

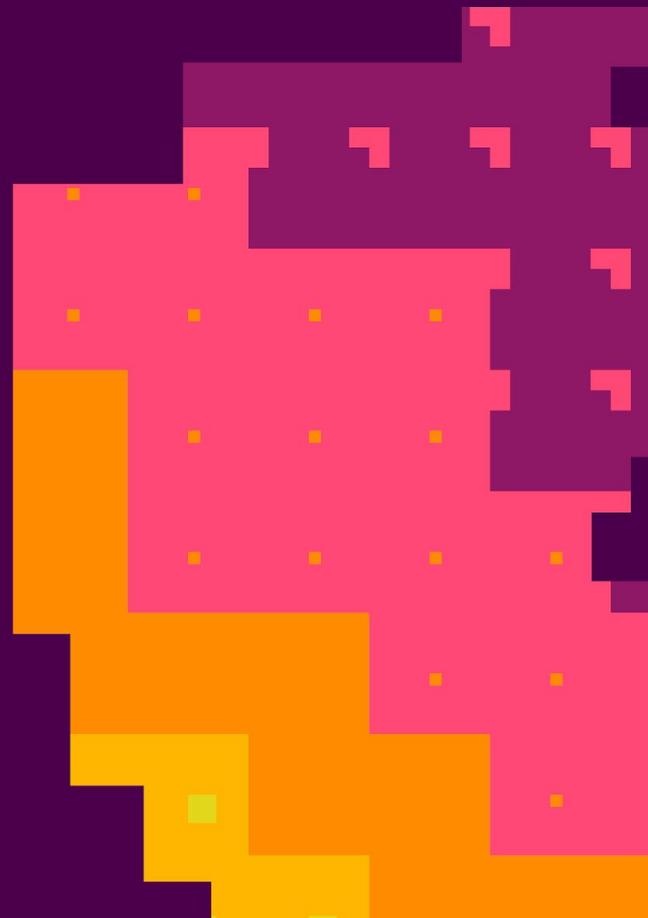
The background is a dark purple field filled with a grid of squares in various shades of purple, pink, and orange. Some squares are solid colors, while others are smaller and more scattered. There are also several small, light pink arrow shapes pointing in different directions, adding a dynamic feel to the design.

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# The DRIP factor

Data Rich, Information Poor





**Travis Brown**

Manager, Product Manager  
Q2



**Ryan Dobson**

Sr. Product Owner  
Q2

# Agenda

- Value of Data
- Getting Rich
- Impact with delivery

# The Value of Data

# How valuable is data?



Oil - \$89.13/barrel



# How valuable is data?



Oil - \$89.13/barrel



Gold - \$846,199.20/bar



# How valuable is data?

Data - \$28,166,667/petabyte



# How valuable is data?



Oil - \$89.13/barrel



Gold - \$846,199.20/bar



Data - \$28,166,667/petabyte



# Data driving the experience



- Amazon, Facebook, Instagram
- Loans, insurance, home, and car buying
- Netflix, Spotify, Fitbit, Apple

- Uses data to personalize the content you see
- Uses data to qualify you and set rates
- Uses data to provide personalized suggestions



