

# Examining the Pipework

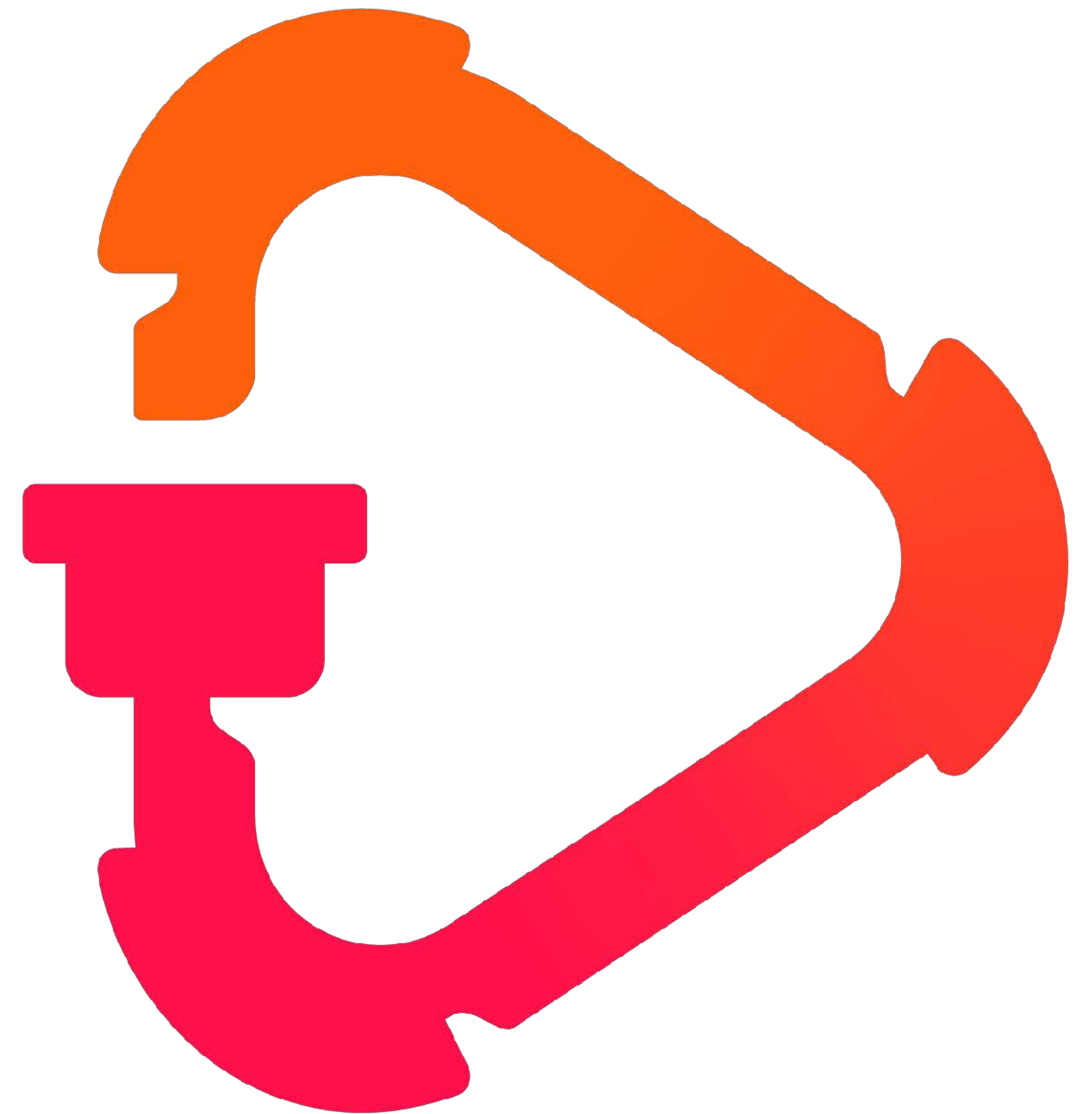
Reviewing Pipeline's UX

# Problem Space

Pipeline is a growing community for passionate streamers to **reroute their passion into a career.**

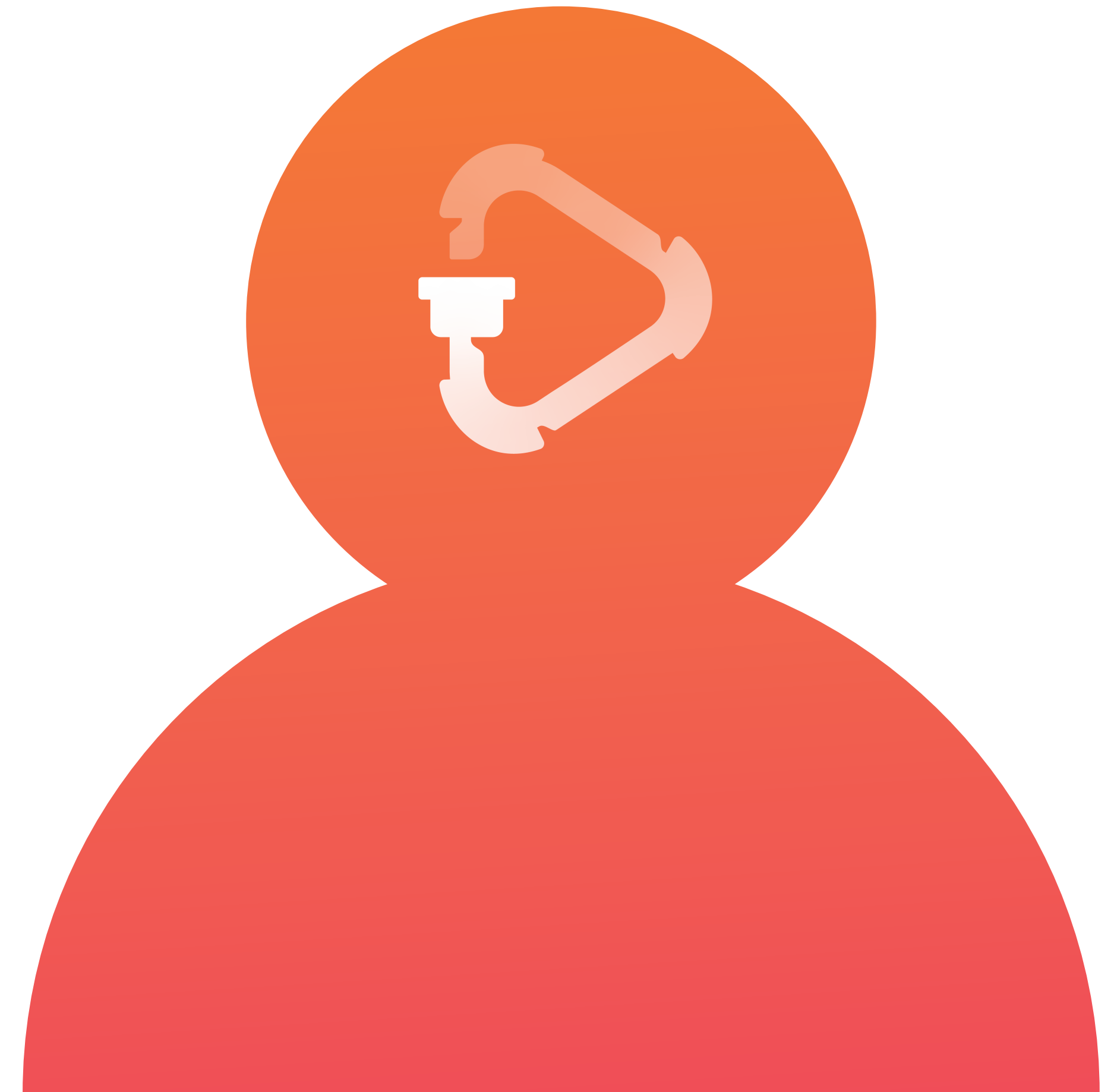
However, since the site and its various communities are still in development, we can **examine pain points with its current infrastructure and recommend design changes.**

