

CASE STUDY

Design research for a live polling web app

By Jordan England-Nelson

Role: UX Researcher

THE ASK

Employee engagement startup POPin, Inc was losing sales to Slido, a live audience polling software.

The CEO insisted the product team build a Slido clone to help the sales team close more deals.

THE SOLUTION

A minimum-valuable live polling product that satisfied the ask (by enabling the sales team), addressed the needs of existing POPin customers, and minimized the impact on the longterm product roadmap.

THE IMPACT

POPin Live generated **3x increase in MOA** and hundreds of new monthly signups (driven by live polling-focused SEM campaigns).

Need finding for live polling created an opportunity to fill in large holes in our understanding of POPin's core users.



CHALLENGES

LIMITED KNOWLEDGE OF USERS

- No user personas for existing POPin users
- Only 20 interviews had ever been conducted with survey creators (over five-year period)
- 0 interviews with survey participants

LIMITED RESOURCES

- Product & engineering team was small
- Leadership had given us 10 weeks to design, build and ship the feature

PLAYING CATCHUP

- Live polling was a crowded space
- Main competitor Slido had a very robust product that we could not match on every feature.

Areas of Inquiry



LIVE POLLING COMPETITORS

Who were the leaders in the space?

What problems were they solving for their users?

EXISTING POPIN USERS

Who were buying POPin?

What problem were they trying to solve?

Who was using POPin?

What problem were they solving?

INTEGRATION

What features and functionality would lend themselves to improving the core POPin service?

How could live polling be folded in to POPin and leveraged in the future?

Need finding

Design Questions

- How important is live polling to existing customers?
- Do people want to run live polls or consume survey results in a live setting?

Process

- Competitive analysis of live survey products
- Interviewed 5 Slido users at a Slido-sponsored meetup
- Interviewed 10 POPin customers (5 onsite) and reviewed notes from 20 previous interviews

Observations

"I wouldn't want to toggle between a PowerPoint and POPin in front of 300 people."

Most POPin users feared causing "app fatigue" by requiring employees to download yet another app.

Moderation is critical for large audiences (1000+). But the median POPin cohort is < 150.

Sorting answers by Most Popular causes "first mover bias" – early answers get all the votes.