# Q2 getting rich

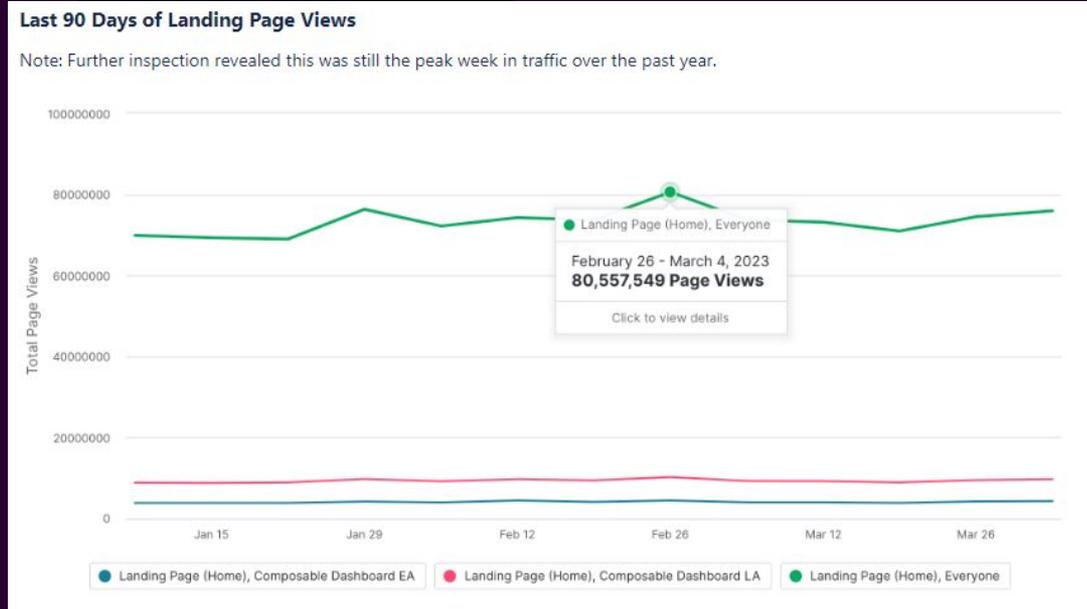
# Identify the Problem

?

# Initial Problem Definition

We were building a feature that would replace the landing page for our users

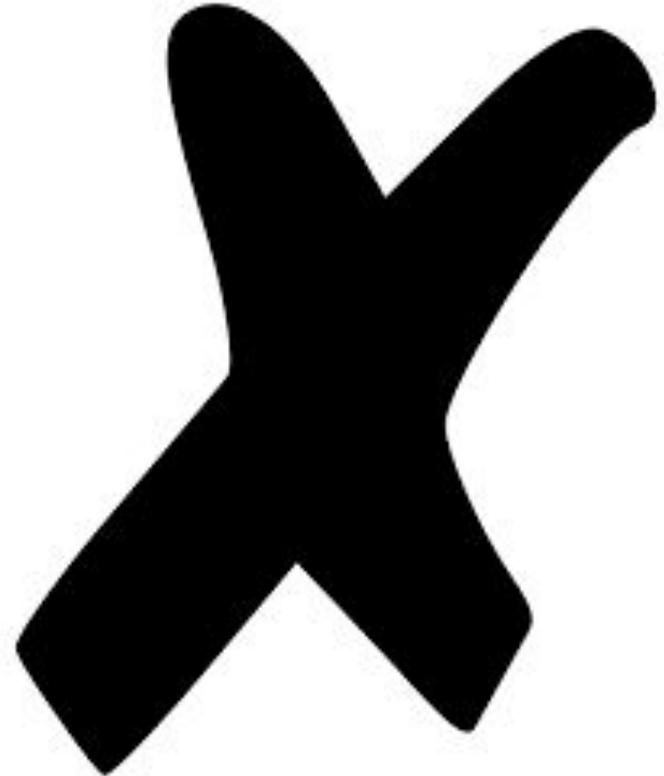
We had metrics and data that shows us what that peak traffic would look like



