

miro

PRODUCT TEARDOWN

Goal: To improve the onboarding journey of Miro with a goal to improve activation.

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product space

About Miro

Miro is an online collaboration platform, providing an infinite digital whiteboard for remote teams to visually collaborate and innovate. With versatile features and integrations, it's a comprehensive solution for brainstorming, agile workflows, and project and product management.

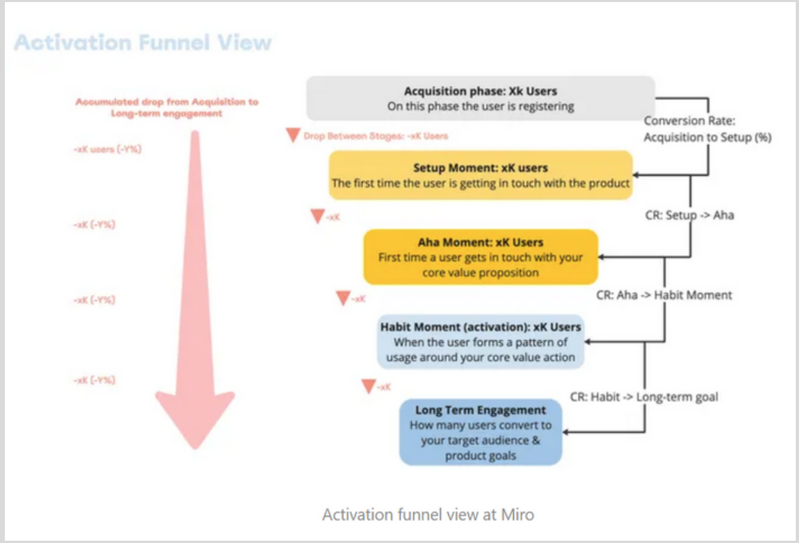
Miro's vision is to provide a space for colleagues and collaborators to build shared knowledge and understanding together, with the ability to contribute in the same ways, regardless of where they're located.

Value Proposition

- Provide a versatile and comprehensive visual collaboration workspace.
- Enable and empower distributed teams of any size to design, and work seamlessly, regardless of physical location.
- Provide an infinite digital whiteboard, diverse templates, and integrations with popular tools, facilitating efficient brainstorming, project management, and remote collaboration, enhancing productivity and creativity for teams across various industries.

Problem statement and activation funnel:

Improve the onboarding journey of Miro with a goal to improve activation.



Activation funnel view at Miro

Miro's business opportunity:

Miro can strengthen its market position by improving user experiences, integrating features efficiently, and implementing personalized engagement strategies. This will establish it as the preferred platform for streamlined collaboration, boosting user activation and retention across diverse segments.

Miro at a glance

Competitors

Lucidchart
Jamboard
MURAL
Limnu
FigJam

Clients

bumble
Deloitte.
Hewlett Packard Enterprise
TOTAL
Dropbox
Walt Disney
ASOS
contentful
UBISOFT
PEPSICO

Market share

Market Share of Miro

Current Customer(s)	Market Share
10,867	88.78%

Miro Stats

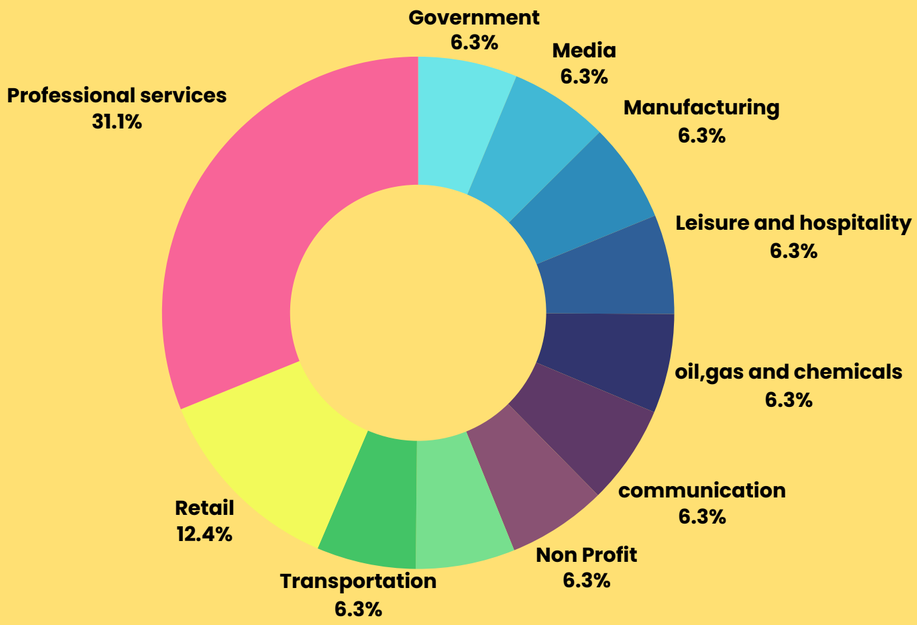
$17.5B
Miro's $17.5 billion valuation makes them the 14th most private company on the planet

60M
Miro has over 60M users. At the start of 2020, they had 3 million.

$475M
As of 2023, this is their current annual revenue. That's $270K generated per employee.

99%
99 out of the 100 Fortune 100s are Miro customers.

