

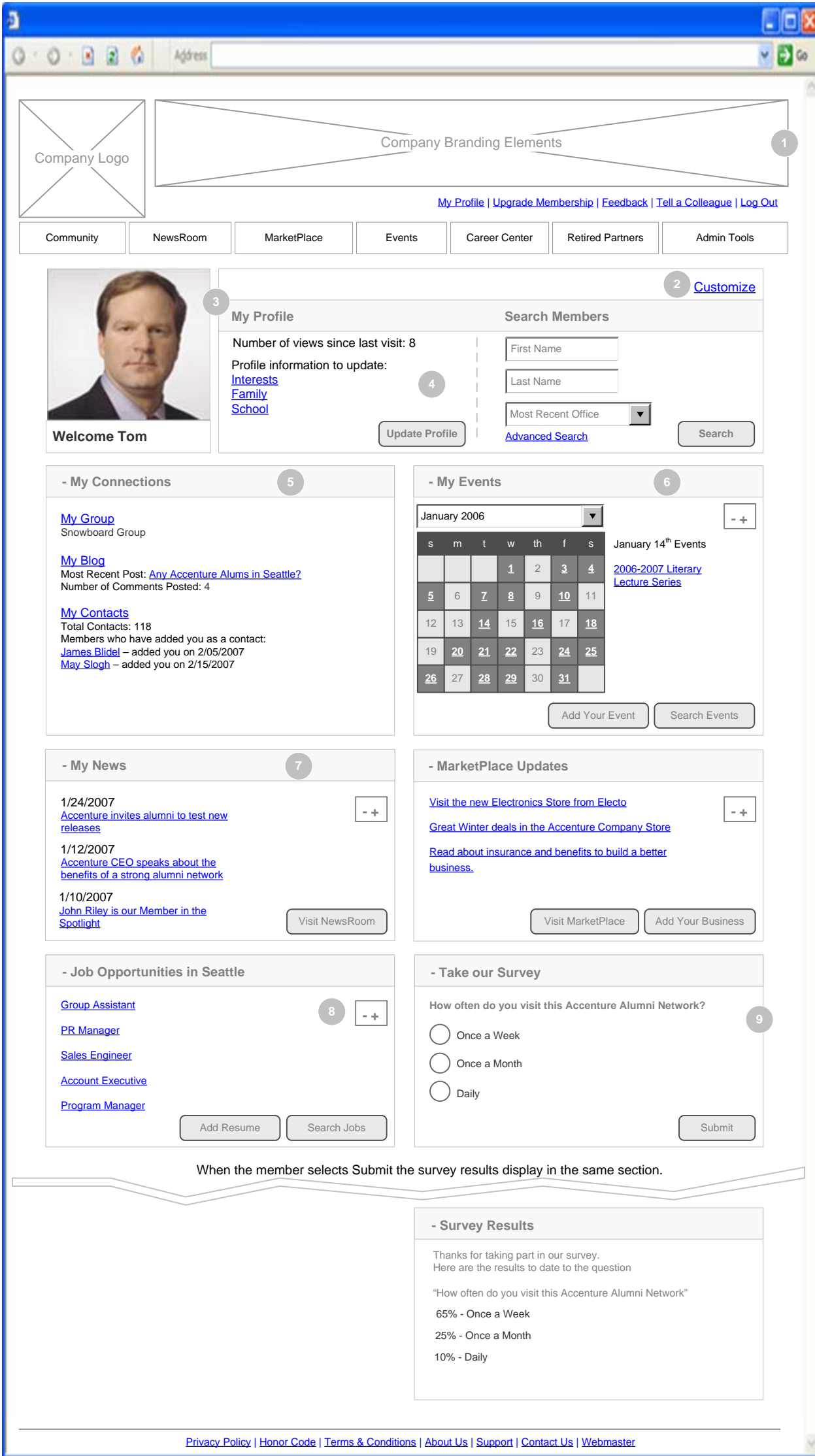
About the Project

Headquartered in Seattle, Conenza is a company that builds and manages trusted, collaborative, and unique global online communities for organizations and their members. After managing a large, active online Microsoft alumni community website for over ten years, Conenza is now leveraging its experience to extend its services to other Fortune 100 companies. As part of this effort, Conenza developed a flexible software platform for online alumni communities that can be easily branded and deployed for corporate sponsor customers.

