Peach Project:
Twilio Logs

Overview for the UX Intern Showcase

Jo W, Michelle W, Sang Y, and Jacob S - Q3 2021 (Last updated 07/31/2021)

Agenda

1. Some background
2. Research Overview
3. Initial Design Ideas
4. Summary + Next Steps
5. Q&A

🔥 Some background

"It's a frustrating and tedious process trying to troubleshoot through Twilio Logs…"

Audit

- 17 different logs in Console

- Inconsistent UIs

- Unintuitive and Incohesive UX

- 😅 Clearly shipped by siloed teams

Audit Link

Console Feedback Synthesis - *Logs*

- 😡 **Lack of contextual information:**
  - ○ "Getting messages **I don't understand**"
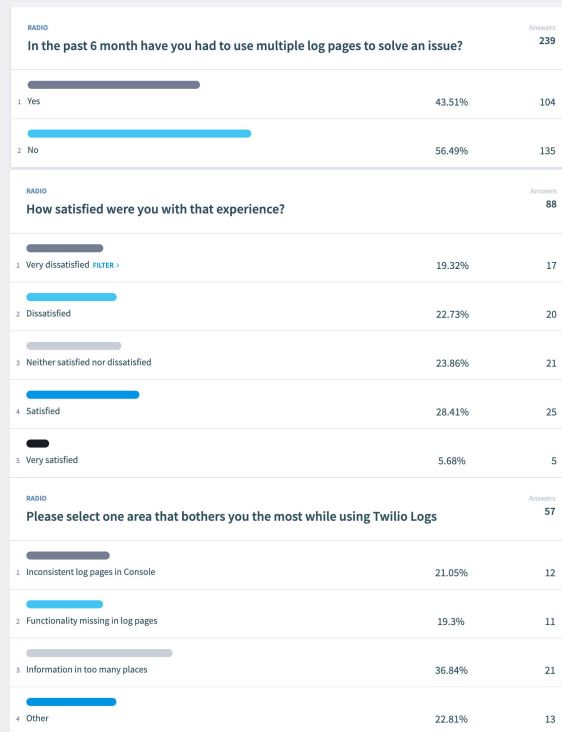 - ○ "Please upload data with an **increased number** of fields!"
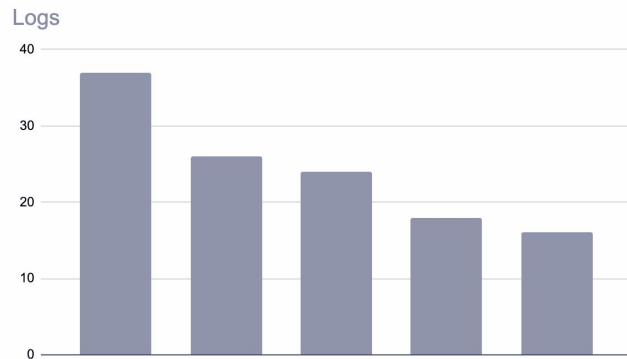
Synthesis Link

Initial Survey Findings

- **66%** of users need an improved experience with Twilio Logs

- 44% use multiple log pages to debug

Logging Competitive Comparison							
	Twilio	**Rollbar**	**Splunk**	**Kibana**	**GCP**	**Datadog**	**AWS CloudWatch**
Consolidated log	🚫	✅	✅	✅	🚫	✅	🚫
Cohesive experience	🚫	✅	✅	✅	✅	✅	✅
Customizable logs	🚫	✅	✅	✅	✅	✅	✅
Sorting	✅	✅	✅	✅	✅	✅	✅
Filtering	✅	✅	✅	✅	✅	✅	✅
-- Search	✅	✅	✅	✅	✅	✅	✅
Timeline graph	🚫	✅	✅	✅	✅	✅	✅

Competitive Analysis Doc

Twilio Logs are...

- Inconsistent

- Missing functionality

- Too scattered

- Unclear content

🔍

Research Overview

Research Objectives

1

Understand how Twilio Console users currently keep track of applications' logs activities in console.

