



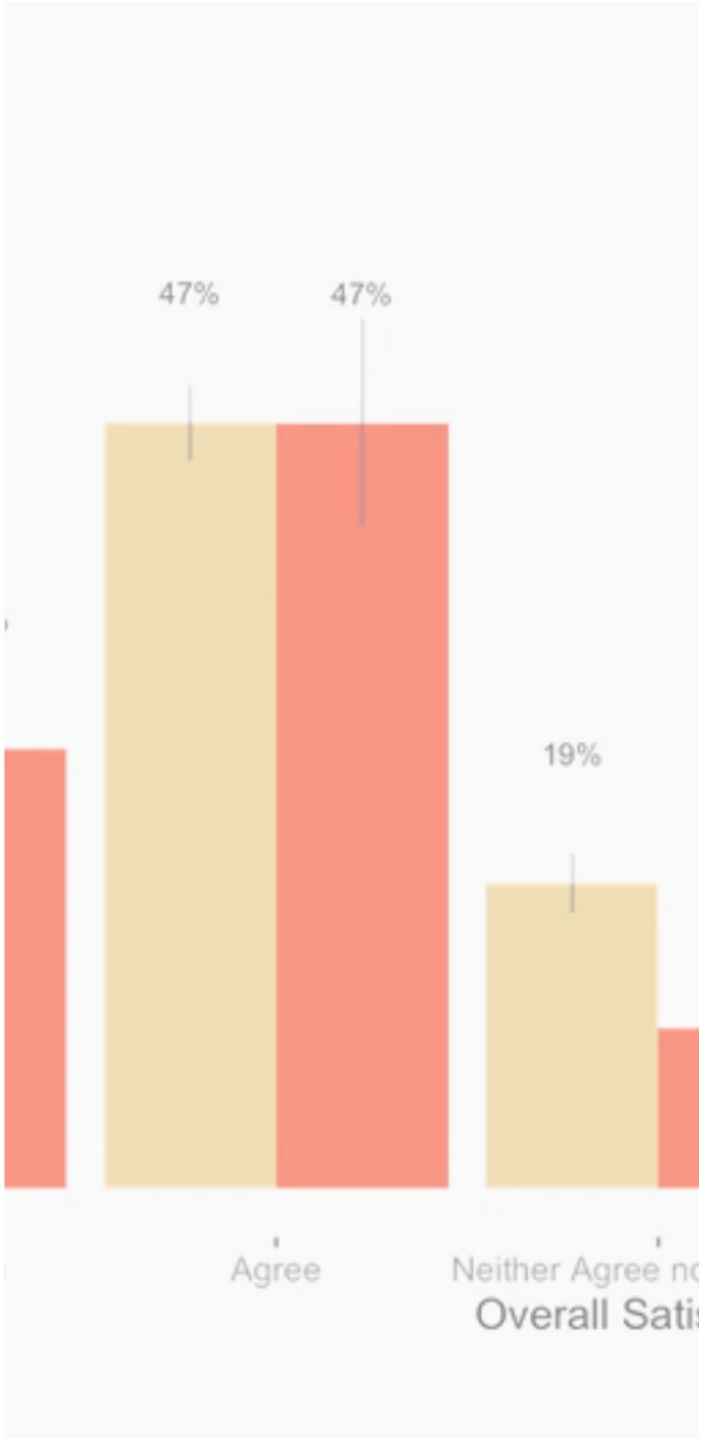
CASE STUDIES

JAYSON WEBB -
SELECTED DESIGN
AND RESEARCH
PROJECTS



CUSTOMER SATISFACTION SURVEYS

Twilio



Twilio Surveys 1

Situation

The developer experience organization at Twilio wanted to bring more quantitative rigor to their **Customer Satisfaction (CSAT)** surveys and I was their user researcher at the time. Prior to my taking the user researcher role, the CSAT surveys never had any statistical analysis applied to them. Survey scores fluctuated up and down, but people weren't sure if these changes were statistically significant or if they were just due to random fluctuations.

