

# Entrepreneur Networking Sign Up

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# Project overview



## The product:

I created a Entrepreneur Networking signup site. The idea was to create a space where entrepreneurs could connect and collaborate on projects and business



## ideas Project duration:

The duration of this project was approximately 6 six weeks.

The screenshot shows the homepage of the Neurwork website. At the top, there is a navigation bar with links for Home, About, Community, and Resources, along with a help icon. The main header features a quote: "The best way to predict the future is to create it." by Peter Dinklage. Below this is a section titled "DON'T GO AT IT ALONE" with a sub-header "Starting a business is a big decision. What kind of business should I start? What is the first thing I should do? Where can I find business resources? All these questions pop into your head. Neurwork is here to help you, and help you find other like minded people so you can help each other succeed." Below this is a "CHECK OUT OUR BLOG" section with an email address input field and a "SUBSCRIBE" button. The "COLLABORATE" section includes a sub-header "Working with others is a great way to get your business or project off the ground. Neurwork provides resources to help you connect with other individuals and groups, so you can work together and get your project completed faster. Neurwork is also a great way to build life long relationships and possibly find others you want to go into business with." Below this is a grid of four sections: "GROUPS" (Joining one of our groups is a great way to find others in your field of interest...), "FORUMS" (Have a question, and not sure who to ask? Post your topic or discussion in one of our forums...), "VIDEOS" (Neurwork has a vast amount of videos where experienced Entrepreneurs and business owners have advice that walk you through a process...), and "EVENTS" (Neurwork provides events and sponsors...). Below the grid is a "MEET SOME OF OUR MEMBERS" section with four circular profile pictures and names: JACKIE, MARISOL, ZARA, and MEGAN. At the bottom is a "CREATE ACCOUNT" button. The footer contains the Neurwork logo, contact information (Name, Address, Phone, Email), and social media links (Facebook, LinkedIn, Instagram, Twitter).

# Project overview



## The problem:

The problem was that entrepreneurs wanted to space that was similar to a social media site but strictly for entrepreneurs and business minded individuals. The users wanted a place where connecting and working together would be easy and simple.



## The goal:

The goal of this project was to provide numerous resources for individuals looking to start a business or move forward on their entrepreneurial idea.

# Project overview



## My role:

My role in this project is UX designer.



## Responsibilities:

The things that I was responsible for were conducting research, planning, wireframing, mock ups, and prototypes.

# Understanding the user

- User research
- Personas
- Problem statements

# User research: summary



For this project, I decided to conduct interviews to begin my research. I wanted to get a solid idea of what users were looking for in a website such as this, and figure out what the problem(s) might be. I assumed that users wanted the feel of a social media site, but more simplified and an easy way to connect on projects and ideas.

# User research: pain points

1

## No to merchandise

Having to purchase merchandise. This did not contribute to their goals.

2

## Wanting to Connect

Not being able to connect with individuals who are like minded or may have similar entrepreneurial interests.

3

## More Resources

Not being provided enough resources to start a business or idea

# Persona: Lauren Coffee

## Problem statement:

Lauren is a Director of a start up who is busy with 2 kids who needs an easy way to connect to other entrepreneurs to network with because She has community projects that require a team of different entrepreneurs



## Lauren Coffee

**Age:** 32

**Education:** MBA in Marketing

**Hometown:** Dallas, TX

**Family:** 2 Kids, Divorced

**Occupation:** Director

*"I see a lot problems. I want to create solutions. That is my way of building up my community"*

### Goals

- Build a legacy for her children
- Gain more flexibility in her time
- Be a part of a growing industry
- Be able to network with like minded people