Breakdown of miro customers by industry



Key Offerings

- Drawing & Annotation Tools
- Infinite collaborative whiteboard
- Dependency mapping
- Customizable template library
- Security and Privacy
- Collaboration and productivity tools
- Wireframing
- Estimations

Competitive Landscape

Company	miro	Jamboard	Whimsical	MURAL	Lucidchart
Use cases	• Project management • Remote team collaboration	• Education and business presentations • Interactive classroom activities	• Brainstorming and idea generation • User flow mapping and diagramming	• Design thinking and brainstorming • Remote workshops and facilitation	• Collaborative project planning • Remote workshops and project documentation
Target Audience	Teams and enterprises	Education and business professionals	Small to medium-sized teams	Design and creative teams	Small to medium-sized teams
Pricing	• Free Plan: Limited features • Individual Plan: $8 pm/ user • Team Plan: $16 pm/user	• Jamboard: $4,999 + $600 annual fee • Jamboard app: Free	• Free Plan: Limited features • Pro Plan: $12 pm/ user • Team Plan: $20 pm/ user	• Free Plan: 30-day free trial • Starter Plan: $12 pm/user • Team Plan: $20 pm/user	• Free Plan: Limited features • Individual Plan: $7.95 pm/user • Team Plan: $6.95 pm/user
USP	• Video conferencing integration • Real-time editing and commenting • Customizable templates	• Seamless integration with Gsuite products and Google workspace. • AI-powered handwriting recognition.	• Infinite digital whiteboard, seamless remote team interaction • Diverse templates for various activities • Robust integrations with popular tools.	• Highly visual and design-oriented, excellent for design thinking • Supports multiple types of media, has customizable templates. • Voting and polling features.	• Excels in technical graphs and charts • ideal for system visualization, org charts, and more
Cons	• Expensive for smaller teams • Complex for non-tech users • Limited project management features	• Expensive hardware investment • Limited third-party integrations	• More limited compared to Miro's extensive capabilities • Less robust multimedia features	• Some users might find it overwhelming • Fewer integrations compared to Miro	• Limited free plan options • Fewer integrations compared to Miro • Less focused on multimedia content

USER RESEARCH

1. **Feature Usability & User Satisfaction:** Evaluate specific features while assessing overall user satisfaction to enhance Miro's functionalities and its impact on workflows.
2. **Navigation & Feature-specific Testing:** Test navigation ease and individual functionalities (wireframing, mapping, retrospectives) to identify and improve usability**.**
3. **Analytics & Engagement Insights:** Analyze usage patterns, feature adoption, and identify drop-off points to refine user experience and workflow efficiency.
4. **User Experiences & Use Case Insights:** Gather detailed user feedback and understand team-specific pain points for tailored improvements across various team workflows**.**
5. **Persona Development & Tailoring:** Create user personas and tailor features, optimizing experiences for diverse user segments within Miro

USER SEGMENTATION

DEMOGRAPHICS	TECH PREFERENCES	PAINPOINTS	GOALS
GENDER	INTERFACE	CHALLENGES	DESIRED OUTCOMES
AGE	FEATURES	UNMET NEEDS	LONG TERM OBJECTIVES
OCCUPATION	COLLAB AND INTEGRATION	BARRIERS,	SPECIFIC TASKS

NEED FOR SEGMENTATION

User segmentation for Miro enables tailored experiences, meeting diverse user needs and preferences across various teams and functionalities



USER PERSONAS



Saba

Demographics	Female, 29 years, Graphic Designer
Tech Proficiency	High
Goals	• **Collaborate seamlessly** with remote design teams. • **Ideate and visualize concepts** in a digital space. • **Streamline the feedback** and approval process for design projects. • Enhance overall creative workflow efficiency. • **Integrate design files** from external software like Adobe Creative Cloud.
Pain Points	• **Streamlining content process:** Difficulty in conveying visual ideas effectively in virtual settings. • Desire for an intuitive interface to enhance the overall design workflow. • **Efficiency and integration:** Need for a platform that integrates seamlessly with design tools. • **Collaboration:** Need for collaborative tools to streamline content creation and approval processes. • Seeking a collaborative space that fosters real-time interaction even without internet.



Anvita

Demographics	Female, 34 years, Product Manager
Tech Proficiency	Moderate to High
Goals	• Efficiently **manage project timelines** and tasks using plethora of templates. • **Foster collaboration** and communication within remote teams. Collaborating with team members in real-time during virtual meetings. • **Visualize project workflows** and milestones. Integrate Miro into other project management software. • Enhance product roadmap, vision, planning and execution.
Pain Points	• **Collaboration:** Juggling multiple projects with diverse teams and timelines. • Difficulty in keeping distributed teams aligned and on schedule. • Ensuring clear communication and alignment among team members. • **Project management:** Need for an efficient project management tool that supports Agile methodologies. • **Interoperability:** Need for easy to use, highly integrated tool for increased productivity. • Desire for real-time updates and a centralized platform for project documentation.



James

Demographics	Male, 45 years, College Professor
Tech Proficiency	Moderate
Goals	• **Virtual classroom**: Engage students in dynamic and interactive virtual classrooms. • Facilitate workshops and training sessions seamlessly. • **Group assignments:** Provide a digital whiteboard for interactive teaching. • **Brainstorming**: Encourage collaborative learning and idea generation.
Pain Points	• **Classroom engagement**: Difficulty in engaging students in a virtual classroom setting. • Ensuring active participation and interaction in online classes. • **User-friendly UI:** Need for a user-friendly platform suitable for educational settings. • Adapting traditional teaching methods to a virtual environment. • **Collaboration:** Desire for features supporting workshops and educational activities.

CUSTOMER JOURNEY MAP

ANVITA



	ONBOARDING PHASE	LANDING PHASE	UI EXPERIENCE PHASE	SUPPORT,FEEDBACK PHASE	PROFRESS TRACKING PHASE
User Actions (Activities)	Sign-up, Explore Features, Set Up Workspace	Explore Features, Read Product Info, View Testimonials	Navigate, Use Features, Create Workspaces.	Seek Help, Use FAQs, Contact Support, Provide Feedback.	Track Progress, Customize Features, Review Milestones.
Touchpoints (Interaction Points)	Landing Page, Sign-Up Page, Onboarding Tour.	Homepage, Features Section, Testimonials Page.	Dashboard, Feature Sections, Workspace Creation.	Help Center, FAQ Section, Support Chat, Feedback Forms.	Progress Indicators, Customization Options, Milestone Dashboards
Sentiments (Thought Bubbles)	Excitement, Curiosity, Eagerness to Explore.	Curiosity, Seeking Information, Evaluative Mindset.	Need for User-Friendly Interface, Guidance Requirement.	1.Seeking Resolution, Frustration with Issues, Willingness to Share Feedback.	Desire for Control, Need for Clarity on Progress, Adaptability Requirement.
Emotions (Mood Meter)					
Possible Solutions (Opportunities to improve the experience)	Streamlined Onboarding Flow, Interactive Tutorials, Simplified Navigation.	Clear Value Proposition, Feature Emphasis, Visual Showcase of Benefits.	Simplified UI, Visual Guidance, Clear Feature Descriptions.	Enhanced Help Center, Responsive FAQs, Live Chat Support, Transparent Feedback Loop, Structured Surveys.	Comprehensive Progress Tracking, Customizable Milestones, Visual Guidance on Adaptation, Feature-Specific Dashboards.