Action

I applied two types of rigor to the analysis of the CSAT survey. First, I applied time series modeling to understand seasonal effects. Second, I added confidence intervals to scores and performed statistical testing (t-tests) so that we could understand the uncertainty in our CSAT measurements, and to help us understand if two scores were statistically different from each other (e.g. quarter to quarter).

Result

The organization had much more confidence in the CSAT scores. They were able to understand whether fluctuations in scores were within the expected bounds of random or seasonal changes vs when there was a meaningful change. This was particularly important when a large set of design improvements for the Twilio Console (the logged-in developer experience) was rolled out to a subset of the customer base for beta testing. My analyses showed that scores were higher (better) with the new designs, both for overall satisfaction and for the design-relevant drivers of satisfaction, allowing the organization to release the changes to a general audience with confidence.

Twilio Surveys 2

Situation

As the UX researcher for the developer experience organization at Twilio I improved the actionability of **Customer Satisfaction (CSAT)** surveys. I identified that the existing CSAT wasn't providing the kind of data that the design organization needed to guide their UX design efforts.

Action

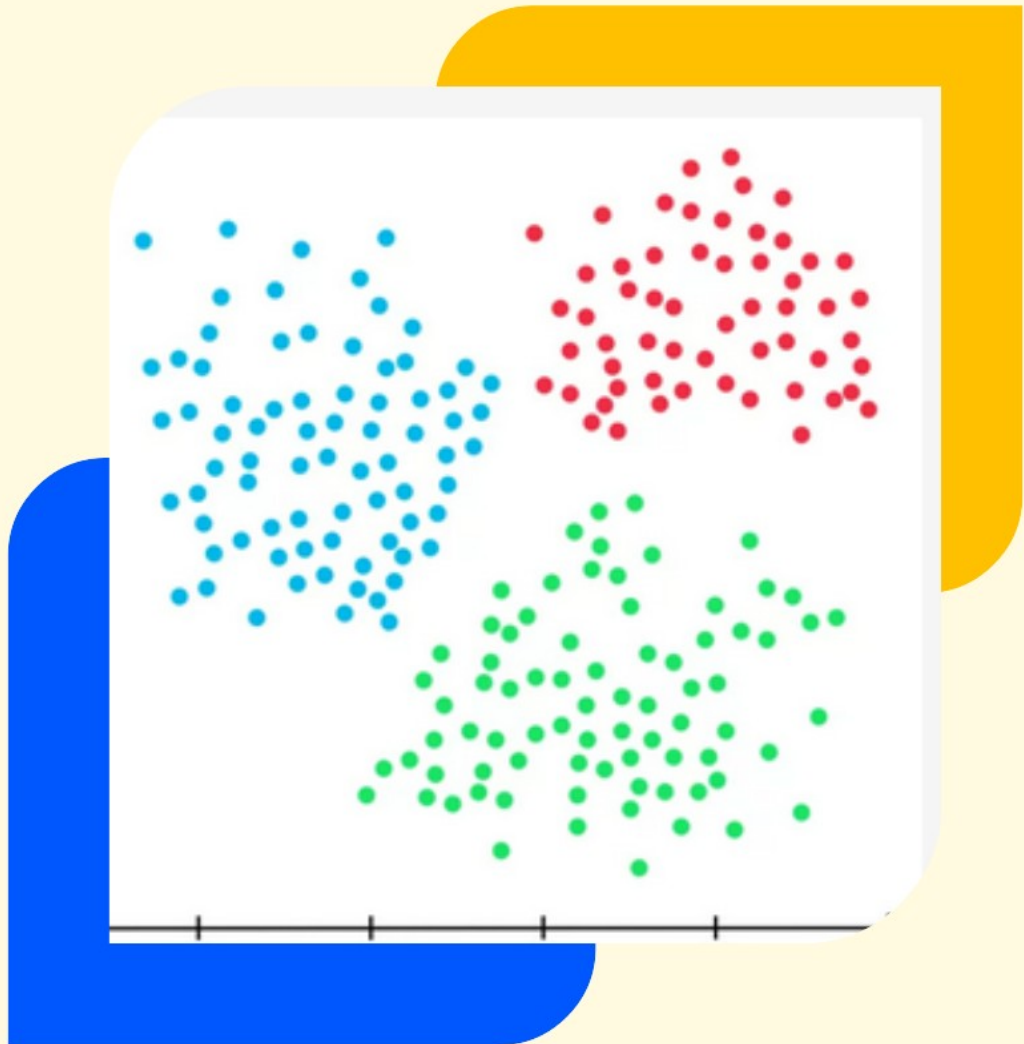
I rewrote the survey to help us better understand the design factors (e.g. ability to find/navigate to information) that led to higher or lower customer satisfaction scores. We were then able to drill into specific areas during other qualitative research efforts.

