



JS

X

Help Jay get started with a few docs

They'll get an email with links to docs you share.

VIEWED RECENTLY

- Harry/Meghan 1:1
Shared with 2 people • Created by Meghan M

[Invite](#)

- Kate/William 1:1
Shared with 2 people • Created by Kate M

[Invite](#)

- 2018 Royal Agenda
Shared with 10 people • Created by you

[Invite](#)

- Diana's secret document
Shared with 1 person • Created by you

[Invite](#)

- Jokes of the Round Table
Shared with 10 people • Created by you

[Invite](#)

- Marketing goals for 2018
Shared with 5 people • Created by Harry P

[Invite](#)

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Hypothesis

New users in Paper teams **have trouble discovering the value of Paper** because they're not able to find team content of high relevance to them. We hypothesized that prompting existing team members to invite new users to relevant paper docs would lead to higher activation and better onboarding experience.

Objectives

- Surface the collaborative value of Dropbox Paper to new users
- Increase activation and retention amongst new members within first 30 days

Key Results

- Led to increase in team activation (**15% relative lift**)
- Led to increase in retention (**20% relative lift**)

Problem and Goals

What are the user problems we want to address?

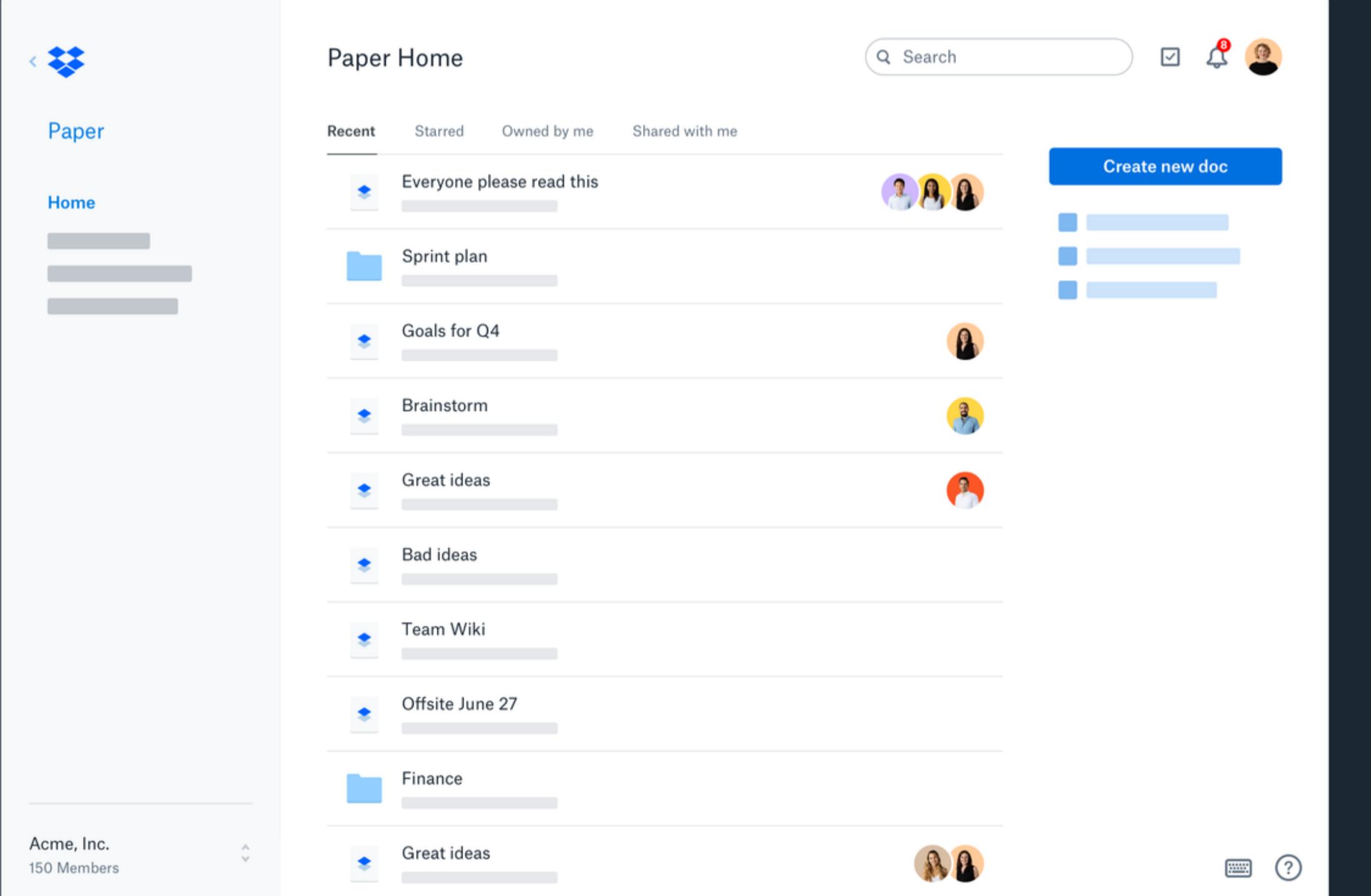


Ann Thompson
Activated user

Collaboration
Doesn't know when new people in her team are joining Paper

Sharing
Doesn't know which docs and folders new team members can access

Social
Needs to convince new users about the collaborative value of Paper





Jay Singh
New user

Discovery
Can't find any team content in Paper

