

Moving Past Vanity Metrics

An In-Depth Look at Product Analytics That Drive Success

{ Teresa Torres
www.ProductTalk.org

@ttorres

Meet AfterCollege



2 @ttorres

1,000,000 registrations

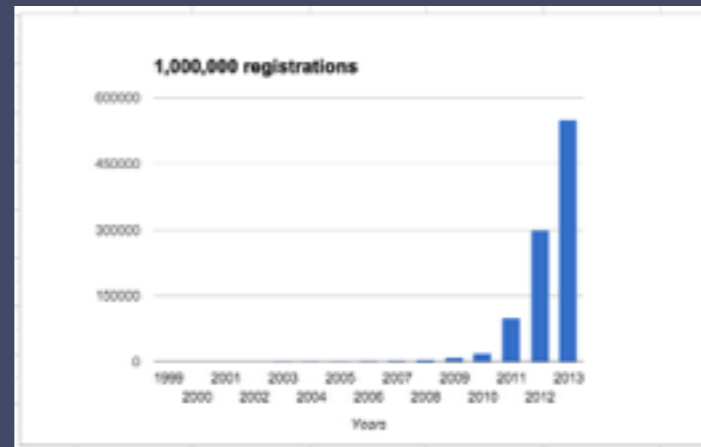
Even Growth



Decline



Momentum



It also encouraged the
wrong behavior.

7 @ttorres

Forced sign-up before adding any value
Co-registration partnerships

What should we **measure** instead?

8 @ttorres



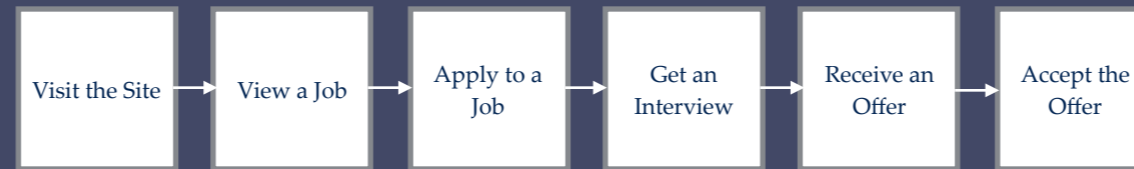
A word cloud of social media actions. The words are arranged in a roughly rectangular shape, with 'clicks' being the largest and most prominent. Other large words include 'uploads', 'views', 'resumes', 'applies', and 'registrations'. Smaller words include 'unsubscribes', 'searches', 'forwards', 'follows', 'invites', 'shares', 'profiles', 'opens', 'messages', 'profile-completeness', 'recommendations', and 'subscriptions'. The colors are primarily green and red.

unsubscribes
searches applies
uploads views
forwards follows
clicks invites shares
profiles opens
registrations subscribes
messages
profile-completeness
recommendations
resumes

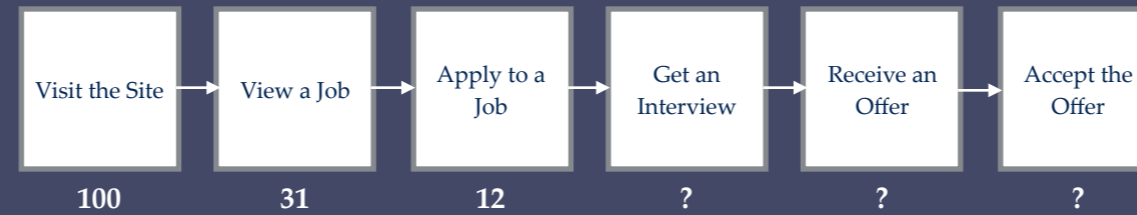
AfterCollege creates value when ...
a student gets a job
an employer makes a hire

What needs to happen for a student to get a job on AfterCollege?

What needs to happen for a student to get a job on AfterCollege?



What needs to happen for a student to get a job on AfterCollege?

