



ThoughtExchange

Participant Experience

[Watch Full Demo Walkthrough](#)

ThoughtExchange

ThoughtExchange is a community driven feedback and survey tool. It is a cloud-based, AI-powered engagement platform built to help leaders gather meaningful, open-ended feedback at scale — and actually do something with it. Unlike traditional one-way surveys, it enables dynamic participation — inviting participants to share ideas, rate each other's input, and surface what matters most through collective intelligence.



The platform includes two core experiences:

Leader Experience (customer-facing)

Participant Experience (public-facing)

I worked on bringing both experiences from an embed style UI to a more modern user-friendly UI, while improving existing pain points and issues along the way.

Current Participant Experience

Two versions were live at the time: the legacy experience and a newer iteration internally called “RUX.” While RUX modernized the UI, into a clean, one page scrolling experience, usability friction remained. My role was to assess both versions, identify gaps, and redesign the experience to feel intuitive from entry to completion.

Through early discovery, three primary issues surfaced:

- Navigation confusion
- Unclear completion state
- Underused “Skip Thought” feature

A deeper issue emerged during testing: participants were confusing the survey question with the Exchange question because both appeared on screen. That overlap created hesitation and misinterpretation.

The experience looked modern — but it didn’t feel effortless.



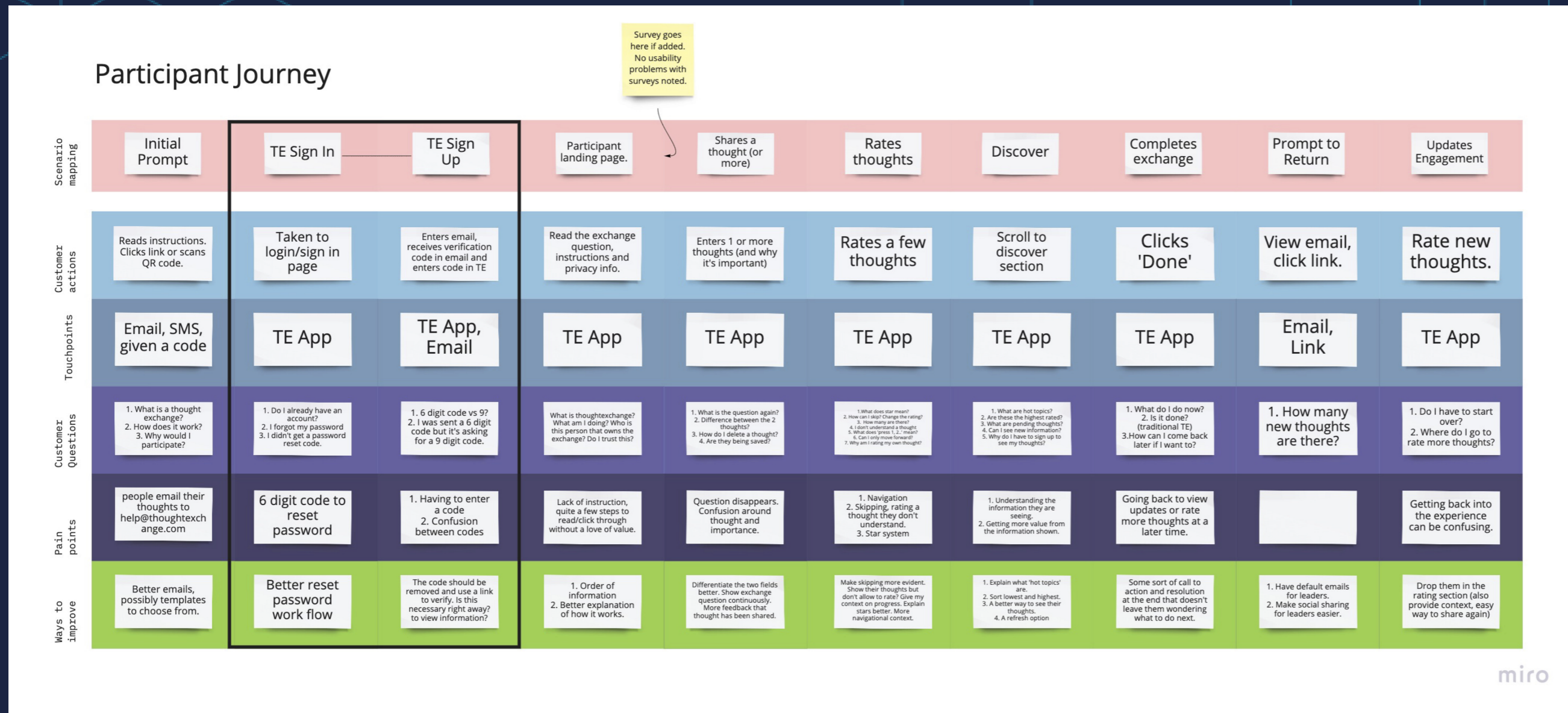
What I Did

1. Discovery & Testing

I synthesized feedback from Aha!, Gong recordings, and CSM Slack threads, then conducted usability tests with five customers to validate assumptions and observe real friction points.

