



SWATHIS
SRINIVASAMURTHY

CREATIVE UX/UI/PRODUCT DESIGNER

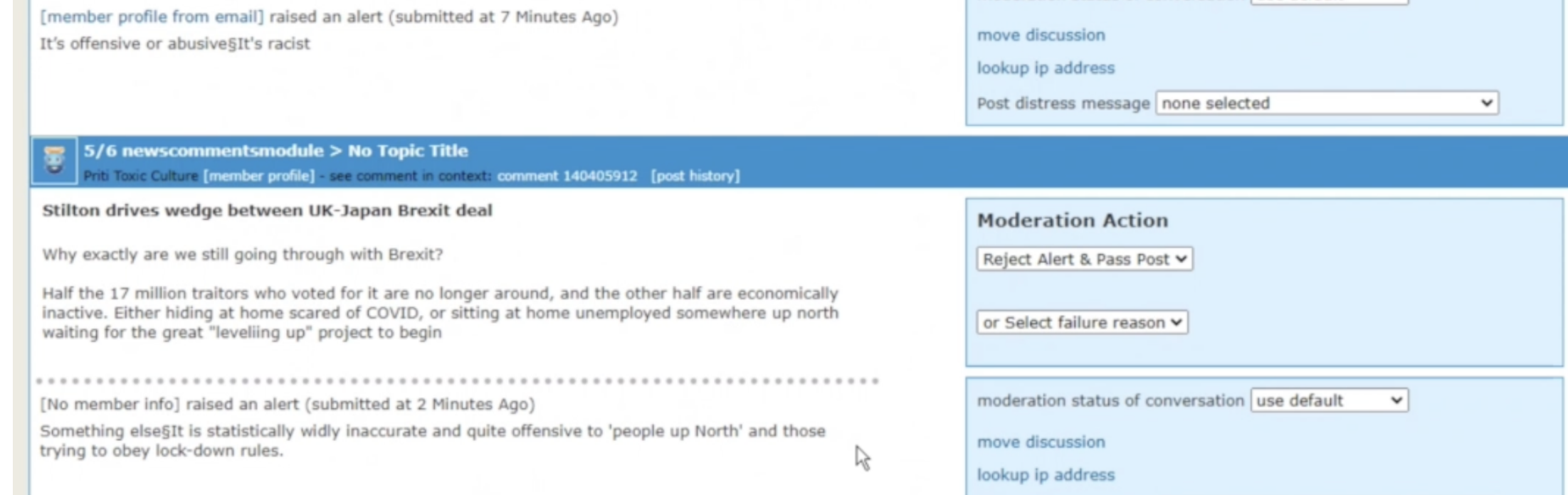
User Generated Content Moderation

B B C

OVERVIEW

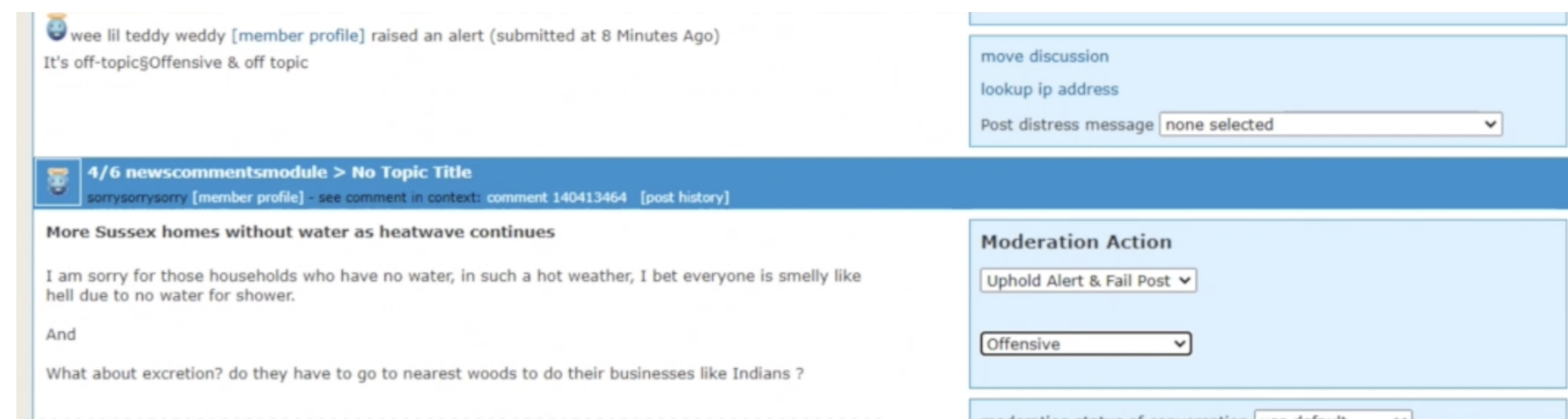
UGC Moderation tool handles all kinds of user-generated content sent for review such as images, video, audio, text and BBC user account's display names. Comments moderation teams were after a new and versatile moderation tool that is simplified to use. So, we added the comments moderation feature to the existing tool that meets their requirements and allows them to moderate comments efficiently within minutes.

I was the lead designer working on this project with a team of a product owner and four engineers.



THE PROBLEM

The third-party comments moderation tool used by the moderators was outdated, inefficient and very limited to any improvements. Customising the third-party tool to satisfy the user's needs was unfeasible. Moving away from the third-party application and incorporating the comments moderation feature in our existing moderation tool required a lot of thinking and innovative solutions.



GOALS

