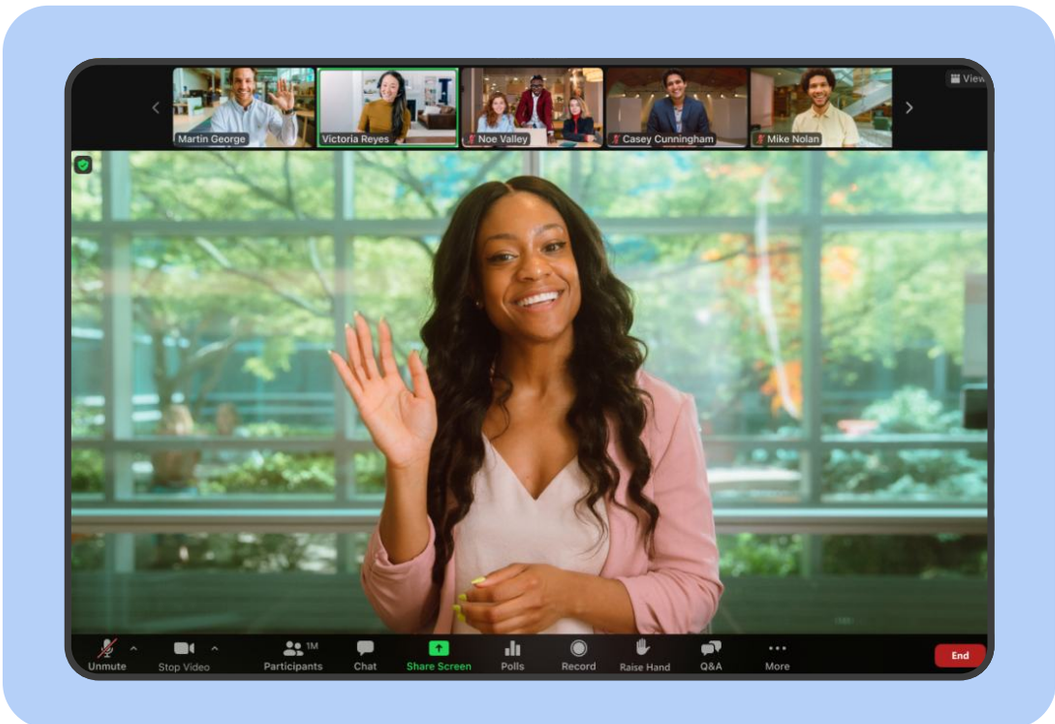
Noa Maller

Enhancing Zoom Webinars: Redesigning for Engagement & ROI



Zoom Webinar Interface before redesigning.

The Brief

To revamp the Zoom conference room in order to optimize it for professional webinar use cases. The objective of this revamp is to create a webinar experience that increases the organizer's ROI and boosts audience engagement. I was encouraged to suggest any features that will help achieve these goals.

Research

Engagement and ROI in Frontals Conferences

Direct Interaction

Eye contact and facial expressions, Real-time feedback and responses Personalized attention to questions

Group Dynamics

Informal discussions, Shared problem-solving, Group activities, Peer-to-peer learning

Personal Networking

Coffee breaks conversations, Spontaneous introductions, Natural group formations, Shared interests discovery

Value Creation

Real-time problem solving, Instant feedback, Resource sharing,Connection building, Knowledge exchange

Direct Sales

On-site products and services sales, Contract signings, Immediate deal closures

Business Networking

Business connections, Business referrals, Industry introductions, Strategic alliances, Long-term relationships, Trust-based collaborations

Leads

Relationship development, Information exchange, Immediate need assessment, Personal follow-up opportunities

Zoom Webinar's Users

Webinar Organizers

- Business Professionals
- Marketing Teams
- Training Facilitators
- Sales Teams
- Event Coordinators

Webinar Participants

- Professional Audience
- Potential Customers
- Industry Stakeholders
- Team Members
- Students/Trainees

Research

Engagement and ROI

Challenges in Webinars

01

Participants Engaement

It's difficult to keep participants truly engaged, as they often multitask, face screen fatigue, and lack the natural energy and non-verbal cues present in physical meetings.

02

Natural Networking

It's difficult to to replicate the organic networking that happens naturally in physical events, missing those crucial coffee-break moments and spontaneous conversations that lead to meaningful business connections.

03

Convert Interest to Action

It's hard to build trust and create urgency that drives immediate action. Participants can easily disengage or postpone decisions, resulting in longer sales cycles and missed conversion opportunities.

04

Measuring and Proving Value

It's difficult to accurately track genuine interest levels and qualify leads, making it harder to prove ROI and justify webinar investments.

Competitive Audit

Zoom Webinar + Livestorm Features Exploration

Key Insights

- **Basic Interface & Features-** Though both platforms offer similar core functionalities, Zoom Webinar provides a more basic approach to these features,
- **AI Integration -** Zoom's AI Companion suggests a growing trend toward AI-enhanced webinar experiences that could be further developed.

