

# Aligning Product Strategy with User Needs

## Background

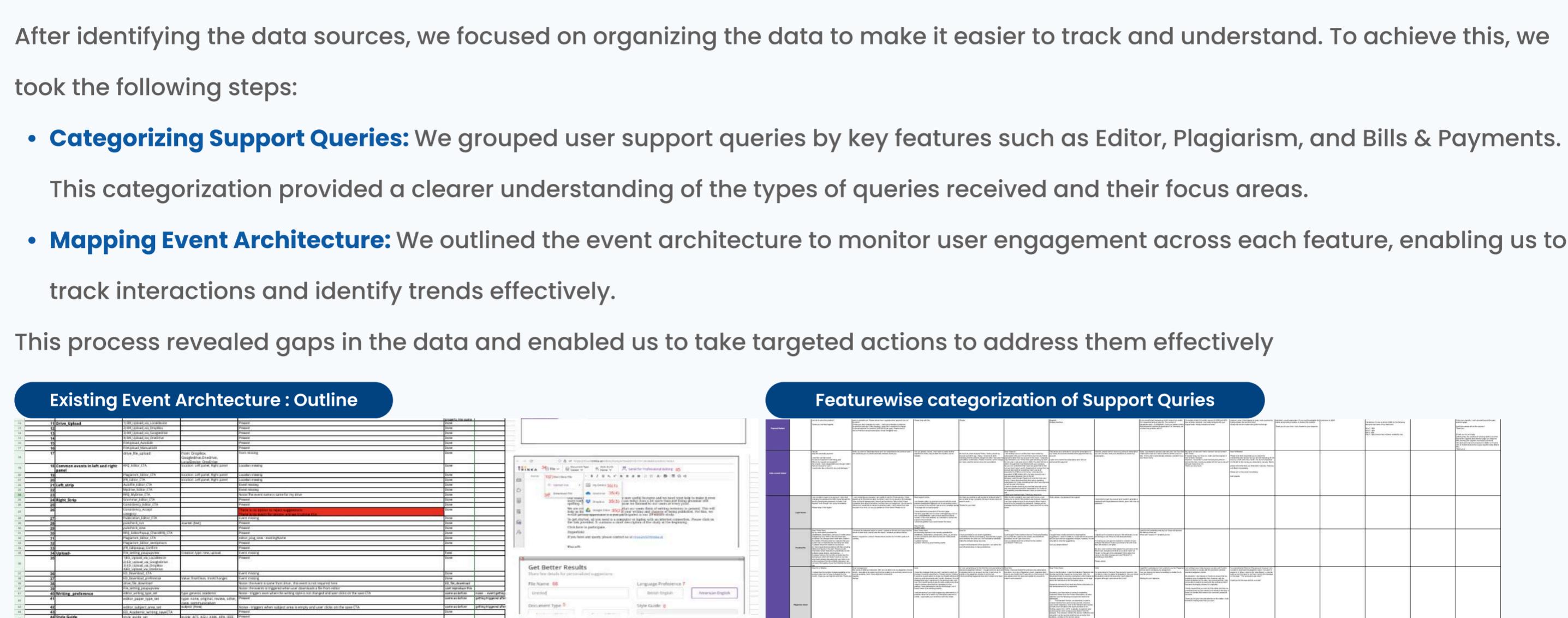
When we started working on Trinka, we were informed that we were getting user data from various sources, including user feedback and analytics tool data. However, this valuable information was largely untapped and not effectively utilized in our product development process resulting in features being 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, ensuring systematic gathering of insights throughout the product development lifecycle.
- Define clear Key Performance Indicators (KPIs) to measure product usage, growth, and user engagement, and analyze both qualitative and quantitative data to generate actionable insights.
- Effectively communicate insights to stakeholders through structured reports, fostering a data-driven approach to product development, aligning teams with user needs, and prioritizing features based on user feedback.