2. Journey Mapping

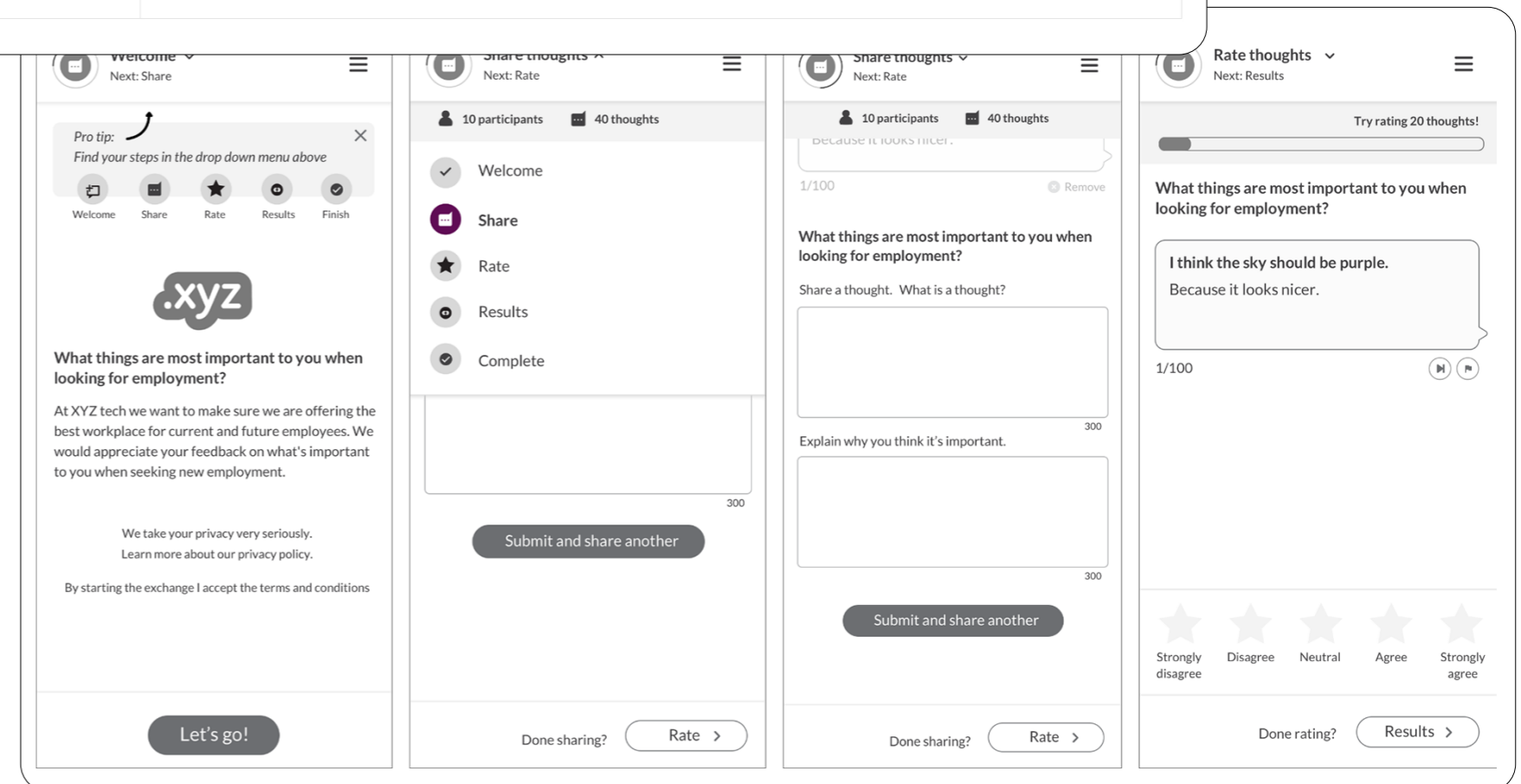
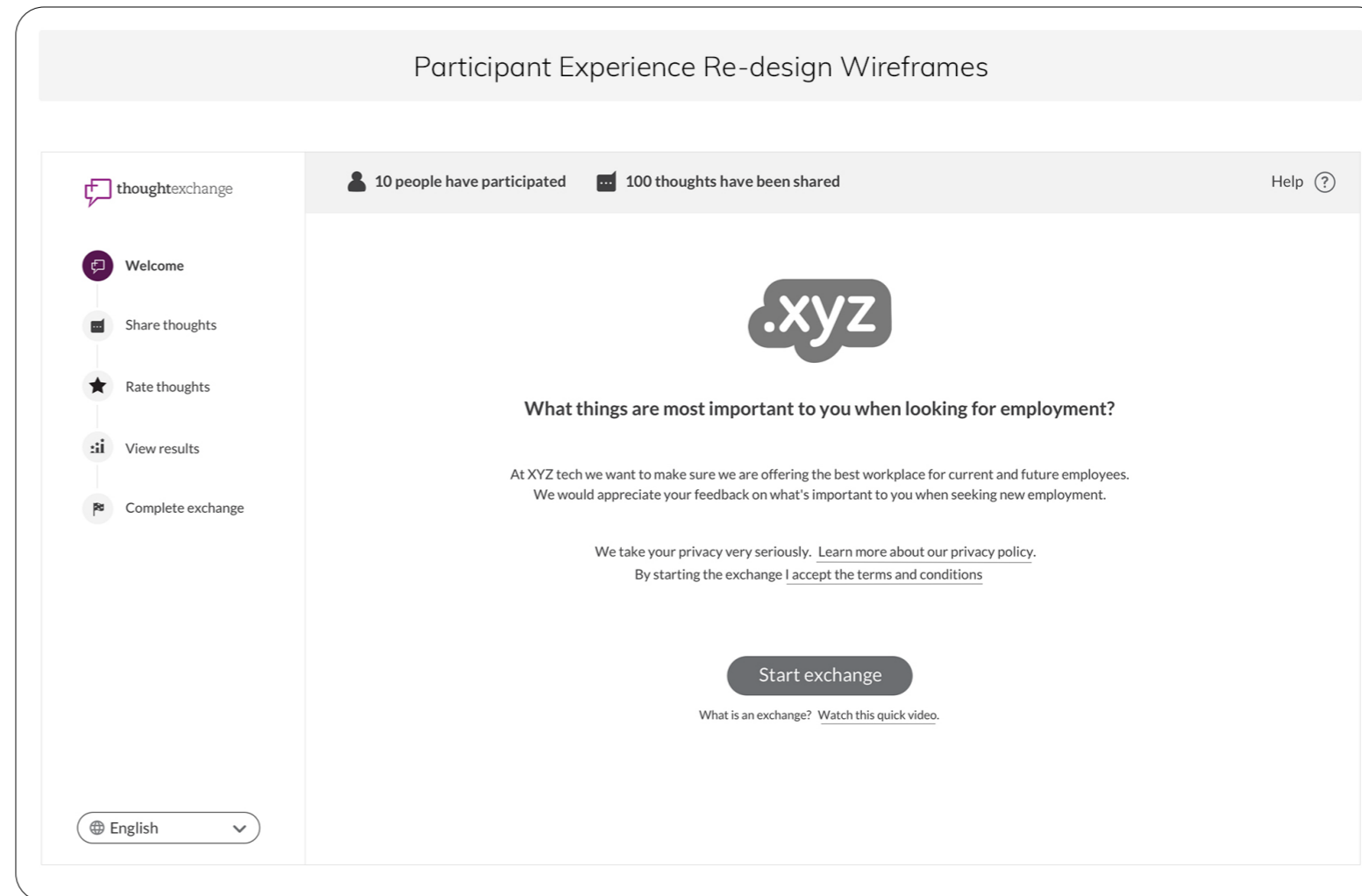
I partnered with a CSM to map the full Participant Journey. This clarified user goals, emotional states, and moments of uncertainty — particularly around progress and completion.

