

CODEPEN

PROJECT KICK OFF

 SPARKBOX

**WHAT WILL MAKE
TODAY
SUCCESSFUL?**

CODEPEN REDESIGN

USER RESEARCH

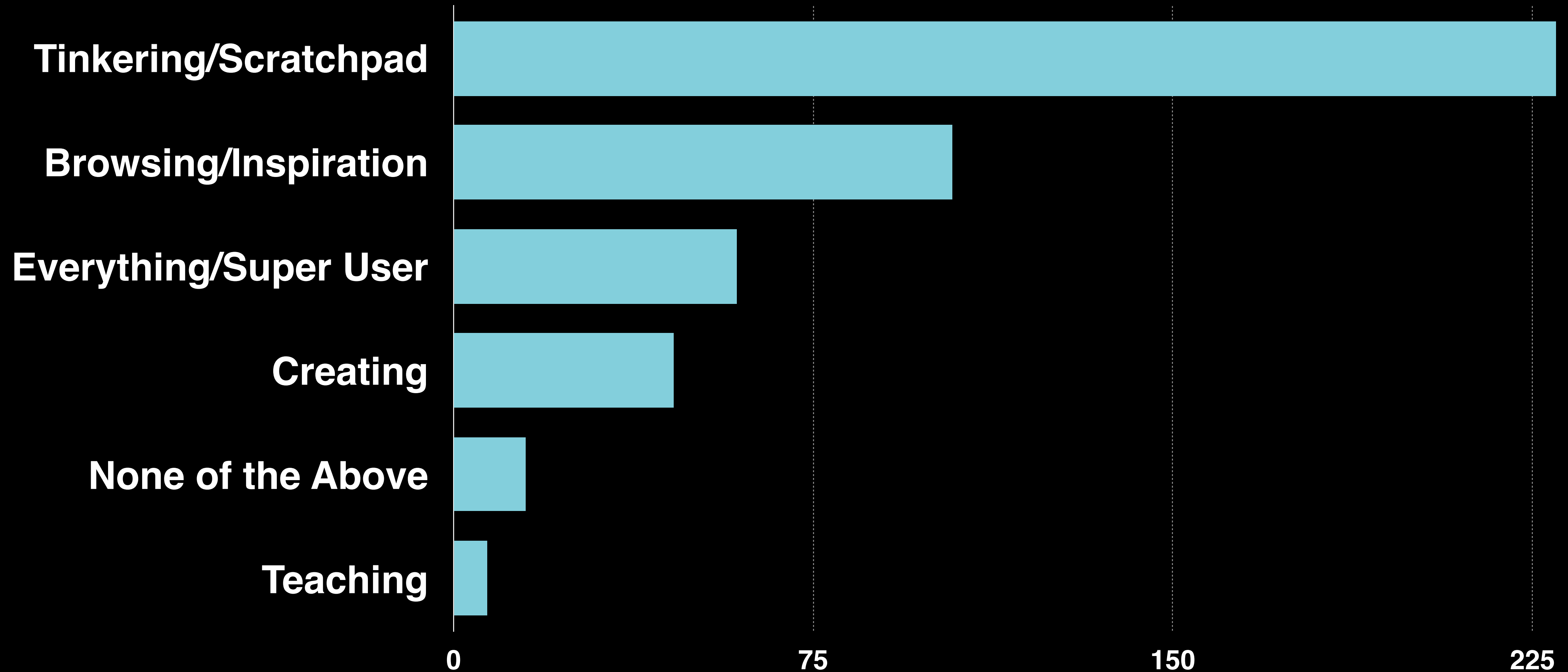
CODEPEN REDESIGN