### Frustrations

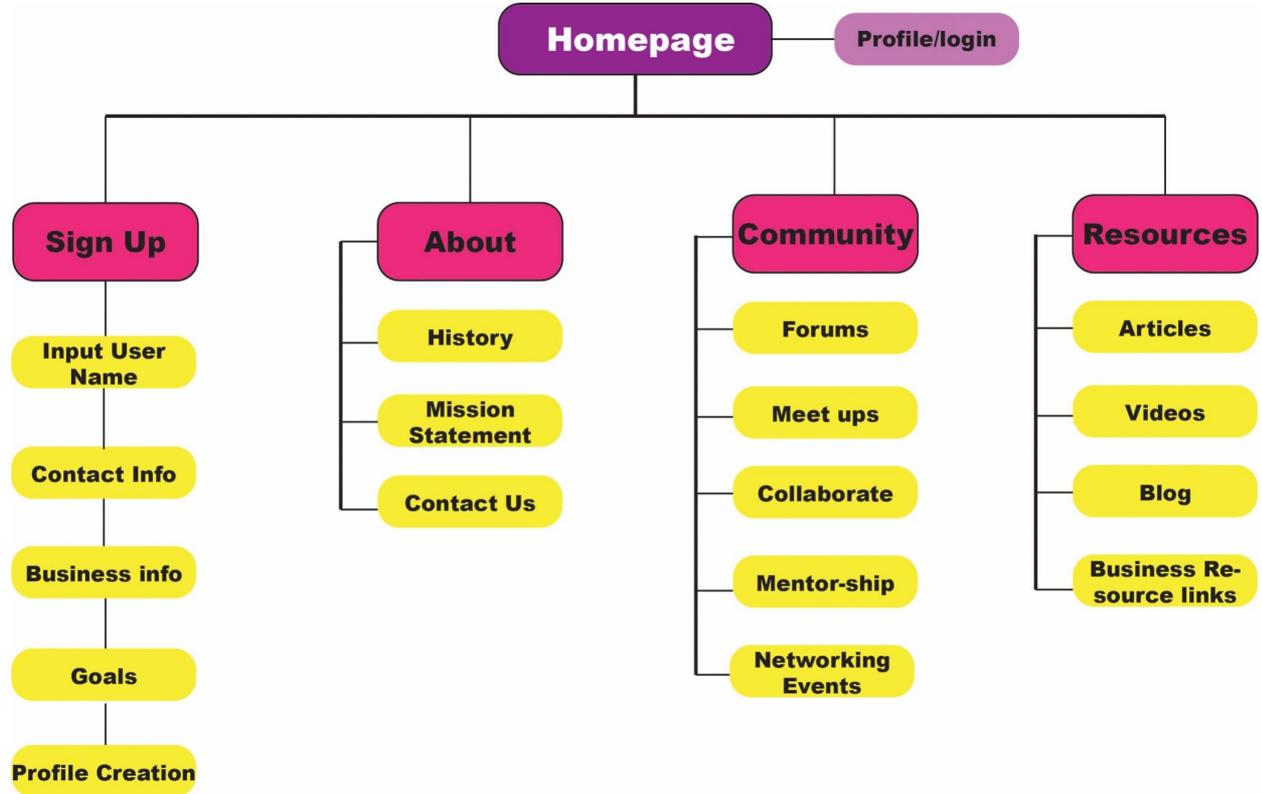
- Not having an easy way to connect with other business minded people
- Not having enough time throughout the week for kids and other things
- Finding other to work on community projects

Lauren has 2 kids and works long hours as a Director of a startup company. She loves planning community events and having her children participate. Lauren longs to do something that will allow for more flexibility in her schedule while still building a legacy for her kids. She's in the process of starting her own business but lacks the resources to find individuals like her and network to get her new business venture off the ground. Lauren feels there is a lack of networking for people who want to make those connections. Social media is ok, but doesn't provide the resources that she needs to be successful.