## Methodology



## Data Source Identification

Since we recently began working with Trinka, 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

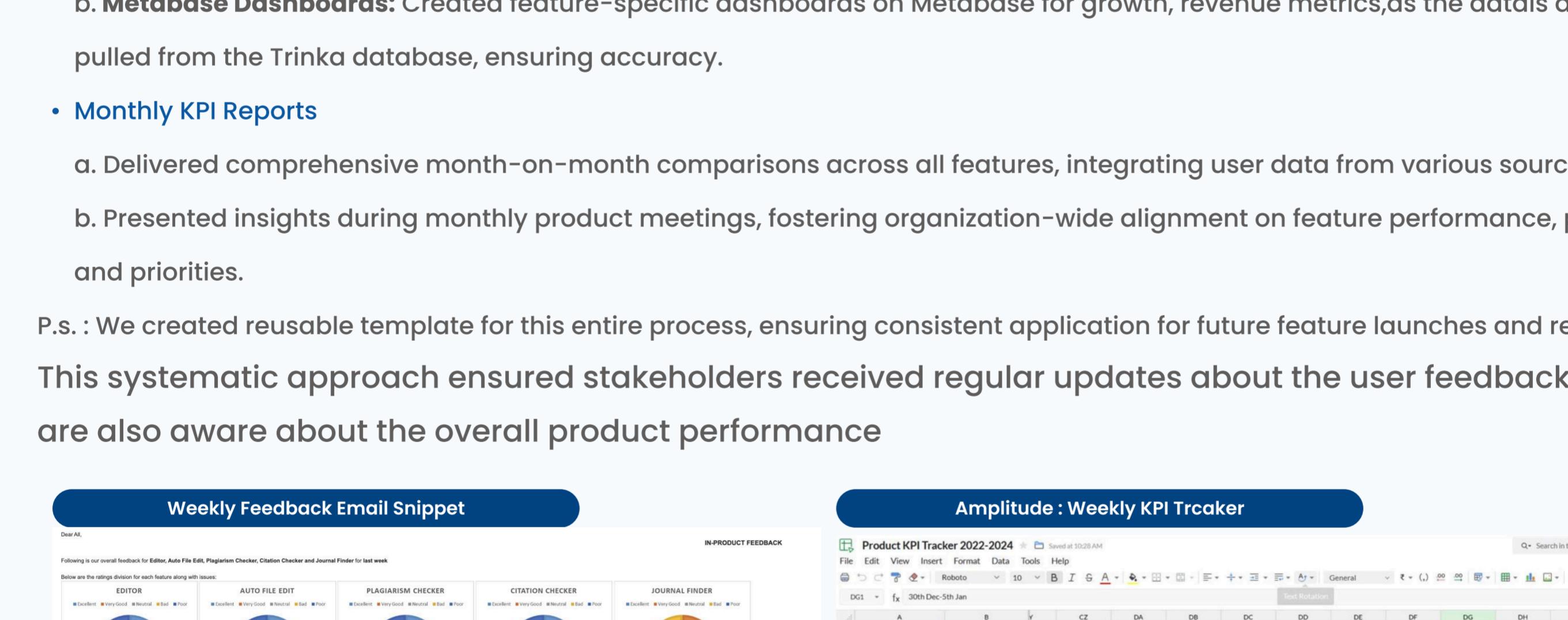
- Support queries
- Amplitude events, tracking user actions
- In-product feedback collected via third party analytics tools
- Data stored on Metabase

