

# Aligning Product Strategy with User Needs

## Background

When we started working on AI based writing assistant tool , we were informed that we were getting user data from various sources, including user feedback and analytics tool data. However, this valuable information was largely untapped and not effectively utilized in our product development process resulting in features being developed without a clear understanding of user needs, potentially leading to usability issues and a suboptimal user experience.

## Objective

The objective of this project was to address the gaps in how user data was collected, organized, and utilized to inform product development decisions. This was achieved through the following :

- Establish a structured process to collect and organize user feedback from multiple sources
- Define clear Key Performance Indicators (KPIs) to measure product usage, growth, and user engagement
- Effectively communicate insights to stakeholders through structured reports, emails, tracking sheets fostering a data-driven approach to product development, aligning teams with user needs, and prioritizing features based on user feedback.

## Methodology

Data Source Identification ➡ Categorizing and Organizing Data ➡ Filling the Gaps

Defining KPIs, Establishing Frameworks, and Delivering Insights

## Data Source Identification

Since we recently began working with the writing assistant too, our initial focus was on **understanding the existing workflows and data ecosystem**. We started by identifying the sources of incoming data and **collaborating with cross-functional teams** to gain clarity on how the data is collected, processed, stored and ultimately utilized, enabling us to align our research approach with existing workflows and **identify potential gaps or opportunities for improvement**. The various sources of incoming data included

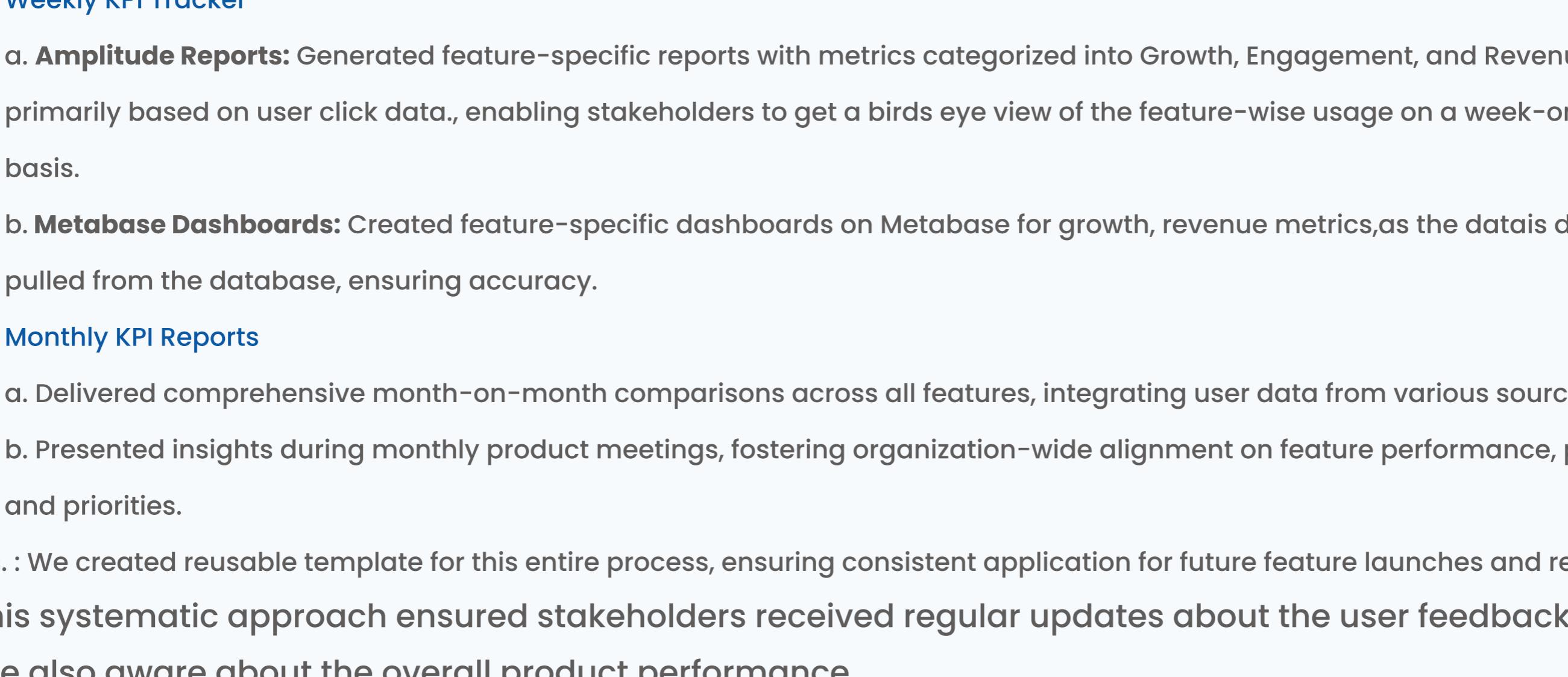
- Support queries
- Amplitude events, tracking user actions
- In-product feedback collected via third party analytics tools
- Data stored on Metabase