Feature	Zoom Webinar	Livestorm
Engagement		
Q&A	✓	✓
chat	✓	✓
reactions	✓	✓
Raise Hand	✓	✓
Breakout Rooms	✓	✓
Engagement Rate	✓ Basic Shows if the participant is on the webinar screen/ moved to another window.	✓ Advanced Measures the level of engagement of the participants.
Whiteboard	✓ Basic	✓ Advanced
Branding	✓ Basic	✓ Advanced
Apps/ Plugins	✓ Basic Many apps- most of them are not suitable for webinars	✓ Advanced Tailored apps for webinars
Manage Participants	✓ Complicated	✓ Intuitive
Caption	✓	✓
Streaming	✓	✓
AI Companian	✓	×
ROI		
Leads Forms	×	✓
Shadowing	✓	✓
Fille sharing	✓	✓
Interactive Links	×	✓ Clickable CTAs, tracking capabilities

Market Gap & Opportunities

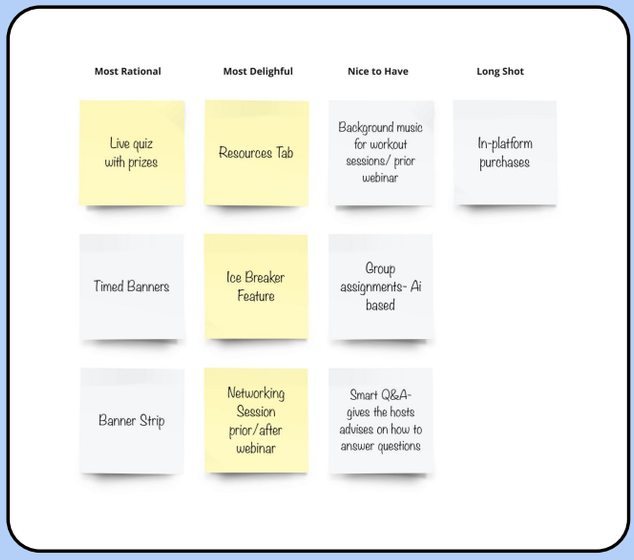
- **Missing ROI Tools -** Neither platform offers built-in banner or CTA capabilities during webinars, revealing a major market opportunity for real-time promotional features that don't disrupt the user experience.

- **Missing Networking Opportunities -** Neither Zoom Webinar nor Livestorm offers comprehensive solutions for meaningful professional connections, missing a crucial opportunity to enhance event value and participant engagement.

Brainstorming

During the brainstorming session, I explored all possible solutions, including the most far-fetched ones. I then mapped these ideas using four categories: Most Rational, Most Delightful, Nice to Have, and Long Shot.

After mapping, I prioritized solutions based on their feasibility and potential value, setting aside the technically challenging ones (Long Shot) and those that would bring limited user value (Nice to Have)



Feature Selection

These features complement each other perfectly in addressing our core objectives. While the Ice Breaker/Networking feature excels at creating immediate engagement and fostering meaningful connections, the Resources Tab provides direct ROI opportunities and valuable content.

Networking+ Ice Breaker

Breaks down virtual barriers and creates meaningful business connections through guided questions and interest matching. Gets participants engaged and comfortable, leading naturally to increased networking and sales opportunities.

Resources Tab

A strategic content library where hosts can share valuable materials while promoting their products and services. While participants get useful content, hosts can drive conversions and generate leads through direct links and downloads.

Visual Design Process

Networking Session & Ice Breaker Feature

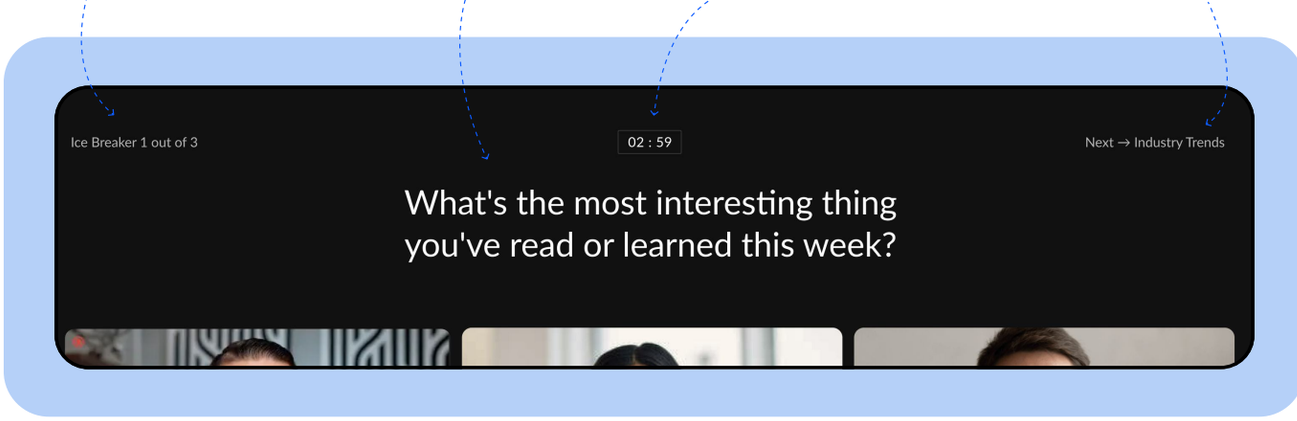
Following feature selection, I developed a clean, intuitive interface that balances functionality with simplicity. The design maintains Zoom's visual identity while establishing clear hierarchy.