## 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

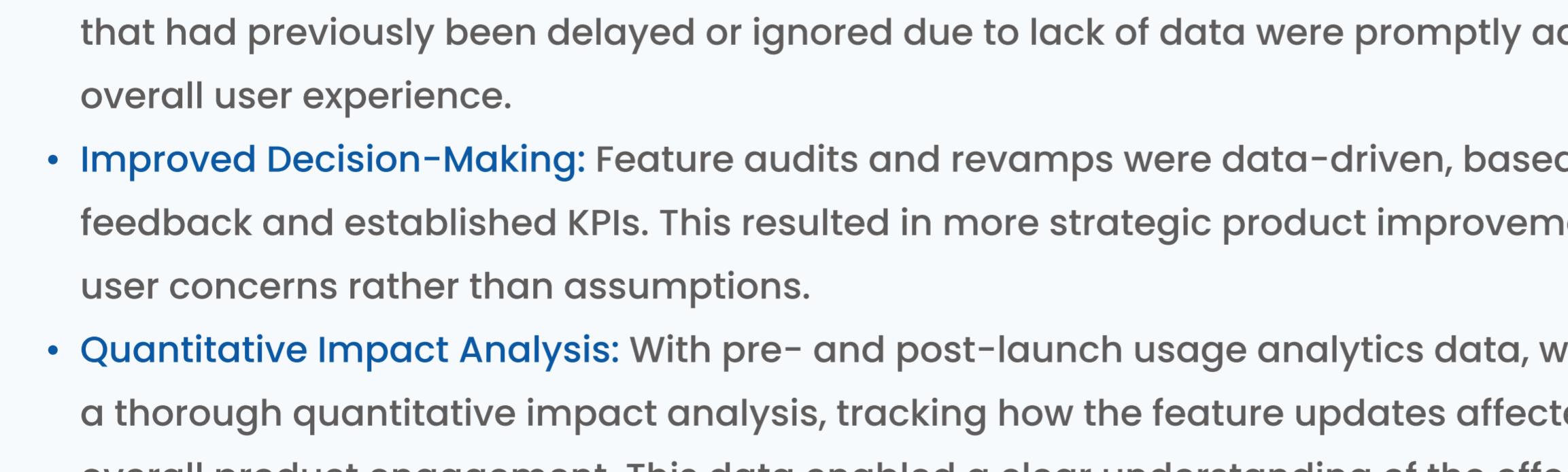


## Filling the Gaps

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.
  - 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

**a. 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.

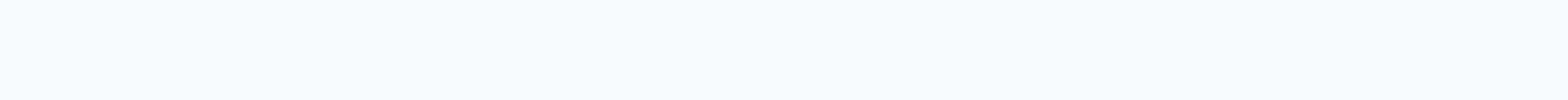
**b. Metabase Dashboards:** Created feature-specific dashboards on Metabase for growth, revenue metrics, as the data is directly pulled from the Trinka database, ensuring accuracy.

### Monthly KPI Reports

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

**b. 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



## Outcome/ Impact

- Stakeholder Alignment:** Weekly updates ensured all stakeholders were consistently informed about product performance, user feedback, and feature-related decisions. Cross-functional teams were more aligned, enabling faster and more accurate decision-making.

**Enhanced Product Development:** User feedback was integrated into the product development cycle, leading to timely resolution of user issues and informed prioritization of feature enhancements. Features that had previously been delayed or ignored due to lack of data were promptly addressed, improving the overall user experience.

- Improved Decision-Making:** Feature audits and revamps were data-driven, based on continuous feedback and established KPIs. This resulted in more strategic product improvements, addressing real user concerns rather than assumptions.

**Quantitative Impact Analysis:** With pre- and post-launch usage analytics data, we were able to conduct a thorough quantitative impact analysis, tracking how the feature updates affected user behavior and overall product engagement. This data enabled a clear understanding of the effectiveness of the changes and provided concrete evidence to support future decisions.

- Sustainable Feedback Framework:** A reusable template was created for ongoing feedback collection, serving as a foundation for future feature launches and user research studies.

**Participant Pool for Research:** This regular feedback system provided a continuous source of user for future research/ user feedback studies, also enabling the team to gather more granular insights into user behavior and preferences for future feature development.



## Skills Acquired

