

Presentation Script: Interaction Map (3 minutes), (2 minutes Q&A)

Hello everyone, I'm Yueran Zhao. We are team Penta Innovation. Our group includes Rahul Deo, Manikandan Kandadai, Wilson Parson, and Jill Meyerson. Our client is G2 Crowd. G2 Crowd has a platform where users can read unbiased reviews of business software to help them make the right purchase.

Their target market includes small, medium and enterprise sized business.

According to our stakeholders, when users reach the G2 Crowd website, there are 3 primary paths they take. These are Search Products, Browse Products and Compare Products. We are focusing on **[INSERT PATH]**, because this is the most common path.

During our analysis, we did not find any error states or areas where users could not recover and complete their tasks. Now I'll show the most common path users take to find the right business software for their companies. Yueran walks audience through the path and points out UX problems.

UX Problems:

- Information overload. This can make the user feel confused and overwhelmed.
 - Information architecture needs to be reorganized. Only the most important information should be presented first. Then give the user the option to request more.
- Contact forms require too much personal information. This can make the user feel annoyed and unwilling to request more information.

Thank you for your time. Do you have any questions for us?