eMail marketing

Simplify Marketing

Streamline your email campaigns for maximum efficiency and impact.

Project Overview

Description

Email Marketing Application is to create a user-friendly and intuitive platform that simplifies email campaign management. It focuses on delivering a seamless experience through clear navigation, a drag-and-drop editor, and responsive design. The goal is to reduce complexity, enabling users of all skill levels to create and track campaigns effortlessly. By incorporating real-time analytics and automation tools, the design ensures efficiency and actionable insights.

Additionally, it enhances collaboration with features for team workflows, making the platform adaptable for businesses of all sizes.

My Role

- Research
- User Persona
- User Survey
- Wireframe
- Final Design

Project Goal

- **Simplicity** A clean, user-friendly interface
- **Efficiency** Features that minimize repetitive tasks (e.g., automation)
- **Collaboration** Real-time team editing and approvals
- **Scalability** Customization for various business sizes

Project Timeline

Week 1		Week 2		Week 3		Week 4	
Mon	Tue	Wed	Thu	Fri	Mon	Tue	Wed

- Research (Interviews & survey)
- UX design (Persona, empathy map, card sorting, user flow)
- UI Design (Figma and Wireframes)
- Testing (Usability testing)
- Implementing feedback

Problem Statement and Solutions

Problem Statement

- **Complex Interfaces:** Overly complicated designs make it hard for users, especially non-technical ones, to create and manage campaigns efficiently.
- **Limited Automation:** Existing solutions often lack user-friendly automation for tasks like follow-ups or segmentation.
- **Poor Analytics:** Real-time performance tracking and actionable insights are either missing or hard to interpret.
- **Collaboration Issues:** Teams struggle with workflow management, shared editing, and approvals.
- **Non-Responsive Designs:** Many platforms do not offer seamless functionality across desktop and mobile devices.

Possible Solutions

- **Simplified Interface:** Design an intuitive, drag-and-drop editor with a clean layout to make campaign creation easy for all skill levels.
- **Robust Automation:** Include user-friendly automation workflows for scheduling, segmentation, and triggers to save time and increase efficiency.
- **Actionable Analytics:** Provide real-time dashboards with clear metrics like open rates, click-through rates, and heatmaps for data-driven decisions.
- **Enhanced Collaboration:** Introduce team features such as shared editing, commenting, role-based permissions, and approval workflows to streamline teamwork.
- **Responsive Design:** Ensure the platform works seamlessly across devices with a mobile-first approach, catering to users on the go.

Design Thinking Process

My process includes research, planning, designing and testing. Each was performed with the below methods.

- **Discover**: User Research, User Interview, Competitive Analysis
- **Define**: Empathy Map, User Persona
- **Ideate**: User Flow, Information Architecture
- **Design**: Wireframes, Visual Design
- **Test**: Usability testing, Learning Phase

Discover Phase

After writing the problem statements, imaging the possible solutions and planning the further process ifollow, it was time to discover more things through various research methods.

Qualitative Research

We conducted in-depth interviews with 10 users, including small business owners, marketing professionals, and agency teams, to understand their pain points, preferences, and expectations regarding email marketing tools. A few sample questions listed below:

- Can you describe your current experience with email marketing tools?
- What do you find most frustrating about your current email marketing platform?
- Do you use automation features? If yes, what tasks do you automate?
- What kind of analytics do you rely on to evaluate your campaigns?
- How do you collaborate with your team when creating campaigns?
- Do you use email marketing tools on mobile devices? Why or why not?
- What kind of support or resources do you expect when learning a new platform?

