Glimpse

Designing Better Video Conferencing Experiences

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Background

Glimpse is a **YCombinator** backed startup that enables virtual conference hosts to add speed networking to their meetings, webinars and events.

Originally a stand alone web platform, we pivoted to becoming a **Zoom plugin** after gaining access to the Zoom breakout room API. Soon after we were **acquired by twine**

Objective

The goal of this project was to define the end-to-end experience that enabled **Virtual Conference Hosts** to make their virtual experiences more fun and intimate.

Role

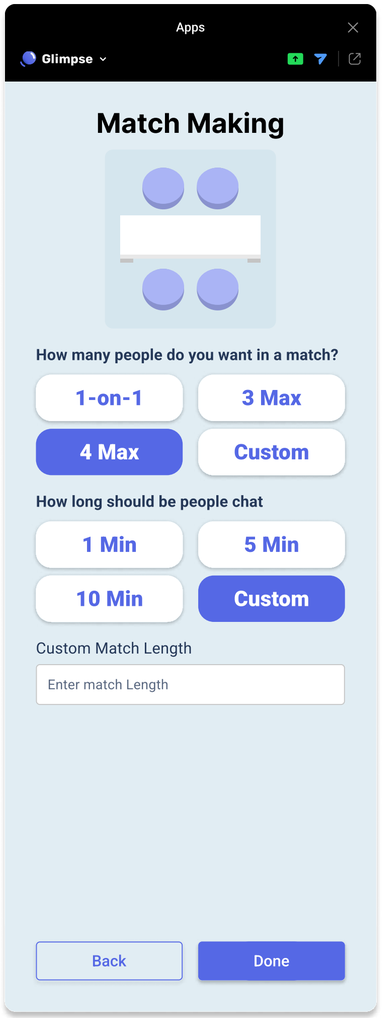
I was the **sole designer** to create the end-to-end flow for this networking experience, from **0-1-acquisition**.

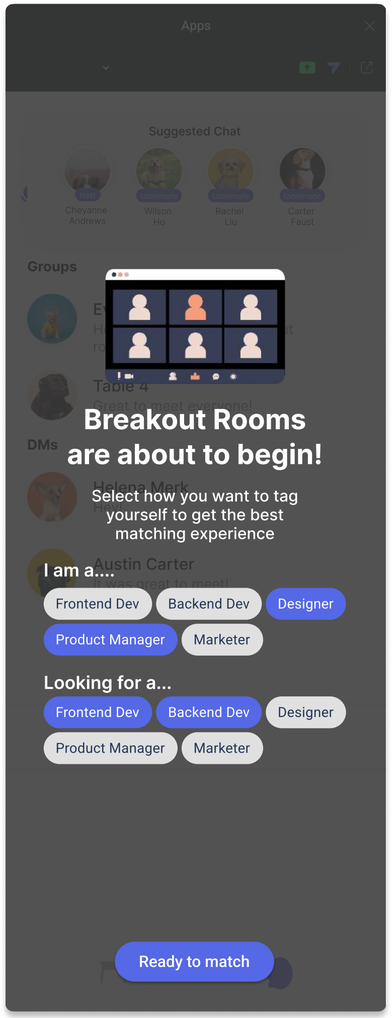
Matchmaking

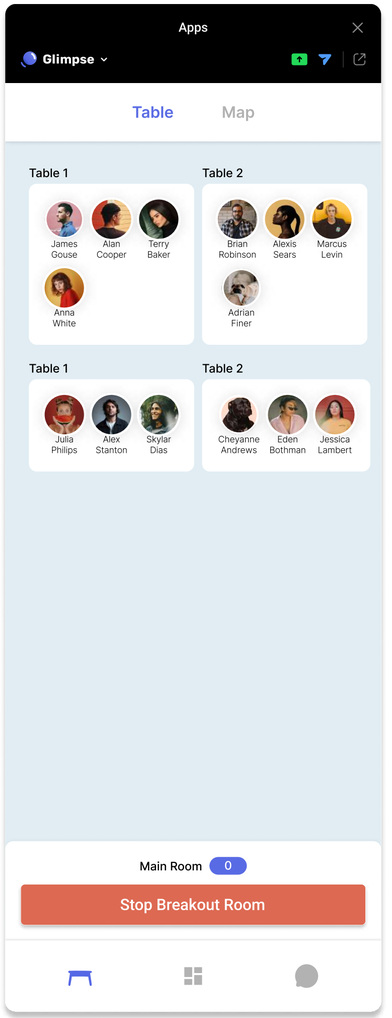
One of the biggest issues virtual conference hosts said they had was:

1. Individually adding people to breakout rooms
2. Rotating matches so people are always meeting new people.

With Glimpse, we automate away all of those headaches.



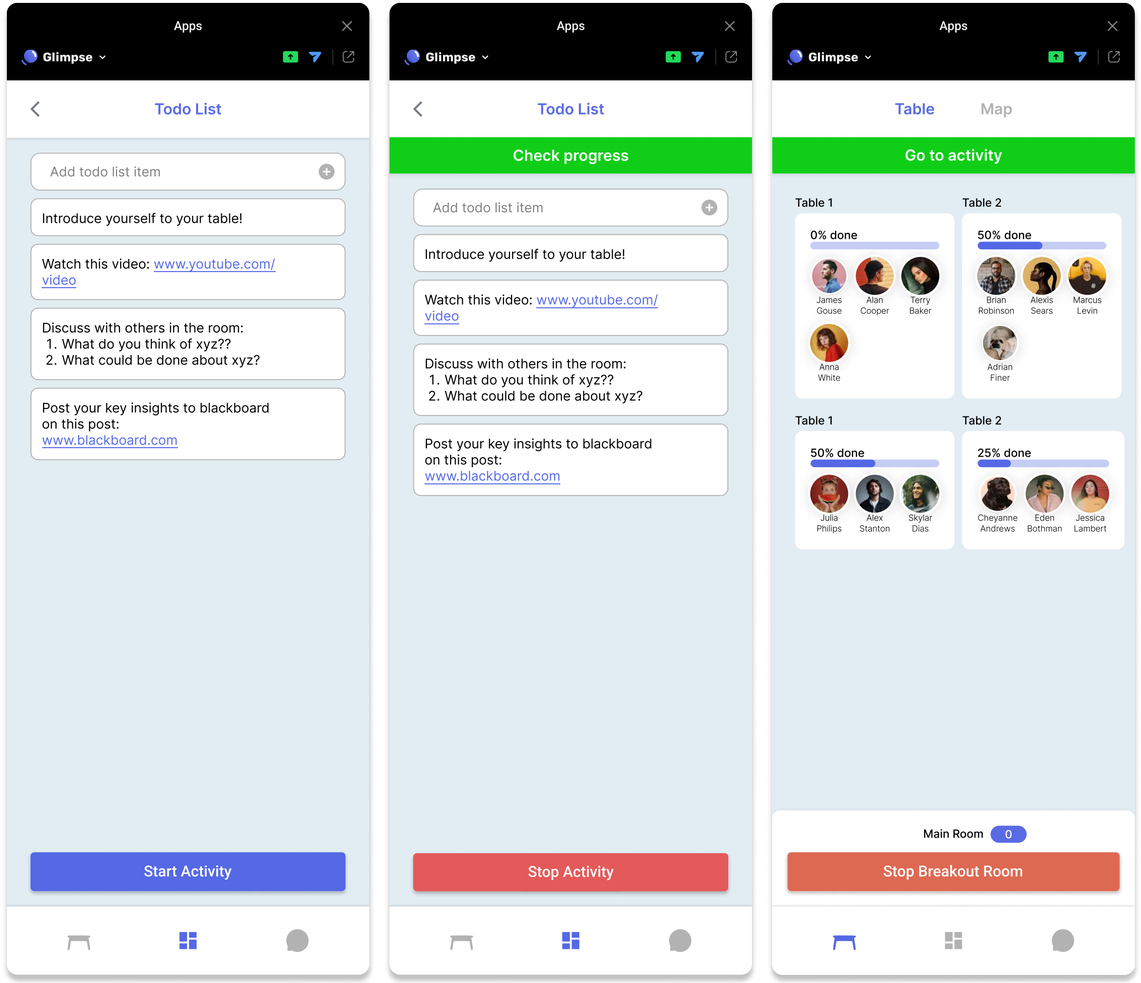




Activities

After finding out that a huge usecase for our app was for teachers, we added in activities that they could use with their students.

One of the first ones was a task list, where you can give every table a to-do list, and the teacher could keep track at a bird's eye view of how everyone was doing.

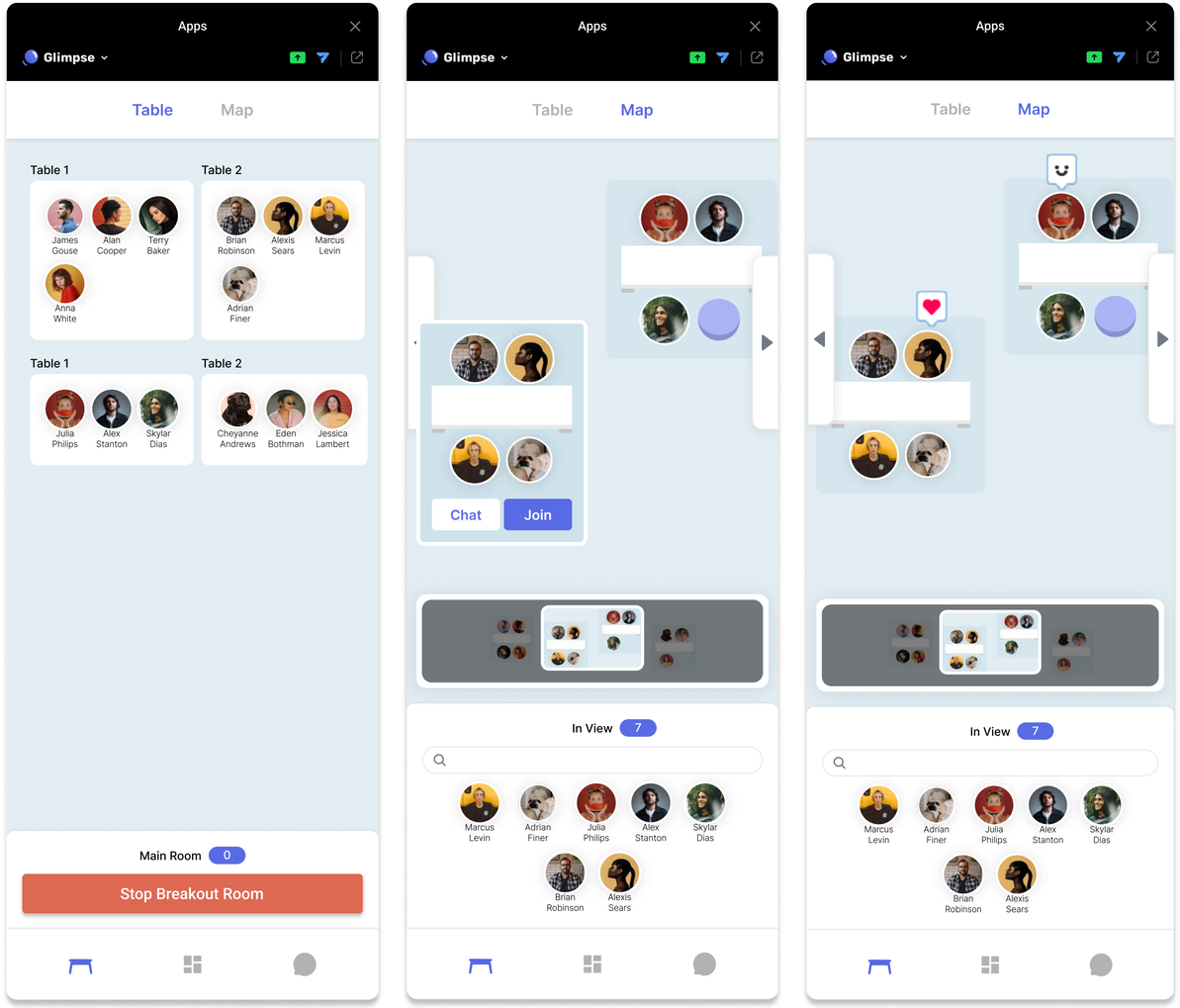


Map View

The idea for the map view was giving our attedees the abiilty to get a sense of life of the event they were attending.