Getting started
Doesn't know where to begin or which docs to start with

Awareness
Doesn't know who's using Paper in his team



What are the user problems we want to address?

The image is a composite of two screenshots. On the left, a dark-themed user profile for 'Jay Singh' is shown, identifying him as a 'New user'. Three sections are listed under 'Discovery': 'Can't find any team content in Paper', 'Getting started' (with the note 'Doesn't know where to begin or which docs to start with'), and 'Awareness' (with the note 'Doesn't know who's using Paper in his team'). On the right, a screenshot of a digital workspace interface titled 'Paper Home' is displayed. It features a search bar, a 'Create new doc' button, and a list of recent documents including 'My first Paper doc' and 'Sample docs'. The interface also includes navigation tabs for 'Recent', 'Starred', 'Owned by me', and 'Shared with me', and a footer showing 'Acme, Inc.' with '150 Members'.

What's the value add for the user and business?

Dropbox goals

- Surface the collaborative value of Dropbox Paper to new users
- Increase activation and retention amongst new members within first 30 days

User goals

- As an existing user, make it easy to share docs to new team members in Paper
- As a new user, understand how is this tool relevant to work I do in other places

tl;dr;

A significant percentage of users sign up on teams where there is at least one team doc (62%). There are opportunities to guide new users towards these docs in order to make them more discoverable.

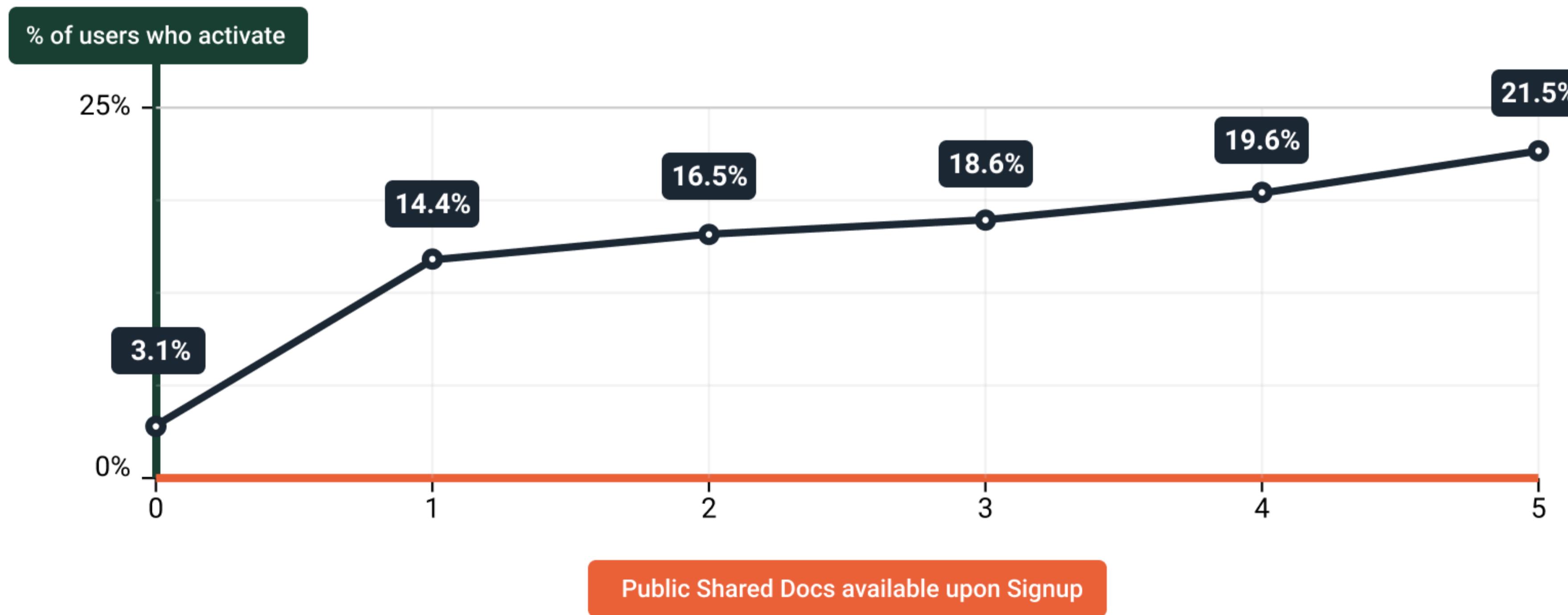
How many 2nd, 3rd, 4th etc team users are signing up for teams?

