



# SHRM Case Study

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# Research Goals

- + How can we deliver key content behind a paywall - ideally have fresh app-specific content?
- + Long-term goal: What direction can we take with this app?
- + Have a better understanding of SHRM's perception with app users.
- + Understand the user's current app experience

# Research Process & Methodology



Understanding your customer is critical to building a product that brings value to your customers and your organization. Here's what we did to get to know them better:



## Survey

Modus dev team built an in-app survey to gather information on app users and to recruit users for user interviews. 120 responses.



## User Interviews

Interviewed 10 app users over the course of a week to understand what works well, what doesn't, and how they interact with the app.



## Synthesize the data

Used Dovetail to transcribe, code and tag all the interview sessions. Clustered similar findings together to reach "findings".

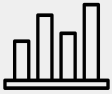
# Survey



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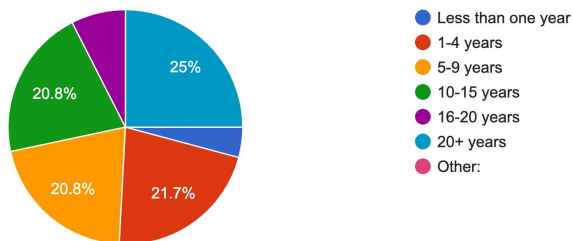


# Survey Results

## Years of Experience

There's a relatively wide range of experience with these users, with about 25% having four years or less of experience in their field. Given the variety of experience levels, does the existing content offer something for everyone?

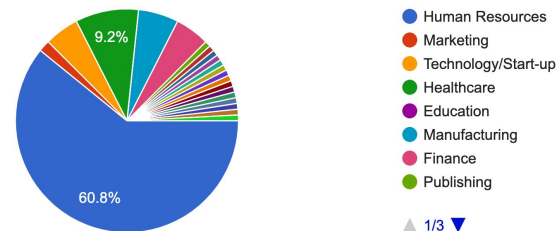
How many years of work experience do you have in your industry? \*  
120 responses



## Users' Employment Industries

Bulk of users (60%) work in the Human Resources field. Healthcare (9%), Manufacturing (5.8%), Finance (5%), and Tech/Start-up (5%) are the subsequent largest industries. The rest come from various industries, including education, legal, marketing, government, etc.

Which of the following categories best describes the industry you primarily work in?  
120 responses



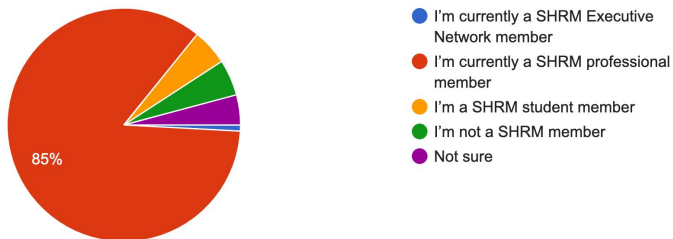


# Survey Results

## Membership Status

Most users are SHRM members, with most falling in the “professional member” category. Only 5% are not members, while 4% are unsure of their membership status.

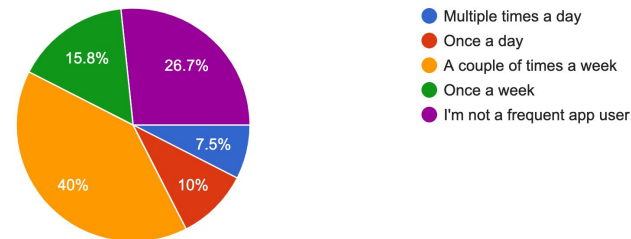
Which of the following best describes your SHRM (national organization) membership status? \*  
120 responses



## Frequency of App Use

42.5% of users self-identified as using the app “once a week” (15.8%) or as “not frequent app users” (26.7%). How can we add value to the app in a way that will drive greater user engagement? Is there a reason that this group isn't using the app more frequently?