PROBLEM STATEMENT



To improve the onboarding journey of Miro with a goal to improve activation.

OBJECTIVE



To streamline Miro's onboarding process to increase user engagement and drive quicker adoption, ultimately boosting the activation rate.

IMPORTANCE



A seamless onboarding journey is pivotal, ensuring users swiftly grasp Miro's value, leading to higher adoption rates and sustained user engagement.

WHY SOLVE IT NOW?



With an evolving competitive landscape and growing user expectations, optimizing the onboarding journey promptly ensures user retention and market competitiveness.

PROBLEM PRIORITIZATION



Prioritizing Miro's challenges involves addressing complexities in setup, navigation, and customization, enhancing interactive guidance, support resources, clarifying the value proposition, and implementing progress tracking for an improved user experience

FOUR FACTORS AND PRIORITIZATION FACED ON ONBOARDING THE LANDING PAGE AND ACTIVATION



Complexity in Initial Setup Limited Interactive Guidance &Complex Navigation Structure



1.**Overwhelming Onboarding Process:** excessive information or steps required, leading to drop-offs.ex-multiple options together -creating teams,apps,templates

2.Unclear or Lengthy Instructions: cause confusion and hindering users' progress.ex-Instruction Overload in Workspace Creation

3.Absence of Interactive Tutorials: Face setup process, making it less engaging and informative.

4.Navigation Complexity: locating essential setup features due to complex pathways or unclear navigation cues.- Multi-layered Navigation Structure

5.Lack of Step-by-Step Guidance: challenging for users to understand the process.ex-Incomplete Step-by-Step Guidance in Template Selection

Inadequate support resources and user feedback loop



1.Sparse Help Center Content and Limited Live Support Options:Ex- No comprehensive articles in its Help Center and real-time chat support for immediate query resolution.

2.Inconsistent FAQ Section and Unstructured Knowledge Base:Ex: Miro's FAQ section is sporadically updated and lacks organization, making it hard for users to find specific answers.

3.Absence of User Community Engagement and Limited Feedback Channels:Ex: Miro lacks an active user forum and in-app feedback mechanisms, hindering real-time insights and community interaction.

4.No Transparent Feedback Incorporation and Absence of User Surveys:Ex: Miro doesn't transparently communicate how user feedback is utilized and seldom conducts surveys to gauge satisfaction levels.

5.Infrequent User Interviews and Inadequate User Feedback Analysis:Ex: Miro rarely conducts user interviews and lacks structured analysis of collected feedback, limiting insight utilization for improvements

Absence of progress tracking and customisation



1.Lack of Progress Tracking and Customization Guidance: Ex-lacks progress indicators of onboarding, completion status, customization, .

2.Absence of User-Specific Progress Metrics and Customization Options:Ex- Miro lacks personalized progress tracking features tailored to individual user milestones, restricting user adaptability.

3.Inadequate Progress Visualization and Customization Support:Ex- doesn't provide support for customizing interface elements, hampering user navigation.

4.Limited Adaptability Tracking :Ex-lacks tools to track user adaptability to new features or changes, and guidance

5.Absence of Dynamic Progress Monitoring & Feedback:Ex- lacks mechanisms for users to provide direct feedback on preferences

Unclear value proposition



1.Unclear Target Audience:Ex: Miro's messaging doesn't precisely define its intended user base, causing ambiguity in addressing specific user needs.

2.Vague Feature Set Emphasis:Ex: Miro's website lacks emphasis on key features that set it apart, making it challenging for users to understand its unique offerings.

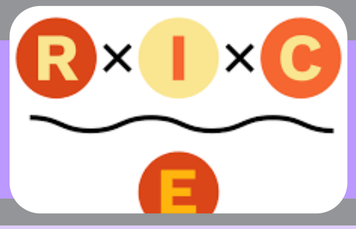
3.Complex Description of Capabilities:Ex: Miro's descriptions of its capabilities are convoluted, making it hard for users to grasp the platform's core functionalities easily.

4.Inadequate User Benefits Highlight:Ex: Miro doesn't effectively highlight how users can benefit from its features, leading to user uncertainty about its practical advantages.

5.Unclear Value in User Journey:Ex: Throughout the user journey, from landing page to trial usage, Miro's value proposition remains vague, causing doubts about its usefulness in diverse scenarios

