



We Are Open Circle

Organizational Development Training and Consultation

*4 month end-to-end UX Design
Focus: Information Architecture & UX Copy*



01

Discover

*Why aren't site visitors
converting?*

02

Define

Synthesizing interviews

03

Ideate + Iterate

Information Architecture

04

Deliver

Site launch & stakeholder
consultation

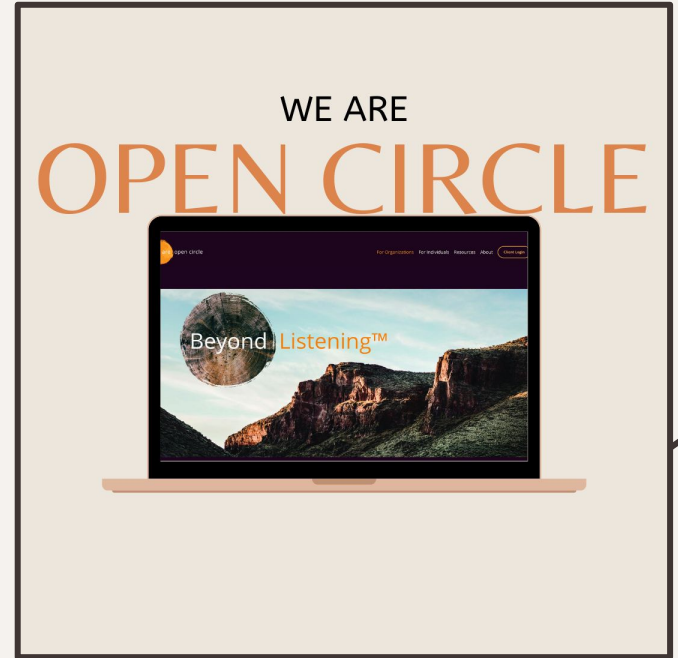
Project Problem Scope

It's 2021, remote workers are burnt out & companies are seeking more DE&I initiatives.

Why is WAOC not converting?

- Unclear messaging
- Inconsistent read patterns
- Lack of CTA

Launched product: Feasible ✓ Viable ✓ Usable ✗

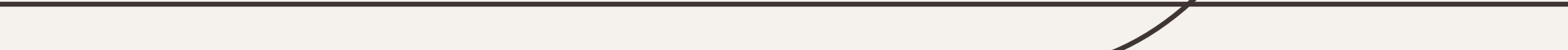


Human Problem

The website didn't make sense, so users left.

Business Problem

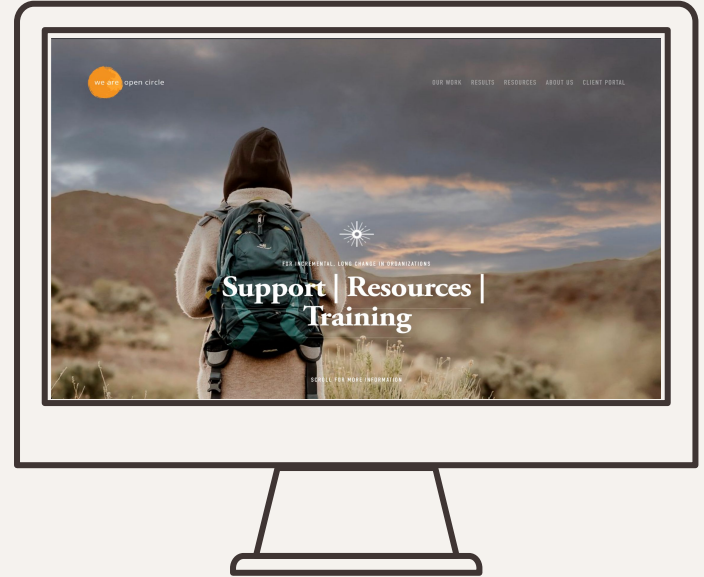
No customer recollection. No conversion difference between in-person pitch and website.



Project Solution

Connect with user by focusing on their problems, instead of leading with marketing slogans.

Make it easy to navigate, make it helpful.



Solution Synthesis

“What if **the way** you make decisions transformed the structures around you.”

— founder, Adam Rumack

Value Proposition I created:

We Are Open Circle provides modeling of a new framework for conversations.

When everyone’s talking, and nobody’s listening, WAOC’s Beyond Listening program teaches teams how to challenge (and work past) assumptions.

We consult on change and provide a framework for humanizing the workplace.

Getting to Know You
in this first session of the series, we explore different perspectives on the art of listening & how it changes action

LISTEN TO A SAMPLE CIRCLE AS PARTICIPANTS ADDRESS COMPLEXITY, RAPID CHANGE, AND THE WISDOM OF DIVERSITY

MEET OUR FOUNDERS AND PARTNERS

Success Metrics

- Bounce rate ↓ from 67% to 51%
- Page views ↑ 7%
- Search traffic ↑ 325%

UX Hypothesis: If we create more user-friendly content chunking, it will solve the 60% drop off rate






01

Research

Simultaneous Generative & Evaluative



Research Goals

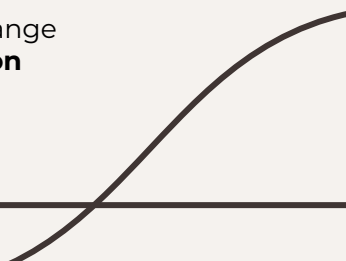


Individual Pain Points

- What worries in the world affect *how* they work
- What family/community thought processes affect *how* they show up to work
- Examples of feeling supported (+/-)
- **How managing burnout**



Organizational Pain Points

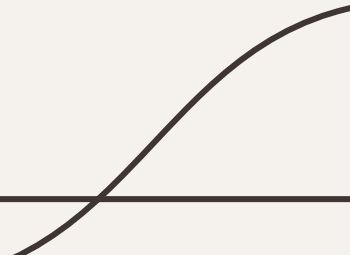
- What timezones, team sizes, work load shifts change since 2020
 - Preferred tools, new tech boundaries: (e.g. “consent to communicate on Slack”)
 - How org currently onboards
 - How org is addressing Systemic Change
 - **How managing burnout & retention**
-
- 
- A decorative black curve that starts from the bottom right and curves upwards and to the left, ending near the center of the bottom edge of the slide.

Research Synthesis Tools

[Affinity Diagram](#)

[Proto Persona](#)

[Empathy Map](#)



User Research Participants

Tamara

“Some of my hesitancy is that **I need a sure thing**, with schedules. Is it Sure, Tested, Reputable, and Working?
I don't want to schedule a demo.”

Will

“What if we could get rid of assumptions and hear what the other person was trying to say?”



Stacy

“We didn't really go over the readings. People should know this happens on your own time.”

Kelly

“I don't really know what they do. Seems artsy or maybe **trying too hard.**”

User Problem Scope

68% of American workers are actively disengaged at work

40% are looking for new opportunities

25% said they would accept a pay cut if their boss was fired

User Problem Statement(s)

Problem Statement:

Workers today need a framework for having conversations within organization, but we have observed that many fear a backlash for sharing negative feedback, or intimidated by a company's "just push through" norm of operating.

UX Hypothesis:

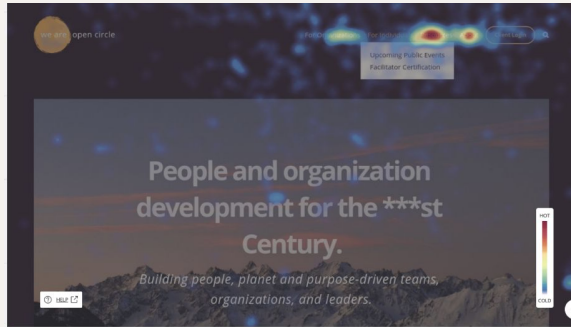
We believe by teaching organizations how to have difficult conversations & shift decisions from top-down, that not only will individual employees benefit, but also the health of the org in productivity and retention.