The platform combines alumni services, including searchable alumni directories and postings for news, events, and jobs, with an extensive commercial marketplace, offering member discounts on consumer goods.

My Role Included:

- Conducting user interviews to identify successes and areas to improve on existing platform
- Compiling a user research report based on user interviews
- Brainstorming innovative ways to allow users to search for alumni
- Creation, presentation and iteration of wireframes under aggressive timelines



Conenza Home - Logged In - Default View

Goal

Display the logged in homepage default view. Provide the logged in member with a more personalized experience. Highlight local information such as jobs and events. Allow members to customize the display of information. Allow members to collapse and expand information sections.

Notes

- 1) The banner area may contain rotating information from the Corporate Sponsor
- 2) Members can select the Customize link to open a pop up which will allow them to select the information sections they want to view on this page.
- 3) Members can click their image to navigate to their profile.
- 4) The My Profile section indicates the number of times a member's profile has been viewed since last his or her last visit. The sections of the profile the member needs to update are indicated.
- 5) The My Connections section communicates Group, Blog and Contacts information.
- 6) The My Events section displays a calendar which defaults to the current day and displays the events for that day. Members can click on the event to see the event details in the Events section of the website.
- 7) The My News section will display alumni related news from the corporate sponsor. This might include company news or highlight a member in the spotlight.
- 8) Each information section can be expanded or collapsed. In addition, the contents of each section can be customize via + and - icons that allow members to view more or less content within that section.
- 9) When members first visit the page the Survey section contains the current survey. When a member selects the Submit button, the survey results appear instantly.

Ideas to Explore in 2008 and Beyond

- A) Tinker Shop.** Allow members to take advantage of the open source platform and suggest or add their own functionality in a collaborative effort to enhance the website.
- B) Personal Mode & Business Mode.** Allow members to customize their homepage content in "personal" or "business" mode. A tabbed approach to the homepage may be explored to facilitate these modes. Members could customize the content presented on each tab.
- C) CRM and ROI.** Provide a means for corporate sponsors to track revenue generated through connections made on the alumni platform back to the platform. This will provide sponsors with an ROI on their sponsorship of the alumni platform. Ultimately, the goal is to connect relevant data to the Corporate Sponsor's CRM database.

When the member selects Submit the survey results display in the same section.

The screenshot shows a web browser window displaying the Conenza Alumni Platform. At the top, there is a navigation bar with links for 'My Profile', 'Upgrade Membership', 'Feedback', 'Tell a Colleague', and 'Log Out'. Below this is a menu with categories: 'Community', 'NewsRoom', 'MarketPlace', 'Events', 'Career Center', 'Retired Partners', and 'Admin Tools'. The main content area features a user profile for 'Tom' with a 'Welcome Tom' message and sections for 'My Connections', 'My News', and 'Job Opportunities in Seattle'. A 'Customize' dialog box is open, allowing the user to select from various widgets and feeds. The dialog is divided into three sections: 'Our Widgets', 'External Widgets', and 'External Feeds'. A '2' callout points to the 'MarketPlace Updates' widget option.

Company Logo | **Company Branding Elements**

[My Profile](#) | [Upgrade Membership](#) | [Feedback](#) | [Tell a Colleague](#) | [Log Out](#)

Community | NewsRoom | MarketPlace | Events | Career Center | Retired Partners | Admin Tools

Welcome Tom

- My Connections

[My Group](#)
Snowboard Group

[My Blog](#)
Most Recent Post: [Any Accenture Alums in](#)
Number of Comments Posted: 4

[My Contacts](#)
Total Contacts: 118

Members who have added you as a contact
[James Blidel](#) – added you on 2/05/2007
[May Slogh](#) – added you on 2/15/2007

- My News

1/24/2007
[Accenture invites alumni to test new releases](#)

1/12/2007
[Accenture CEO speaks about the benefits of a strong alumni network](#)

1/10/2007
[John Riley is our Member in the Spotlight](#)

- Job Opportunities in Seattle

[Group Assistant](#) [- +]
[PR Manager](#)
[Sales Engineer](#)
[Account Executive](#)
[Program Manager](#)

[Add Resume](#) [Search Jobs](#)

- Take our Survey

How often do you visit this Accenture Alumni Network?