User: Effortlessly moderate comments within minutes.

Business: Improve the quality of comments moderation and reduce the cost by replacing the third-party application with the existing moderation tool built in-house.

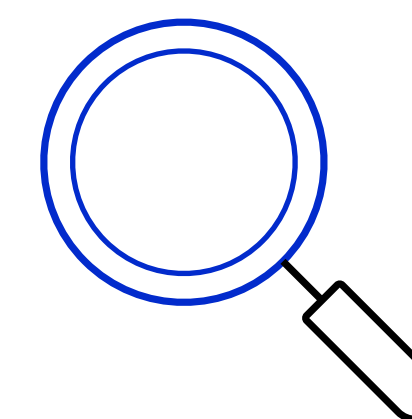
Product: Bring the product in-line with other internal tools and deliver a simplified yet versatile comments moderation feature in the tool.

EMPATHISE → CONCEPTUALISE → DESIGN

EMPATHISE

- Understand their frustrations and pain points
- Understand their needs
- Understand their wants





RESEARCH & ANALYSIS

- Conducted 8+ user and stakeholder interviews over a week.
- Conducted competitor research to understand the current product offerings.
- Audited BBC News, Sports & CBBC to understand comments and related features.

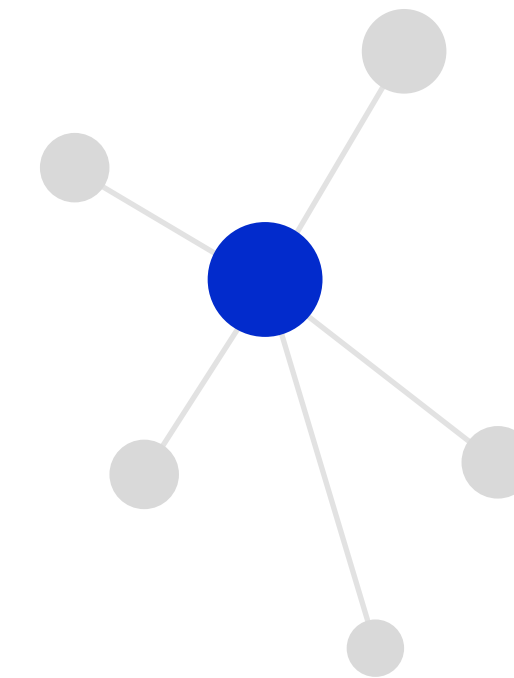
KEY TAKEAWAYS FROM USER INTERVIEWS

- A lot of time is spent making a decision on an individual comment due to a lack of context.
- Not easy to find a conversation on a specific topic leading to poor moderation.
- Not enough features to identify user behaviour patterns.
- To have more control over the topics and discussions.