I really like the experience where you're in groups in a classroom setting, where you can hear the life around in your peripheral, but you can't really distinguish what people are saying.

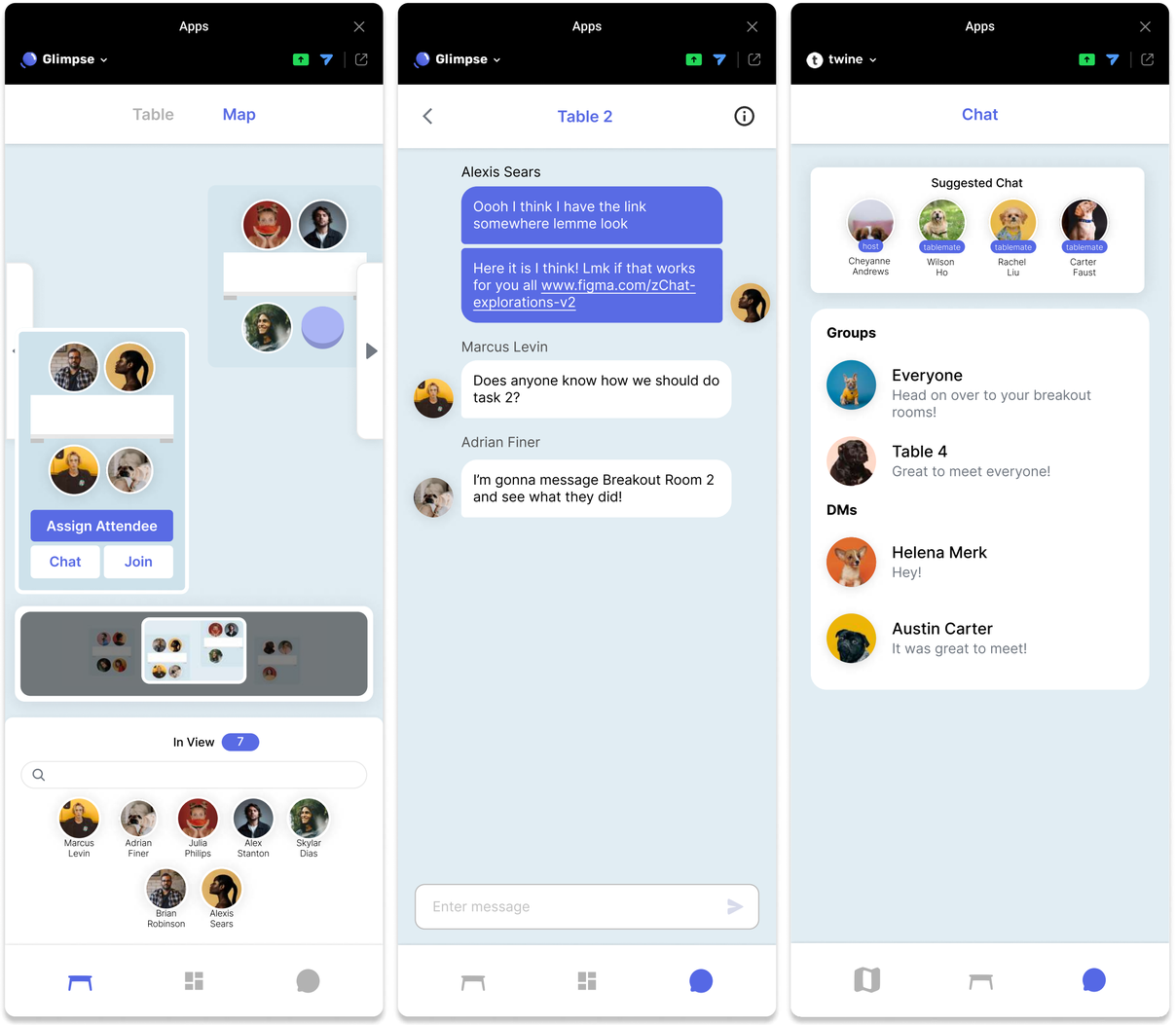
Here, as people reacted to the conversations in the table's chat, reactions would pop up, giving the attendees a sense of life even without hearing anything.



Chat

With Zoom meetings, all the chat logs you have dissapear after the meeting ends. This is especially tough for people meeting for the first time - they’re losing the only artifact of that connection.

With Glimpse, we have chat embedded in the product experience so that you can always revisit and keep the conversation going.



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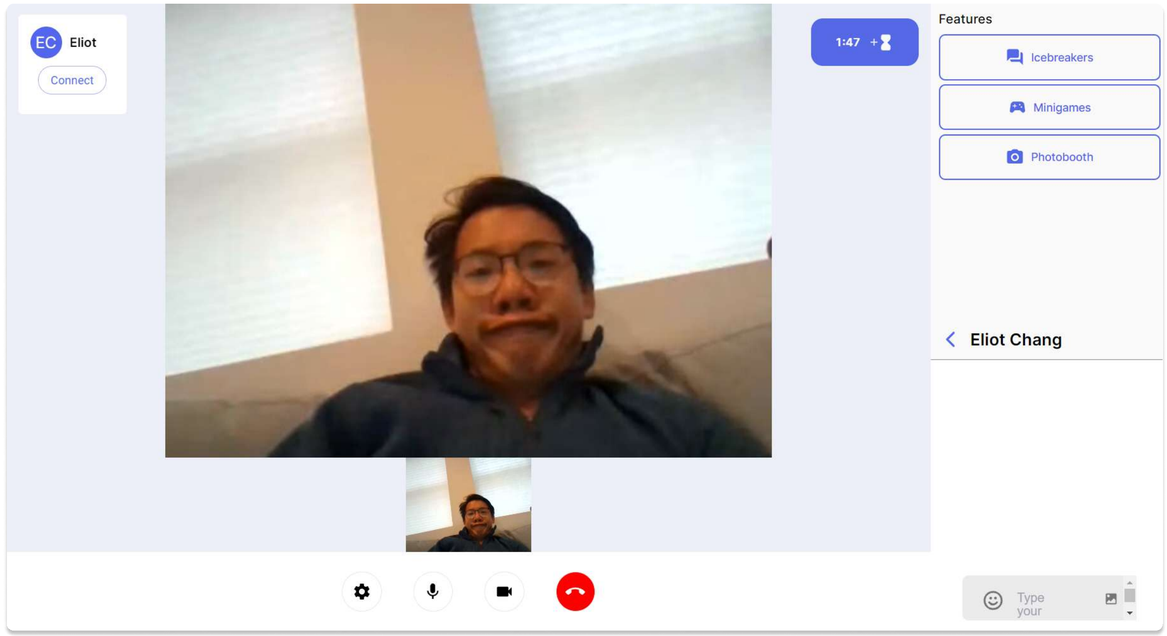
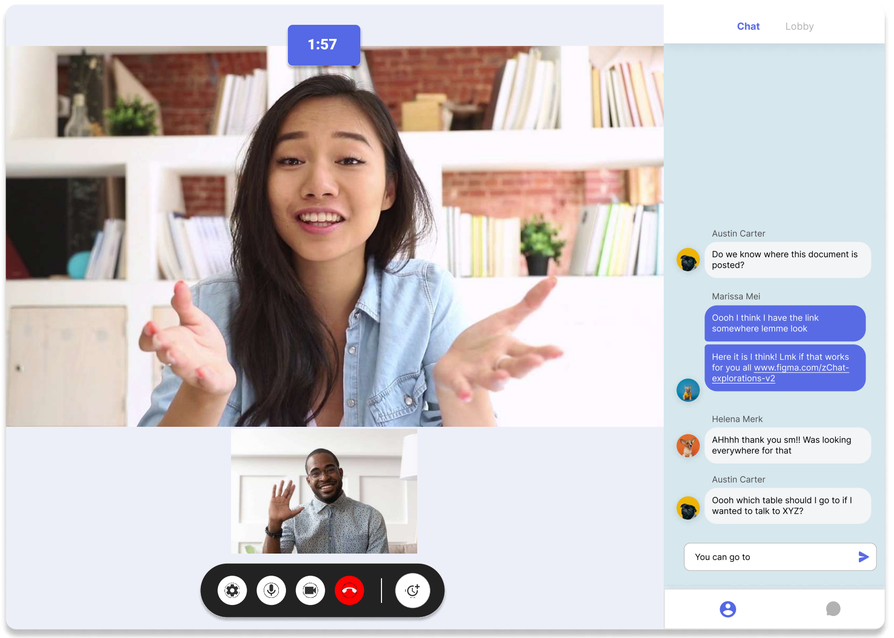
ORIGINAL WEBAPP

Before Glimpse was a Zoom plugin, the original idea was an end-to-end video conferencing platform. My scope when I first onboarded was to fix up the UX and do a visual touchup of the webapp.