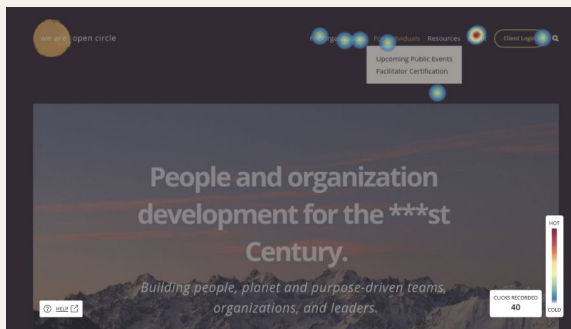
Data Collection

Installed heatmap scroll, hover and click tracking prior to Ideation kickoff

Heatmaps of old site/*broken signifiers*



High hover rate over “Resources” in global nav show that **users aren’t finding what they need** here, even though it’s popular



High click rate on “About” in global nav reflects that it’s one of the site’s **most valuable pages**



02

Define

If I'm *really* building a website for a busy, stressed out user, then how can I help them?

User Journey Map, Iterated



Zoe Campbell

Age
32

Occupation
Account Exec

Location
Salt Lake, UT

User Motivations
Wants to find a team building or management training for her new post-Covid job, as well as balance multiple demands/distractions so she can enjoy her work time while still being a positive contributor to her family and local community.

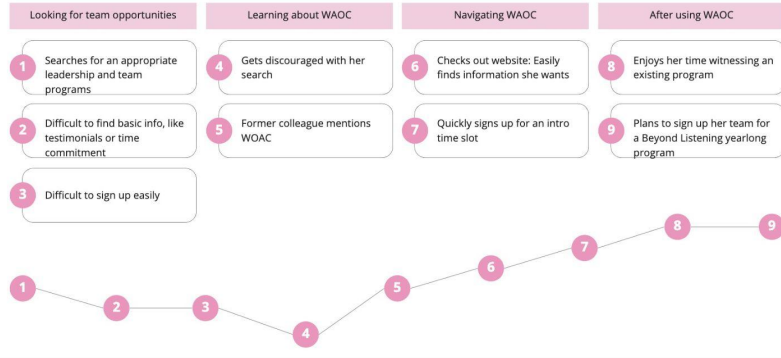
UX Scenario

Zoe loves being a point person for lots of projects (both in-office and at-home). It helps boost her resume and sense of productivity. However, with how busy she gets as a full-time exec, she only looks for career training opportunities that have a proven track record. She also wants programs that align with her personal interests, but it's hard to find the information she wants and sign up can often seem sales-y or gimmicky. After starting her new job, she forgets about her search, when her boss reminds her that there are funds in the budget for team building. She remembers hearing about WAOC on LinkedIn, and she heads over to the website. She can easily find qualifications and expectations, and quickly signs up for an intro session with Miriam. She feels encouraged by the fresh take and rich background of WADC, signs her team up for Beyond Listening!

Goals

- Quick and easy sign up process
- Find time slots that work with her schedule
- Get reading recommendations based on interests
- Clear understanding of expectations, time commitment and a proven track record
- Avoid calling/emailing someone to get more info

The Experience



Opportunities

Highly scannable basic information
Calendar view of time slots
Prominent sign up button

Referral Program from past participants
AdRoll
Seasonal Offers

Filter by podcast or video topic type
Quickly understand what to expect from participating
Easy sign up process

Login portal with tailored info
Bookmark important discussions

I like, I wish, What if

How can the website serve as a resource of information?



Competitive Analysis

LifeLabs⁷
Learning

HR



Managerial Training

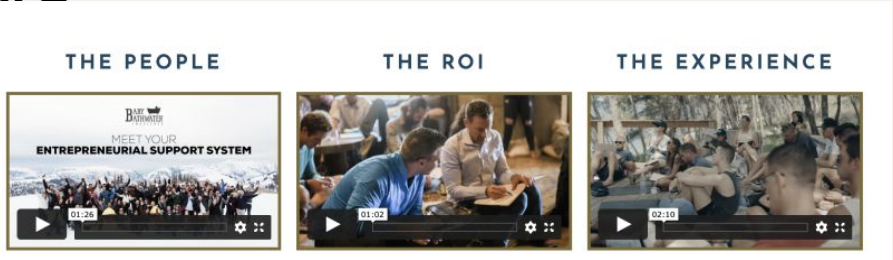
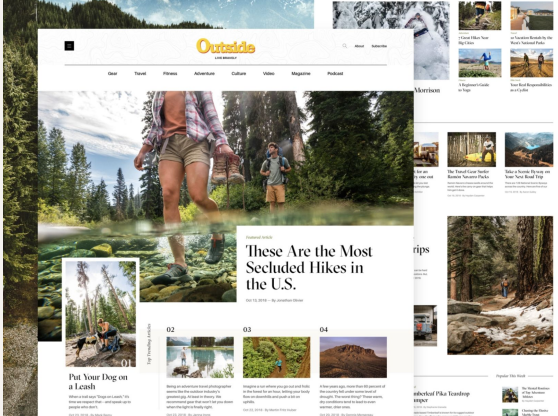
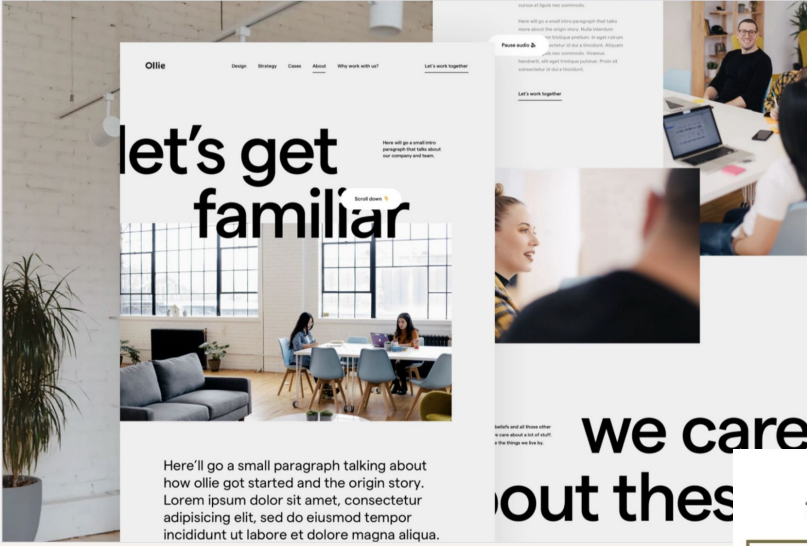
Individual Workshops

Team Offsites

| | | |
|--|--|--|
| | | |
| | | |
| | | |

Common UX copy strengths from Direct & Indirect competitors included **active**, challenging CTAs

Moodboard- *real* people driven



Satisficing

Watch on YouTube

The Program

The *Beyond Listening* program consists of eight modules. Each module consists of:

- 1) Personal reflection process
- 2) Teaching videos with expertise on core concepts and their application at work
- 3) Technical skill practice to integrate into work environment
- 4) Listening Circles sharing experience in the workplace
- 5) Group Coaching to work on development goals.


The program can be rolled out in either one or two months, depending on your needs, and will take about 20-30 hours to complete, which includes 4 listening circles, 4 group coaching sessions, 2 individual coaching sessions, and the 8 modules of online content.

Contact us
for pricing and to learn more

before

Core Pillars

Through a 4 step training, we guide participants through our *Beyond Listening* platform for organizations, teaching leaders framework for tough conversations



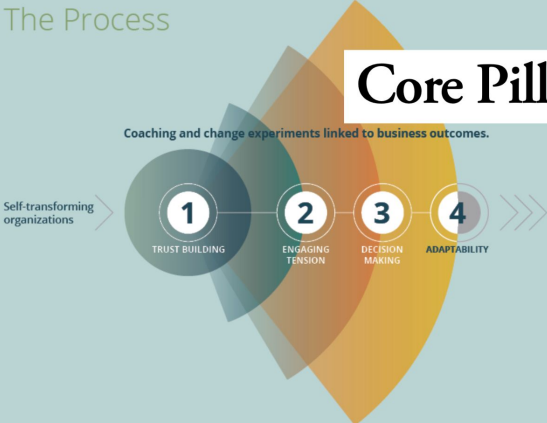
1. ESTABLISHING TRUST
Establishing foundation of collective change, adaptation, and resilience
2. TRANSFORMING TENSION
Moving from conflict to creativity to create cultures of learning and innovation
3. ALIGNING POWER
Making better decisions together by breaking down hidden barriers to effective inclusion
4. CREATING SELF-TRANSFORMING ORGANIZATIONS
Adapting and thriving amidst challenge, growth, and rapid change

after

The Process

Core Pillars of our 4 steps

Coaching and change experiments linked to business outcomes.