# The problem? Scale.

A simple, non-functional  
requirement

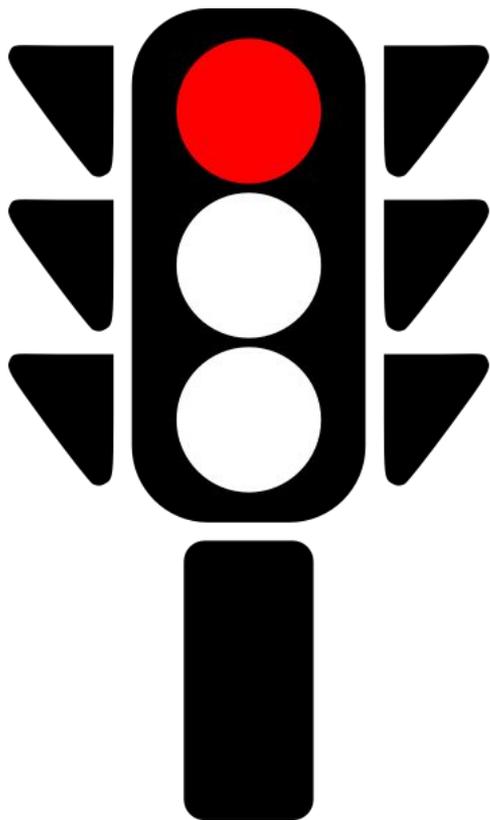
Nothing complicated



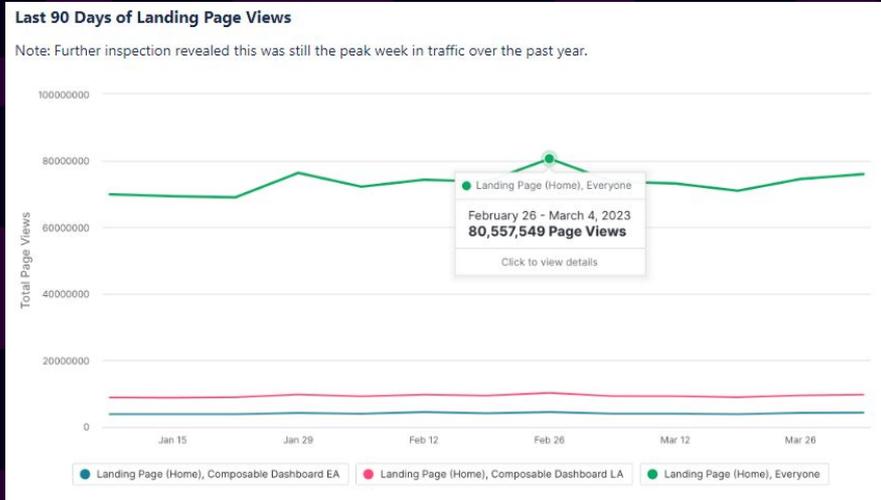
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# Stuck



My team couldn't see *how* to reach this scale in the time given before launch



# Agile Principles

I had forgotten the basics of  
Agile Principles

**We didn't need to hit  
that scale on day one**



# Exploring the Problem

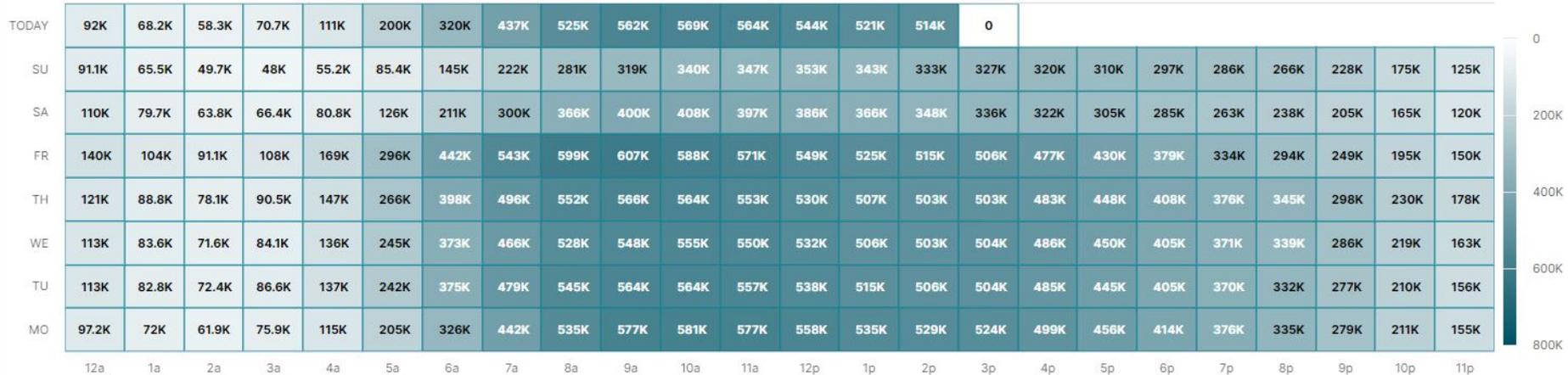
*With Data*

?

