

THE DESIGN GYM + MOZILLA CORPORATION

How do we redesign an online community to be more aligned to the goals of the those frequenting it?

"The Design Gym process allowed us to better understand our problem and users, while leading us to many awesome ideas and solutions. Besides being a fun and extremely valuable workshop, I met a wonderful group of enthusiastic and smart people. I definitely recommend a collaboration with the Design Gym and their team of "solvers" on your next project!"
- Holly Habstritt, UX developer MDN

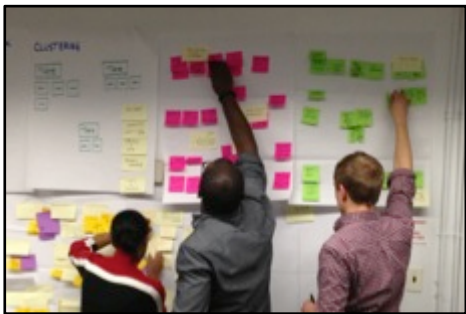
THE MOZILLA DEVELOPER NETWORK (MDN) is a destination resource for those who want to learn about coding, participate in discussion and events, and also contribute towards Mozilla products. MDN has an established community, an abundance of content (demos, code examples, documentation), and a common goal of supporting the open web.

THE DESIGN GYM community was engaged to focus on both an architecture redesign and visual redesign of the MDN so that it better represents the community that supports it, supports the goals of its key audience types, and reflects the value of content that it contains. This work was conducted across the 3 workshops outlined below.



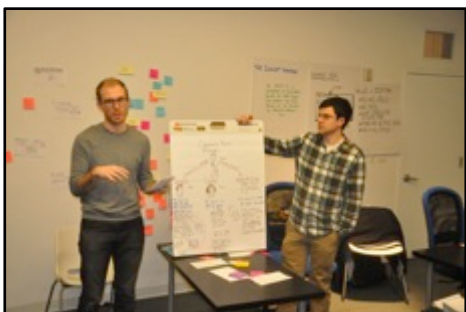
WORKSHOP 1 - EXAMINE

- Conducted in-depth secondary research to gain an understanding of the existing site and build empathy for the user experience.
- Prepared a research plan with questions carefully crafted at uncovering participant stories and needs.
- Conducted interviews with both MDN and analogous participants from TechStars, Parsons New School of Design, and local startups.
- Captured interviews in written, audio, and video mediums. Prioritized top stories and shared out interviews to a larger group.



WORKSHOP 2 - UNDERSTAND

- Leveraged a variety of both design and strategic frameworks to organize participant data in various ways that highlighted new learnings about MDN users.
- Extracted insights about MDN users, including the various types of people using the website, an in depth analysis of their needs, and various metaphors around the relationship they have with the site.



WORKSHOP 3 – IDEATE / EXPERIMENT / DISTIL

- Translated user insights and needs from Workshop 2 into concrete ideation prompts to fuel and inspire concept creation.
- Participated in ideation sessions, leveraging various rules of ideation to encourage good brainstorming hygiene.
- Prioritized ideas and conducted basic prototyping of the concepts, including storyboarding, role playing, and co-creation.
- Crafted a compelling story behind each concept, rooted in user needs and insights, that was ultimately presented to a Mozilla client team.