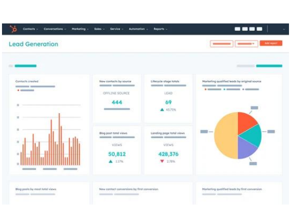
Google meet screenshot that conducted interview with users

Key Insights Derived from Interviews

- Users find many platforms overly complex and prefer a clean, guided workflow for creating email campaigns.
- A drag-and-drop editor with customizable templates is highly desirable.
- While users value automation, many struggle with the setup due to technical jargon or unintuitive interfaces.
- Users rely on metrics like open rates, click-through rates, and conversion rates but find them hard to interpret.
- Visual dashboards with actionable insights (e.g., best-performing subject lines) are essential.
- Existing tools often lack full functionality or have poor mobile optimization.
- Users expect AI-driven suggestions for subject lines, content structure, and send times to ease the learning curve.

Competitive Analysis

Analyzed tools like Mailchimp, HubSpot, and ActiveCampaign. Identified the gaps over-complicated workflows, limited real-time collaboration, and outdated UI designs.

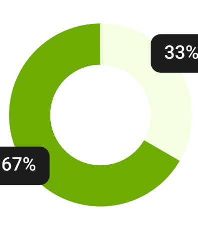


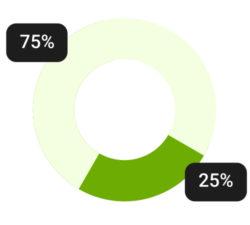
Qualitative Research

I did an online survey using Google Forms to obseve any pattern and similarity in what the potential users may want. A total of 5 users responded and assisted me in framing the problem correctly.

Do you find your current email marketing tool easy to use?

Yes No



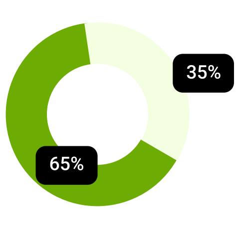


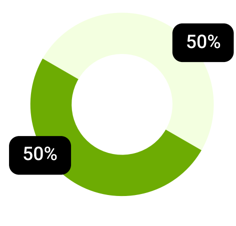
Do you use automation features in your email campaigns?

Yes No

Do you face challenges understanding the analytics provided by your email marketing tool?

Yes No



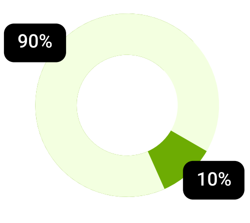


Do you use your email marketing tool on mobile devices?

Yes No

Do you think real-time performance tracking is essential for your campaigns?

Yes No



Key Insights Derived from Suvey

- A significant portion of users (40%) find current tools difficult to use, highlighting the need for a simplified, intuitive interface with a clean layout and guided workflows.
- While 75% of users use automation, the remaining 25% may avoid it due to its complexity. This indicates a need for user-friendly automation workflows and pre-configured templates.
- 65% of users struggle with analytics, suggesting a need for clear, actionable insights through visually engaging dashboards and simplified metrics.
- Half of the users rely on mobile devices for email marketing, emphasizing the importance of a fully responsive design with mobile-friendly features for on-the-go campaign management.
- 80% of users are open to switching to a more user-friendly tool, presenting an opportunity to capture a dissatisfied market by addressing their key pain points.

Define Phase

Empathy Map

This process was done to define the taget audience with more clarity, as well as illustrate their needs and actions, Empathy mapping helped me gain perspective on their thoughts and feelings. The data in the empathy map are based on insights fromuser interview.

Pain

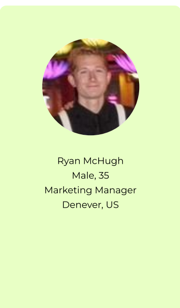
- Cluttered interfaces and confusing workflows.
- Manual processes and inefficient approvals.
- Difficulty interpreting analytics and lack of actionable data.
- Limited functionality on mobile devices.
- Insufficient template options and difficulty in creating responsive designs.

Gain

- Simplified workflows and automation to save time.
- Flexible templates and dynamic content for personalization.
- Real-time analytics and data-driven recommendations.

User Persona

With the data collected from the interview and survey, i created a persona representing an ideal user of the application. The persona helped me arrive at better solutions as it gave an in-depth understanding of the user goals and frustrations and the overall experience.