# Find the Data

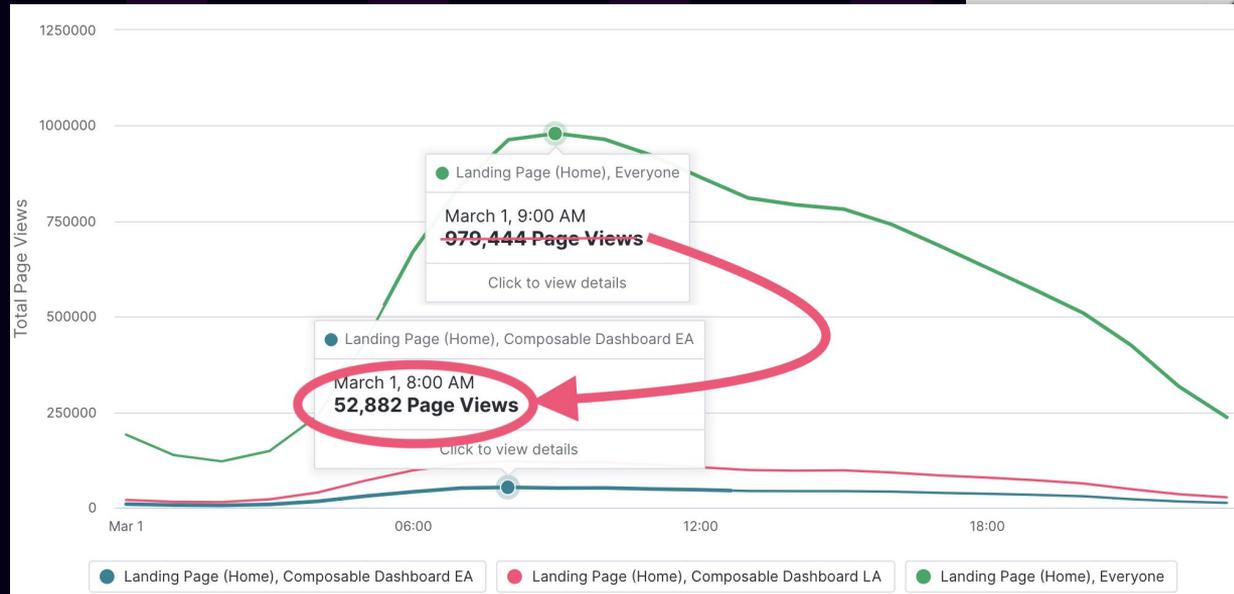
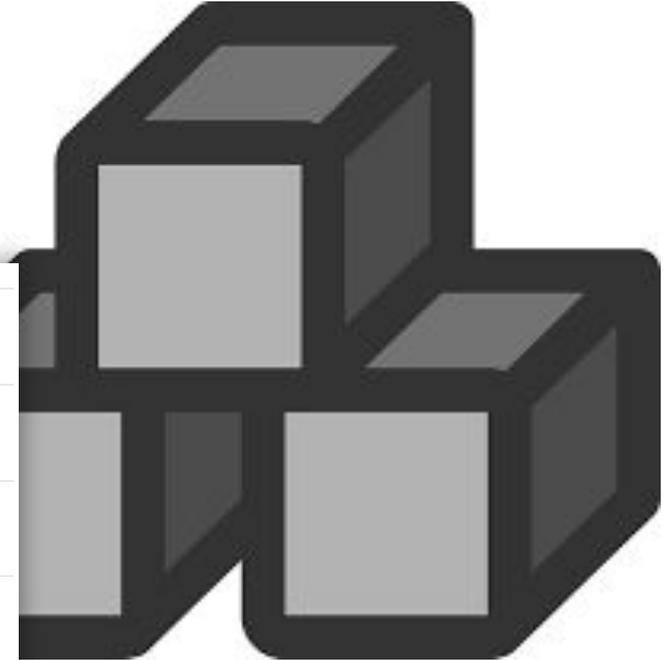