CONCEPTUALISE

With all the data gathered, I had to understand and synthesise it.

- Understand the key pain points, needs and expectations.
- Understand the priorities of features. Differentiate must & nice to have.
- Presented the synthesis to product owner to get their buy-in first.



D dale
14:56 1 Oct
how much did BP put the price of fuel up during this period. profiteering i suspect!
82 15

S Strawcat
15:07 1 Oct
to dale "how much did BP put the price ..."
Did the government try and stop them?
No, they need the fuel duty to pay for HS2, the new yacht and other vanity projects.
59 68

T trainboff
15:14 1 Oct
to Strawcat "Did the government try and st..."
Ok sir kier
10 4

D dingyman
15:18 1 Oct
to Strawcat "Did the government try and st..."
Cobblers, motorists will not have bought much more in a month that they usually would, so no vast boost to fuel duty takings.

Jim

My approach to buying games is the same as my approach to buying consoles. Wait until they've been around for a while. Firstly they're cheaper, and secondly you know what to avoid.

Dylan

Not to mention that when you do eventually buy them, a lot of bugs and problems are usually fixed

Angel

Spot on, Witcher 3 was released by CDprojekt red and was a glitchy mess at first. eventually they patched it into the masterpiece it is today, but I wouldn't have seen it as a masterpiece if I had bought it immediately. Thank god I waited

Chris

Yeah same, especially as with consoles, you know they will just release an upgraded version at some point.

Jamie

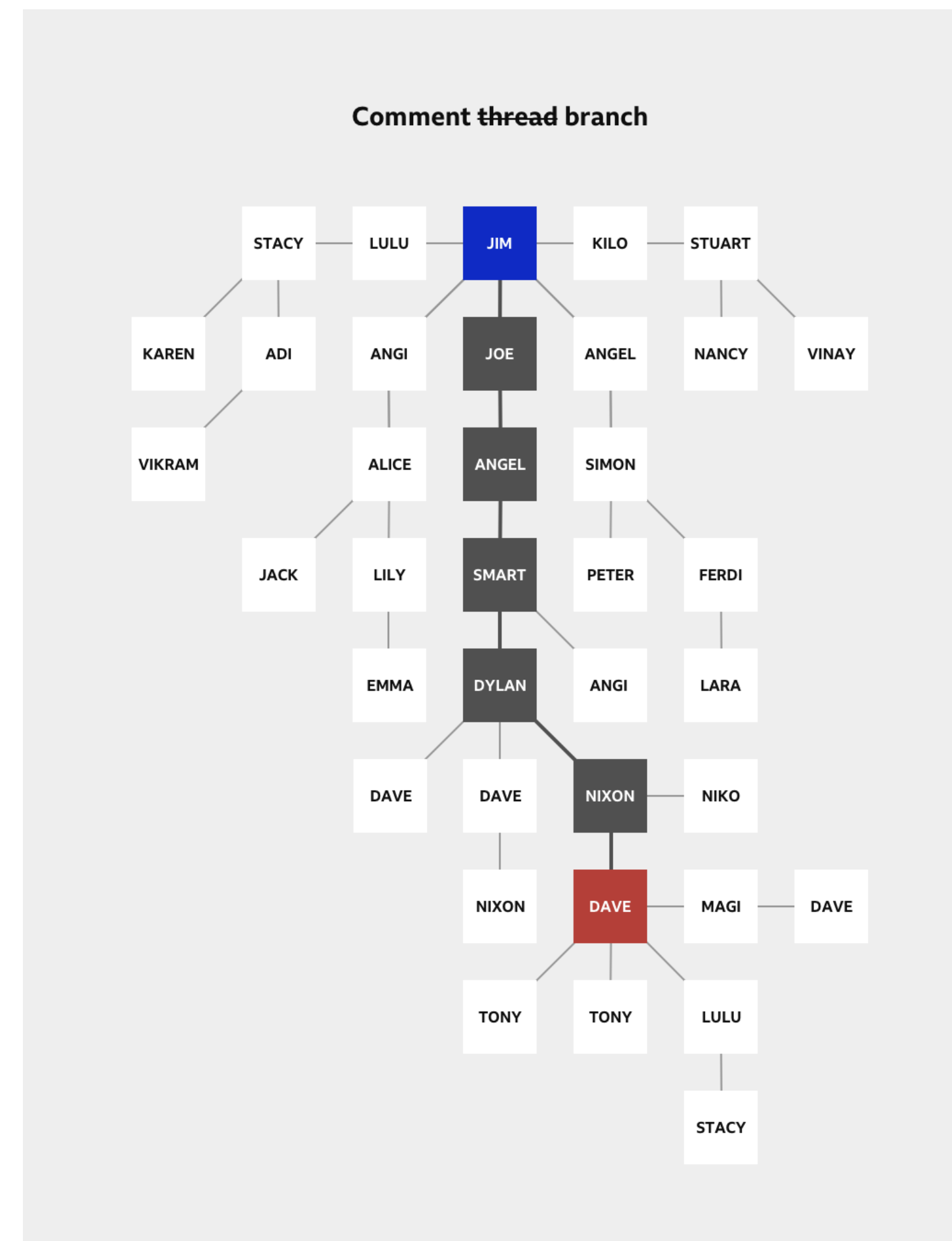
Exactly what I did with the PS4, waited nearly 2 years, got the version with all the creases ironed out, with the larger storage and for the same price.

