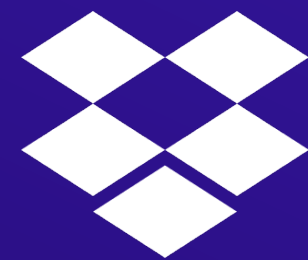


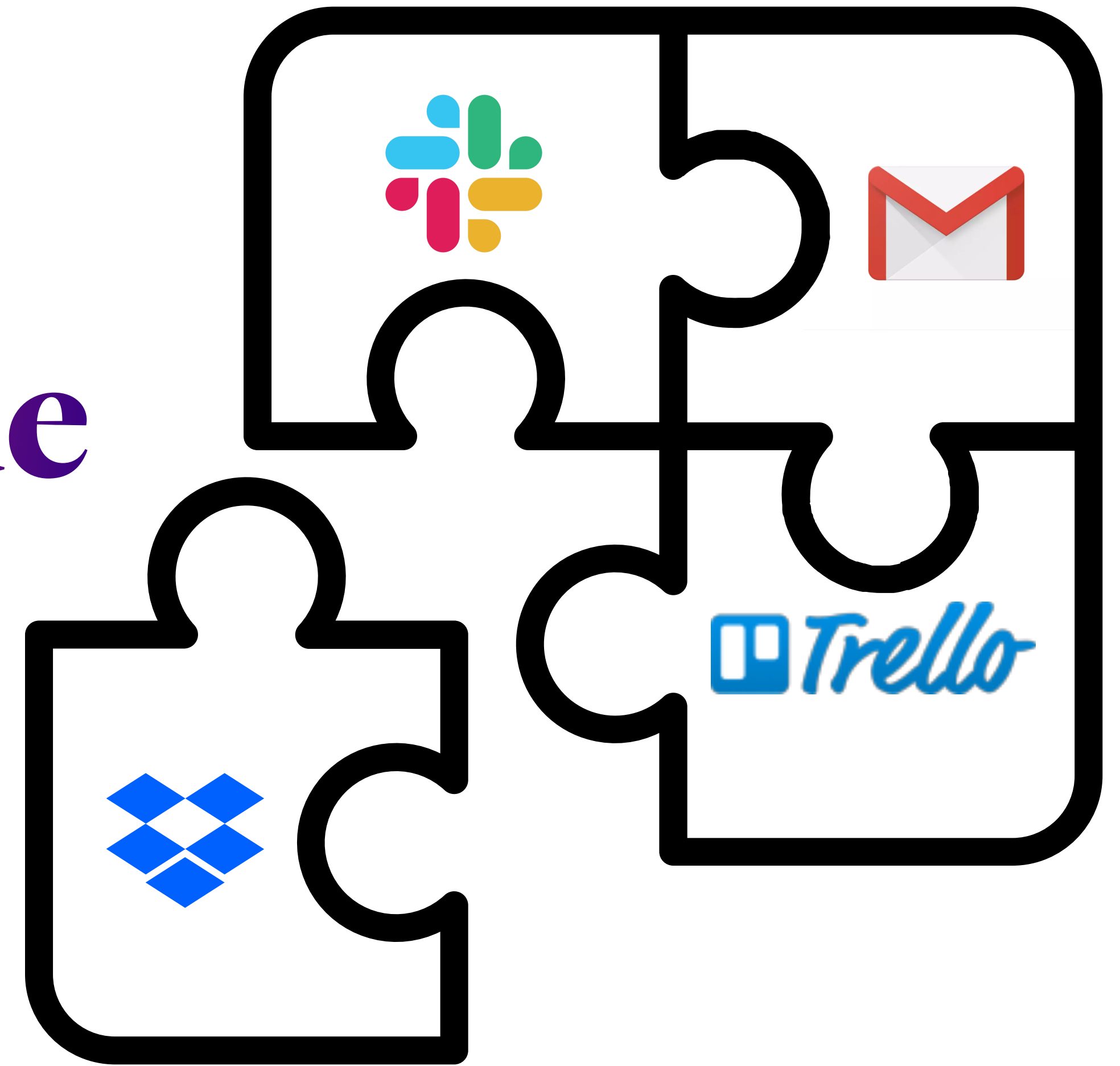


Designing Research for a Unique Ecosystem

Xavier Rivera-Lanza



Ecosystem's **unique** problem space



**So our
research
should be
unique too.**

**How might we
create a research
resource for
Ecosystem's needs?**



