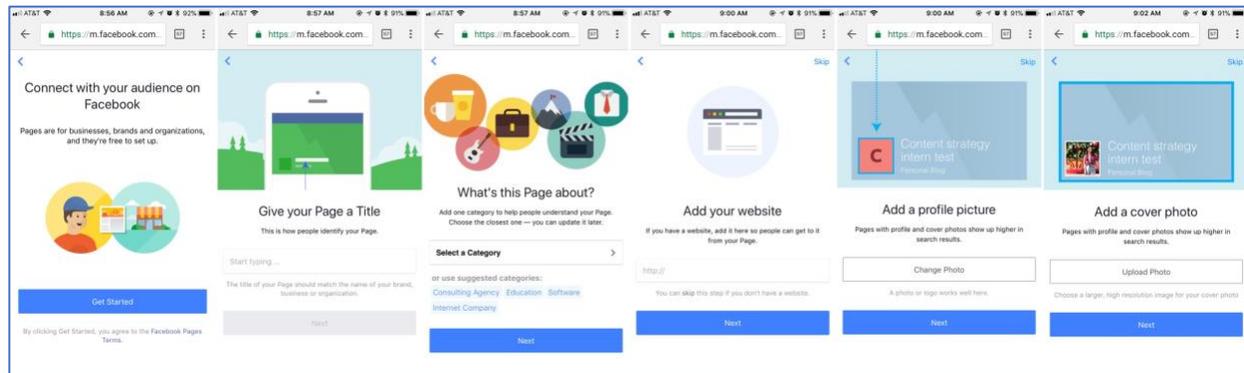


Conversion Flow Redesign

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Case study: Page creation flow on Facebook



Evaluate:

Overall, the six steps in Create New Page process demonstrate basic human-centered design principles. Each page has simple and straightforward text that clearly tells users what to do, how to do, and why to do. Appealing visual elements in each page do a good job to support the text content. The tone of the content keeps consistent with Facebook style as a whole.

However, the creation process can be better. It took six minutes for me to create a page, which was longer than I expected. Choosing a category took up most of the time. Creation process should be as simple as possible. If a process can be skipped or done later, it shouldn't show up during the creation process. Another problem here is that users don't know what to expect. Users don't know who can be their audience, how many steps the creation process needs, how to manage the page and so forth.

Rework:

In my re- envision, the Create New Page can simplify to four pages: welcome page, information page, promotion page, and ending page. I rewrote most of the text in each page and redesign the layout and format.

See next page for the rework.

Cancel Get Started



Connect more people on Facebook

Facebook pages can give a voice for your business, brands, or organizations. Anyone on or off Facebook can see your page. It's easy and free to set up.

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

< Step 1 of 2



Page title
@username

Page info Help people identify your page

Title Add a short, clear, and related title

Username Get your unique URL ?

Page image Help more people find you

Profile picture Can be a photo or a logo

Cover photo/video High resolution recommended

Page description Help people know who you are

What's your page about?

Next

< Step 2 of 2

You can always go back to update these info in your editing page. You can skip a step if you don't have available info.



Promotion

Help your page shows up higher in search result.

Content info Help people connect with you

Email

Phone number

Address

Website link

Category Let people understand you

Suggested categories:

Topic 1 Topic 2 Topic 3 Topic 4

Don't find one? Add one now.

Next

Cancel Done



Congratulations!

You just created one page on Facebook. Publish your page to let people see it when you are ready.

Go to my page

See more tips to make your page more successful

Recommendation:

- **Show how many steps left at the top**
Why: If users know what the goal is and the process to achieve it is doable, they will have more motivation than before. For users, when they don't have a general idea about the whole process, they may give up even in the last step.
- **Change welcome message and image**
Why: The original text doesn't include privacy warning and doesn't tell users the creation is easy, not just free. The original image just has one character, which is the opposite of what a Facebook page can reach out to.
- **Reduce steps and combine related content**
Why: In the original design, users can only take one action in each page, which requires some unnecessary clicks from users. Reducing the number of steps can encourage users to make it happen.
- **Add review function**
Why: If users can see what the page will look like, they can make an adjustment quickly during the process. The review can also tell users the importance of each element.
- **Give user options to add their own category**
Why: Even the present category system tries to be as inclusive as possible, there still some categories that may be ignored. Even worse, users have to scan all the items to make a final call as they expect to see a more related category. Combining algorithm with personal choice can get a better result for users.
- **Add ending page**
Why: In the original design, users suddenly jump to edit page after the sixth step without any notification. Add an ending page can give users a sense of achievement and let them know the creation process has ended. On the ending page, users also can have a link to get tips, which help users get a better experience on Facebook.