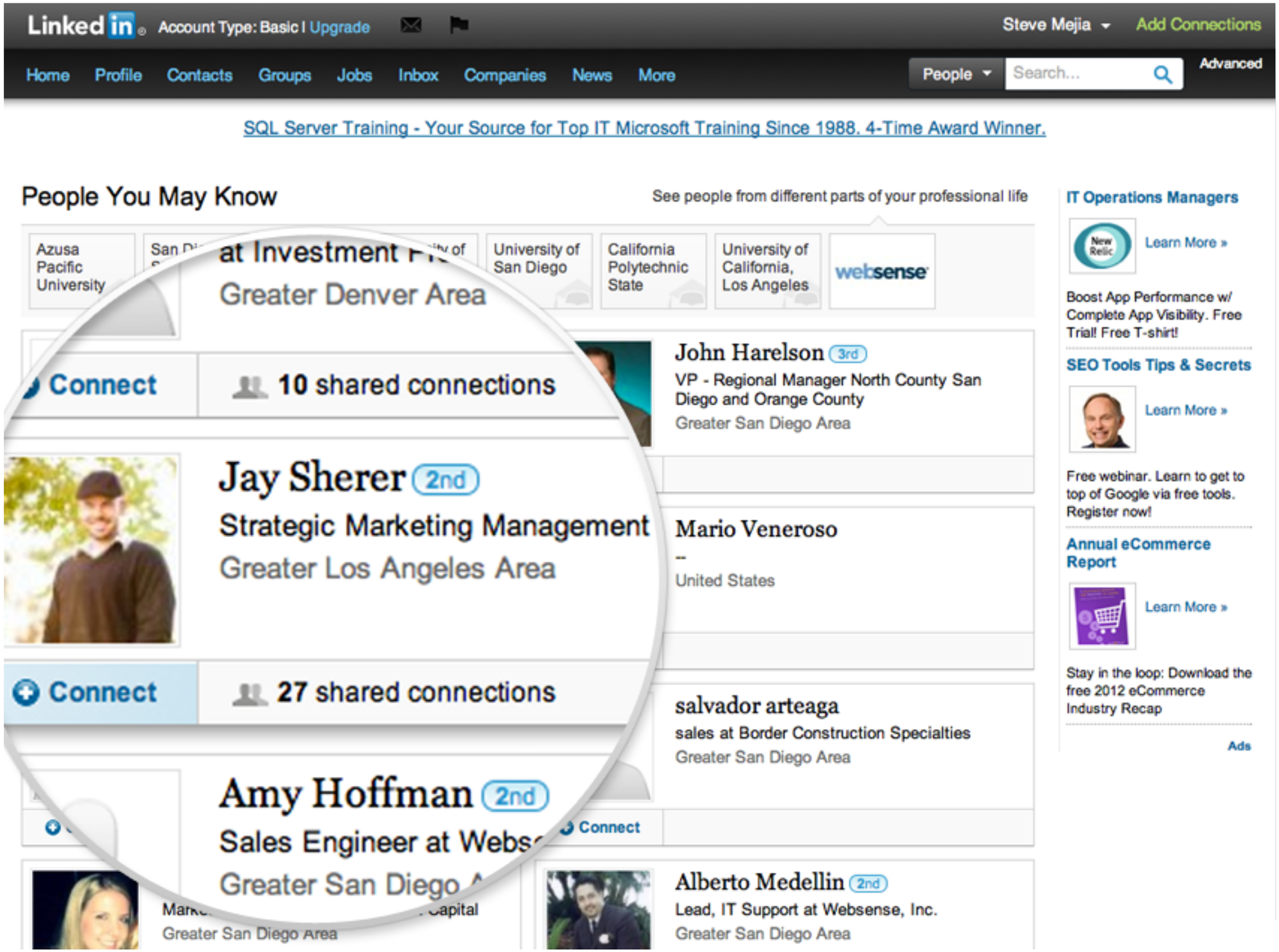

Profile Connect:

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Online Influence

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Scoring System:

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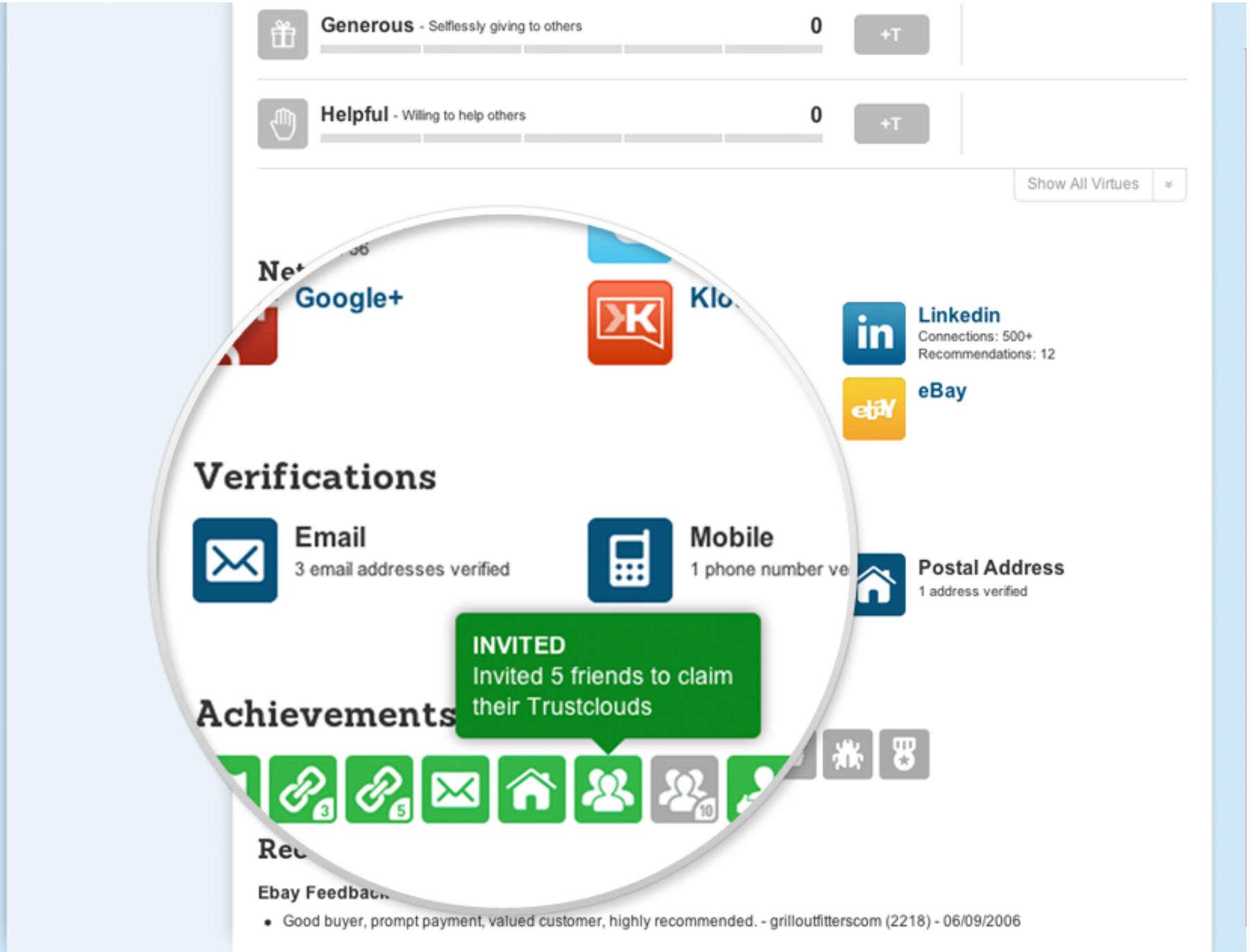

Verifications:

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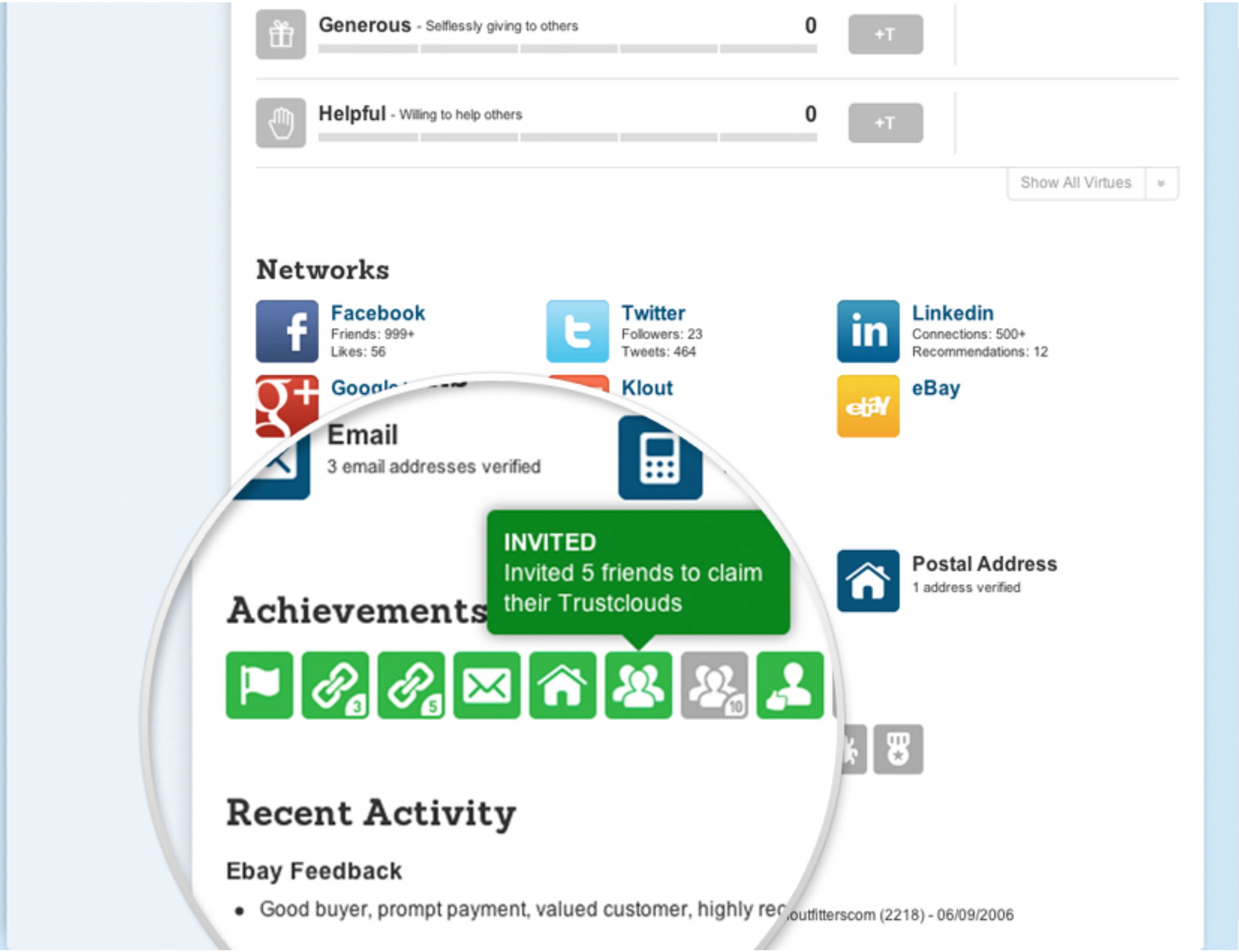

Achievment Badges:

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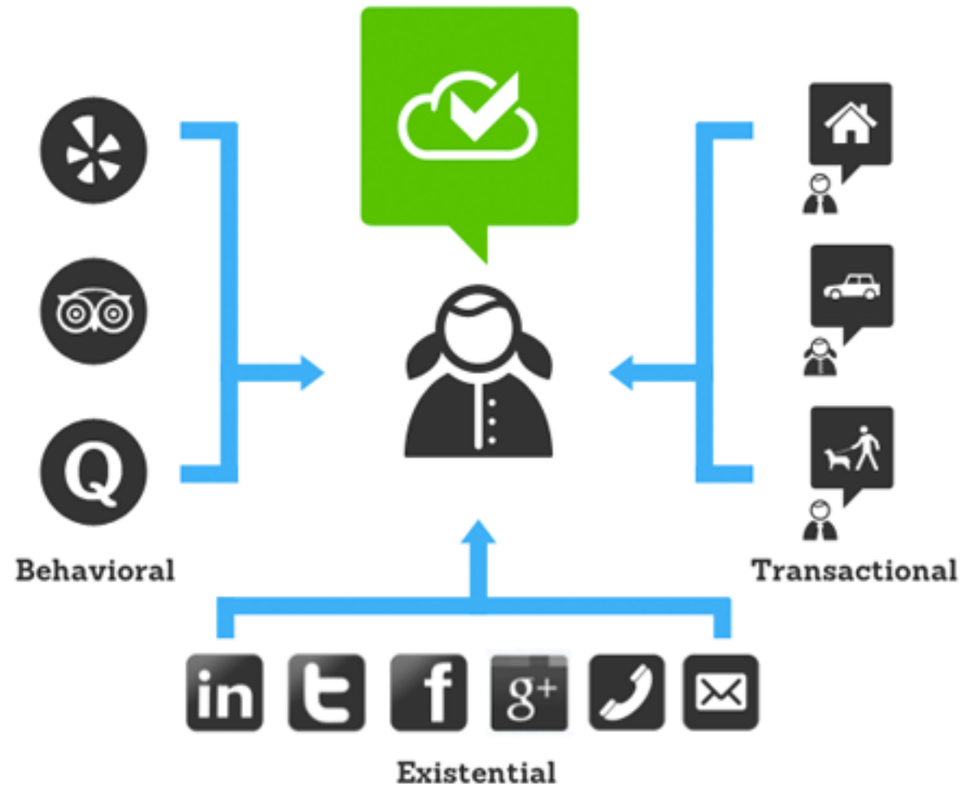
UNDERSTAND TRUSTCLOUD USE YOUR TRUSTCARD EMPOWER THE SHARING ECONOMY Search by name, email, @handle SEARCH