Progress indicator
Helps the participants track their process through the networking session, reducing uncertainty and setting clear expectations

Central Question Display
The most important element of the ice breaker feature is the questions themslef, therefore prominent placement in screen center, Larger font size for immediate attention.

Question Timer
time frame each question automatically accordion to the total networking session. The timer is visible enough to track time but subtle enough to avoid creating pressure or anxiety.

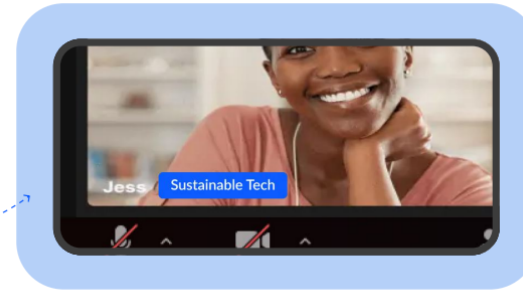
Coming Up Preview
Reduces uncertainty and helps participants prepare mentally for the upcoming question.

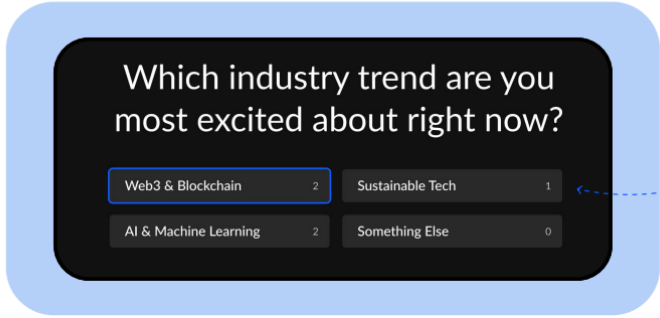


The industry trends poll serves as both an ice breaker and networking facilitator. After voting, participants receive color-coded tags beneath their video, displaying their chosen interest and the number of others who share it. This visual system helps identify potential conversation partners and naturally guides networking based on shared professional interests.

Poll Answer Tags

When participants select their answer a color-coded tag appears beneath their video, facilitating follow up and natural conversation.





shows how many others share each interest (e.g., "Sustainable Tech • 3"), encouraging participants to connect with peers who share their professional interests.

Design Process

Resources Tab Feature

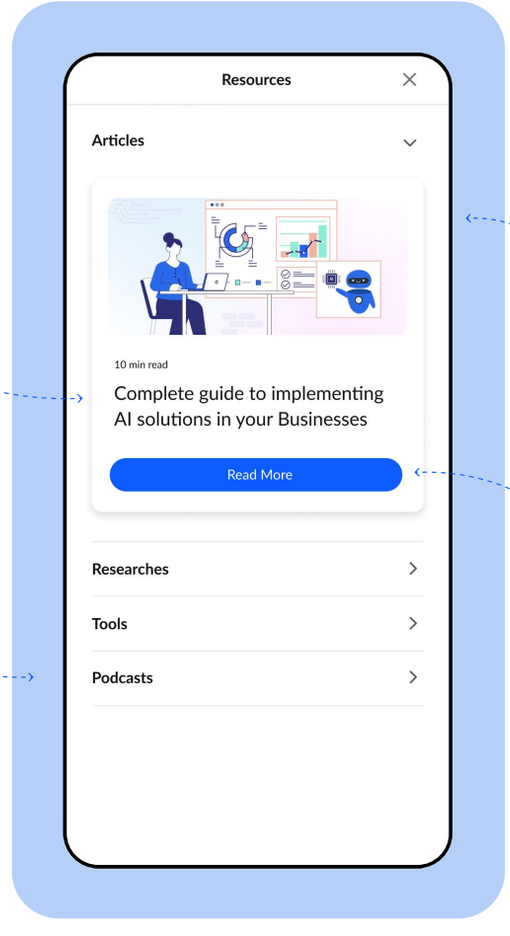
This dual-purpose feature increases ROI through direct marketing opportunities while providing participants with meaningful resources, creating a win-win situation for both hosts and attendees.

Customized Content

Photos, headlines and reading time are customized by hosts prior webinar.

Added Value for Participants

Providing valuable content that helps participants.



Appealing Resources Design

Engaging visual design that encourages users to explore content, increasing both engagement and ROI

Direct Marketing Links

Resources can link directly to products, services, or promotional offers, increasing ROI

Thank You!