**The next planned launch is in August.**



# Assumptions

- Particularly focusing on **the flow of a new user to Pipeline**
- Assuming as streamers, most users are **familiar with technology use**
- Users want to acquaint themselves with **most-all communication channels to get most value from the service**



# Membership Checkout



Login

## Membership Checkout

Membership Level [change](#)

You have selected the **Founders Monthly** membership level.

*We're so excited to have you as a founding member of the community. See you inside! – StoneMountain64 & Snoopeh*


The price for membership is **\$29.00/Month**.

Do you have a discount code? [Click here](#) to enter your discount code.

Account Information [Already have an account? Log in here](#)

Username

Password



**K. from United States**  
Became a Pipeline Founding Member  
2 weeks ago [Verified by Provely](#)



Recurring Provely popups are slightly distracting to the signup experience  
Don't seem credible/accurate to real-time signup dates → invokes distrust

First Name

# Membership Checkout: Pre-Discount Code



Login

## Choose Your Payment Method

Check Out with a Credit Card Here  Check Out with PayPal

## Member Referral

If you were referred by an existing user, enter their username here

## Payment Information We Accept Visa, Mastercard, American Express and Discover

### Card Number

### Expiration Date

### Security Code (CVC)

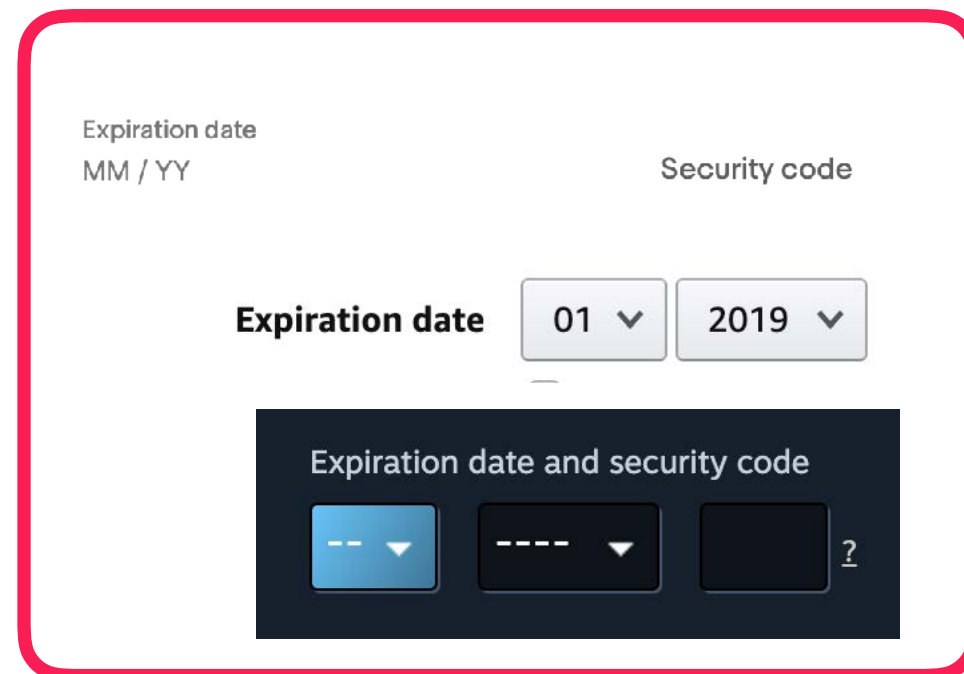
 (what's this?)

### Discount Code

 Apply

Perhaps set Expiration Date fields side-by-side rather than directly on top of each other?

Dropdown natures of both fields + brevity (00, 0000 digits) make full field unnecessary



SUBMIT AND CHECK OUT »

# Membership Checkout: Post-Discount Code



[Login](#)

**Confirm Password**

 \*

**First Name**

 \*

**Last Name**

 \*

**E-mail Address**

 \*

**Confirm E-mail Address**

 \*

**Member Referral**

If you were referred by an existing user, enter their username here

**SUBMIT AND CHECK OUT »**

# Membership Checkout: Post-Discout Code



[Login](#)

## Membership Checkout

Membership Level [change](#)

You have selected the **Founders Monthly** membership level.

**|** *We're so excited to have you as a founding member of the community. See you inside! – StoneMountain64 & Snoopeh*

The **D786C1B937** code has been applied to your order.

The price for membership is **\$0.00** now. Membership expires after 90 Days.

[Click here to change your discount code.](#)

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Account Information [Already have an account? Log in here](#)

