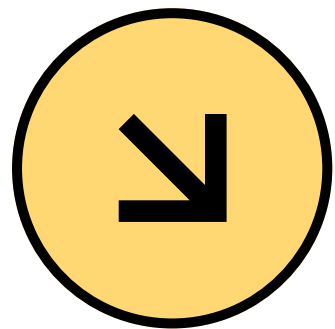




May 2024

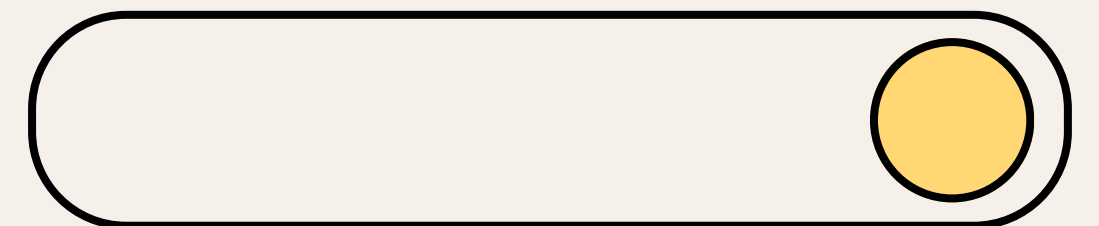
Career Foundry Case Study



Adapting a video chat software product to an influx of new users

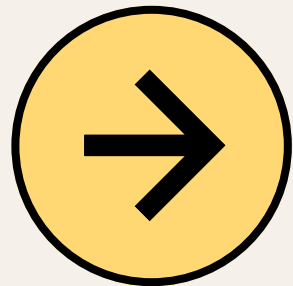
Presented By:

Alexandra Waggoner





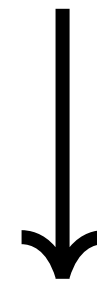
Overview



This case study covers a project completed for a B2B Company called Sync, a video conferencing software. Before COVID-19, Sync's user base consisted primarily of corporate clients from tech-savvy organizations. When the COVID-19 pandemic occurred in 2020, Sync received an influx of academic and government users with significantly different needs. Previously, the company was working on a new update that included video effects and improved chat function.