1. Establishing the foundation of collective change, adaptation and resilience
2. Moving from conflict to creativity to create cultures of learning and innovation
3. Making better decisions together by breaking down hidden barriers to effective inclusion
4. Adapting and thriving amidst challenge, growth, and rapid change

UX Copy before:

Team offsites were called “Warrior Retreats”
with dancing, new age imagery



Conversation happens
when you create the space

Change is happening, we'll help you adapt.

after



PLOT TWIST

Minimum Viable Product Pages



About

Legitimize



Beyond Listening

Product Description



Results Page

Proof of Demand

Prototyping

Surface

Skeleton

Structure

Scope

Strategy

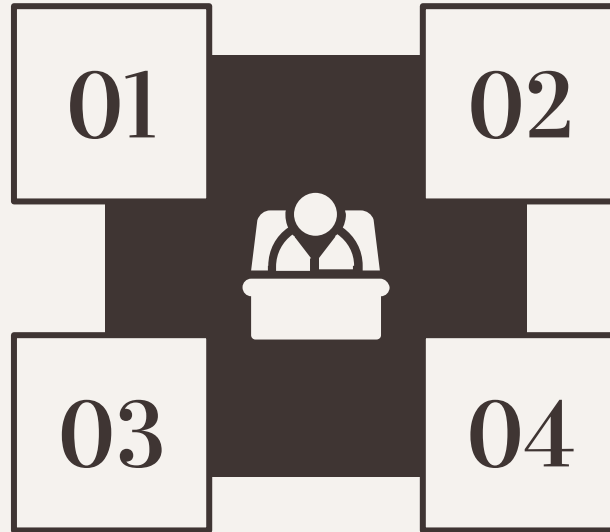
Design Artifacts

Lo-fi

Pen & Paper
iPad- Invision

Mockups, UI

Figma &
Squarespace



Wireframes

Figma

Iteration/Test

Squarespace

Information Architecture Implementations



Hierarchical

People given priority, focus on diversity and quotes of life changing participation

Cognitive Load

Incorporated negative space, clearer content chunking, consistent CTA & video/audio samples



Topic Schemes

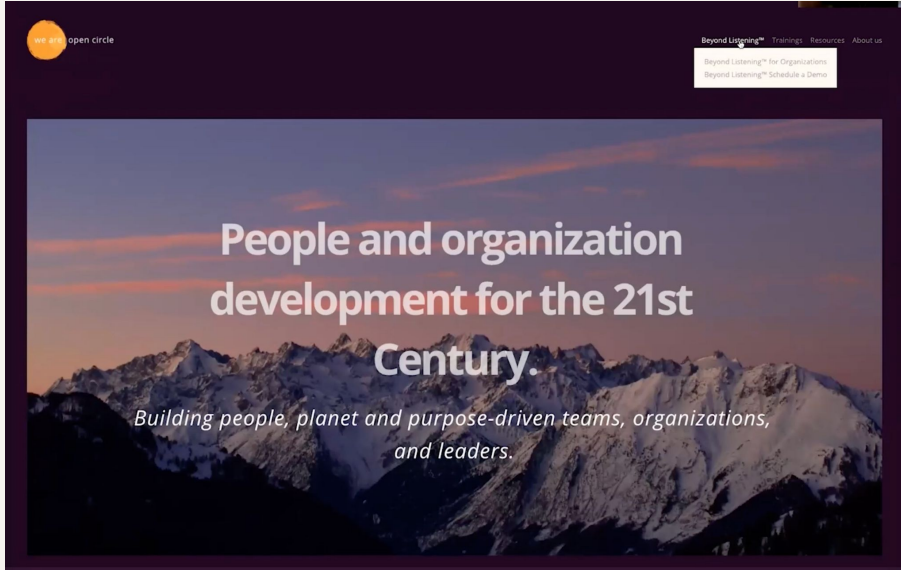
Results, Resources, Work pages with 2ndary navigation

Gestalt Principles

Re-branded Beyond Listening logo to be consistent to parent company- We Are Open Circle

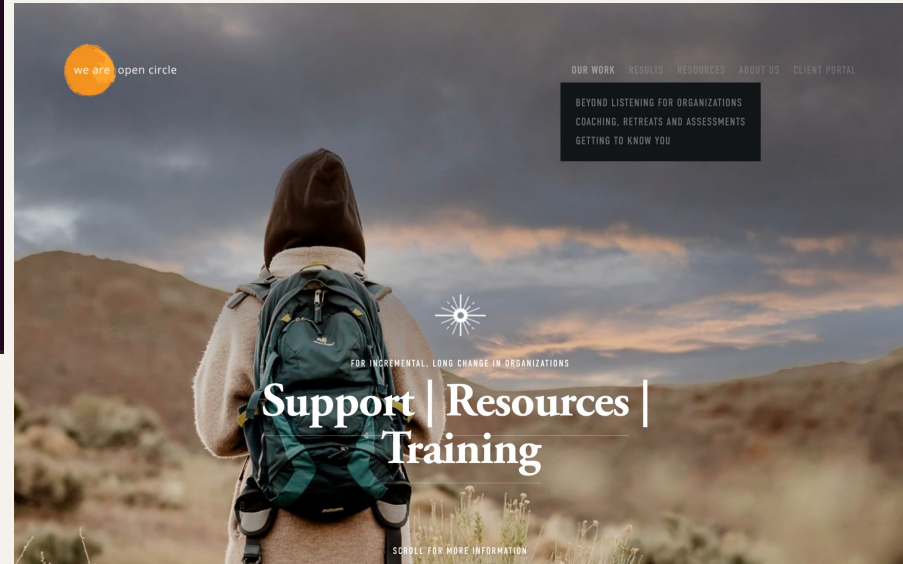


Hierarchical/Availability



before

after



Cognitive Load

before

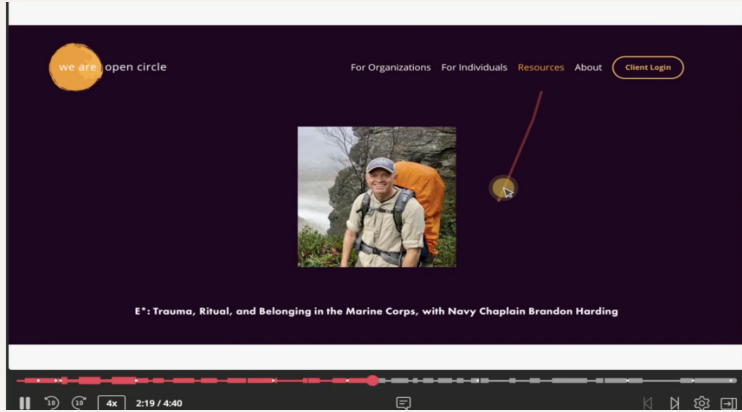
The screenshot shows the homepage of the Beyond Listening website. At the top left is the logo "we are open circle". Navigation links include "Beyond Listening™", "Trainings", "Resources", and "About us". A central call-to-action reads "Schedule a Demo for your Organization" with a "Click Here" button. Below this is a large purple banner featuring a gold ribbon that says "Beyond Listening's NPS SCORE is 9.5 out of 10". Text explains that NPS is a customer loyalty and satisfaction measurement on a scale of 0-10. Two testimonials are provided: one from a University Manager praising the team's skills and mission, and another from a Board President stating that the listening experience changed their mindset and made them a better listener and speaker. At the bottom, two orange boxes highlight "QUANTIFIABLE RESULTS" (with a quote: "The brutal fact is that 70% of change efforts fail.") and "HIGHER PRODUCTIVITY".

