
Case Studies

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Customer First

Customer-Driven Product Design
at a Seed Stage Startup

Create Prechorus and achieve
market fit in seven months or less.

Solution

1. Understand the problem and define feature requirements through hands-on user research with target customers.
2. Create a customer-driven roadmap and translate high-level goals into prioritized work items.
3. Involve the whole team in the design process and iterate through continuous customer feedback.

The screenshot shows a web interface for managing a music event. At the top, there is a navigation bar with 'Events', 'Venues', 'Artists', and 'Other' tabs, and a user profile 'James' with a notification bell and a help icon. Below the navigation, the event details are displayed: '4 MAY Cambridge Concert Hall' with the address '1223 Prospect Street - Cambridge, MA 02139'. To the right, the event title is 'Mariah Carey - Celine Dion' with pricing '\$35 / \$50', time '7:00pm / 8:00pm / 2:00am', and age restriction '18+ only'. There is an 'Edit Event Details' button and a settings gear icon. Below the event details, there are tabs for 'Artists', 'Contacts', 'Shared Kits', and 'Staff'. The 'Shared Kits' tab is active, showing a grid of document thumbnails. The grid is organized into three sections: 'Artist Docs', 'Venue Docs', and 'Promotional Media'. The 'Artist Docs' section contains two rows of thumbnails, each with a title 'Tech Doc Title...' and an artist name (Mariah Carey or Celine Dion). The 'Venue Docs' section is empty. The 'Promotional Media' section contains one row of four thumbnails, each with a title 'Tech Doc Title...' and an artist name (Mariah Carey or Celine Dion). An 'Upload' button is located in the top right corner of the document grid.

Results

1. Signed up the two largest companies in our target market for closed beta.
2. Nailed product/market fit in the first demo for a business owner and key prospect who had never seen the product before.
3. Designed an interface prospective customers described as “Clean,” “Warm,” and “Professional.”

The screenshot shows a web application interface for managing files related to an event. The top navigation bar includes 'Events', 'Venues', 'Artists', and 'Other'. The main content area displays the event details: 'May 9 Tuesday', 'The Eagles, The Beach Boys, and Aerosmith', '\$35 / \$50', '7:00pm / 8:00pm', and '18+ only'. Below this, there are tabs for 'Daysheet', 'Shared Kits' (with a warning icon), 'Artists', 'Staff', and 'Other Teams'. The 'Production' tab is active, showing a list of files with columns for file name, team, and date. The 'Hospitals Rider' file is highlighted in yellow.

Needs Review	Production	Promotion	Filter: All Teams	Upload File
Stage Plot The Eagles	stage-plot-v3-final.jpg Production		Mar 5, 2017 at 4:32pm Last modified by Brian Epstein	
Input List The Eagles	input-list-2017.docx Production		Mar 5, 2017 at 4:32pm Last modified by Brian Epstein	
Hospitality Rider The Eagles	hosp-rider-updated.pdf Production		Mar 5, 2017 at 4:32pm Last modified by Brian Epstein	Download Share Print More
Tech Specs Cambridge Concert Hall	venue-tech-pack-4.pdf Production		Feb 29, 2017 at 2:46pm Last modified by James Anderson	
Parking Info Cambridge Concert Hall	cch-parking-info.pdf Production		Feb 29, 2017 at 2:46pm Last modified by James Anderson	

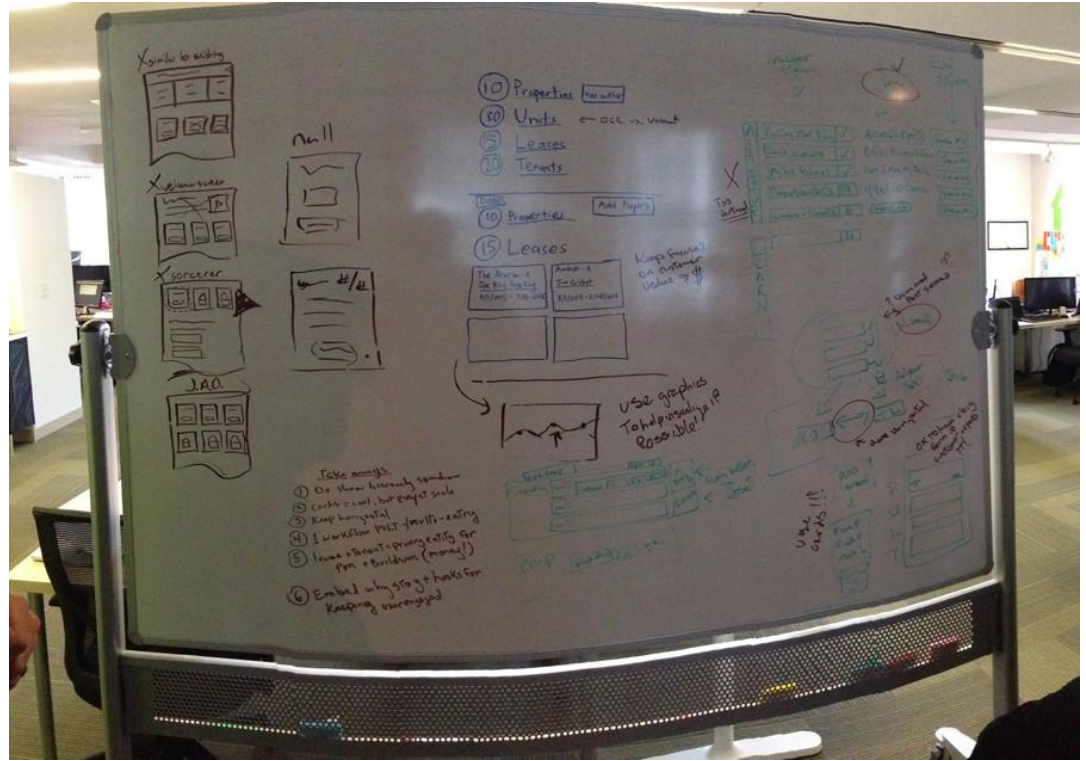
All Aboard

SaaS Product Onboarding at a
High Growth Startup

New Buildium customers were
dumped onto an empty dashboard
with no idea how to get started.

