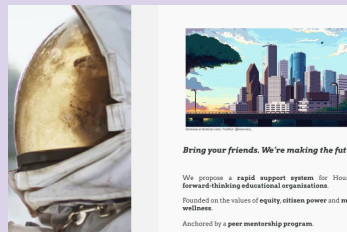


# Zachary Schulte

User Researcher

I want to help build **supportive structures of action** through research and design.

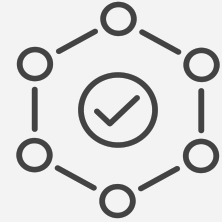
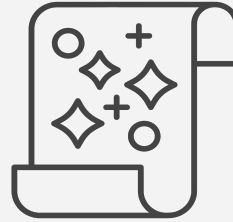


↳ pg 3: Uplift the Future

"I BELIEVED  
THE PRODUCT  
COULD  
*[EXPECTATION]*,  
HOWEVER IT  
*[BROKEN EXPECTATION]*.  
SO I LEFT."

↳ pg 6: Churn Stories

ACQUIRE → ANALYZE → REPORT → DECIDE



← ***PRESERVE***  
& REPEAT IF  
NECESSARY

*“My Process”*

# Uplift the Future

A proposal to the City of Houston

At the beginning of 2019, I participated in the first annual Design for Houston event. My group had the task of identifying challenges to home ownership for under resourced communities in Houston and design a solution. We focused on this question:

How might we give under-resourced homeowners the power to fight gentrification and keep their homes?



***Bring your friends. We're making the future.***

We propose a **rapid support system** for Houston **forward-thinking educational organizations.**

Founded on the values of **equity, citizen power** and **mental wellness.**

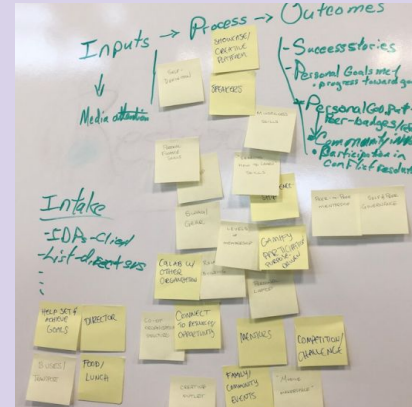
Anchored by a **peer mentorship program.**

We first held a **series of interviews** with local homeowners, community leaders and equitable development experts. After analyzing the main problem points, we felt we could answer our main question:

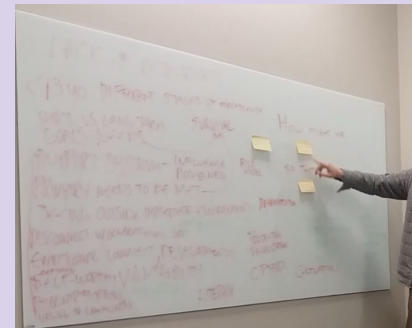
*How might we give under-resourced homeowners the power to fight gentrification and keep their homes?*

By developing a youth-oriented program that provides accessible resources to middle-school age residents so that they could develop life skills and give back to their community.

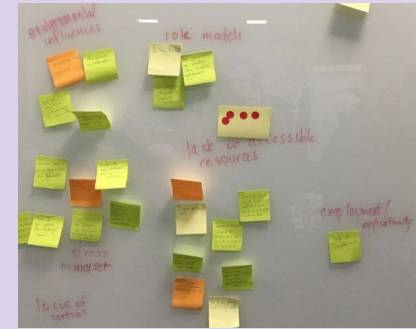
We developed a middle-school age **persona** that we wanted to design our program around. With our persona in mind, we iterated on solutions to the problem points we found in our interviews.



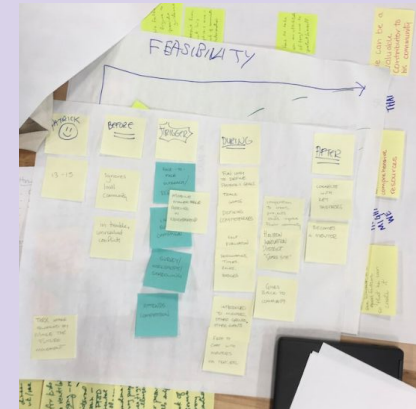
## Creating a input-process-output model



## Presenting our in-progress proposal



## Affinity diagramming community challenges



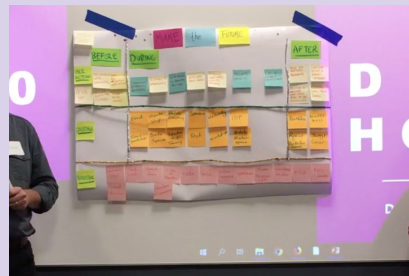
A journey map for our persona

## Report & Decide

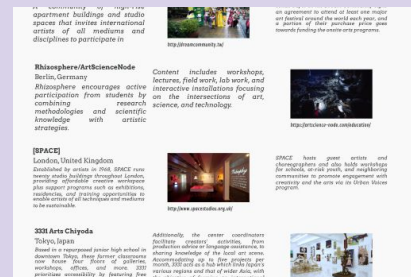
We developed a **journey map** that told the story of our persona's life before, during and after our proposed program. I presented this map to the rest of the event attendees at the end of the first day. The next day our group performed **precedent studies** to find similar services that already existed.