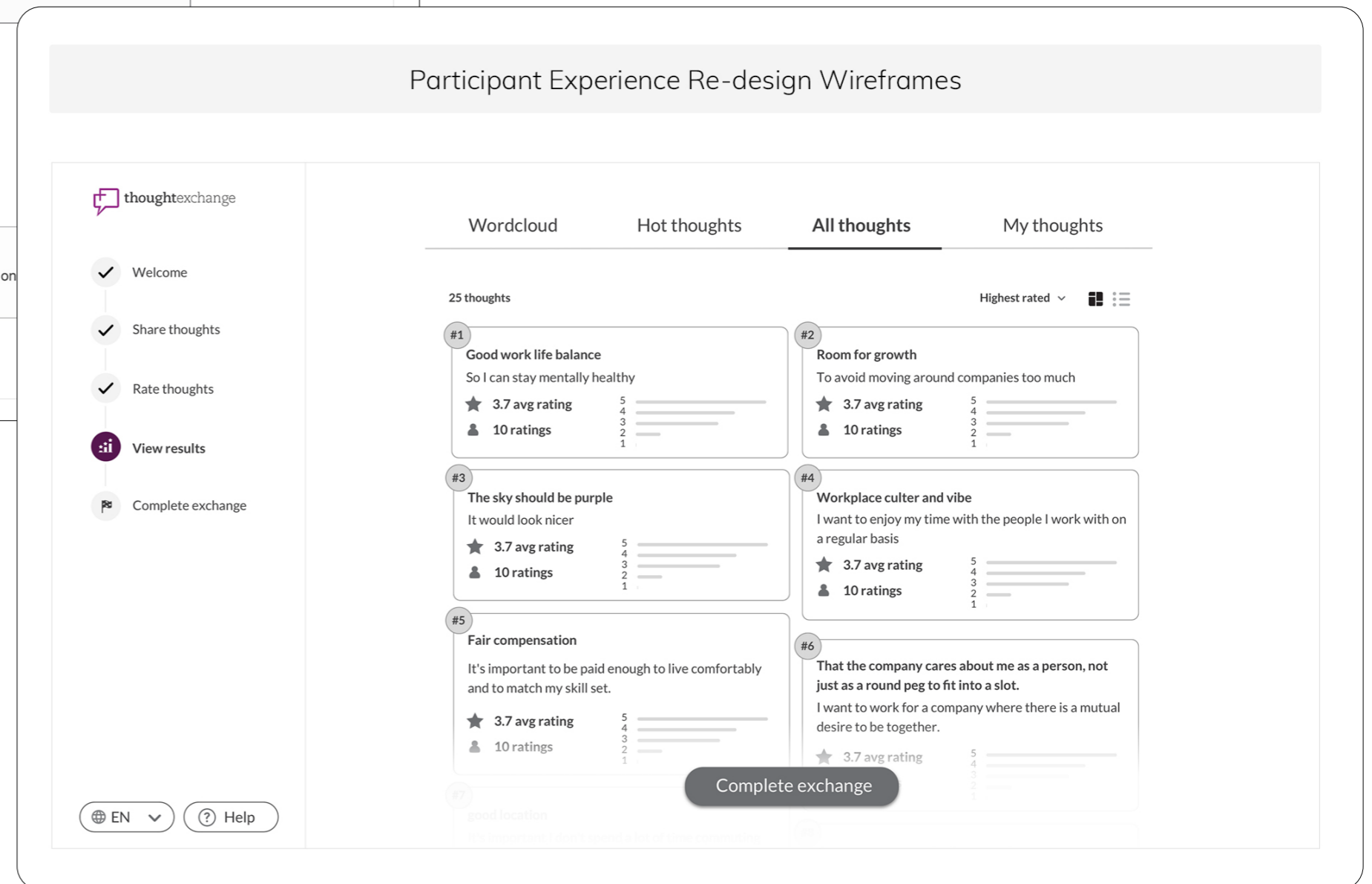