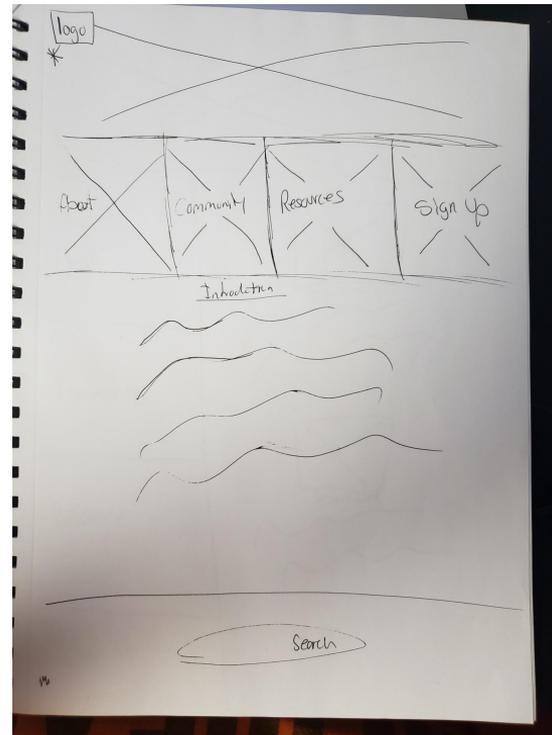
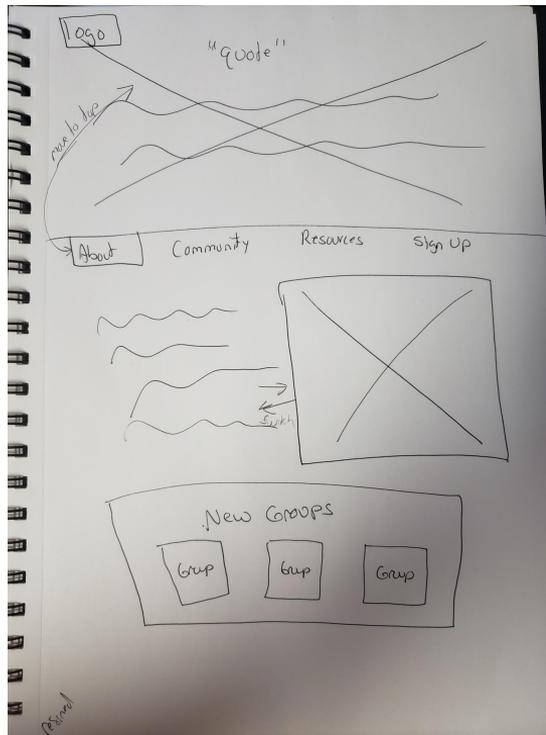
# Sitemap

I wanted to keep the site user flow simple. Locating things needed to be easy for its users.