2

Gather pain points and understand the ideal experience troubleshooting through Twilio logs.

3

Share initial Logs ideas (reorganized & patternized) with participants and gather feedback.

Research Context

- 8 participants
- 7/19/21-8/04/21 (2 weeks)

Interview Notes & script

Step 1

Understand interviewees' position at their companies and what they use Twilio for.

Step 2

Ask users to walk us through how they troubleshoot through existing logs

Step 3

Show our initial design idea and ask for feedback.

Can you please share your screen and walk us through how you troubleshoot through Twilio Logs?

Existing Experience

Login

Pick account

Monitor

Error Logs

Error Link

Error Detail Page

Sees nothing

Message Text

Copy Head of Text

Search

Finds nothing

Copy Body of Text

Search

Finds nothing

Copy Tail of Text

Search

Finds nothing

New Tab

Google error string

Finds nothing

Lack context

Rethink: Who was on the call?

Call List

View SID

Conference

See which worker: Joe Bran

Search: Joe Bran

Grab contact url

Find time

5pm central

Cross-referencing

Pick first highlighted

play around

4 minute call

Doesn't link to anything

File Twilio Support Ticket

Pain Points

- Too many clicks

- Data table columns don't provide enough context

- Data doesn't tell a story

- 😢 **"There's more steps than I would like…"**

- 😡 **"I can't filter & search what I need…"**

Problem Statement

With a **lack of contextual information** in Twilio Logs, Console users end up doing a lot of tedious cross-referencing to troubleshoot.

Currently...

Logs are the **highest trafficked** page in Console,

but the **least supported** by product teams.

Let's not sweep this under the rug any longer...

🍑

Initial Design Ideas

Twilio Logs should be...

- Streamlined experience

- Provide contextual information upfront

- Detailed information should be linked and traceable

- Improve filter and search

Unified

75% of research participants prefer

Reorganized

Navigation immediately silos the noise.

Can have different columns depending on the nature of the data.

Early Twilio Logs Ideas

User Research Takeaways

1

Reorganize Information
Customers prefer
re-organized logs over
unified logs

2

Tell a Story
Majority use case for
debugging is customer centric.
Make errors linked & traceable.

3

Filter & Search Requests
Filter by time, phone
number… Search by error
code and thread...