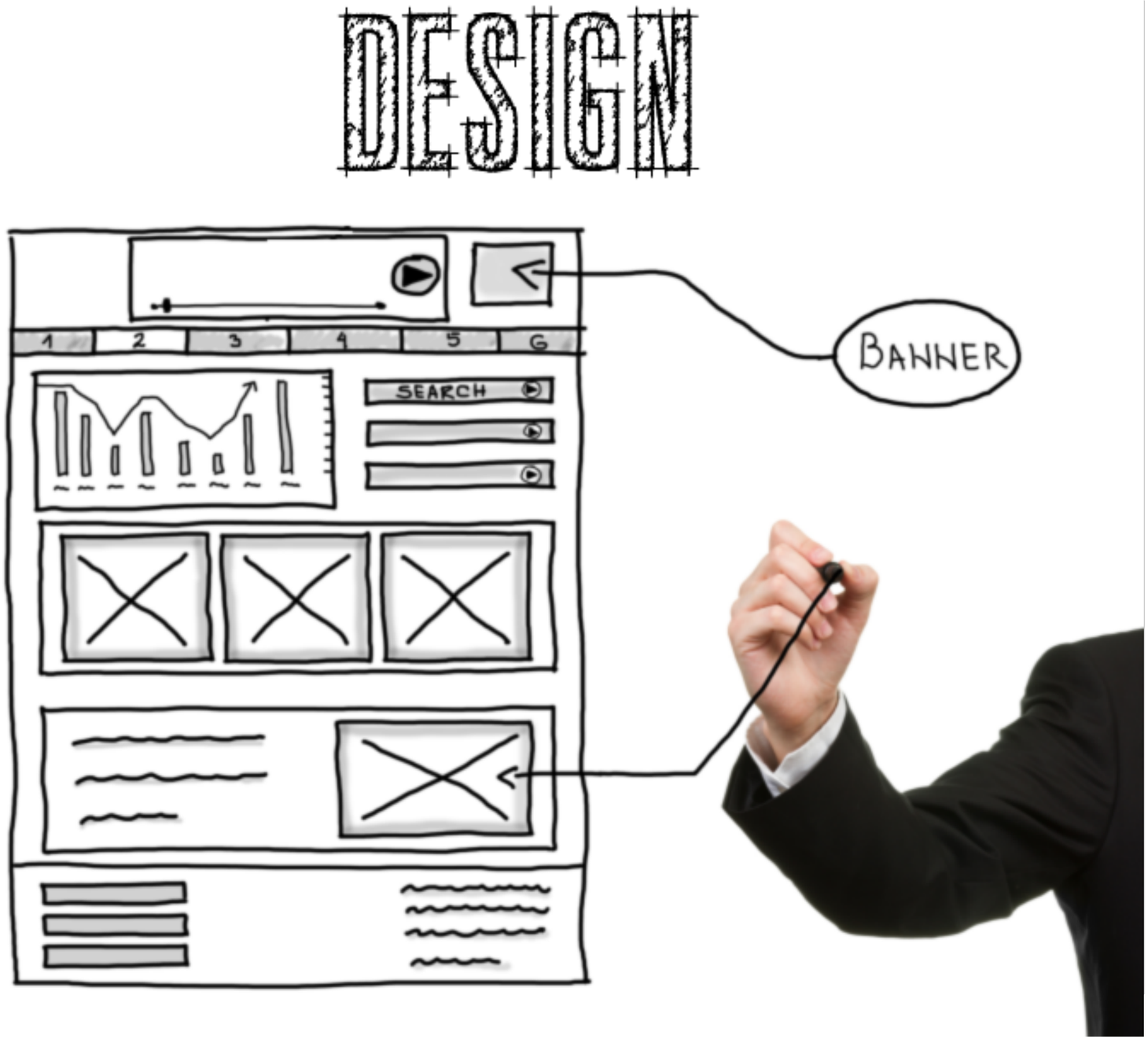
- Understand TrustCloud
- ✔ Measure Trust
- Your Data & Privacy
- FAQ
- Use Your TrustCard
- Empower the Sharing Economy
- The Future of Trust
- Terms & Conditions

Measure Trust



Trust is difficult to quantify– we've all heard the saying "I know trust when I see it." These days, however, there's enough data generated from online activity to detect actual patterns of Trustworthy behavior.

