

# OpenStudy

SIDDHARTH GUPTA

# About OpenStudy

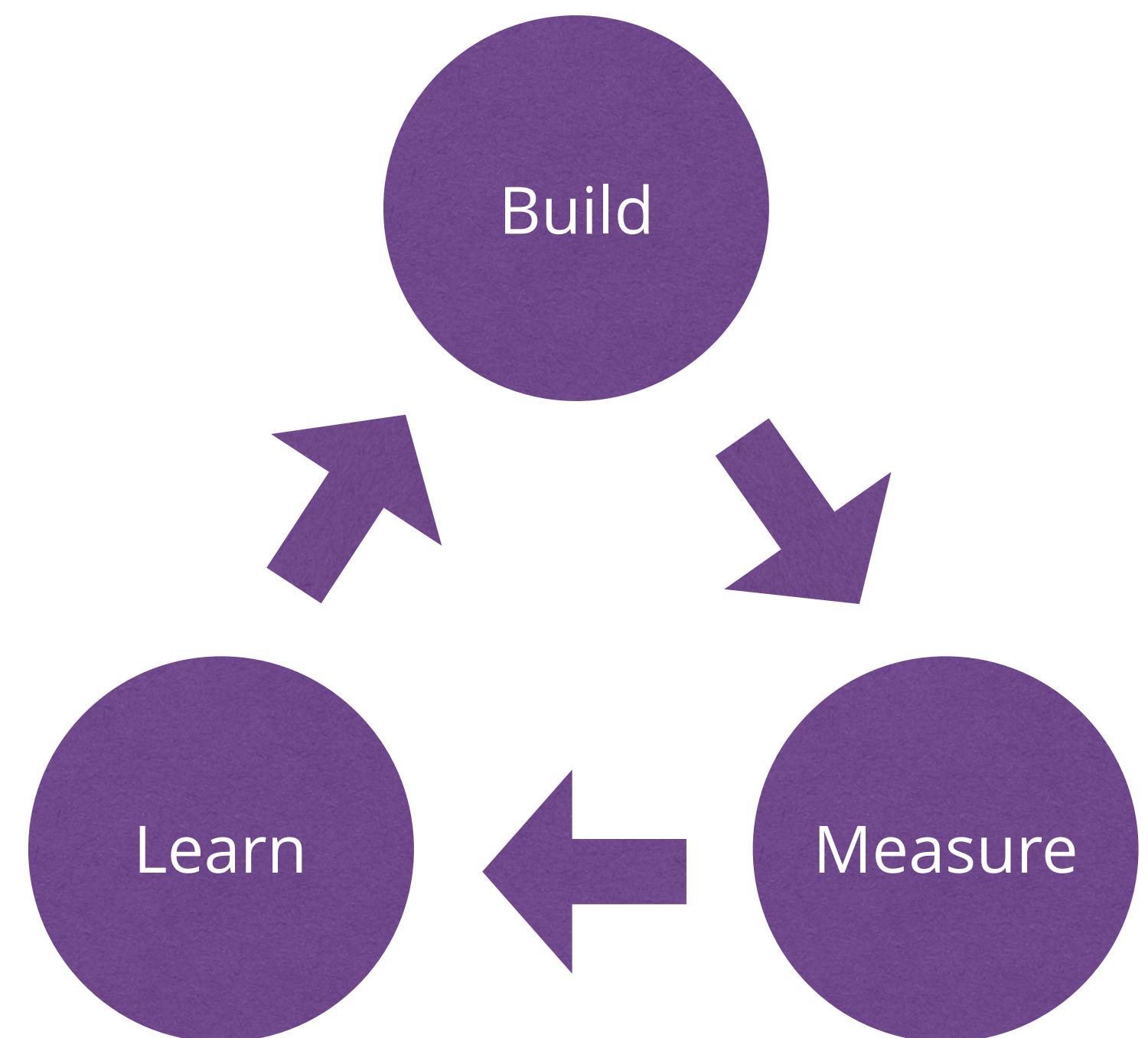
OpenStudy was an education technology startup based in Atlanta. I was the only designer in a team of seven. Our main mission was making education more social, and bringing together people studying the same things.

Over almost three years, we grew from zero to over 150k unique monthly visitors, spread across over 150 countries and more than 2000 schools.

# Process

We followed a model inspired by The Lean Startup - building a product or feature, measuring how what we built performed, and learning from what we measured.

We sat around a big table in a large room, with whiteboard-painted walls, and constantly collaborated all day.



# Build: Iterations Overview

We had two-week iterations, during which we built things based on the previous iterations' learnings

<b>Sid</b>	<b>Dev</b>
Brainstorm, Sketch, Wireframe	Fix Bugs Feedback on Wireframes
Start Visual Design	Start Development
Finish Visual Design, QA, Tweak CSS	Development Bug Fixes

# Build: Initial Brainstorming

All our iterations started with crazy brainstorming on our wall of whiteboard. This typically lasted two days, where we figured out what happened last sprint, and decided what to focus on next.

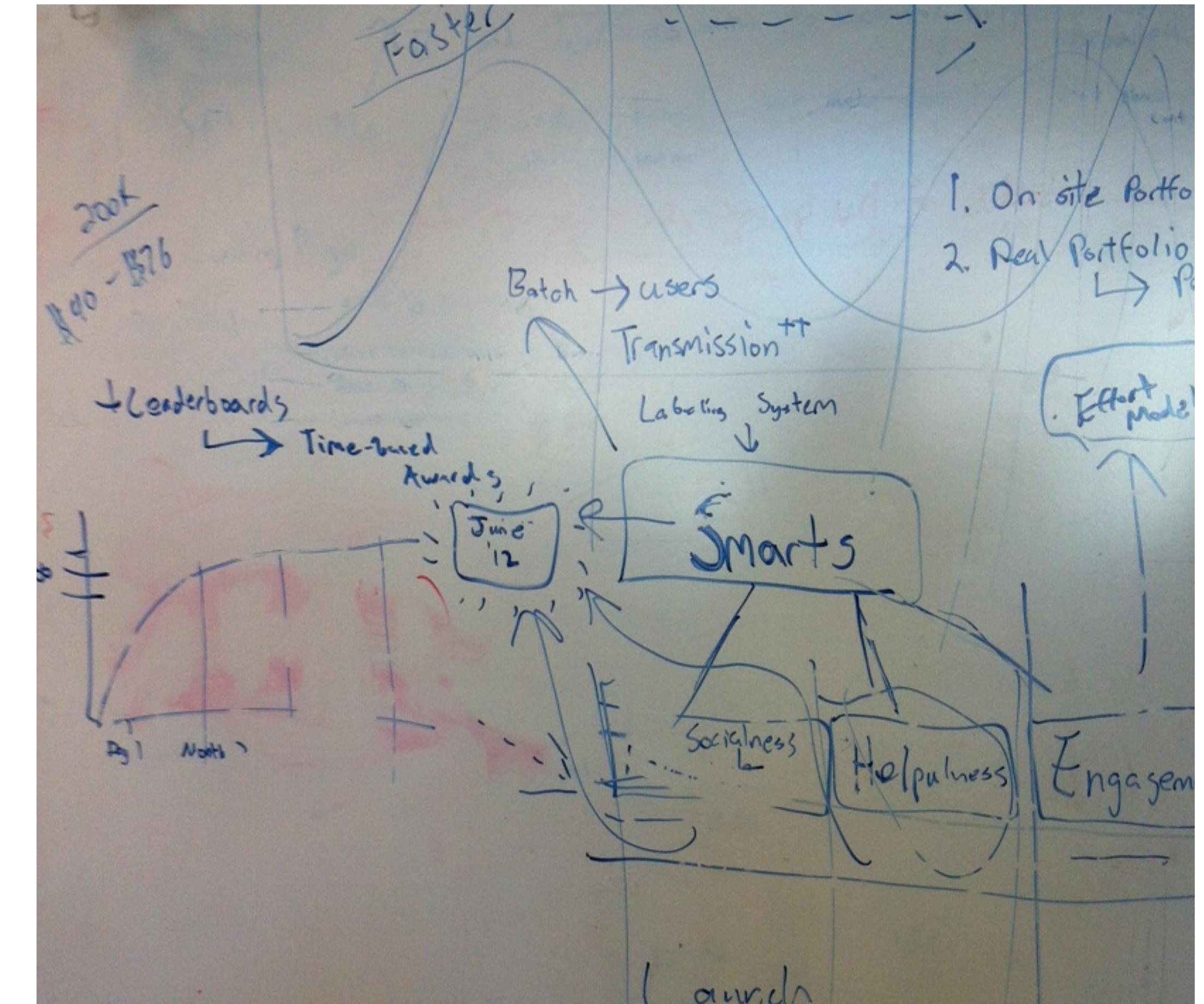
This is us brainstorming about revenue models.



