iQuanti problem statement

Key Objective: iQuanti is looking to **improve the user experience of its product** so as to make it easy to use, especially for first time users. Moreover the company would like the user flows to follow a **self-serve model** (rather than an assisted model)

Here's what you need to do

- Try and experience the product (all the participants will get login details on their mail once the challenge is live) on a desktop/laptop (mobile flows are out of scope)

- As a PM / UI Designer / UX Researcher, what are the changes you would recommend specifically focussed on improving user flows for **Keyword Gap Analysis** & **Page Simulation**

- Your solutions should also answer two key questions, besides overall improvements to the above features:

  - Should the two flows be combined into one or not. If yes how? If not why and how can they be simplified?

  - In Simulation mode - Is there a better way to show 'Expanded Mode' so as to reduce complexity yet capture all data shown? If yes how?

- We recommend you speak to relevant users (SEO professionals, Content & Copy writers) for getting first hand inputs and insights

- Share annotated screens with recommended changes giving your rationale behind those suggested changes OR you may share a product note documenting the changes with wireframes

- Please note we are not looking for complete redesigns but more practical changes which are easy to implement

- Bonus: Interactive mocks/prototypes for suggested changes

Note:

- Your changes/suggestions/improvements must be focussed ONLY on the two offerings - **Keyword Gap Analysis** & **Page Simulation.** Hence suggestions to improve login/signup flow/the website in general etc are out of scope
- Avoid minor usability tweak based suggestion. You may add them as additional notes, but focus on the bigger picture

More Details about SEO & the product:

SEO (Search Engine Optimization) is an important aspect of any business's digital marketing efforts. An effective SEO strategy helps a business get relevant traffic from search engines like Google, Bing and others, based on keywords a user searches.

But search result rankings are not a simple of keywords: a number of factors play an important role in the rankings. The current search volume, competition, site content and many other elements have role to play in better performance on SEO.

Thus, there are a lot of SEO tools (both free and paid) that come to the rescue of digital marketeers, to help them better plan their SEO strategy. iQuanti's ALPS product is one such tool.

About iQuanti's ALPS product

ALPS is iQuanti's enterprise SEO platform, that leverages data science to make SEO results predictable. ALPS's patented algorithm reverse engineers Google's ranking algorithm with unprecedented accuracy, making it possible to accurately quantify ranking drivers, provide precise recommendations and predict outcomes.

Key features of ALPS

- **Keyword Gap Analysis** - helps benchmark a URL against a competitor URL and provide insights on how a target URL can rank better

- **Page Simulation** - Based on the gaps recommended by 'Keyword Gap Analysis', a user can then use this feature to make changes to various attributes and see the tentative impact on their rank

The Gap Analysis and Simulation combination makes this a powerful tool. Though related features, the general users of both may differ for an enterprise.

Gap Analysis is mainly used by *SEO professionals* who understand how the keywords works.

While *Simulation* is more about implementing those changes in the form of adding content. Hence it's more used by *Content writers/Copy writers*.

This makes the product seem complex: A single product, with multiple features and dual roles. And so that is the focus of this challenge: **to simplify and make the product more intuitive for both sets of users, while ensuring the powerful capabilities are retained**