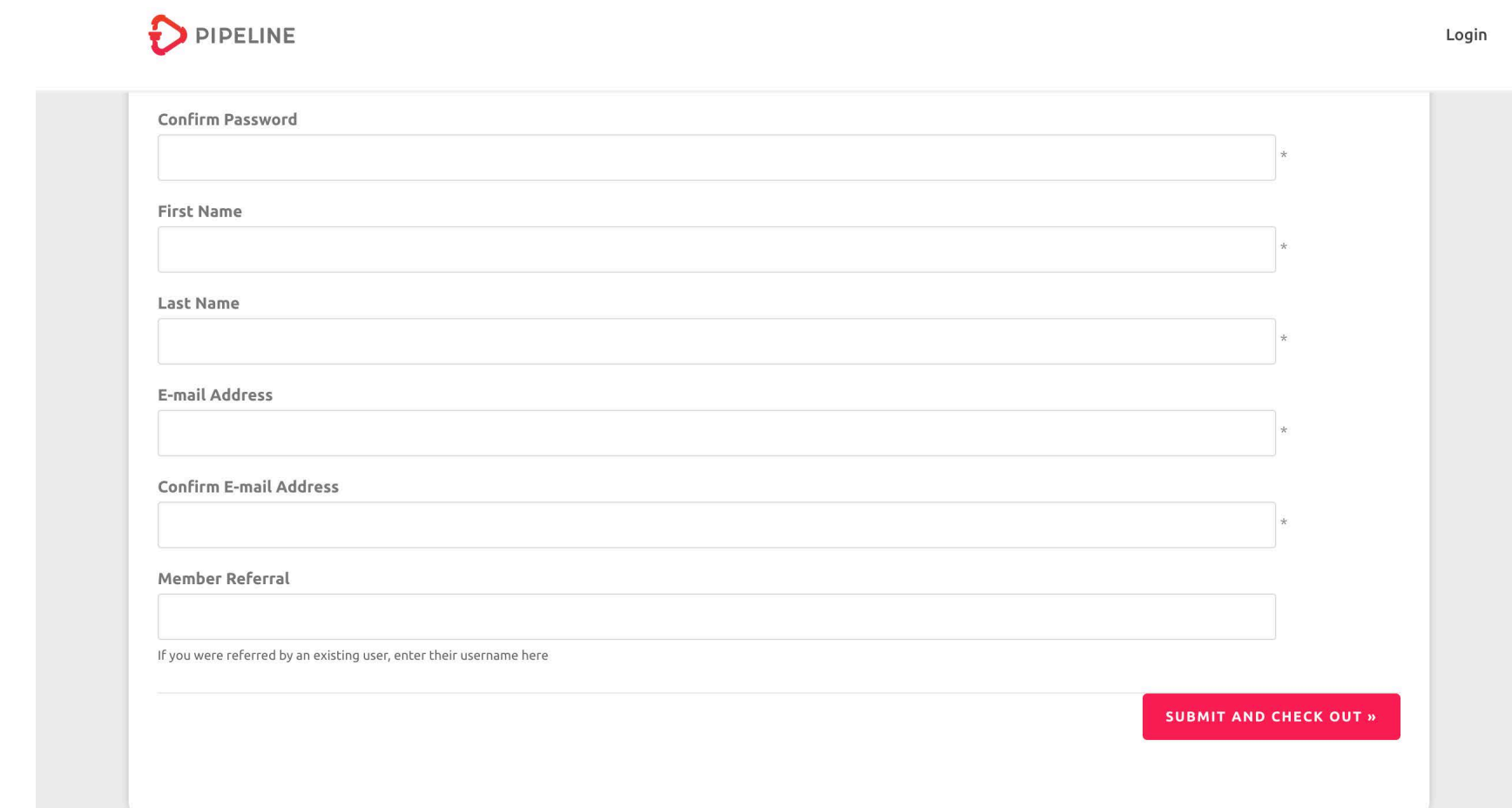
**Username**

\*

**Password**

# Pain Points: Membership Checkout

- Payment Method disappears altogether after adding discount code
- Discount code **does not** auto-scroll up to top to confirm price changes
- Error messages do not appear except for email until **after clicking SUBMIT button**
- Asterisks next to fields to indicate required content are **not visibly obvious**



The screenshot shows the Pipeline membership checkout form. At the top left is the Pipeline logo, and at the top right is a 'Login' link. The form contains several input fields: 'Confirm Password', 'First Name', 'Last Name', 'E-mail Address', 'Confirm E-mail Address', and 'Member Referral'. Each of these fields has a small asterisk to its right. Below the 'Member Referral' field, there is a small text prompt: 'If you were referred by an existing user, enter their username here'. At the bottom right of the form is a red button labeled 'SUBMIT AND CHECK OUT »'.

The first and last name fields are required.

E-mail Address

notarealemail \*

Confirm E-mail Address

notarealemail \*



# Recommendations: Membership Checkout

Payment Method disappears altogether after adding discount code



Keep payment method so users can still enter payment info for lasting service post-trial  
**(PRIORITY: LOW)**

Discount code **does not** auto-scroll up to top to confirm price changes



Auto-scroll immediately to top of page following discount code insertion  
**(PRIORITY: HIGH)**

Error messages do not appear except for email until **after clicking SUBMIT**



Allow for more immediate, in-field error feedback  
**(PRIORITY: MED-HIGH)**

Asterisks next to fields to indicate required content are **not visibly obvious**



Place asterisks next to field titles rather than at end of field boxes  
**(PRIORITY: LOW)**

# Onboarding Email & Redirect

Your membership confirmation for Pipeline Inbox x



**Pipeline** <thesquad@pipeline.gg>  
to me ▾

Jun 8, 2019, 9:48 PM



Dear Qrie,

Thank you for your membership to Pipeline. Your membership account is now active.

Below are details about your membership account.

Account: Qrie ([hello@wendykang.com](mailto:hello@wendykang.com))

Membership Level: Founders Monthly

This membership will expire on September 6, 2019.

Discount Code: D786C1B937

Log in to your membership account here: [https://pipeline.gg/wp-login.php?redirect\\_to=https%3A%2F%2Fpipeline.gg%2Fmembership-account%2F](https://pipeline.gg/wp-login.php?redirect_to=https%3A%2F%2Fpipeline.gg%2Fmembership-account%2F)

Respectfully,  
Pipeline



Redirects to My Account page

# Onboarding Email & Redirect



[The Playbook](#)

[Discord](#)

[Community \(Beta\)](#)

[Members](#)



## My Account

### My Memberships

LEVEL	BILLING	EXPIRATION
Founders Monthly Cancel	\$0.00 now.	September 6, 2019

[View all Membership Options](#)

### My Account

Wendy Kang

- **Username:** Qrie
- **Email:** hello@wendykang.com

[Edit Profile](#) [Change Password](#)