Result

The design organization was better able to prioritize the types of problems they needed to address from quarter to quarter.

Customer Segmentation

Twilio



Customer Segmentation

Situation

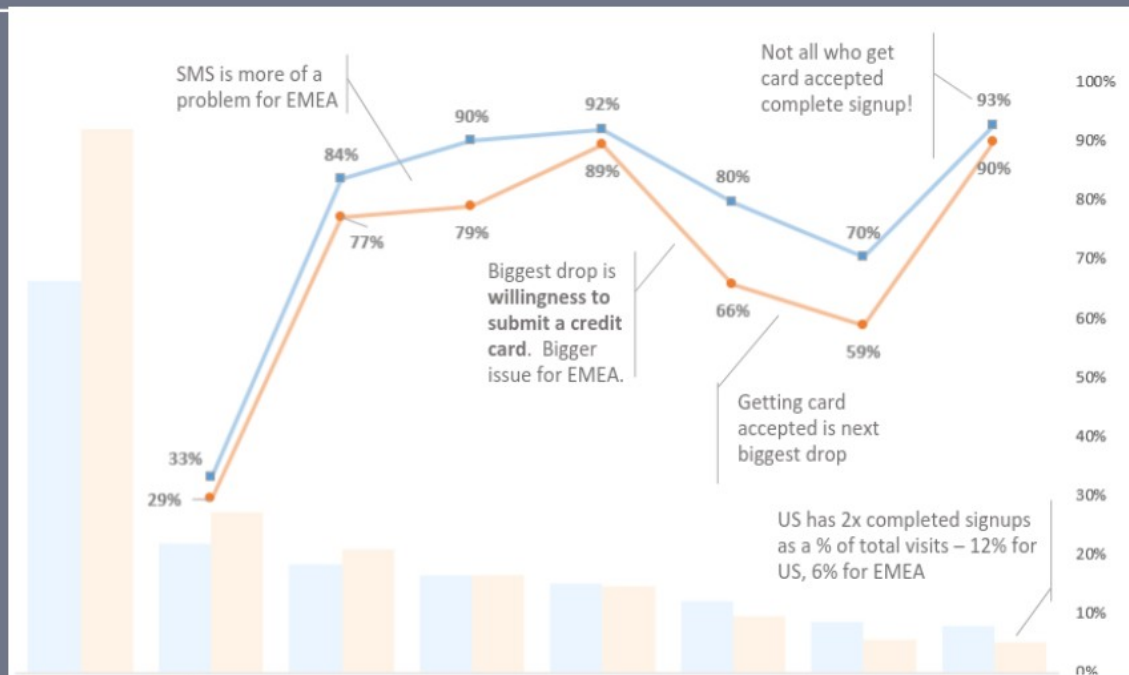
As the manager of the UX researcher data science team at Twilio I led the effort to create segments of users based on a combination of behaviors (amount and frequency of site activity) and account characteristics (spend, tenure, etc).

Action

I developed the action plan to address the data need, created the vision for the team of what we needed to accomplish and suggested the general approach to creating these segments. I also collaborated with our stakeholders on the vision and results, making sure we were aligned with company priorities.

Result

We were better able to understand our users based on their engagement with the product and their company's account characteristics. One segment was of particular interest in that they were highly active, owned multiple products, and accounted for a large share of revenue. We targeted these customers to make sure we included them in research into new product features and made sure to segment our various metrics (e.g. customer satisfaction surveys, monthly active developer accounts) by these segments. It was important to make sure we were keeping the most valuable customers happy.



