

# Lessons from a Qual-First Segmentation



December 2017

👋 Hi, I'm Shirley



production  
business operations

finance

legal

marketing

design

sales

product

engineering

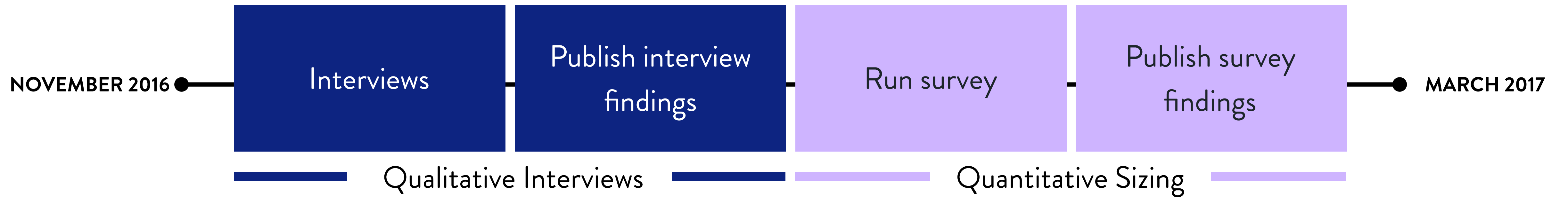
research

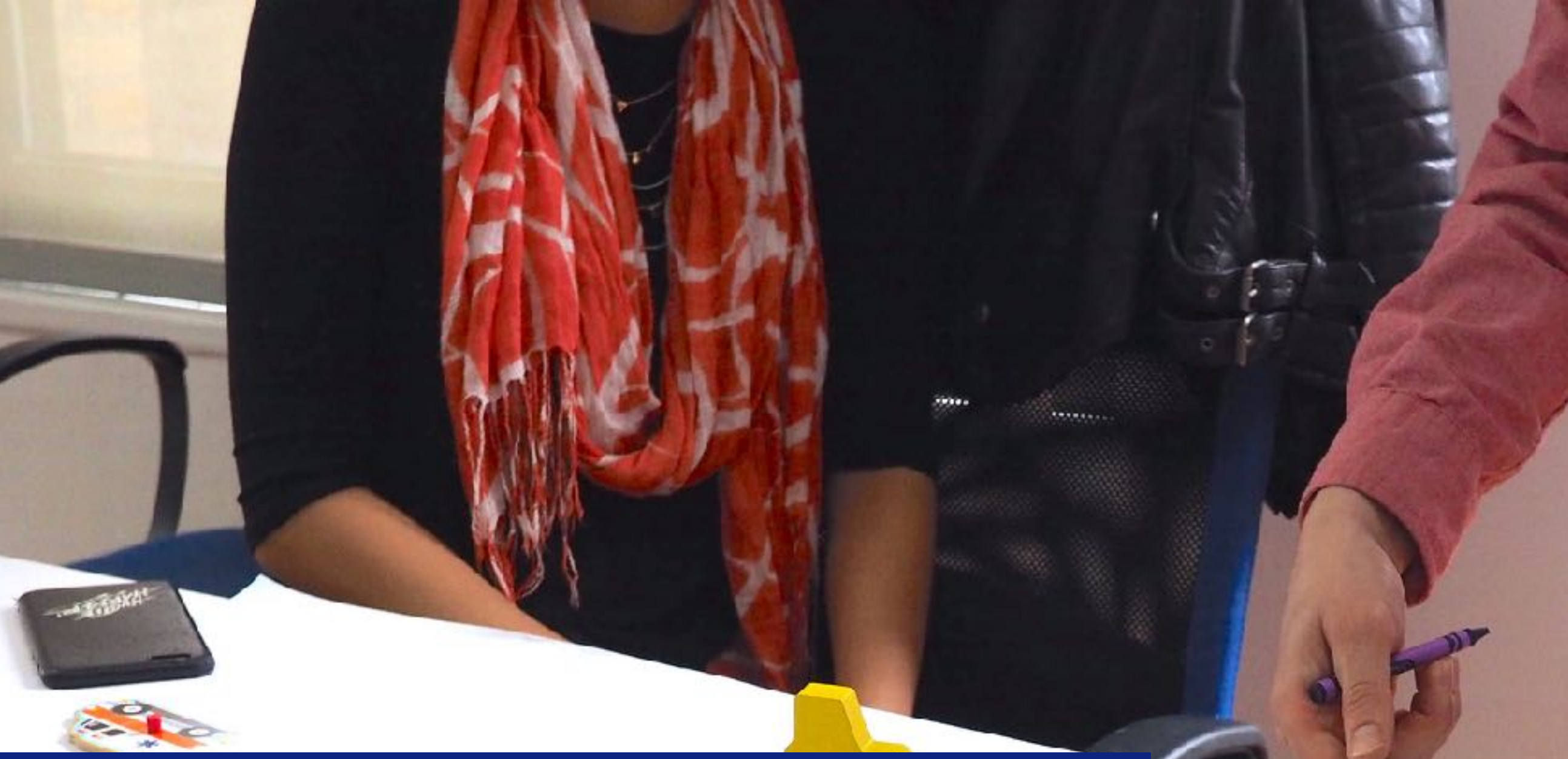
account

analytics



How might Dropbox design for those  
in marketing, design, and sales roles?