We work with author and trust expert Charles H. Green to interpret universal indicators of Trust such as Credibility, Reliability, Familiarity, and Consideration. We further validate these assumptions through research collaborations with Stanford University's Sociology Department.



Design

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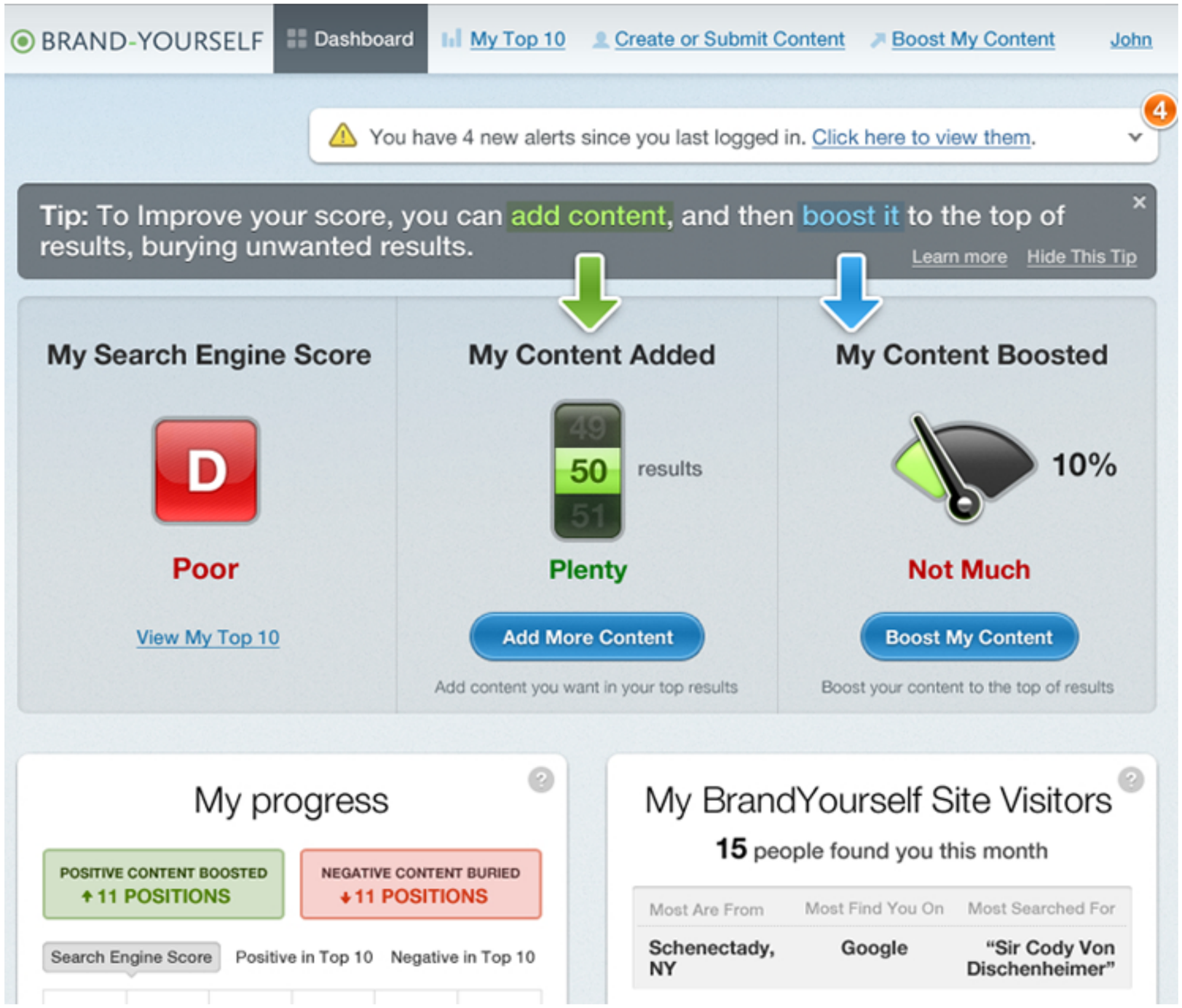

Pros:

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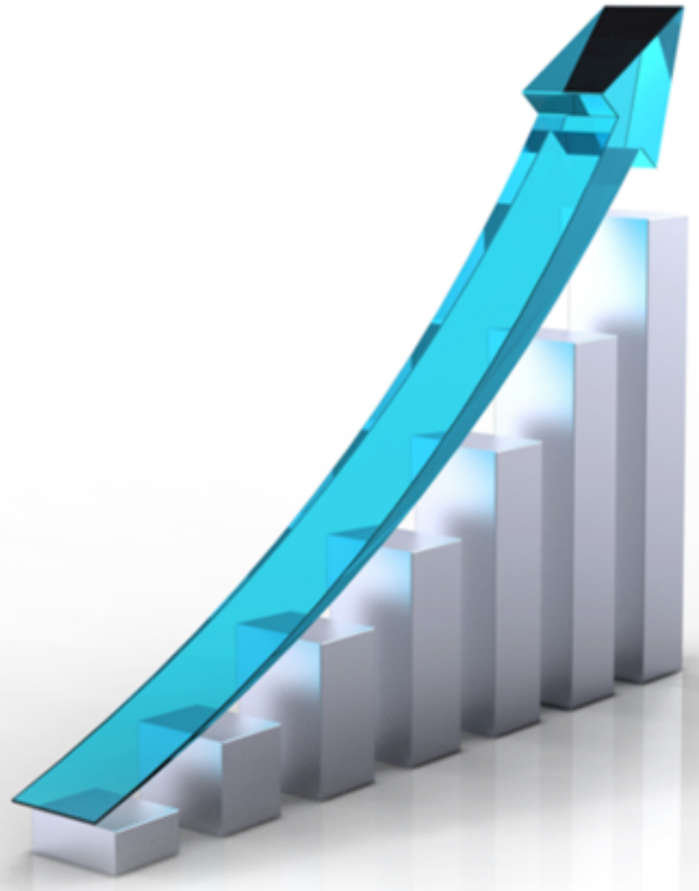
DATA METRICS



Data Metrics

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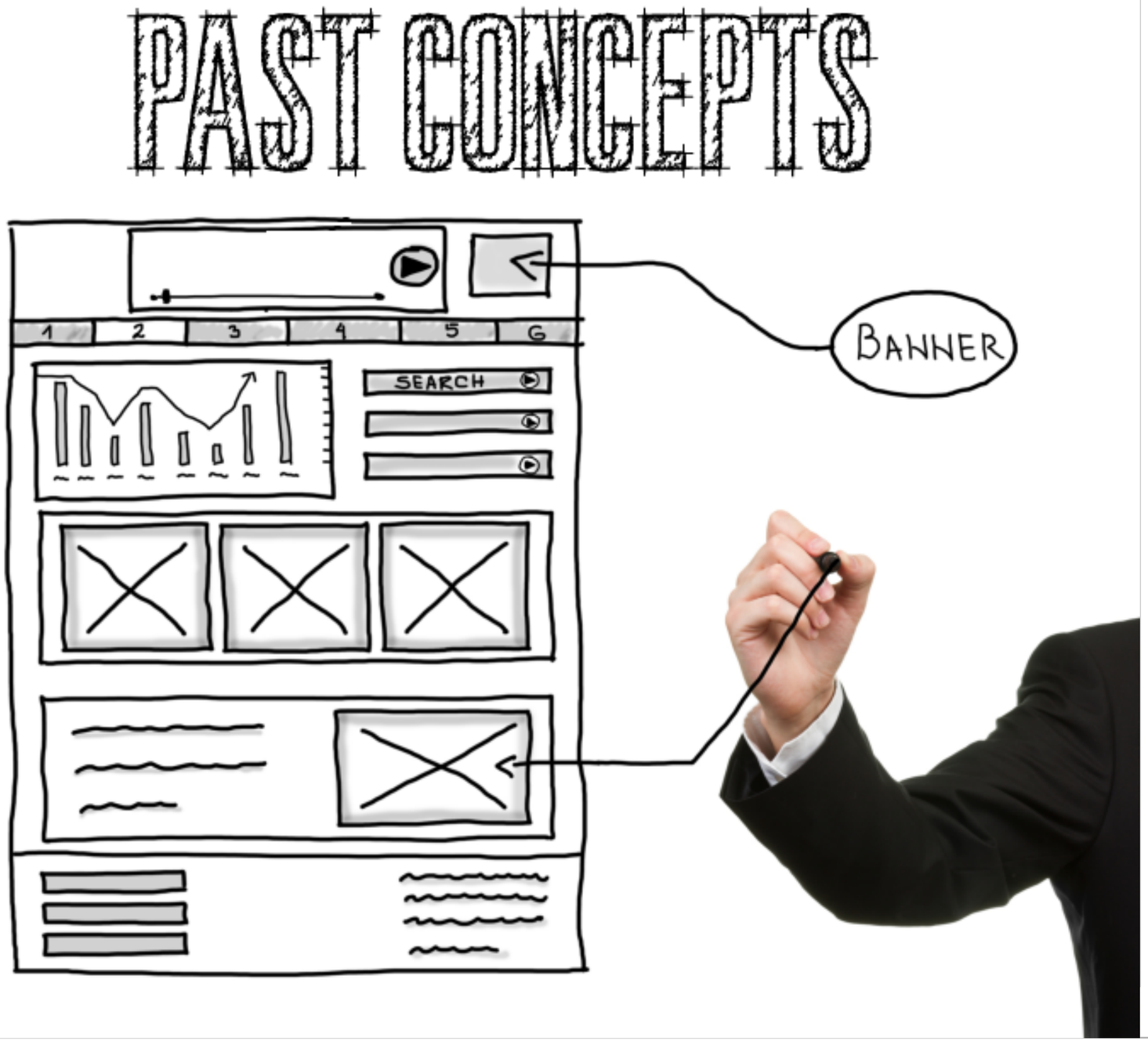