Customer Journey

Immediately filter the noise

Show contextual info upfront in data tables

Make detailed info accessible, linked, & searchable

Error Occurs	Checks Twilio Logs	Analyze Data Table	Find Error	Resolve

Account

Log Type Pages

Sort

Filter

Detail Page
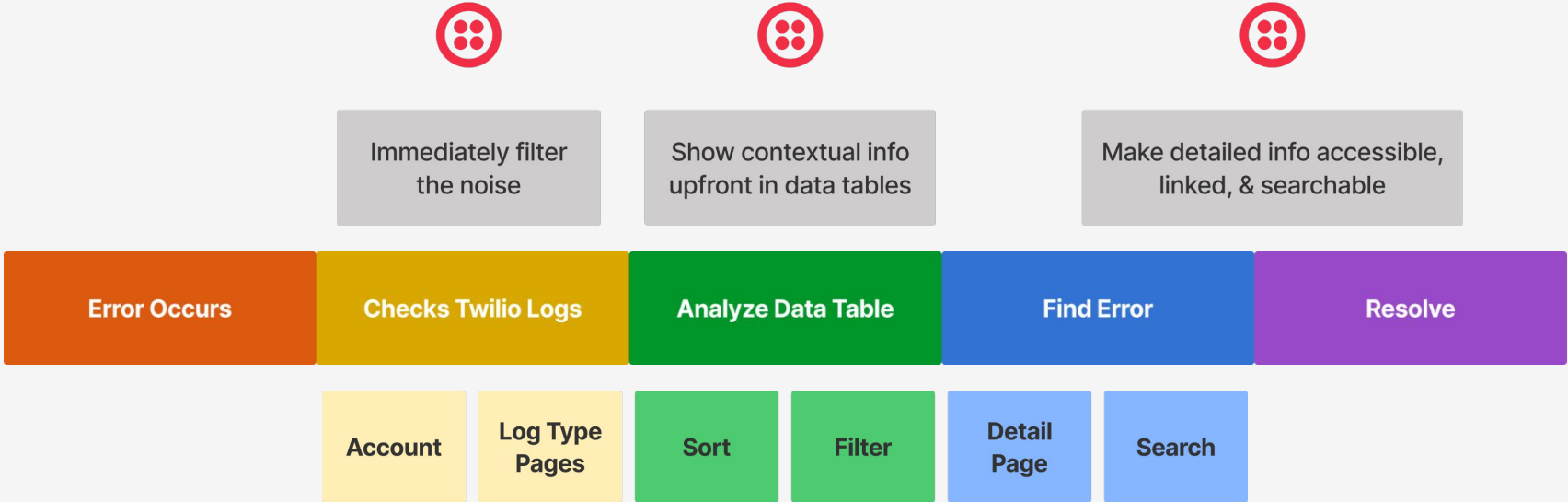
Search

Next Steps

1

Team workshop: Share our findings & define product requirements for search & filter

2

Flesh out UIs based on customers' feedback and iterate

3

Usability testing
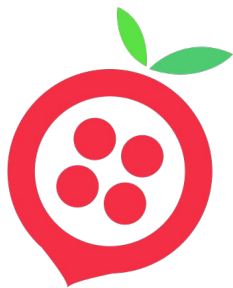
Q&A

Appendix

Streamlined Experience

Something happened in my Twilio app....

Immediately silo the information to filter the noise

Show contextual info upfront

Make detailed info more accessible

Mean Time to Detection (MTTD): **5-10 min.**

Mean Time to Resolution (MTTR): **20 min. - few days**

Error Occurs	Checks Twilio Logs	Analyze Data Table	Find Error	Resolve

		SORT	FILTER		DETAIL PAGE	SEARCH		

Error Logs	Messaging Logs	Call Logs	Timeframe	To and From Number	Set # per page	SID Number	Error Status	Trace steps	Body	Text & Threads	JSON	Search Error Code, String, Status	Search Phone Number	Search Request Inspector	Find Error	Exit Console

Console User Priorities

- Immediately filter out the noise
- See relevant information upfront in data tables
- Utilize detailed information that is linked or searchable

Interview Synthesis

- Decoding interviews by finding themes

- Map individual user tasks

- Create customer journey map

- Which design idea users prefer

Interview Synthesis Figjam

Pain Points

- Too many clicks
- Data table columns don't provide enough context
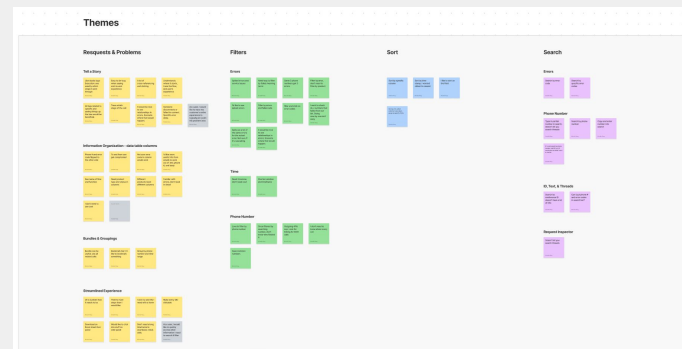- Data doesn't tell a story
- Can't filter & search what I need

Twilio should...

- Streamline the experience
- Provide contextual information upfront
- Provide detailed information that is linked and traceable
- Improve filter & search

User priorities

- Immediately filter the noise
- Analyze contextual information upfront
- Retrieve linked and traceable detailed information
- Filter & search relevant information

[Findings theme]

[Insert hypothesis/theme description]

- [Insert results]
  Example: Most users (3/5) preferred the dropdown over the slider.

Recommendations

[Insert recommendations]

"[Insert quote]".
[Title] @ [Company]