## Data Categorization and Organization

After identifying the data sources, we focused on organizing the data to make it easier to track and understand. To achieve this, we took the following steps:

- Categorizing Support Queries:** We grouped user support queries by key features such as Editor, Plagiarism, and Bills & Payments. This categorization provided a clearer understanding of the types of queries received and their focus areas.
- Mapping Event Architecture:** We outlined the event architecture to monitor user engagement across each feature, enabling us to track interactions and identify trends effectively.

This process revealed gaps in the data and enabled us to take targeted actions to address them effectively

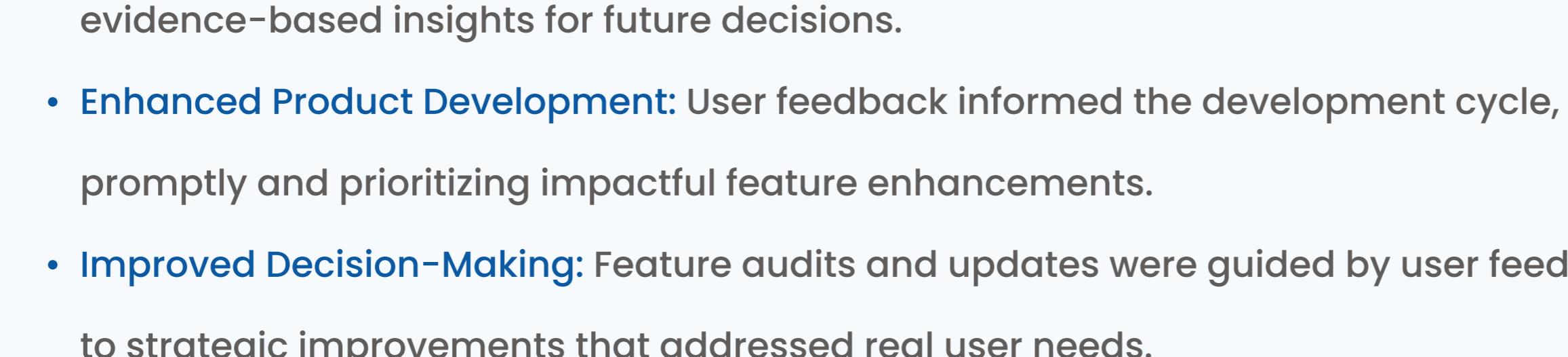


## Filling the Gaps

Upon categorizing the data, we identified gaps in the usage analytics architecture and limitations in the in-product feedback system. Specifically, several events were either missing or not being recorded accurately, and feedback was limited to a simple star rating. To address these issues, we took the following steps:

- Enhanced Event Tracking:**
  - Identified and created the missing events in the usage analytics architecture.
  - Collaborated with the engineering team to incorporate these events into the architecture.
- Improved Feedback System:**
  - Redesigned the in-product feedback template to capture more detailed and actionable user insights.
  - Implemented a custom in-product feedback modal for the Editor feature to comply with security restrictions, as third-party analytics tools were not used.
  - By collaborating with the engineering team configured the feedback data to be stored in Metabase, ensuring quick access and adherence to security requirements.