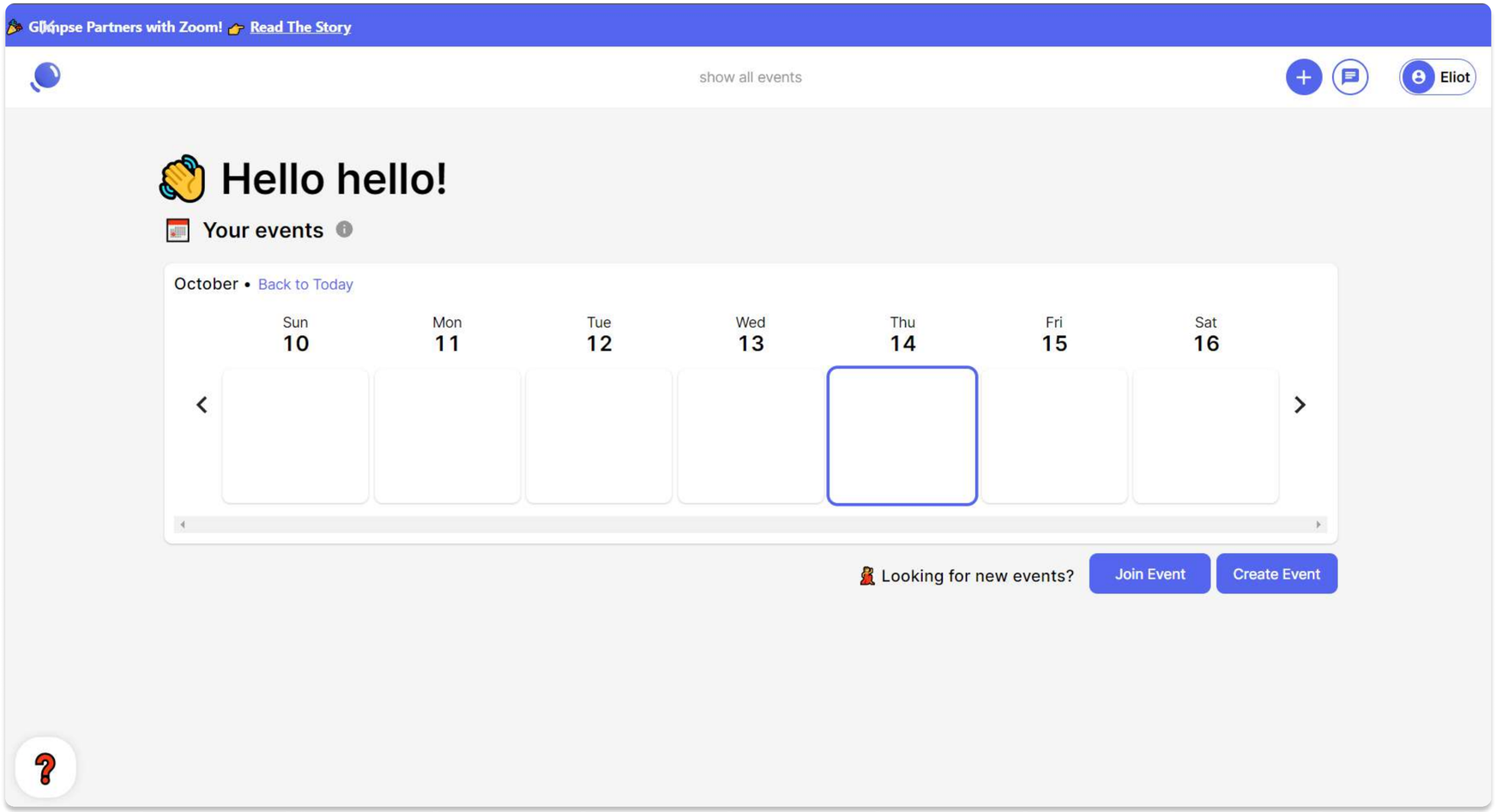




ORIGINAL WEBAPP

Calendar of Events

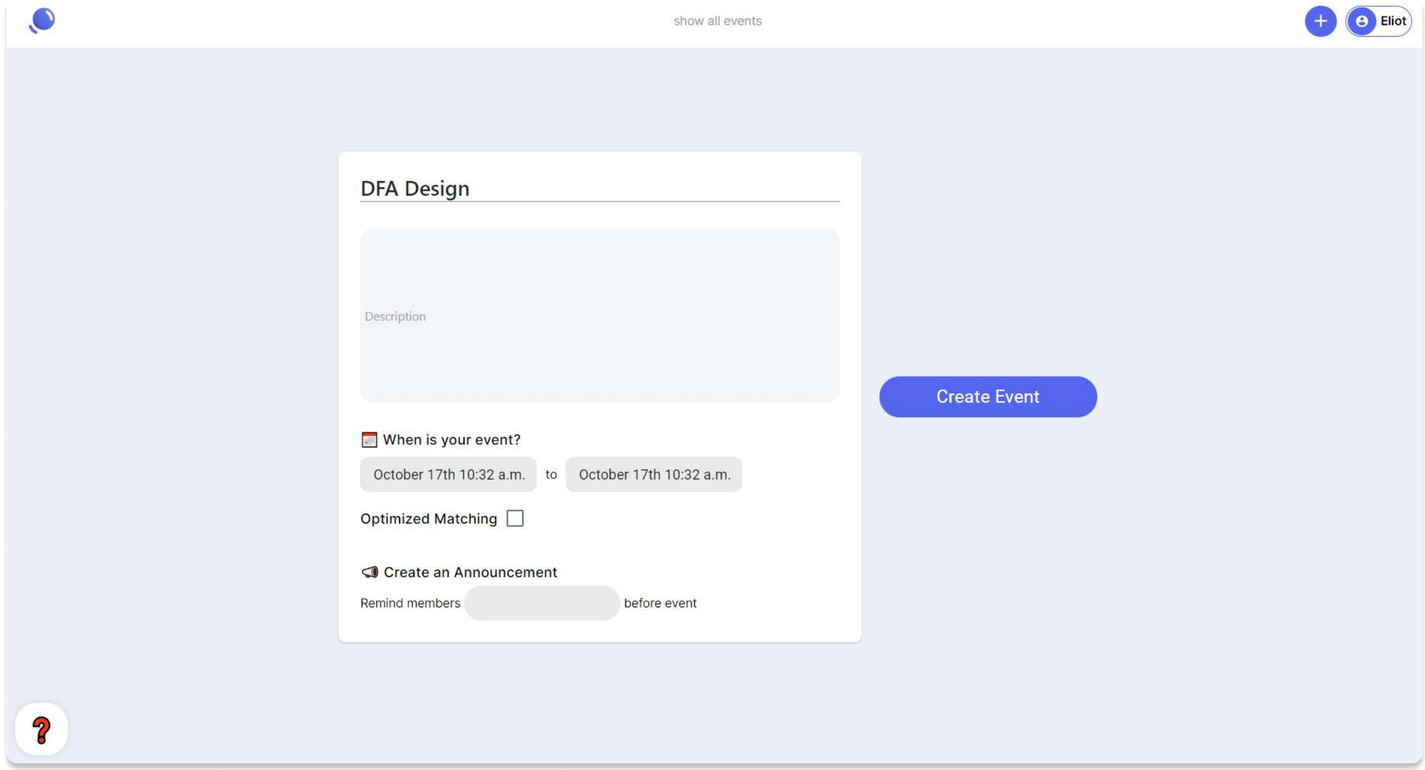
Our original dashboard was just a calendar view of your upcoming events.



ORIGINAL WEBAPP

Create an Event

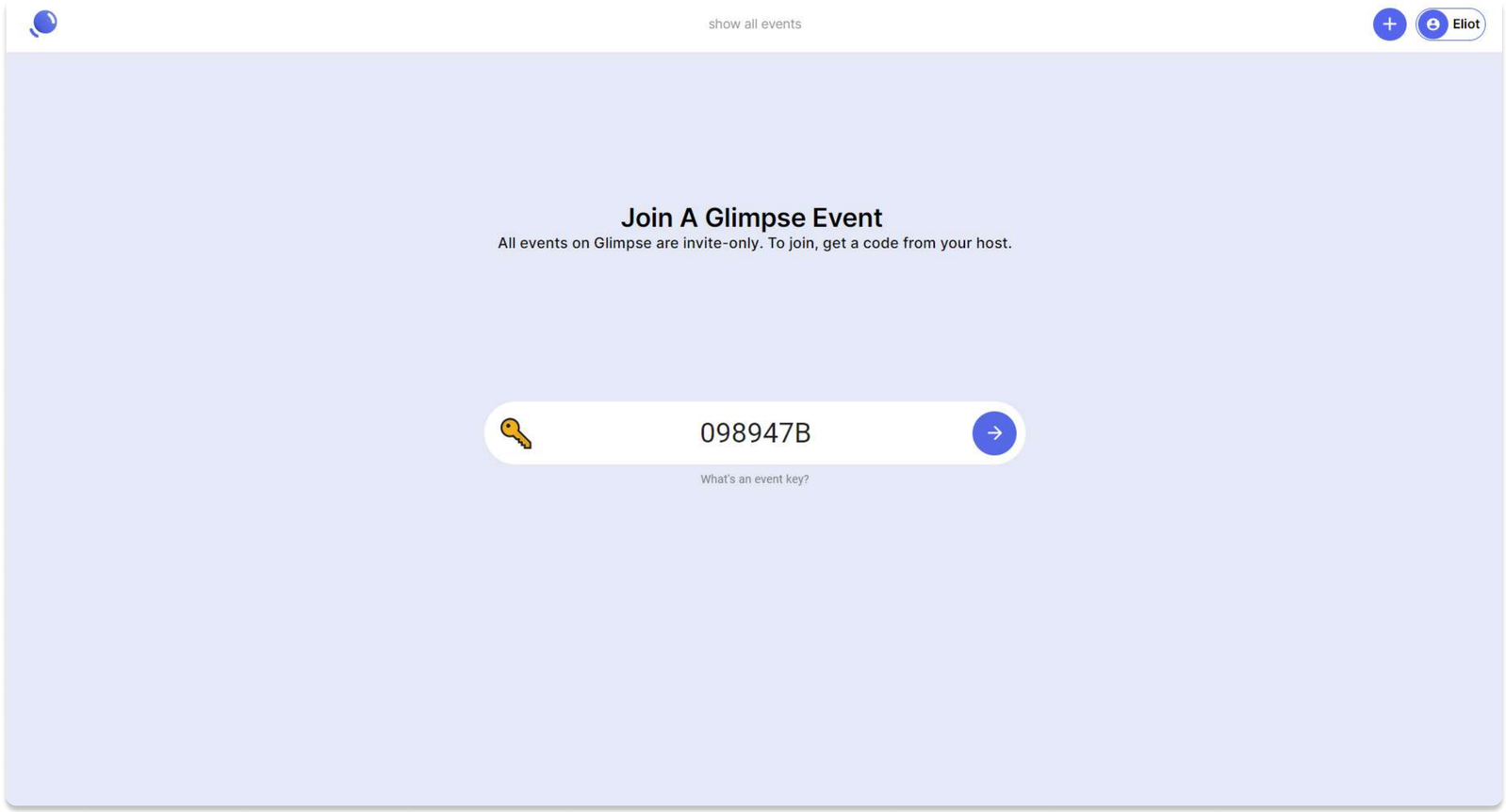
To create an event you could specify whether it was a normal video conference call, or if you wanted to ‘Optimize Matching’ - which meant you could automatically match attendees to one another and guarantee that they will always be matched with someone new.