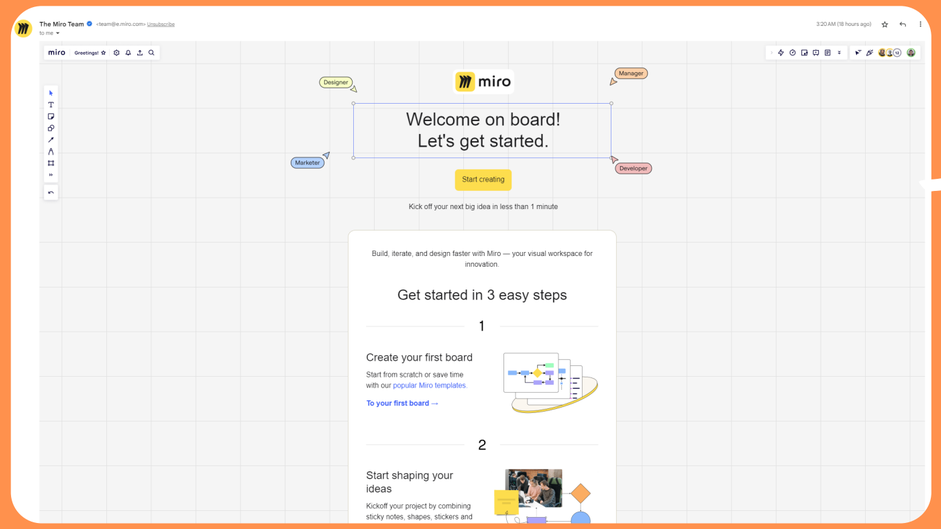
RICE FRAMEWORK

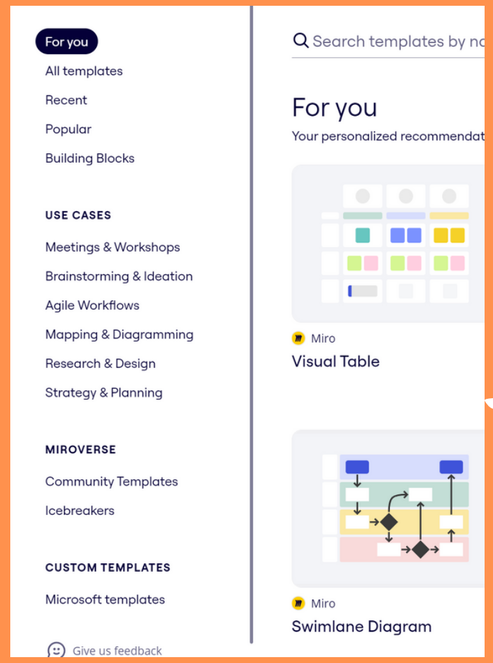
HIGH=10,MEDIUM=8,LOW=6

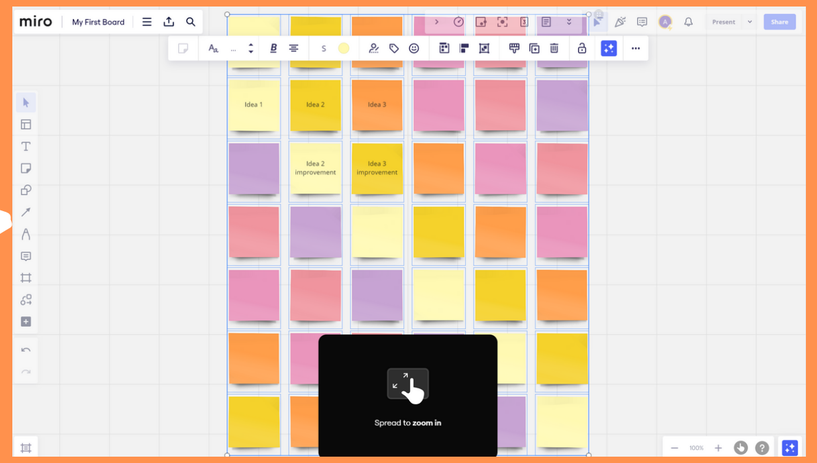


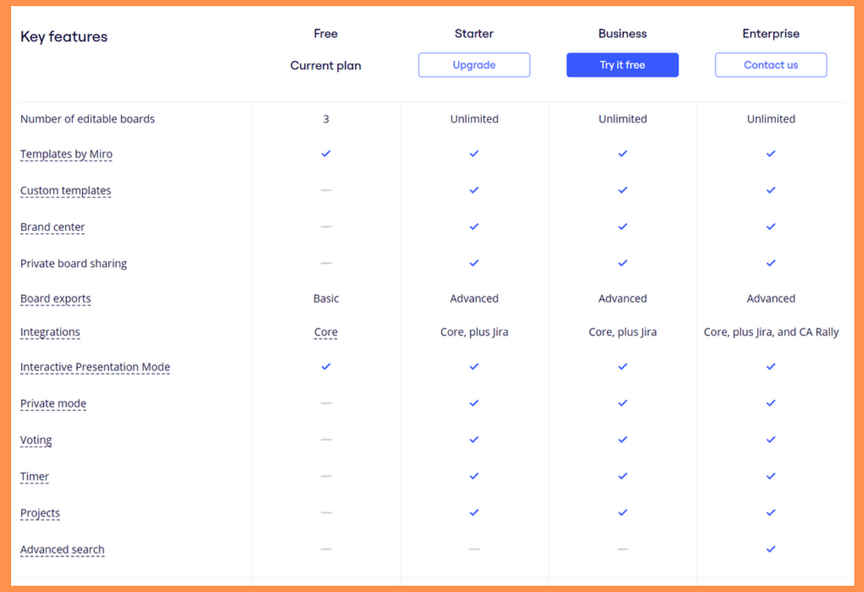
	REACH	IMPACT	CONFIDEN	EFFORT	SCORE
1) Complexity in Initial Setup, Limited Interactive Guidance, and Complex Navigation Structure **Sol-"Path Clear"**	**High** (Affects most users during onboarding)	**High** (Significantly impacts user experience)	**High** (Based on user feedback and usability testing)	**Medium** (Requires restructuring UI/UX elements and adding interactive guides)	125
2) Inadequate Support Resources and User Feedback Loop **Sol-Amplify- "Feedback Boost"**	**Medium** (Affects users seeking assistance)	**High** (Negatively affects user retention and satisfaction)	**Medium** (Partially based on user feedback and survey results)	**High** (Requires developing comprehensive support resources and feedback mechanisms)	64
3) Absence of Progress Tracking and Customization **Sol-Optimize- "Adapt Flow"**	**High** (Affects users navigating complex tasks)	**Medium** (Affects user adaptability and task completion)	**High (**Supported by user feedback and usability studies)	**Medium** (Needs implementing visual cues and customizable features)	100
4) Unclear Value Proposition **Sol-Illuminate- "Vision Spark"**	**High** (Affects potential users considering Miro)	**High** (Impacts user acquisition and conversion rates)	**Medium** (Based on market analysis and user interviews)	**High** (Requires refining messaging and aligning value with user needs)	80