### Past Invoices

DATE	LEVEL	AMOUNT	STATUS
------	-------	--------	--------

# Recommendations: Onboarding & Redirect

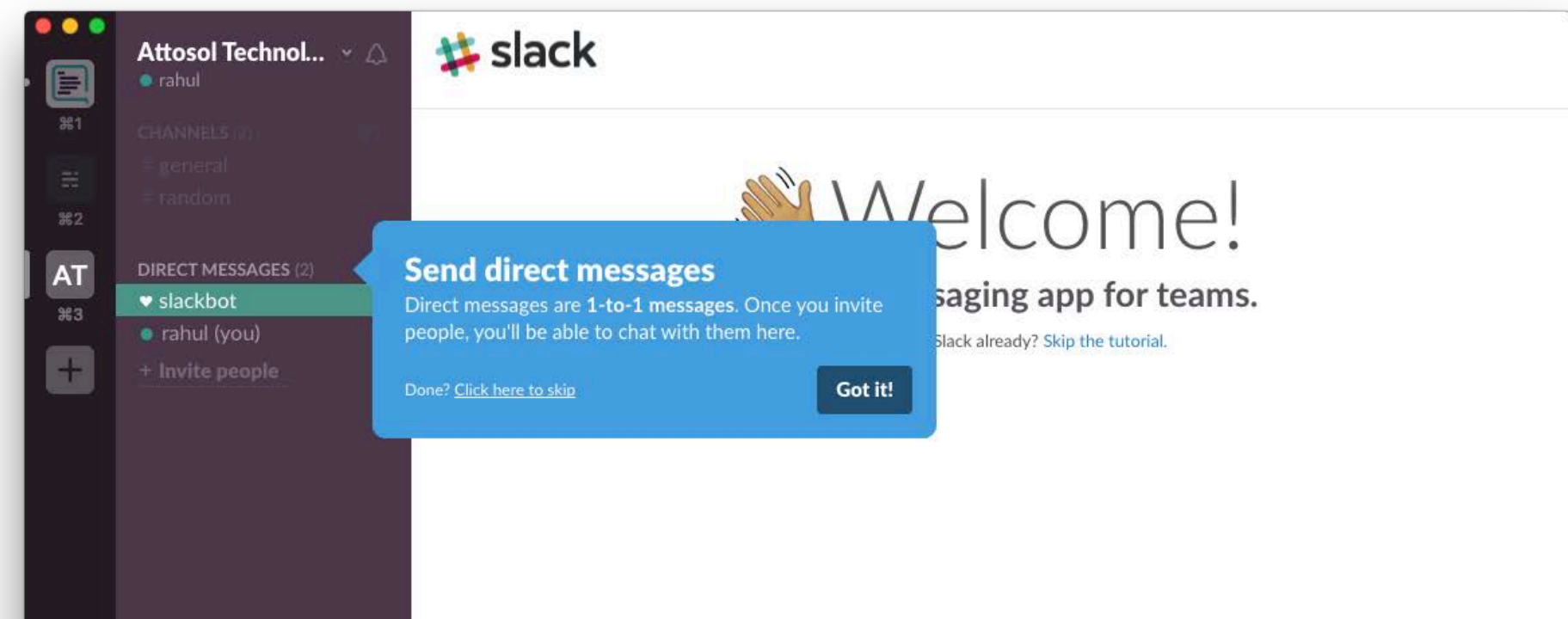
First email link user receives links to My Account page post-login



Redirect link to Playbook or a “guided homepage” so users can immediately get into content  
**(PRIORITY: MED)**



Allow for a first-time, optional modal guide/tutorial through site and various functions  
**(PRIORITY: HIGH)**



# The Playbook



The Playbook

Discord

Community (Beta)

Members



PLAYBOOK

Start Here

Foundations

Community

Revenue

Growth

Systems

GROUP MENTORSHIP SESSIONS

27th April

11th May

25th May

08th June

22nd June

Completed

## START HERE

### Start Here

Get clear on why you're streaming, nail down your niche and what you need in order to start building.

SEE MORE...

Completed

## FOUNDATIONS

### Foundations

Get clear on why you're streaming, nail down your niche and what you need in order to start building.

SEE MORE...

Enrolled

## COMMUNITY

### Community

Get clear on why you're streaming, nail down your niche and what you need in order to start building.

Enrolled

## REVENUE

### Revenue

What monetization streams are open to you and how do you or when should you consider becoming a business?

Progress bar doesn't feel visually distinct enough from SEE MORE button

# The Playbook



The Playbook

Discord

Community (Beta)

Members



## YOUR PROGRESS



## MODULES

- ▶ Purpose
- ▶ Etiquette
- ▶ Brand and Equipment
- ▶ Niche
- ▶ Going Live

Hierarchy is confusing here:



Green triangles can be mistake for expandable dropdown symbols

Modules and Playbook sections don't seem connected between each other

## PLAYBOOK

Start Here

Foundations

Community

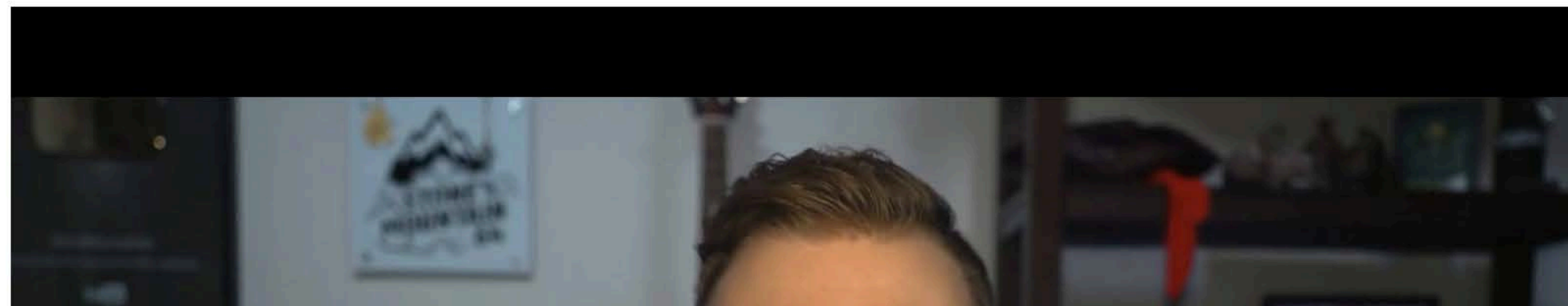
Revenue

Growth

# FOUNDATIONS

## Foundations

Pillar Status: Completed



# The Playbook

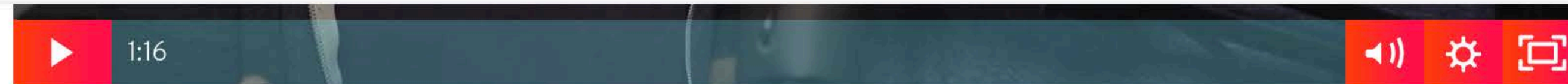


The Playbook

Discord

Community (Beta)

Members



## Your Next Steps...

- Watch the Welcome Video to understand how to get the most out of Pipeline
- Fill out your Profile
- Join your private [Discord Community](#)
- Introduce yourself and get started!