after

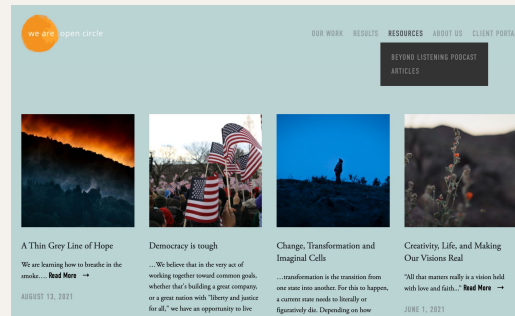
The screenshot shows a content page with a light blue background. The main heading is "Getting to Know You" in white text over a photo of a smiling woman in a green hijab. Below the heading is a sub-headline: "in this first session of the series, we explore different perspectives on the art of listening & how it shapes action". To the right is a photo of a man looking at a laptop screen displaying "Founders & Partners". Below the main heading are two columns of text: "LISTEN TO A SAMPLE CIRCLE AS PARTICIPANTS ADDRESS COMPLEXITY, RAPID CHANGE, AND THE WISDOM OF DIVERSITY" and "MEET OUR FOUNDERS AND PARTNERS". Below these are three photos: "WHO WE WORK WITH" (hikers), "HEAR CLIENTS' STORIES" (hiker in a field), and "OUR CHANGE PROCESS" (two people sitting and talking). At the bottom right is a button labeled "EVENTS & WORKSHOPS".

Topic Schemes

after

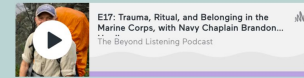
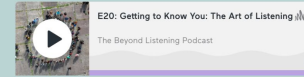
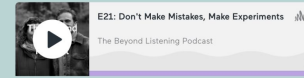
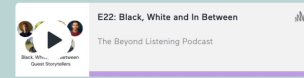


before



Listen to episodes below

OR SUBSCRIBE ON SPOTIFY, BREAKER, GOOGLE PODCASTS, POCKET CASTS OR RADIOPUBLIC



"It had become my identity to become successful in those (high stress) environments... this is all wrong."

— EPISODE 8

"We are not separate from what is going on, we can't ignore it... we have to face the complexity"

— EPISODE 16

Read Patterns

It's time to reimagine and redesign
our organizations and teams.

Our organizations, leadership, and teams need to be redesigned in these times of rapid change, or it will continue to cost us. Change management is failing to change and burnout rates are skyrocketing. It's not only the leaders who are needing to transform; it's the whole systems they are both leading and a part of that are needing to transform as well.

Beyond Listening answers this need.

Beyond Listening is a team coaching program that develops cohesive teams that can learn, grow and use their creativity to navigate a rapidly changing world. Teams apply skills to business goals meeting weekly for team coaching sessions that are supplemented by videos, podcasts and workplace development challenges. Content delivery is housed on an accessible Learning Management System (LMS).

Your teams will learn skills like:

- Facilitating team connection in relation to goals
- Reading complex ecosystems that combine listening to yourself, team, organization and market
- Creating brave spaces where you can collect and share information that comes from diverse identities, cultural perspectives roles and different creativerthinking orientations
- Working with tension and conflict to create new ideas and opportunities
- Facilitating discernment in decision making and navigating the relationships between power process and action
- Uncovering assumptions around management, leadership and followership to enable choices for best processes that lead most efficiently towards meeting mission and goals

This program was designed to transform the way organizations work with complexity, rapid change, and the wisdom of diversity.

Drawing upon nearly 50 years of combined and wide-ranging experience in Executive Leadership, Organizational Development, Change Management, Coaching, and Mentoring, We are Open Circle created *Beyond Listening* to help remote teams and organizations connect in a supportive and meaningful way to learn, grow and transform together- while achieving, and even exceeding, their goals.

[SCHEDULE A MEETING TO LEARN MORE](#)

before

after

Beyond Listening



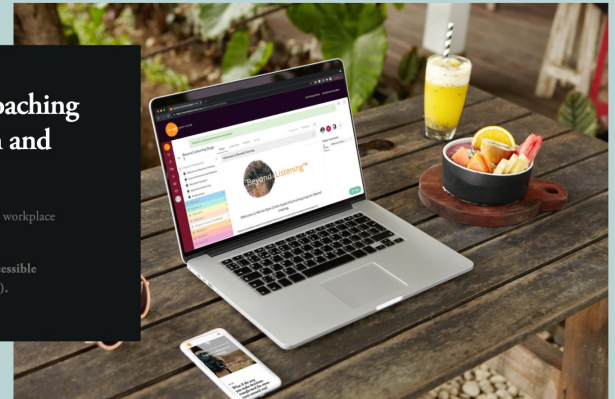
Develop cohesive teams that can learn, grow and use their creativity to navigate a rapidly changing world.

Test assumptions. Gain a framework for new situations.

**Weekly Group Coaching
to catalyse growth and
amplify culture.**

Supplemented by videos, podcasts and workplace development challenges.

Content delivery is housed on an accessible Learning Management System (LMS).



Gestalt Principles

Beyond Listening™

Beyond Listening's
NPS SCORE is
9.5 out of 10



before

we are open circle

OUR WORK RESULTS RESOURCES ABOUT US CLIENT PORTAL

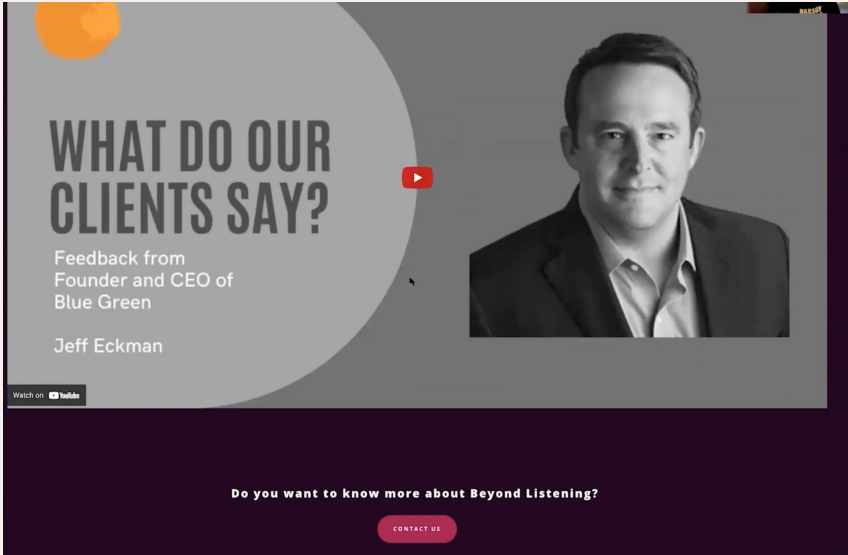
Beyond Listening

BEYOND LISTENING
we are open circle

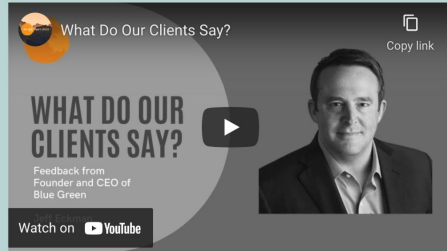
after

after

Alumni Interviews: What is Beyond Listening to you?