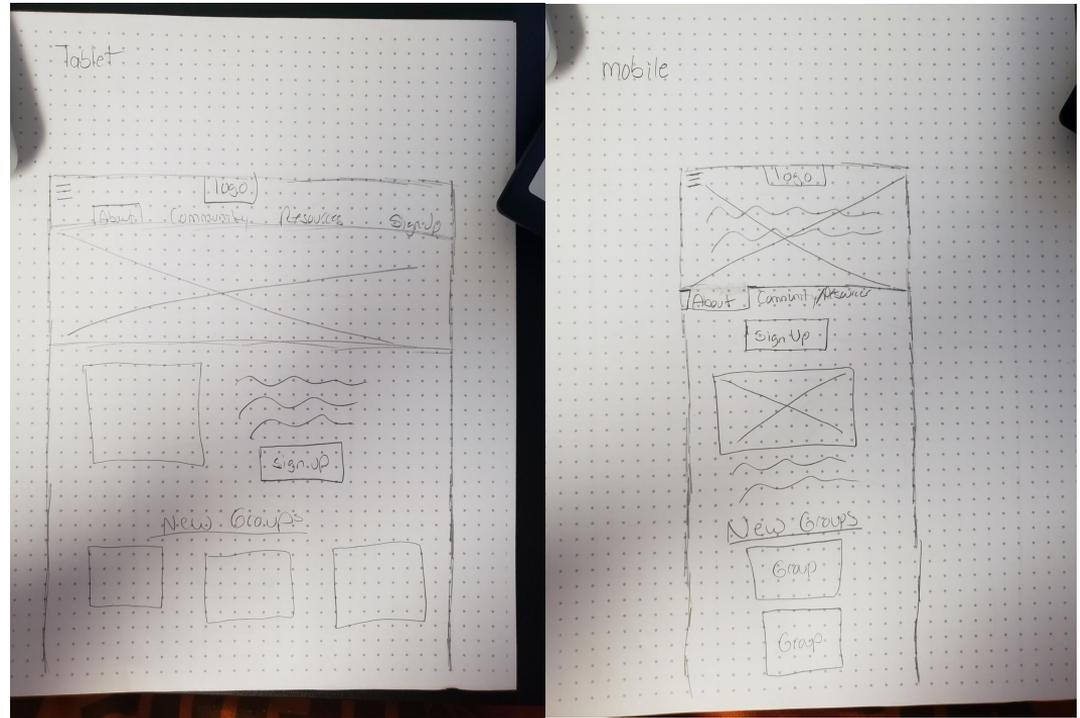
# Paper wireframes

Throughout making paper wireframes, I wanted to come up with a design that was easy to navigate.



# Paper wireframe screen size variation(s)

Here, I wanted to figure out  
how the website would be  
responsive to other devices.

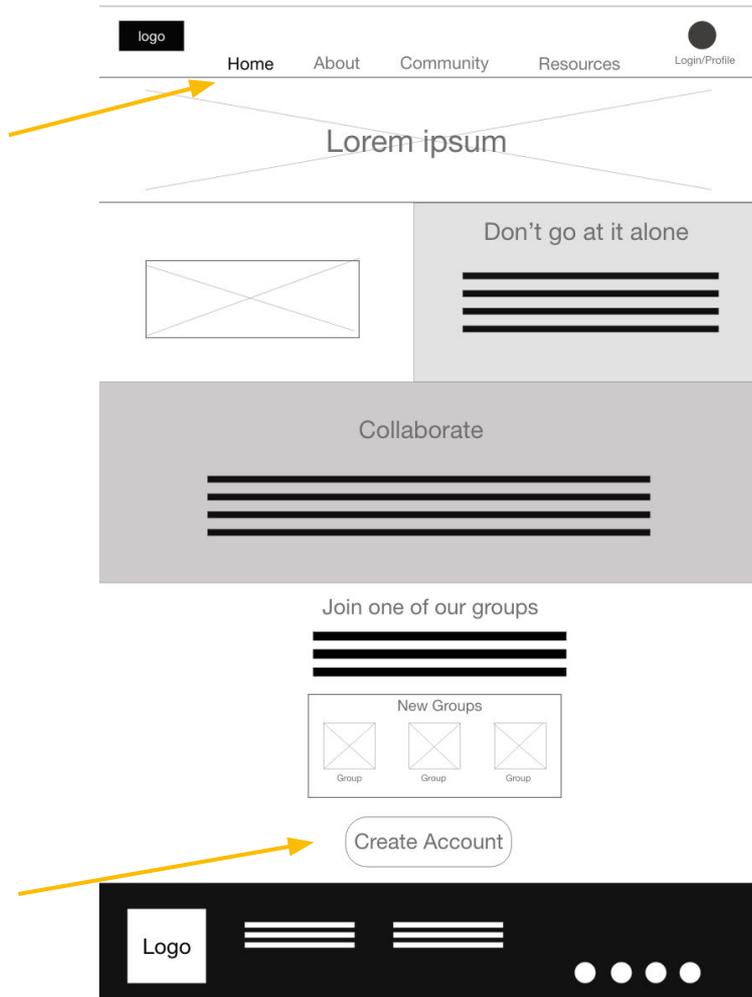


# Digital wireframes

I wanted the homepage to briefly show the user all the resources available. Think elevator pitch in marketing.