We discovered that a similar service already existed in the city: Workshop Houston. During that day we continued to iterate on our proposal and drafted a **service blueprint** for an ideal program. We presented this service blueprint to a city of Houston council member.

Based on our presentation, we were selected to create a more formal proposal to present to the City of Houston. In the time between the event and the formal proposal, we interviewed Workshop Houston to understand their pain points. These points were incorporated into the new formal proposal.



Service blueprint presentation



Precedents from around the world



Our formal proposal helped to **secure funding** for services like Workshop Houston

# Churn Stories

Driving action with narrative

I formed the usability team at MeetEdgar along with the usability lead Sarah Brown. We formed the team to answer the question:

How might we better understand the users experience?

One of the most exciting outputs during this time was my development of the churn story: a data-backed agile user story inspired narrative that I delivered on a monthly basis.

“I BELIEVED  
THE PRODUCT  
COULD  
*[EXPECTATION]*,  
HOWEVER IT  
*[BROKEN EXPECTATION]*.  
SO I LEFT.”

## Acquire & Analyze

Before starting the usability team, I had the task of combing through our **post-cancel survey** feedback and writing a monthly report based on my findings. However, users who cancelled typically abandoned the survey before completion. The reports were also lengthy and unactionable. I simplified our **user questionnaire** to only include two questions: A multiple choice question asking which tool that the user planned to use after leaving. The second asked “What problem did you have that we could not solve for you?”. The new questions caused a rise in both completed surveys and higher quality long-form responses.

My experience with **qualitative coding** for SWOT Analysis at an urban planning firm helped me categorize every point of feedback data into five major themes: Feature, Integration, Education, Results, and Outside. Two themes appeared most often: Results and Outside. These were users who cited lack of ROI or had to cancel for reasons outside of the app.

### Product Feedback Categories & Example Quotes

#### Feature

“I wish it included a drag-and-drop calendar”

#### Integration

“Why doesn’t it work with Pinterest?”

#### Education

“The help documents were too confusing.”

#### Results

“It didn’t perform how I hoped.”

#### Outside

“I am longer in business.”

## Report & Decide

Every month I synthesized hundreds of long-form feedback responses by categorizing them, quantifying the amount of responses in each category and then picking the top three categories of the month. For each category I wrote a one sentence user story following this guideline (based off a conventional Agile user story): **I BELIEVED THE PRODUCT COULD [EXPECTATION], HOWEVER IT [BROKEN EXPECTATION]. SO I LEFT.** I augmented each cancellation story with three or more direct quotes from users. These quotes were linked to the AirTable database that featured more related feedback from that month.

These reports unified the company under the voice of the customer. The product team included user pain points when prioritizing product decisions. However, **user churn increased**. Our product had been built on APIs that were assumed never to change. Access to particular social platform features were taken away for third-party apps like ours. This led to a reduction in our core features and an unfortunate loss of operating revenue.

“Zachary was a member of our customer experience team who specialized in user research. Zachary is excellent at balancing quantitative and qualitative information to form a balanced and in-depth understanding of a topic. At MeetEdgar one of Zachary’s duties was gathering, organizing and interpreting our churn data. The take-aways were always intelligent, well-researched, and applicable. Zachary would be a valuable asset to any team.”

Laura Roeder, CEO of MeetEdgar

	User	User Status	User Industry	Feedback	Feedback Sentiment	Product Track	Feedback Theme	Feedback Subtheme	Date
1	Pearl	active	health and wellness	I love the scheduler! Thanks for showing multiple time zones. It'd be great to have a drag and drop ability.	positive	Schedule	Feature	Drag and drop Time zones	6/1/2018
2	Amethyst	churn	gaming	I can't import direct from Blogger.	negative	Library	Results	Imports Other social network	6/1/2018
3	Garnet	active	marketing	Please add drag and drop for the schedule.	neutral	Schedule	Feature	Drag and drop	6/1/2018
4	Steven	active	marketing	Love that I can import direct from WordPress	positive	Library	Integration	WordPress Imports	6/1/2018

Processed feedback data was added into a **product feedback database** like this Airtable. These linked feedback points could then be organized by date, theme, subtheme, sentiment and user segment.



# THANK YOU!



*“Contact Me”*

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