ORIGINAL WEBAPP

Join an Event

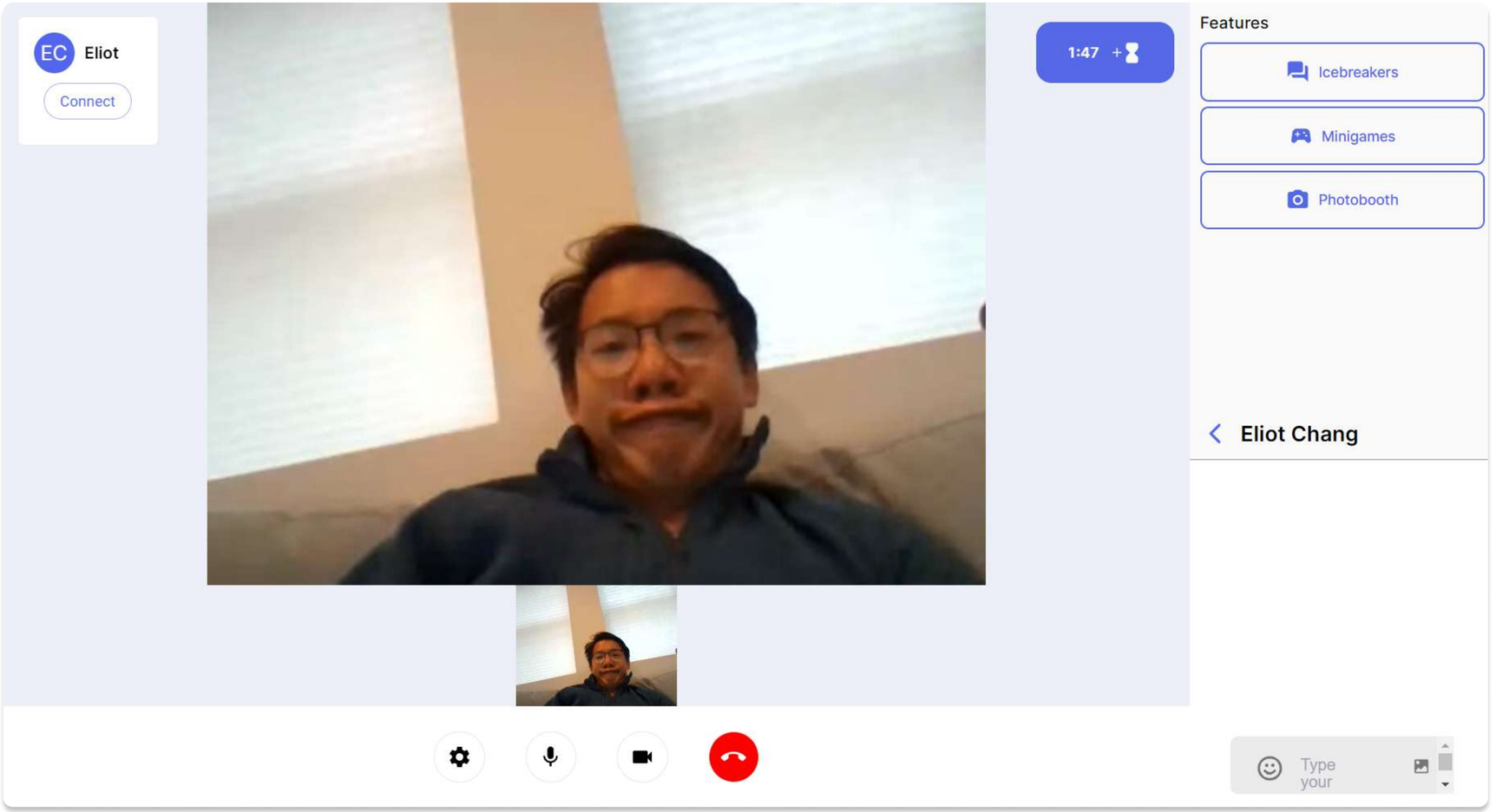
To enter an event you would need a code - similar to other live event experiences like Kahoot! or Jackbox games



ORIGINAL WEBAPP

Be at an Event

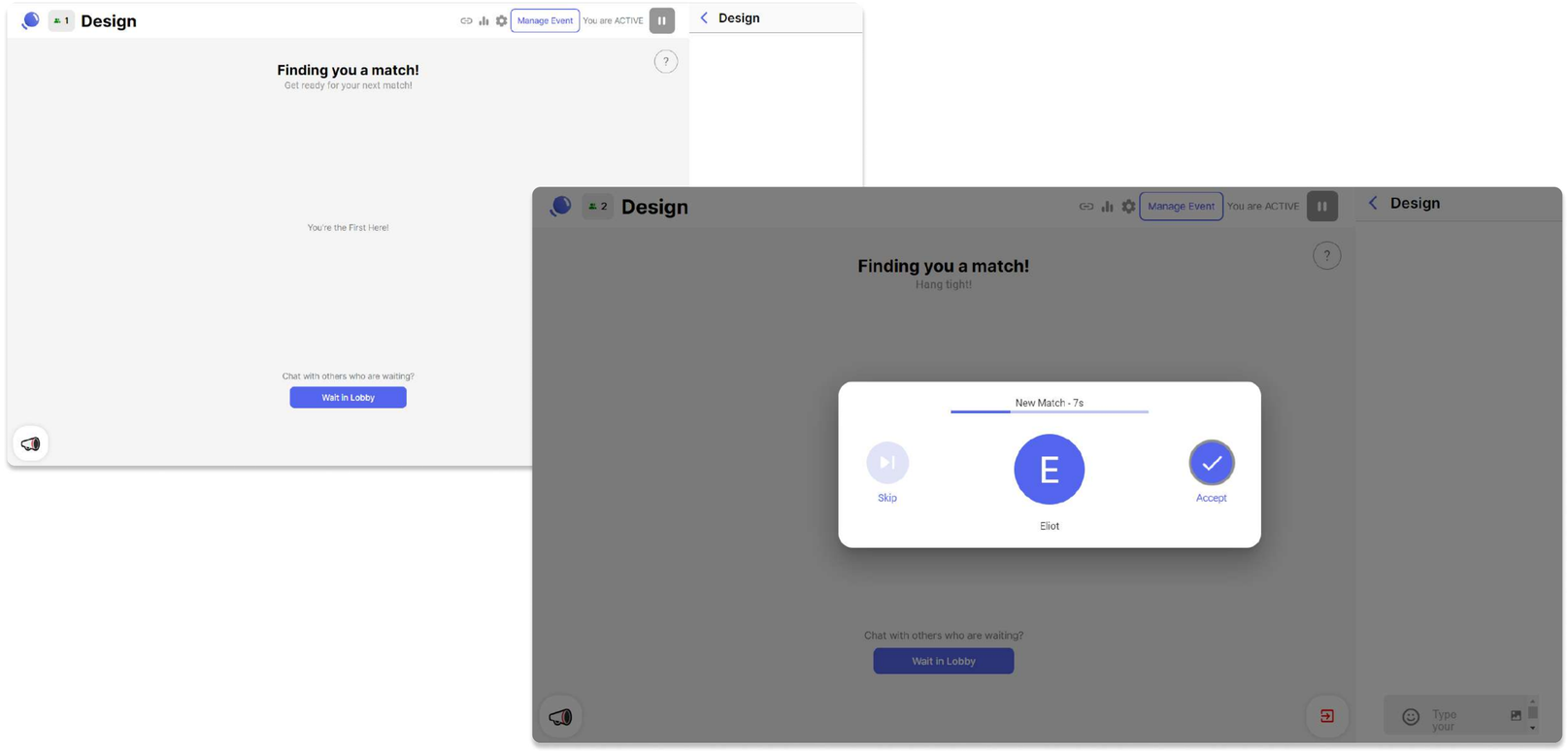
Once you get properly matched, we provided a sidebar of activities for your event to facilitate a better conversation.



ORIGINAL WEBAPP

Matchmaking

The bread and butter of the product was our match-making experience. Traditionally, in a Zoom meeting, the event host would need to individually add in their attendees one-by-one. For events that had attendees that numbered in the hundreds this was an extrmely cumbersome task.



Problem #1:

Useless Dashboard

Almost no one used the calendar in the dashboard view since they had the link in their Google Calendar inites already. The only people who accessed the dashboard were the hosts themselves, and that was mainly to just set up their events.

Problem #2:

Cleaned Interface

While there weren't any big issues with the UX once an attendee got into an event, it just didn't feel like there was a professional polish to there app.

Problem #3:

Improved Sidebar

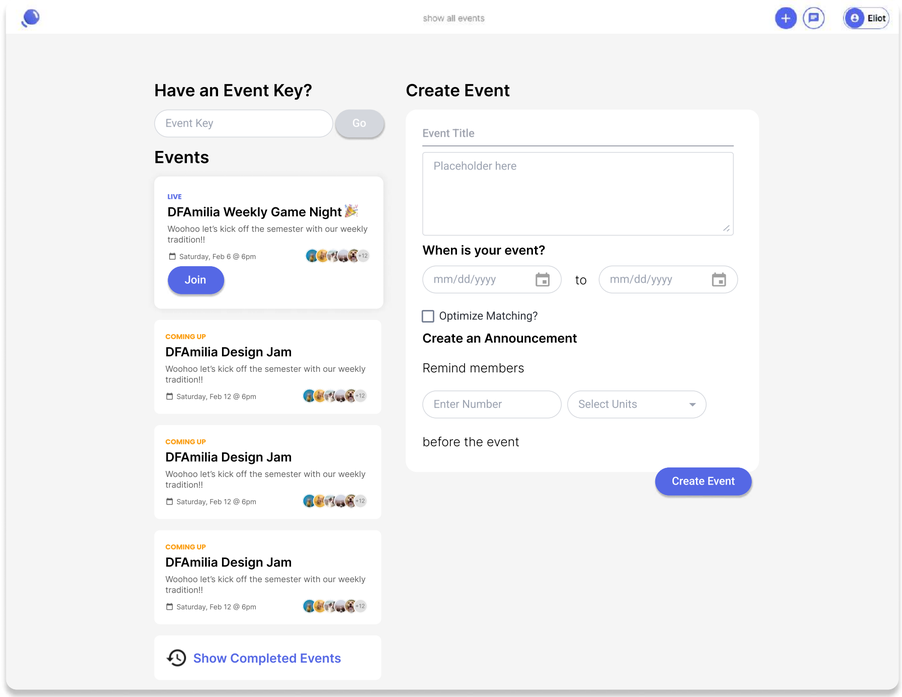
No one was really using the sidebar despite it being the area that we differentiated most from other video conferencing apps. I wanted to clean up the visuals, and focus on what else we could surface here.