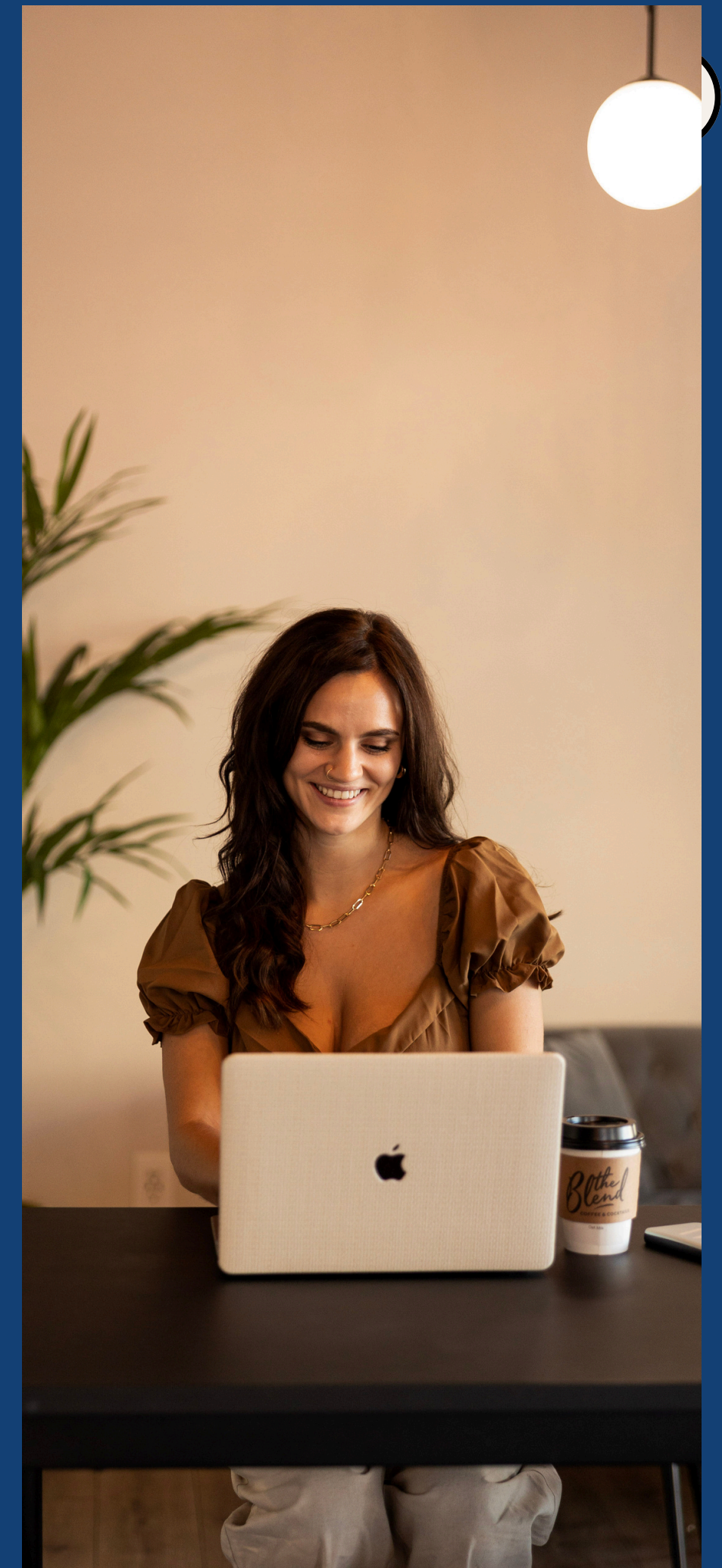
Objective



- Scale the backend infrastructure to support a larger user base
- Balancing the development of the new features with necessary upgrades

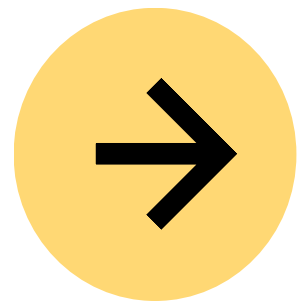
Duration

3 Months



Project Breakdown

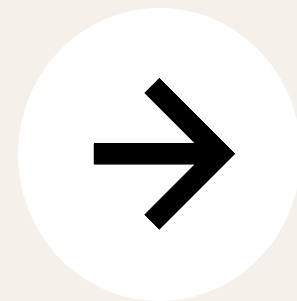
The project was broken down into four different stages - each lasting less than a month.



Align the Team

2 Weeks

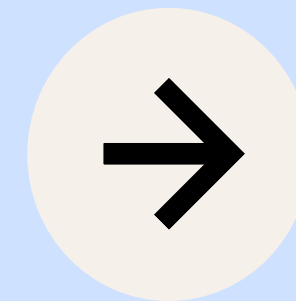
I created a product requirements document (PRD) and aligned team members and stakeholders to get clear on the overall goal.



Research & Solution Definition

1 Month

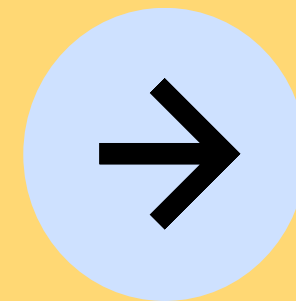
I conducted user research via surveys and interviews, analyzed results and articulated the information gathered to define a data-backed solution.



Validate & Refine Idea

1 Month

I created and tested a prototype of the solution, implementing user feedback to create a minimum-viable product.



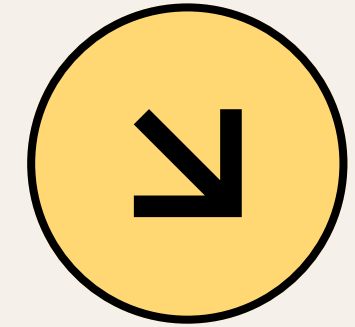
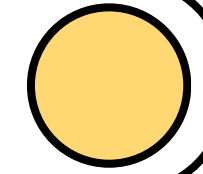
Launch & Iterate

2.5 Weeks

I defined launch success metrics, collected data post-launch, and managed team members and stakeholders. I wrapped it up by reviewing product metrics and customer feedback.