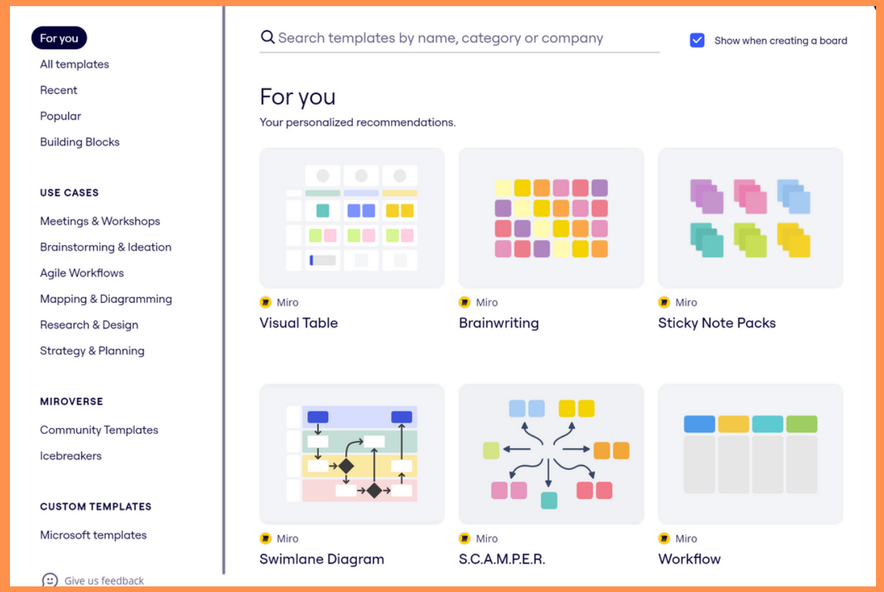
Existing user journey screens





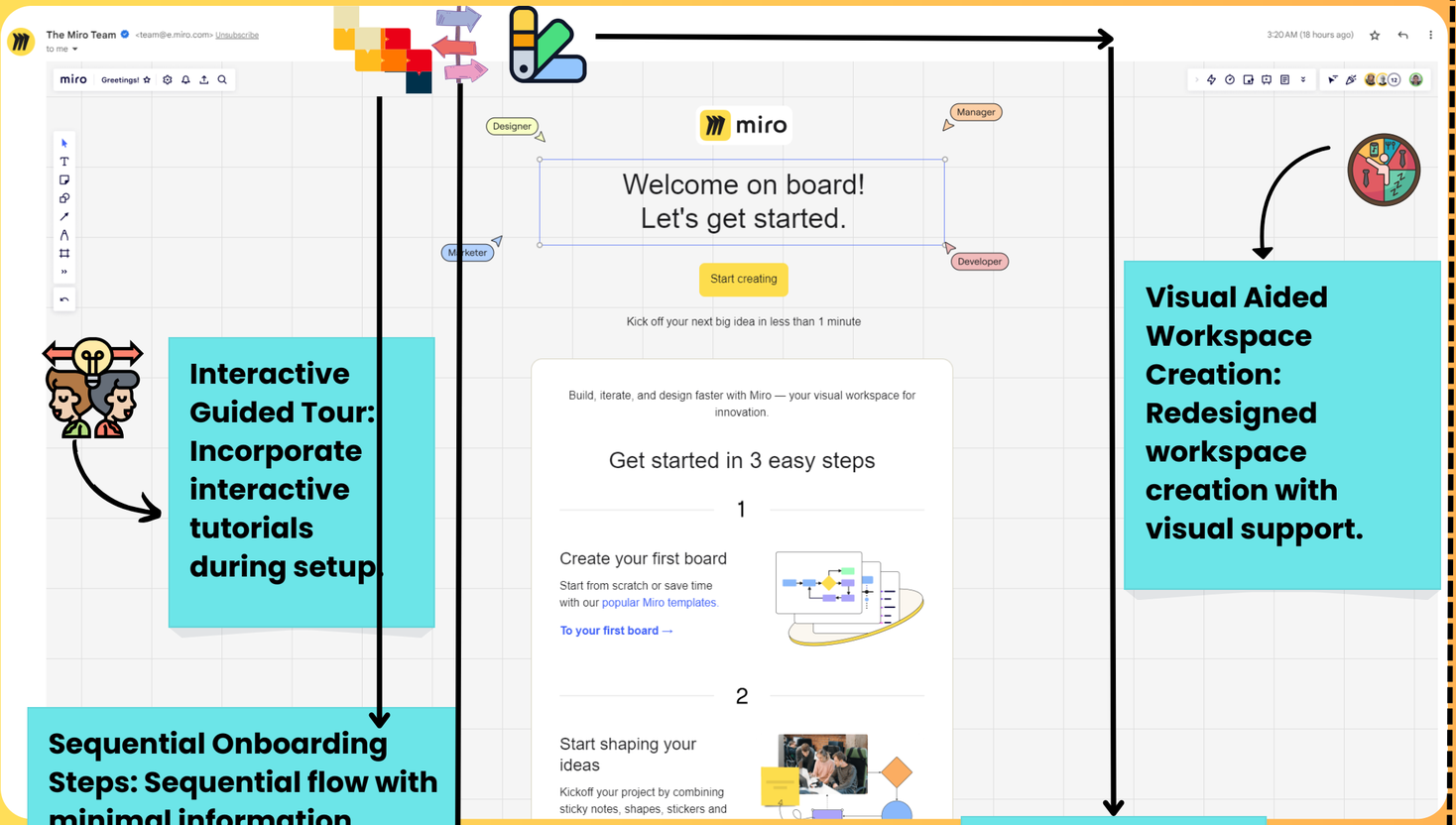






WIREFRAMES

"Path Clear"



Interactive Guided Tour: Incorporate interactive tutorials during setup.