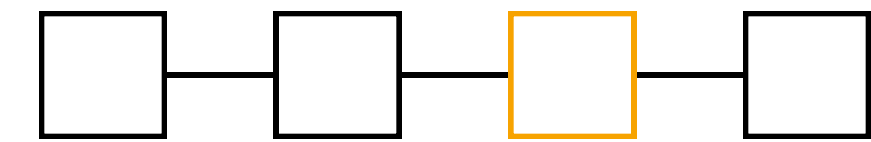
Smarter

Yep, I wasn't too bothered about PS4 as had other consoles, got the PS4 Pro when it came out!

Nixon

Jim sounds like someone who is justifying his sadness at not getting a next gen console on release date... 😂





TAKEAWAY FROM THE USER JOURNEY MAP

Prioritised the key pain points, and discovered the gaps and the areas of inefficiencies. I worked closely with the product owner and back-end developers to form a strategy and prioritised the features we needed to focus on. We presented the roadmap to the stakeholders.

DESIGN CHALLENGES

- Comments moderation is technically complex. The most difficult part about designing this feature was addressing various scenarios and edge cases that can occur while moderating a comment.
- Bring changes to the existing tool by not affecting the existing user experience.
- Product integrations.
- Bring the product in-line with other internal systems by introducing IntGEL.
- Spacings & Accessibility requirements.
- Tight deadline and developers needed something to get started.

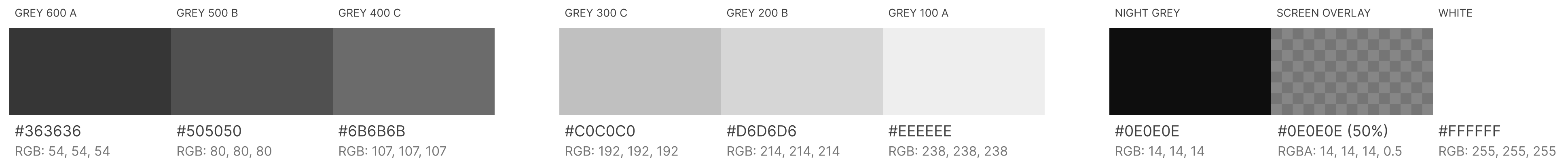
DESIGNING

- Introduced IntGEL - An internal design system which I initiated and led.
- Since this is an existing tool and there are no structural changes required to build this new feature, I was able to design a high-fidelity mockup of the homepage to get the stakeholders' buy-in.
- When the designs were approved, I designed all the use cases and edge cases very quickly.