Stakeholders

Phase One: Align the Team



Rafa
Founder and CEO



Fiona
Founder and CTO



Gen
Head of Design



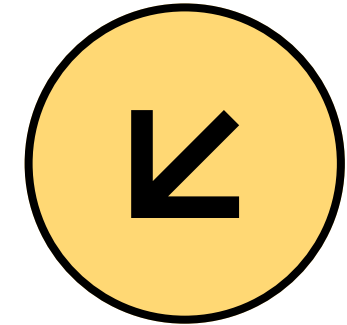
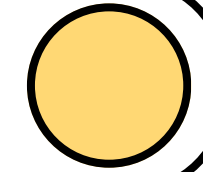
Andrea
UX Research



Yi
Junior Engineer

The Problem

Phase One: Align the Team



Government and Academic users are concerned with the security of Sync meeting the necessary government regulations. Resolving this issue is imperative as we face losing a significant amount of our clientele to competitors that already have the required regulations.

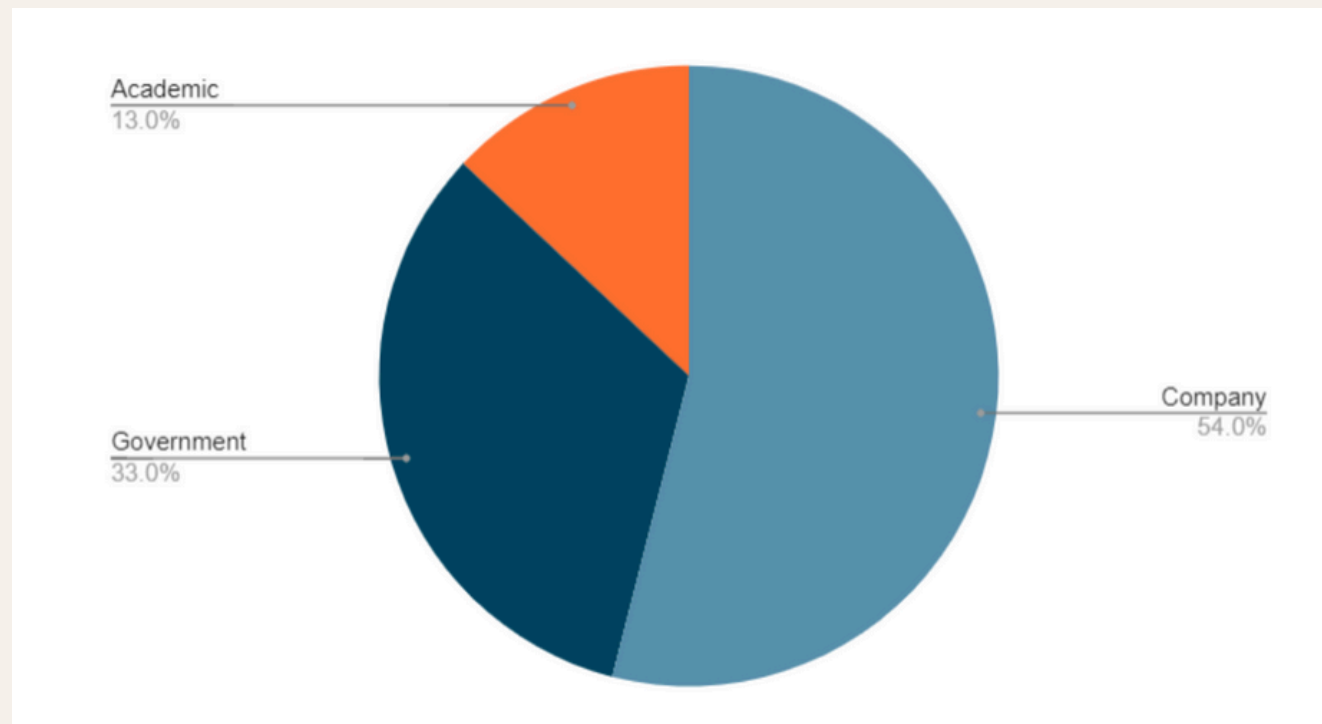
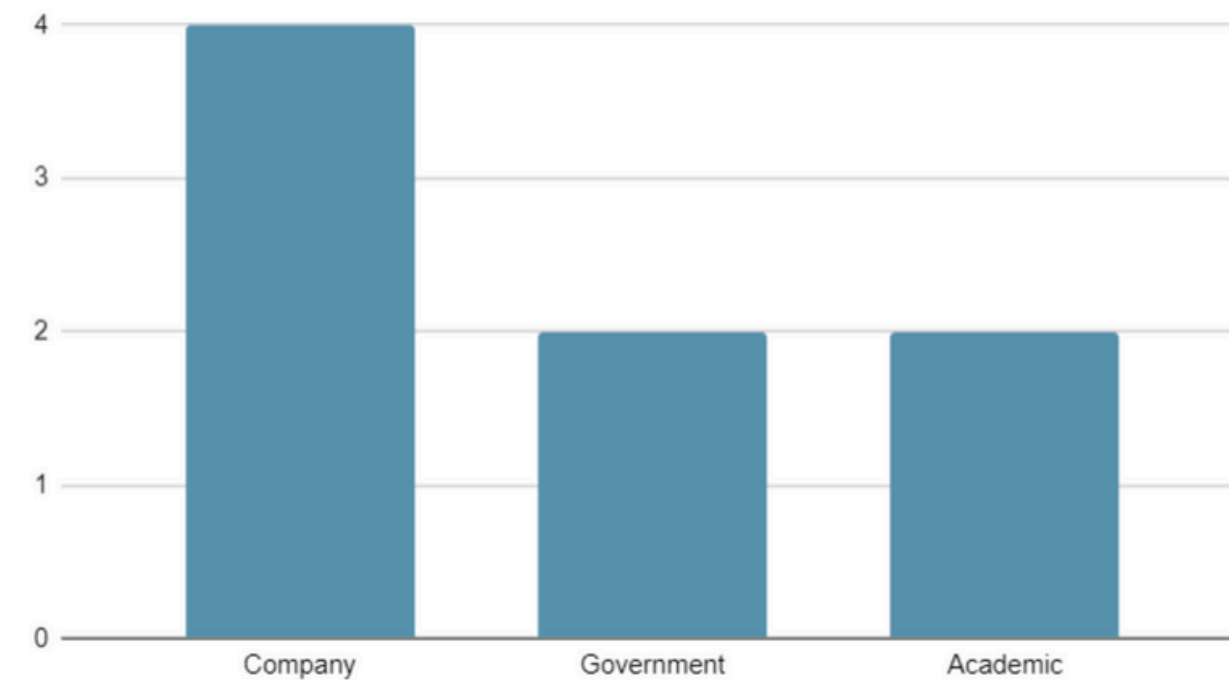