Most people signing up for Paper on teams are not the first user (72%), in fact 40% are the 5th or greater. This provides a lot of evidence that there is a lot more we can do to optimize NUX experiences for 2nd+ users

1st User	28%
2nd User	16%
3rd User	10%
4th User	6%
5th+ User	40%

More existing discoverable content = higher activation

Yes, the activation rate increases by nearly 400% going from a zero team docs to a single team doc. It increases another 50%, going from 1 to 5 public shared docs.



How often do users find discoverable content upon signing up?

Only 18% of docs created are added to folders. Of these, only 25% are added to Paper team folders (5% of docs). **This means 95% of docs are non-viewable by a new user signing up for a Paper team.**

All docs

18%

of all docs are added to a folder

All docs in folders

25%

of docs in folders are added to public team folders

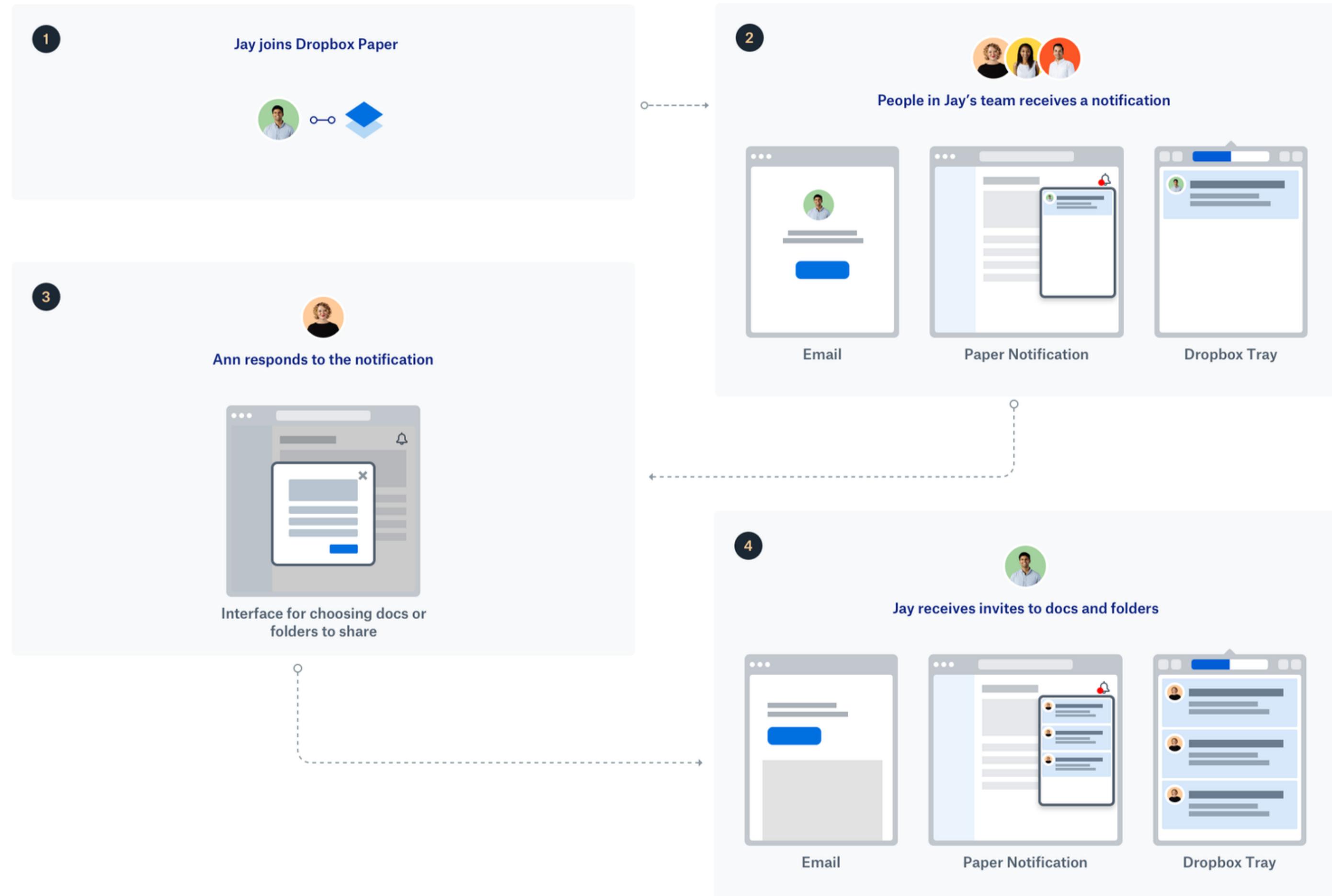
All docs

4.5%

of all available docs are viewable to new users

=

Crafting the high level flow



Final Design

JS

Show Jay what you've been up to
They'll get an email with links to the doc you've shared

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- Kate/William 1:1
Shared with 2 people • Created by Kate M [Invite](#)