Sequential Onboarding Steps: Sequential flow with minimal information overload.

Redesigned Navigation Layout: Simplified and intuitive navigation structure.

Visual Aided Workspace Creation: Redesigned workspace creation with visual support.

Comprehensive Template Selection Guidance: Step-by-step guidance for template selection..

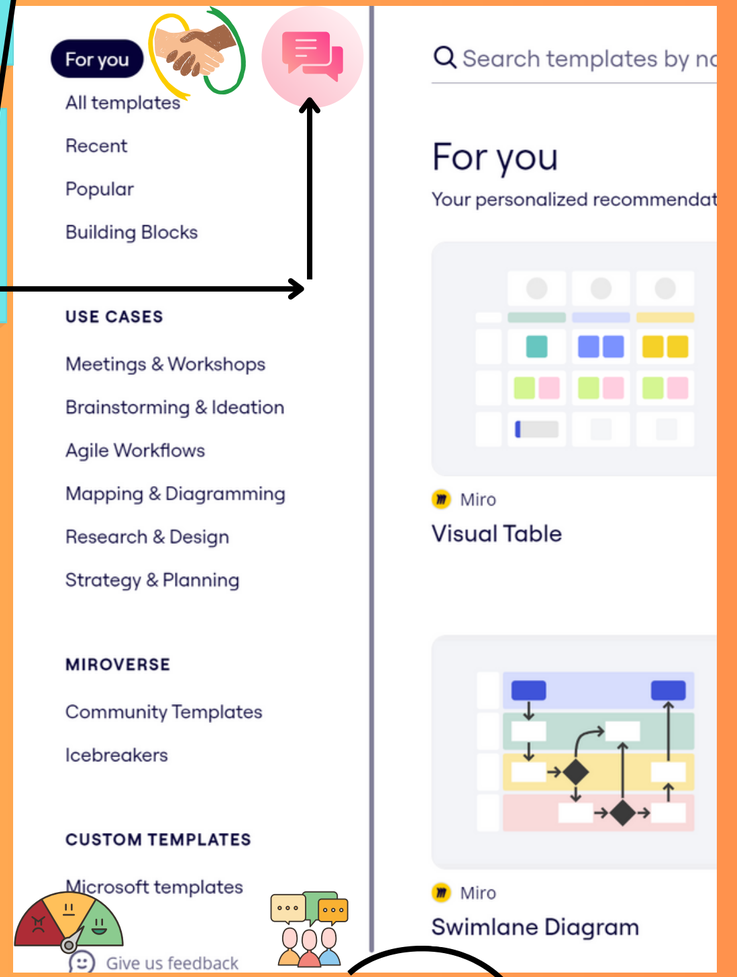
"Feedback Boost"

Expanded Help Center Interface: Structured and detailed articles

Live Chat Support Integration: Real-time assistance for users

FAQ Section Redesign: Clear layout, search functionality.

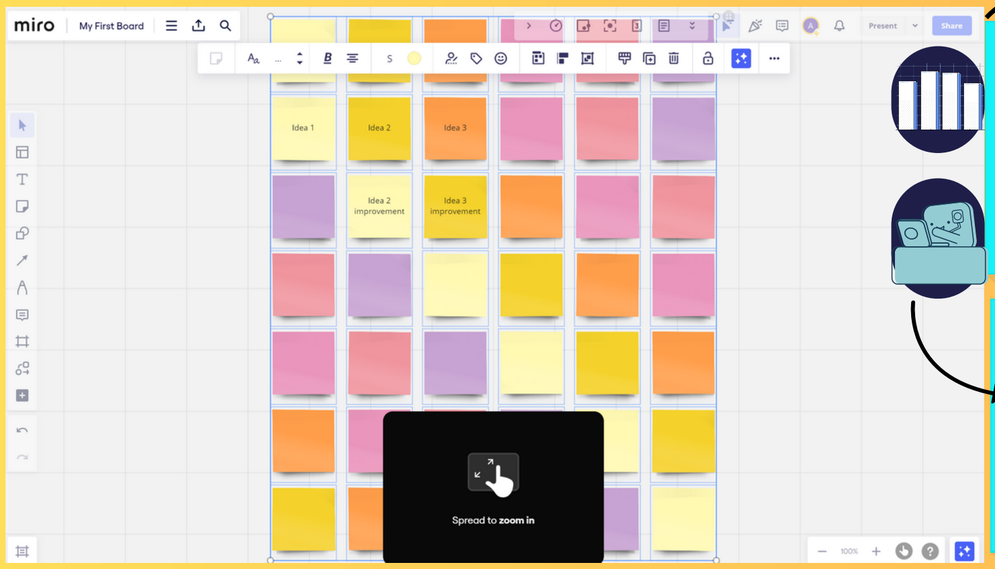
Community Forum Platform: Engaging user discussions.



Feedback Dashboard: Transparently show feedback incorporation.

WIREFRAMES

"Adapt Flow"