Figure 10. Enterprise client groups by revenue percentage: 2021.

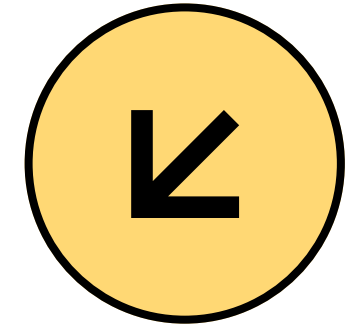
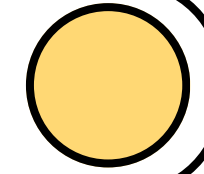


Median satisfaction* score by enterprise client grouping: 2021.

*Satisfaction score from 1 to 5, with "5" being the best ("highly satisfied") rating and "1" being the worst ("extremely dissatisfied") rating.

Research Insights

Phase Two: Solution Definition



USER PERSONA #1

Government Client, Emily

- a 38-year-old gov't employee
- uses Sync to collab/communication with her team
- **Goals:** Efficient communication + collaboration + successfully execute her gov't projects.
- **Challenges:** Bugs and incidents when using Sync, disrupting her team's workflow.
- **Needs:** A secure platform that addresses bugs promptly.

USER PERSONA #2

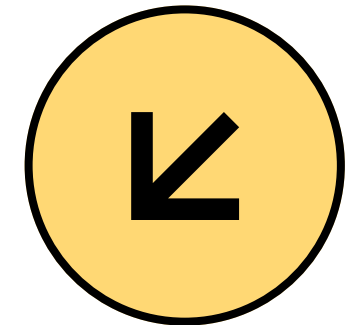
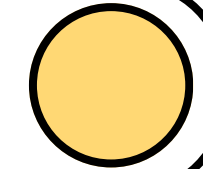
Professor Chad

- a 45-year-old professor
- uses Sync for both teaching and research collaboration
- **Goals:** Maintain an effective online learning experience + seamless collaboration w/ research colleagues.
- **Challenges:** Downtimes and incidents disrupting his online class delivery and research collaboration.
- **Needs:** A reliable and stable platform that's also secure.