TRIAL SIGNUP

ORACLE

Trial Signup Oracle

Situation

As a senior principal user researcher at Oracle, I helped improve the signup completion rate for a PaaS services trial by performing analyses that guided redesign of a trial flow. About 3% of potential trial customers who started the signup flow completed it prior to the research.

Action

Nobody at the time in the PaaS organization was using analytics data to understand our flows. So, I got access to Adobe Analytics and completed the analysis of the trial flow. I identified some key areas where user drop-off was particularly high, which enable the design organization to pinpoint areas for design improvement. One key area of friction in the flow was the need to enter a credit card for a free trial. This was a big blocker, especially in foreign countries.

Result

The redesigned trial signup flow had much higher conversion rates, increasing from about 3% to about 8.5% in terms of unique visitors (almost a 3x improvement).

Improving Developer Personas

Oracle



Developer

Raj

I started my career focusing on integr. and backend services development. I've a little web development but I prefer solving deeper problems. I currently work as a full stack engineer at an SI company. I appreciate the variety in my work, especially the variety of building web, desktop, and mobile solutions.

SKILLS

	Proficient	Expert
Multiple Languages	<div><div></div></div>	<div><div></div></div>
Problem Solving and Troubleshooting	<div><div></div></div>	<div><div></div></div>
Web Services / API Design	<div><div></div></div>	<div><div></div></div>
Agile Methodologies	<div><div></div></div>	<div><div></div></div>
Scripting	<div><div></div></div>	<div><div></div></div>

TOOLS

- Code Editor: IntelliJ, Eclipse, NetBeans, Emacs
- Collaboration: Slack, Email, Confluence, Zoom
- Source Control: GitHub, GitLab
- Utilities: Postman, Curl, Shell
- Build and Test: Jenkins, Selenium, Karma
- Containers: Docker, Kubernetes
- Cloud Platforms: AWS, Oracle
- Cloud Services: App Building and Deployment, Sys Mgmt, Mobile, Messaging
- Languages: Java, SQL, JavaScript, Python, Ruby, Python
- Databases: Oracle

Developer Personas Oracle

Situation

As a senior principal user researcher at Oracle, I helped improve the developer personas. The initial research plan was to do qualitative interviews with about 10 current Oracle customers. I suggested that we could improve the process by bringing in more quantitative data, in addition to the qualitative interviews, from a larger number of people, and include people who were not current Oracle customers (to avoid the biases involved with including only people who have already chosen your software - you want to sell to people who are NOT currently your customer, so you want to understand them as well).

Action

I developed a survey, inspired by the Stack Overflow survey, that had users rate their experience, knowledge and tool use in several areas including particular tools and processes that were part of their work. I performed cluster analysis on the results of about 100 responses to identify 3 clear groupings and use the patterns in the responses to update our existing developer personas.

Result

One result was that our existing personas were validated because the results of the cluster analysis mapped well to the categories that had already been created from qualitative interviews. The survey data allowed us to update the personas with new information about developer behavior and tools from a larger set of items than had been included in the qualitative interviews, and the organization's confidence in the personas was higher because of the larger number of developers, including non-Oracle developers, that had informed the results.



FOCUS GROUP TO IMPROVE ORACLE FACILITIES

Facilities Focus Group Oracle

Situation

Oracle wanted to redesign its physical working spaces across all Oracle facilities (pre-pandemic). The goal was to determine what is most important to employees to make for an engaging, productive, and “awesome” work experience, and to identify and prioritize key areas where Oracle Design (the UX organization) could add value to help Real Estate and Facilities’ Workplace Services shape their long-term strategy.

Action

I along with three other senior researchers were chosen to design and lead 5 focus groups at 5 different Oracle facilities involving 45 Oracle employees. We synthesized the data and created a presentation that was given to executives in different business units.

Result

Oracle Real Estate and Facilities used our research in multiple ways, including: Re-organizing their strategy around the top 10 problem areas we identified; Engaging partner groups to improve the workplace experience - Oracle IT, campus site directors, Global Physical Security; Incorporating focus group feedback in new employee-centered FY21 Goals; Employing an architect to design a Maker Space; Mobilizing task force teams aligned with each of the key 10 findings.