Ryan McHugh
Male, 35
Marketing Manager
Denever, US

Ryan has 8+ years experience in 8+ years in digital marketing and works at a mid-sized e-commerce company. His primary responsibility is to drive customer engagement and sales through email marketing campaigns. He manages a small team of marketers and collaborates with designers and developers.

Motivation

- Save time with user-friendly automation and workflows.
- Achieve measurable results like higher conversions and engagement.
- Use real-time data to make informed decisions.
- Seamlessly collaborate with team members using built-in tools.
- Manage campaigns from anywhere using a mobile-optimized platform.

Frustrations & Pain Points

- Complicated workflows for setting up automation.
- Lack of flexible templates that align with the company's branding.
- Difficulty interpreting analytics and extracting actionable insights.
- Collaboration challenges with team members during campaign creation.
- Limited mobile support for monitoring and managing campaigns on-the-go.

Goal

- Create effective email campaigns quickly and efficiently.
- Improve email open rates and click-through rates with personalized content.
- Leverage automation to reduce repetitive tasks and scale campaigns.
- Gain actionable insights to refine campaign strategies.
- Ensure campaigns are mobile-responsive and visually appealing.

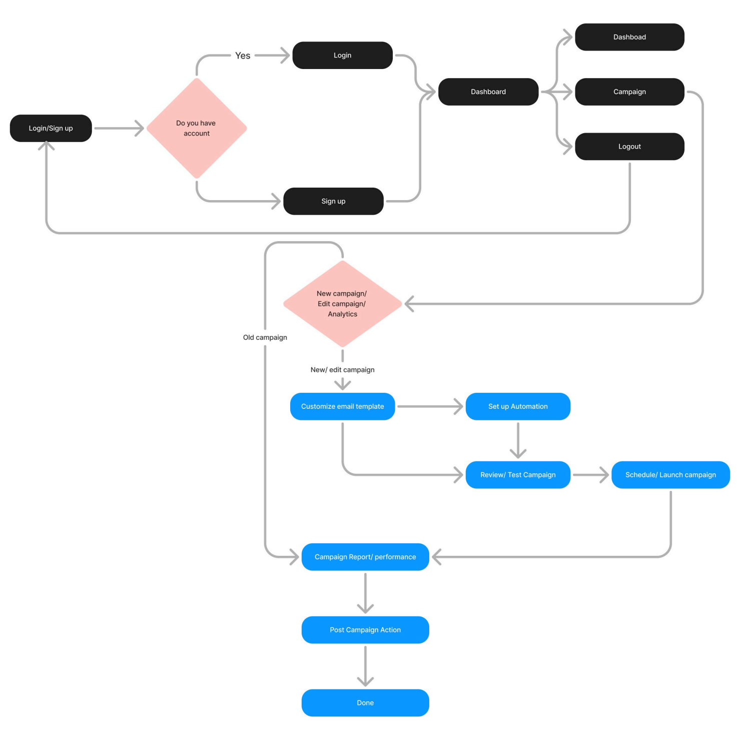
Needs from the other Application

- Intuitive UI for campaign creation and management.
- Pre-designed, customizable templates.
- Advanced automation workflows with easy setup.
- Comprehensive analytics with clear insights.
- Collaboration features for feedback and approvals.
- Full functionality on mobile devices.

Ideate Phase

User Flow

I created a User flow using Figjam to illustrate how the user navigate through the application.