# 40 participatory design interviews



# After Qualitative Interviews



SEGMENT 1



SEGMENT 2



SEGMENT 3



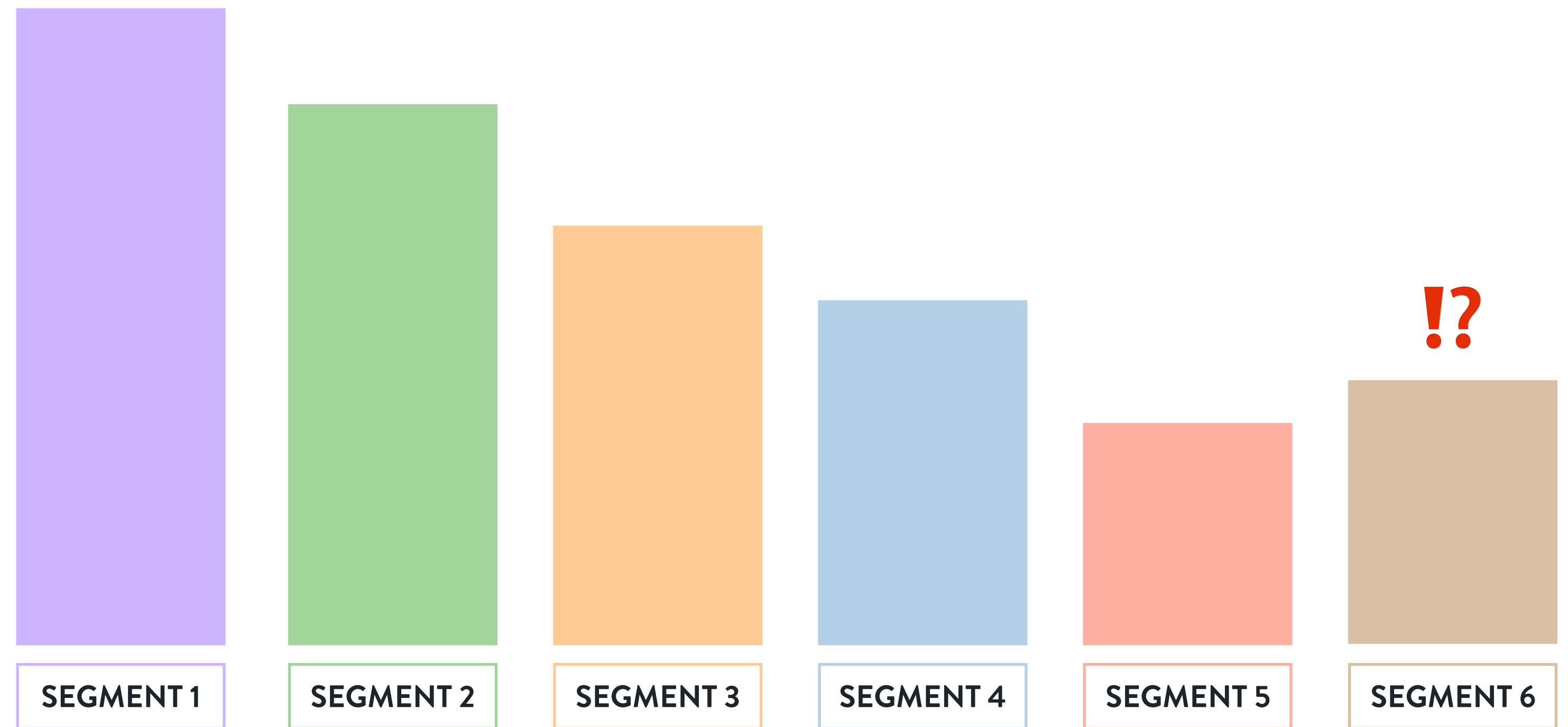
SEGMENT 4



SEGMENT 5



# After Survey





What did we learn through this  
process?

NOVEMBER 2016



Interviews



Publish interview  
findings



Run survey

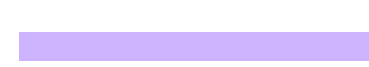


Publish survey  
findings

MARCH 2017



Qualitative Interviews



Quantitative Sizing



## DIFFICULTY

Knowing whether the interviews were truly  
representative of market

## LESSON LEARNED

Anticipate the gaps

## DIFFICULTY

Knowing what analytical approach to take

## LESSON LEARNED

Verbalize the tradeoffs

## DIFFICULTY

Company was bought into the qualitative  
story

## LESSON LEARNED

Align on a cohesive plan to share out findings



Creating a replicable process for  
segmenting our users

## Effective collaboration: Tips for teaming with marketing coordinators

Jason Lyman | August 15, 2017

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## 8 ways to give better feedback to creatives

April Kilcrease | November 20, 2017

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Illustration by Fabio Bene