Green checkboxes indicate these are already checked off, when these could easily be things that the user hasn't touched yet (little system-driven direction on where to start)

## Pillar Content

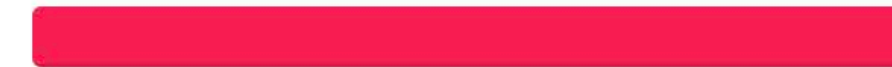
MODULES	STATUS
1 Got It, Let's Go!	<input checked="" type="checkbox"/>

TAGS: [START HERE](#)

# Pain Points: The Playbook

- Progress bar **doesn't feel visually distinct** enough
- Module and Playbook **sidebar hierarchy is confusing**
- Your Next Steps provides instruction **without much system-driven guidance/motivation, visually misleading** due to static green checkboxes

## YOUR PROGRESS



SEE MORE...

## MODULES

- ▶ Purpose
- ▶ Etiquette
- ▶ Brand and Equipment
- ▶ Niche
- ▶ Going Live

## PLAYBOOK

- Start Here
- Foundations
- Community
- Revenue
- Growth

### Your Next Steps...

- ✔ Watch the Welcome Video to understand how to get the most out of Pipeline
- ✔ Fill out your Profile
- ✔ Join your private [Discord Community](#)
- ✔ Introduce yourself and get started!



# Recommendations: The Playbook

Progress bar **doesn't feel visually distinct** enough



Can change fill color of bar to be different from SEE MORE button; show a percentage/completed proportion number in bar to visually clarify  
**(PRIORITY: LOW)**

Module and Playbook **sidebar hierarchy is confusing**



Replace green triangles with other symbol (checkboxes?); create sidebar hierarchy to be expandable from Playbook ▼ Module  
**(PRIORITY: HIGH)**


Your Next Steps provides instruction **without much system-driven guidance/motivation, visually misleading** due to static green checkboxes




Allow users to either manually click to check off list items (have steps be clickable links that redirect to appropriate destination) OR implement it to auto-check off items by verifying (like how Discord server verifies members)  
**(PRIORITY: LOW)**


# Example: Khan Academy

You've done your first Interpreting slope and y-intercept for linear models problem! [Log in](#) or [Sign up](#) to save your progress. ✕

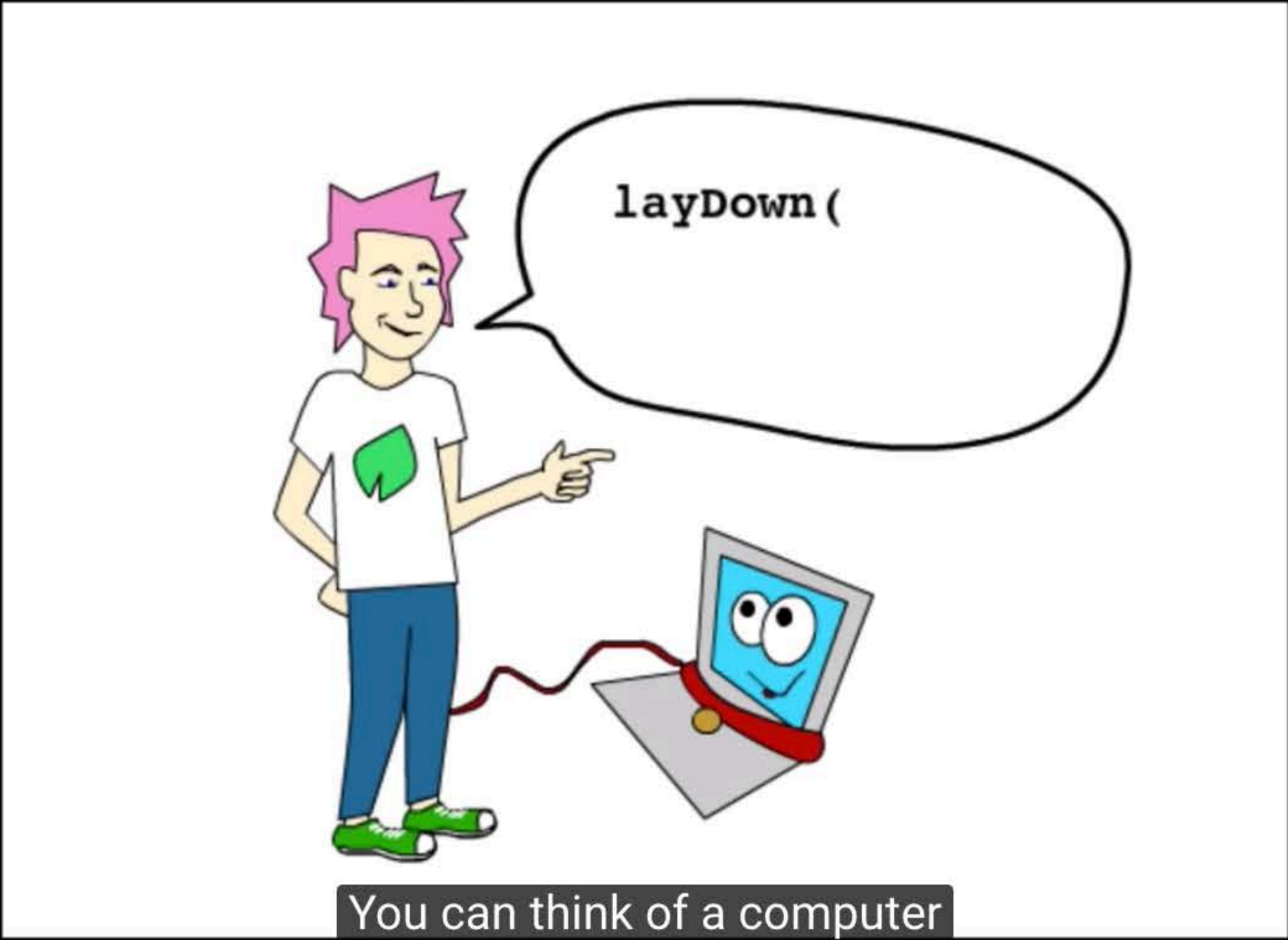
Courses ▾ Search   Khan Academy [Donate](#) [Login](#) [Sign up](#)

Computing > Computer programming > Intro to JS: Drawing & Animation > Intro to programming

 [What is Programming?](#)

 Learning programming on Khan Academy

Next lesson  
[Drawing basics](#)



layDown (

You can think of a computer as a very obedient dog,

## What is Programming?

[About](#) [Transcript](#)

Subtitles and transcripts not only help users with visual confirmation with what they're hearing but can provide assistive, accessible feedback for users who may be hearing-impaired

Breadcrumbs to navigate through courses, lessons, and modules

Icons help distinguish between types of learning modules (video, document, etc)

# Example: Udemy

## The Complete JavaScript Course 2019: Build Real Projects!

★★★★★ 4.6 (45,614 ratings) 201,273 students enrolled

### Course content

[Expand all](#)

165 lectures

27:53:31

- Course Introduction		08:32
▶ Welcome to the Course!	<a href="#">Preview</a>	03:41
📄 READ BEFORE YOU START!		00:34
▶ Setting up Our Tools	<a href="#">Preview</a>	04:17
+ JavaScript Language Basics	30 lectures	03:59:48
+ How JavaScript Works Behind the Scenes	9 lectures	54:02
+ JavaScript in the Browser: DOM Manipulation and Events	15 lectures	02:07:33
+ Advanced JavaScript: Objects and Functions	15 lectures	02:36:49
+ Putting It All Together: The Budget App Project	28 lectures	04:55:23
+ Next Generation JavaScript: Intro to ES6 / ES2015	18 lectures	03:21:00
+ Asynchronous JavaScript: Promises, Async/Await and AJAX	9 lectures	01:29:07

+/- icons and color sectioning help distinguish expandable sections

Icons help distinguish between types of learning modules (video, document, etc)

**\$12.99** ~~\$199.99~~ 94% off

🕒 **17 hours** left at this price!