Design Principles

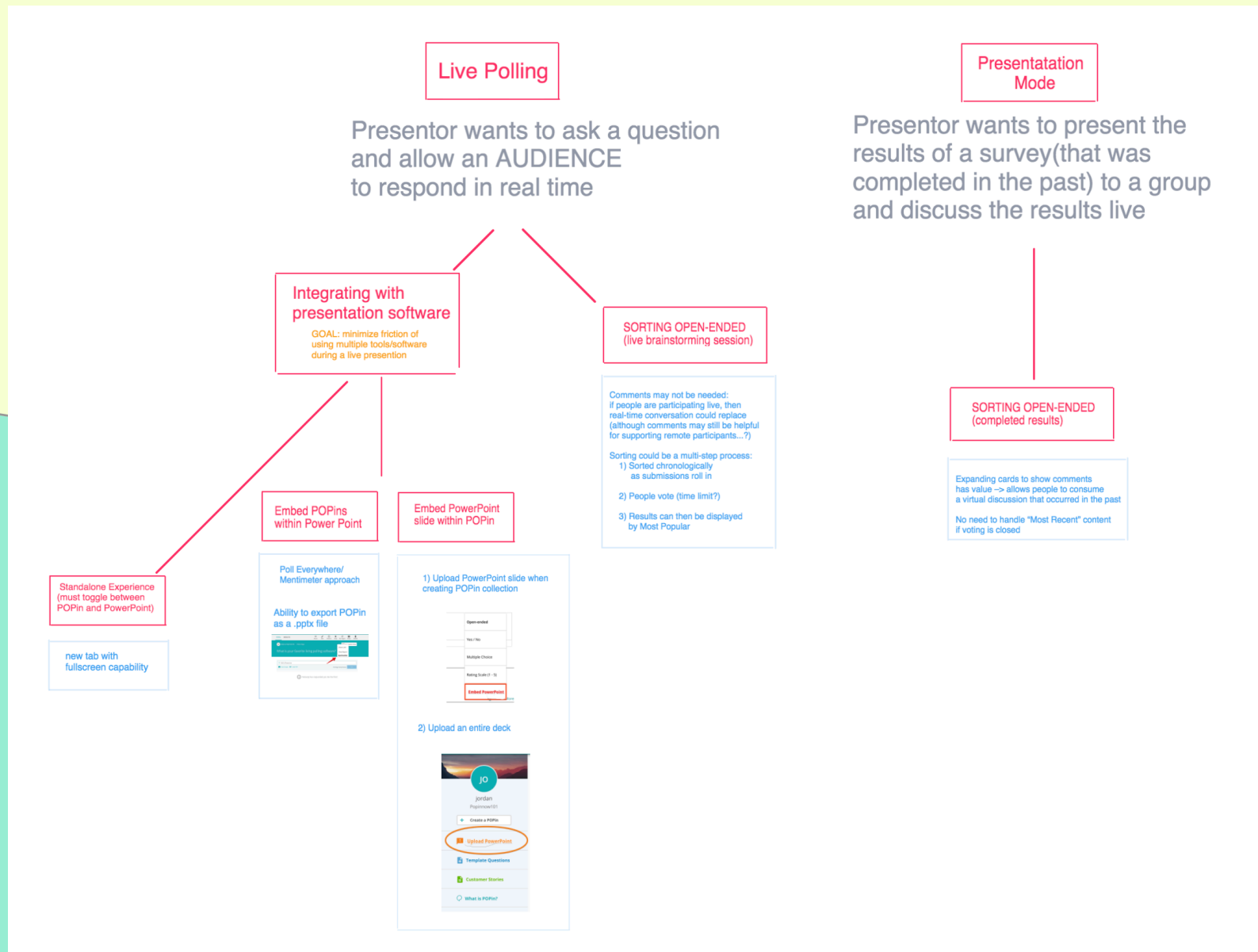
Live product needs to integrate seamlessly with other presentation software.

Enable participation without creating an account (make feeds public or provide join codes for privacy)

Moderation is an expensive nice-to-have, but can wait until V2.

Responses should default to chronological. Voting period should be distinct from response period.

Product insights & further questions



[Click here](#) to view board in InVision

Observations and insights from
more than 20 interviews

Affinity matching

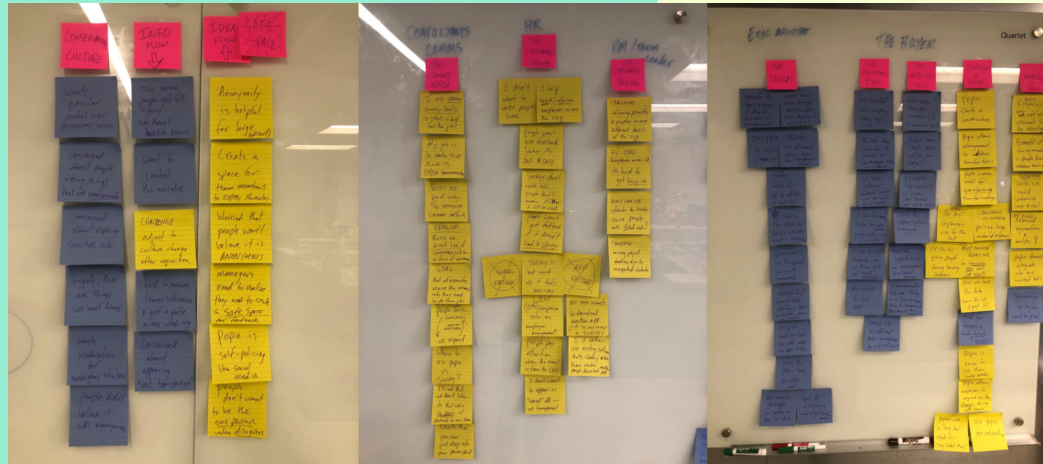
1st round


Affinity matching 2nd round

[illegible][illegible][illegible]

User Personas II

Affinity matching (final round)





USER PERSONA

Laura the Leader

ABOUT

Laura works at a Fortune 500 company. Her job is to make sure that people have the information and tools to do their jobs successfully. She prides herself on knowing what people are talking about at the water cooler, but fears that people won't speak up if they don't feel like they can share their feelings openly. She is techy-savvy and capable, but feels like she never has enough time to meet all the demands that are placed on her. She's worried about how effective her comms efforts are: is the information relevant to employees? Are employees tuning out? Do they believe their ideas will make an impact?