before



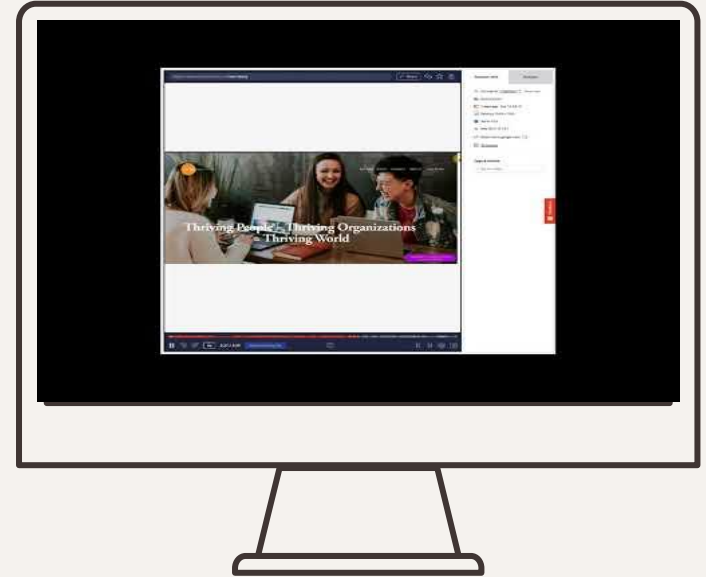
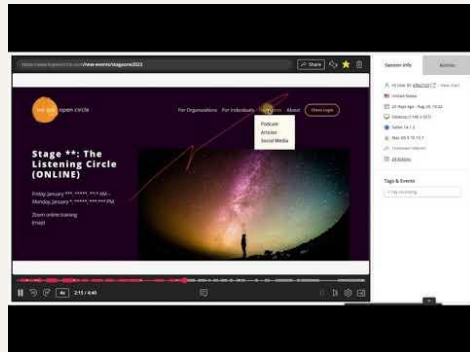
[MORE GRADUATES](#)

**80% of users
completed tasks quicker**



New recording, quicker task time

Old heatmap, user scroll issues



Recorded High Fidelity User Tests



BC

PP: Burnout, retention.

“This feels warm, I like the diversity”



Sasha

“Burnout and retention are really triggering words for me right now.

This captures my attention”

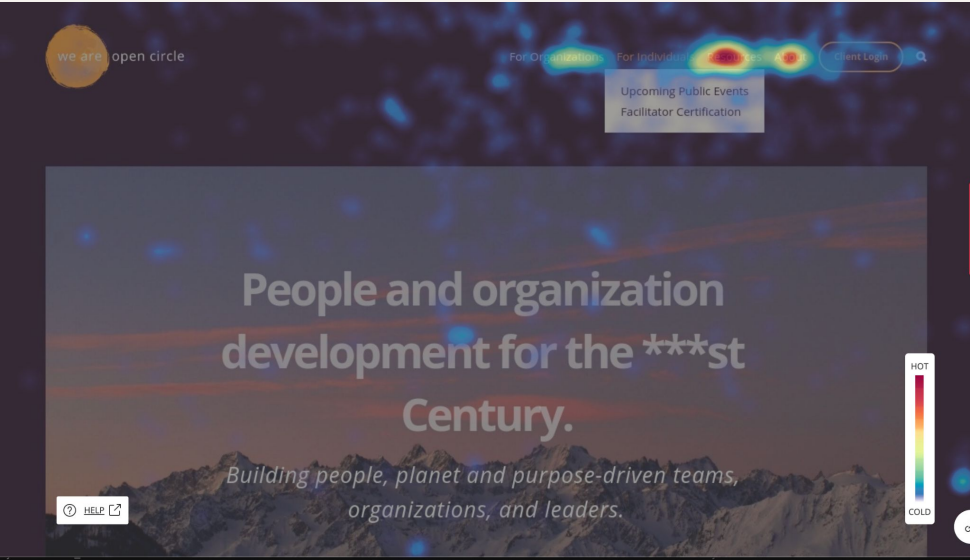
↓14% — ↑7% — ↑325%

Bounce Rate

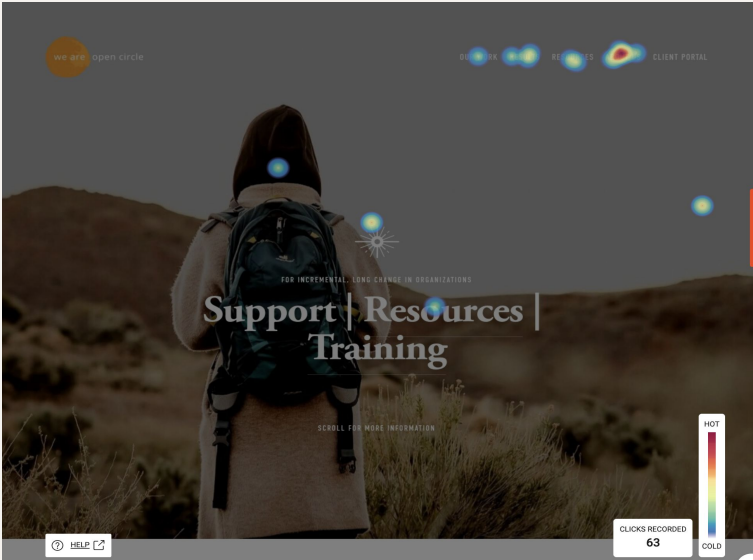
Page Views

Search Traffic

Heatmaps

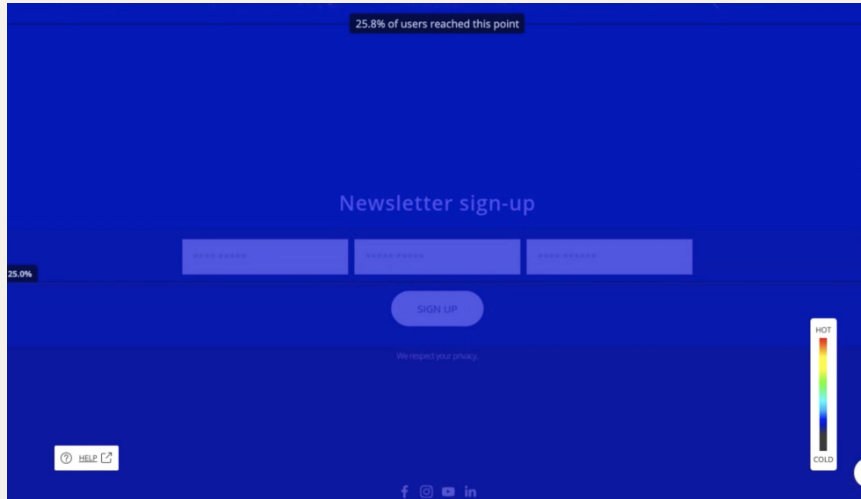


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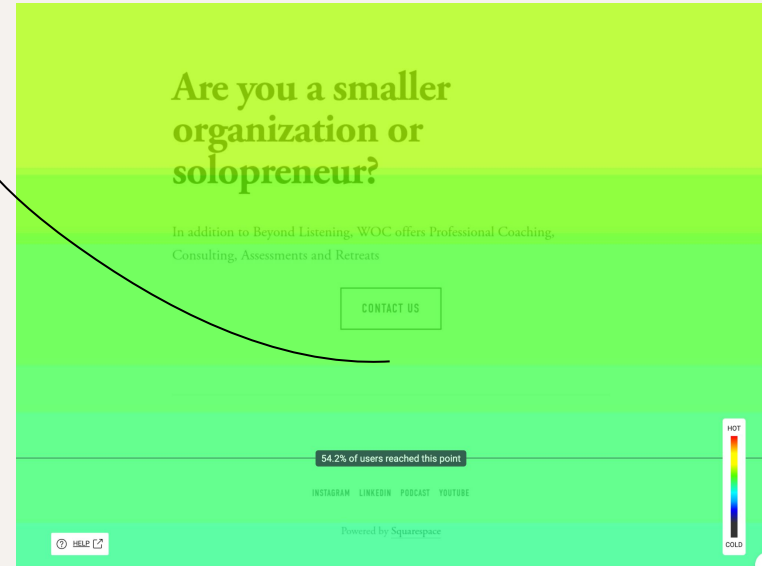
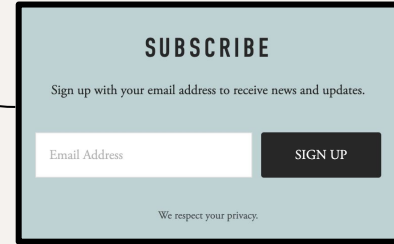


