Designing a SaaS Feature Adoption Dashboard

A Product Management Case Study

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# 1. Project Overview

This case study outlines the end-to-end process of designing a Feature Adoption Dashboard for a B2B CRM SaaS company. The goal is to empower product managers with clear insights into how users are adopting key features, enabling data-driven decisions to drive engagement and retention.

# 2. Problem Definition

## Target User Persona

Name: Ada  
Role: Product Manager at mid-size B2B CRM SaaS Company  
Goals: Improve feature adoption, prioritize roadmap based on user engagement  
Pain Points: Limited feature-level insights, difficulty correlating feature usage with retention, manual reporting overhead

## Problem Statement

For product managers at B2B SaaS companies  
Who need clear insights on how users adopt and engage with key product features  
The Feature Adoption Dashboard  
Is a product analytics tool  
That visualizes feature usage trends, user engagement metrics, and adoption funnels  
Unlike basic analytics platforms  
Our product provides actionable, feature-level insights tailored to SaaS products to drive adoption and retention strategies.

# 3. User Research & Insights

## Research Approach

Secondary research was conducted by reviewing articles, case studies, and product management blogs focusing on feature adoption challenges in SaaS businesses.

## Key Insights

1. Lack of feature-level insights: Product managers can see overall traffic but not specific feature engagement.

2. Difficulty linking feature usage to retention: Teams want to know which features drive long-term engagement.

3. Manual reporting takes time: Many product managers spend hours compiling usage data for stakeholders.

4. Need for real-time adoption alerts: Early identification of underperforming features is critical.

5. Desire for segmentation: Users want to view adoption rates by customer segment or persona.

## User Story Example

As a Product Manager, I want to quickly see how key features are being used so that I can prioritize improvements that will boost user retention.

# 4. Solution Design & Feature Prioritization

## Core Features

Real-time Feature Usage Tracking: Track usage across all major CRM features.

Adoption Funnels: Visualize user paths to feature activation.

Segmentation: Analyze feature usage by customer type, plan, or persona.

Retention Correlation: Map feature engagement to retention rates.

Real-Time Alerts: Notify PMs of dips or spikes in feature usage.

## Prioritization Method

Features were prioritized using MoSCoW method:  
- Must Have: Real-time Usage Tracking, Adoption Funnels  
- Should Have: Segmentation, Retention Correlation  
- Could Have: Real-time Alerts

# 5. Wireframes & Prototype

Wireframes for the dashboard include:  
- A homepage showing feature adoption metrics  
- User flow charts visualizing activation funnels  
- Segmentation filters  
- Alerts section highlighting underperforming features  
  
(Wireframes would typically be built in Figma; placeholder screenshots can be attached.)

# 6. Roadmap & Metrics

## 6-Month Roadmap

Month 1–2: Research deep dive, initial wireframes

Month 3: Build MVP of dashboard (core tracking + funnels)

Month 4–5: Add segmentation, retention mapping

Month 6: Launch real-time alerts, user testing

## Key Metrics to Track

Feature Adoption Rate (%)

Time to Feature Activation

Retention Rates per Feature

User Segmentation Usage Patterns

Number of Real-Time Alerts Triggered

# 7. Reflection & Key Learnings

This project deepened my understanding of linking product data to user behavior and retention strategies. Key takeaways include the importance of segmentation, the need for actionable and real-time data, and the role of intuitive visualization in driving feature adoption insights.

# 8. Appendix

- Templates Used: MoSCoW Prioritization Chart  
- Wireframe Tools: (e.g., Figma or Miro)  
- Research Sources: SaaS Product Management blogs, Pendo resources