Solution

1. Improve users' commitment to get started by increasing yearly subscriptions.
2. Guide users through a setup process that helps them configure settings and enter data.
3. Reduce the effort and complexity of onboarding by streamlining the existing workflow.



Results

1. Increased the percentage of users who sign up for yearly plans from ~12% to ~31%.
2. Retained more new customers by reducing churn for a reason of “too hard to use” from ~30% to ~18%.
3. Simplified from 17 screens spread across the application to 7 screens in a unified workflow.

Choose your subscription plan

Contact sales
1-877-396-7876
Mon – Fri, 9am to 8pm ET

How many units will you manage in Buildium?
1-200 units

Do you want to pay for add-ons separately (Core) or bundle them (Pro)?

CORE

\$70 / month
Annual payment option available

Property accounting

Listing syndication

Maintenance requests

Basic tenant screening

Pay for online payments

Pay for property inspections

[Compare pricing and features](#)

Select

PRO

\$200 / month
Annual payment option available

Property accounting

Leasing management

Maintenance management

Premium tenant screening

Unlimited free online payments

Unlimited free property inspections

[Compare pricing and features](#)

Select

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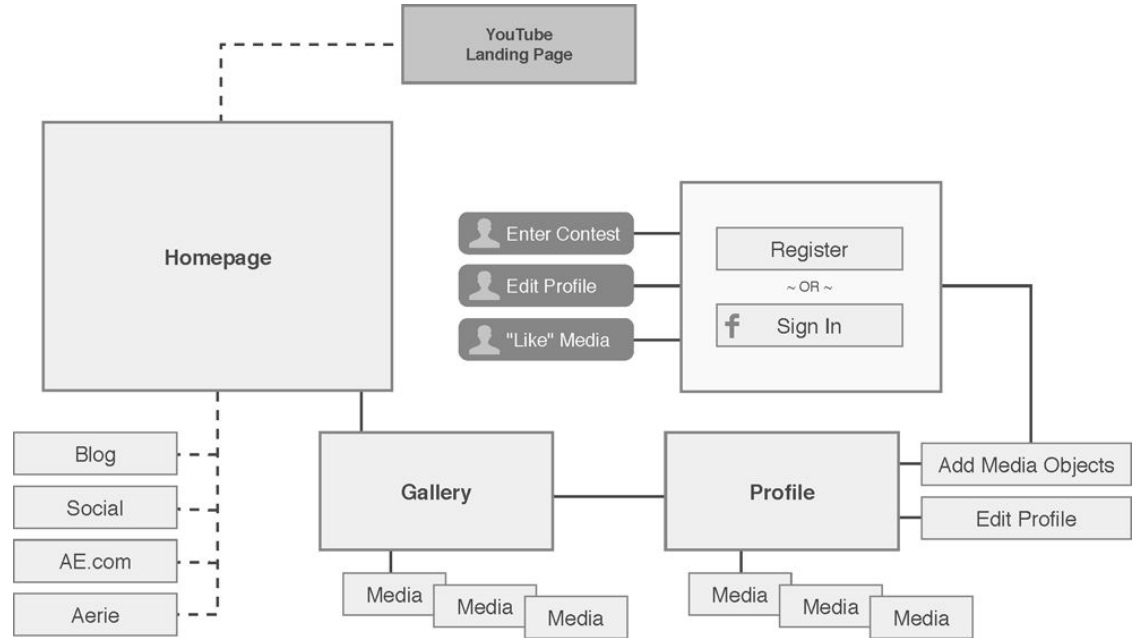
Done Yesterday

A Lean Contest Platform for a
Large Consumer Brand

American Eagle was in sore need of
a powerful yet simple platform for
running model contests online.

Solution

1. Minimize the barriers for users to register, upload, and vote.
2. Promote engagement by focusing on photo content first.
3. Build a flexible tagging system and interface that serves both users and admins.



Results

1. User registration crushed the previous year's multi-week contest in just two days (over 11,000 profiles created).
2. During those two days, user votes also surpassed the previous contest's total by casting 80,000 votes for their favorite photos.
3. Client admins ran the overall contest plus weekly contests with almost no technical help.

The screenshot shows a social media contest interface. At the top, there is a navigation bar with a menu icon, the text 'PROJECT LIVE YOUR LIFE', an 'ADD MEDIA +' button, and a Facebook 'Log in' button. Below this is a dark banner with the text 'WANT TO WIN A TRIP TO SAN FRANCISCO ?' and 'HAVE THE MOST LOVED ITEM THIS WEEK! ENDS 3.16.'. A search bar with the placeholder 'Search by a tag' and a magnifying glass icon is positioned to the left of two filter buttons: 'MOST POPULAR' and 'MOST RECENT'. The main content area displays three photo entries. The first entry shows a man in a yellow shirt and sunglasses sitting on a beach, with the tag 'BEACH' and a profile picture for 'Gil' who has 765 likes. The second entry shows a woman laughing while holding a cup, with a bio that reads 'Actress, Believer, Dreamer, Lover & Devoted to being a Role Model for the future generation :)'. The third entry shows a woman in a blue blazer and white pants standing outdoors.

Want More?

I am happy to provide in-depth samples or
demo my latest work upon request.

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