On average, how frequently do you open the SHRM app in a week?  
120 responses





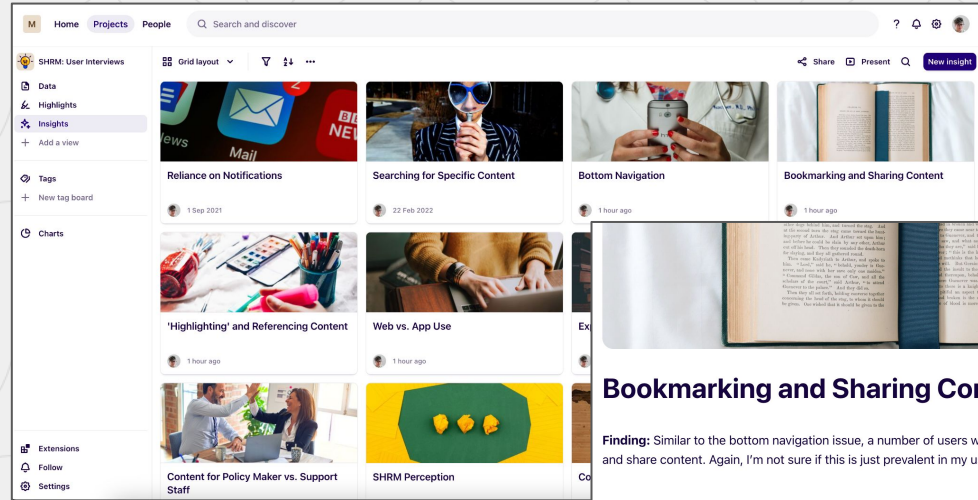
# User Interviews

Talking to the app users



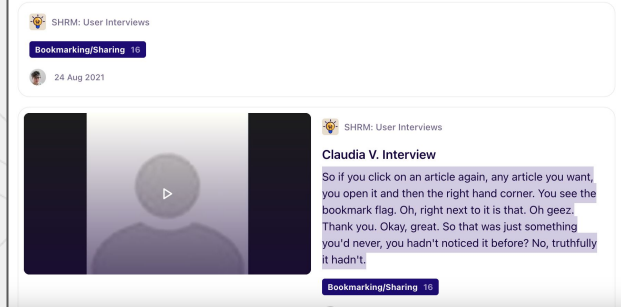


# User Interviews



## Bookmarking and Sharing Content

**Finding:** Similar to the bottom navigation issue, a number of users were unaware that they could bookmark and share content. Again, I'm not sure if this is just prevalent in my user sample or across the board.





# Tactical Insights.

Enhancing the existing app experience.

These are findings and recommendations that can be implemented relatively quickly to immediately impact the usability and experience of the app without adding any major features or functionality.



## Allow users to search for content

Users are unable to search for specific content on the app forcing them to resort to the website and negatively impacting their experience with the app.

### Recommendation:

- + Adding a search function would immediately improve the value of the app and help keep users on the app.
- + Alternatively, more specific topics would make it easier for users to find content if a search is not an option.

*“It doesn’t have a space to do a direct search, so **I have to scroll through the app to see if I find something.** I mean, like I said before, if I’m looking for something related to FMLA I [should be able to ] type ‘FMLA’ [and find content]”*

*“What might be handy is some sort of inquiry, a bar, a little magnifying glass that you could click on and then type in a few letters that I think could be helpful. I can use the SHRM website obviously, but to use the app, if that function is not there. That I think that would be an important tool. **I can't imagine any site that doesn't have a search.**”*

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## Notifications drive users to app

Users primarily rely on relevant notifications as a trigger to open the app. They rarely open it unprompted.

### Recommendation:

- + Find ways to optimize notifications and bring users into the app.
- + Implications for notifications not functioning since users rely on them heavily.