Past Concepts

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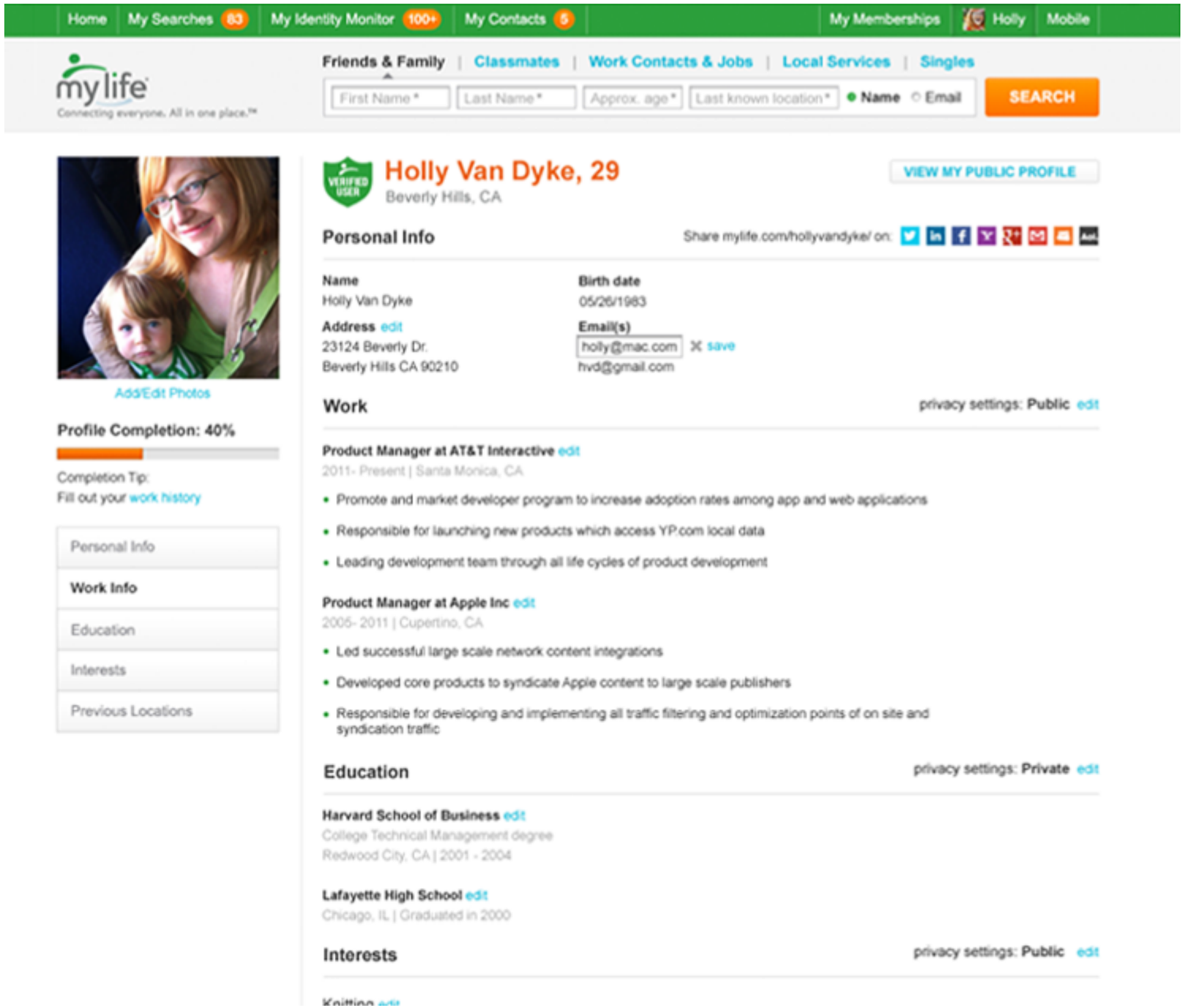

