

A Deck By Aditya Deshwal

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Problem Statement

You've recently joined as VP of Product with Microsoft Teams.

You realized your forte has been to cater mainly to businesses and educational institutions up until now, with the entire application built around making collaboration better in workspaces and schools and colleges. However, with offices and schools/colleges opening up, you fear Teams might become obsolete and start losing the growth trajectory they have been on up until now.

You want to break your synonymity with only offices and educational institutions and want to bring changes in the current app to acquire more users who are looking to communicate with others.



Competitors

Zoom Meetings is perhaps the world's most-used web conferencing platform. Used for online classes, personal meetings and business meetings.



Google meet is also widely used in online classes and most widely used platform for personal meetings.



User Persona



Sahil (17 years)- Student

Do video conferencing 2-3 times a week.

Purpose-
Talking to friends, informal meets.

Pain Points-
Don't want to download software.

Amar (32 years)- Working

Do video conferencing 1-2 times a week.

Purpose-
Informal meets with friends and colleagues.

Pain Points-
Wants a software which takes least time in setting up meet.

Jitendra (64 years)- Retired

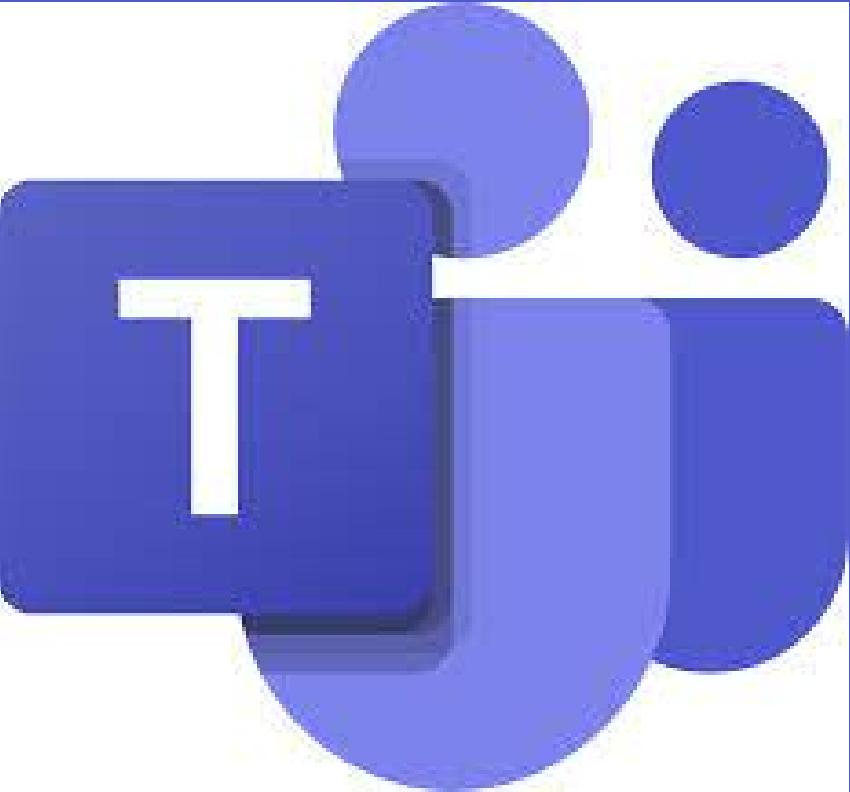
Do video conferencing 1-2 times a week.

Purpose-
Meets with relatives and friends.

Pain Points-
Wants a software which is easy to use.

→ Aim

Break synonymity with only offices and acquire more users.



→ Challenges

- A lot of users prefers to use browsers instead of downloading the software.
- Users find it confusing and difficult to use “Teams” in their first time due to a lot of features in the app beyond meetings too.
- In comparison to competitors, app does not coordinate properly with other applications of the system like gmail, google calendar and other popular apps.

→ Due to all these reasons “Teams” is not able to give a good User Experience to users in first time .

Solutions Proposed



Develop a browser version of the app so users can use app in browsers also.



Improve user interface to make it more simple and easy to use, so users with no experience can also use app easily.



Add tutorials for new users to provide a better user experience in first time to increase retention.



Improve app to coordinate with other popular apps easily to give a better user experience.

How it will help?

- By developing a browser version we can target users who don't want to download a software, as well as we can target the users which are new such kind of apps as these users generally starts with clicking on inviting links and joining the meet directly so browser version will be a good user experience for them.
- By simplifying interface and adding tutorials we can target users who are not familiar with the application. This will improve their user experience and our retention.
- By improving coordination of our app with other apps we can target users which uses our app on mobile phones and don't want to switch their gmail and other popular apps, because it's a fact gmail is more widely used than outlook in mobile phone users and users don't want to switch.



Go-to-Market Strategy

- ✓ We can promote the new features of the app on platforms like you tube because users of all age groups will be present there.
- ✓ Our focus should be on creating the new image for the product as an application which a user can use for personal uses. As ultimately our aim is to break the image of our product as an “office use only” app.
- ✓ We should also focus on creating the image of the product as an easy use app and ready to go app, without any prior downloading and account creating process.

Success Metrics

To check the success of our initiative we should focus on customers based success metrics. We can use various success metrics such as NPS, Customer Health Score and many more but our focus should be on the following four parameters.

Acquisition- By looking that how many customers are visiting app in first place will tell us about our promotion and image development of app as a personal use app as well as office use app.

Activation- We can think the user to be activated if it makes an account. This will tell us about the user experience of our user in their first time on the app.

Retention- We can set a parameter like 3 visits in a month to call a user to cross the barrier of retention or not. This is the most important parameter in the long run.

Churn rate- It should be as low as possible. This will tell us about the overall user experience of a user from begining.

Thank
You

for reading my slides