UGC Moderation - Colour Palette



Global - Colour Palette



BBC **UGC Tools** Moderation Audience Terms Matcher Upload Manager 17

Queue Referred **17** Held **4** Archive

114 items in **Display names** ▾ in **3 sources** ▾
from **12/04/2020 - 24/04/2020** ▾

Content ID: 53567780 ✕ Content ID: 52387653 ✕

Status: Approved ✕ **Less** Reset

Content ID	Status
53567780, 52387653 ▾	Approved ▾

On | I

All sources

Cbeebies

Sports

One

One plus

Today

Yesterday

Past 48 hours

All time

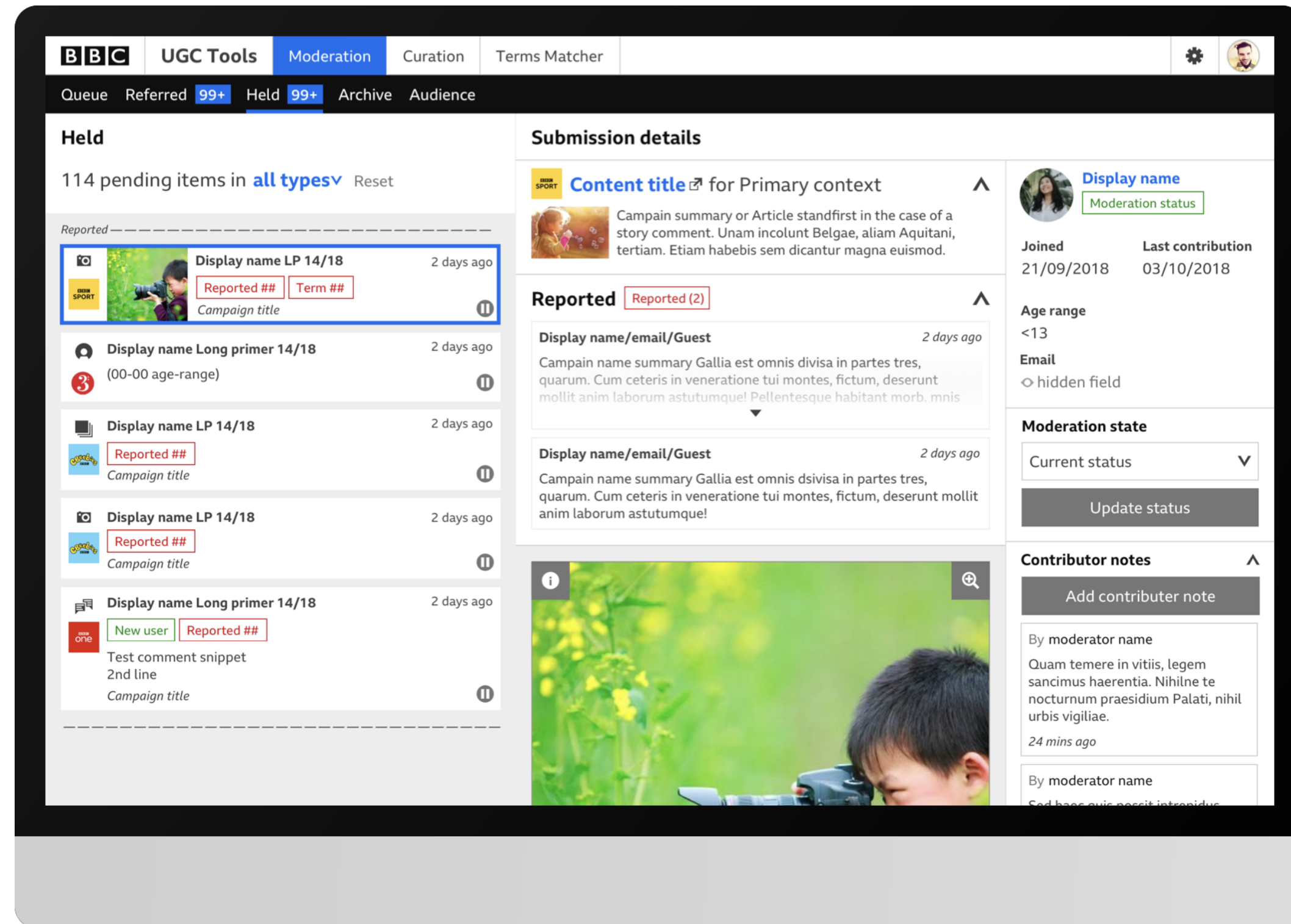
Custom date ✓ ^

Date range

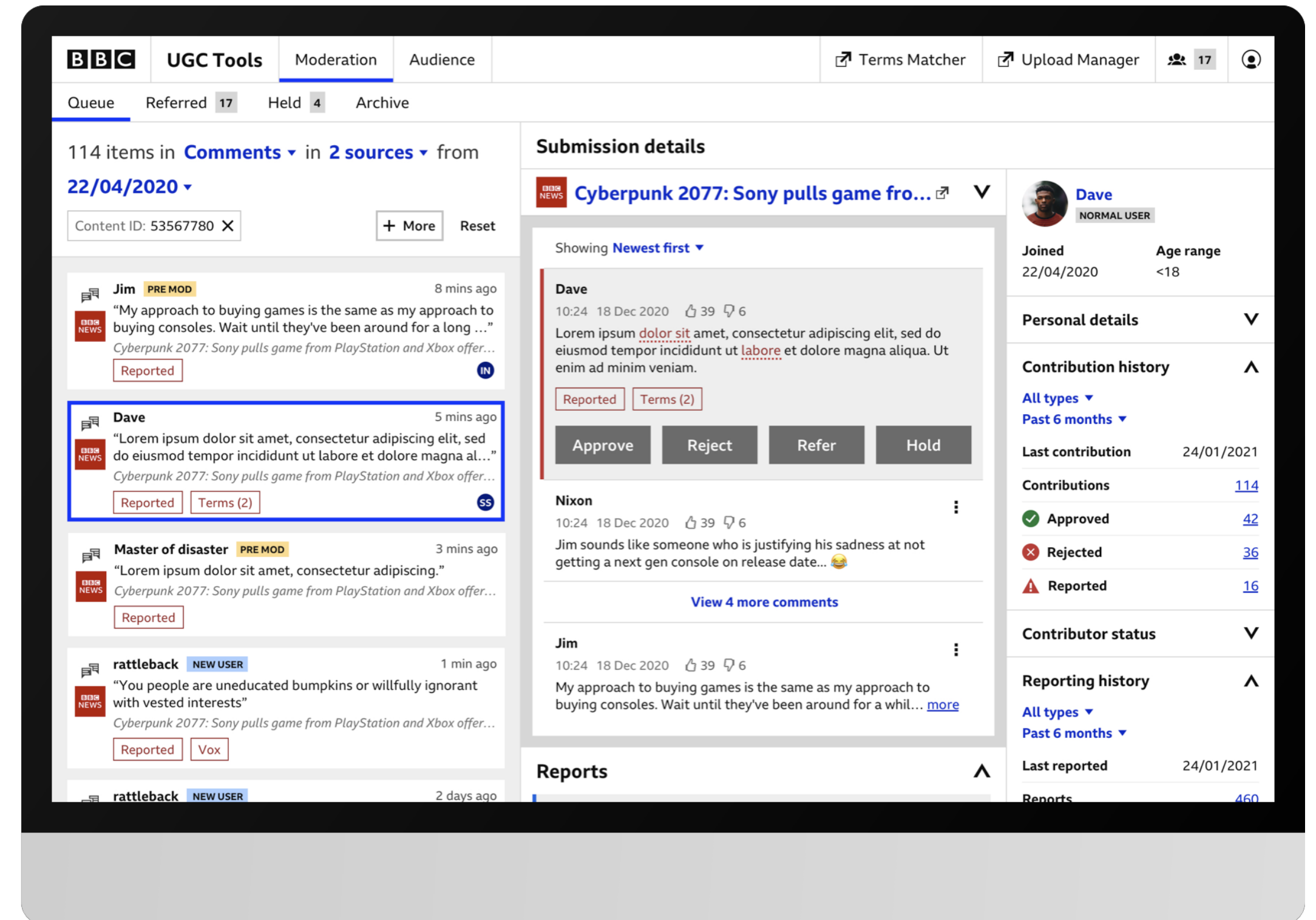
Start date 12/04/2020 **End date** dd/mm/yyyy