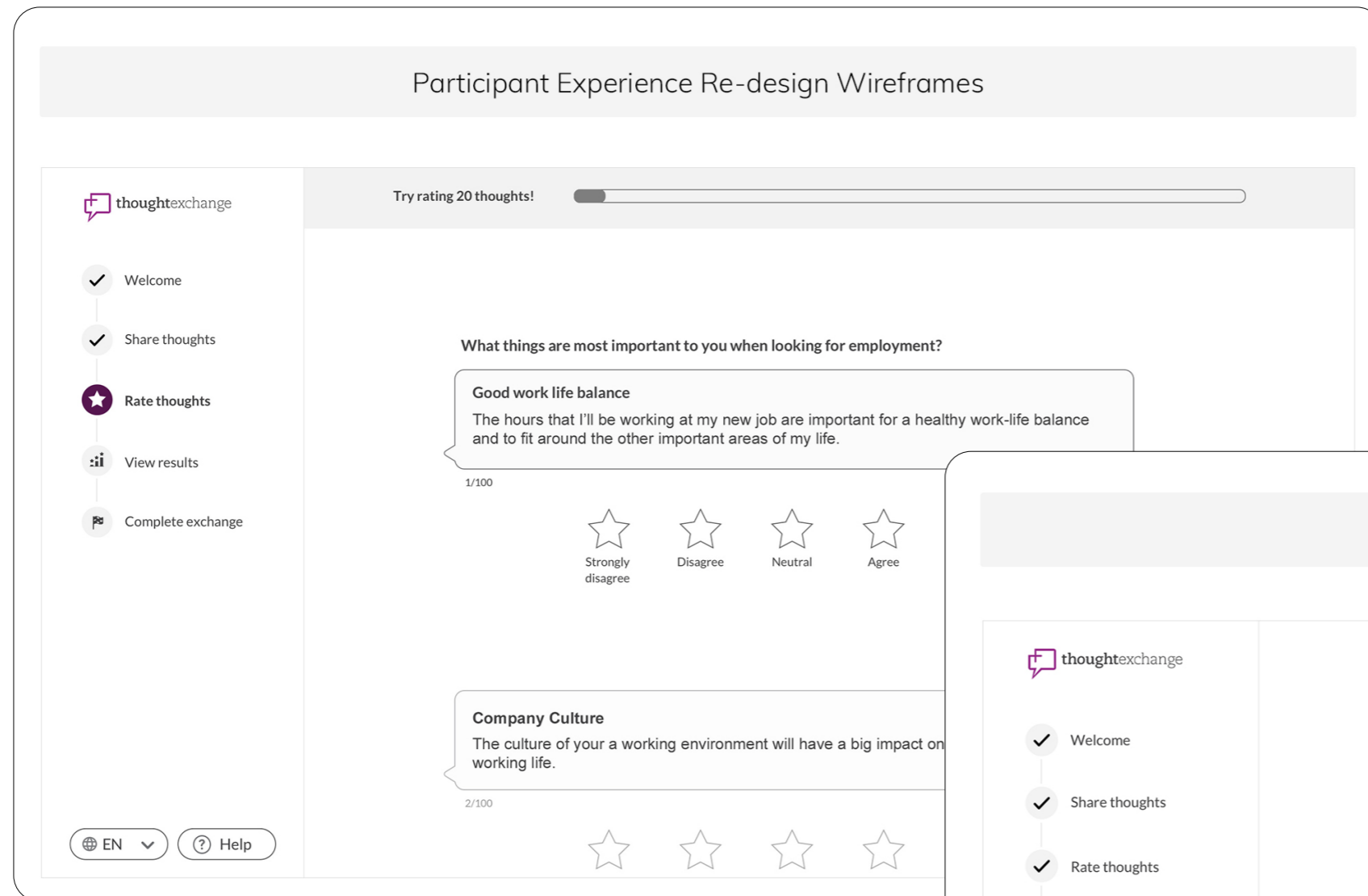