Concept#1

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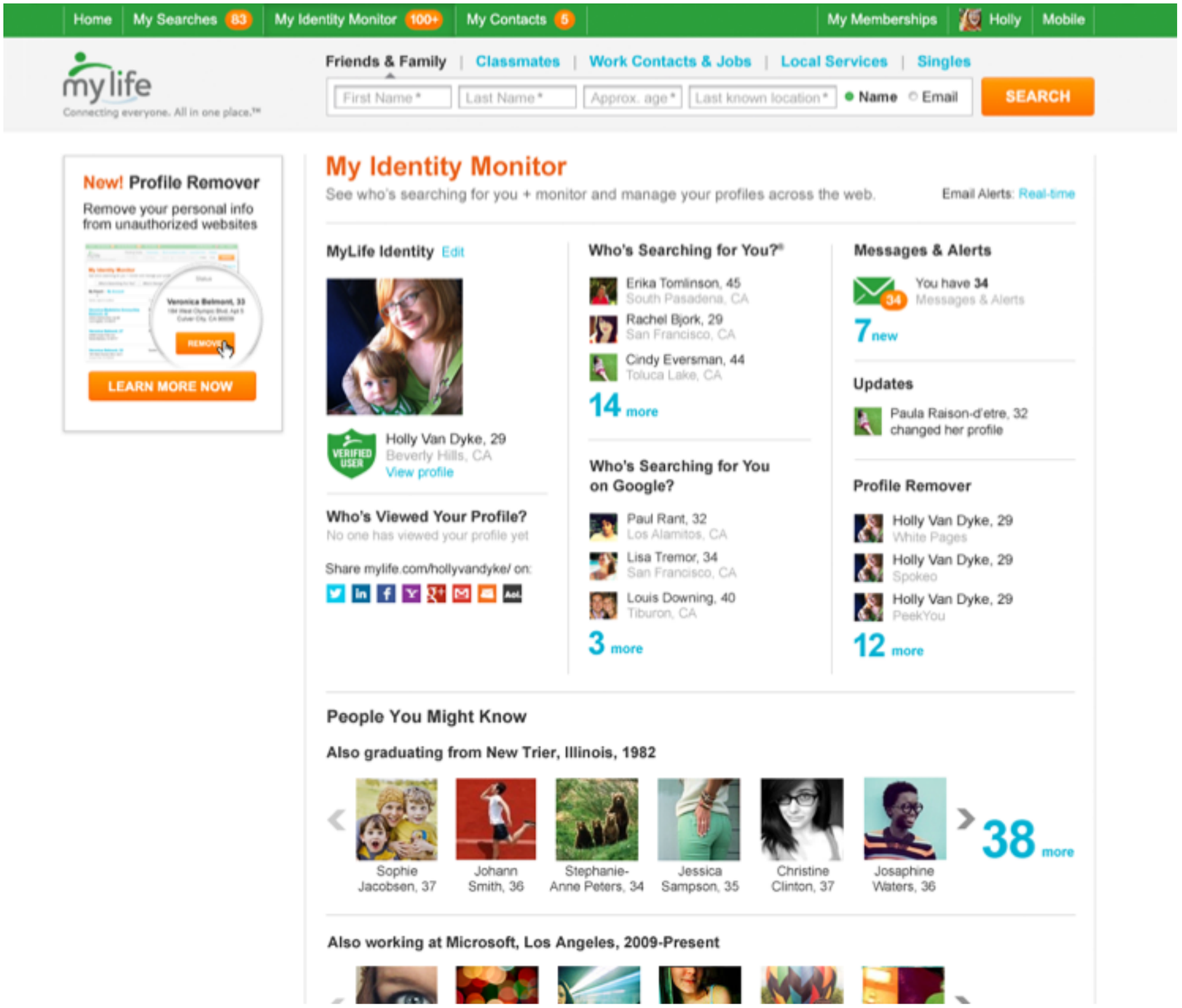

Concept#2

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Solution

- New design layout in accordance to Mylife's style guide

- Profile completeness meter to encourage user generated content

- Call to action for auto-filling content via social network engagement

- Social features such as status update and timeline

- Profile verification process and badge

- Ability for users to contribute content on object profiles(?)

- Suggestive/Recommended connections

Pros

- Richer profile viewing experience

- Collect more user generated content

- Brand building around profile value proposition

- Meet paid user's expectations leading to fewer refunds

Cons

- User concerns regarding privacy settings