Information Architecture

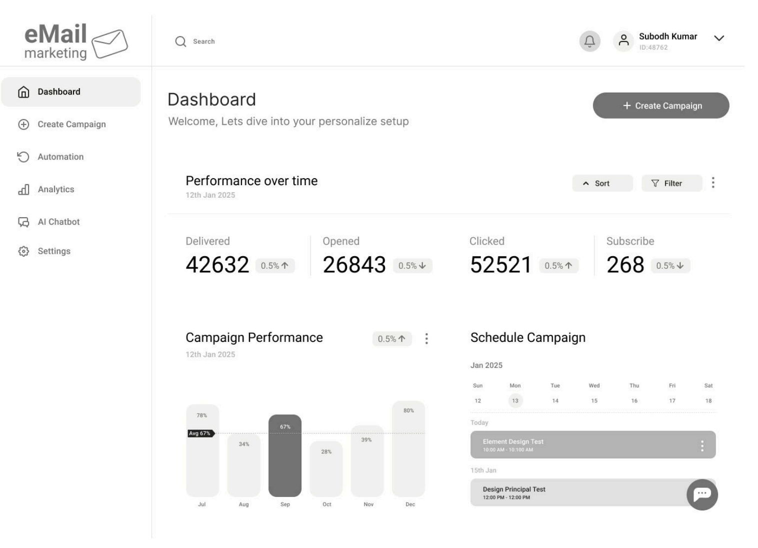
A well-designed, user-friendly information architecture ensure that user spend less time and effort for searching information and are successful in finding what they need.

Dashboard	Search	Campaigns	Reports & Analytics	Settings
Overview of Campaigns	Search Campaigns	Select Template/ Custom Design	Campaign Performance (Open Rate, Click Through Rate (CTR), Bounce Rate)	Automation
Campaign performance		Compose & configure Email	Real-Time Tracking	Profile
Quick Actions	Create Campaign	Select Audience / Schedule	Audience Insights	Change Password
Notifications	View Reports	Preview, Test & Launch	Export & Share Reports	Logout