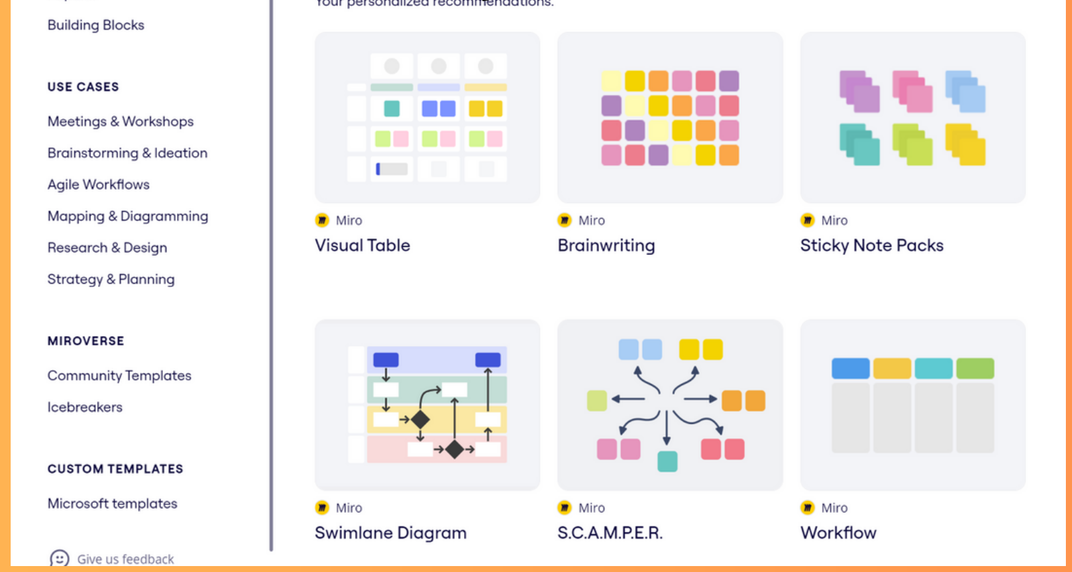


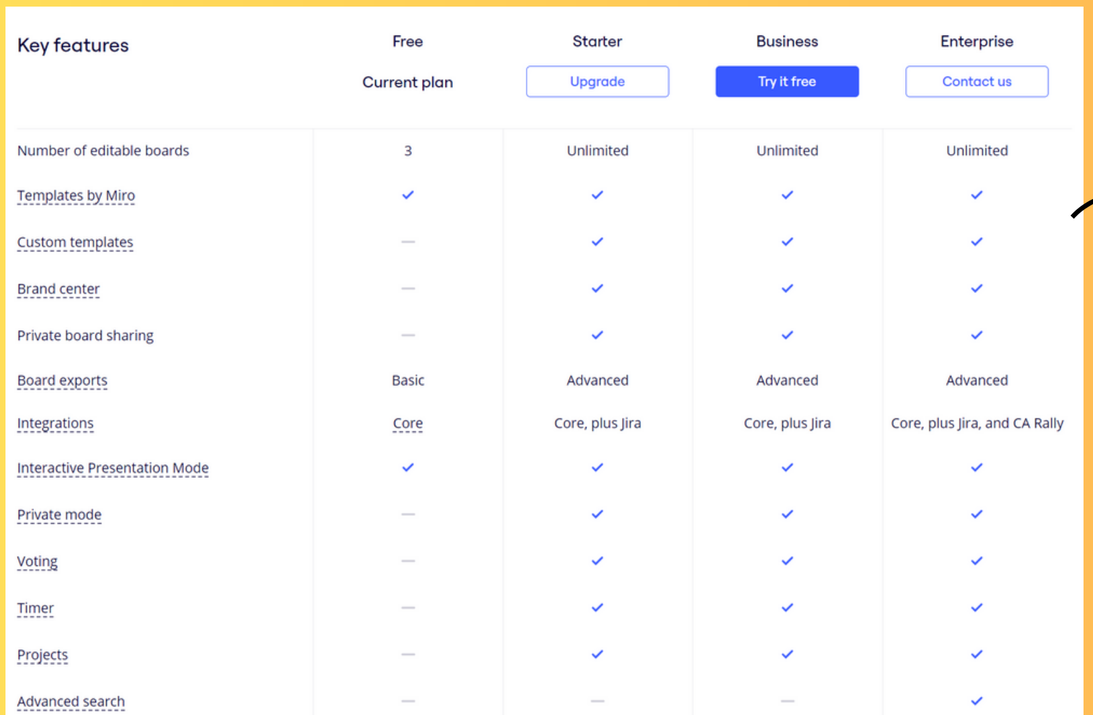
Visual Progress Indicators: Clear visual representation of progress

Customization Tooltips: Guidance for users on customization options.

"Vision Spark"

Simplified Feature Descriptions: Clear and concise descriptions of capabilities



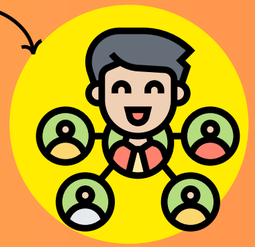


Key features	Free	Starter	Business	Enterprise
	Current plan	Upgrade	Try it free	Contact us
Number of editable boards	3	Unlimited	Unlimited	Unlimited
Templates by Miro	✓	✓	✓	✓
Custom templates	—	✓	✓	✓
Brand center	—	✓	✓	✓
Private board sharing	—	✓	✓	✓
Board exports	Basic	Advanced	Advanced	Advanced
Integrations	Core	Core, plus Jira	Core, plus Jira	Core, plus Jira, and CA Rally
Interactive Presentation Mode	✓	✓	✓	✓
Private mode	—	✓	✓	✓
Voting	—	✓	✓	✓
Timer	—	✓	✓	✓
Projects	—	✓	✓	✓
Advanced search	—	—	—	✓

Consistent Value Proposition: Unified messaging across the user journey



Targeted User Profiles: Clearly defined user personas and their benefits



USER FLOW OF CHANGES

SIGN IN/LOGIN
GET STARTED NOW

WELCOME TO YOUR TEAM SET UP AND CONTINUE

MIRO BOARD WITH CHANGES IN ICONS SIMPLIFIED

REDESIGNED NAVIGATION
SUPPORT VISUAL AIDED WORKSPACE
COMPREHENSIVE TEMPLATE SELECTION

FEEDBACK MECHANISM

FEEDBACK SUPPORT FAQ SECTION,LIVE CHAT

COMMUNITY SICUSSION PANETRANSPARENT FEEDBACK DASHBOARD

PROGRESS TRACKER

CUSTOMIZATION TOOLKIT
LIVE PROGRESS INDICATOR
CLEAR VALUE PROPOSITION WITH SIMPLE DESCRIPTION OF MIRO'S CAPABILITIES

SAVE CHANGES

FIND CHANGES IN FOLDER

SIGN OUT

VALUE TO USER

1. Effective Collaboration:Miro fosters effective collaboration among distributed teams, resulting in increased productivity and creative idea generation.