ORIGINAL WEBAPP

Host Focused Dashboard

The big redesign for the dashboard was shifting the focus to creating events themselves - especially since only hosts were using the dashboard anyway. This was done by reducing the real estate the ‘Events Calendar’ component took up, and instead replaced it with a single column up upcoming events.

We also wanted to add analytics to our events, but that ended up out of scope for this initial redesign.



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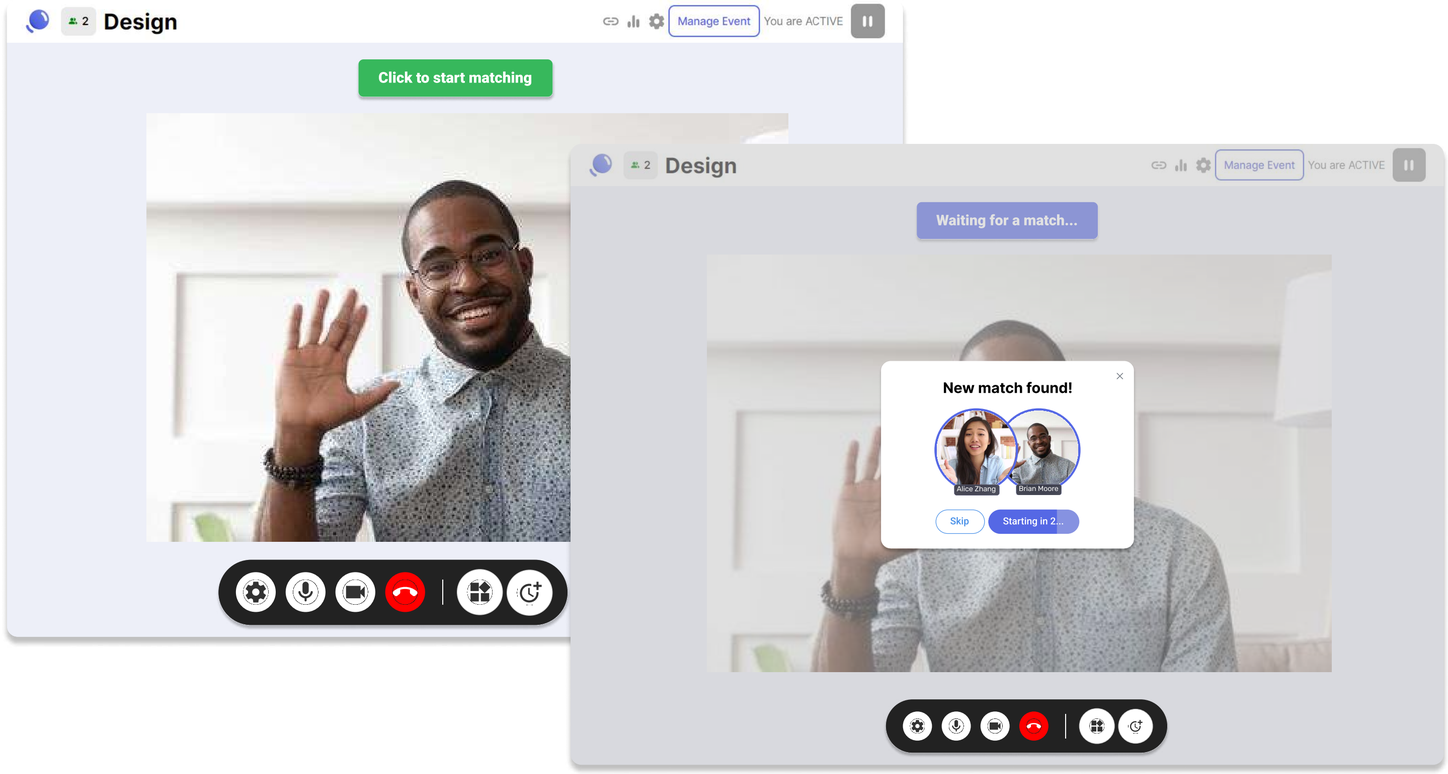
ORIGINAL WEBAPP

Cleaned Interface

For the video calling part of the app itself, I wanted to simplify the UI so that the focus was on what mattered - the people you were chatting with. To do this, I decided to make the elements on the screen feel like it was a layer on top of the call itself. This is why the timer and the actions are all now just floating around.



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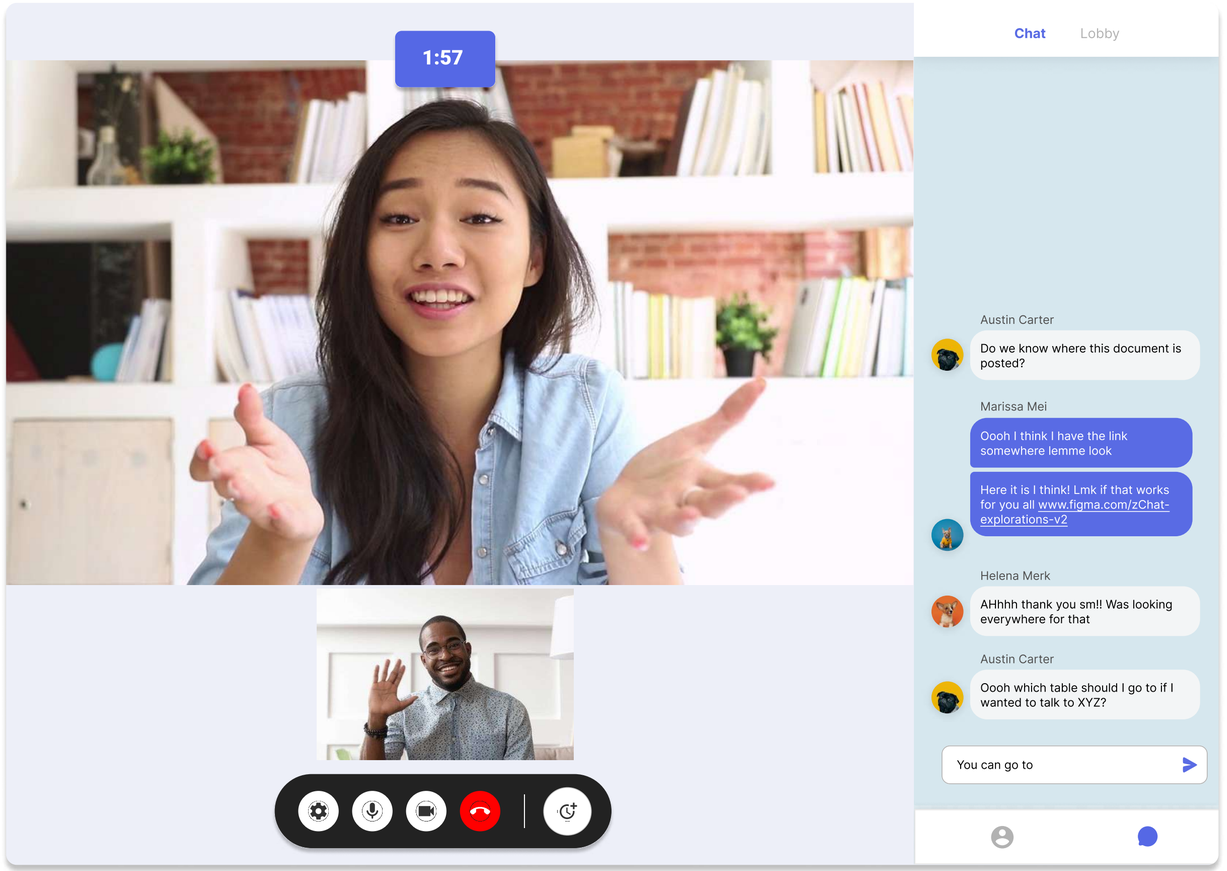
ORIGINAL WEBAPP

Improved Sidebar Experience

Once I wrapped up designing the rest of the webapp, I wanted to dive deeper into the sidebar - this was the one area where we could really differentiate ourselves from other video conferencing platforms.



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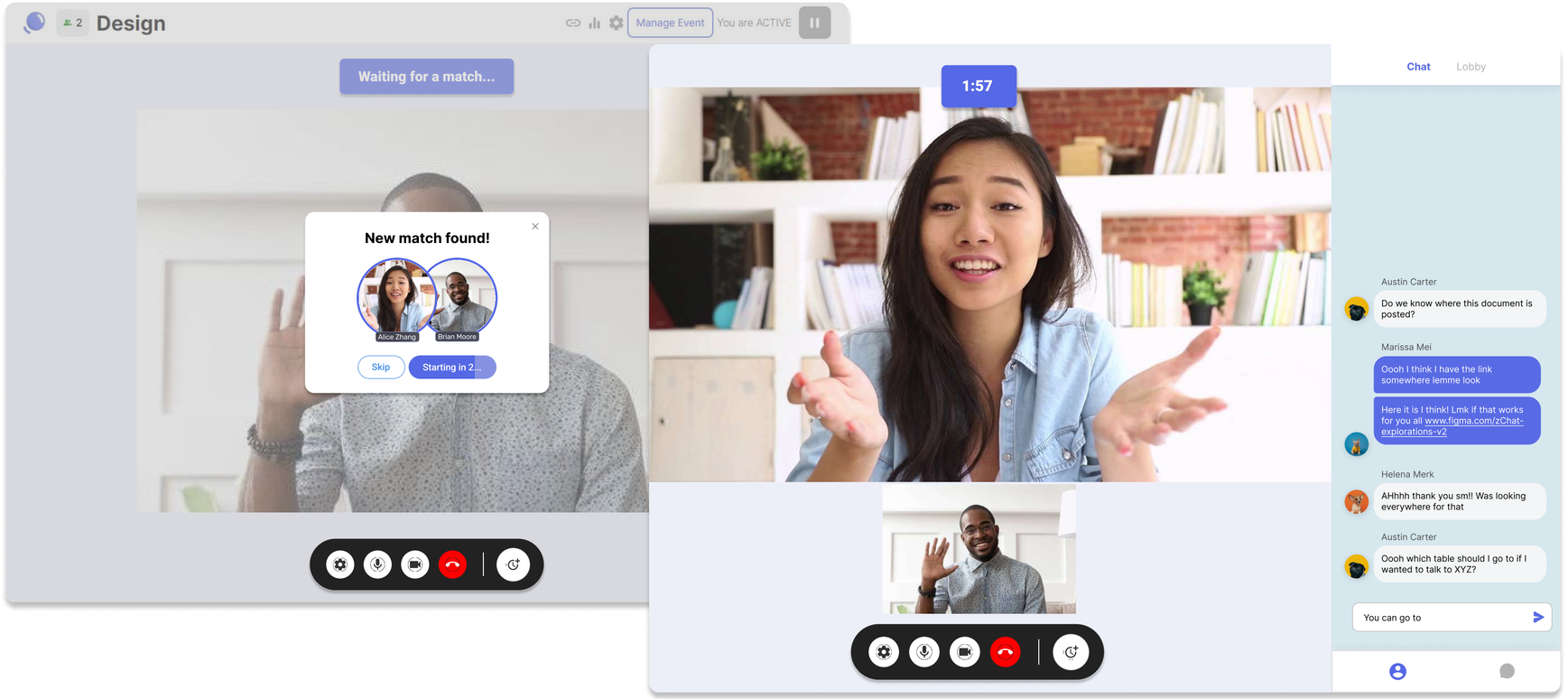
Bread and Butter