*“[regarding opening the app] I get a notification from the app, which it seems less common these days. I'd say max every three days I seem to get a notification. **It's less common for me to just outright open the app**”*

*“Occasionally I'll get like a notification. If that's something that I'm interested in reading, I'll flag it if you will, to read later on.”*

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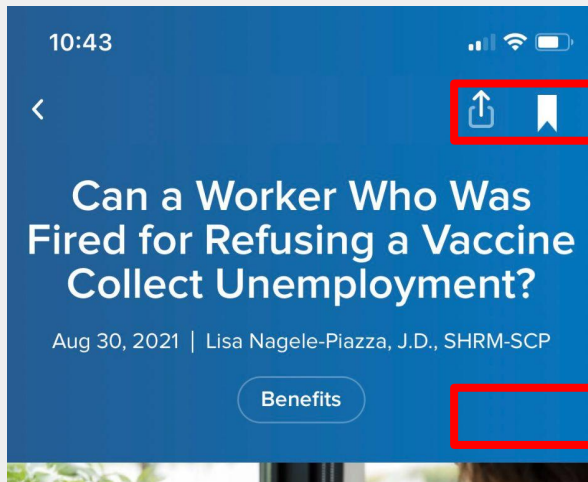
## Make 'Bookmarking' more obvious

A number of the users were unaware that they could bookmark content to read later.

### Recommendation:

+ A few simple design changes can make the 'bookmark' and 'share' icons more noticeable to users.

+ Dropping the icons below the title could be a simple way to address the issue.



*"[in response to 'do you use the bookmark?'] It looks like I did it accidentally. **I didn't realize we could do that.**"*



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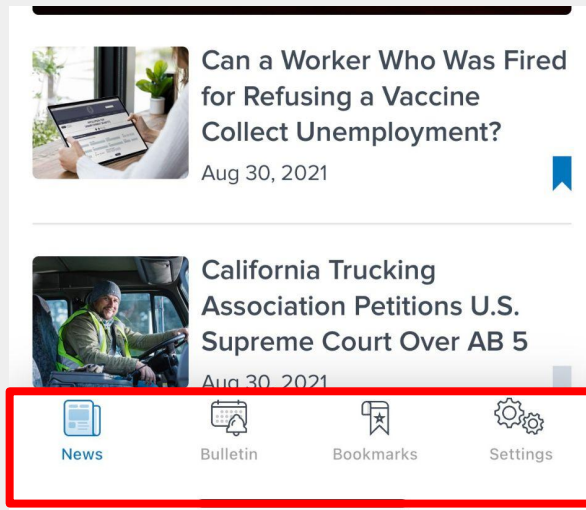
## Underutilized Bottom Navigation

A few users interviewed were unaware of the additional features (bookmark and bulletin) accessed via the bottom navigation bar. It's unclear if this is an issue with the users I interviewed or indicative of an issue across broader app users.

### Recommendation:

+ Explore the issue further by looking into analytics to determine how many users are utilizing the bottom navigation- specifically the bulletin and bookmark page.

+ If analytics supports the findings then explore design changes that might draw users to it.



*“ I don't recall seeing that [bottom nav bar]. I mean, now that I know about the bulletin and the bookmarks, you bet best believe it I'm going to be using”*

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# Strategic Insights.

Opportunities for high potential growth.

These are 'meatier' findings and opportunity recommendations worth exploring, but that will likely require more time and effort to flush out and implement. Worth adding to the strategic roadmap.



## Users prefer the SHRM website

Most users are still going to the SHRM website over the app when seeking out content. This can be attributed to a number of factors:

- + Users see browsing SHRM/SHRM app as “work-related”
- + lack of a “search” drives users to website

### Recommendation:

Account for how users behave and find ways to create a more seamless and cohesive web-to-app experience.

*“I mean, it's great that it's [the app] at my fingertips, but it's a little hard to read everything on my phone. **It's easier in my inbox and my email screen on my laptop.**”*

*“I'm not a young person and I tend to **prefer the computer.** I don't live on my phone.”*

*“My work is home-based. If I'm downstairs on the patio and I want to read [an article] **I could sit there and look at on the phone, but I could also come upstairs and see it on a 24 inch screen,** which is easier on my eyes. “*

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## Using ‘highlighted’ SHRM content to support policies

Users mentioned saving content to reference as evidence/supporting documentation. My assumption is that users will be less likely to utilize a ‘highlight’ feature if it exists only in the app since their goal is to use SHRM content in an off-app manner.