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Shared with 10 people • Created by you [Invite](#)
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Design Explorations

Sidebar View

The sidebar view shows a sidebar on the left containing a search bar and filters (Recently viewed, Created by me, Shared with me, Archived). Below these are lists of documents: 'Harry/Meghan 1:1' (Metadata), 'William/Kate 1:1' (Metadata), '2018 Royal Agenda' (Metadata), 'Ann's secret document' (Metadata), and 'Jokes of the round table' (Metadata). A central area displays a list titled 'Selected Docs (5)' with the same five items. At the bottom is a blue button labeled 'Send invites to Jay'.

List selection

A modal window titled 'Help Jay get onboarded' is shown. It contains a search bar and a list of documents: '2018 Royal Agenda' (Metadata), 'Jokes of the round table' (Metadata), and 'Ann's secret document' (Metadata). A checkbox is checked next to the second 'Jokes of the round table' item. At the bottom are buttons for 'Button' and 'Primary'.

Actionable list

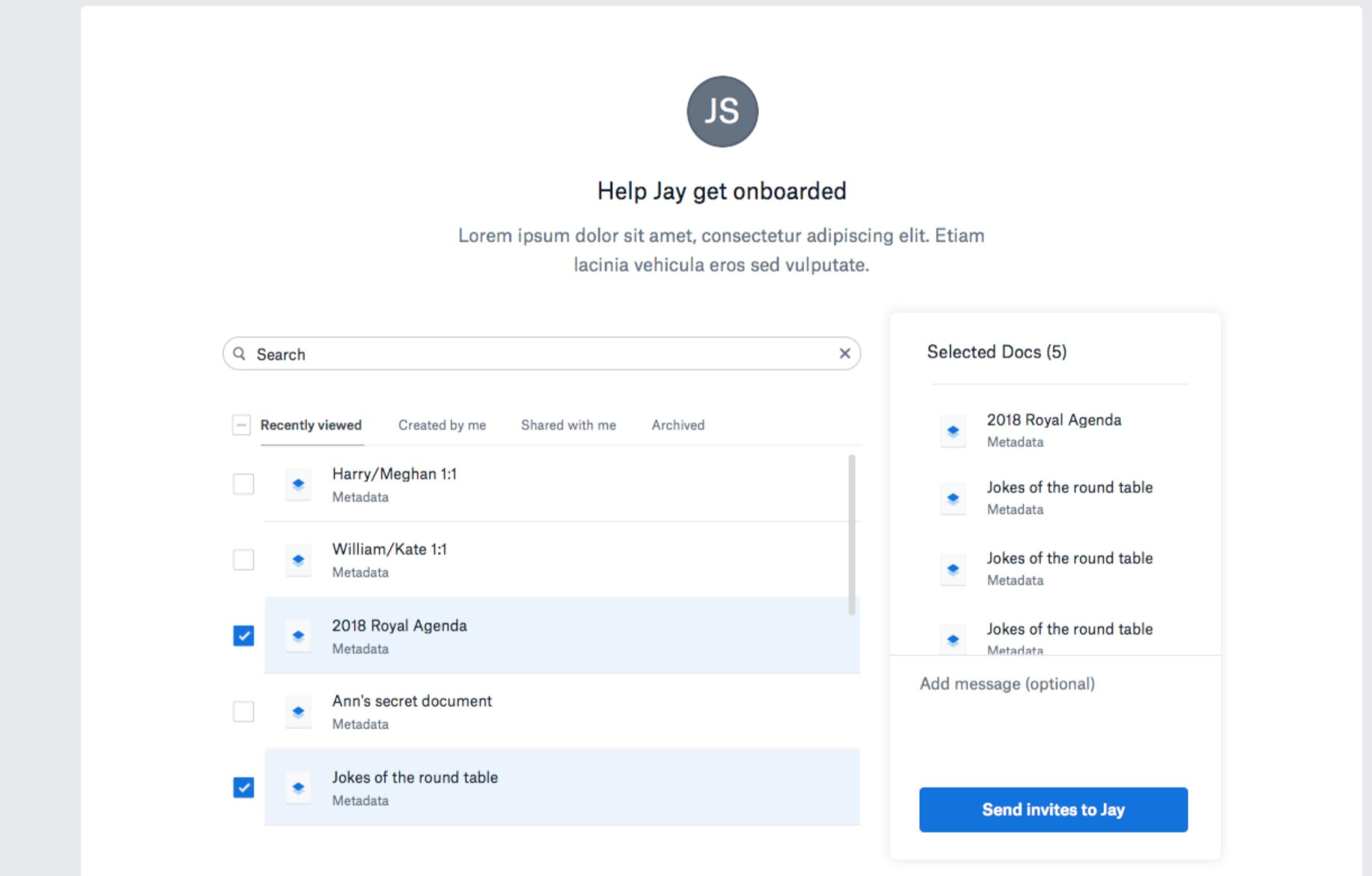
The actionable list view shows a list of documents with an 'Invite' button next to each. The 'Jokes of the round table' document has a green 'Invited' button instead. Other documents like 'Harry/Meghan 1:1' and 'William/Kate 1:1' still have blue 'Invite' buttons.