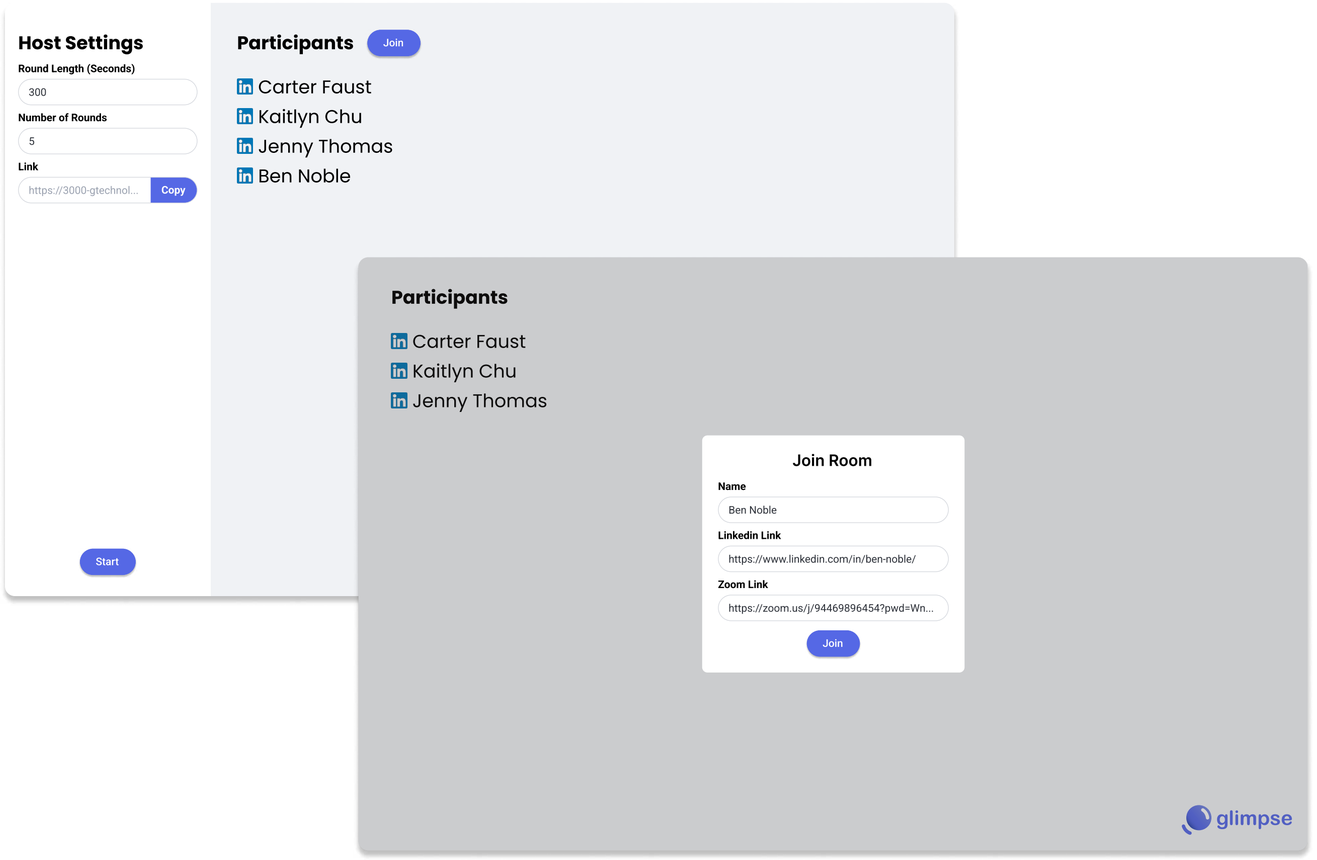
After redesigning the webapps, it was clear the main reason people used our platform was for the matchmaking experience. After designing the sidebar, I decided to do some explorations on how we could create a video platform agnostic webapp. Now we wouldn't be competing with them, but improving their expeerience.



PIVOT

MVP

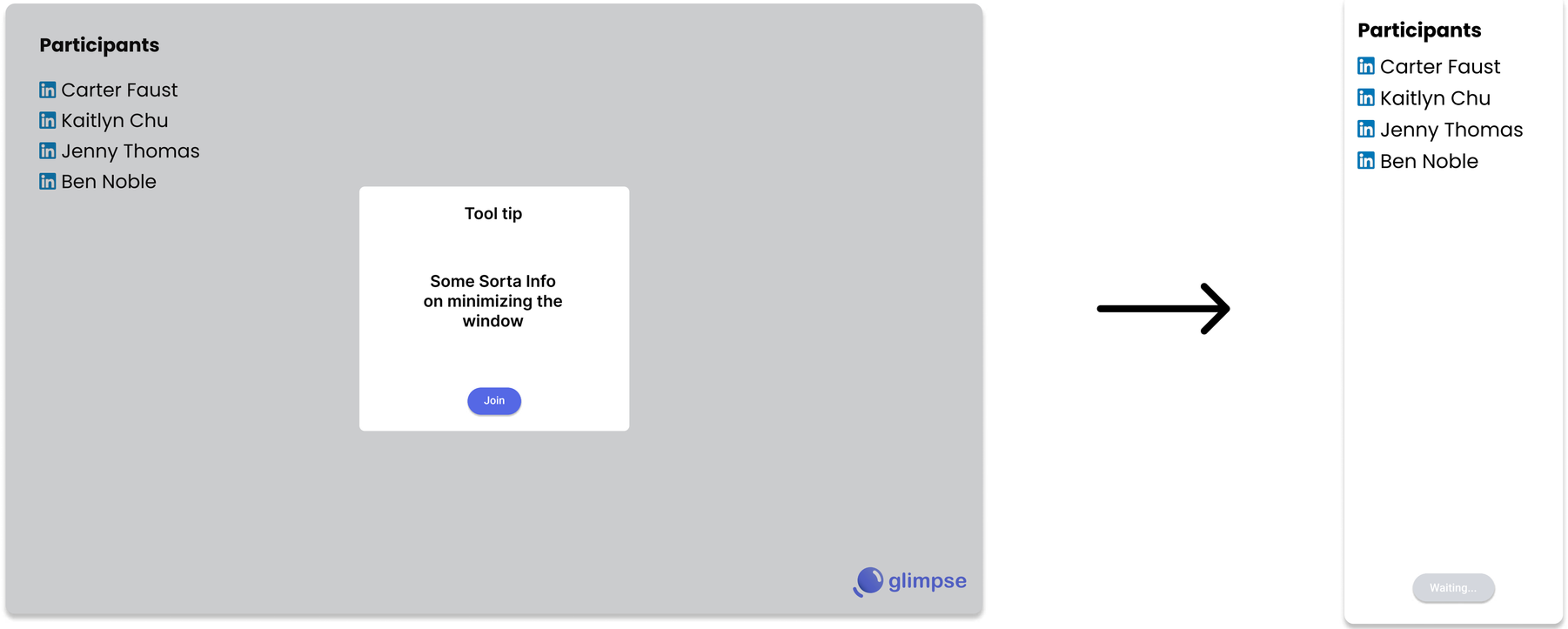
For the MVP explorations, I wanted to keep it stupid simple. Below are some lo-fi mocks of the host and attendee experience



MVP

Minimize the Window

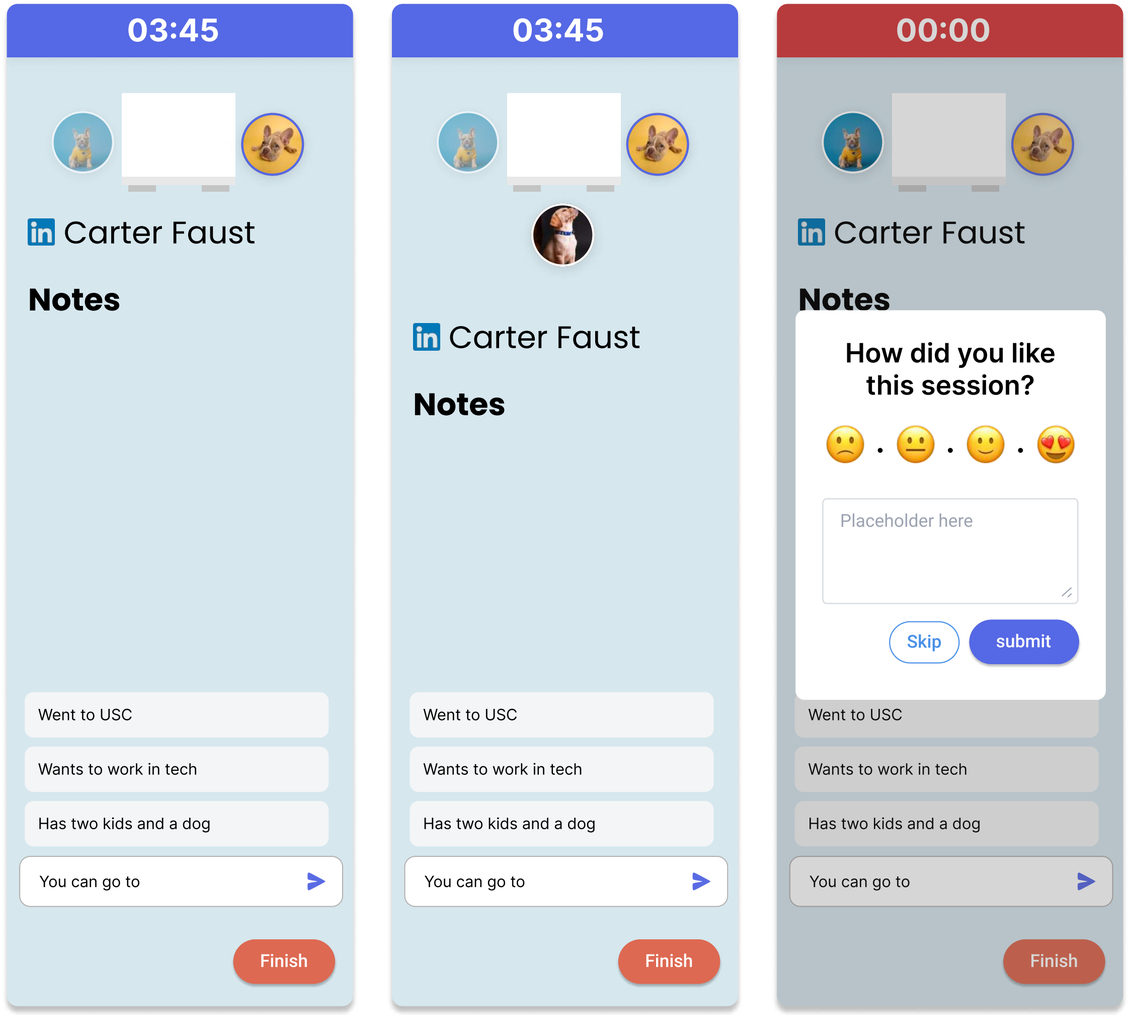
The idea here was you could access our matchmaking and sidebar UI if you minimized the webapp and put it side by side to your Zoom window.