Once a Week
 Once a Month
 Daily

[Submit](#)

[Add More Widgets & Feeds](#)

Our Widgets

Search ([what's this?](#))

My Connections ([what's this?](#))

My Events ([what's this?](#))

My News ([what's this?](#))

Job Opportunities ([what's this?](#))

MarketPlace Updates ([what's this?](#))

My Alerts ([what's this?](#))

My Lists Workspace ([what's this?](#))

My Notes Workspace ([what's this?](#))
My Notes Workspace allows you to create and edit your own notes.

External Widgets

MSN Weather ([what's this?](#))

MSN Stock Quotes ([what's this?](#))

External Feeds

BBC News Headlines ([what's this?](#))

USA Today Headlines ([what's this?](#))

[Add More Widgets & Feeds](#)

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Conenza Home - Logged In - Customize

Goal

Provide an area for members to customize their homepage. Allow members to add Conenza widgets and external widgets and feeds.

Notes

1) Members have selected the Customize link on the homepage. A customize area appears on top of the homepage. Members can select the X icon to close the customize window.

2) The Customize area is divided into 3 sections which are outlined below:

- **Our Widgets**
This area contains Conenza widgets.
- **External Widgets**
This area contains external widgets that are provided to the member by default.
- **External Feeds**
This area contains external feeds that are provided to the member by default.

Members select an item to add it to their homepage. Members can add more widgets and feeds by clicking the Add More Widgets & Feeds link which navigates to a search page. Members will select a widget or feed to add it to their homepage.

Company Logo

Company Branding Elements

[My Profile](#) | [Upgrade Membership](#) | [Feedback](#) | [Tell a Colleague](#) | [Log Out](#)

Community | NewsRoom | Marketplace | Events | Career Center | Retired Partners | Admin Tools

[Search Community](#) | [My Contacts](#) | [My Groups](#) | [Extended Community](#)

[Search Members](#) | [Search Member Businesses](#)

[Direct Search](#) | [Geographic Search](#) | [Explore](#)

Enter Search Criteria

Advanced Search

First Name

Johnson

Most Recent Office

Manager

Email Address

Phone Number

Year Worked

Company

Current Company Only

School/College

Current School/College Only

Select Industry

Member Work Location

Select Country

Select State/Province

Seattle Matches 146

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Name	Email	Company	Lives in	Actions
Andrew Johnson	ijohnson@jay.com	WatchGuard	Seattle, WA	View Profile ★
Al Johnson	Not Listed	Qwest	Seattle, WA	View Profile ★
Brian Johnson	brian@hotmail.com	Qwest	Seattle, WA	View Profile
Charles Johnson	charles@safco.com	Safeco	Seattle, WA	View Profile
Chris Johnson	chris@expedia.com	Expedia	Seattle, WA	View Profile
Johnson	chrisj@hotmail.com	Not Listed	Seattle, WA	View Profile ★
Johnson	Not Listed	WatchGuard	Seattle, WA	View Profile
Johnson	emilyj@nextel.com	Nextel	Seattle, WA	View Profile
Frank Johnson	Not Listed	Expedia	Seattle, WA	View Profile
Greg Johnson	greg@lsign.com	lsign	Seattle, WA	View Profile

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Community - Search Members - Geographic Search - Results

Goal

Display results of geographic search.

Allow members to add a member from the results set to their contacts.