Thumbnail grid

The thumbnail grid view shows a grid of document thumbnails. Each thumbnail includes a small image, the document title, and a brief description. For example, one thumbnail for 'Abstract Q2: Project Plan' says 'I had this amazing idea 2 years ago about creating a GIF animation with a cat that is really good at juggling.' Another for 'Creative brief: Abstract sculpture project' says 'We need art supplies to get started and I think we can come up with some concepts by themselves.'

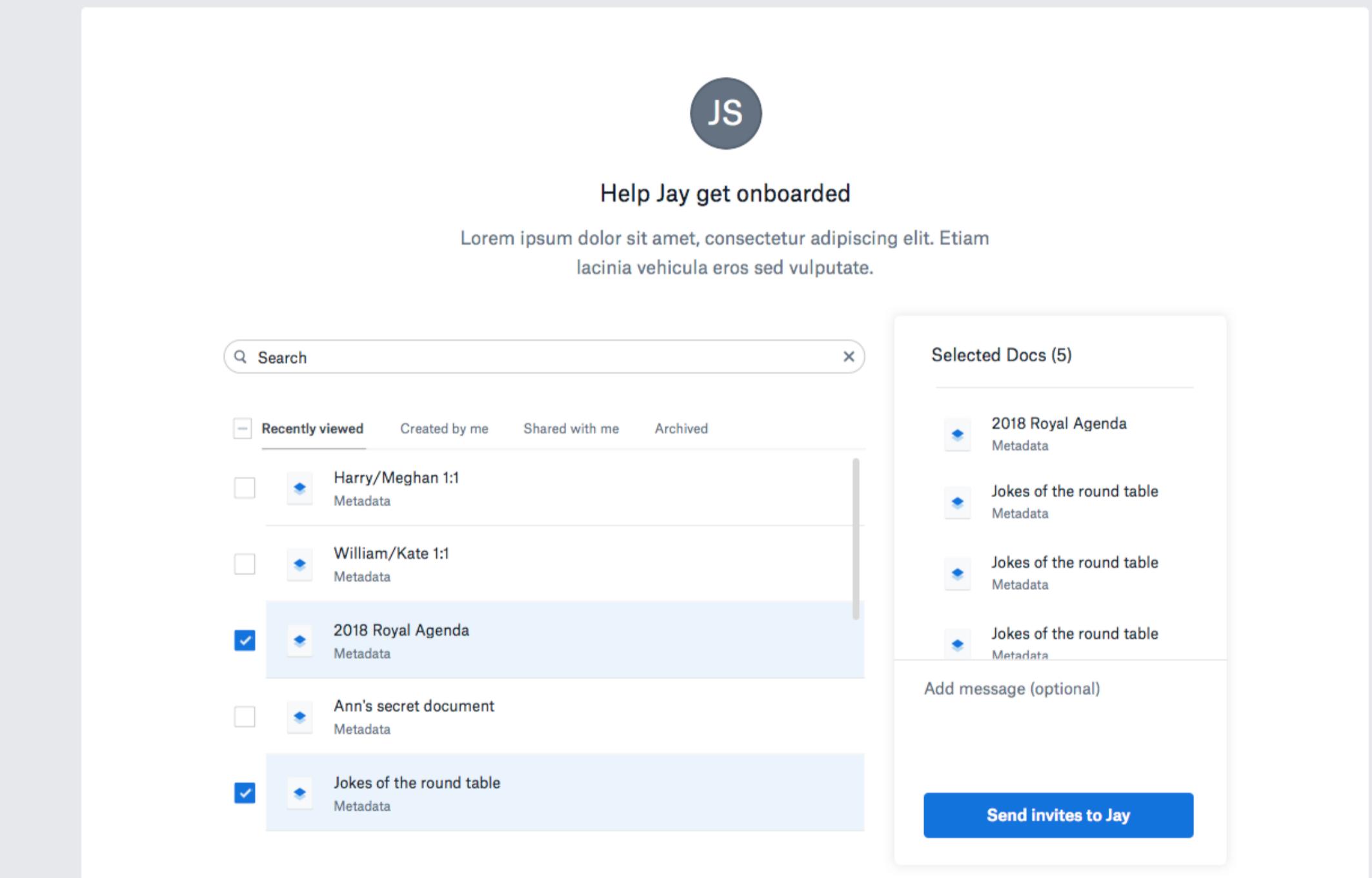
1. Sidebar View

Best way to see selected items and selection list in same view and allows for later possibility to add personal message with invite (compacted flow vs. additional modal). However, possible tough engineering work (esp with only 2 engineers for the following sprint).



