Scaling Apps Discovery Strategy for Microsoft Teams

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Challenge, Research and Assumptions

- **Challenge:**

  - Define a product strategy for apps discovery in Microsoft Teams that integrates seamlessly into the app's existing UI in iOS. The apps discovery strategy should serve users to discover applications on Microsoft Teams platform based on their interest, need, organization and recommendations.

- **Background:**

  - Microsoft Teams has become the new way people connect, collaborate, and accomplish more with a new class of applications that break down barriers between business processes and collaboration. Designed to reduce context-switching, the Teams platform has a growing number of collaborative apps. These apps can be embedded directly into Teams or integrate components of Teams such as meetings or chat—right in the interface of the applications.

  - Our goal is to solve for app discovery on Microsoft Teams?

    - *How can current users discover new apps on MS Teams platform*

    - *How MS Teams app can scaled to Target users by different promotional and acquisition channels*

- **Assumptions:**

  - **Target Users:**

    - *Corporate Licensed users*

    - *New acquisition of target users – Corporate employees of large and medium enterprises.*

  - **Platform consideration:**

    - *Microsoft teams desktop app – Windows and Mac*

Research & Empathize

1. Market Research

2. Provisional Personas

3. User Interviews

4. Target User Persona

Market Research

Microsoft Teams DAU User Growth
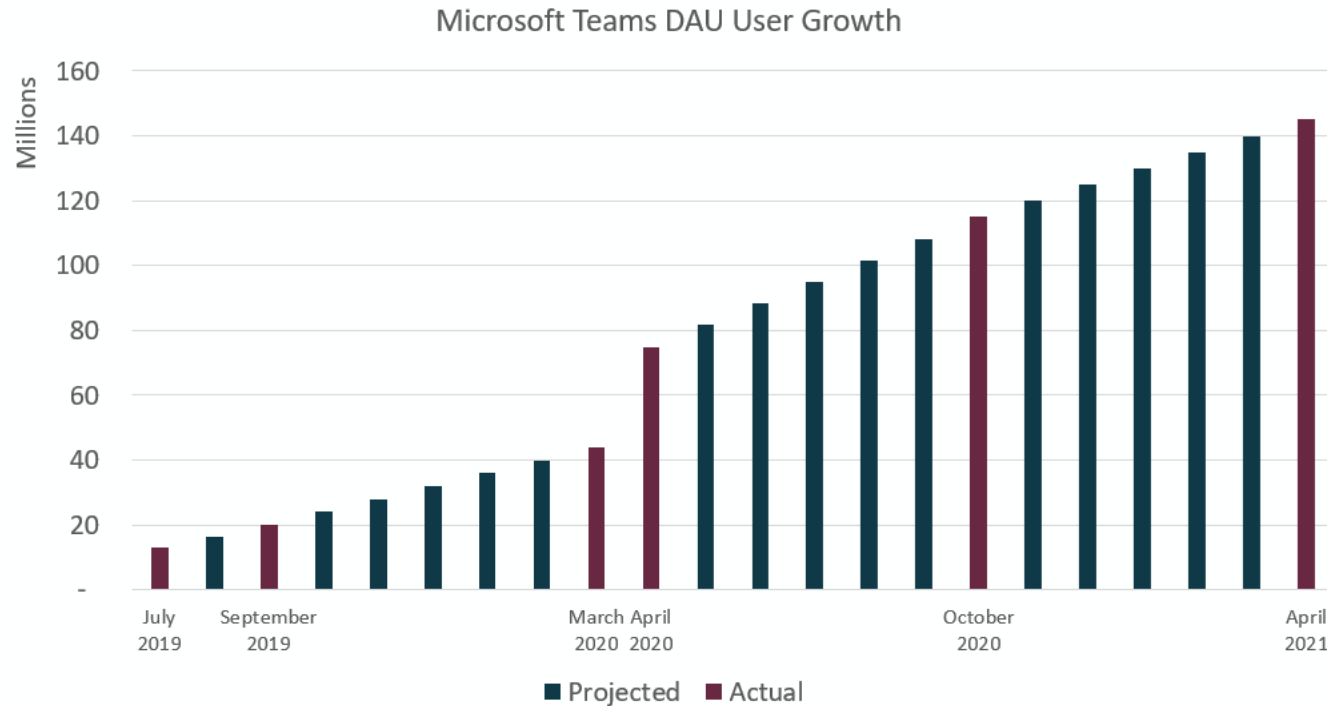
Number of daily active users (DAU) of Microsoft Teams worldwide as of April 2021 *(in millions)*