Add to cart

Buy now

30-Day Money-Back Guarantee

This course includes

- 📺 28 hours on-demand video
- 📄 10 articles
- 📄 1 downloadable resource
- 🌐 Full lifetime access
- 📱 Access on mobile and TV
- 📜 Certificate of Completion

[Have a coupon?](#)

[Share](#)

### Training 5 or more people?

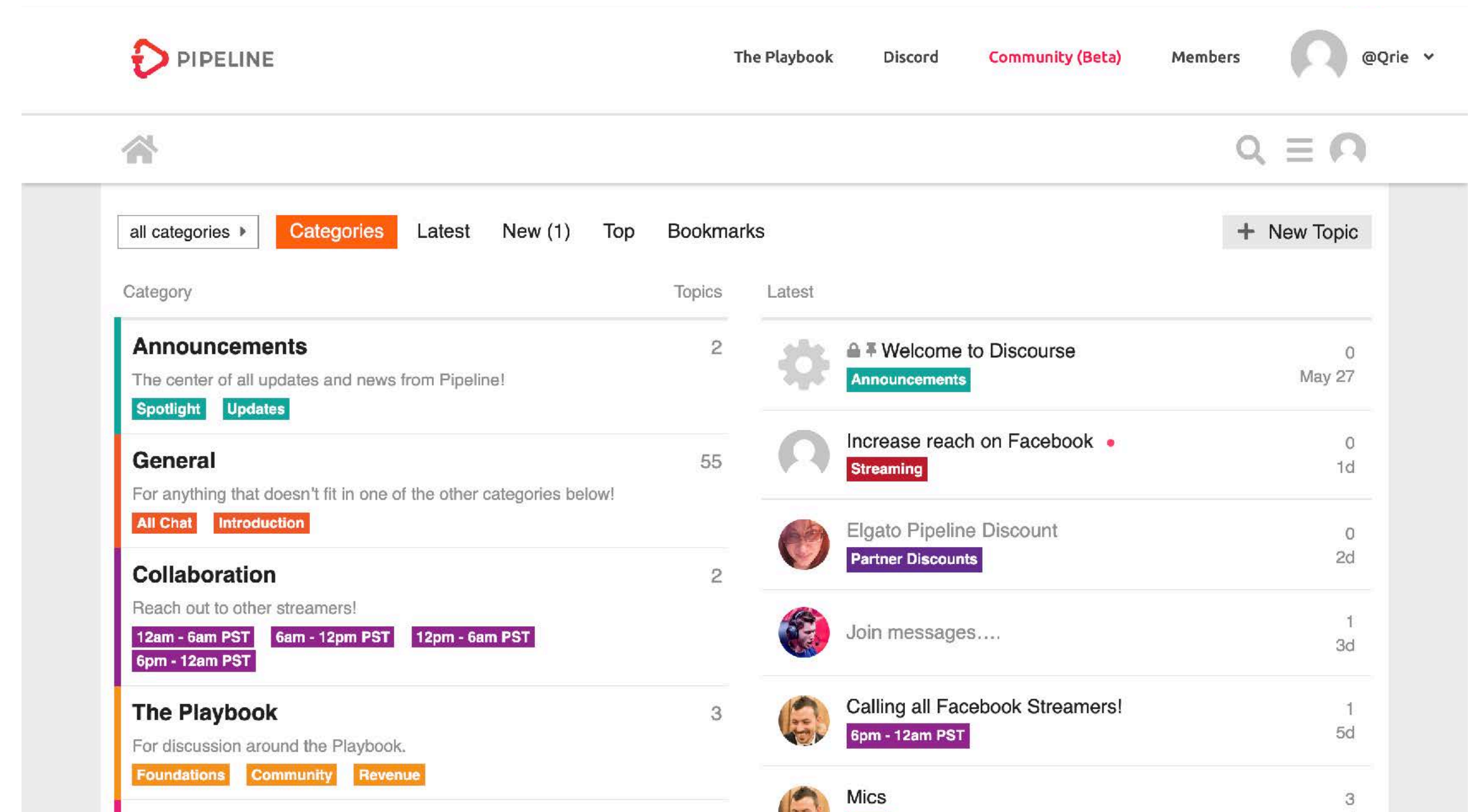
Get your team access to Udemy's top 3,000+ courses anytime, anywhere.



# Forums

The recent switch over to using Discourse actually looks pretty alright. A lot of sites use Discourse, some of which include:

- The Atlantic
- Eve Online
- Code Academy
- Envato
- Glowforge
- Twitter Developers
- Patreon



# Forums: Points of Consideration

- The GENERAL category's orange color could confuse users with the orange selected highlight for Latest/Top/Bookmarks
- Curious about reasoning for having "Latest" column show latest posts across all categories - many other forums (Codeacademy, EVE Online) have forum content as one column to summarize # of topics & latest posts per category)

The image shows two screenshots of forum interfaces. The top screenshot displays navigation tabs: 'General', 'All Chat', 'Latest', 'Top', and 'Bookmarks'. The 'Latest' tab is highlighted in orange. Below this, a 'Latest' section lists various posts with their respective categories and timestamps.