Even the most skilled creative team will occasionally miss the mark. Maybe their aim was slightly off, or you perhaps you were looking at totally different targets. Providing useful feedback can help everyone realign and pull the project's objective into sharper focus. But helping them draw the best version out of their creative quiver can be a challenge. You want to be precise without micromanaging, kind without being condescending, and direct but not dismissive. With all these fine lines to walk, how do you make

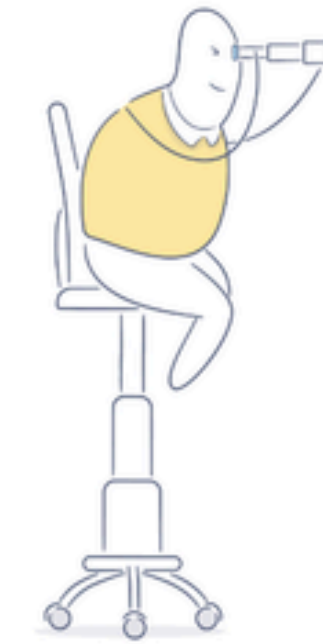
## Effective collaboration: 3 tips for teaming up with directors

Sheila Vashee | September 7, 2017

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### The Director

Oversees the project to ensure alignment with the broader campaign vision



As the leader of a marketing team, the Director needs high-level visibility and control of the broader vision. Whether they're Marketing Director, VP of Marketing, or Head of Marketing, these leaders are responsible for overseeing the project, presenting work to stakeholders, and showcasing the impact of their efforts. Because of their accountability, directors are integral to the approval process.

To better understand what each person on a team needs to collaborate more effectively, we talked with marketing and design professionals across the US. In part four of our series on effective collaboration, we'll share what



5 team members

40 qualitative interviews

6 cities

2,615 survey respondents

6 segments

Thank you!