- Microsoft Teams (communications and collaboration platform) has 270 million monthly active users in the December quarter of 2021
- No. of MAU increased by 20 million from July 2021
- Major competitors: Slack (Acquired by Salesforce), Zoom, Cisco Webex
- Around 50% of Microsoft 365's 260 million+ commercial users now use Teams. Hence, estimated generated revenue of Teams is between $4 and $8 billion.
- In global circumstances since early 2020, 62% of communication service providers reported more than a 50% increase in demand for team collaboration services - The demand for consolidated communication services, in the form of collaboration apps, boomed and Teams sat in a prime position to capture huge swathes of the market than it's mentioned competitors.

Source: Cavell and Statista

Microsoft Teams Microsoft Teams Revenue and Usage Statistics:

Microsoft Teams revenue

Year	Revenue
2017	$0.01 billion
2018	$0.2 billion
2019	$0.8 billion
2020	$6.8 billion

Microsoft Teams users

Year	Users
2017	2 million
2018	8 million
2019	20 million
Q2 2020	75 million
Q4 2020	115 million
Q2 2021	145 million

Microsoft Teams meetings

Date	Meeting Minutes
March 12, 2020	0.56 billion
March 16, 2020	0.9 billion
March 31, 2020	2.7 billion

Microsoft Teams age (%)

Age	Percentage of Users
18 – 24	4
25 – 34	14
35 – 44	31
45 – 54	29
55+	20

Microsoft Teams organisations

Year	Organisations
2017	50,000
2018	200,000
2019	500,000

Provisional Personas

Shivani Das

Age: 25

Dubai, UAE

Occupation: Research Scientist

Needs:

- Uses MS Teams for communication with her team, sharing documents and collaboration with colleagues.

- Feels MS Teams is very easy to use.

Pain Points:

- The screen freezes during the calls.

- *I don't make most of the platform and wish I could know more about the features and integrated apps.*

Ashish Kumar

Age: 36

New Delhi, IN

Occupation: Marketing Head

Needs:

- MS Teams is our official communication platform with corporate license with MS Office.

- We use Teams for internal and external communication, file sharing and brainstorming.

Pain Points:

- It crashes too often during meetings and slow to load.

- *It is complicated to collaborate on MS Teams, and tough to find associated apps quickly, as many times we don't know what is the suitable app for a specific need.*

Ram Vikas

Age: 27

Hyderabad, IN

Occupation: Business Development Manager

Needs:

- MS Teams is our official communication platform, and it is easy to use.

- It's safe to share documents on MS Teams due to Microsoft's safety and security offerings.

Pain Points:

- *It has a got various apps and sometimes it's overwhelming as we don't know what's the right app.*

- *I cannot find find many apps at left shortcut bar. To find a specific app, I must scroll through all applications and find the app I need.*

Provisional Personas

Gautam Kumar

Age: 44

Dubai, UAE

Occupation: Head of Operations

Needs:

- Teams is rather much easier tool than other plethora of tools available also with introducing the chat and status availability from outside the organization, it has become popular tool to use across organizations.

- I use many apps like power BI, tasks etc. however there're not too many apps available like Office 365

Pain Points:

- Voice missing or cracking issues specially when using video and with large audience.

- *We can only install apps subscribed by our organization and hence not much leverage. Also there is very limited app availability, and we cannot even preview some of the apps and request for subscription from company.*

Anuj Jha

Age: 25

Bengaluru, IN

Occupation: Data Scientist

Needs:

- MS Teams is our official communication platform, and it is a user friendly platform.