Category	Topic	Latest
Get Help	Page Speed Issue	1h
Get Help	Hacking the Header Error	2h
Get Help	Can you apply multiple stylesheets to a single page?	5h
General	Problem with Sak's shipping project	1d
General	Tuscany cuisine website	1d
General	How does cloud based hosting work?	2h
Careers, Journeys, and Stories	So... YOU WANT TO WORK IN (web) DEVELOPMENT, or as a PROGRAMMER?	10c
Careers, Journeys, and Stories	Jobs in Higher Ed, Government, or non-profit?	1d
Careers, Journeys, and Stories	40 years old from UK: any success stories?	10d
Project Feedback	Sharing Computer Science Project #1 - Coin Flip looking for feedback	1d
Project Feedback	OpenDiscors Code Review	2d
Project Feedback	Sharing my version for Colmar University project	3d
Resource Wiki	Community Coding Guides	20d
Resource Wiki	Data Science Independent Project #4 - Home Value Trends	23d
Resource Wiki	Data Science Independent Project #2 - Explore a Sample Database	5c

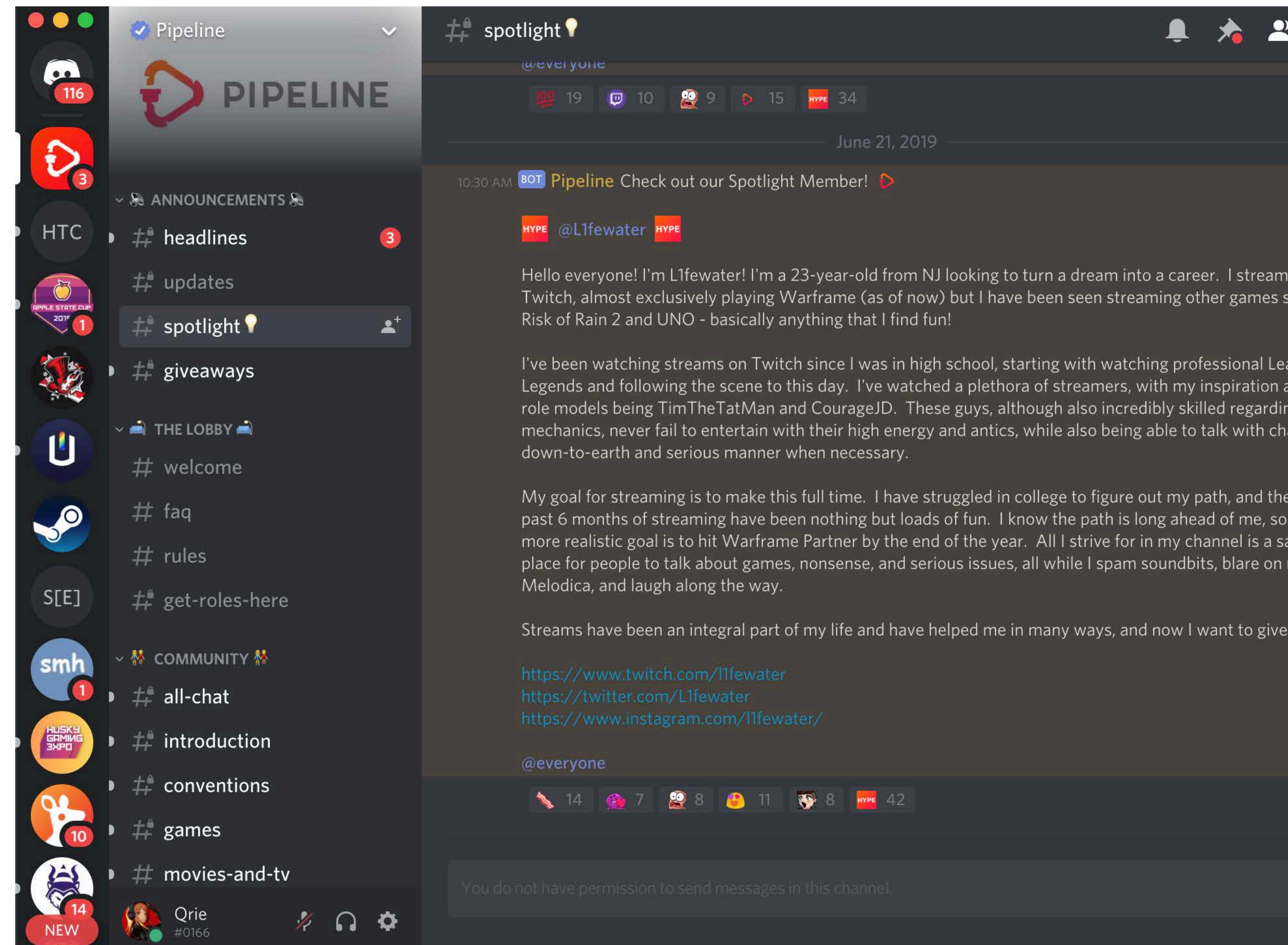
The bottom screenshot shows a forum page for 'codecademy' with a 'Latest' column. The 'General' category is highlighted in orange. The page lists various topics and their latest posts.

**Pipeline** **Codeacademy**

# Discord Server

The Discord is also set up well.

One point that I mentioned to Stephen in a previous call (using emojis to separate categories) has since been implemented.



# Communities Notes (Discord + Forums)

- Mentioned in an earlier call that email about joining Discord (with very helpful instructions) doesn't come in until 2 days after joining - b/c joining Discord servers is so simple, would recommend making more visible → earlier email OR instructions pinned in forums? Checklist in Playbook?
- Would like some kind of pinned post/ Google Sheet for service providers so users are able to look/compare at a glance (eg. some designers might only design certain types of assets, or are only available for commission at certain dates)

Discord ID:

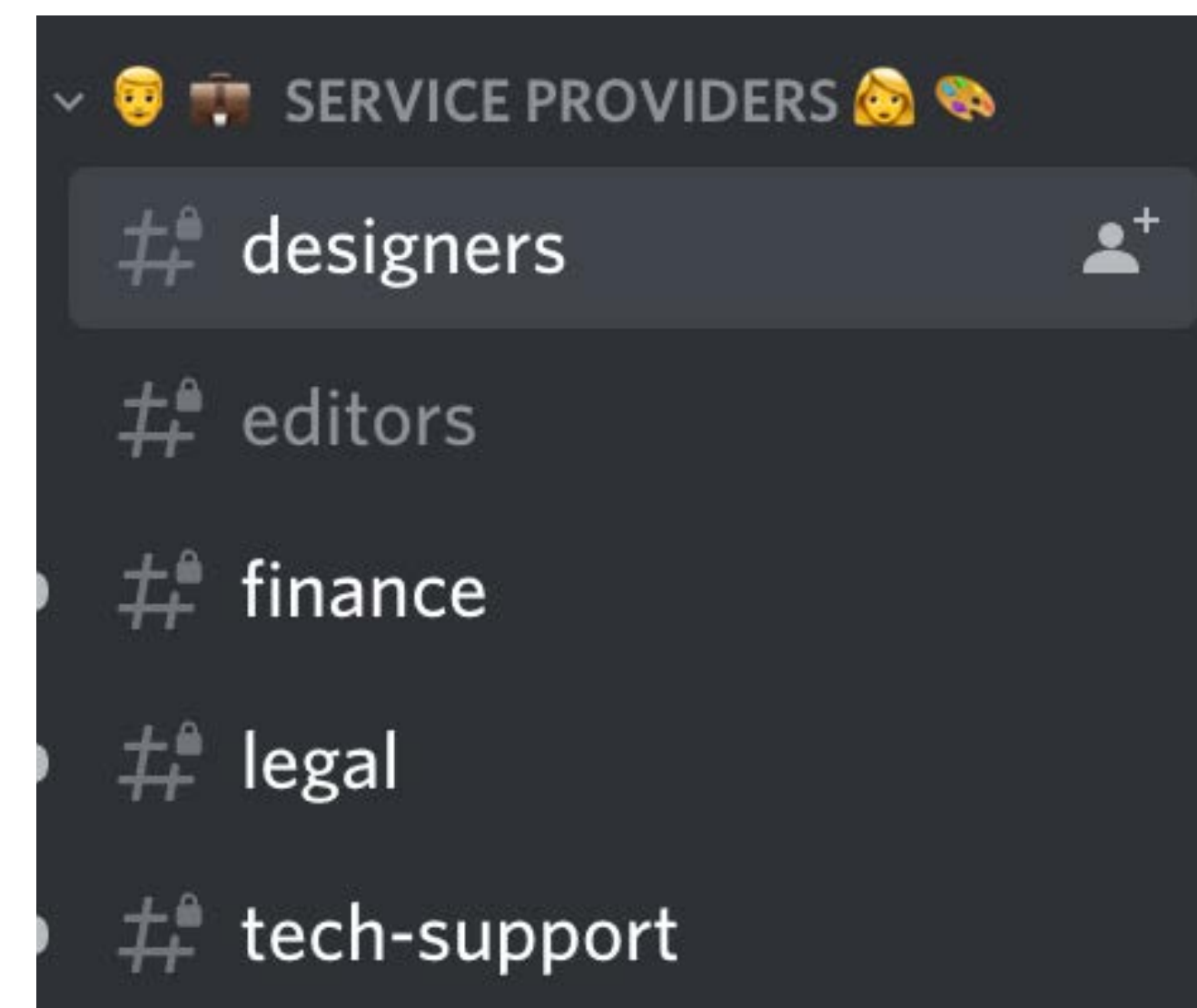
574252893717266441

For access to the discord we need your discord id, <https://support.discordapp.com/hc/en-us/articles/206346498-Where-can-I-find-my-User-Server-Message-ID>

This field can be seen by

Everyone

CHANGE





# Smaller Items of Note

- Unsure if “non-crappy” phrasing for newsletter modal is necessary here
- Black shadow against orange-red gradient background looks slightly jarring for these hovers on the ABOUT page (Learn More)

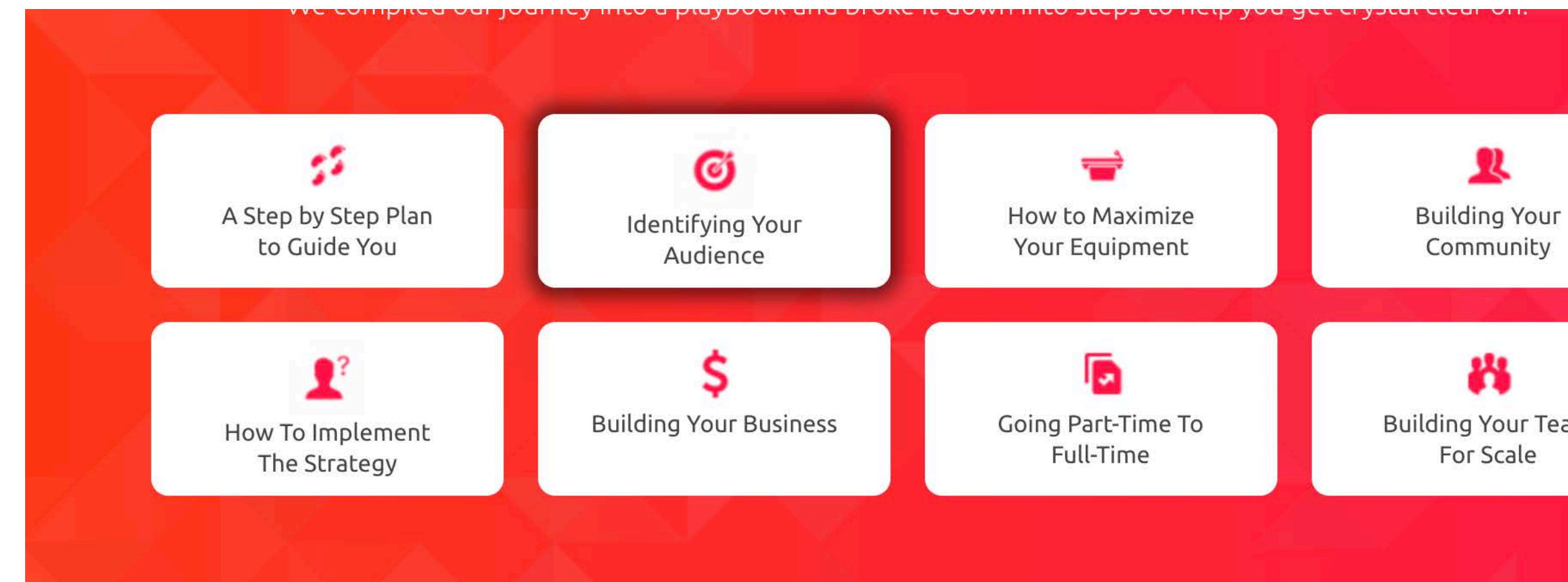
BEFORE YOU GO, DON'T MISS OUT!

Subscribe to our non-crappy newsletter containing streaming tips and launch information!

Name

Email

SEND



# Overall Takeaways: High-Priority

- Auto-scrolling to top of page after subscription price has been updated
- Optional (skippable) modal tutorial to guide new users through site functions
- Clearer sidebar hierarchy between Playbook Pillars and Modules

# Overall Takeaways: Mid-Priority

- Immediate error feedback on form fields to not interrupt natural user flow before clicking SUBMIT button
- First link users receive in confirmation email might either want to be Playbook OR make it clearer in conf. Email that link redirects to account settings (and why)

# Overall Takeaways: Low-Priority

- Keep payment method so users can still enter payment info for lasting service post-trial
- Place required field asterisks next to field titles rather than at end of field boxes
- Turn credit card number Expiration Date fields into two columns, possibly group closer with CVC security code field
- Change fill color of progress bar to be different from SEE MORE button; show a percentage/completed proportion number in bar to visually clarify
- Allow checklist in Playbook to be manually clickable so users can keep track of steps, or have system auto-complete once requirements are satisfied
- Web-functional version of Playbook, fillable forms

# Thank you!

Questions?