April 2020						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Clear



BEFORE



AFTER

Queue Referred 17 Held 4 Archive

114 items in Comments in 2 sources from 22/04/2020

Content ID: 53567780

+ More Reset

- Jim** PRE MOD 8 mins ago
"My approach to buying games is the same as my approach to buying consoles. Wait until they've been around for a long ..."
Cyberpunk 2077: Sony pulls game from PlayStation and Xbox offer...
Reported
- Dave** 5 mins ago
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna al..."
Cyberpunk 2077: Sony pulls game from PlayStation and Xbox offer...
Reported Terms (2)
- Master of disaster** PRE MOD 3 mins ago
"Lorem ipsum dolor sit amet, consectetur adipiscing."
Cyberpunk 2077: Sony pulls game from PlayStation and Xbox offer...
Reported
- rattleback** NEW USER 1 min ago
"You people are uneducated bumpkins or willfully ignorant with vested interests"
Cyberpunk 2077: Sony pulls game from PlayStation and Xbox offer...
Reported Vox

Submission details

Cyberpunk 2077: Sony pulls game fro...

Showing Newest first

Dave
10:24 18 Dec 2020 39 6
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Reported Terms (2)

Approve Reject Refer Hold

Nixon
10:24 18 Dec 2020 39 6
Jim sounds like someone who is justifying his sadness at not getting a next gen console on release date... 😂

View 4 more comments

Jim
10:24 18 Dec 2020 39 6
My approach to buying games is the same as my approach to buying consoles. Wait until they've been around for a whil... more