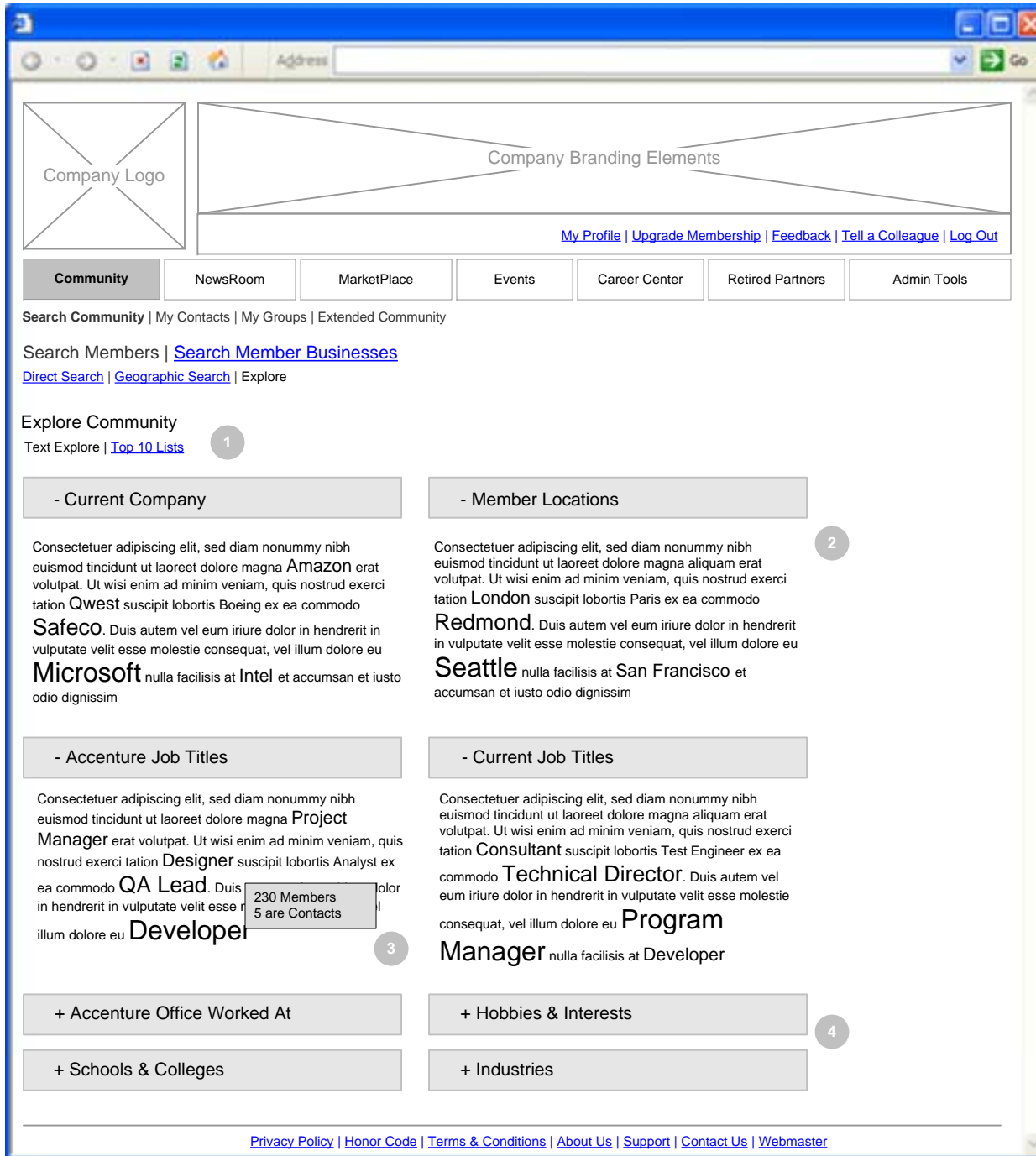
Notes

1) Members enter search criteria and the results are displayed on the map.

2) In this example, the member has zoomed in on Washington State and entered search criteria. The results are displayed on the map via icons with numbers to represent the number of members who match the search criteria. The larger the number, the larger the icon. The member clicks an icon to display the results as a list in the results pane. As the member clicks on different icons, the results pane will update.