- Helps in keeping things at one place – it acts as a one space for communication, file sharing and collaboration

Pain Points:

- While not installed the app on laptop, we face issue while connecting to the meeting through browser

- Plus, when too many people are in group, speaker and ppt shared sometimes not seen properly, also, when any media is played in a meeting of more people then it stuck sometimes or the audio/video desync

- *There are multiple apps available on Teams, but people (My team and I) mostly are not knowing what are different apps available for teams and the features of it, and when to use the right app.*

User Interviews

- **Total Participants:** 12

- **Questions:**

  - *Experience using MS Teams, likes, dislikes, problems*

  - *How do you discover new apps on teams? Experience with exploring and installing new apps.*

  - *Anything they'd want to do to discover new app? (How would they approach)*

- **Insights from responses:**

  - Participants age group: 24 to 45

  - Majority of participants see MS teams as a video meeting and chatting platform only.

  - Participants reported having regular audio lag, video/media desync and bandwidth issue with Teams.

  - *There are times when they tend to explore the apps available on MS Teams, it feels overwhelming as there are too many applications available and they cannot discover which is the right application for them.*

  - Participants stated that, collaboration seems difficult a lot of times on Teams, as app plus video sharing becomes difficult and it desync with audio as well.

  - *There are no way that based on the role they could get personalized experience of the applications that would accelerate their performance and collaboration with the colleagues.*

  - *Apps cannot be recommended to colleagues using the Teams platform, and they cannot preview all apps as only subscribed or licensed apps by the organization is available to experience.*

  - *There is no quick user guide available for the first-time users or first-time visitors of the apps. Participants were curious to know how a particular app will help them in their work, are there samples available, how can we know about these apps on different channels, are there any reviews and many more.*

Target User Persona

For Ashish, Microsoft Teams is an essential part of his daily routine. He attends morning team catchup on MS Teams, and then the routine of cross-functional connects, collaboration and stakeholder connects continues on Teams. Being a father of a toddler and working from home, team helps him attending some of the calls through mobile, so it helps him assisting his daughter in her basic works.

He's using MS Teams since last 3 years and became a company sponsored user about 2 years ago after the COVID pandemic and remote work routine. His job requires him to be highly cross functional, strategical, planner and mentor to juniors. Being a marketing head in a media and communications industry his KRA is to oversee planning, pitching, marketing and execution of large-format IP initiatives and branded-content campaigns across Network18's English and Business cluster platforms in TV, Digital and Print; namely CNBC-TV18, cnbctv18.com, CNN-News18, news18.com, Forbes India, forbesindia.com, CNBC Awaaz, Firstpost, Overdrive, moneycontrol, History-TV18, Better Photography, Better Interiors and other group platforms (Hindi and regional). So, his role involves direct growth of the subscriber base of Network 18 group.

As he needs to be involved in planning and decision making with internal and external stakeholders, he needs a platform to share files with privacy assurance. Being a mentor to juniors, he must work with young brains, and professionals from versatile fields, hence he has to be hands on understanding new point of views, and act accordingly to new queries. A lot of times, there are key moments of collaboration on new problems which require some of the software to solve those critical issues. It is not always easy to know which would be the best app available on Teams, or related to the nature of problem, what would be the suitable software to use. Ashish, tries to be agile and knowledgeable so he can be a good collaborator, and a problem solver. He stives to explore the Teams platform, it's apps and other available resources on the internet.

NAME: *ASHISH KUMAR*

PROFILE: *LINKEDIN*

OCCUPATION: *MARKETING HEAD, NETWORK 18*

LOCATION: *NEW DELHI, IN*

TIME SPENT ON MS TEAMS: *6-7 HOURS PER DAY*

PERSONALITY: *AMBIVERT*

TECH KNOWLEDGE: *INTERNET, SOFTWARE, MOBILE APPS, SOCIAL MEDIA*

Needs

- MS Teams is our official communication platform with corporate license with MS Office.
- We use Teams for internal and external communication, file sharing and brainstorming.

Goals

- Easily share new apps on teams based on the needs and teams I'm collaborating with.
- It would be easily to have an app categorization based on the nature of the need or personalized to my work area and collaborators.
- More knowledge about the apps on Teams platform, their usage, demo, and preview for learning perspective.
- New app recommendations by MS Teams or colleagues, based on the needs and easy access option to help in seamless discovery.

Frustrations

- Too many apps on the list are overwhelming, and cannot decide which is the right app.
- Discover new apps based on the needs are tough, and categorization based on the roles within the department is not available.
- Not having knowledge of usage and benefits of the apps create a tough situation to pick the right app.

