



# ZIN™ Dashboard



# Main Goal

Maximize engagement, brand preference, loyalty and sales by delivering personalized experiences that customize the ZIN Dashboard to each member based on behaviors.



# So that...

Increases ZIN's engagement

Increases ZIN tools usage

Improves ZIN retention

Increases ZIN Loggins

Keeps the portal Fresh

Welcomes newbies

Builds a tighter relationship with ZIN Members

Increases shop revenue

**Makes ZIN Members successful**



# Today

We have an Announcement page that can be targeted by role, specialty and country, which gives us room to offer relevant content matching those criteria. However, the experience is stale and doesn't allow ZIN Members to engage with all their different tools.

This prevents an organic exchange of information.



# The Opportunity

(Next 60 days)

Revamping the Announcement page with a streamline look will make it easier for users to find information. Bigger images and videos, as well as new fonts will make the content look fresh and easy to consume.

We will maximize engagement by customizing the experience to each member based on role, specialty and country.



# Something Like This

Remember what you are about to see is not meant to provide feedback on copy, photography, or overall design. The purpose is to illustrate the goal of the project and the what we have in mind for execution.

<http://invis.io/2P26oSMN5>

# Next Steps



Combine efforts between Marketing, Technology and the ZIN department. I believe we can develop this idea within the desired timeline.

Technology will need to reskin the current Announcements page to be able to display the content with the new layout. In addition, minor tweaks will be needed for the admin panel.

At the same time, Marketing and the ZIN department will have the responsibility to create a calendar for the content on a weekly basis.



# After 60 Days

We will implement a content recommendation engine that uncovers and displays the most appropriate content for ZIN Members, ensuring that they receive the right information at the right time in fewer clicks.

This will allow us to build a variety of customized experiences at scale with little manual intervention.