3. Redesign & Validation

I created low-fidelity wireframes that:

- Clarified hierarchy between survey and Exchange questions
- Reframed “Submit” to reduce false-finality (e.g., “Share another thought”)
- Improved visibility of the Skip action
- Reworked the progress indicator to communicate minimum goal vs. required total





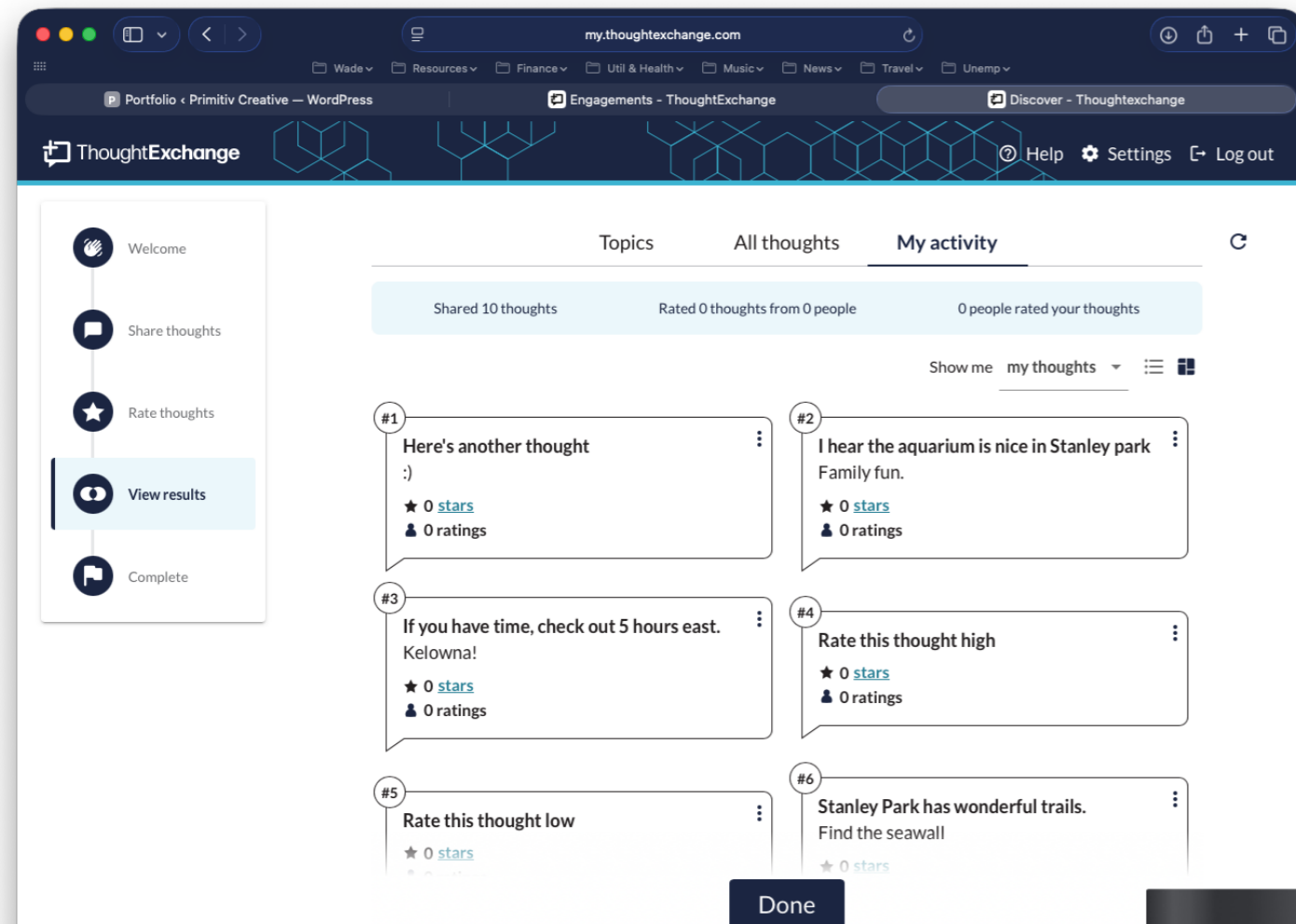
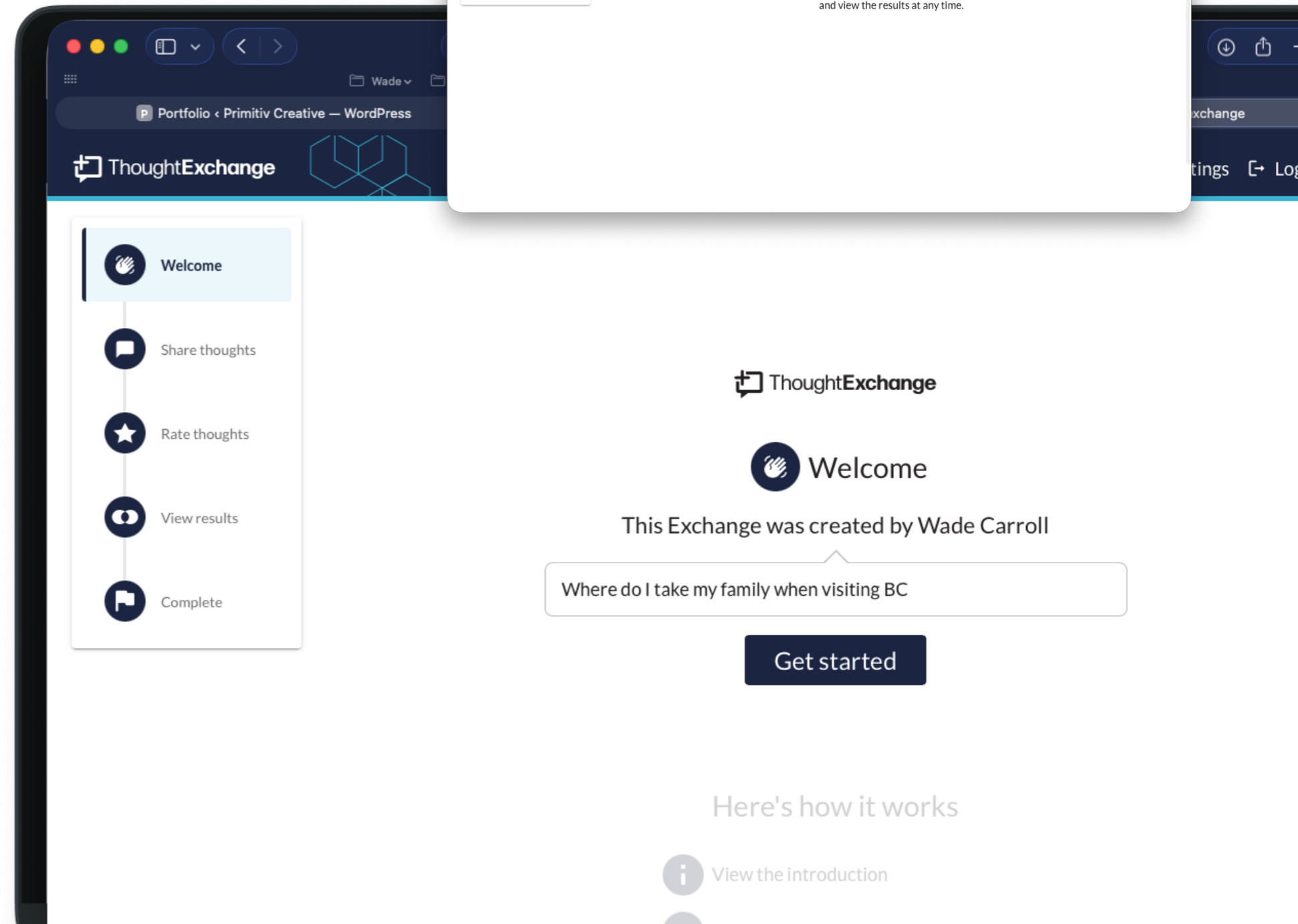
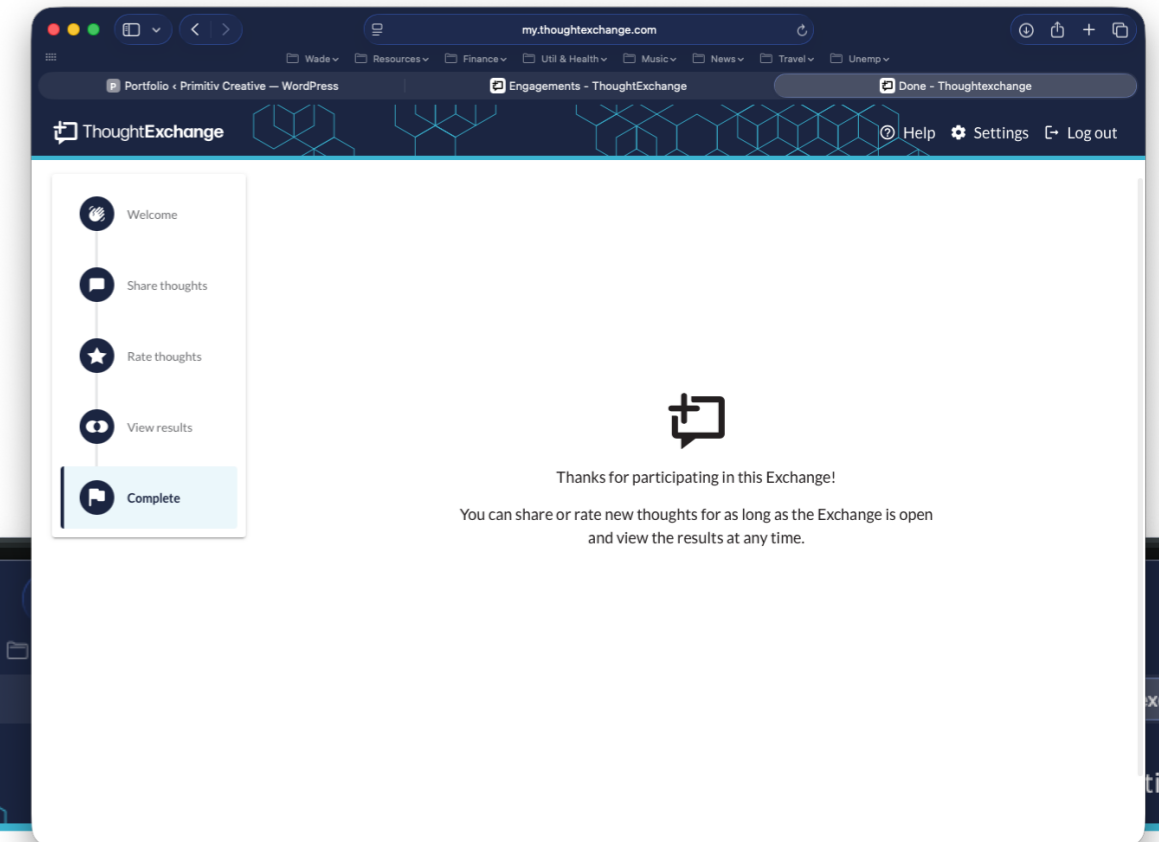
Testing with five new users showed stronger navigation clarity and improved confidence, with further iteration on skip behavior and progress messaging.

Impact

- Improved clarity across the Participant flow
- Reduced confusion around prompts and progress
- Increased confidence in completion and contribution
- Strengthened first-time usability

The result:

an experience that felt guided instead of ambiguous making participation easier and more intuitive at scale.



Responsive

This is a fully responsive experience that works on all screen sizes. These are a few selected designs.