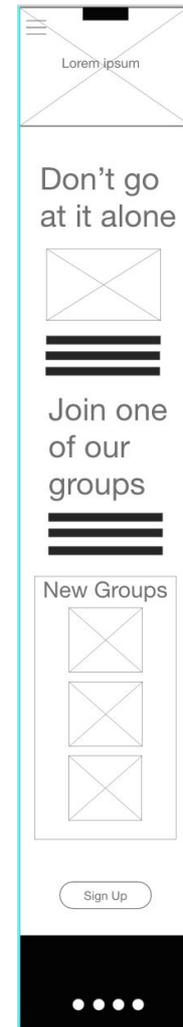
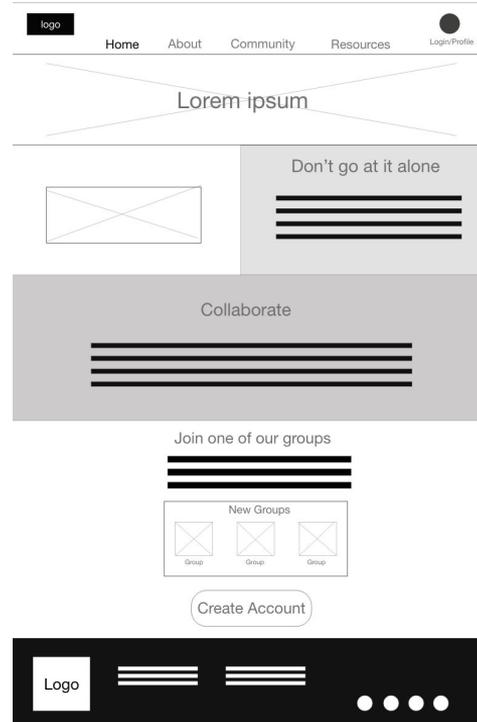
Navigation bar is easy to identify and locate

The call to action button to create an account is located right on the home page



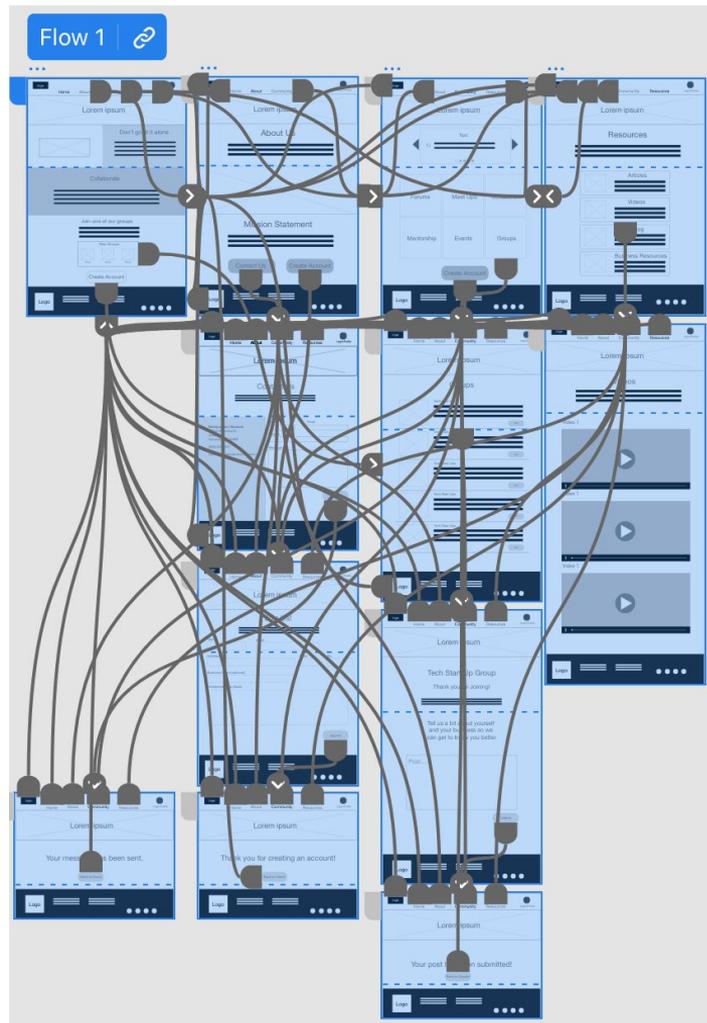
# Digital wireframe screen size variation(s)

Here is the website and mobile version of my wireframes. I wanted the mobile version to resemble the desktop version as much as possible while still keeping the simplicity of the site.