2. List Selection

Larger hit area and readability of document list. However, UI made it not immediately clear what selections are made (could be confusing especially given categorization of docs - Recently viewed, Created by me, Shared with me...). Also required additional modal to insert personal message



3. Actionable List

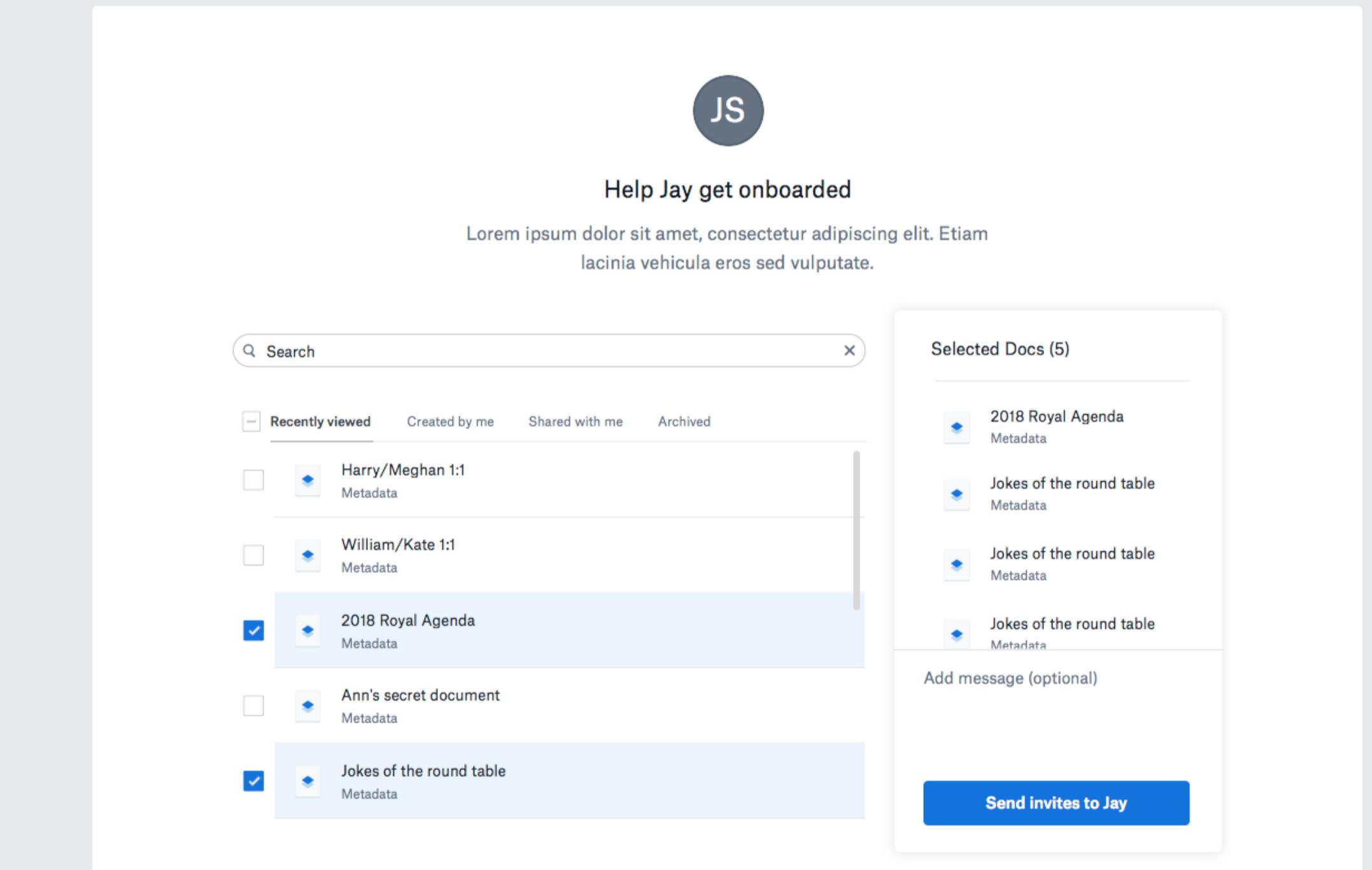
Quickly actionable and requires less friction for inviting to docs, but had the potential to lead to less documents invited than other explorations. This exploration could also lead to unintentional sharing of documents because there's less friction involved with the invite action

