

Desirability Study

Objectives

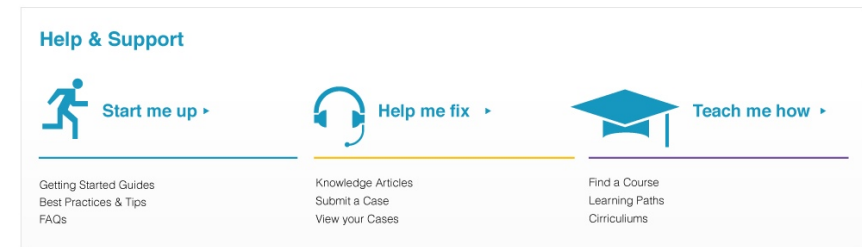
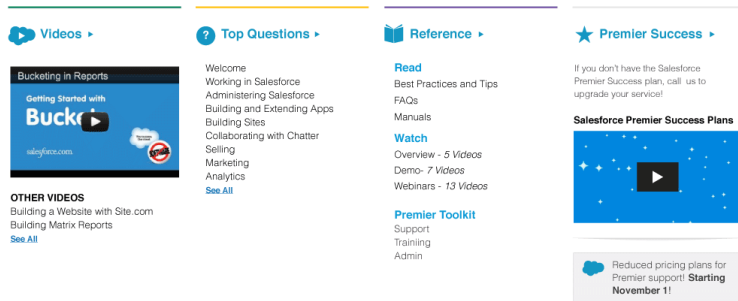
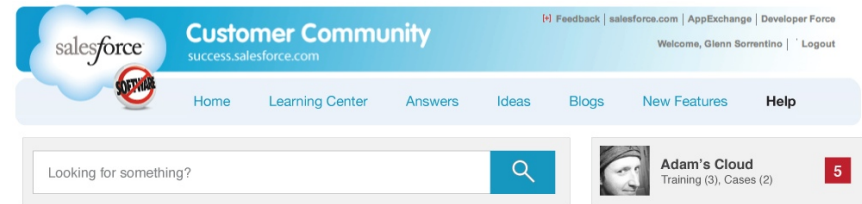
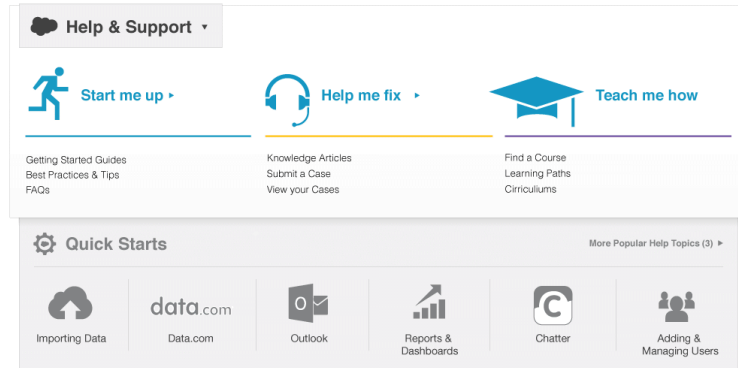
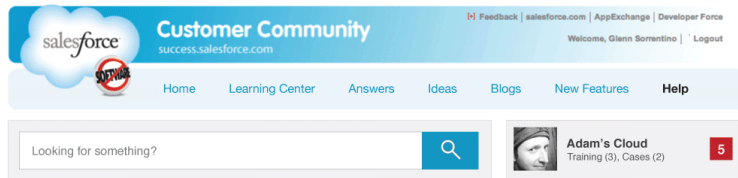
1. Determine what our approach to the ideal Help Portal
2. Contrast our approach with that of our customers
3. Determine what our customers think about two design concepts for the Help homepage

Personas

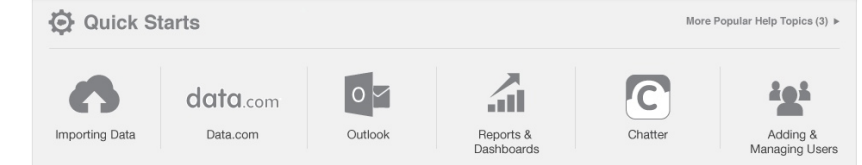
1. Salesforce administrator
2. IT administrator
3. Support Agent
4. Business Analyst
5. Sales Rep

Note: This is a small sample from a large presentation

The designs



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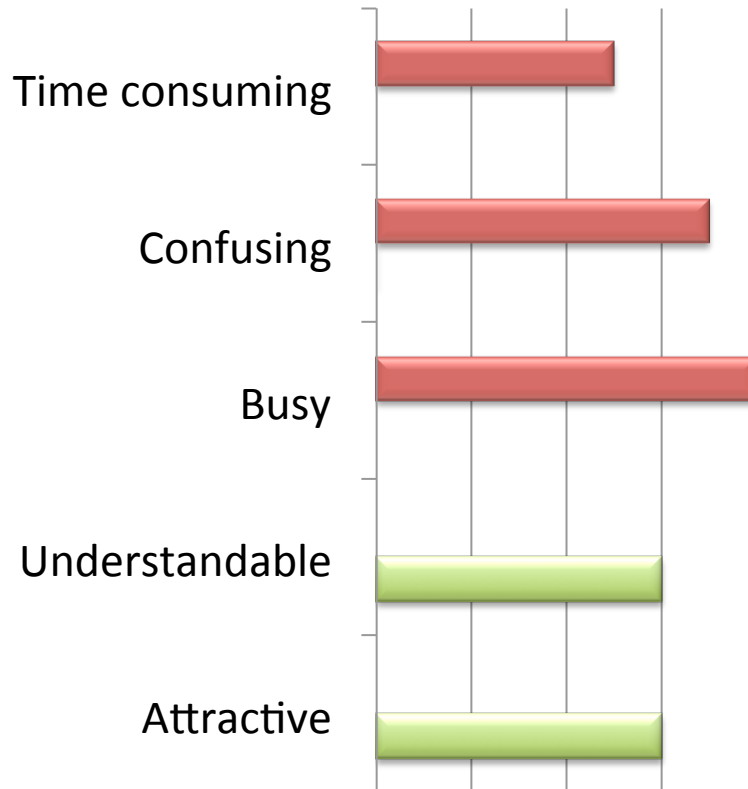
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What the customers thought of the designs

Design 1



Design 2