# Build: Initial Brainstorming

This is us brainstorming about a major release - "SmartScore".

I made sure to involve each developer in the brainstorm - they were brilliant people, who were very invested in the product, and acted as wonderful sound boards for me in the absence of other designers.



# Build: Sketching and Wireframing

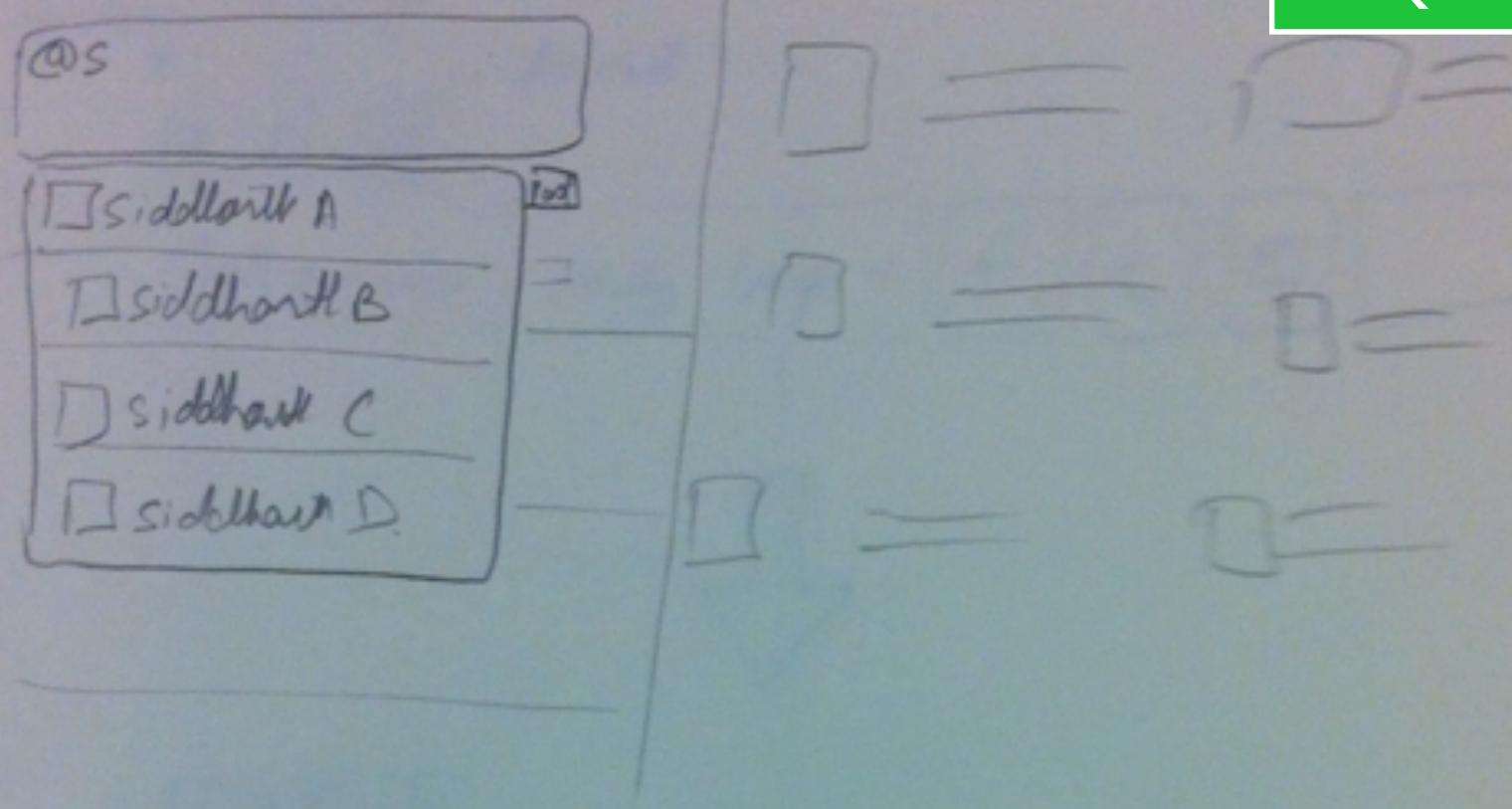
After deciding on the focus of an iteration, I sketched out rough designs for what we were going to build, with constant feedback from the team.

These sketches acted as wireframes for most features, unless we needed higher fidelities for more complex interactions. We didn't really need higher fidelity wireframes, as we were all sitting together in one room.