User Survey Data

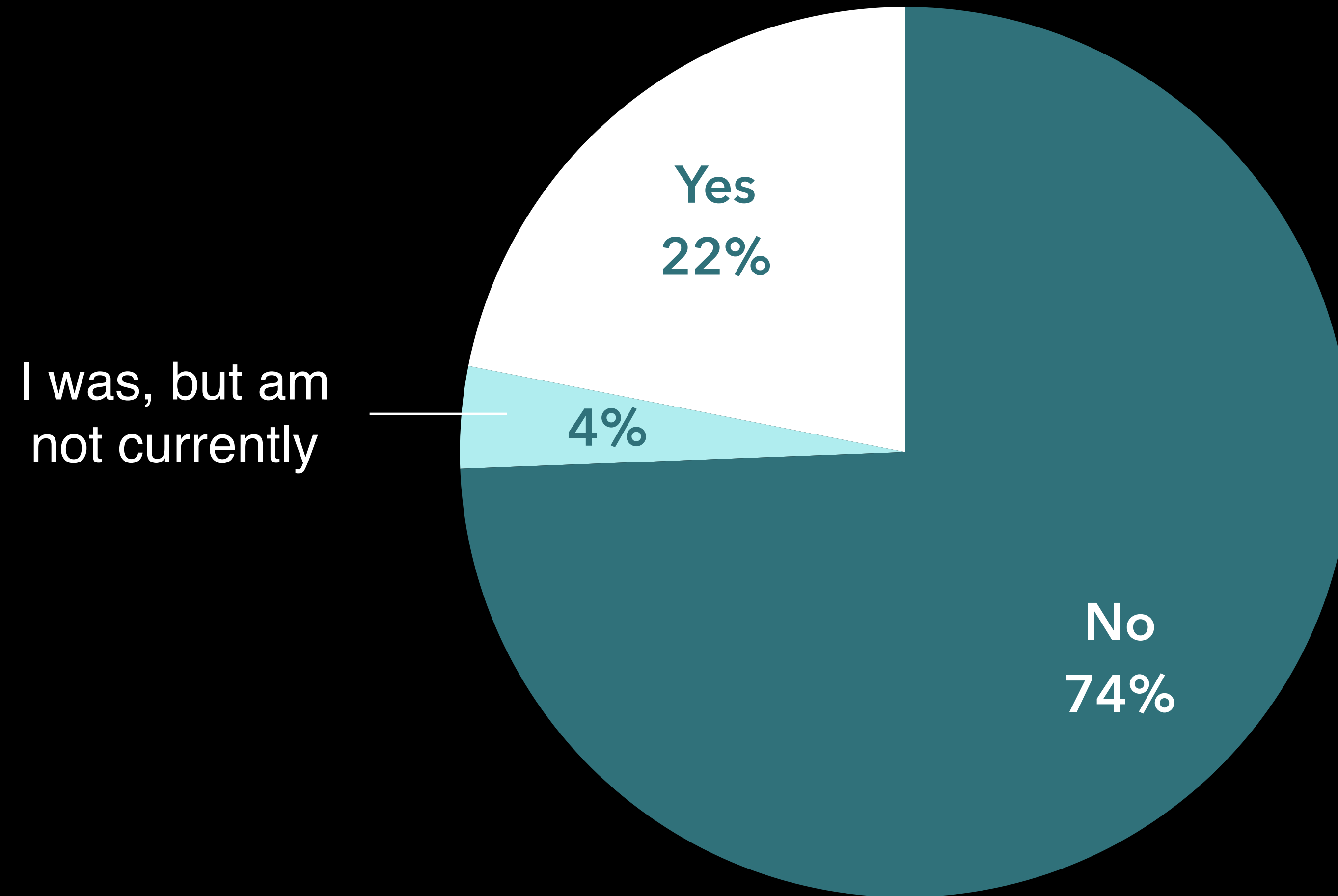
461

people responded

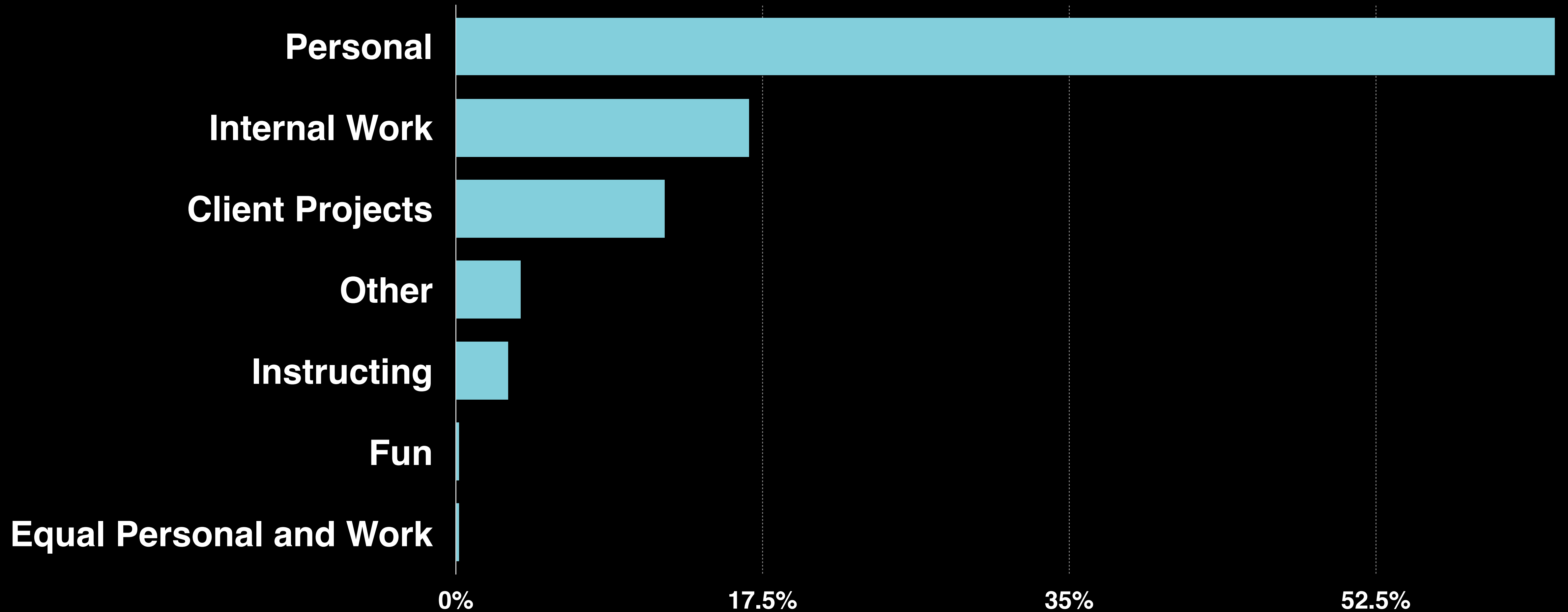
Which most describes your CodePen usage?