3) Results are displayed as a list. From this list the member can:

- Drag and drop a member to his or her contacts.
- View a member's profile.
- Email a member directly.
- View a member's photo.



Community - Search Members - Explore

Goal

Allow members to explore the community.
Communicate the breath and depth of the community.

Notes

- 1) Members can explore via the Text Explore or Top 10 List options.
- 2) Each section displays words in various sizes. The size of the word correlates to the number of members who have that information in their profile. Members click on a word to view profiles.
- 3) Members can roll over a text item to view:
 - the total number of members who match that word
 - the number of members who are contacts.
- 4) The sections can be expanded and collapsed.

The screenshot shows a web browser window displaying the Conenza Alumni Platform. The page features a navigation menu with options like 'Community', 'NewsRoom', 'MarketPlace', 'Events', 'Career Center', 'Retired Partners', and 'Admin Tools'. Below the navigation, there are sections for 'Search Community', 'Search Members', and 'Explore Community'. The main content area displays four expandable sections, each showing a 'Top 10' list of members or categories. The first two sections are expanded, showing tables with columns for 'Company', 'Total Members', and 'Your Contacts'. The third and fourth sections are collapsed, showing only their titles. At the bottom of the page, there are links for 'Privacy Policy', 'Honor Code', 'Terms & Conditions', 'About Us', 'Support', 'Contact Us', and 'Webmaster'.

Company Logo

Company Branding Elements

[My Profile](#) | [Upgrade Membership](#) | [Feedback](#) | [Tell a Colleague](#) | [Log Out](#)

Community | NewsRoom | MarketPlace | Events | Career Center | Retired Partners | Admin Tools

Search Community | My Contacts | My Groups | Extended Community

Search Members | [Search Member Businesses](#)
[Direct Search](#) | [Geographic Search](#) | Explore

Explore Community
[Text Explore](#) | Top 10 Lists

- Current Company Top 10

Company	Total Members	Your Contacts
Microsoft	180	20
Amazon	165	18
Expedia	140	16
Qwest	130	24
Google	122	11
Safeco	105	11
Intel	60	9
Nintendo	34	31
T-Mobile	22	4
Verizon	12	22

- Member Locations Top 10

Location	Total Members	Your Contacts
Seattle	2,500	34
San Francisco	500	18
New York	230	17
Paris	130	24
Portland	122	21
London	60	11
Chigaco	60	4
Dublin	34	9
Berlin	22	4
New Orleans	12	18

- Accenture Job Titles Top 10

Job Title	Total Members	Your Contacts
Manager	200	0
Lead	165	2
Analyst	152	4
Developer	130	17
Test Lead	121	11
Accountant	110	11
Engineer	68	5
QA Lead	39	2
Director	25	8
Designer	10	14

- Current Job Titles Top 10

Job Title	Total Members	Your Contacts
Analyst	90	5
Project Lead	87	12
Designer	76	16
Engineer	65	45
Strategist	54	2
Evagelist	52	9
Accountant	49	9
QA Lead	34	8
Developer	26	4
Manager	7	13

+ Accenture Office Worked At | + Hobbies & Interests
+ Schools & Colleges | + Industries

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Community - Search Members - Top 10 Lists

Goal

Allow members to explore the community by viewing the Top 10 Lists.

Notes

1) Each section will default to a top 10 list. Members can expand each section to display more items. The maximum number of items is not yet determined.

2) Each section displays the total number of members in the system who match the item being explored, and the number of those members who are current contacts. The member can click on either of these links to view relevant members.

Community | NewsRoom | MarketPlace | Events | Career Center | Retired Partners | Admin Tools

Search Community | **My Contacts** | My Groups | Extended Community

My Contacts

My Contacts allows you to view the contacts you have and add more contacts by dragging and dropping onto your diagram. Members displayed in the rolodex have similar profiles to yours.

View as Diagram | [View as List](#)

View my Contacts

Total Contacts: 7

Create Tags
Create tags to easily manage your contacts. For example create a tag for contacts that represent new business. Tags appear in the contacts dropdown.