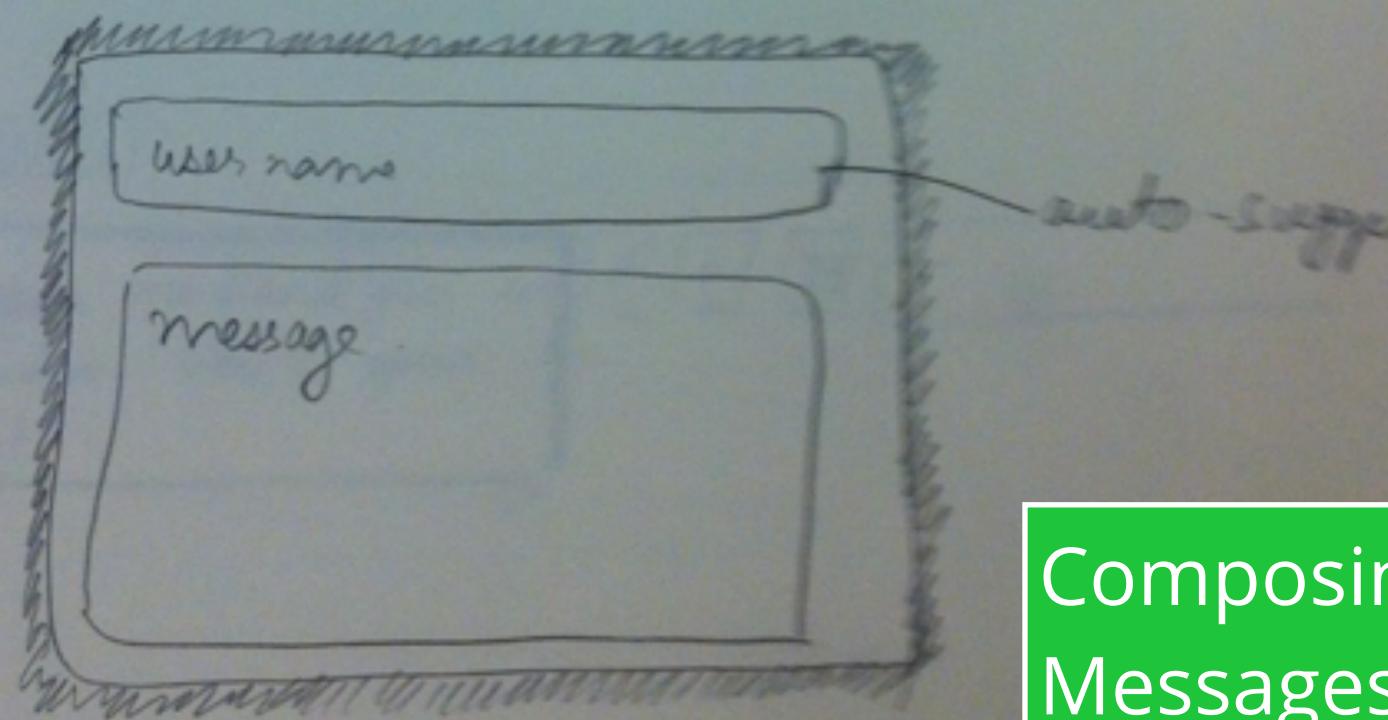


for questions

## Autosuggest in Questions



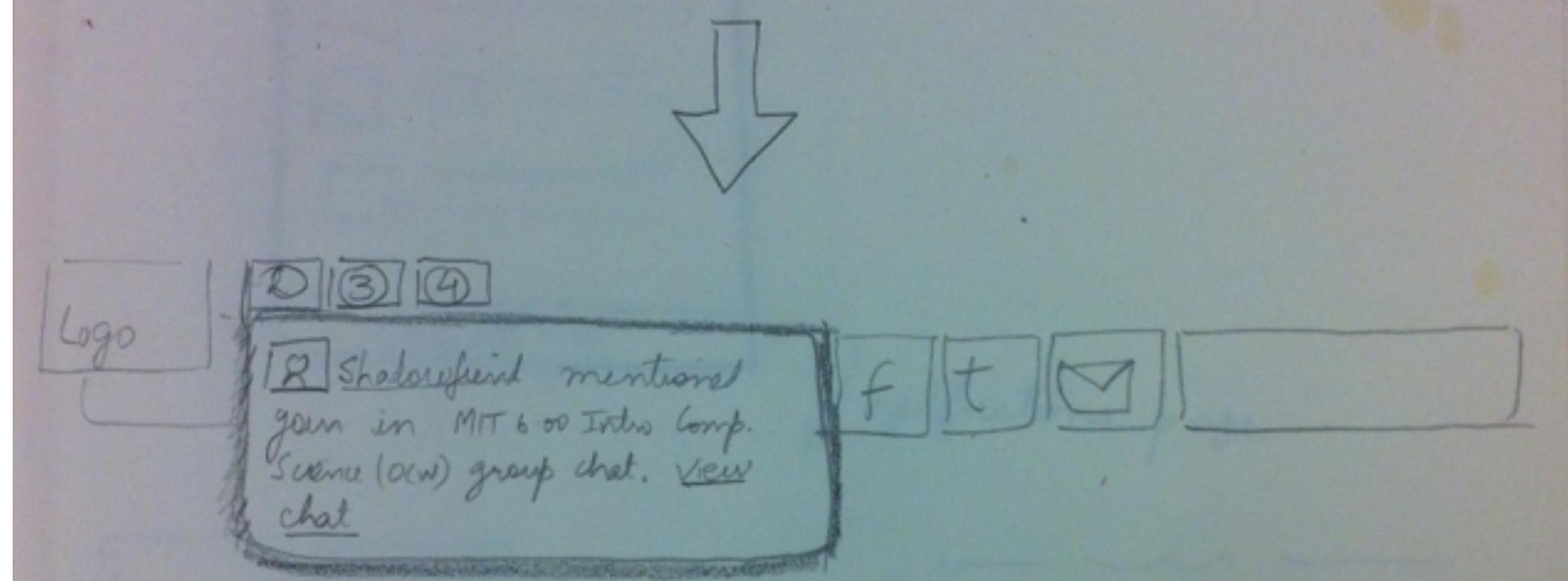
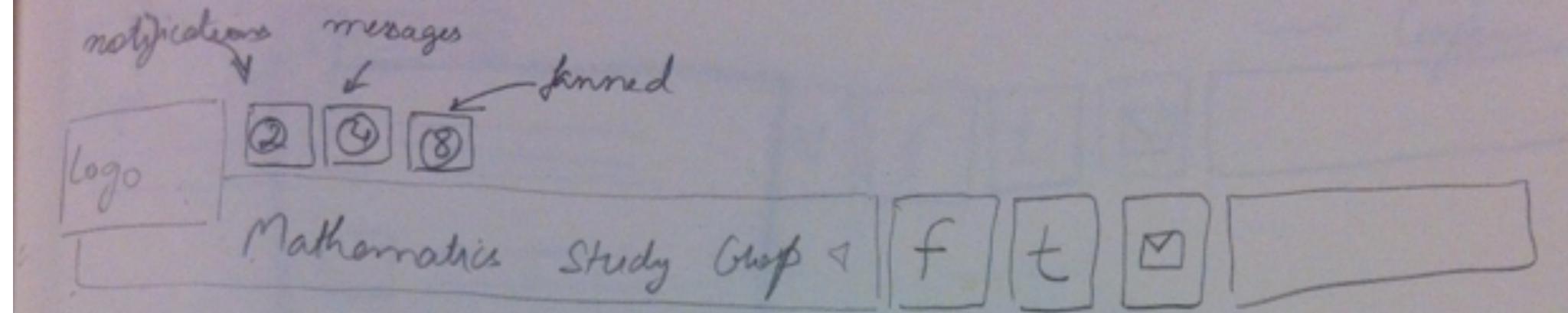
Directed message popup



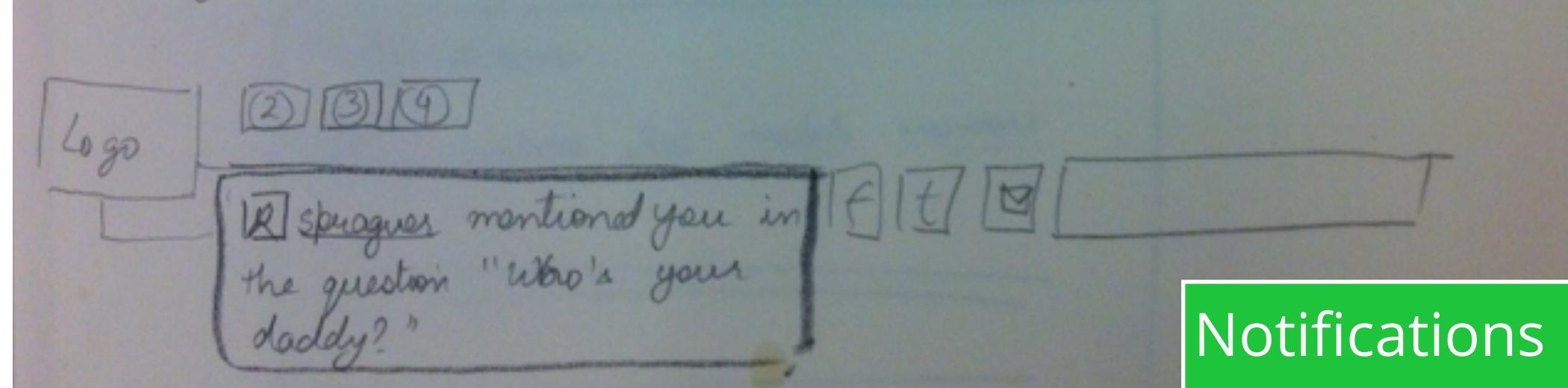
## Composing Messages

What happens when I get pinged?

## Top Bar



→ Pings in questions & chat are added in notifications



## Notifications for Mentions

How do I see my notifications?

Expanding Notifications

notifications page

Logo 4 3 14

View All →

Notifications

(all) mentions fans medals answers.

Notification History

How do I see my direct messages?

Expanding Private Messages

messages page

Latest message in conversation

Logo f t g

View all →

Messages

(New) all sent

Reply

Private Message History

What is the 3rd icon??

Fans Concept

button to message directly

brilliantly drawn scrollbar

separate page.

Samurai-ninja just came online

Badass Group!

People you are a fan of

Search

msg

msg

msg

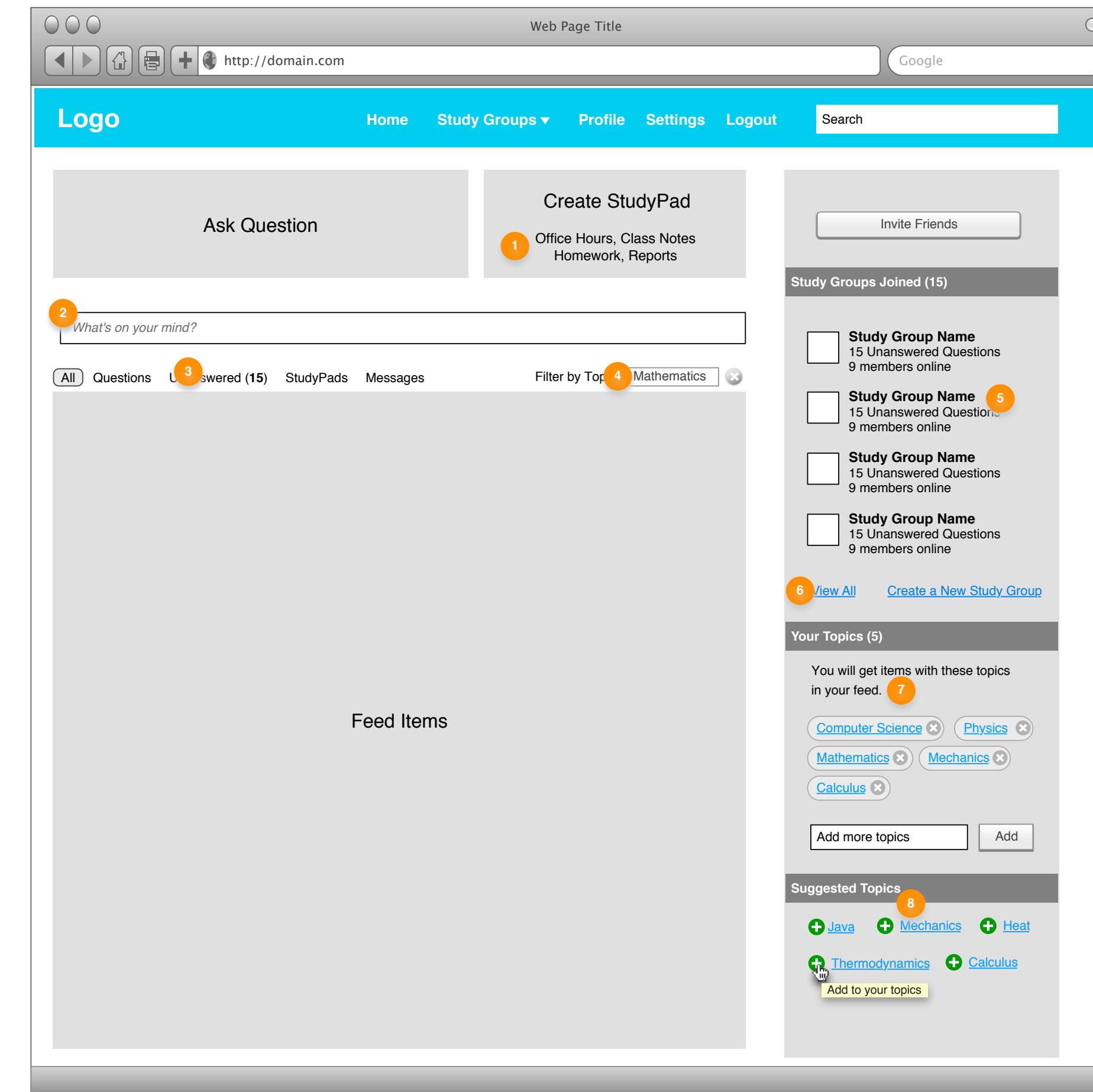
offline (offline) msg

View all

# Build: Sketching and Wireframing

Sometimes, I created higher fidelity wireframes and click through prototypes.

