



ORGANISING RESEARCH AND DATA

"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."

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October 2023

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Research Plan

Assumption

"We'll lose more enterprise clients from not implementing the enhanced permissions feature than from performance problems."

High Value: If this assumption is correct, it has the potential to bring a lot of value, causing users to stop looking for alternatives, helping them to avoid using workarounds, and increase the overall satisfaction.

High Damage: If this assumption is incorrect, and we implement the enhanced permissions feature, we will risk losing more users due to the continued performance issue.

Research Statement

Our aim is to confirm enterprise users will not stop using Sync if we implement the enhanced permissions feature.

Questions

- How critical is the enhanced permissions feature for our enterprise clients compared to performance improvements?
- What is the impact of performance problems on client satisfaction and retention?
- Do the government and academic users prioritize enhanced permissions over performance?
- How do competitor offerings in terms of enhanced permissions impact our client retention?

Results Criteria

- The assumption is correct if over 65% of our enterprise clients find the permissions feature critical.
- The assumption is incorrect if more than 80% of the enterprise users find the performance problems more impactful.
- The assumption is correct if over 55% of our government and academic users find enhanced permissions to be the priority.
- If 70% of our users are considering leaving us for competitors that offer enhanced permission, we'd consider the assumption to be true.

Research Method

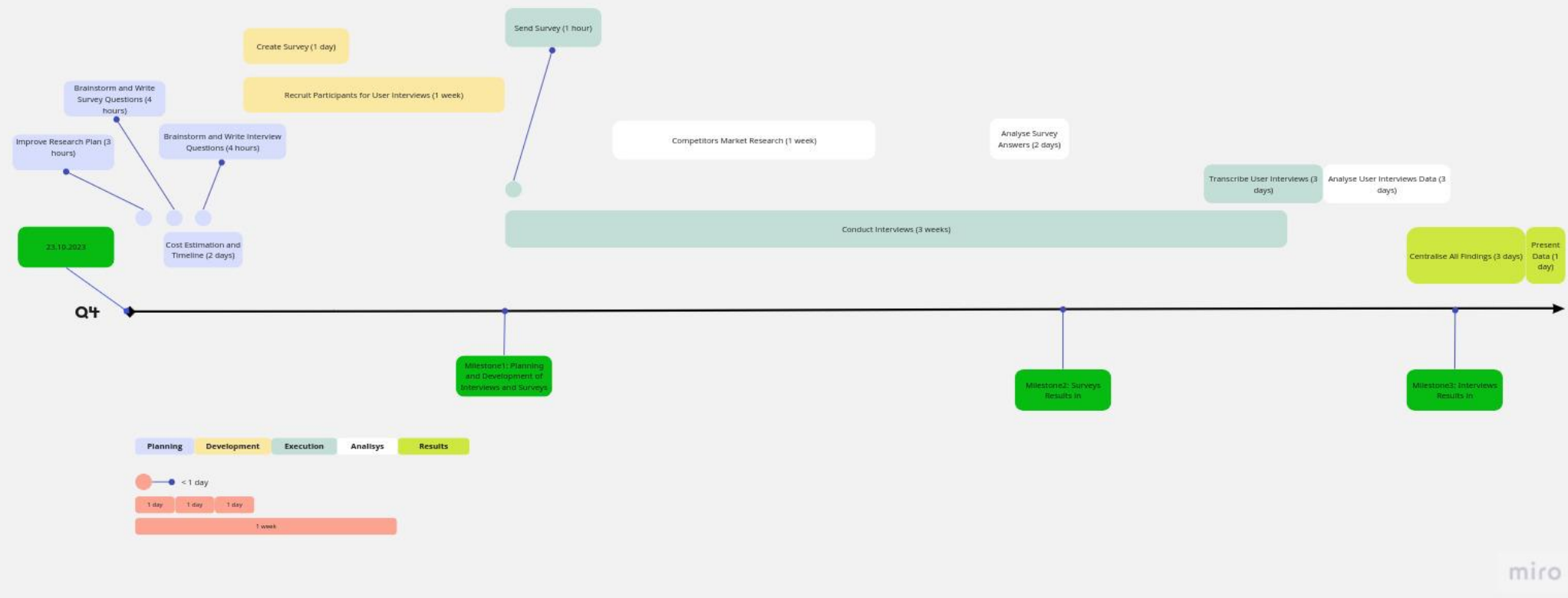
- We'd conduct user interviews and surveys.
- We'd also want to check out our competitors using a Competitor and market research.
- We'd want to do some Impact-Effort Analysis.

Activities and tasks

Activity	Roles and Responsibilities	Rationale	Potential Tools	Estimation
Improve Research Plan	Andrea, Me	I will personally lead this research and will work closely with Andrea, as she can provide me with great User Research input.	Google Docs, Slack, Confluence, Notion	3 hours
Cost Estimation and Timeline	Rafa, Finance Department, Me	Rafa and the Finance Department will have the final say in approving our budget and timeline.	PM tools, Financial tools	2 days
Brainstorm and Write Survey Questions	Andrea, Me, Copywriter	Andrea, Me, and a copywriter will be essential, while other employees can participate on a volunteer basis.	Miro, Google Docs/Spreadsheets	4 hours
Brainstorm and Write Interview Questions	Andrea, Me, Copywriter	Andrea, Me, and a copywriter will be essential, while other employees can participate on a volunteer basis.	Miro, Google Docs/Spreadsheets	4 hours
Create Survey	Andrea, Gen	Will delegate this to Andrea, who has to prioritise the questions from the brainstorming thanks to her UX knowledge, and Gen will help us with making the survey visually appealing.	SurveyMonkey, Google Forms, Microsoft Forms	1 day
Recruit Participants for User Interviews	Customer Support, Sales, Andrea	Our Customer Support team and the Sales team have the most contact with our users. Together with Andrea they will recruit a diverse and inclusive sample of our enterprise users.	Newsletter, Support System, Email, Phone, Survey Tools	1 week
Send Survey	Andrea, Me	Either of us will send the survey to our users.	Email, SurveyMonkey, Typeform	1 hour
Conduct Interviews	Andrea, Me, Gen, Yi, Sync Employees	Everyone should have the opportunity to participate in the user interviews, to hear the needs and pain points of our users. Not mandatory on anyone else, but recommended. Different roles will be assigned during each interview.	Sync, Lookback, In Person Interviews, Discuss	3 weeks
Transcribe User Interviews	Andrea, Me	The work will be on us to transcribe the In Person or Video interviews. Some tools will have a transcript integration.	Vid.io, Integrated Transcription in Discuss and Lookback	3 days
Analyse Survey Answers	Andrea, Me, Data Analytics	Both, Andrea and me, will need the help of the Data Analytics team to come up with valuable insights, from which we can choose to focus on.	Google Forms, Amplitude, Discuss, Qualtrics	2 days

Analyse User Interviews Data	Andrea, Me, Data Analytics	Both, Andrea and me, will need the help of the Data Analytics team to come up with valuable insights, from which we can choose to focus on.	Google Analytics, Amplitude, Discuss, Qualtrics	3 days
Competitors Market Research	Andrea, Me	I'll mostly take the lead on doing competitor research, while Andrea will give me her UX input.	Google Search, Trello, Google Spreadsheets	1 week
Centralise All Findings	Me	I'll take the responsibility of centralising and maintaining all the findings and insights.	Notion, Confluence, Wikis	3 days
Present Data	Andrea, Me	The Product team will present these findings in a clear and concise way to the necessary stakeholders.	Google Slides, Google Docs, Sync	1 day

Timeline



[Miro Timeline Link](#)