Medium Fidelity

After discussing with the team we decided this was an interesting direction to take things. I fleshed it out so we could see how to add note taking and how satisfied attendees were with the match making.

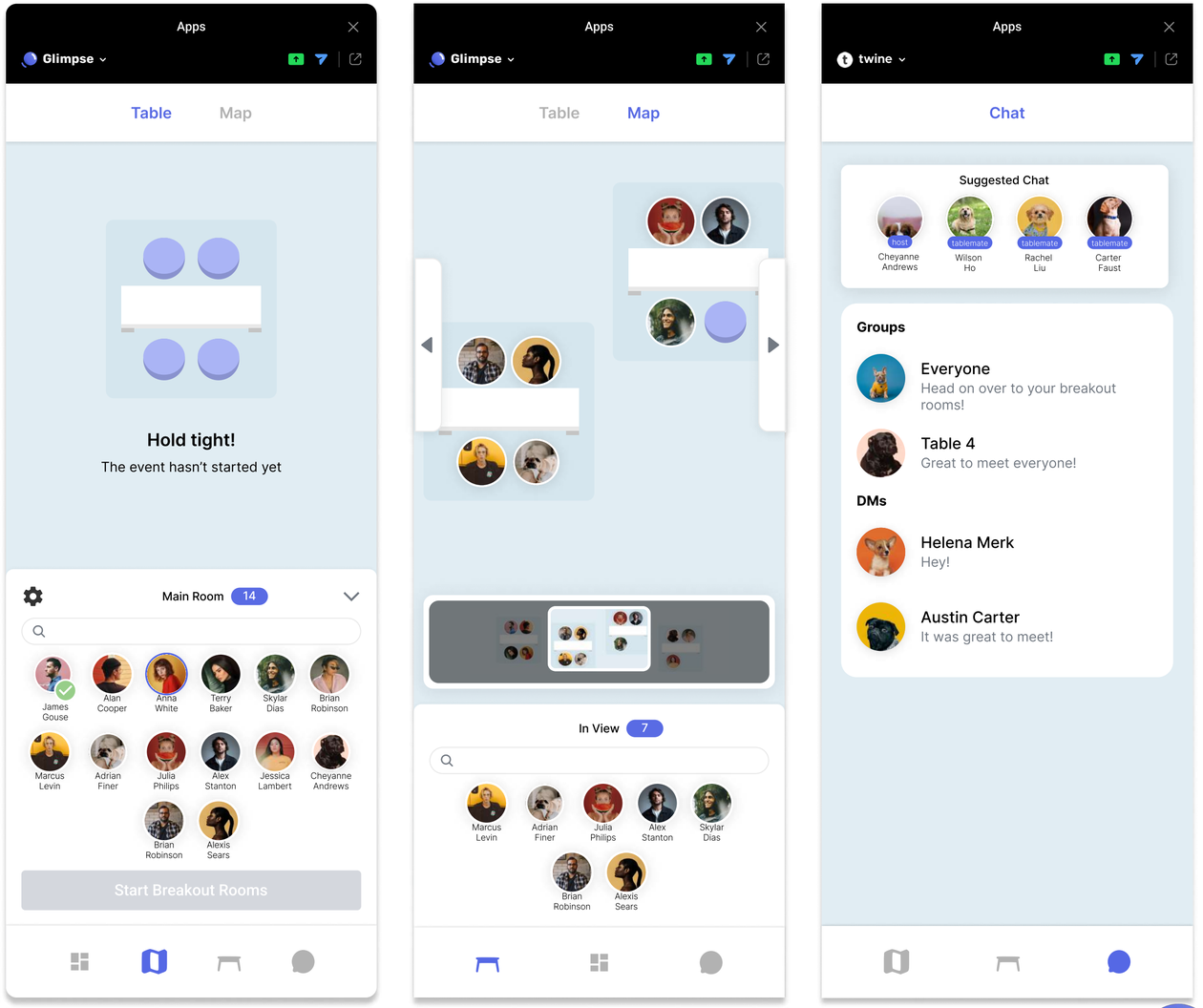
The idea here was that we hyper focused in on improving the match making experience and create a moat in the event space that no one else was focusing in on.



High Fidelities

After diving into our exporations a bit, we decided to commit to creating an experience that was an extension of other platforms, rather than creating our own platform.

We were able to get access to Zoom's Breakout Room API in order to test out if our idea makes sense to complement their experience.



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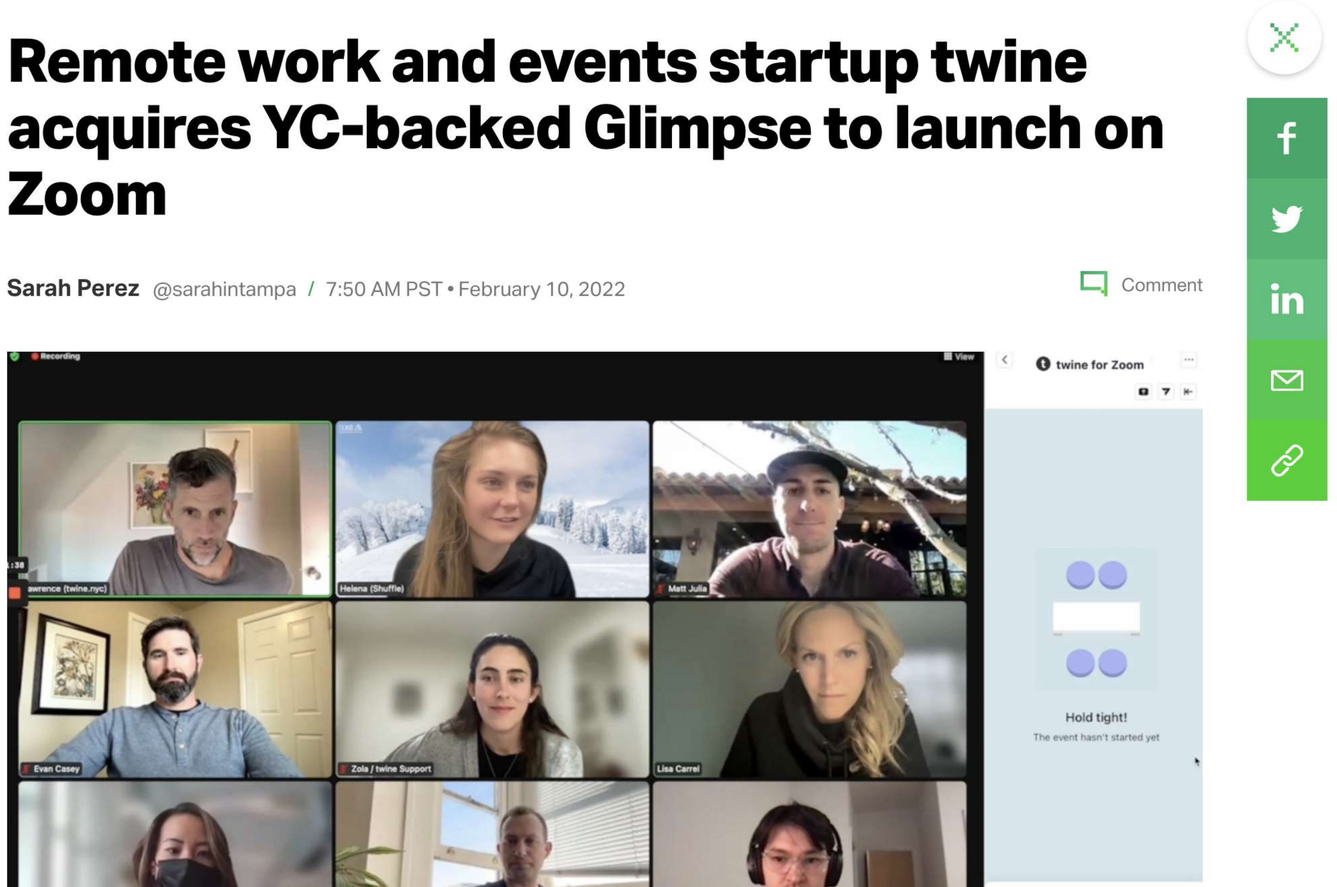
0-1-Acquired

After releasing our Zoom app an events hosting startup, **Twine,** reached out to see if there would be any interest in an acquisition. The deal quickly went through, and Glimpse needed to be integrated into Twine's webapp.