**22 almond milk
lattes later...**

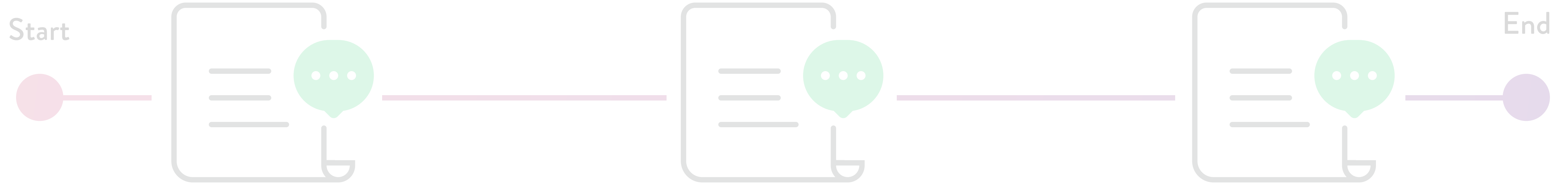


Two Needs

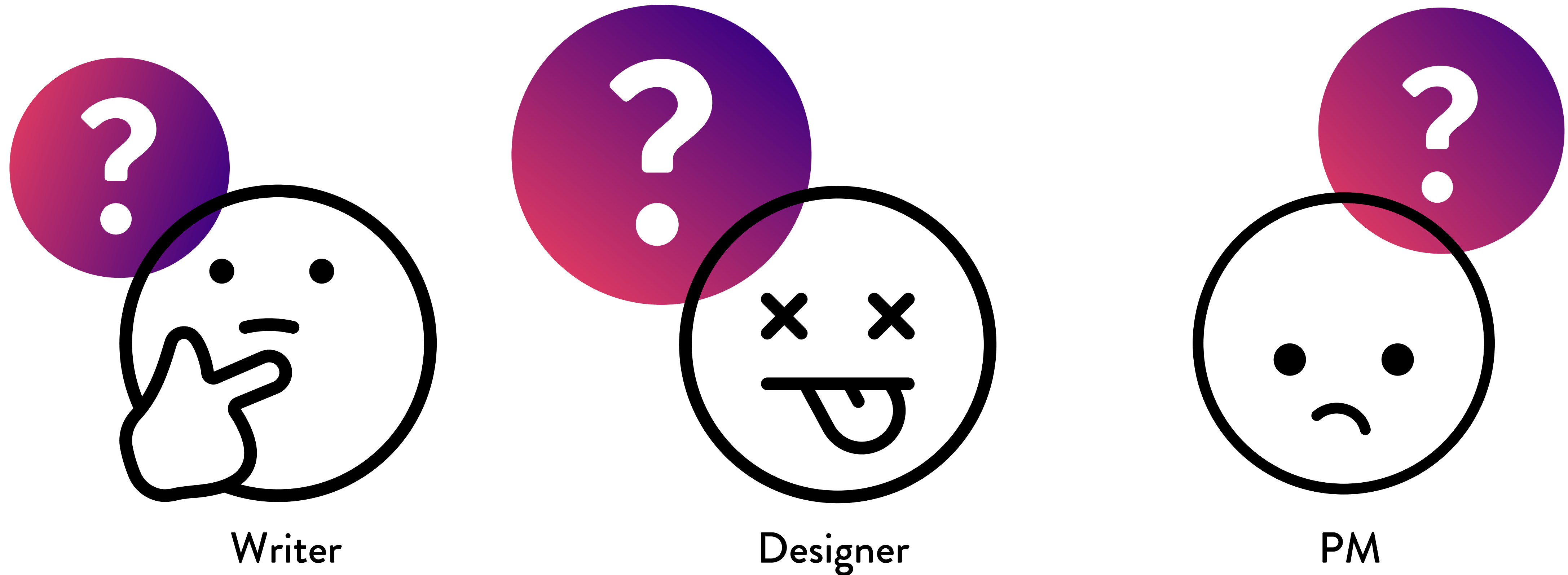
Need 1: Small-Scale Research

Traditional Research Cycle



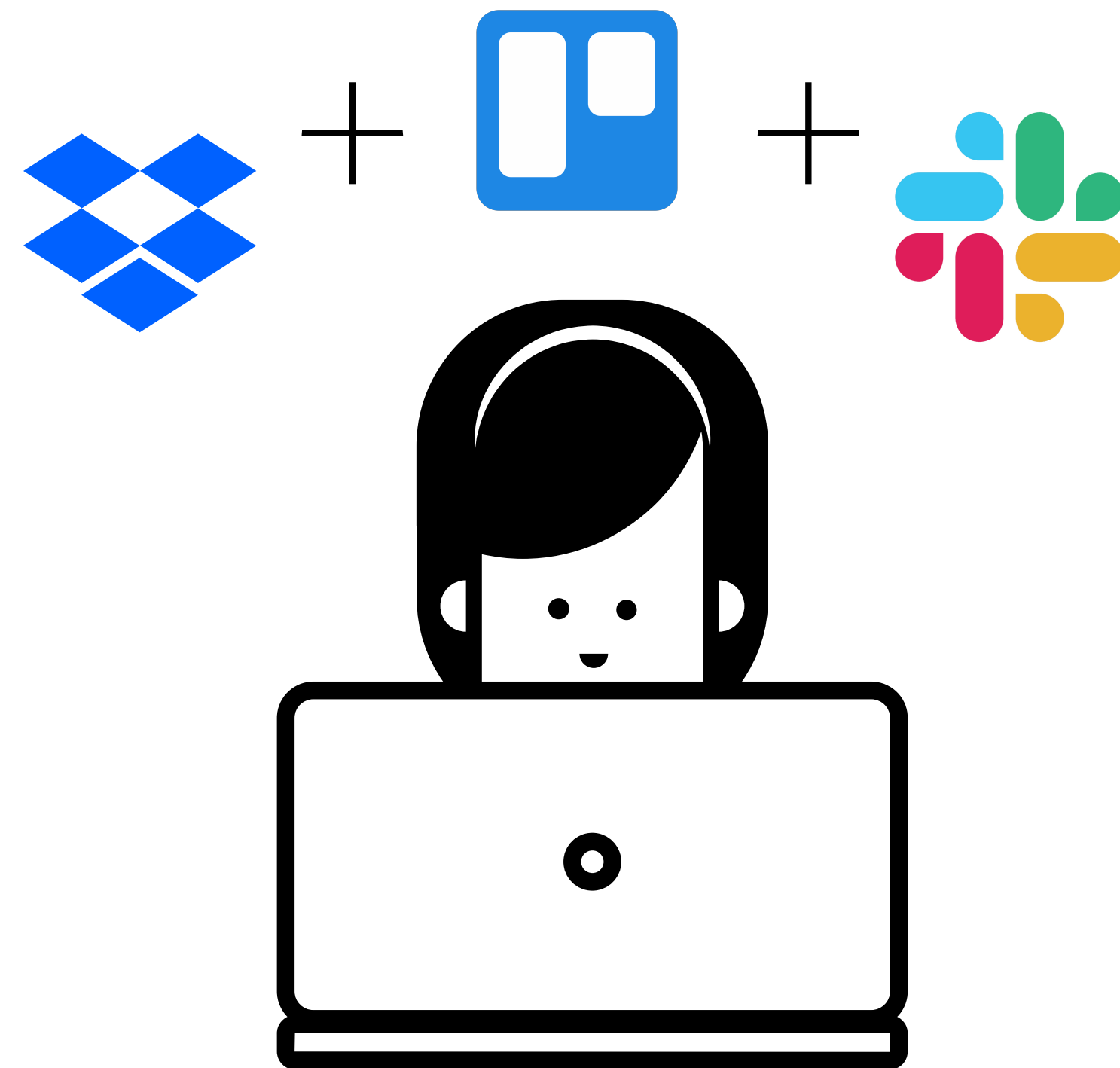


Individual Contributor questions throughout research cycle



Need 2: Relevant Users

We're looking for people
who use integrations in
specific ways



Approach

Product Success Metric

Ecosystem WCUs; number of active third-party Dropbox integrations a partnership produces

Current Integration Priorities



Slack



Trello



Zoom



Jira



Mobile Ext.