# Low-fidelity prototype

I wanted the user to be able to enter the flow at different points in the process of signing up. I've attached a link to the low fidelity prototype [here](#).



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

4 participants



## Length:

15 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Further Explanation

On the groups page, there was no explanation about the groups as there were on other pages of the site.

2

## Members

Users mentioned there was no place to see other members and connect

3

## Search

Users wanted to be able to search for a group and not just have a list to choose from.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

[On this mock up is where users mentioned there was no place to search for a group. So this change was updated after the study.

Before usability study



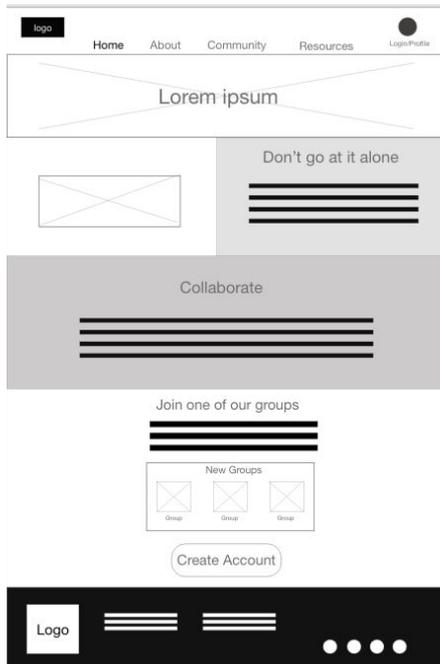
After usability study



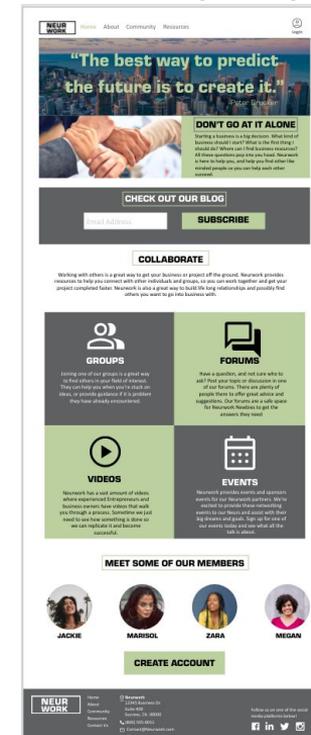
# Mockups

For this mock up the users stated they didn't see where to connect with other individuals, so I added meet members on the homepage.