New Business

Rolodex
Members displayed have similar profiles to yours. Click a member to view their profile. Drag and drop a member to add them to your contacts.

Search Rolodex

Most Recently Added | [Alphabetical](#)

Contacts Diagram:

- John Lee: john@lee.com, Company: SystemsInc, Lives in: Seattle, WA
- Kate Johnson: katej@systemsinc.net, Company: SystemsInc, Lives in: Seattle, WA
- Al Johnson: al@qwest.com, Company: Qwest, Lives in: Bellevue, WA
- Julie Johnson: julie@systemsinc.net, Company: SystemsInc, Lives in: Seattle, WA
- Joe Fond: Not Listed, Company: UDesign, Lives in: Seattle, WA
- Mike Smith: Not Listed, Company: SystemsInc, Lives in: Seattle, WA
- Ray Allow: ray@safico.com, Company: Safeco, Lives in: Seattle, WA

Delete Contact

- Remove New Business Tag
- Remove Hot Lead Tag

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Community - My Contacts - Default View

Goal

Allow members to view contacts as a series of diagrams or a list.
Present possible contacts to the member.
Allow members to drag and drop contacts onto their diagram.
Allow the creation and display of tags.

Notes

1) The introduction of My Contacts and My Groups can change the navigation of the Member Directory section. A suggestion is to re-label Member Directory to Community. Members can search within the community (for members and member businesses), view their contacts and groups and view the extended community.

2) Members can view their contacts in diagram or traditional list formats.

3) **Contacts Diagram.** The member appears as a larger photo and depending on the sort method chosen, the contacts appear around the member's photo. Contacts appear in a business card format. Members should be able to view a Contacts diagram a number of ways, including:

A) View my Contacts – displays only the member's contacts. This is the default view.

B) View my Contacts by Location – displays the member's contacts based on geographic location.

C) View my Extended Contacts – displays the member's extended contacts.

To delete a contact, members will right-click on a contact in the diagram and select Delete Contact.

4) **Tags.** Members can create their own contact groups. Functionality allows members to create and name a tag. Members click on Display Tags to view a list of tags and drag and drop members onto a tag. A contact can have more than one tag.

Tagged contacts will be accessible via the View my Contacts dropdown and the Display Tags menu. For example, if the member creates a "New Business" tag, it will appear in the dropdown as View my *New Business* Contacts, and appear under the Display Tags menu as *New Business*.

Members will be able to remove a tag from a contact by right-clicking on the contact in the diagram and selecting "Remove New Business Tag". Removing a tag from a contact does not delete that contact. The contact can still have other tags, but will no longer have a New Business tag.

5) **Rolodex.** Based on criteria to be determined, the system can present member profiles. Members can drag and drop these profiles onto their contacts diagram to add them as contacts. Members can search the rolodex and sort it by Most Recently Added or Alphabetical.

The screenshot displays the 'My Contacts' section of the Conenza Alumni Platform. At the top, there is a navigation bar with 'Community' selected, and other tabs for 'NewsRoom', 'MarketPlace', 'Events', 'Career Center', 'Retired Partners', and 'Admin Tools'. Below the navigation bar, there is a search bar and a 'My Contacts' section. The 'My Contacts' section includes a sub-section 'View my Contacts by Location' which shows a world map with circular icons representing the number of contacts in various locations. A pop-up window titled 'Seattle Contacts: 34' is open, showing a list of contacts with their names, email addresses, and current locations. To the right of the map is a 'Rolodex' section with a search bar and a list of contacts. The interface is designed to allow users to view and manage their contacts based on geographic location.

Company Logo

Company Branding Elements

[My Profile](#) | [Upgrade Membership](#) | [Feedback](#) | [Tell a Colleague](#) | [Log Out](#)

Community | NewsRoom | MarketPlace | Events | Career Center | Retired Partners | Admin Tools

Search Community | **My Contacts** | My Groups | Extended Community

My Contacts

My Contacts allows you to view your contacts. Add more contacts by dragging and dropping members from the rolodex onto your diagram.