NEEDS

- A quick and easy way to get feedback from employees without inconveniencing them or her
- Ability to dig deeper around a certain topic or concern

PAIN POINTS

- Survey/App fatigue - because it reduces employee engagement
- Employees don't pay attention to her comms efforts because they don't see the value or because they feel bombarded
- Employees don't feel safe expressing their true thoughts

GOALS

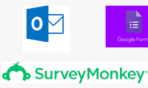

- Solicit constructive feedback from employees
- Identify areas of employee dissatisfaction before it negatively affects company
- Turn employee feedback into actions by leadership that produce meaningful results (for employees)

HOW DOES SHE GET A RAISE?

- Employee retention improves
- Employee survey response rates improve
- Measures of employee satisfaction go up

AGE 42
JOB TITLE(S) HR/Comms Director
STATUS Married
LOCATION Irvine, CA

OTHER TOOLS USED



BUYER PERSONA

Larry the Listener

ABOUT

Larry is the VP of Corporate Strategy at a multi-national clothing retailer. His number one concern is that the company continues to grow, and that he gets home for dinner at least 3 times a week so that he can spend time with his two daughters, who are 4 and 6. He knows happy employees are productive employees, so he tries to stay in touch with how his team is feeling about the direction he is taking them. With such a charmed career, he is a confident leader who welcomes feedback, but he relies on his assistant to manage most of that information gathering for him. He heard about POPin from another VP. He loves the concept and values POPin results, but his only interaction with the product was during a sales call last year.

NEEDS

- Someone to manage his schedule and communications
- Insights from team members who interact directly with customers.
- Reliable direct reports who he can trust to communicate and implement the strategies he comes up with

GOALS

- Happy employees who are motivated and aligned along common goals
- To cultivate "strong company culture" so that the company succeeds
- To appear transparent

PAIN POINTS

- Keeping remote teams aligned with longterm company strategy
- Unproductive meetings
- When employees want to discuss topics during Town Halls that he is unable to address for legal reasons


HOW DOES HE GET A RAISE?

- Company hits quarterly earnings goal
- His strategies prove successful over the next 3-5 years

AGE 57
JOB TITLE VP, Corporate Strategy
STATUS Married
LOCATION Washington D.C.

OTHER TOOLS USED





USER PERSONA

Darren the Delegate

ABOUT

Darren assists the CTO at a large software company, and spends about 30% percent of his time supporting other SVPs. He's also on the Culture Committee, which puts on the annual Halloween party. He is very task-oriented and comfortable using digital tools. Most of his day is dedicated to managing his bosses' schedules, which include setting the agenda for his primary boss' weekly All Hands meeting. Each quarter he spends about a week sorting out logistics for the departmental Town Hall, when his boss fields questions from the entire department. His duties include coordinating speakers' schedules, collecting decks in advance of important meetings, and making sure remote participants are supported.

NEEDS

- To solicit, synthesize and condense information/feedback so that his boss can consume the most important info quickly.
- Meeting moderation tools that aren't clunky
- A way to better support remote participants during meetings/town halls

PAIN POINTS

- When people ask him for information that he has already sent out in an email or included in an invite ("It's inconsiderate!")
- When people ask irrelevant questions during Town Halls

GOALS

- Get his boss what he needs before he asks for it
- Find out what his boss' team wants him to discuss at the next All Hands
- Ensure that there are no technical difficulties during the department-wide Town Hall

HOW DOES HE GET A RAISE/KEEP JOB?

- His performance review is based entirely on his boss' opinion
- His boss feels supported
- If he helps his boss succeed, he succeeds

AGE 28
JOB TITLE Executive Assistant
STATUS Single
LOCATION Denver, CO

OTHER TOOLS USED