This wireframe was created for an early version where no visual styles or context existed



## Notes

This page shows a view for a user who has used the site actively

- 1 "Create StudyPad" shows main use cases for studypads. These need to be finalized.
- 2 Status update (previously say something). Whatever a user types here goes to their feed and followers. No options to target it to different users/groups. Prompt wording needs to be changed.
- 3 Filter for unanswered questions: unanswered questions are those that have 0 contributions.
- 4 Users can type a topic to filter their feed. There is an autosuggest for topics. Cross clears the applied filters.
- 5 Study groups are ordered based on frequency of use by the user. Top 4-5 are shown (dependent on visual design)
- 6 View All takes users to a list of study groups they have joined. This list is also visible by clicking "Study Groups" on the top bar.
- 7 Users can declare interest in their topics by adding them to "My Topics"
- 8 Topics related to the user's topics are shown. Relationship is calculated by topics which have been used together the most

# Build: Visual Design

After finalizing the sketches and wireframes, the dev team starts doing the back-end work, while I start doing detailed pixel-perfect visual designs.

The screenshot shows the OpenStudy platform's group page for "Mathematics". The top navigation bar includes the OpenStudy logo, user counts (13, 153, 55), and links for "Create New Group" and "Join More Groups". The main header displays the group name "Mathematics" and "Level 22". On the right side, there is a green sidebar with the text "Chat" and "Autosuggest". The main content area shows a list of users in the group, their levels (e.g., Legend, Guru, Master, Superstar), and their current activity status. Below this, there are several posts from users like chelseaboo61, jalesia, and Outkast3r09, each with a brief description and reply count. The bottom of the page shows a partial view of the group's members.

**open study**

13 153 55 Create New Group Join More Groups Home Profile Settings Logout

Notifications

Ask a question All Questions

shadowfiend and Tomas.A replied to CHAT SUGGESTION 1) The ability to ignore users. 2) Popout chat (chat in a separate window) 3) The ability to toggle "joined..." 15 minutes ago

Altair, IsTim, and 3 others gave you a medal for the question: Who's rocking with us at the OpenStudy Back to School Party? 15 minutes ago

@ Altair pinged you in group chat for MIT 6.00 Introduction to Stupid and Long Names (OCW) 15 minutes ago • Block User

@ estudier pinged you in the question: Who's rocking with us at the OpenStudy Back to School Party? 15 minutes ago • Block User

[View all notifications ▶](#)

jalesia: A flagpole is situated at the top of a building 115ft tall from a point in the same horizontal plane as the base of the building.the angles of elevation of the top and bottom... 13 replies • No Medals Yet

chelseaboo61: I've been stuck on this problem for over 2 hrs. The problem is that I have an isosceles triangle with legs measuring  $\sqrt{5}$  each and the base measuring 2. I have ... 5 replies • 12 medals

jalesia: A flagpole is situated at the top of a building 115ft tall from a point in the same horizontal plane as the base of the building.the angles of elevation of the top and bottom... 13 replies • No Medals Yet

15ft se om... r 2 h legs re ...

▼ Level 22

## 100 People Studying Mathematics

Ordered by group Level

amistre64 Legend | Moderator is just looking around

myininaya Sensei is viewing what's the absolute value  $-|-3| + |-3|$

estudier Guru is viewing Find a so that  $x^2 + ax + 1 = 0$  and  $x^2 + x + a = 0$  have a common...

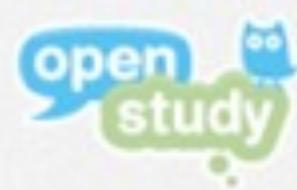
joemath314159 Guru is just looking around

shadowfiend Champion | Moderator is viewing links don't seem to be "linking"

Owlfred Superstar | Moderator is just looking around

Mashy Superstar is just looking around

Expanding Notifications



Create New Group   Join More Groups

Home   Profile   Settings   Logout

## Notifications

All   Mentions   Fans   Medals   Replies



[asnaseer](#), [karatechopper](#), and 3 others replied to [Car Wash at stake – If we list all the natural numbers below 1 that are multiples of 3 or 5, we get 3, 5, 6 and 9. The sum of these multiples is 23. Find the sum of all the multiples of 3 or 5 below 1000.](#)  
3 days ago



[Altair](#), [IsTim](#), and 3 others gave you a medal for the question: [Who's rocking with us at the OpenStudy Back to School Party?](#)  
15 minutes ago



@ [Altair](#) pinged you in [group chat for MIT 6.00 Introduction to Stupid and Long Names \(OCW\)](#)  
15 minutes ago • Block User



@ [estudier](#) pinged you in the question: [Who's rocking with us at the OpenStudy Back to School Party?](#)  
15 minutes ago • Block User



[asnaseer](#), [karatechopper](#), and 3 others replied to [Car Wash at stake – If we list all the natural numbers below 1 that are multiples of 3 or 5, we get 3, 5, 6 and 9. The sum of these multiples is 23. Find the sum of all the multiples of 3 or 5 below 1000.](#)  
3 days ago



[Altair](#), [IsTim](#), and 3 others gave you a medal for the question: [Who's rocking with us at the OpenStudy Back to School Party?](#)  
15 minutes ago



@ [Altair](#) pinged you in [group chat for MIT 6.00 Introduction to Stupid and Long Names \(OCW\)](#)  
15 minutes ago • Block User



@ [estudier](#) pinged you in the question: [Who's rocking with us at the OpenStudy Back to School Party?](#)  
15 minutes ago • Block User

Notification History

open study

13 153 55 Create New Group Join More Groups

Messages + Write a New Message

Ask a question All Questions

jalesia: Being in politics is like being a football coach; you have to be smart enough to understand the game and dumb enough to thin... [view more](#)

15 minutes ago • Block • Report Abuse

jalesia: Being in politics is like being a football coach; you have to be smart enough to understand the game and dumb enough to thin... [view more](#)

15 minutes ago • Block • Report Abuse

chelseaboo61: Being in politics is like being a football coach; you have to be smart enough to understand the game and dumb enough to thin... [view more](#)

15 minutes ago • Block • Report Abuse

[View all messages >](#)

jalesia: A flagpole is situated at the top of a building 115ft tall from a point in the same horizontal plane as the base of the building.the angles of elevation of the top and bottom...  
13 replies • No Medals Yet

chelseaboo61: I've been stuck on this problem for over 2 hrs. The problem is that I have an isosceles triangle with legs measuring  $\sqrt{5}$  each and the base measuring 2. I have ...  
5 replies • 12 medals

jalesia: A flagpole is situated at the top of a building 115ft tall from a point in the same horizontal plane as the base of the building.the angles of elevation of the top and bottom...  
13 replies • No Medals Yet

Home Profile Settings Logout

Level 22

## 100 People Studying Mathematics

Ordered by group Level

amistre64 Legend | Moderator  
is just looking around

myininaya Sensei  
is viewing what's the absolute value of  $-|-3| + |-3|$

estudier Guru  
is viewing Find a so that  $x^2 + ax + 1 = 0$  and  $x^2 + x + a = 0$  have a common...

joemath314159 Guru  
is just looking around

mathematicalpro Master  
is viewing  $| -8 | - | -4 |$

shadowfiend Champion | Moderator  
is viewing links don't seem to be "linking"

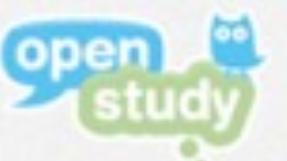
Outkast3r09 Superstar  
is just looking around

Owlfred Superstar | Moderator  
is just looking around

fiddlearound Superstar  
is just looking around

Mashy Superstar  
is just looking around

Expanding Messages



13 153 55

Create New Group Join More Groups

Home Profile Settings Logout

## Messages

Received

Sent

+ Write a New Message



**shadowfiendishlylongnamehaha**

Being in politics is like being a football coach; you have to be smart enough to understand the game and dumb enough to think it matters.