Reports



Dave

NORMAL USER

Joined 22/04/2020 Age range <18

Personal details

Contribution history

All types Past 6 months

Last contribution 24/01/2021

Contributions 114

Approved 42

Rejected 36

Reported 16

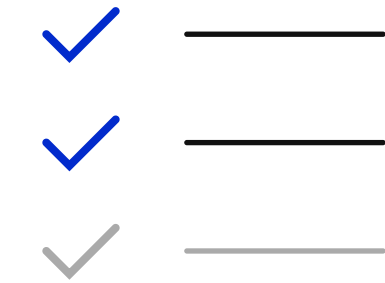
Contributor status

Reporting history

All types Past 6 months

Last reported 24/01/2021



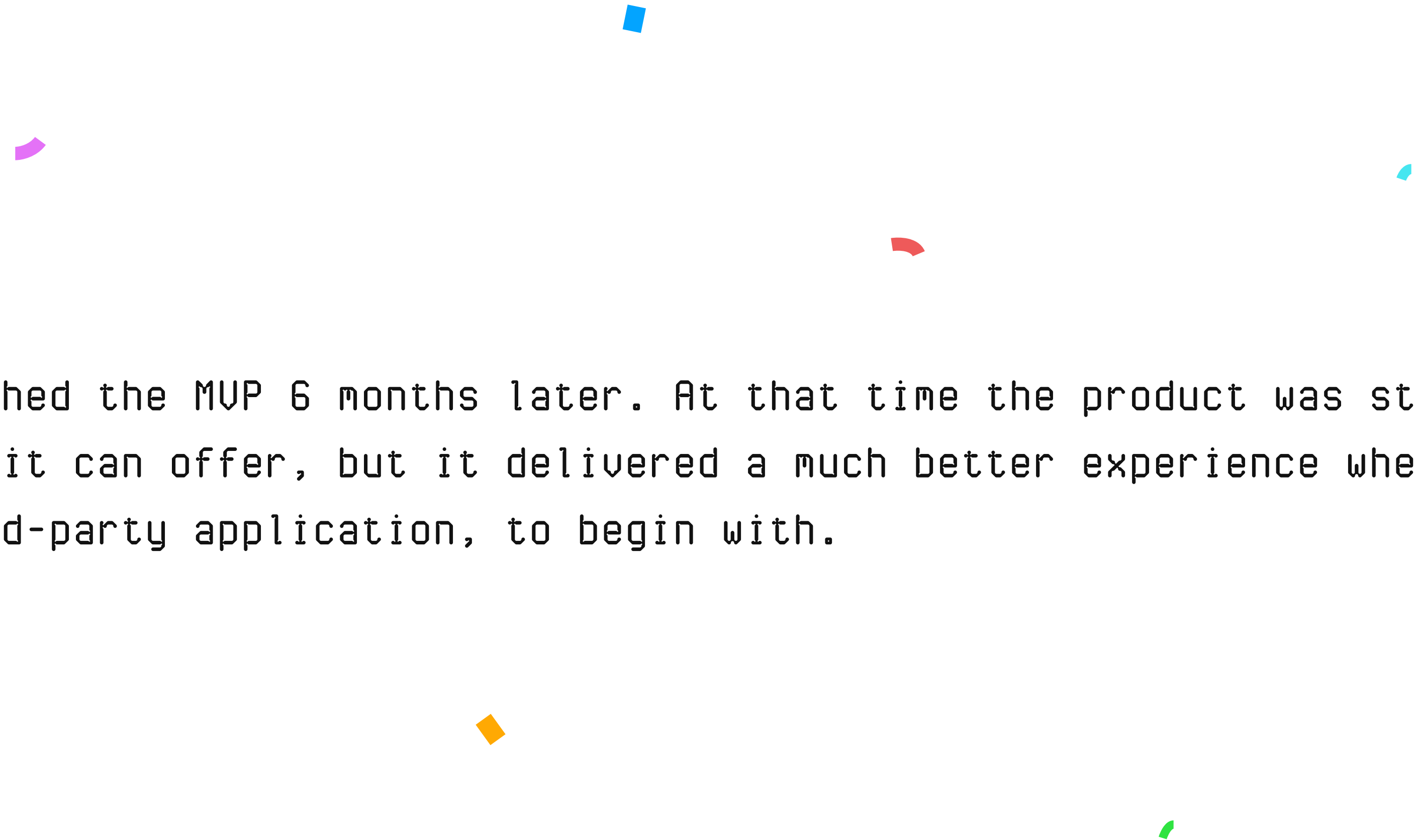


TESTING

- Created prototypes for a few scenarios.
- Conducted usability testing with both moderation teams.
- Gathered feedback and iterated the designs.

OUTCOMES

- Successfully incorporated IntGEL.
- Conducted usability to validate the designs.
- Stakeholders were extremely satisfied with the quality of the work produced.
- Following rigorous UX methodologies added great value to this project.



We launched the MVP 6 months later. At that time the product was still limited in what it can offer, but it delivered a much better experience when compared to the third-party application, to begin with.

THANK YOU