The screenshot shows a digital workspace interface with a user profile icon 'JS' at the top right. Below it is a title 'Help Jay get onboarded' followed by a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacinia vehicula eros sed vulputate.' A search bar is present at the top left. Below the search bar is a navigation bar with tabs: 'Recently viewed' (which is selected), 'Created by me', 'Shared with me', and 'Archived'. The main content area displays a list of documents:

Document	Type	Action
Harry/Meghan 1:1	Metadata	Invite
William/Kate 1:1	Metadata	Invite
2018 Royal Agenda	Metadata	Invite
Ann's secret document	Metadata	Invite
Jokes of the round table	Metadata	Invited
Title		Invite

4. Thumbnail View

Immediate preview of documents and able tp provide social context to the documents to share. Selecting documents is not as clearly defined and also less real estate to show documents



Testing and moving forward

- When tested, did not show decrease in how many documents people would actuakll send
- Quickest for people to understand and predict what's next
- When tested, messaging did not prove vitally necessary

The screenshot shows a digital workspace interface with a dark theme. At the top right is a circular profile icon with the letters 'JS'. Below it is a section titled 'Help Jay get onboarded' with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lacinia vehicula eros sed vulputate.' A search bar with a magnifying glass icon and the word 'Search' is at the top left. Below the search bar is a navigation bar with tabs: 'Recently viewed', 'Created by me', 'Shared with me', and 'Archived'. The main area displays a list of documents, each with a small thumbnail, the title, and a status indicator (Metadata) followed by an 'Invite' button. The documents listed are:

- Harry/Meghan 1:1 (Metadata) - Invite
- William/Kate 1:1 (Metadata) - Invite
- 2018 Royal Agenda (Metadata) - Invite
- Ann's secret document (Metadata) - Invite
- Jokes of the round table (Metadata) - Invited
- Title (Metadata) - Invite

Actionable List

What metadata makes the most sense?

Next steps were to think about what metadata to surface. With this, we interviewed a total of 8 Dropbox users in-person over the course of half a day on the following metadata formats.