Research Insights

Phase Two: Solution Definition



USER STORY #1 - Speedy Bug Resolution

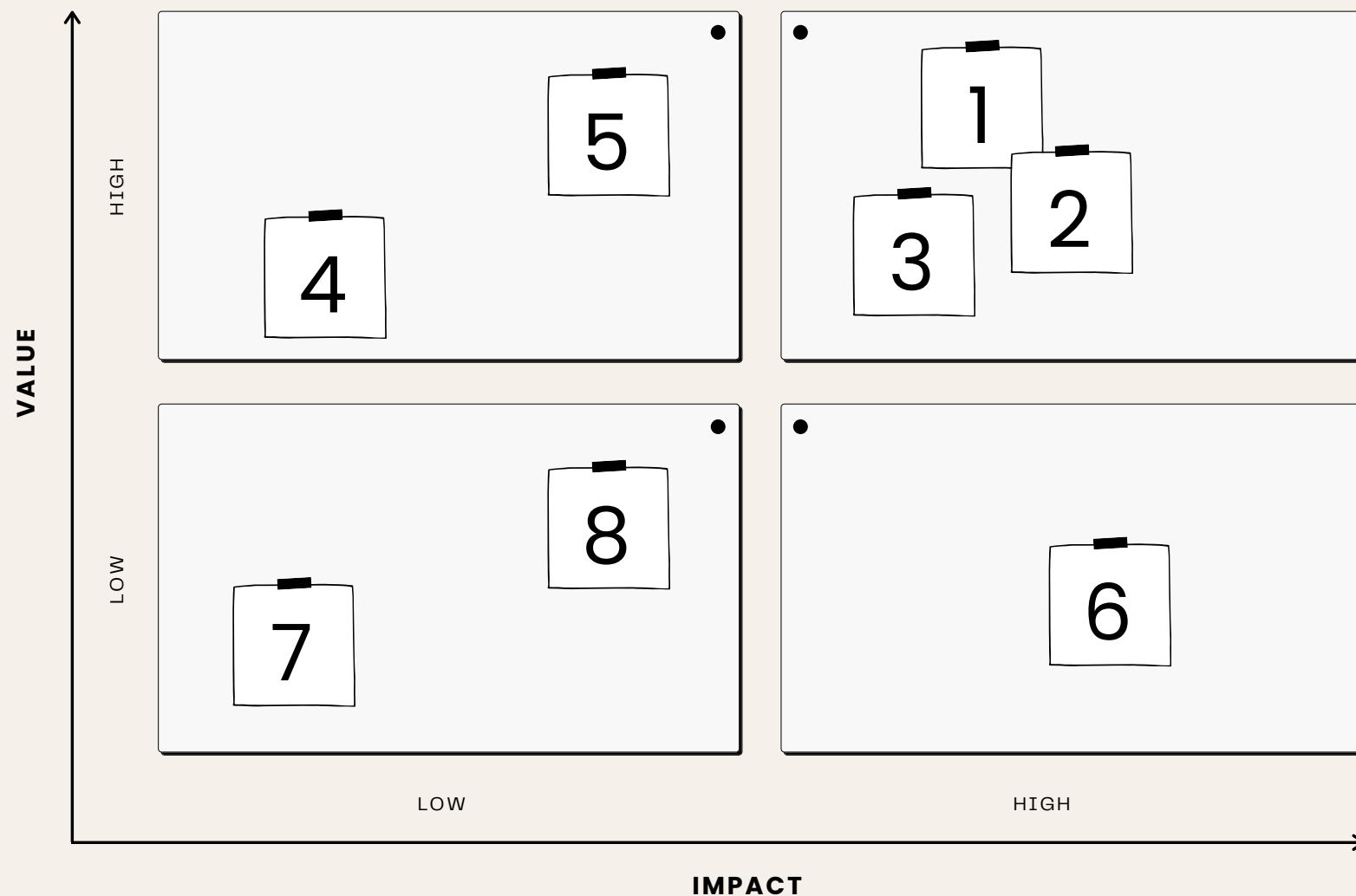
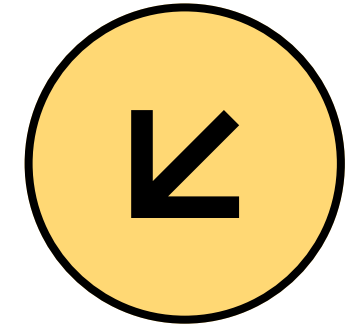
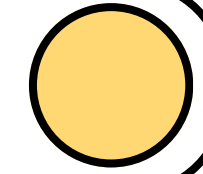
In order to efficiently and effectively collaborate with my team, as an enterprise-tier client, I'd like to host calls in Sync with minor, if any, disruptions.

USER STORY #2 - Secure Platform

In order to ensure the collaboration and communication of my team is secure, as a government or academic client, I want Sync to be compliant with government security regulations and protocols.