Use the heat map in Pendo to find the hour of our peak traffic  
Look for seasonal trends in traffic, and find your heaviest day



# Find the right Data

Using User Segments to  
break down how scale would  
ramp up in phases



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# Breaking Down the Problem

*With Data*

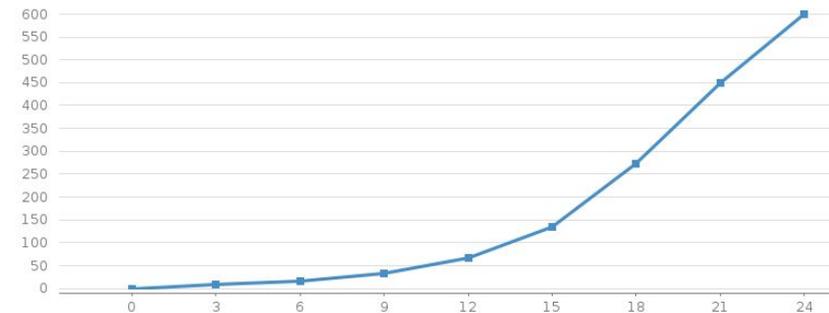
# Present the Data



With the data in place, I built a graph to break out milestones for scaling up

Estimated Required Scale by Rate of Adoption

(in average requests/second by month after start)



**\$uccess!**  
*maybe?*

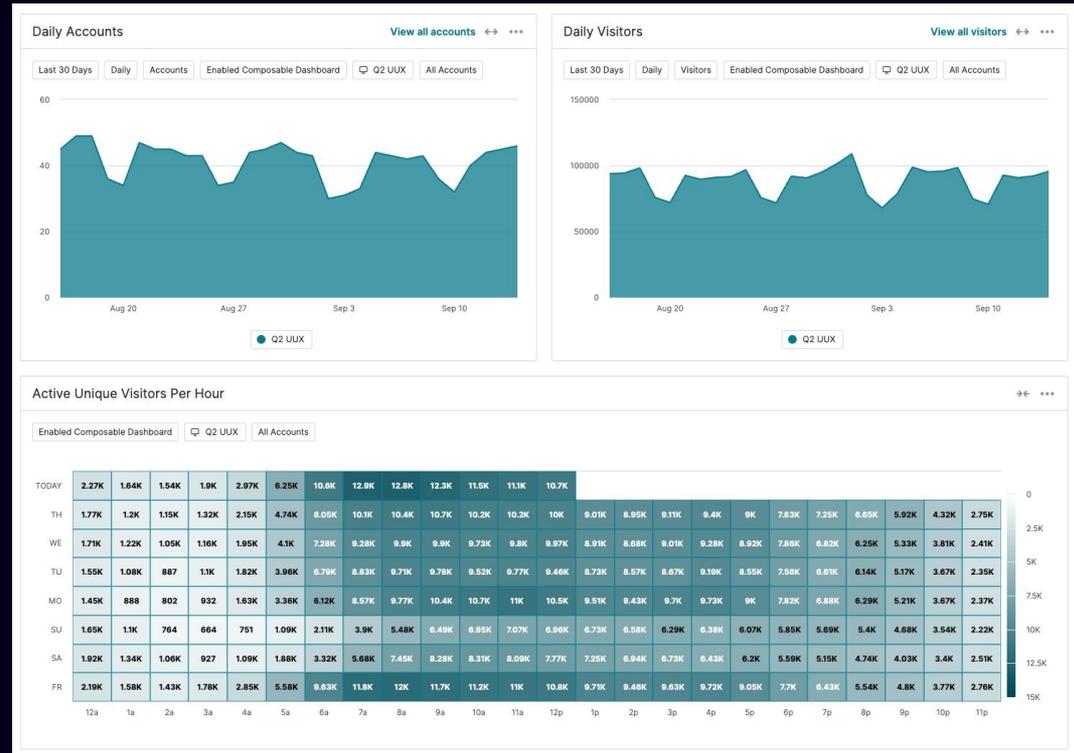
?