Selecting a Sample

Surveyed WCUs



Slack



Trello



Zoom



Jira



Mobile Ext.

Selecting a Sample

Panel of 6 users, biweekly basis



Slack



Trello



Zoom



Jira



Mobile Ext.

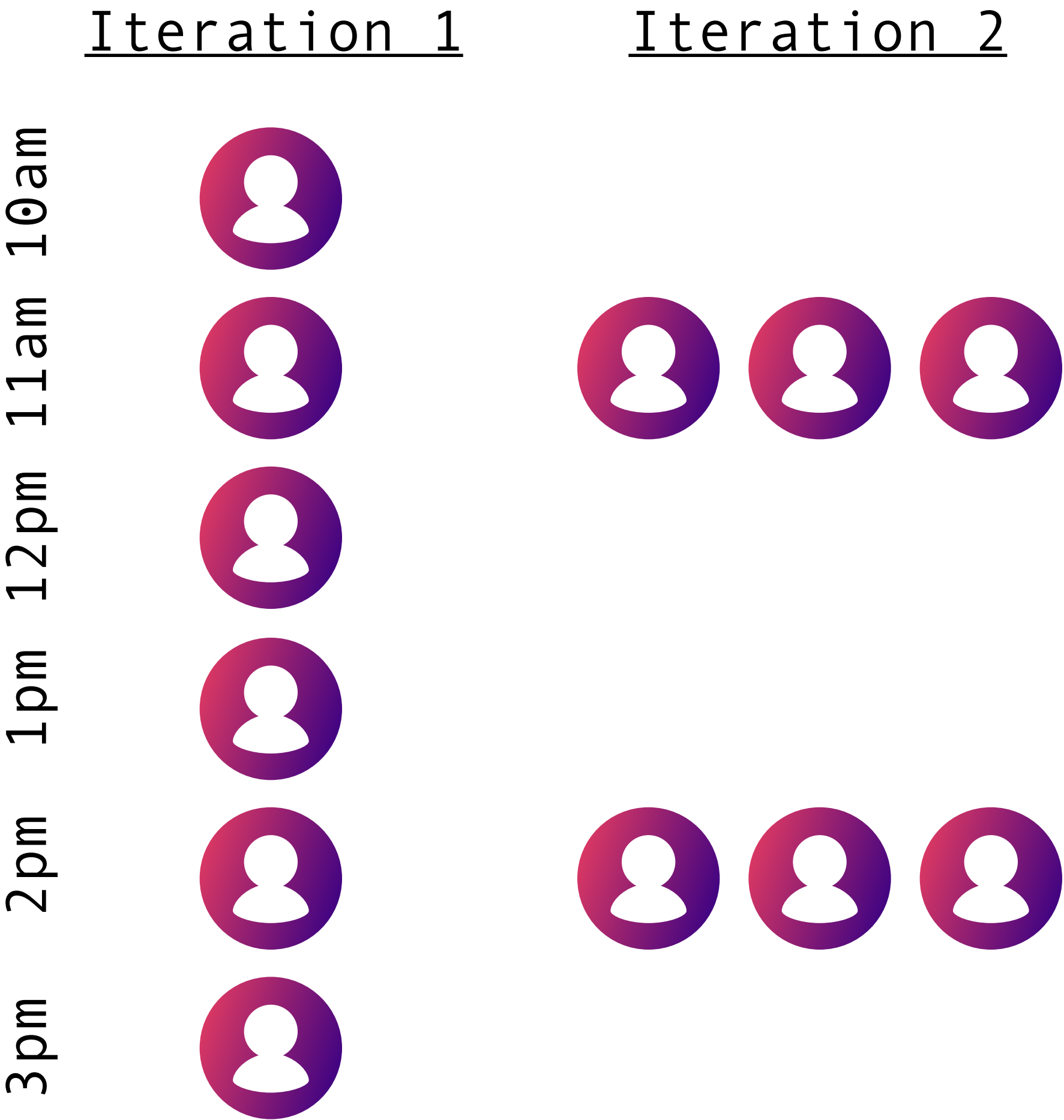
Panel Design

Iteration 1