Ideation Results

Phase Two: Solution Definition



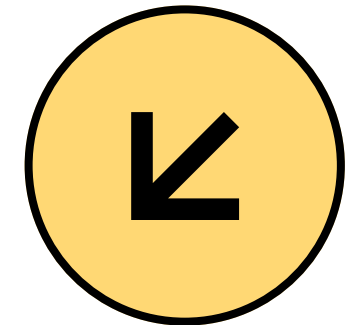
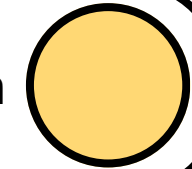
1. Bug Resolution Timeline
2. Real-Time Security Alerts
3. Multi-Factor Authentication (MFA) Enhancement
4. AI-Powered Bug Triage
5. Customizable Security Settings
6. In-app Bug Reporting
7. User-Driven Security Feature Voting
8. Automated Security Audits

[View Solution Presentation Slide Deck](#)

[Watch Solution Presentation](#)

The Solution

Phase Two: Solution Definition



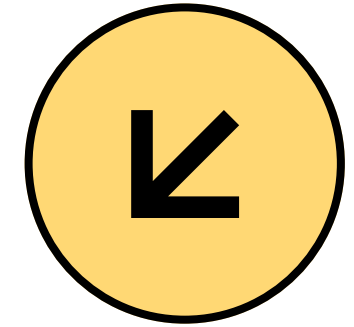
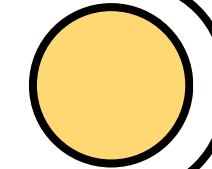
FEATURE: Real-Time Security Alerts (Potential Security Features) - These alerts contribute to immediate threat mitigation, meeting the critical need for timely responses to potential threats for our government clientele.

Our core product principle, Reliable and Secure Connection, is potentially an issue if we don't have a secure network that meets the regulations needed for government security clearance. We want our new clientele to trust our connection. With this new influx of government and academic clients, it's important that we make sure we our connection is secure and reliable. Especially to meet the needs of our government clientele, and to avoid any long term issues.

[View Functional Requirements Document](#)

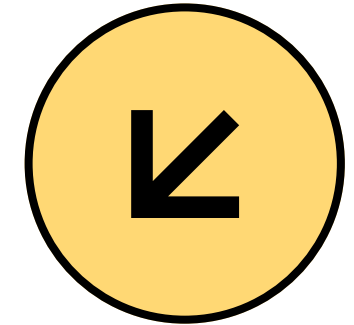
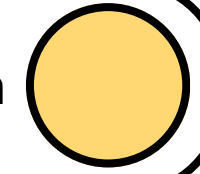
The Prototype

Phase Three: Validate Idea



Launch Metrics

Phase Two: Solution Definition



Metric	Success Criteria	Owner
Number of security alerts interacted with	Increase by 20% within the first 3 months of implementation	Product Manager
Satisfaction rating based on user feedback	Achieve a rating of at least 4 out of 5	UX Researcher
Compliance with government regulations	Ensure all security features meet government standards	Product Manager via Cyber Security Expert
System uptime and performance	Maintain uptime of 99.9% and resolve any performance issues within 24 hours	CTO
Percentage of eligible users using the new security features	Achieve an adoption rate of 70% within the first month	Product Manager

[View Launch Summary](#)

[View Launch Retrospective](#)

Skill and Tools Used



Skills



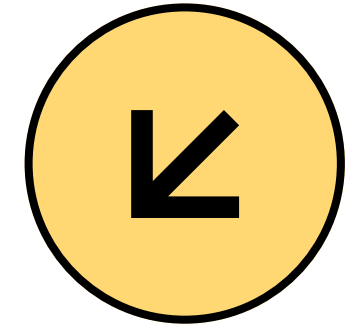
- 1 Managing Product Cycle
- 2 Stakeholder Management
- 3 Prioritization Frameworks
- 4 User Research

Tools



- 1 Figma
- 2 Miro
- 3 Airtable
- 4 KPIs

Challenges Faced



- 1 Technical Debt
- 2 Prioritizing evolving needs of our user base
- 3 Conflicting stakeholder desires
- 4 Brand new user base the company isn't used to



- 7 Frustrated team members with frequently changing priorities
- 8 New product owner mid-way through product development
- 9 Uptick in bug reports from new clientele
- 10 Considering how to future proof the product while implementing this needed update