# Monitor with a Dashboard



Create a Dashboard with updating data to monitor progress

Revalidate your expectations if conditions change

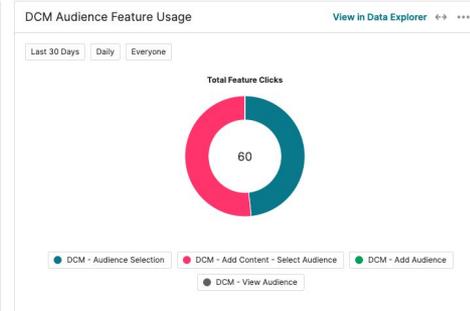
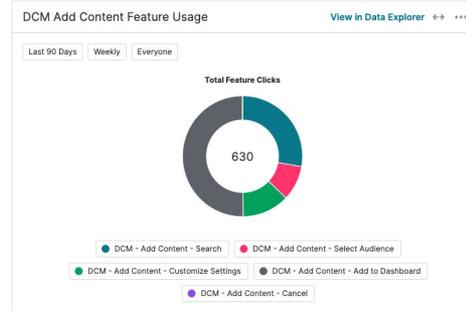
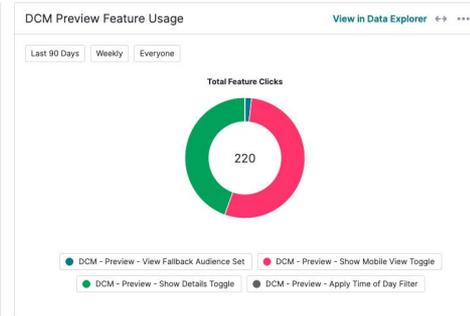
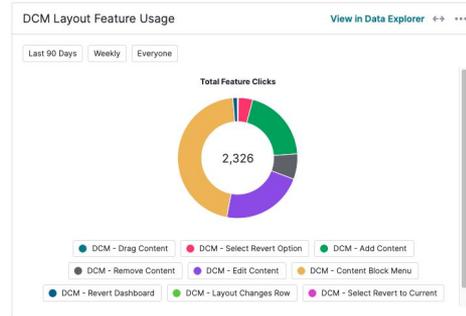


# Donuts on the Dashboard

Group Related or Adjacent Features

Donut Graphs give a glanceable view of relative weight

Use to understand over- or under- utilized features



# How is Q2 using data?



Identify the Problem

Explore the Problem with Data

Break down the Problem with Data

*\$\$ Success! \$\$*



# Delivery Impact



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# Diagnosis 1



Test results come back as stage 3 melanoma (skin cancer).

Doctor delivers the message as matter of fact, it is what it is.

“What do you want to do?”

## Diagnosis 2



Test results come back as stage 3 melanoma (same as before).

Doctor delivers the message as optimistic and treatable.

“How can we help you? Here are a few options we recommend.”



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# Recap

# DRIP

- Data is expensive
- Getting Rich
  - Identify the Problem
  - Exploring the Problem with Data
  - Break down the Problem with Data
- Delivery matters



“The most innovative companies fail more than anyone else in their industry... because they do more and experiment more, but they also learn faster than anyone else.”

“When it comes to customer experience, experimenting constantly is how to stay relevant for your customer and adapt as their expectations evolve. We believe in innovating before we have to... Customers expect more everyday. Now as we can get premium and personal entertainment at our fingertips and can get almost anything sent to our front door, we have a lot to live up to.”



“That’s why great ideas and great experimentation will win more [customers] in the future.

The more you do, the more you learn. And the more you can deliver to your customers”

- *Jesse Cole*



# Thank you!

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