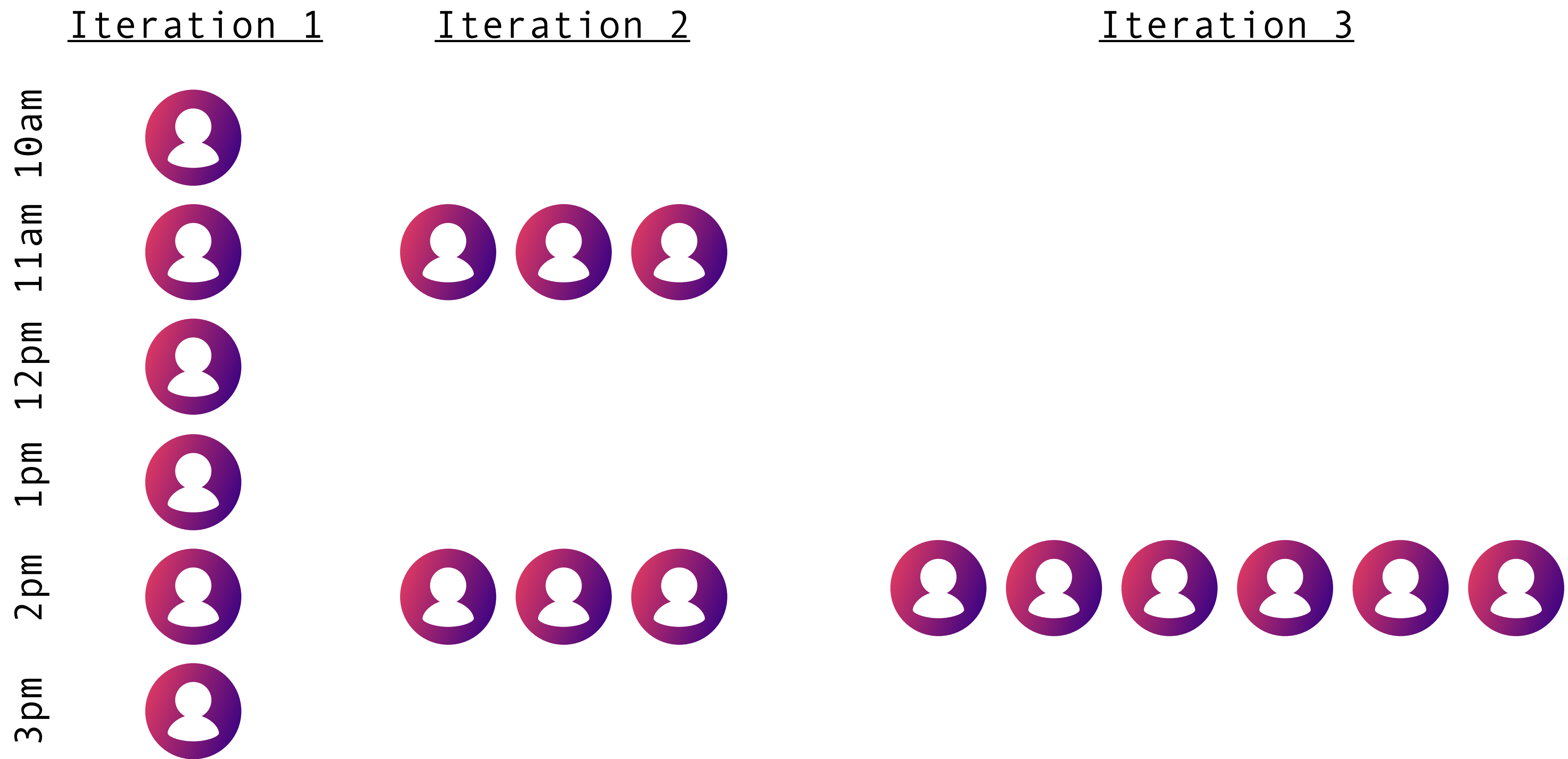
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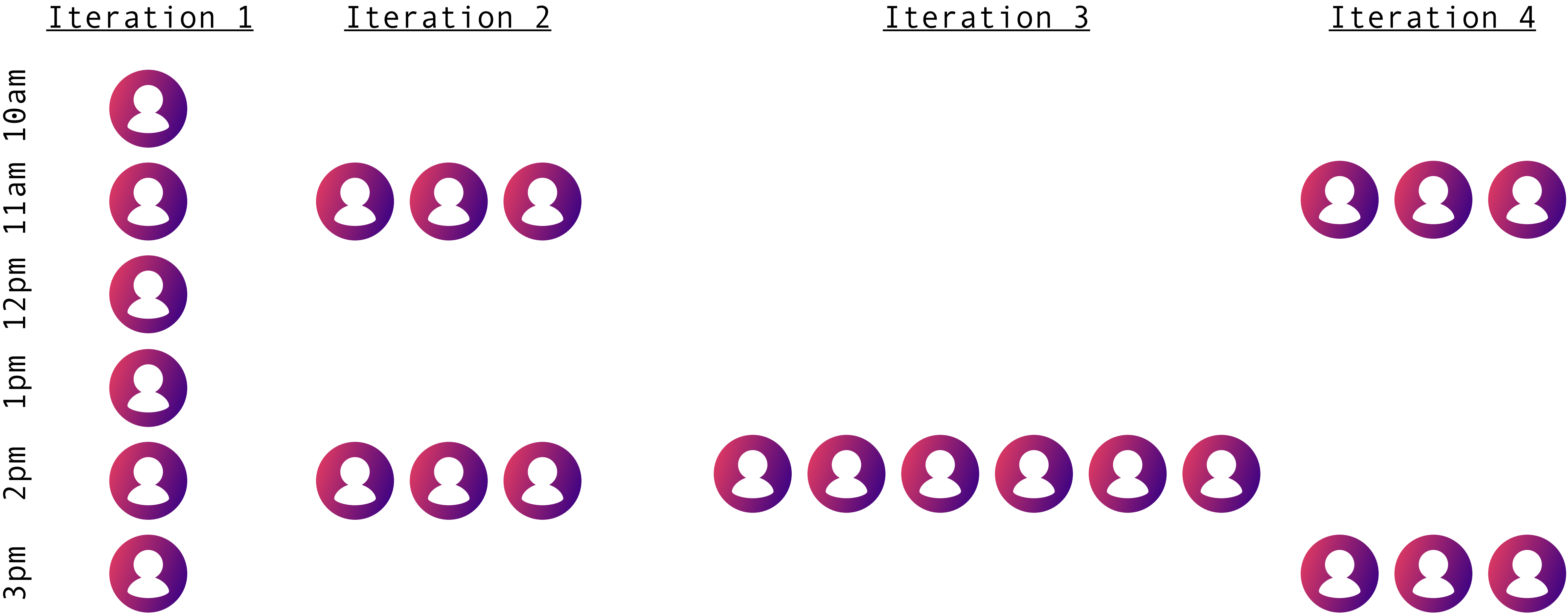
Panel Design