15 minutes ago • Block • Report Abuse

[Reply](#) [Delete](#)



**shadowfiendishlylongnamehaha**

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15 minutes ago • Block • Report Abuse

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[Reply](#) [Delete](#)



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15 minutes ago • Block • Report Abuse

[Reply](#) [Delete](#)



**shadowfiendishlylongnamehaha**

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15 minutes ago • Block • Report Abuse

[Reply](#) [Delete](#)

Message History

The landing page for OpenStudy features a vibrant illustration of a tree with green, yellow, and orange leaves. Four cartoon owls are perched on the branches: one green owl with a graduation cap, one purple owl, one small orange owl, and one red owl with glasses. A chalkboard sign hanging from a branch displays the equation  $x + y = z$ . The OpenStudy logo, consisting of the words "open study" in a speech bubble with an owl icon, is located in the top left corner. The top right corner contains login fields for "Username" and "Password" with "Forgot Password" and "Log In" links, along with a "Facebook Login" button. The main title "Study Together" is prominently displayed in large white letters. Below it, a subtext reads "Ask questions, give help, and find other students to connect with." A blue call-to-action button labeled "Start Studying" with the subtitle "Simple and free. Study Today." is centered. Three green callout boxes provide information: "Ask and answer questions" (with a question mark icon), "Connect with other students" (with two people icon), and "Become a hero to your peers" (with a shield icon). Testimonials at the bottom include quotes from "Can Karadayi, Student, Yildiz Technical University" and "Dr Kyla Ross, Professor, Georgia State University". A green "Landing Page" button is located in the bottom right corner.

open  
study

# Study Together

Ask questions, give help, and find other students to connect with.

**Start Studying** ►  
Simple and free. Study Today.

**Ask and answer questions**

Need help? Ask your questions and get an answer within minutes, from a student just like you!

**Connect with other students**

Bored of studying alone? You can find and connect with thousands of students studying what you are.

**Become a hero to your peers**

Need help? Ask your questions and get an answer within minutes, from a student just like you!

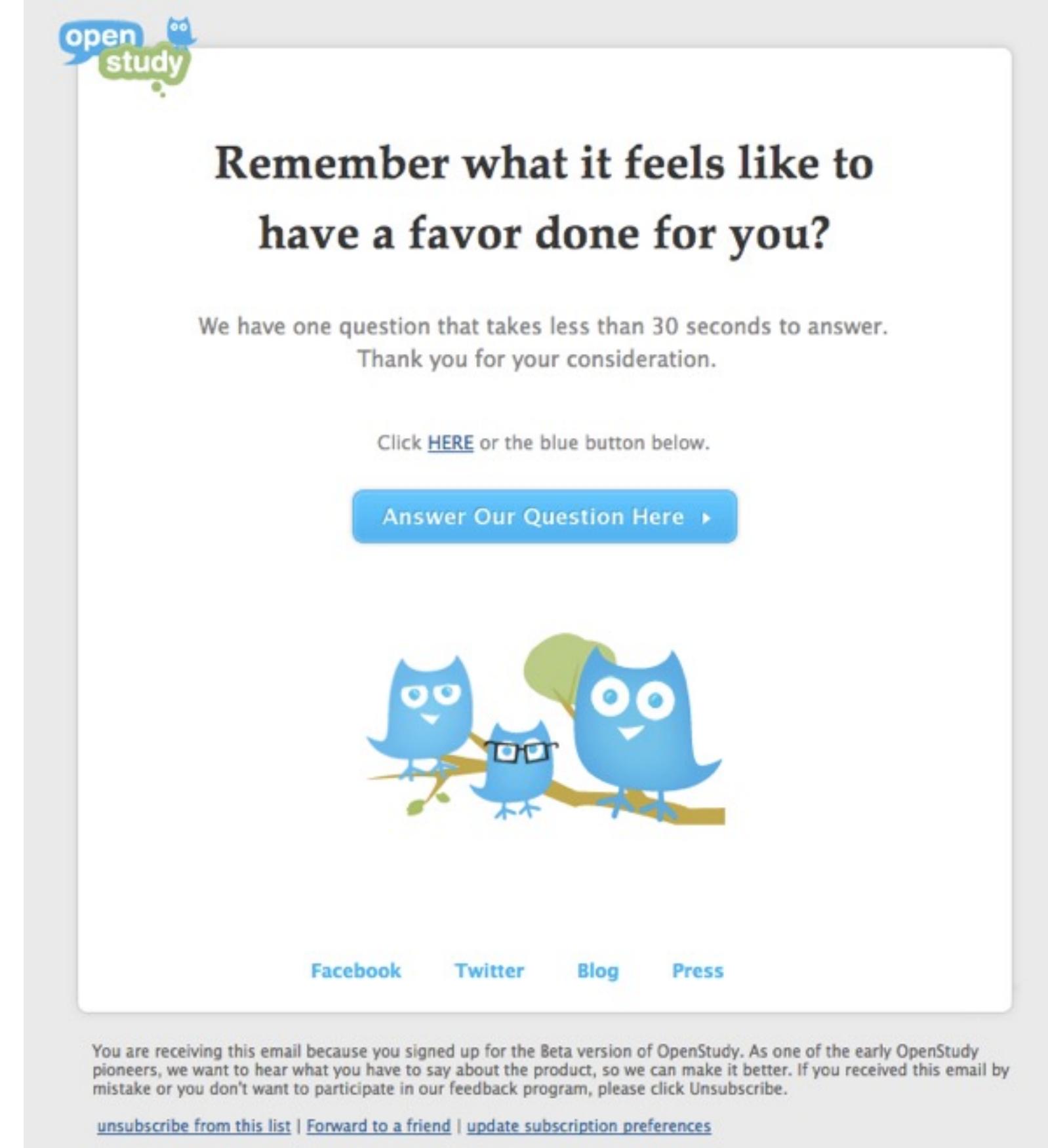
"OpenStudy completes the whole learning process by adding a missing level to it: You're not alone in this."  
Can Karadayi, Student, Yildiz Technical University

"This is a better way to engage everyone in class and get your answers even faster."  
Dr Kyla Ross, Professor, Georgia State University

Landing Page

# Build: Visual Design

Apart from app features, I did visual design for all other customer interactions - marketing material, landing pages, t-shirts, posters, flyers, etc.



The image shows a screenshot of an email from OpenStudy. At the top left is the OpenStudy logo, which consists of the word "open" in blue and "study" in green, with a small owl icon above the letter "o". Below the logo is a large, bold, dark text box containing the message: "Remember what it feels like to have a favor done for you?". Underneath this, in smaller text, it says: "We have one question that takes less than 30 seconds to answer. Thank you for your consideration." To the right of this text is a blue button with white text that reads "Click [HERE](#) or the blue button below." Below the button is another blue button with white text that reads "Answer Our Question Here ▶". At the bottom of the email, there is a cartoon illustration of three blue owls perched on a branch. The middle owl wears glasses. Below the illustration are four small blue links: "Facebook", "Twitter", "Blog", and "Press". At the very bottom of the email, there is a small note: "You are receiving this email because you signed up for the Beta version of OpenStudy. As one of the early OpenStudy pioneers, we want to hear what you have to say about the product, so we can make it better. If you received this email by mistake or you don't want to participate in our feedback program, please click Unsubscribe." followed by links: "[unsubscribe from this list](#) | [Forward to a friend](#) | [update subscription preferences](#)".

# Build: Other Roles

Towards the end of an iteration, I helped out in doing testing on staging servers, and filed bugs. I also helped tweak CSS to make sure things were perfect

The screenshot shows a list of comments from users Siddharth Gupta, Matt Feury, and Min-hee Sayer. Each comment includes a timestamp (4 days ago or 5 days ago), the user's name, and a detailed description of the issue. The comments are color-coded with blue for users and orange for the developer. Each comment has a small edit icon next to it.

- from [Siddharth Gupta](#) 4 days ago  
Usernames are not color coded in notification, messages, and fanned dropdowns #bug ✘
- from [Siddharth Gupta](#) 4 days ago  
Fan testimonial pane should be wider #bug ✘
- from [Siddharth Gupta](#) 4 days ago  
Fan list should not contain testimonials #bug ✘
- from [Matt Feury](#) 5 days ago  
we have group\_stats objects with negative medal counts #bug ✘
- from [Min-hee Sayer](#) 5 days ago  
Profile page question access - bottom scroll bar display #ie8 ✘ #bug ✘ #v4 ✘ #profilepage ✘ #question ✘
- from [Min-hee Sayer](#) 5 days ago  
smart score popup display alignment #smartscore ✘ #display ✘ #bug ✘ #v4 ✘
- from [Min-hee Sayer](#) 5 days ago  
smart score tab display for IE8 #smartscore ✘ #display ✘ #bug ✘ #v4 ✘ #ie8 ✘

# Measure and Learn

For each iteration, we had an overall hypothesis. We identified a set of metrics, and set goals for these metrics.

