

Final designs validated with user testing sessions

Success metrics included increased number of clicks (by 20%) for segmented controls on Pendo (analytics tool)

13% increase of feature usage against previous design over multivariate testing.

Qualitative surveys validated improvement from previous design, and pitched design to our Product Manager, adopted by the team for product roadmap

Estimated to ship mid-October

LESSONS LEARNED

Metrics are your ally in designing the right solution

Design for the happy path first, before diving deeper into edge case scenarios

Communication and collaboration is key