Panel Design



Panel Design



Results

Participants

- Served 10 groups of internal partners across Dropbox
- 24 internal partners total

Roles That Participated:

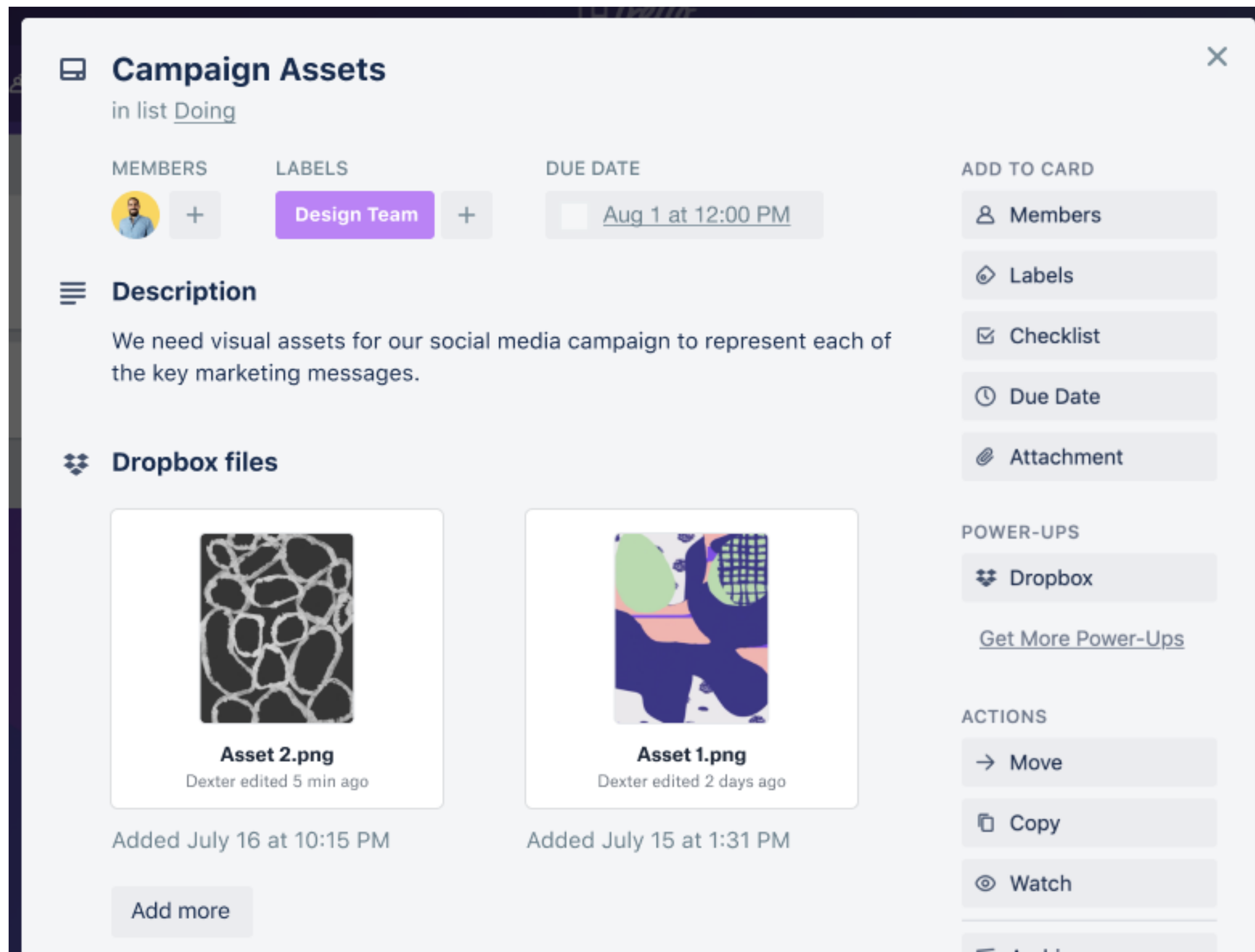
- PMs
- Designers
- UX Writers
- Researchers
- Product Marketers

Research Methods

- ☒ Usability testing
- ☒ Prototype Feedback
- ☒ Card sorting
- ☒ Other methods

Results

Prototype



Results

- Gained feedback for CTAs
- Identified friction points

Partner Feedback



Kate, Designer

“It’s really helpful to be able to show designs to the specific users we’re targeting”



Angela, UX Writer

“Talking directly to people using our products puts the focus back on our goals.”

Lessons

As we create new
features to increase
Dropbox's market share,
**in research, we can
create new research
resources to meet
business needs**

Small-scale research has a
compounding effect on
Dropbox's success



Thank you

Managers

Paige

Teresa

Mentors

Meghan

Constance

Kate

Partners

Aura

Angela

Walter

Stewart

Ximena

Jackie

Todd

Amy