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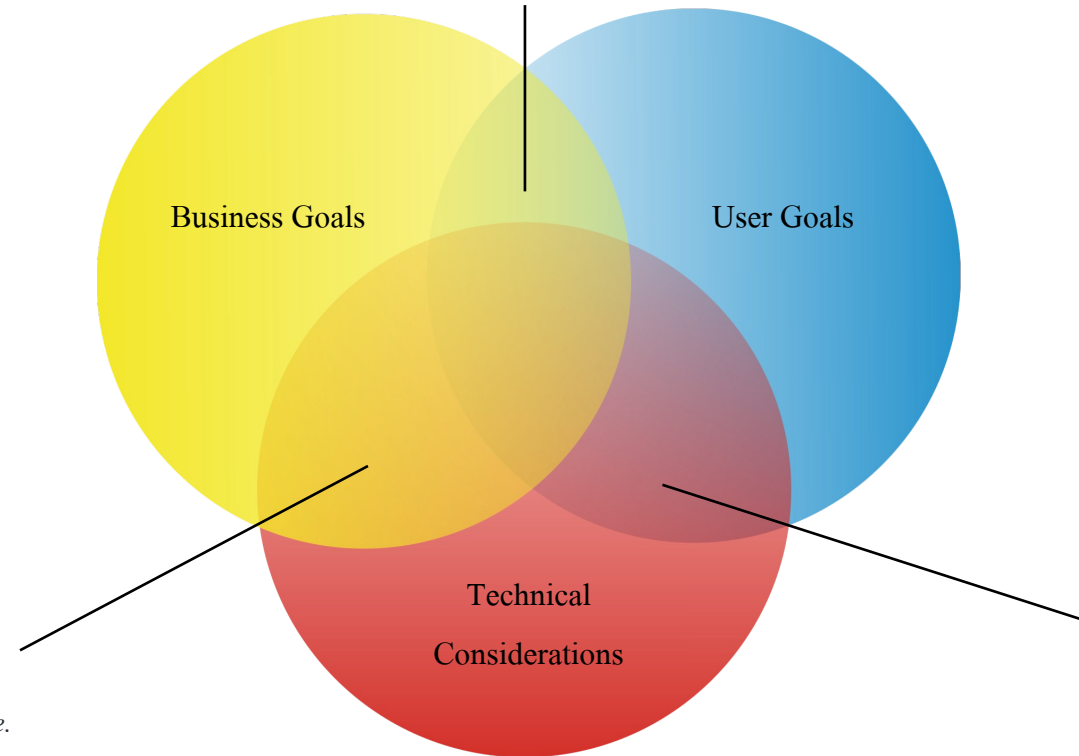
Goals and definitions:

1. Business & User Goals

2. Features to enhance user experience

3. Consumer marketing initiatives to improve user awareness

4. Focus success metrics

5. Upgraded User Onboarding – Empathy Map

- *New users should be able to find apps recommendation and feature details after signing up.*
- *Current users can preview apps based on their work profile, interest and popular apps*
- *Users can recommend apps to their colleagues on MS Teams platform*
- *Target users can find the details/ mini tutorial/ CX demo on community channels, social media and video streaming platforms*

Business Goals

- Increase the app discovery on MS Teams platform by boosting user engagement.
- Customer awareness about the MS Teams' apps on social, streaming and other channels.
- Maintain Microsoft's branding, user experience and style, so the users will get a taste of Microsoft ecosystem experience
- Turns users into brand advocates, and increase the NPS of the MS Teams apps.

User Goals

- Discover new apps on MS teams, it's features and engage with the apps.
- Understand the business use of the apps and understand the productivity hacks.
- Recommend MS teams' apps to colleagues, boost collaboration through apps.

Business Goals

User Goals

Technical Considerations

A design that clearly shows users options to find their desired apps and helps in finding new apps.