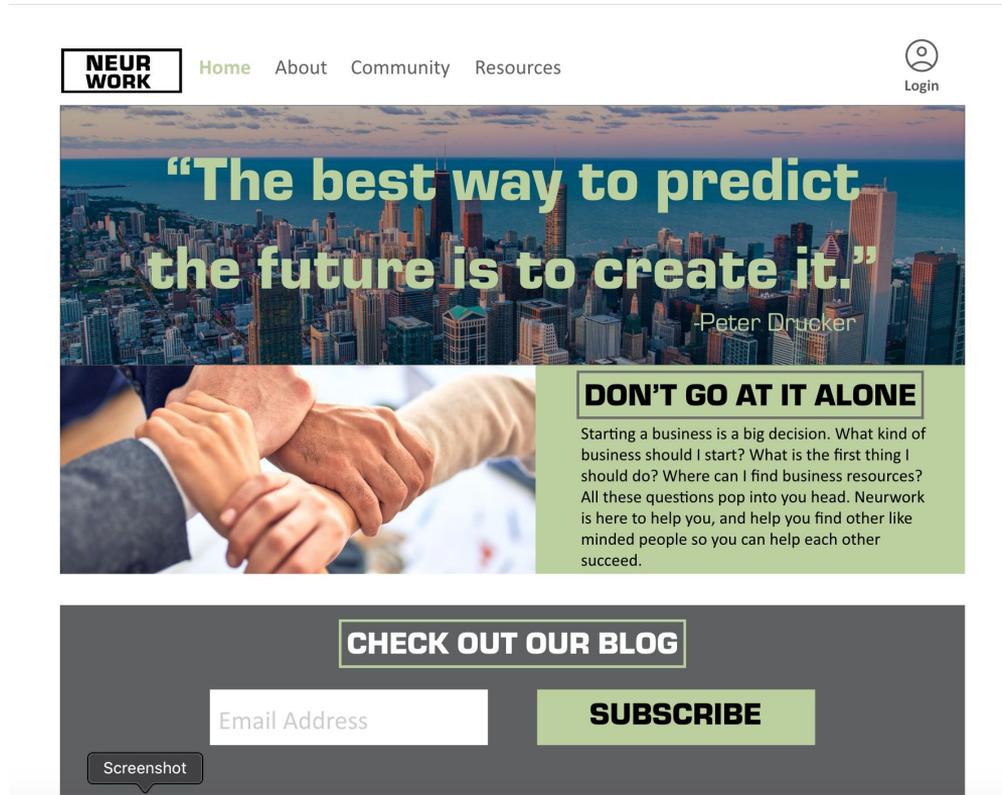
## Before usability study



## After usability study



# Mockups: Original screen size



The screenshot shows the homepage of the Neurwork website. At the top left is the 'NEURWORK' logo. To its right is a navigation menu with links for 'Home', 'About', 'Community', and 'Resources'. In the top right corner, there is a user profile icon and a 'Login' button. The main content area features a large hero image of a city skyline at dusk. Overlaid on this image is a quote in large, bold, light green text: "The best way to predict the future is to create it." Below the quote, in smaller white text, is the attribution "-Peter Drucker". Below the hero image is a section with a background image of hands shaking. On the right side of this section, there is a green box with the heading "DON'T GO AT IT ALONE" in bold black text. Below the heading is a paragraph of text: "Starting a business is a big decision. What kind of business should I start? What is the first thing I should do? Where can I find business resources? All these questions pop into you head. Neurwork is here to help you, and help you find other like minded people so you can help each other succeed." At the bottom of the page is a dark grey footer area. It contains a white box with the text "CHECK OUT OUR BLOG" in bold black letters. Below this is a white input field labeled "Email Address" and a green button with the text "SUBSCRIBE" in bold black letters. In the bottom left corner of the footer area, there is a small grey button labeled "Screenshot".

**NEURWORK** [Home](#) [About](#) [Community](#) [Resources](#) [Login](#)

**"The best way to predict the future is to create it."**  
-Peter Drucker

**DON'T GO AT IT ALONE**

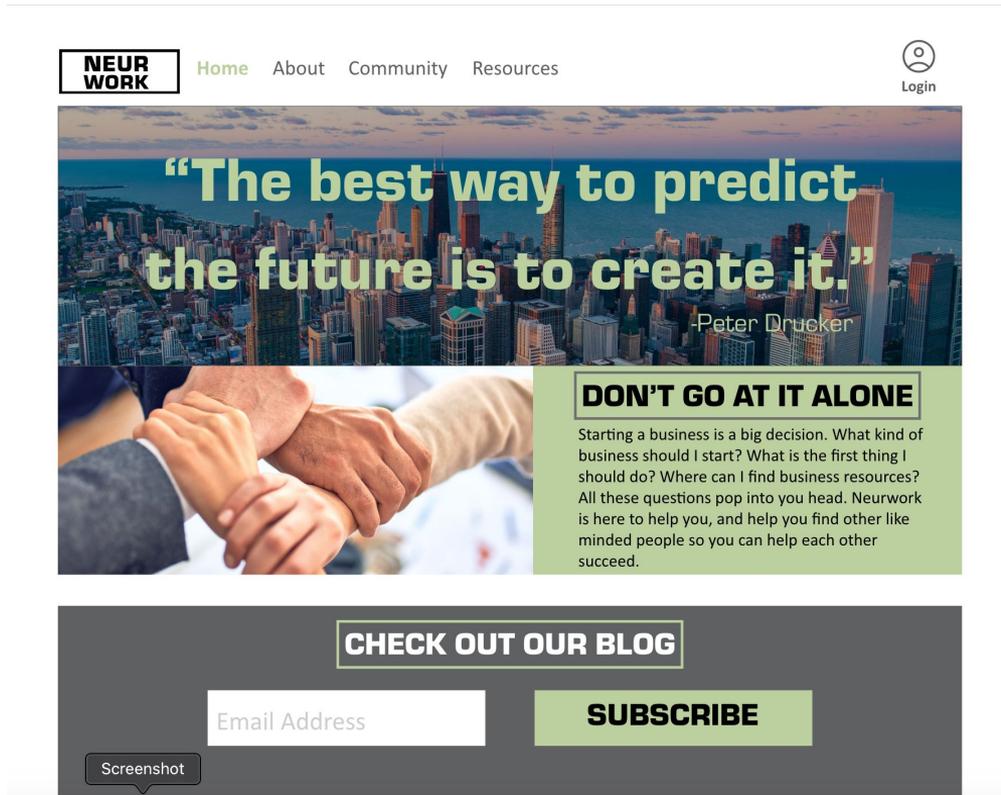
Starting a business is a big decision. What kind of business should I start? What is the first thing I should do? Where can I find business resources? All these questions pop into you head. Neurwork is here to help you, and help you find other like minded people so you can help each other succeed.