### Recommendation:

If SHRM wants to explore ‘highlighting’, it should be done to support users’ current behavior—specifically, they use snippets, highlights, and quotes out of the app and on a desktop as they compose emails, write reports/documents, etc.

*“[using articles as reference] having something at a moment's notice, like ‘here's my backup [poof]’ kind of **helps solidify what you're saying as a fact**, or at least supports the argument or advice you're giving as being the most sound.”*

*“**I'll highlight a paragraph, perhaps I'll cut and paste** [a relevant section] and put a title at the top so I can reference it.*

*“And it just, it was a [subject]that they were not familiar with. And so I found an article which talked about it and **I was able to send it to them.**”*

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## Expanded Content for different types of users

A number of users expressed interest in seeing different types of SHRM content included into the app.

### Recommendation:

There are opportunities to incorporate different kinds of content

+ Including access to video-recorded talks/conferences, webinars, podcasts, etc could add value in a way that complements the existing app without totally shifting its purpose.

*“I feel that you should **have definitely a lot more webinars**, either lower cost or free.”*

*“Maybe not just having it [the certification app] integrated, but instead **having a link to these SHRM webinars that are free of charge that we can use for recertification**. I know it's called ‘breaking news, headlines, and alerts’ but it just seems like they have one place to go to like our website is, would be more useful.”*

*“[I would like] a way to **combine or link to the SHRM certification app**. So I didn't have two separate apps.”*



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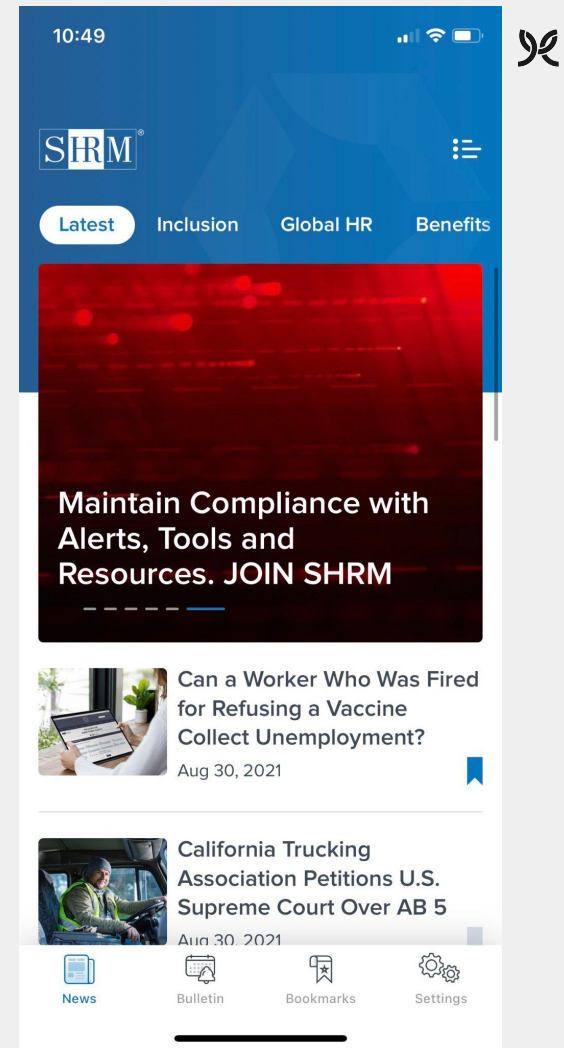
# Next Steps

Putting our findings into action

# Where do we go from here?

## Start with the 'Tactical'.

- +Enable users to 'search' for content
- +Optimize Notifications
- +Tweak the 'bookmark' and 'share' features to ensure they are easy to find and use
- +Leverage analytics to understand how users are leveraging the bottom navigation and address issues





# Resources

Supporting materials



# Resources

## Deliverables

- [Research Plan](#)
- [Recruitment Plan](#)
- [Research Findings Report](#)

## Supporting Materials

- [Google Form Survey](#)
- [Survey Responses Data](#)
- [User Interview Recordings](#) (access restricted)