Maintain constant UI design and familiar user experience to integrate recommendation feature.
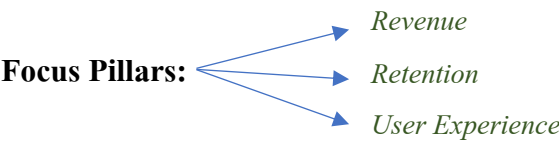
Technical Considerations

- Keep user experience and UI design familiar to the users
- A seamless, smooth and bug-free recommendation feature within MS Teams platform

UX upgrade: Defining Goals and Priorities

Priority Level	Priority 1	Priority 2	Priority 3
Goal	**Apps discovery based on the user groups.**	**Upgrade the user onboarding and recommendation**	**Profession based trainings**
Feature	- Users will be allowed to explore apps based on the job role, age-groups, professional interests. - A categorization menu will be available on left side for seamless discovery of the apps suitable to user. - Users can recommend apps to their friends and colleagues with a quick note of it's use (personalized message).	- User friendly onboarding for the first-time users. - Data collection of users profession, job, interest, age group to recommend the best suited apps on MS Teams platform. - An engaging and visual tour of the platform covering the recommended apps.	- Users can avail trainings of apps or application suites based on their profession and job role on MS Teams platfrom. - Training of how to effectively use multiple apps while collaborating and search of applications based on the need.

Consumer Marketing: Boost user awareness

Focus Pillars:

- *Revenue*
- *Retention*
- *User Experience*

Priority Level	Priority 1	Priority 2	Priority 3
Goal	**Target user marketing**	**User awareness through educational content**	**Interactive blogs**
Feature	- Target groups: Professional communities, skill specific channels, LinkedIn, and search ads. - Short video ads to summarize the steps to find application, how to collaborate and target user communities - Ads on social platforms, communities and streaming platforms about apps recommendation features.	- Short video/reels elaborating the apps features. - Profession specific video tutorials about apps, collaboration methods and productivity hacks on streaming and social platforms. - Publish user experience reviews or organizational experience reviews and their story on streaming platforms.	- Publish user interactive blogs by using data visualization. - Interactive blogs will allow users to visualize the user experience by clicking on options and end result will take users to the specific apps on MS Teams platforms. - Social publishing and Microsoft blogs prioritizing user interaction methods to help target users to get a taste of Microsoft specific user experience

Success Metrics:

Focus Metrics: *AARRR [Acquisition, Activation, Retention, Referral and Revenue]*

Metrics	Acquisition (or Awareness)	Activation	Retention	Referral	Revenue
Description	How are people discovery apps on MS Teams platform?	Are these people taking action we want them to?	Are our activated users continuing to engage with discovered apps?	Do users refer other users about new/discovered apps?	Are users willing to continue the purchase/license?
How to measure?	- No. of new visitors - No of redirected users from the campaigns.	- MAU on apps - No. of returning users	- Avg time spent by users - Positive review counts	- No. of apps referred to colleagues - New users count after referral	- Continued license by organizations

User onboarding upgrade: Recommendation

	Awareness	Research	Recommendation	Consideration	Collaboration
Objective: To help the users discover interesting and productive apps on the Microsoft Teams					
Target Persona: Ashish Kumar, Marketing Head working with a distributed team. Wants to improve collaboration and productivity by discovering useful apps. Final Decision Maker					

	Awareness	Research	Recommendation	Consideration	Collaboration
What action user performs? What does the user need? What questions are they asking?	User sign in to the MS Teams. What can I do on this platform?	What apps are available to check or discover? What apps can I use based on my job?	Based on your role - MS Teams recommends you to check out the following apps. Your colleague has recommended you the following app	What can this app offer me? How can I use this app on MS Teams?	Alright, how can I collaborate using this app?
Goals:	Get the user notice the platform. Get the user sign in to the MS Teams platform	Provide information to answer the questions Stand out from competitors by offering better content	Provide to best recommendation specific to needs and interests	Prove to be the best option	Create a smooth collaboration experience
Touchpoints:	Newsletters, social media, streaming platform ads, PR, sponsorships, SEO, Google search	MS Teams platform, customer reviews, peer referrals, expert reviews	Onboarding Survey results, Most used apps recommendation, peer recommendation	Case studies, blogs, testimonials, training videos/presentations	Customer experince, customer support
Emotions	Confused, frustrated, interested	Hopeful, inquisitive	Curious, interested	Trust, consideration	Motivation

Questions?

Thank you!