after

Further Iteration/Loss Aversion



OLD



NEW

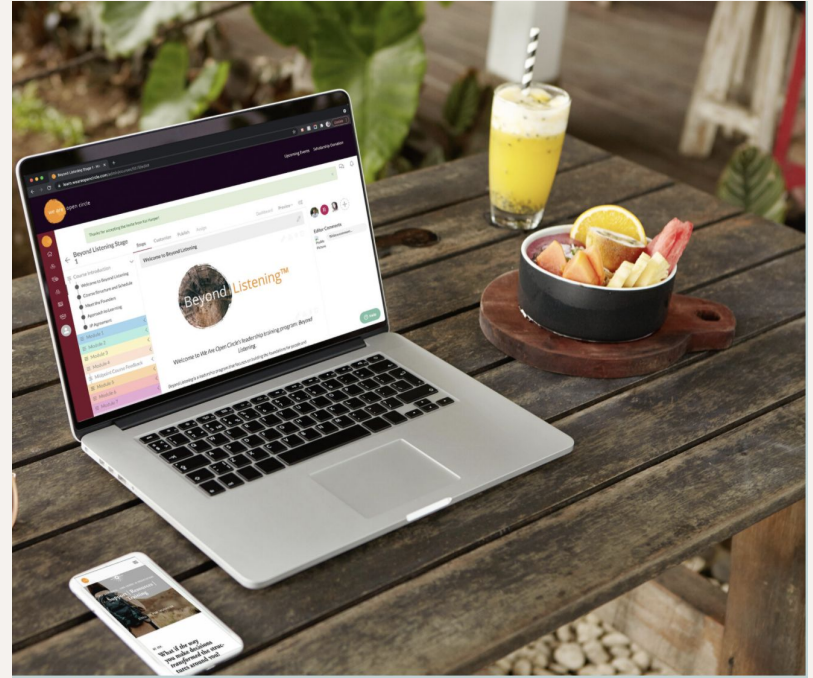
Future Steps

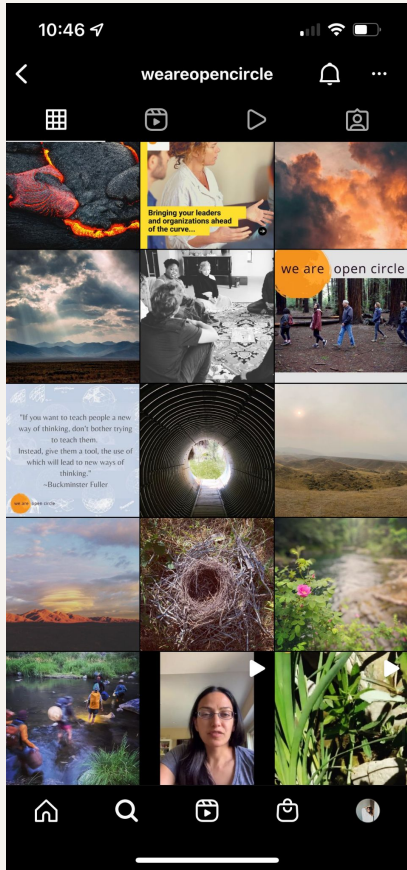


<Take a
video tour
of Beyond
Listening

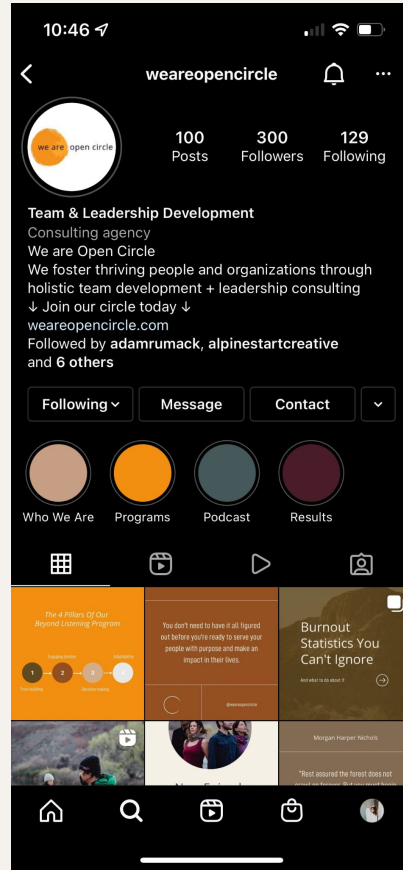
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LEARN MORE

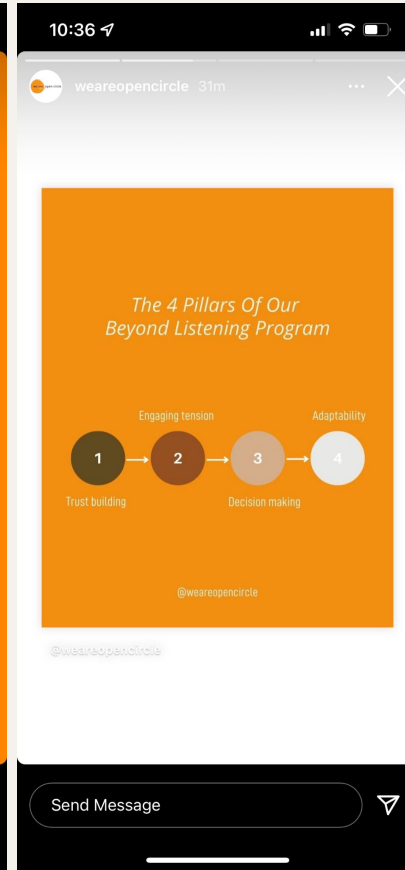
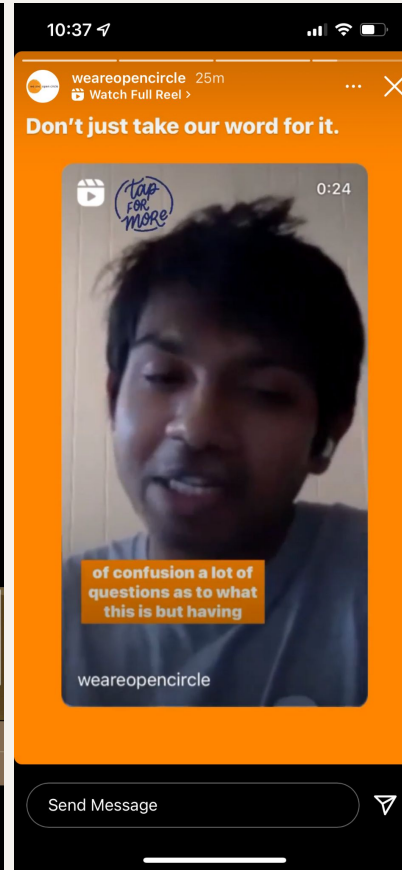




before



after



Thanks ! (appendix slides follow)

uxui@giannakeiko.com

Products Offered

Team Offsites

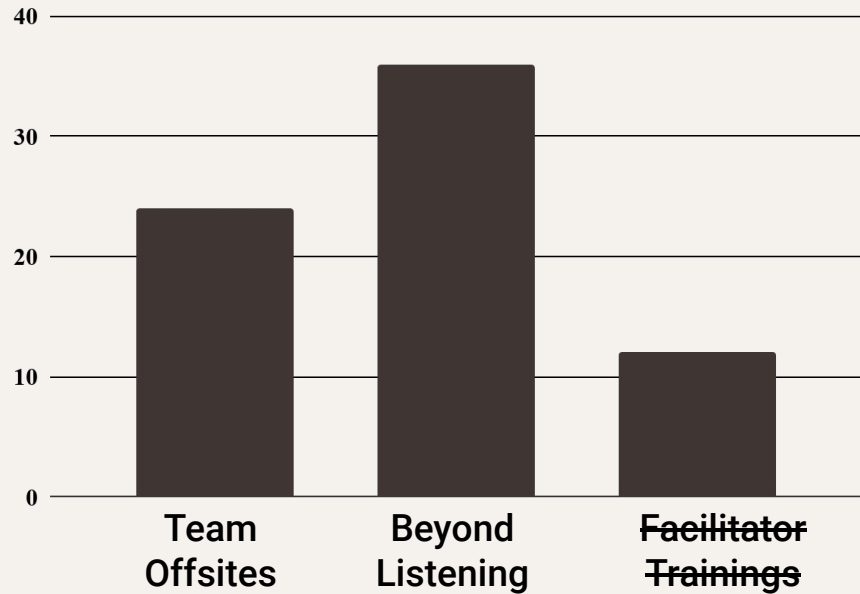
*UX Copywriting- prior to our project these were called "Warrior Retreats"