2. Idea Visualization: The ability to create visual diagrams, mind maps, and workflows aids in understanding and communicating concepts.

3. Time Savings: Miro reduces the need for lengthy in-person meetings, allowing teams to progress more rapidly on their projects., there are really cool features like timers, where you can ask your team to reply to something in a period of time or do an estimation for a specific task

4. Flexibility:Miro can be adapted to a wide variety of use cases, from project planning to creative brainstorming.
you can create a Kan ban view, assigning tasks to different teams with priorities with easy drag-and-drop functions

5. Accessibility:As a cloud-based tool, Miro is accessible from anywhere, at any time.

NORTHSTAR METRIC

PRODUCT INITIATIVES

KPI

DIMENSION

NSM

Streamlined Onboarding Flow, Interactive Tutorials, Simplified NavigationSimplified UI, Visual Guidance, Clear Feature Descriptions..

Comprehensive Progress Tracking, Customizable Milestones, Visual Guidance on Adaptation, Feature-Specific Dashboards.

Enhanced Help Center, Responsive FAQs, Live Chat Support, Transparent Feedback Loop, Structured Surveys.

Clear Value Proposition, Feature Emphasis, Visual Showcase of Benefits.

User Engagement Metrics
Activation Rate
Feature Adoption Rate
UI/UX Effectiveness
Retention Rate

Progress Completion Rate
Milestone Customization Metrics
Visual Adaptation Guidance Feature-Specific Dashboard Engagement

User Satisfaction Score
Feedback Loop Engagement

Click-Through Rate (CTR)
User Benefit Perception

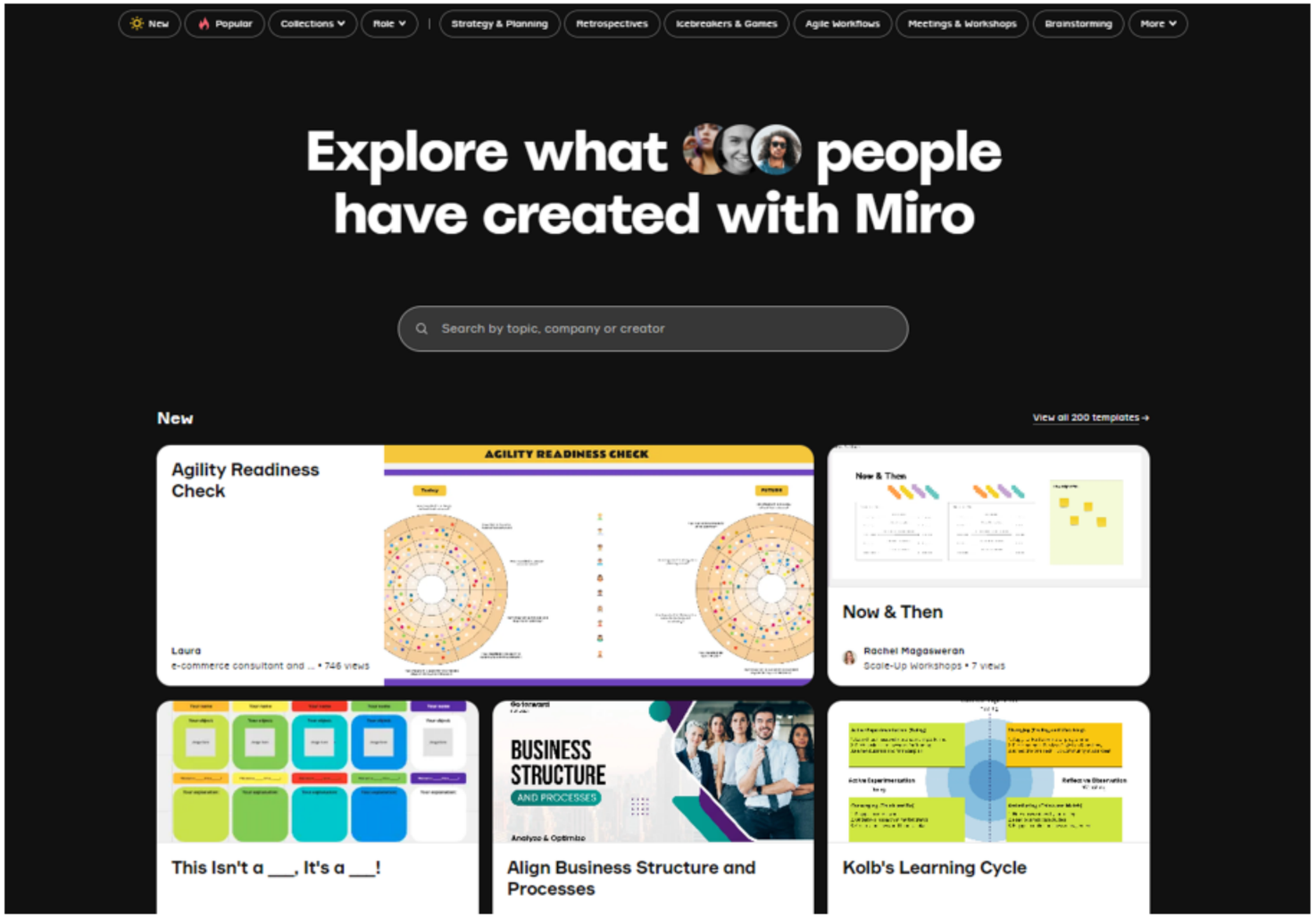
Customer-Centricity
Growth Impact

Measurability
Effectiveness and Efficiency

Continuous Improvement & Adaptability
User-Centered Design

Value Proposition Clarity
Brand Loyalty
Perceived Value Creation

ACTIVATION RATE



THANKS!

Ankita Dutta | Desaraju Haripriya