Example - the “Personal Messaging, Mentions, and Notifications” iteration shown above.

**Hypothesis:** Personal connections will make people come back more.

**Metric:** Retention

**Goal:** Retention at 15%

# Measure and Learn: Guerrilla Usability Testing

I conducted guerrilla usability tests - short, quick sessions with users at Georgia Tech library/coffee shops.

Problems discovered in this example:

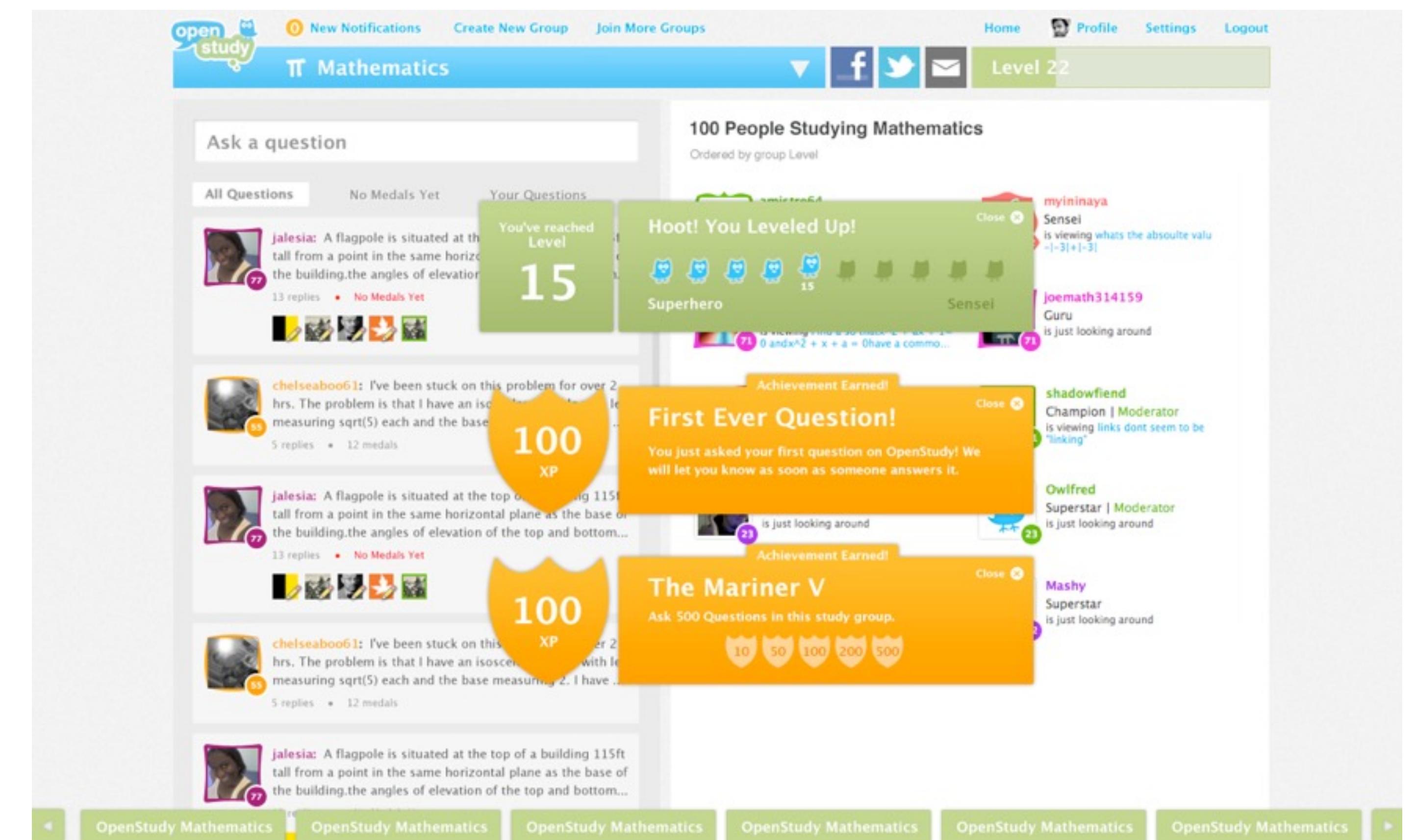
- Users didn't notice the achievement, they were focused on the right pane while answering
- The achievement vanished before they finished answering
- Users didn't want achievements to interrupt their flow of answering

The screenshot shows a forum post from a user named 'Gustafma' asking about a professor's button. Below the post, an achievement box for 'The Righteous Inquisitor' is displayed, stating 'Achievement Earned! Answer 10 of your own questions in Writing and English'. The achievement icon is a shield with a red figure. A progress bar indicates 10 XP earned. The achievement box overlaps with the post area, partially obscuring the text. To the right of the achievement box, another user, 'GT', has responded with a mathematical calculation. The interface includes standard forum controls like 'Delete', 'Best Answer', and 'Report Abuse'.

# Measure and Learn: Guerrilla Usability Testing

Based on testing, we redesigned achievements.

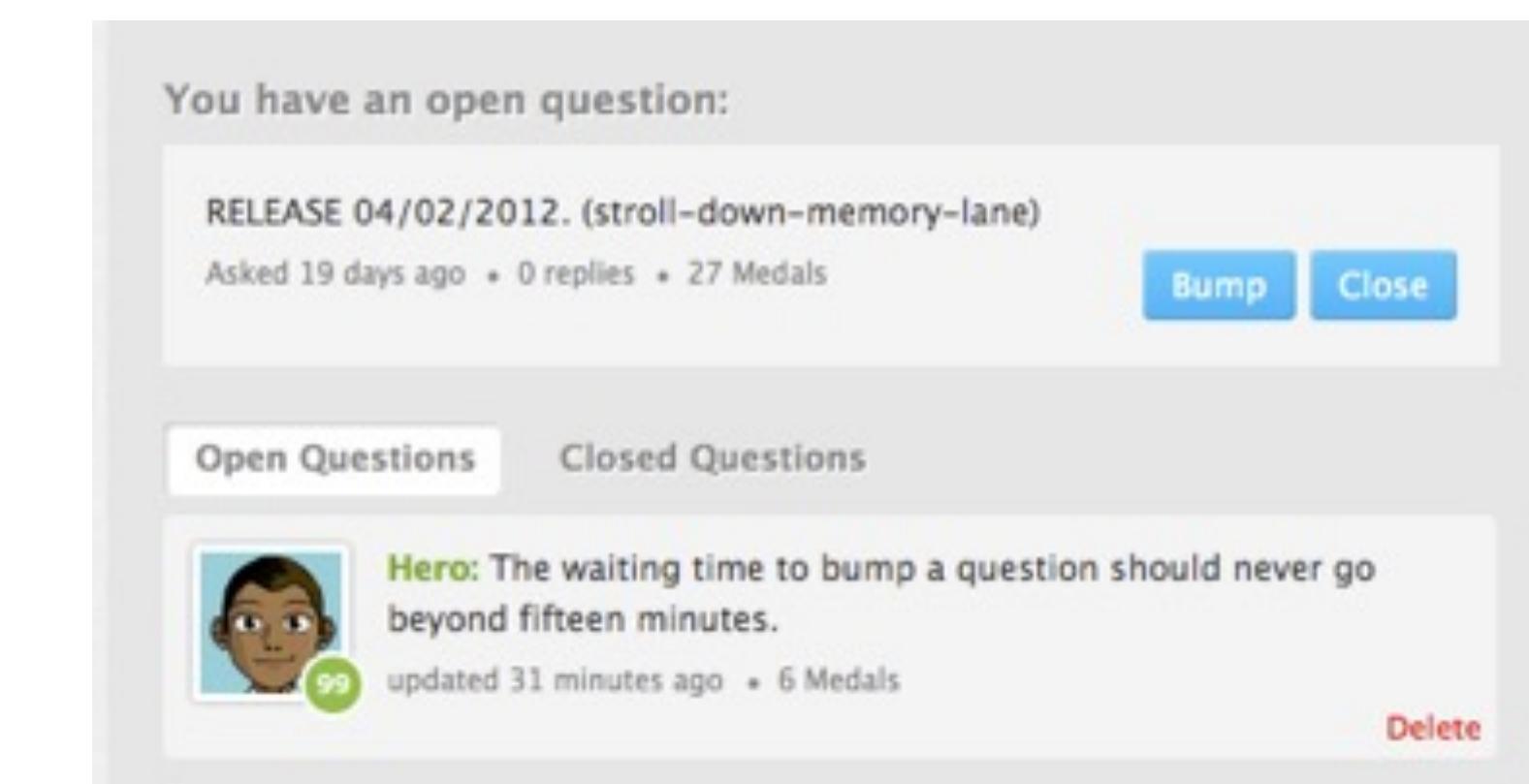
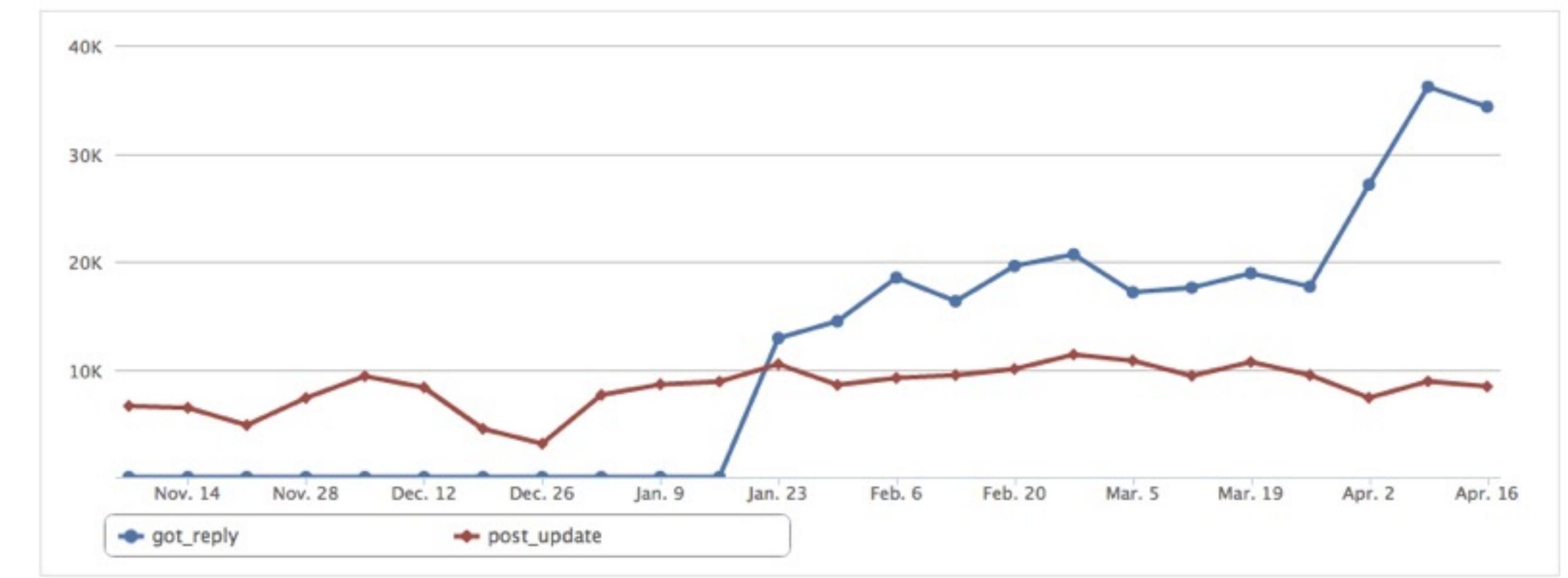
- Achievements were front and center
- Achievements were not modal and didn't block users from typing
- Achievements persisted until users closed them