Remote work and events startup twine acquires YC-backed Glimpse to launch on Zoom

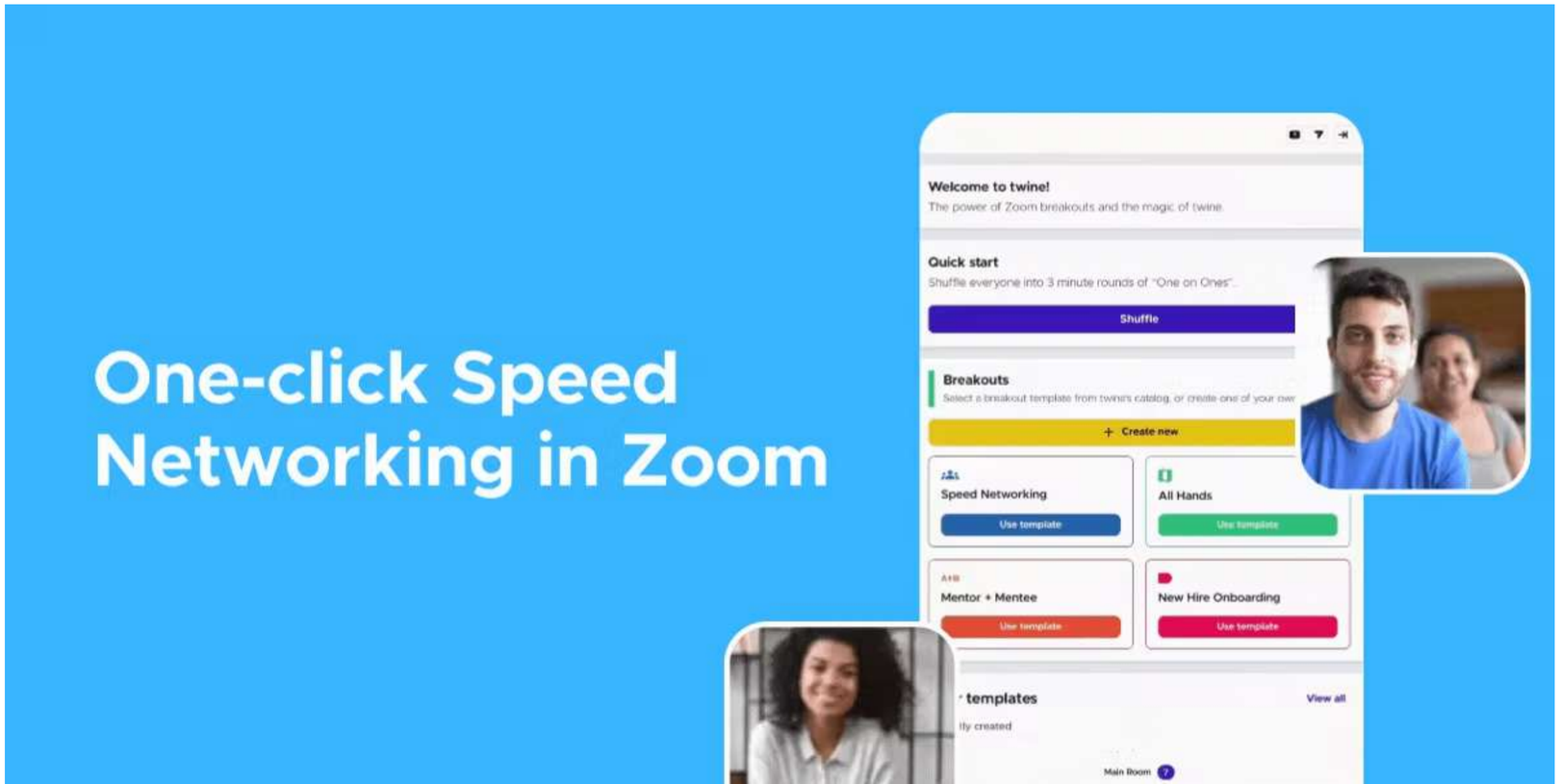
Sarah Perez @sarahintampa / 7:50 AM PST • February 10, 2022

Comment

ACQUISITION

Integration

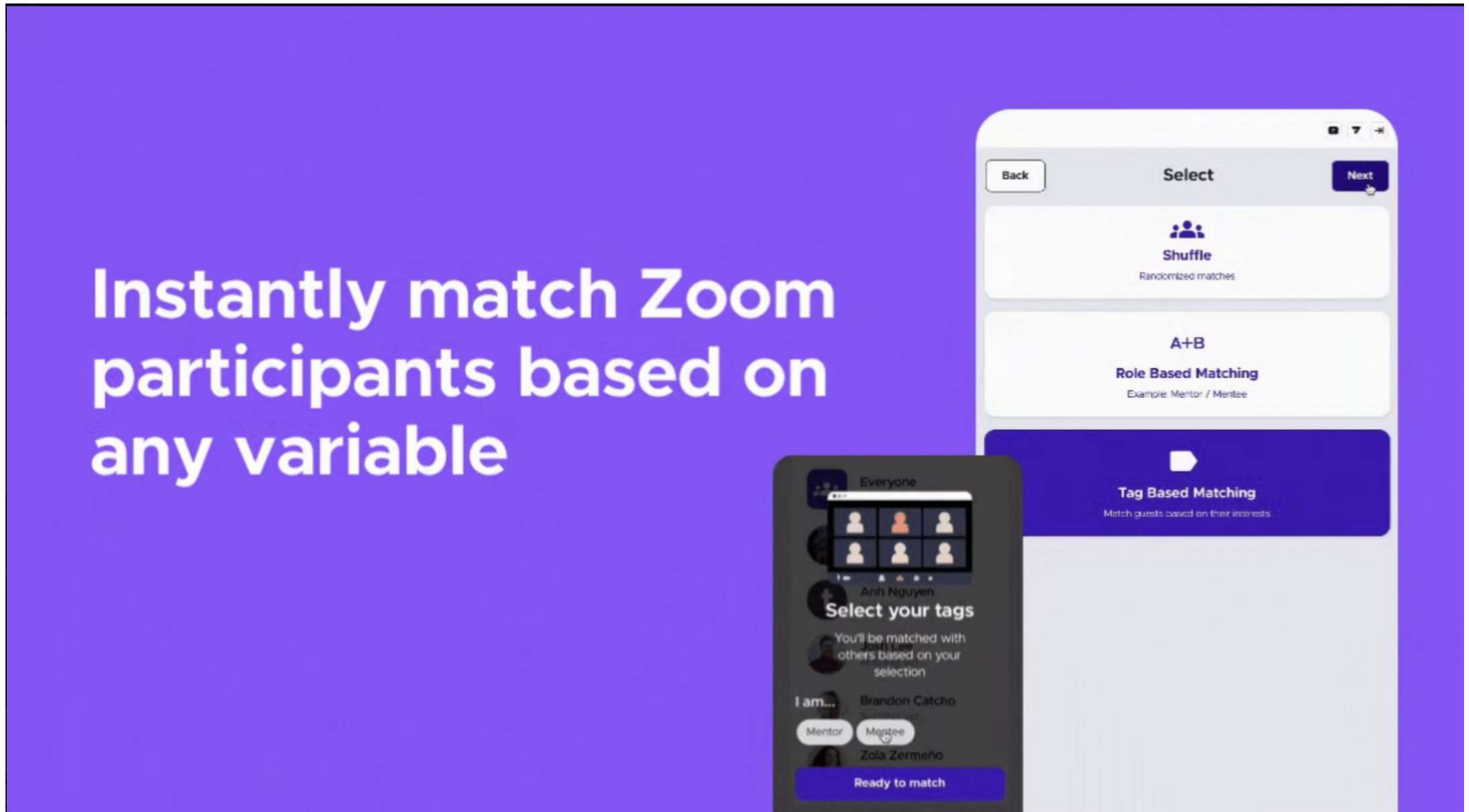
Twine was in the events space, where beyond video calling they were also putting up activities to help facilitate onboarding and company specific team bonding tasks. They decided what we had built aligned very well with their end goal, and decided to incorporate the interface for Glimpse into twine's plugin.



ACQUISITION

Matchmaking

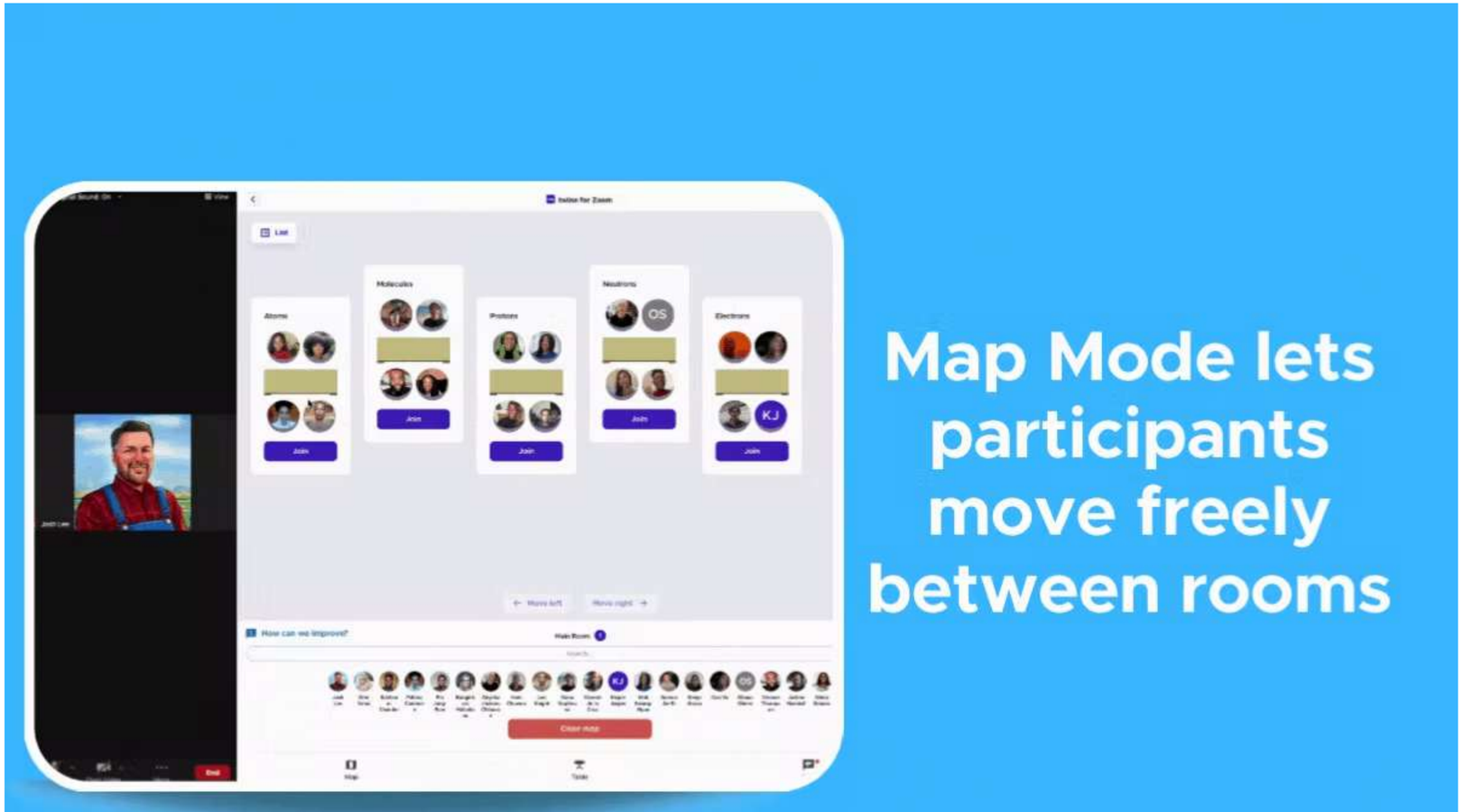
This was one of the pieces that twine had been lacking was getting their attendees to meet eaah other based off of preference. With our tag based matching feature, it was the perfect way to match new hires and existing employees.



ACQUISITION

Map Mode

While many of our task based activities were removed, we ended up keeping the Map mode feature since it was such a hit with attendees.



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