Sync

RESEARCH DATA ANALYSIS

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

PM: Marius Avram
October 2023

UX Research and Analytics Data

Andrea (She/Her), *UX Researcher*

"Academic and government users have more stringent guidelines for sharing information. We need to treat their needs as central, not a nice-to-have."

- She's noticed that certain issues are regularly reported, such as uninvited users joining private meetings, disrupting meetings, or screenshotting private content and resharing it.
- It's clear that the current product is not working for these users, and they are putting workarounds in place to make Sync work. These workarounds include:
  - Having one person per meeting dedicated to managing the invite list and removing anyone that hasn't been invited.
  - Emailing documents to all attendees and then looking at them separately instead of screen sharing.
- The academic and government users say these workarounds are unsustainable, and they are looking for alternatives to Sync

I've decided to use the techniques of tagging and color coding as well as the codifying for Andrea's Research data.

The pain points are coded in green, the needs are blue, the user segmentation is done in pink, workarounds in yellow. Running a sentiment analysis through it we can be defined as "negative".

Graphs

- Enterprise median satisfaction score:
  - Companies 4/5
  - Government 2/5
  - Academic 2/5
- High tier median satisfaction score:
  - Individual 4/5
  - Small Business 3/5
  - Medium Business 2/5
- Low tier median satisfaction score:
  - Individual 5/5
  - Small Business 3/5
  - Medium Business 3/5
- Bugs:
  - Free 6
  - Low tier 10
  - High tier 30
  - Enterprise 70
- Incidents:
  - Free 3
  - Low tier 3
  - High tier 5
  - Enterprise 22

- Number of lost enterprise clients: 35 [6%]
    - Company 25 [1%]
    - Government 6 [2%]
    - Academic: 4 [3%]
- Enterprise client groups by revenue percentage:
    - Company 54%
    - Government 33%
    - Academic 13%
- Revenue enterprise vs. other paid tiers:
    - Enterprise 73%
    - Other paid tiers 27%

Enterprise client groups by year:

	2019	2020	2021	
			By client	*By revenue*
Company	72%	50%	48%	54%
Government	20%	32%	33%	33%
Academic	8%	18%	19%	13%

As for the graphs data we have, I've decided to use the technique of comparison given that we have an available timeline of the user grouping for the enterprise tier, as well as data based on a segmentation variable. This will help bring to the table some great insight about our Enterprise tier clients, and more specifically those from Government and Academic backgrounds.

What are some recurrences in the data that you're seeing?

- Academic and Government clients are increasing while Company clients are decreasing.
- Certain issues around privacy and security are regularly reported by Government and Academic users.
- Lower tiers than Enterprise one are more satisfied with the product.
- More bugs and incidents are reported by Enterprise users.

How has the data changed over time (if your graphs show this)?

- Government clients grew by 13% since 2019.
- Academic clients grew by 11% since 2019.
- But Company clients shrank by 24% since 2019.

What are some correlations and/or causations, if any?

- Government and Academic users are leaving because of unsustainable workarounds they need on Sync.
- Academic and Government users are much less satisfied as we can see in Andrea's research and satisfaction scores. The disparity between these users and Company users is major: ⅖ vs ⅘ respectively.
- Enterprise users are more likely to report bugs and incidents as they expect a high level of support and flawless functionality, in line with the premium prices.
- Due to the Covid pandemic there is a surge in Government and Academic clients.

What are some regularities and/or irregularities?

- Company clients make up the 48% of the enterprise clients by amount, but they make up 54% when grouped by revenue.
- While Academic users make 19% by amount and 13% of the Enterprise tier revenue.
- We can see the post Covid Government and Academic clients increase in the timeline accordingly.

Insights

- **Security and Privacy Concerns:** Government and Academic clients regularly report issues related to privacy and security, as highlighted in Andrea's research data. These users are dissatisfied with the current product due to concerns like uninvited users disrupting meetings and sharing private content. This highlights the need to address these specific pain points to retain and attract these user segments.
- **Higher Bugs and Incidents reports in Enterprise Tier:** The data shows that more bugs and incidents are reported by Enterprise users compared to lower-tier users. This could be attributed to the higher expectations of Enterprise clients who pay premium prices for the service.
- **Post-COVID Client Surge:** A noticeable pattern is the increase in Government and Academic clients in the years following the COVID pandemic. This indicates that the pandemic may have accelerated the adoption of this product by these specific user groups, possibly due to remote work and educational requirements.
- **Shift in the Client Base:** The data shows a notable shift in the types of enterprise clients over time. Government and Academic clients have been growing steadily since 2019, with Government clients increasing by 13% and Academic clients by 11%. In contrast, Company clients have decreased by 24% during the same period.