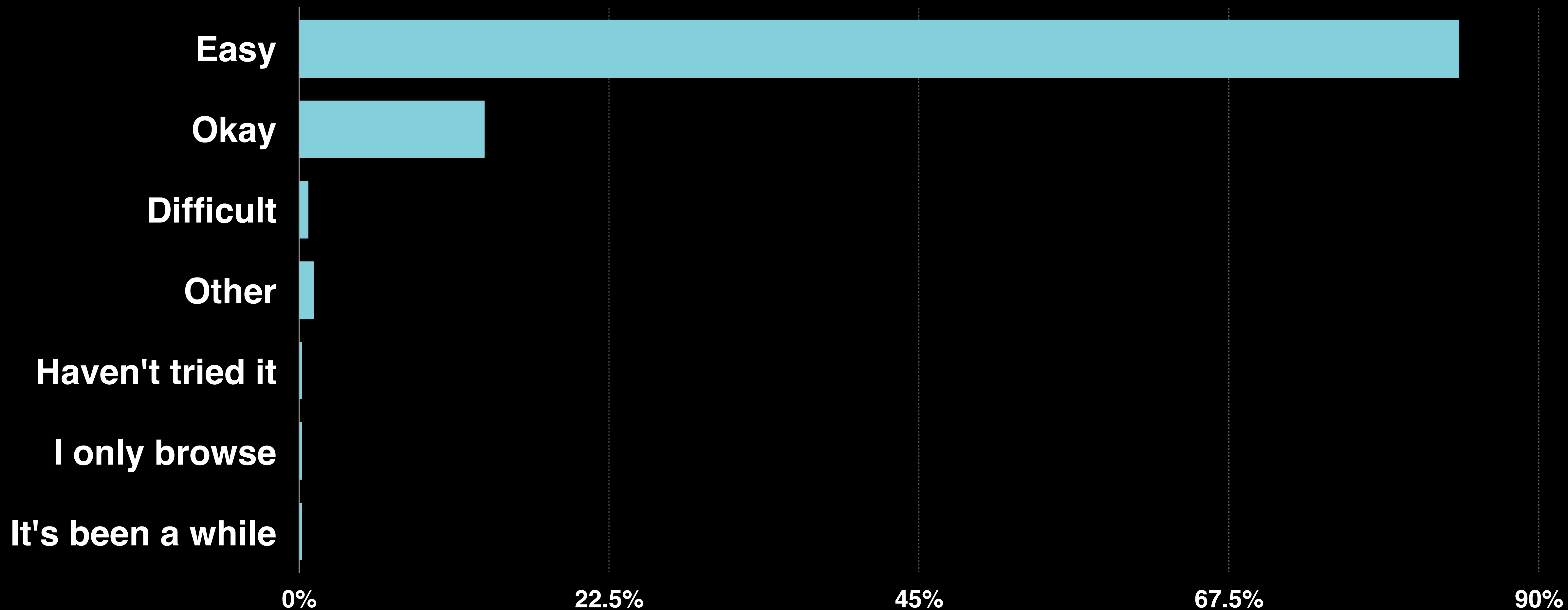
Are you a Pro user?