# Measure and Learn: Usage Analytics

We used Google Analytics, Chartbeat, Kissmetrics, and Mixpanel to track usage analytics.

In this example, we see a huge jump in number of questions that got replies. This was just after we released the question “bump” and “close” features.



# Measure and Learn: A/B Testing

We frequently conducted A/B testing to measure different designs.

This is the question detail view when users were logged out.

More than 50% of our visits were to this page, from google search results. However, this page had only 1.5% conversion rate (no. of sign-ups).

In contrast, landing page visits were about 25% of traffic, but had a 19% conversion rate.

The screenshot shows a question detail view on the OpenStudy platform. At the top, there's a navigation bar with the OpenStudy logo, a search bar labeled "Find More Subjects", and links for "Facebook Login", "Username or Email", "Password", "Log In", and "Forgot Password?". Below the navigation, the subject is "Mathematics". A green banner on the right says "77 helpers are online right now" and "75% of questions are answered within 5 minutes", with a "Sign Up" button. The main content area shows a question by "Pinkjess20": "exists in nature. List at least five objects in the natural world that have some sort of circular shape to them." It has 30 views and no medals. Below it is another question by "Orcun": "A flagpole at a right angle to the horizontal is located on a slope that makes an angle of 8° with the horizontal. The flagpole's shadow is ...". It has 16 views and no medals. Further down is a question by "lexiemari": "Given the points on the graph below, what are the coordinates of another point that would create a parallelogram?" with coordinates (5, 3) listed. It has 23 views and no medals. At the bottom, a question by "MyGeometryHelp" asks about a circle represented by an equation. On the right side of the screen, there's a sidebar with a "Share" button (Facebook icon) and a "Tweet" button (Twitter icon), and a note that the question is closed.

# Measure and Learn: A/B Testing

We tested this alternate version of the question detail page, which people get to from web search

- The value prop is much clearer
- Other questions are removed, focusing on what the user clicked on in the results
- Allowed users to ask questions without signing up

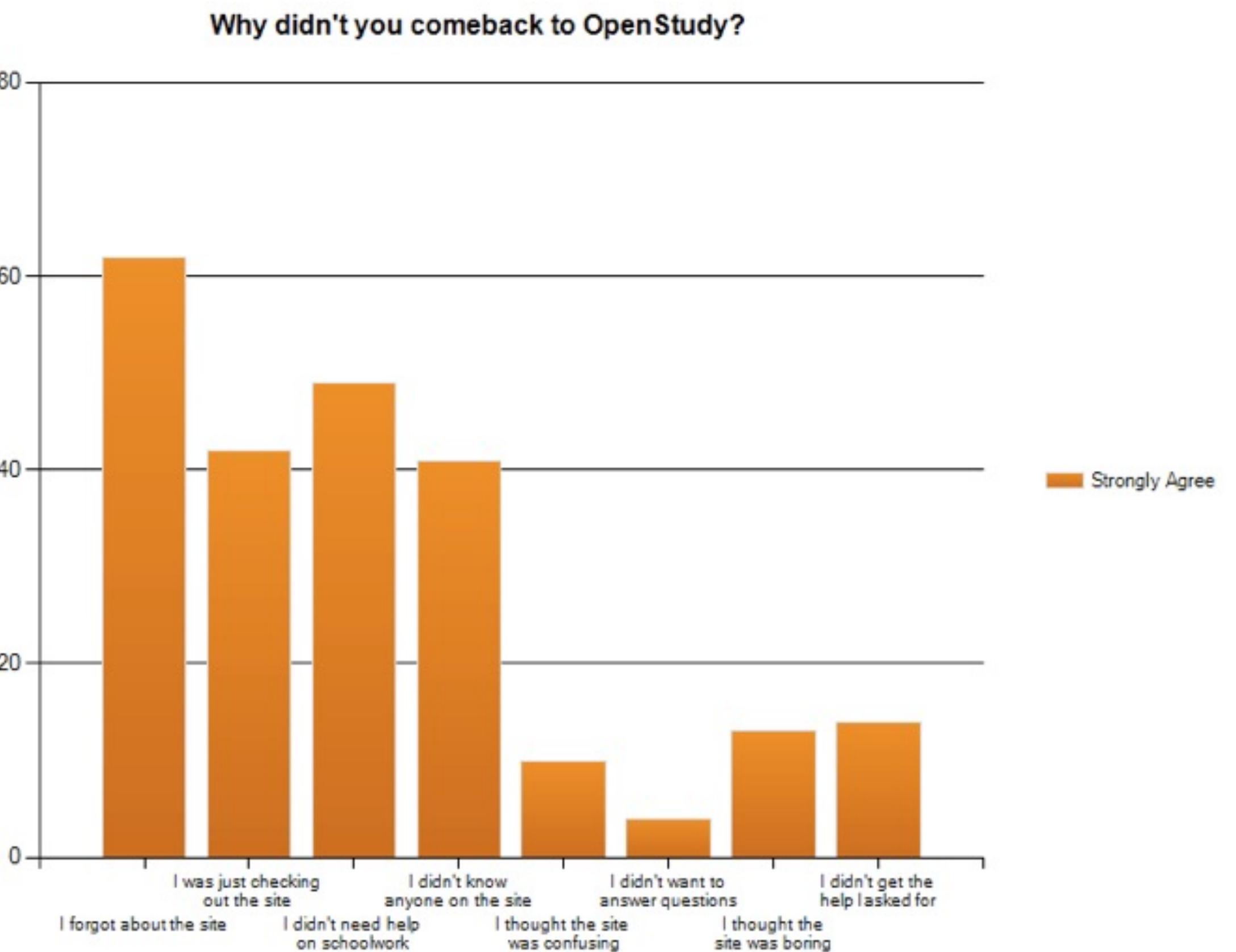
This version doubled the conversion numbers, from 1.5% to 3%.