Beyond Listening

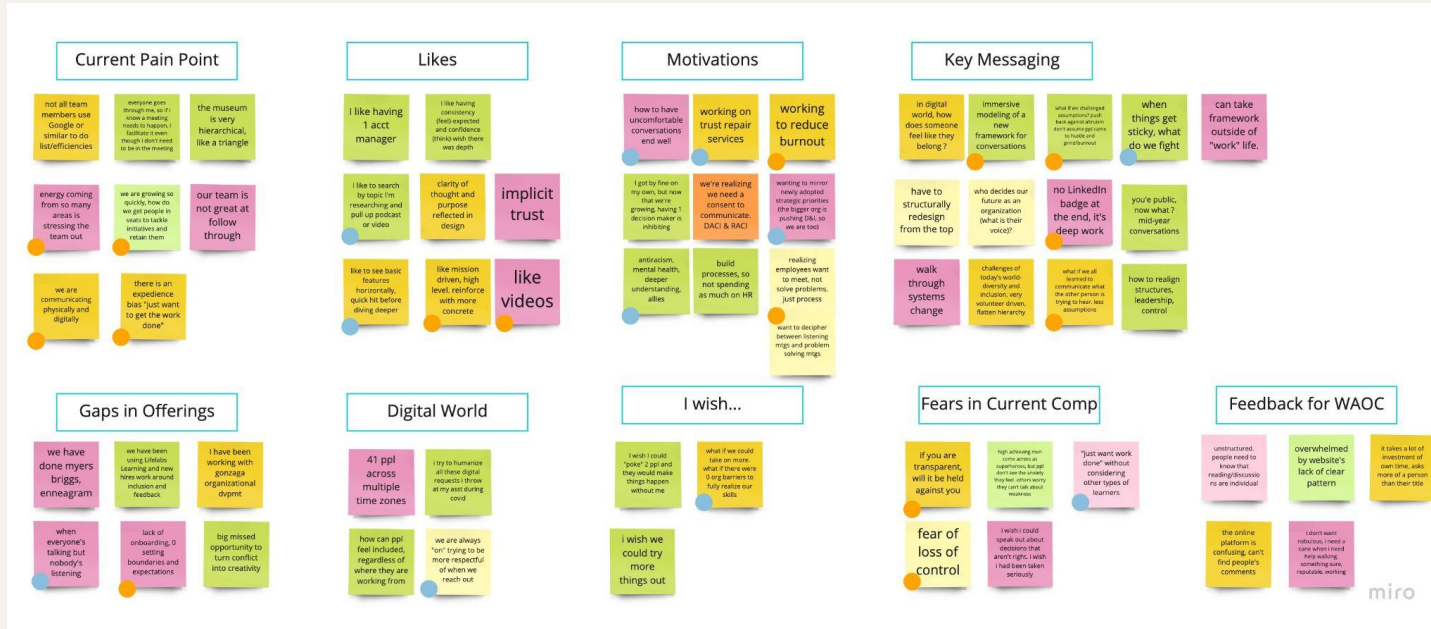
Software with biggest growth potential & passive possibility

~~Facilitator Trainings~~

½ way through project, this offering was cut



Affinity Diagram



User Insight: People working in teams are often fully digital, this creates barriers to communicating with existing teams and managers need help establishing company culture.

User Persona



Tamra Johnson

"Our team is on so many timezones and we have to be 'on' so much, we've started asking for a 'consent to communicate'."

BIO

It's tough juggling work, personal time, and my kids, but it's well worth it. I have professional and personal goals I'd like to achieve this year. I also want to choose a leadership program with a focus on holistic health and a good history that I can entrust with my team.

HABITS

- Saves events to her calendar so she can manage her time
- Spends time researching options
- Listens to self improvement podcasts
- Shares information with her neighbors

GOALS & NEEDS

- A way to onboard new hires in a Zoom world
- Needs to be well-informed before she can make her decision
- Trust the organization
- Quick and painless registration process
- Confidence in what the experience will be like

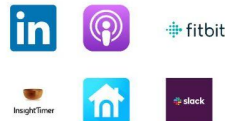
#workfromhome
#stopglorifyingbusy
#supertired

PROGRAM MOTIVATIONS

Cost
Schedule
Trustworthiness
Social fit
Reviews from past clients
Program description