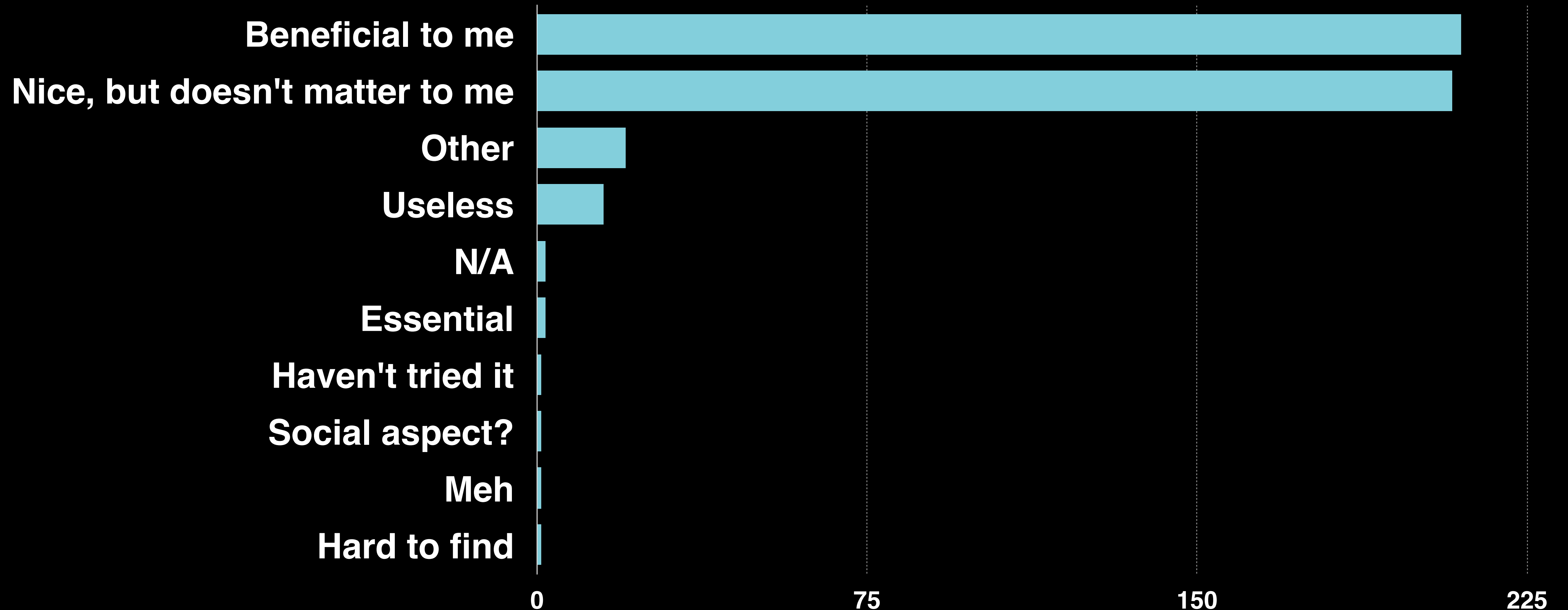
You most likely use CodePen for:



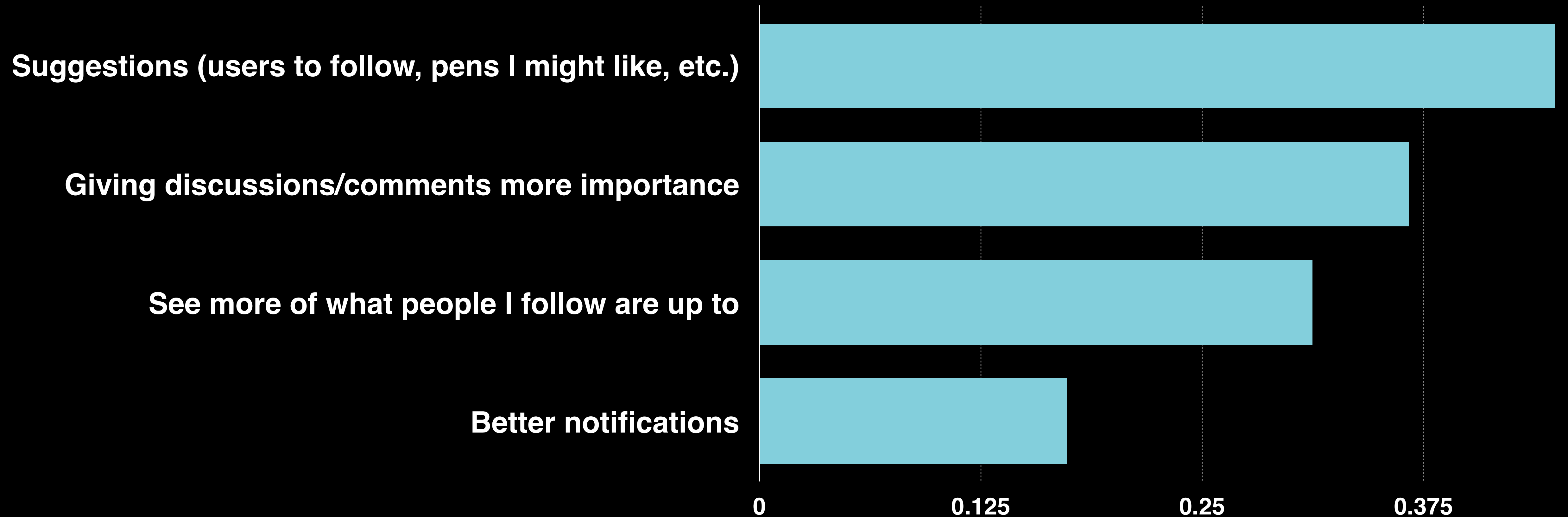
You found the learning curve to be:



The social aspect of CodePen is:



What features would make you interact with the CodePen community more?



Interview Data

9

online interviews

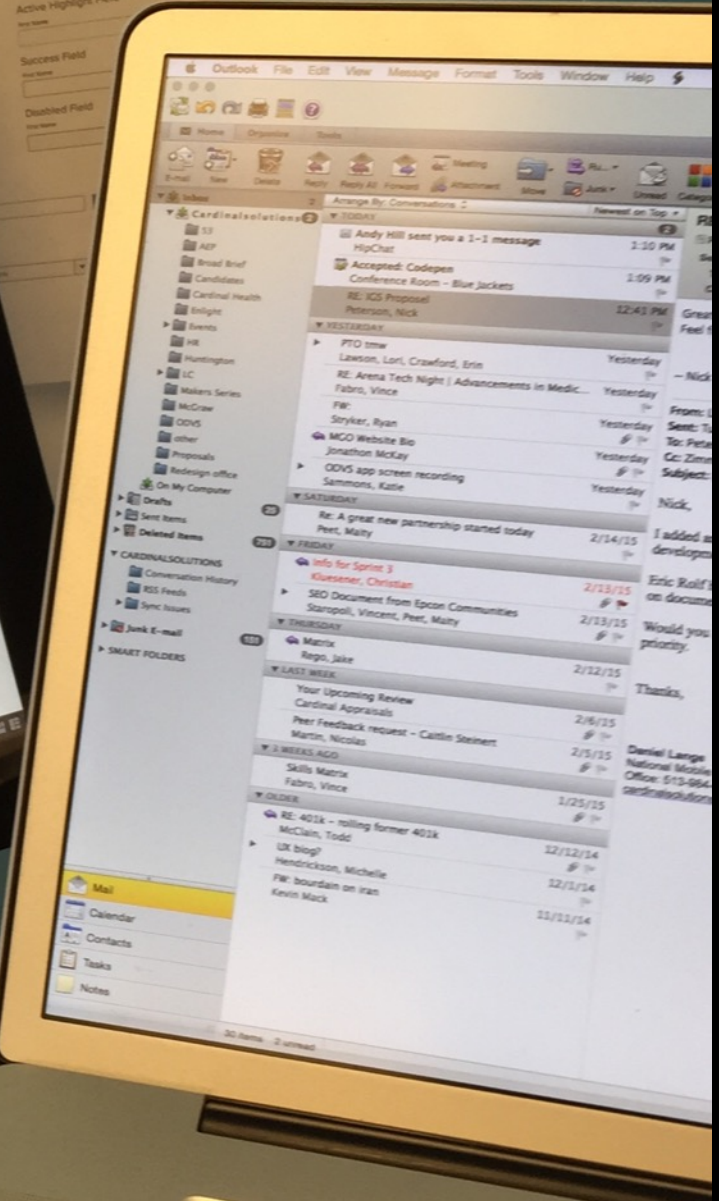
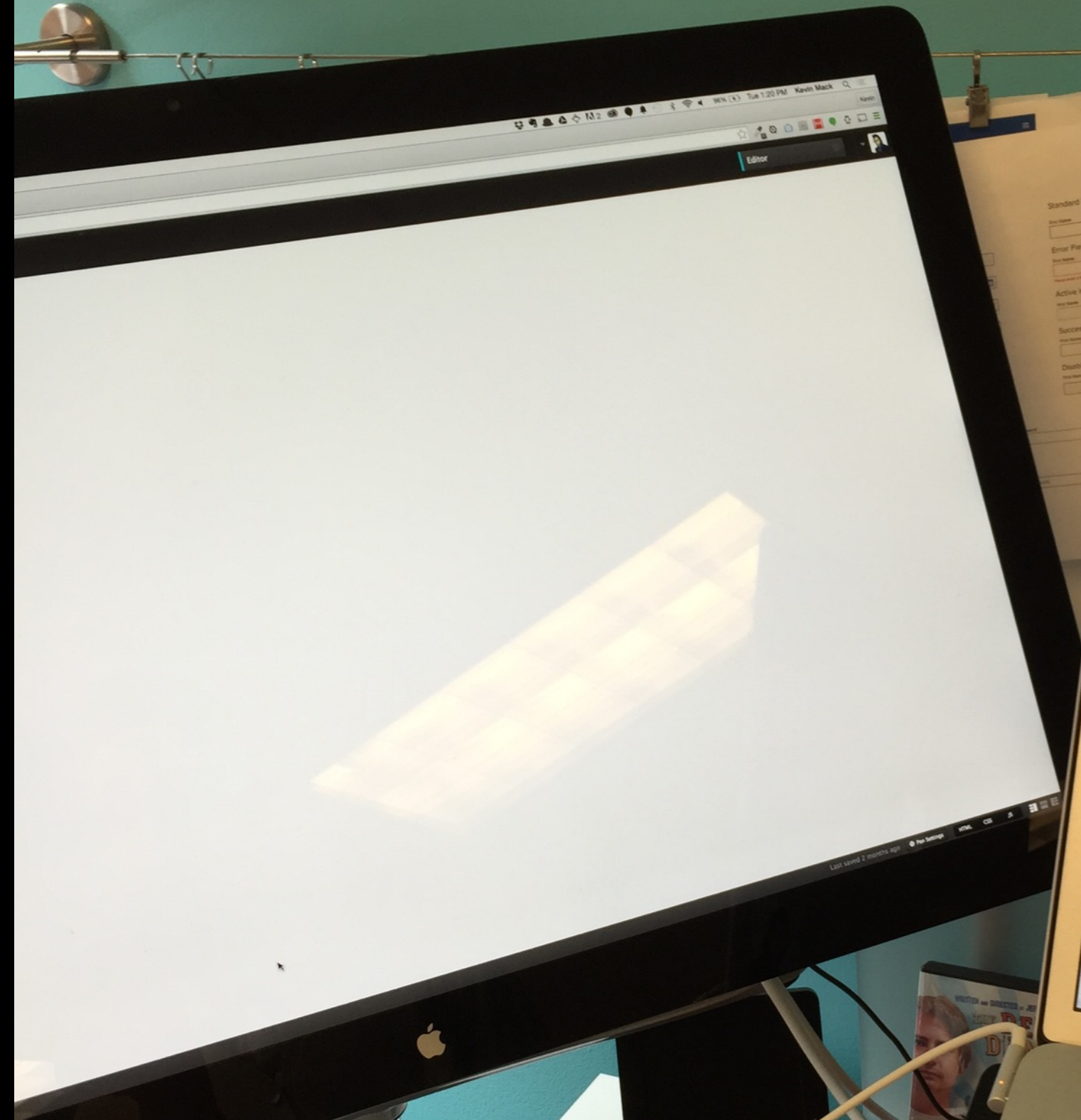
2

in-person interviews

WE ASKED THINGS LIKE...

- ▶ **What motivates you to create new pens?**
- ▶ **What do you hope to achieve by posting pens?**
- ▶ **Can you tell us a little bit about the learning curve of using CodePen?**
- ▶ **What goals are you trying to accomplish by browsing CodePen?**

“There are also loads of features that are hidden unless you look for them”



HTML

```
1 <ul>
2   <li>
3     <a href="#">
4       I get defaults
5     </a>
6   </li>
7   <li>
8     <a class="" href="#">
9       I get defaults
10    </a>
11  </li>
12  <li>
13    <a class=" " href="#">
14      I get defaults
15    </a>
16  </li>
17  <li>
18    <a class="select-here" href="#">
```

- I get defaults
- I get defaults
- I get defaults
- I don't get defaults
- NO CONFLICTS HERE >

