

8/29/17

CONVERSION FUNNEL													
Aware			Arrive			Explore		Engage					
A	B	C	D	E	F	G	H	I	J	K	L	M	
Email engagement	Notifications	Social Media	Look and Feel / Navigate	Responsive / Accessibility	Messaging and CTA	Browse / Search Content	Consume Content	Create a Profile	Comment / Like / Share	Create new content	Search / find someone	Follow / Message Someone	
1.0	Basic newsletter	Basic SM posts			Basic only	Basic only	Post & Videos only	Basic only	Comments only	Basic posts		Basic only	
1.5	Featured videos and design updates	Notifications for Comments & Messages	SM strategy improves	Major redesign	Mobile friendly	Featured articles		Design improve	Comment design Improves	Design improve	Design improve	Design improve	
1.6	Featured posts and podcasts		Top Nav and HP layout improves	Accessibility assessment	Show most active members	Simplified nav and Learn lander	New podcast object		Social share on all objects				
1.7	Featured users	FB Pixel Insert for better targeting ShareThis integration with GA	One consistent image			Sitewide search	New course and project objects; Full activity feed		Ability to Like	New project object	Sitewide search; User centered connections		
1.8			3. Fix alignment of top nav (and non-logged in banner CTA) 2. Search on right of top nav		4. Update "recent activities" treatment 5. Update HP members area	1. Improve cards (name clicks, descripts, colors) 6. Consistent formatting for object detail pgs. (more info and rel. content)	10. New podcast producer makes quality improves 11. Launch on new podcast channels	8. Improve user card formatting 9. Thank you page	7. Improve comments (Allow nested comments / reply to / edit)	12. Ability to edit posts			
1.9										1. Updated Project Detail page and 3 new roles (Leader, Member, Outsider) 2. Leaders ability to create projects, manage members, comments, updates 3. Member ability to join teams and message other members. 4. Outsiders can message team and request to join open projects + workflow			
Backlog	Transition all Emails to Mail Chimp	Create notification settings in profile area	SM Paid Ads	Review color palette	Accessibility improves	Newsletter sign up as path to membership	Make it easier to scan a list of objects	Soundcloud monitoring	Engineer ways to encourage sign up	Tag other users in comments to trigger notifications	Make projects collaborative	Encourage more complete profiles	Allow for group messages
	Campaign to MITx non-members and MIT alumni	New notifications: Comments / Posts / User tags	Footer social links	Colorize profile avatars		Clarify Post CTAs in user flow	Send links		Engineer deeper profile page updates	General UX improves to Like & Share interactions	Show FB previews for links	Breadcrumb back to Connect home	Fix follow notifications
	Re-engagement campaign for nonactive members	Fix follow notifications		clean up top nav alignment and sizing font; search on right			Search results page improves		Change ordering of sections in member detail page and visual improves	* Read more expand collapse comments	Allow members to create / edit projects and courses	find ways to emphasize nearby-ness	* Fix follow button toggle
	Create email auto-onboarding proces	add likes to notifications for people you flow		Terms/Conditions swap with Feedback			* Slideshow feature		Redesign member detail page for consistency?	* Like comments and associated rules	User ability to preview and edit Posts and Comments	Logged out version of connect page - persuade to log in	
	Create referral service			Mobile home page image adjust			Optimize mobile cards for character limits			* Visually change comment editor	* Optimize posting process, including preview and image cropping & image bank.		
				Make hamburger button bigger and redesign menu			New Research object with filter on Act page			Need to be a member to like something -- plus messaging to explain.			
							Optimize search results page for mobile			Strategies on learn page to highlight alternate sorting by "most liked" or most commented.			

RELEASE / FEATURE IMPROVES