The screenshot shows the OpenStudy website's landing page. At the top, it features the OpenStudy logo and the text "Get Free Help Now!". Below this, it says "75 helpers online, waiting to help you." Three helpers are listed: "across" (MIT Grad Student, Online now), "laura\*" (Helped 1,000 students, Online now), and "Hero" (College Math Guru, Online now). There is a large input field labeled "Type your question here" and a blue button labeled "Ask a Question". Below this, a section titled "Here's the question you clicked on:" shows a question by "Sunshine22": "How do you solve the Pythagorean Theorem???  $C^2=10.4^2+16.9^2???$ ". Sunshine22 has 20 reputation. The answer by "DrPepper" is: "What is  $10.4^2$ ? What is  $16.9^2$ ? Add those together. Once you've done that, take the square root of that number so that way you have  $c = ???$ . So  $10.4^2+16.9^2=108.16+285.61=393.77=c^2$ ". DrPepper has 50 reputation.

# Measure and Learn: Surveys

We often used surveys, especially when trying to reach users who were not active, or not located near us.

This survey went out to about 15,000 people who signed up, but never came back. It showed that most people just forgot about us, and helped us hone our email retention strategy



# Measure and Learn: In-Product Feedback

We created a community within the app, to allow all users to give us feedback. This was really active, and we regularly got great feedback on patch notes, upcoming features, etc.

The screenshot shows the 'OpenStudy Feedback' section of the OpenStudy platform. At the top, there's a search bar with placeholder text 'Ask a question...', and buttons for 'Create New Subject' and 'Find More Subjects'. The main area displays a list of user comments:

- Hero:** The waiting time to bump a question should never go beyond fifteen minutes.  
updated an hour ago • 6 Medals
- Dyilliq:** Idle or "away" status...  
updated 4 hours ago • No Medals Yet
- cos00155079:** we should have a discussion board to bring ideas on essay and research projects...  
updated an hour ago • No Medals Yet
- DoomDude:** You should allow people to put attachments on their first and original post...  
updated 9 hours ago • No Medals Yet
- waheguru:** We need a geography group...  
updated 9 hours ago • No Medals Yet
- ashwin:** what to do in openstudy ,if somebody plays with your reputation?  
updated 8 hours ago • No Medals Yet

On the right, a sidebar shows '27 Members Online' ordered by SmartScore. The list includes:

- amistre64** Champion | Moderator is looking at group Mathematics
- dumbcow** Champion is looking at group Mathematics
- Hero** Champion is looking at group Mathematics
- saifoo.khan** Champion | Global Intern is looking at group Mathematics
- GT** Mentor is looking at group Mathematics
- .Sam.** Mentor is just looking around
- radar** Mentor is just looking around
- Callisto** Mentor is just looking around
- KingGeorge** Lifesaver is just looking around
- AccessDenied** Lifesaver
- zbay** Lifesaver

At the bottom right, there are social sharing icons for Facebook and Twitter.

# Measure and Learn: UserVoice

We used UserVoice to let users rank ideas and requests. Some of our most popular enhancements ( like the equation editor) started from UserVoice.

The screenshot shows a feedback forum interface. At the top, there's a header with tabs for 'Hot', 'Top Ideas' (which is selected), 'New', 'Status', and 'My feedback'. Below the header, there's a search bar with placeholder text 'Enter your idea'. A large red 'X' button is visible in the top right corner of the main content area. The main content area displays a list of user ideas:

- 242 votes**: Search for questions to see if my problem has already been solved under review
- 116 votes**: When posting we should be able to input equations and attach files from original prompt. planned
- 61 votes**: Bring on mobile site. planned
- 58 votes**: Introduce tagging system under review
- 28 votes**: Video embed! under review

At the bottom of the list, there's a link to '» Go to our Feedback Forum (50 ideas)'. Below the list, there are buttons for 'Delete' and 'First Question!', followed by a 'Mentor' section and a 'powered by uservoice' logo.

The screenshot shows a detailed view of a UserVoice idea page. At the top, there's a navigation bar with tabs for 'Hot', 'Top Ideas' (selected), 'New', 'Status', and 'My feedback'. Below the navigation bar, there's a search bar with placeholder text 'Enter your idea' and a red 'X' button. The main content area displays a single idea:

**242 votes**: search for questions to see if my problem has already been solved 40 comments

**Antonio Salazar Cardozo** (Chief Software Engineer, OpenStudy) responded:

You can always search Google by adding site:openstudy.com to the end of your query there.

**116 votes**: When posting we should be able to input equations and attach files from original prompt. 10 comments

**Antonio Salazar Cardozo** (Chief Software Engineer, OpenStudy) responded:

This would be a great help because I always have to reply to my own posts to attach files and equations and then no one seems to answer because it is no longer flagged as not answered :(

**61 votes**: bring on mobile site. 9 comments

**Antonio Salazar Cardozo** (Chief Software Engineer, OpenStudy) responded:

We do plan on adding equations and files to the ask question area, but aren't sure exactly when that's going to happen. Soon, hopefully!

# Measure and Learn: Power User Forum

We had a forum for about 80, hand-picked power users. We gave them access to our staging environment. Their feedback was invaluable in figuring out how to engage more of our regular users

The screenshot shows the Yammer interface. The left sidebar includes links for 'User Advisory Council - OpenStudy', 'My Feed', 'Private Messages', 'My Profile', 'Members', 'GROUPS' (20+), 'All Network', 'Groups Directory', 'APPS' (Files, Pages, Leaderboards), and 'More'. The main area features a search bar and a 'Share an update' button. A post from 'Anjum Naseer' asks about inviting people to OS in the new UI. Another post from 'Anjum Naseer' discusses monitoring the 'Ideas for OpenStudy' page. A post from 'Anna Travers' asks if the Code of Conduct can be expanded to cover copying and pasting answers. The right sidebar displays an 'EXTERNAL NETWORK' message, an 'ACTIVITY STREAM' with recent updates, and an 'ANNOUNCEMENTS' section.

Yammer Search My Networks Siddharth Gupta

User Advisory Council - OpenStudy

Share an update with my colleagues

What are you working on?

Anjum Naseer I posted this question in the feedback group:  
How do you invite people to OS in the new UI.  
I recall in the older UI there was some place from where I could enter the email address of the person to invite - I can't find this any more.

Is it really true that I can no longer invite people to the site unless both they and myself have a facebook or twitter account?  
Reply · Like · Share · More · Friday at 10:36am

Liked by FoolForMath . and Priyajit Palit.

Anjum Naseer I don't know if the "Ideas for OpenStudy" page is being monitored anymore, but I have added another suggestion to it.  
Reply · Like · Share · More · Thursday at 7:38pm

Anna Travers Can the Code of Conduct be expanded to cover copying and pasting answers from other sources - ostensibly presenting them as original work - without linking or citing?  
[http://openstudy.com/study?login#/updates/...](http://openstudy.com/study?login#/updates/)

OpenStudy <http://openstudy.com/study?login>

My Networks Siddharth Gupta

EXTERNAL NETWORK

This is a private external network created by Jon Birdsong from Openstudy.com. Members must be invited by an admin.

ACTIVITY STREAM

Anna Travers is now following the page Ideas for OpenStudy.

Anxhela G uploaded the file omg.

Steven Galli uploaded the files Untitled and Untitled.

Alveena RT is now following the page Ideas for OpenStudy.

Odile Sullivan-Tarazi and Konstantinos Saliaris are now following the page Ideas for OpenStudy.

ANNOUNCEMENTS

Repository for Ideas Released

February 6 at 10:46am by Colm Shalvey in All Network  
Hi Everyone,

I've created a 'Page' on Yammer for us to store and compile the ideas we come up with here. Please take a look when you get a chance and feel free to edit and add away!

Read More

# Measure and Learn: Summary

Recap of Methods:

- Guerrilla Usability Testing
- Usage Analytics
- A/B Testing
- Surveys
- In-Product Feedback
- Power User Forums

We tried to be as evidence-based in our designs and product decisions as possible, releasing quickly and failing often.

# Thanks for Reading!

I've tried to summarize how I worked at OpenStudy. This process evolved a lot over three years, and we had countless product pivots and restructuring.

These days, OpenStudy is in another team's hands, and taking a new direction. I'm always curious about how they're doing, and keep checking back regularly.

Please reach out to me at [s.gupta13@gmail.com](mailto:s.gupta13@gmail.com), if you're curious and want to know more. You can find more of my work at  
<http://sidgux.github.io>