CSS

✓ None

Sass (.sass) No Add-ons

Sass (.scss) No Add-ons

LESS No Add-ons

Stylus No Add-ons

- Normalize ? Reset ? Neither
- prefix-free ? Autoprefixer ? Neither

External CSS File or Another Pen ?
 + add another resource

Analyze CSS via [CSS Lint](#)

JS

New User Issues

- ▶ **Setting up pens with external CDNs - some didn't know it could be done**
- ▶ **Pen settings - configuring each time a pen is created**
- ▶ **Saving pens**
- ▶ **Seeing all pens you've created**

***“Would be awesome if the forking
feature got some more love”***

Improvement Requests - Forking

- ▶ **Would like to see notification when someone forks my pen**
- ▶ **Ways to find out what they're doing with forked pen**
- ▶ **More prominent attribution of original author**

“I still struggle to find pens I make. I think the showcase is not the landing page I want when I go to my profile.”

Improvement Requests - Own Pens

- ▶ **Struggle to find pens that I've made**
- ▶ **Showcase is not the landing page I want when I go to my profile**
- ▶ **Would like a system to manage own pens**
- ▶ **Easier use of own assets or frameworks**

“It would be nice if it was more of a social network, rather than just faceless pens.”

Improvement Requests - Community

- ▶ **Higher priority to comments/feedback**
- ▶ **More content from following**
- ▶ **Suggested content**
- ▶ **Picks are a common favorite resource**

“I’d like to see more content on each page. Six is just frustrating, but I understand why they do it.”

Improvement Requests - Search

- ▶ **Grouping of forked pens in search**
- ▶ **An "all" option so i dont have to click through private, forked, public to find something**

“Halt new features and fine tune everything that's there. Get that solid - you're already light years ahead of the competition.”

Personas

THE BOUNDARY PUSHER

Emma Mason

Full Stack Developer, Boston, MA

User Goals

- ▶ **Demonstrate new ideas in working prototypes**
- ▶ **Showcasing abilities and talents with experiments**
- ▶ **Gaining visibility within the community**

THE BOUNDARY PUSHER COMMON TASK:

Creating an experimental pen

Scenario	User Behavior	Suggested Enhancement
Emma has a theory about a new technology that she wants to test out.	<p>She opens a new pen and immediately configures her settings. She saves a private pen while she's in progress.</p> <p><i>"Jumping in was easy, but when you want to customize, you have to dig around more to figure out how to do more advanced features."</i></p>	<ul style="list-style-type: none">• Surfacing settings in a more intuitive way• Having users configure settings before they get to the pen
Emma has an impressively designed and well executed experimental pen she wants exposed.	<p>She hopes it gets picked to go on the homepage, where she knows most people check. She tweets it herself, hoping to gain recognition.</p>	<ul style="list-style-type: none">• Ability to "suggest" a pen for picks• Surfacing her community in a more intuitive way

THE CONNECTED HELPER

Trey Watson

Freelance Developer + College Teach, Leeds, England

User Goals

- ▶ Share private pens with clients**
- ▶ Demonstrate an exercise while teaching**
- ▶ Comment helpful critiques on pens**

THE CONNECTED HELPER COMMON TASK

Showing students examples

Scenario	User Behavior	Suggested Enhancement
One of Trey's 20 students asks him to explain something	He opens a new pen and demos as he explains, projecting his screen <i>"It would be nice for me to have the possibility to have more users in the professor mode. There's the SuperPro account where I have 100 users which is definitely too much for me."</i>	<ul style="list-style-type: none">• Allowing more than 10 students in professor mode
Trey has 200 pens that he has used in his classes and he wants to update some of his files	He sorts through his long list of assets, trying to search and find which pen connects to which file	<ul style="list-style-type: none">• Better file management• Folder structure• More organization around ones own pens

THE OBSERVANT LEARNER

Ben Bitmoore

Frontend Developer, Savannah, GA

User Goals

- ▶ **Get feedback on pens**
- ▶ **Find useful code to learn from**
- ▶ **Understand different libraries**

THE OBSERVANT LEARNER COMMON TASK

Learning from an inspiring pen

Scenario	User Behavior	Suggested Enhancement
Ben finds a pen that he wants to understand and recreate	He forks it and begins experimenting with how it is built	<ul style="list-style-type: none">• Not auto-posting forked pens both to recent pens & to user profiles
Ben wants to find an inspirational pen to save for later reference	<p>He browses Picks, collections, and digs through users he follows to find one he likes. He then hearts it or adds to one of his own collections.</p> <p><i>“It would be nice to be able to bookmark a pen without favoriting it”</i></p>	<ul style="list-style-type: none">• More distinguishable ways to save pens• Surfacing trusted followers content easier• Highlighting CodePen design patterns page more prominentl <p><i>“I didn’t know Design Patterns existed or else I would definitely be using this!”</i></p>