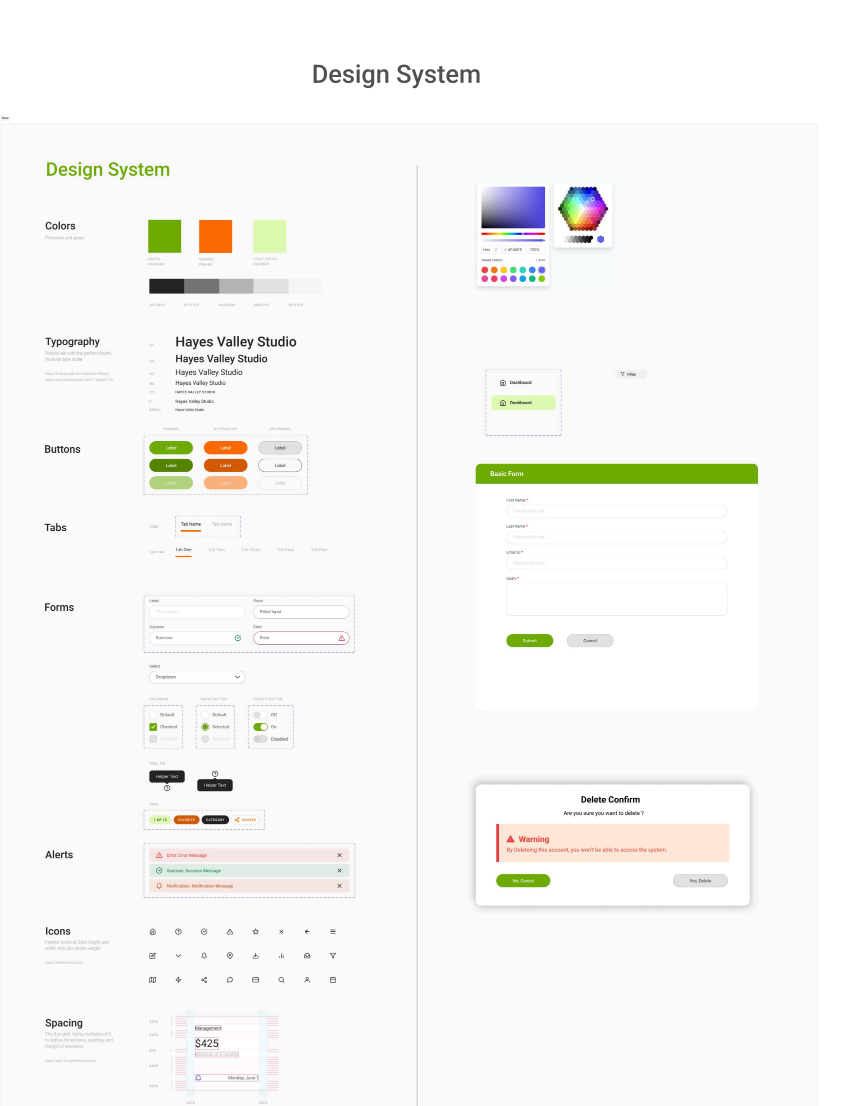
Design Phase

Wireframe

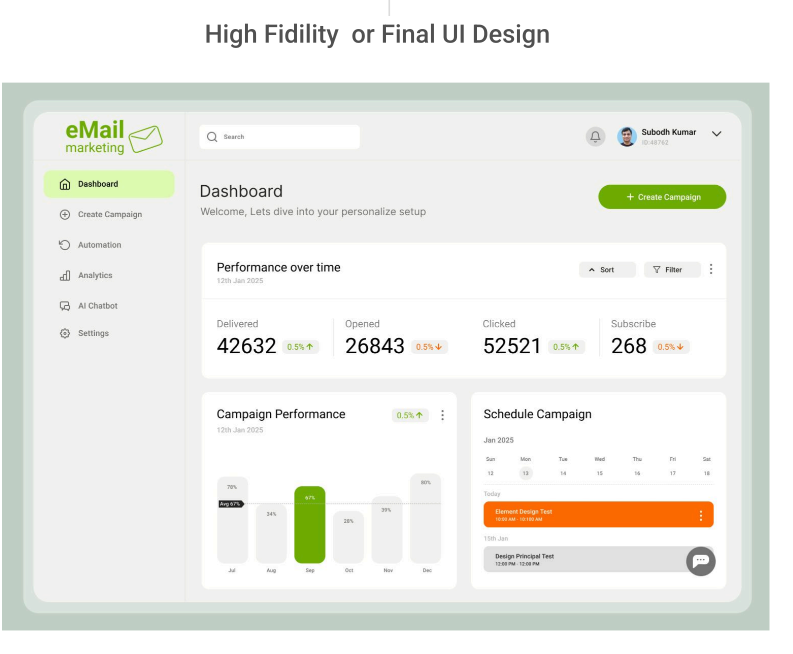
First, I created low fidelity Wire frames in figma, after that making corrections in them.



Design System



High Fidility or Final UI Design



Test Phase

Usability Testing

After the visual design was complete I tested the prototype with 4 users (Digital marketers, business owners, and marketing team members.) to how user friendly the application is.

Tasks for Usability Testing

- Log in and navigate to the dashboard.
- Create a new email campaign and select an audience list.
- Customize an email template with text, images, and links.
- Set up automation with a specific trigger and action.
- Preview the campaign and schedule it for a future date.
- View and interpret campaign performance metrics.

Testing Methodology

- Remote Testing: Use tools like Zoom or UserTesting to observe participants in real-time.
- In-Person Testing: Conduct sessions in a controlled environment with observation tools.
- Think-Aloud Protocol: Encourage participants to verbalize their thoughts as they complete tasks.
- A/B Testing: Compare usability of specific features on web and mobile versions.

Suggestion based on Testing

- Simplify complex workflows, such as automation setup.
- Optimize performance for real-time preview and analytics.
- Enhance mobile functionality for campaign creation and editing.
- Add clearer visual indicators for progress and errors.
- Incorporate user feedback into iterative design updates.

Learning Phase

New learning

- It was fun yet challenging working on this project. I learned the importance of the use research for a successful product.
- I already used many of the process earler on other projects but i added somenew pocess like card sorting, information architect etcand definitely these added a lot of value to tjis product.
- I recorded live video interview and asked questions. This was a fun and informative part of the research that provided me real data from doctors.

Thank you :)