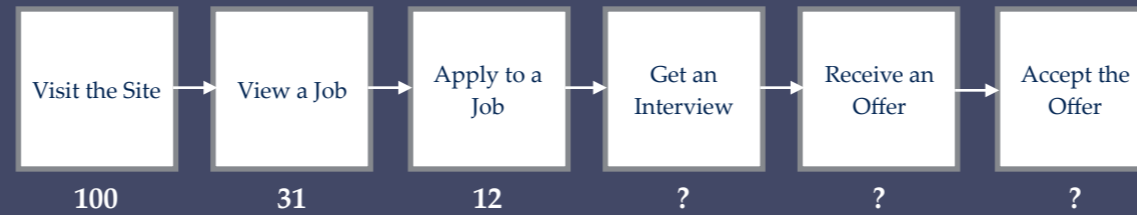


13 @ttorres

At the time, we didn't have data on the last 3 steps.
We started by asking ourselves, how can we collect this data?
But we didn't let a lack of data keep us from asking ...

What's our biggest
point of leverage?

Why weren't job seekers viewing jobs?



They were applying to scholarships.
They didn't want to sign up to view a job.
They started the sign up process but never finished.

16 @ttorres

We attacked all of these problems.

We encouraged scholarship applicants to start thinking about their job search.

We allowed people to view their first job without signing up.

We simplified the sign up process.

Grew job viewers from **31%** to **45%**

17 @ttorres

50% improvement

But for a job site, not nearly good enough.

Again, we had to ask, what's our biggest point of leverage?

What was the biggest reason why people weren't viewing jobs?

Where could we have the biggest impact?

Optimizing what we had wasn't going to
get us there.

We turned to
qualitative research.

19 @ttorres

We interviewed dozens of college students about their job search.

We asked students to respond to a daily diary survey telling us about the activities they took that day to further their job search.

We learned a lot.

We uncovered a HUGE insight ...

College students didn't know what to
search for.

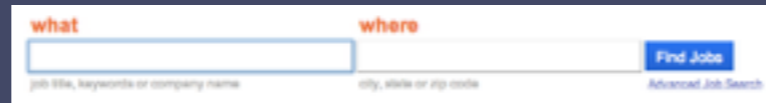
20 @ttorres

We were asking the to tell us what job title they wanted in what location.

They didn't know how to answer either of these questions.

Students weren't viewing jobs because they didn't know how to start their search.

From:



A job search form with two input fields and a button. The first field is labeled 'what' and has a placeholder 'job title, keywords or company name'. The second field is labeled 'where' and has a placeholder 'city, state or zip code'. A blue button labeled 'Find Jobs' is to the right of the second field. Below the button is a link for 'Advanced Job Search'.

To:

A red-themed form titled "Enter Your Education". It contains the following fields: a text input for "School", a dropdown menu for "Select a Major", and two dropdown menus for "Grad Month" and "Grad Year". Below the form, there is a line of text: "By clicking Explore Now, you agree to our Terms of Service and Privacy Policy". At the bottom, there is a blue button labeled "Explore Now".

A screenshot of a webpage titled "Explore Jobs Based On Your Education". The page features a navigation bar with the "Mid-Career" logo and "Explore" and "Search" buttons. Below the navigation bar, there is a section with a pie chart labeled "Job Category" and a list of "Job Titles". The pie chart shows four categories: Management (blue), Marketing (green), Sales/Operations (orange), and Consulting (red). The job titles listed include "Product Marketing Manager - Seattle", "Product Marketing Manager - Dallas", "Product Manager", "Senior Product Marketing Manager", and "Product Manager - Technical Support". Below this, there is a "Job Search Survival Kit" section with a "Request Technology Salary Research" button and a "Job Search Survival Kit" link. There are also sections for "Events and Scholarships" and "Ranking Up".

Grew job viewers from **45%** to **83%**

We **learned** a lot along the way.

Define product success in terms of when your
user has success
(not in terms of business success).

Understand **each step** the user needs to take to be successful.

Set goals based on your biggest
point of leverage.

Evaluate every idea, every decision based on
expected impact on your goal.

28 @ttorres

We started by tackling every problem we encountered.

Once we stopped and asked ourselves, what would we get if we solved this problem, we got a lot better at picking and choosing the highest impact items.

Instead of investing in converting scholarship applicants to job seekers, we focused on helping active job seekers get to job results without knowing what to search for.

Combine
quantitative and **qualitative**
research to generate insights.

Let's keep the
conversation going.

ProductTalk.org
@ttorres

{ **Teresa Torres**
Product Consultant & Coach