DESIGN EXERCISE (TEN MINUTES)

SKETCHING SCENARIOS

PROJECT REQUIREMENTS

CODEPEN REDESIGN



STAKEHOLDER INTERVIEWS

CODEPEN REDESIGN

STAKEHOLDER QUESTION

**Your jobs are
successful when...**



Your jobs are successful when:



- ▶ **Users are happy - positive feeling & support**
- ▶ **Users are signing up**
- ▶ **Low number of bugs and questions**

STAKEHOLDER QUESTION

Who are CodePen users?



Who are CodePen users?

- ▶ **Creators**
- ▶ **Browsers**
- ▶ **Recruiters**
- ▶ **Teachers (future)**



Who are CodePen users?

- ▶ **Developers**
 - Learners/researchers
 - Creators/self-promoters (small %)
 - Teachers/students (growing)



Who are CodePen users?

- ▶ **A few main purposes:**
 - Self-promotion/portfolio building
 - Scratch pad/tinkering
 - Browsing for inspiration/research

STAKEHOLDER QUESTION

**What is the priority of
your content?**

What's the priority of your content?



- ▶ **Posts**
- ▶ **Collections**
- ▶ **Pens**



- ▶ **Pens**
- ▶ **Posts**
- ▶ **Collections**



- ▶ **Pens**
- ▶ **Posts**
- ▶ **Jobs**
- ▶ **Collections**

STAKEHOLDER QUESTION

Which conversion goal is most important?



Which conversion goal is most important?

- ▶ **Jobs**
- ▶ **Pro Signups**
- ▶ **Advertisements**



Which conversion goal is most important?

- ▶ **Pro Signups**
 - Ultimate goal
- ▶ **Jobs**
 - Probably underserved, but don't want to "shove it down people's throats"

STAKEHOLDER QUESTION

**What aspects of CodePen
need to change?**



What aspects of CodePen need to change?

- ▶ **Design looks disjointed**
- ▶ **Needs design patterns**
- ▶ **Stronger CSS classes**
- ▶ **Updated home page!**
- ▶ **Onboarding process**



What aspects of CodePen need to change?

- ▶ **Featured content isn't being served well**
- ▶ **Onboarding experience**
 - Editor: highlight features
 - Friends/social aspect
- ▶ **Homepage**
 - Doesn't sell CodePen
 - Hierarchy/priority issues



What aspects of CodePen need to change?

- ▶ **Adding more value to following others**
- ▶ **More users connected**
- ▶ **Too hard to get to interesting content**
- ▶ **Onboarding process is weak**

STAKEHOLDER QUESTION

**What will make this
project successful?**



What will make this project successful?

- ▶ **Important people in community expressing positivity about the site**
- ▶ **Have a design language**



What will make this project successful?

- ▶ **A design we're excited about and users associate CodePen with good design/UX**



What will make this project successful?

- ▶ **If it becomes more valuable to put your work on CodePen because it is highly visible. Results in users finding better work/becoming more influential.**
- ▶ **Increasing social interaction and participation in the community**

STAKEHOLDER QUESTION

Opportunities



Opportunities



- ▶ **Turn browsers into creators**

- Get them excited
- Convert to Pro users



- ▶ **Teachers**

- Adding more features for profs



“Excited for a fresh, better look and a new home page.”



**“Would love a pattern library
and more job listings.”**



“Reward users for being social and adding to the community.”

Stakeholder Consistent Themes

- ▶ **Everyone is excited for a redesign!**
- ▶ **Social aspect is important
(competitive advantage)**
- ▶ **Onboarding!**
- ▶ **Homepage needs rethought**
- ▶ **Users aren't aware of many
features**

Stakeholder Inconsistent Themes

- ▶ **What have you seen that's inconsistent?**
 - ▶ **Between stakeholders?**
 - ▶ **Between users?**

EXERCISE (TEN MINUTES)

PRIORITY & FEASIBILITY

THE TECH

CODEPEN REDESIGN

The Tech: Things to Discuss

- ▶ **Performance budget**
- ▶ **Preferred pattern library structure**
- ▶ **Potential rollout schedules**
- ▶ **Capturing metrics**

**PUT IT ALL
TOGETHER!**

CODEPEN REDESIGN

Priorities Results

DESIGN EXERCISE (TEN MINUTES)

HOMEPAGE SKETCHING

NEXT STEPS

CODEPEN REDESIGN

THANKS!



SPARKBOX