Who last edited the document

When was the document created

When the document was last viewed

When the document was last edited

Amount of content in the document

What folder the document is filed under

Who created the document

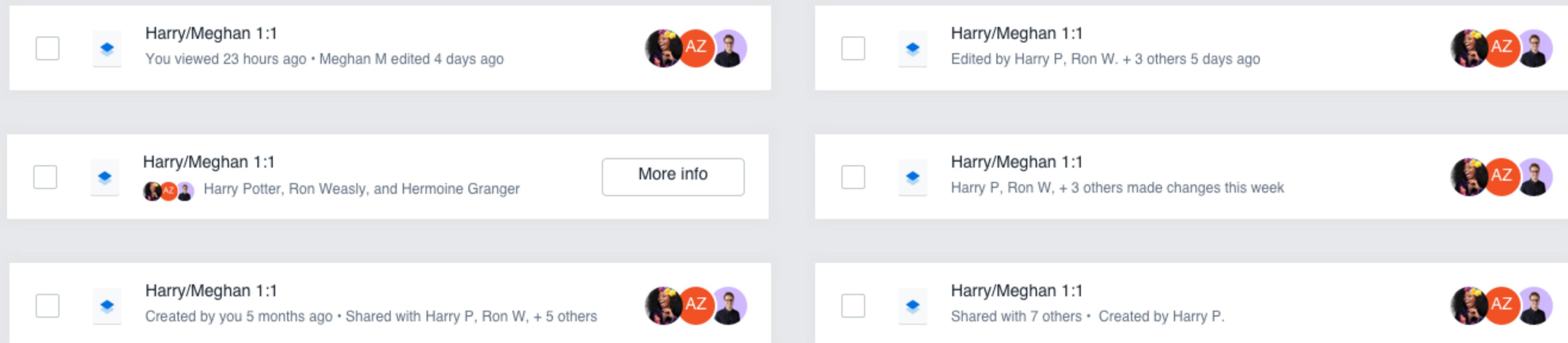
Is anyone currently viewing the document

How often the document is opened

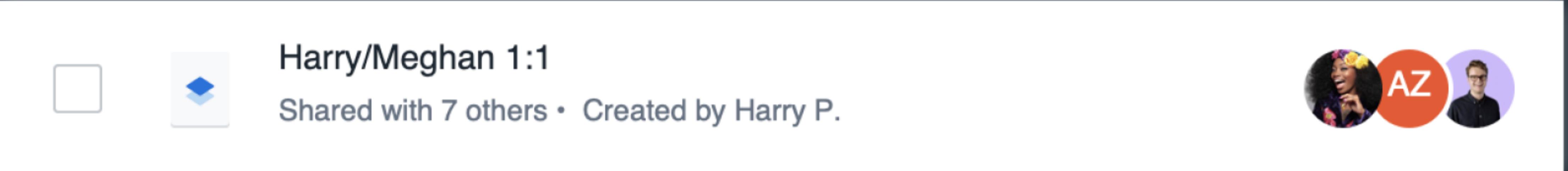
Who last edited the document

Surfacing the Right Information

From there, I formed a number of different explorations that I felt most convicted on and printed them out for a user testing session.



Moving forward



Harry/Meghan 1:1
Shared with 7 others • Created by Harry P.

The screenshot shows a document titled "Harry/Meghan 1:1" with a blue square icon and a blue document icon. It indicates it was shared with 7 others and created by Harry P. To the right, there are three circular profile pictures: a woman with a flower crown, a red circle with "AZ", and a man with glasses.

Who the document was shared with

Number of people who have access

Who created the doc

Working with the right copy

	Final copy 🏴	Explorations
H1	Help Jay get started with a few docs	<p>Invite Jay to some docs to help them get started Invite Jay to some recent docs to help him get started Help Jay by sharing some recent docs Jay just joined your team in Dropbox Paper Which docs should Jay take a look at? Invite Jay to some recent docs Show Jay what you've been working on Show Jay what you've been up to</p>
Supporting body	They'll get an email with links to docs you share.	<p>Your team member will get an email with links to docs you share. Invite your team member, and they'll get an email with links to docs you share. Invite your team member to take a look. They'll get an email with links to docs you share. Help your team member by welcoming them to some docs. They'll get an email with links to docs you share. Show your team member what you're working on. They'll get an email with links to any docs you share. Help Jay get started by sharing some of the most important docs from your team. The more the merrier! Paper works best with more people.</p>
H2	VIEWED RECENTLY	RECENTLY VIEWED
CTA 1 button	Invite	
Success message	Invite sent	
Already invited message	Already invited	<p>Already has this doc Already in this doc In this doc already</p>
CTA 2	Show more	

Results

Final Design

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-  Marketing goals for 2018
Shared with 5 people • Created by Harry P [Invite](#)

[Show more](#)

What we predicted

- We hypothesized that prompting existing team members to invite new users to relevant paper docs would lead to higher activation.
- We predicted that if we make it easier for new users in existing teams to find content of value, we will increase team user activation.

↑ 15%

Relative lift in
User Activation

↑ 20%

Relative lift in
Retention

What happened

- Experiment proved overall successful. Our main success metric of team user activation had a relative lift of 15% — and retention had a relative lift of 20% — This experience was ultimately shipped.

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Q&A