These steps ensured more comprehensive data collection and actionable feedback while maintaining user data security.



## Establishing Frameworks, and Delivering Insights

With user feedback and usage analytics data organized, we established KPIs, developed frameworks, and implemented processes to regularly share insights with stakeholders. This ensured the data was accessible, actionable, and effectively integrated into decision-making. To keep users at the center of the product development cycle, we shared insights in the following formats:

- Weekly Feedback Email**
  - Consolidated in-product user feedback categorized by feature (e.g. Editor, Plagiarism).
  - This email provided a concise summary of user concerns, expectations, and positive feedback, offering stakeholders a clear view of areas for improvement, bugs if reported and valued features.

- Weekly KPI Tracker**
  - Amplitude Reports:** Generated feature-specific reports with metrics categorized into Growth, Engagement, and Revenue, primarily based on user click data., enabling stakeholders to get a birds eye view of the feature-wise usage on a week-on-week basis.

- Metabase Dashboards:** Created feature-specific dashboards on Metabase for growth, revenue metrics,as the data is directly pulled from the database, ensuring accuracy.

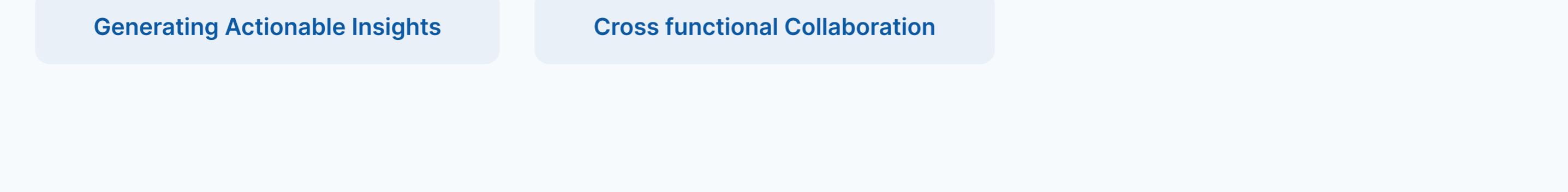
- Monthly KPI Reports**

- Delivered comprehensive month-on-month comparisons across all features, integrating user data from various sources.

- Presented insights during monthly product meetings, fostering organization-wide alignment on feature performance, progress, and priorities.

P.s.: We created reusable template for this entire process, ensuring consistent application for future feature launches and revamps

This systematic approach ensured stakeholders received regular updates about the user feedback and are also aware about the overall product performance



Please note that this email template contains dummy data for the purpose of sharing a functional draft email.

Please note that this is a sample Dashboard created for the purpose of this study

## Outcome/ Impact

- Stakeholder Alignment:** Pre- and post-launch analytics measured the effectiveness of updates, providing evidence-based insights for future decisions.

- Enhanced Product Development:** User feedback informed the development cycle, resolving user issues promptly and prioritizing impactful feature enhancements.

- Improved Decision-Making:** Feature audits and updates were guided by user feedback and KPIs, leading to strategic improvements that addressed real user needs.

- Quantitative Impact Analysis:** With implementation of usage analytics(event architecture) we would be able to measure the effectiveness of updates/new launches, providing evidence-based insights for future decisions.

- Participant Pool for Research:** The feedback system built a consistent pool of users for future studies, enabling deeper insights into user behavior and preferences.

## My Role

Identifying the data sources Convert findings into the Actionable insights Collate all the received data

Share user feedback and analytics data with the stakeholder Categorize the data and identify the gaps

Create email and KPI tracker template and framework for easy comprehension of the data Identify and create event architecture for usage analytics for the current features as well as future developments

Collaborate with the Engineering team for event deployment Define KPI's and create Amplitude Reports

Create Metabase Dashboards Create monthly KPI report and share insights

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