BRANDS & INFLUENCERS

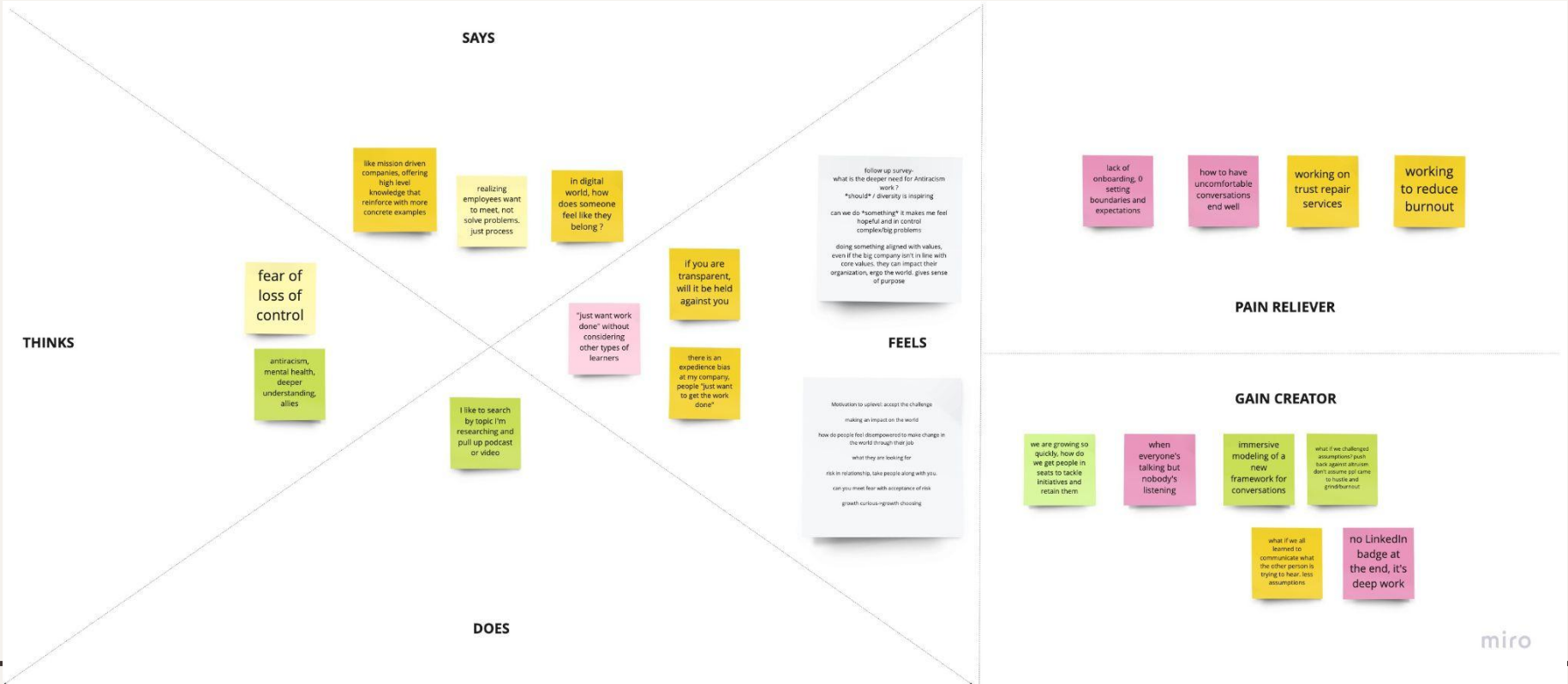


FRUSTRATIONS

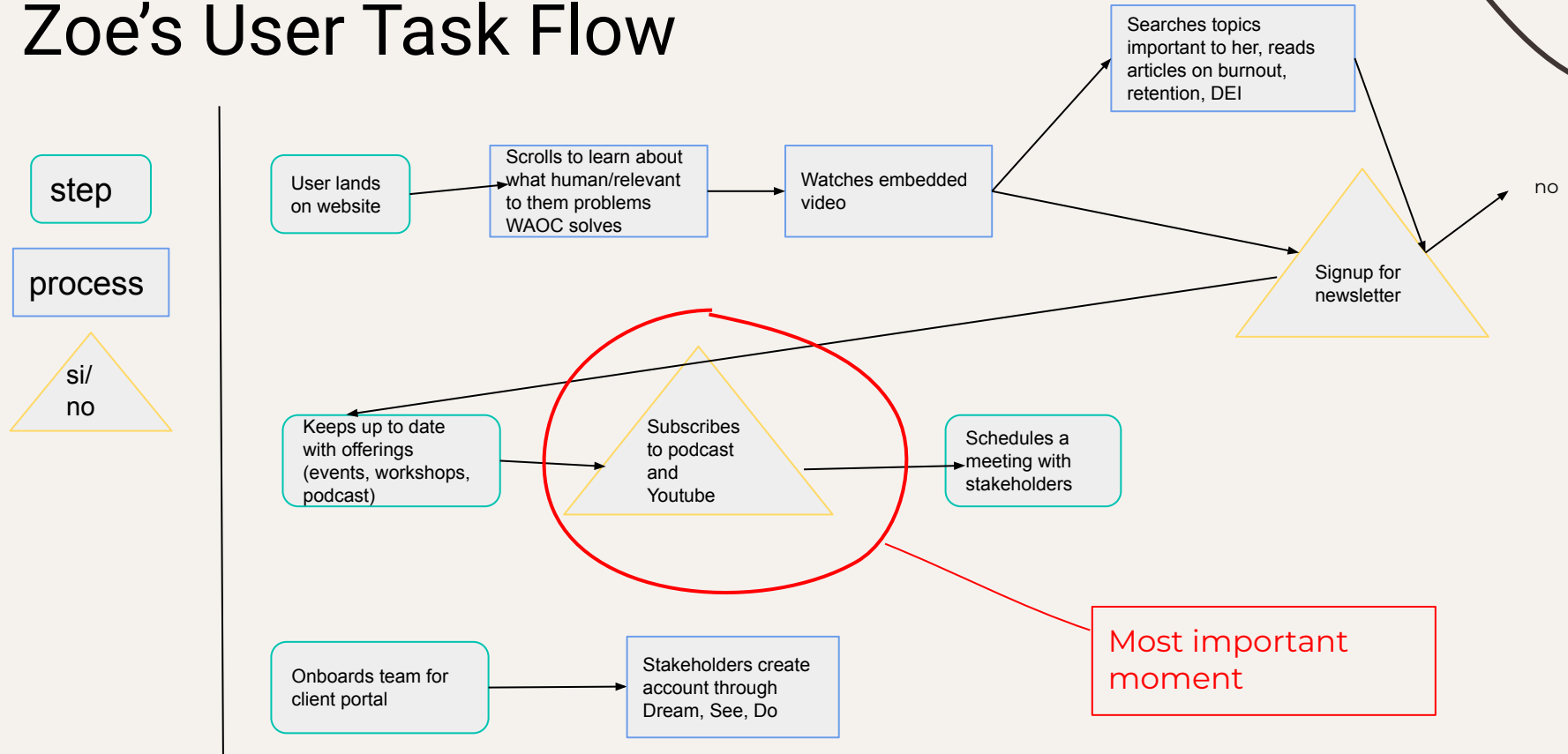
- Information she wants is hard to find and makes the search process long
- Process is not front and center
- Emailing/calling someone to get more info, scheduling a demo etc

Age: 38
Pronouns: She/Her
Location: Denver, CO
Education: Master's
Job: Account Manager
Relationship: Married

Empathy Map



Zoe's User Task Flow

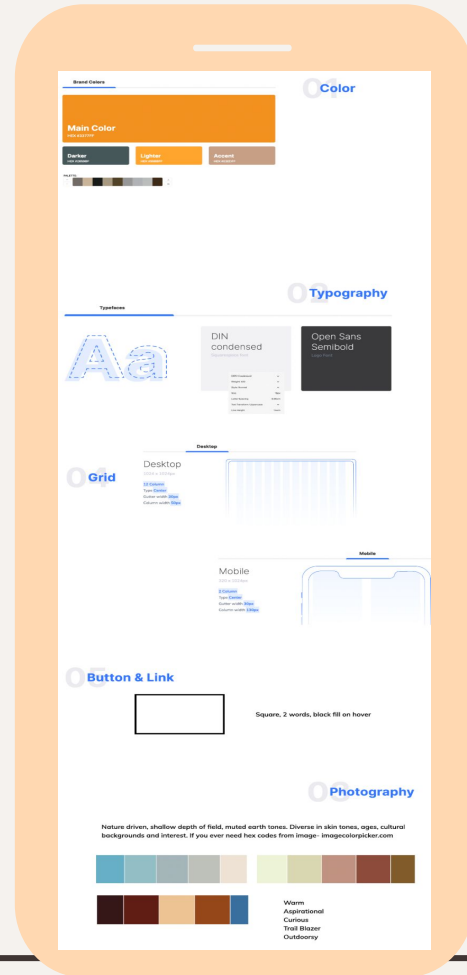


UI Style Guide

Logos before



Logos after



Lo-Fi

Interaction Notes

brand video auto-plays on mute.

podcast clip plays on click or hover

photos of participants navigates to clients page

The main page layout includes a top navigation bar with 'The Work', 'Results', 'we are open circle' (highlighted in an orange circle), 'Contact', and 'Client Portal'. Below the navigation is a video player with a play button and the text 'Support for incremental, long change' above it. Underneath the video is the text 'for Thought Leaders _____'. This is followed by a section titled 'Has the way you make decisions with your teams transformed the structures around you?' which contains a grid of three circular podcast thumbnails. Each thumbnail has a 'Name', 'Podcast episode name', and 'Brief description'. Below the grid are three 'quote' placeholders, a 'subscribe' button, and a footer note: 'to our newsletter, we respect your privacy'.

secondary navigation on hover

A secondary navigation menu that appears on hover, containing the following items: 'The Work', 'Results', 'Contact', 'Client Portal', 'Beyond Listening for Organizations', 'Clients', 'About', 'Scholarships', 'Podcast', 'Schedule a demo', and 'Certifications'.

photos from ovyhee

avigates to Beyond Listening page

small social icons/ho text

A side panel containing three lines of text: 'photos from ovyhee', 'avigates to Beyond Listening page', and 'small social icons/ho text'.

Our Core Pillars

The 'Our Core Pillars' section features four square pillars with the following text below them: 'Situational Leadership', 'Conflict & Creativity', 'Power that Aligns', and 'Agile Leadership'. Below the pillars is a 'Schedule a Demo' button and two social media icons for 'LinkedIn' and 'Instagram'.

Mid-fi Wireframes

Support

for incremental, long change in organizations and in life.



Has the way you make decisions

with your teams transformed the structures around you?




Episode 19: Part 2
A Family of Activists- From the Inside Out
with Eileen Cooper Reed and India Martin

for Thought Leaders
for empathy during burnout
for more than employee retention


for humanizing the workplace
for combatting expediency bias and shifting towards deep work

"quote"

"quote"



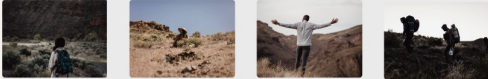
"I witnessed people listening to each other... people who were on opposite sides of the political realm started working together on actionable plans and began to understand the power of their differences."



subscribe

to our newsletter, we respect your privacy

Our Core Pillars



Situational Leadership Conflict & Creativity Power that Aligns Agile Leadership

Meet us