View as Diagram | [View as List](#)

View my Contacts by Location

Total Contacts: 118

Savannah, GA
11 Contacts
[View Contacts](#)

Seattle Contacts: 34

Search Contacts

Most Recently Added | [Alphabetical](#)

6 of 34 [Next>](#)

- [Al Johnson](#)
al@qwest.com
Company: Qwest
Lives in: Bellevue, WA
- [John Lee](#)
john@lee.com
Company: SystemsInc
Lives in: Seattle, WA
- [Joe Fond](#)
Not Listed
Company: UDesign
Lives in: Seattle, WA
- [Mike Olive](#)
mike@udesign.com
Company: UDesign
Lives in: Seattle, WA
- [Ray Allow](#)
ray@safeco.com
Company: Safeco
Lives in: Seattle, WA
- [Mike Steves](#)
mike@safeco.com
Company: Safeco
Lives in: Seattle, WA

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Rolodex

Members displayed have similar profiles to yours. Click a member to view their profile. Drag and drop a member to add them to your contacts.

Search Rolodex

Most Recently Added | [Alphabetical](#)

- [Kate Johnson](#)
katej@systemsinc.net
Company: SystemsInc
Lives in: Seattle, WA
- [Kate Johnson](#)
katej@systemsinc.net
Company: SystemsInc
Lives in: Seattle, WA
- [Kate Johnson](#)
katej@systemsinc.net
Company: SystemsInc
Lives in: Seattle, WA
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katej@systemsinc.net
Company: SystemsInc
Lives in: Seattle, WA
- [Kate Johnson](#)
katej@systemsinc.net
Company: SystemsInc
Lives in: Seattle, WA

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Community - My Contacts - Geographic Location

Goal

Allow members to view contacts based on geographic location.
Present possible contacts to the member.
Allow members to drag and drop contacts onto their diagram.

Notes

1) When members select View my Contacts by Location, a map is displayed in the background. The number of contacts and their locations is indicated by icons. Members can click on an icon to display the contacts.

2) When the members roll over an icon the following is displayed:

- Location Name
- Total Contacts at Location
- View Contacts link

3) When members select an icon, a window appears displaying the contacts. Members can search within these contacts and sort by Most Recently Added or Alphabetically.

The screenshot displays a web browser window with the Conenza Alumni Platform interface. At the top, there is a navigation bar with a "Company Logo" placeholder and "Company Branding Elements". Below this is a menu with tabs for "Community", "NewsRoom", "MarketPlace", "Events", "Career Center", "Retired Partners", and "Admin Tools". A search bar is located below the menu, with "My Contacts" selected. The main content area is titled "My Contacts" and includes a sub-header "View as Diagram | [View as List](#)".

The "View as Diagram" section shows a central contact profile (John Lee) with a network of other contacts. The contacts are represented by small profile cards with names, email addresses, companies, and locations. The diagram uses solid lines for direct contacts and dotted lines for extended contacts. A "Total Extended Contacts: 11" is displayed. A "Create Tags" button and a "Display Tags" window are also visible. The "Display Tags" window shows a list of tags: "New Business (10)", "Sales Leads (2)", and "Need to Contact (4)". A "2" in a circle is next to the "Need to Contact" tag.

The "Rolodex" section on the right is titled "Members displayed have similar profiles to yours. Click a member to view their profile. Drag and drop a member to add them to your contacts." It includes a "Search Rolodex" input field and a list of members with profile pictures, names, email addresses, companies, and locations. The list is sorted by "Most Recently Added" and "Alphabetical".

At the bottom of the page, there is a footer with links for "Privacy Policy", "Honor Code", "Terms & Conditions", "About Us", "Support", "Contact Us", and "Webmaster".

Community - My Contacts - Extended Contacts

Goal

Allow members to view extended contacts.
Present possible contacts to the member.
Allow members to drag and drop contacts onto their diagram.

Notes

- 1) Members' extended contacts appear as dotted lines from their immediate contacts.
- 2) In this example, the member has selected the Display Tags button and can view the previously created tags. Each tag indicates the number of contacts in the tag.