**CHECK OUT OUR BLOG**

Email Address **SUBSCRIBE**

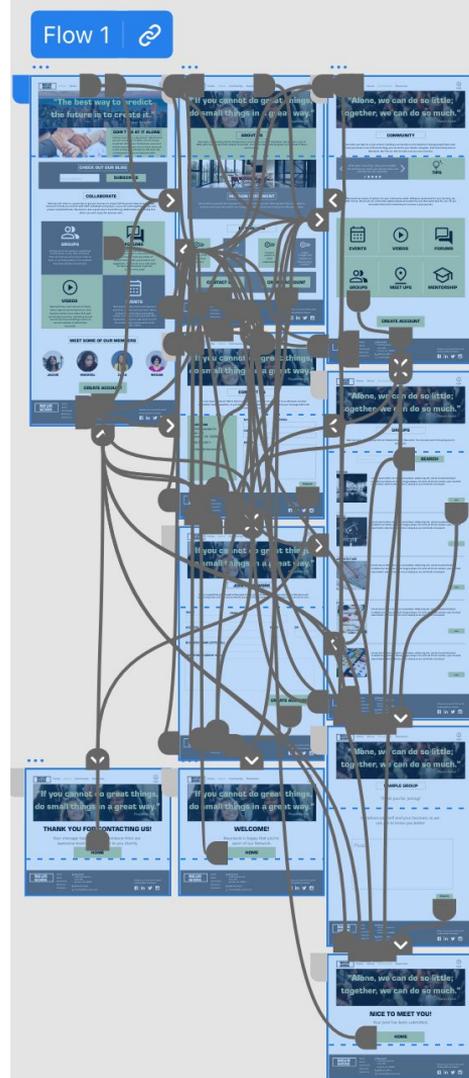
Screenshot

# Mockups: Screen size variations



# High-fidelity prototype

Again, I wanted to make sure that the user can enter the flow from different points in the website. You can find a link to the high-fidelity prototype [here](#).



# Accessibility considerations

1

I made sure that the colors were higher contrast for those who have a visual impairment.

2

I used icons throughout the sight as indicators of what to do or as representation. This is for those who first language is not english.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

“The website looks great. I’m excited to see what it would look like as a fully functioning website. I can definitely see people such as myself using this type of platform.”



## What I learned:

What I’ve learned is that there is a lot to consider when creating a website that flows easily for users, and also keeps the users in mind for what they need. Making sure each page connects and figuring out different points to enter can be a challenge especially if you are not conducting research to view the user perspective.

# Next steps

1

I would like to build out more pages, and refine the create an account page. .

2

Being able to focus on the brand and voice of this project would be a huge benefit to how the website looks.

3

Being able to design a members section and the area where you can search profiles will add to the usability of the this site.

# Let's connect!



Thank you for taking the time to review my case study on this project. If you would like to see more of my work or contact me, please use the information below.

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