

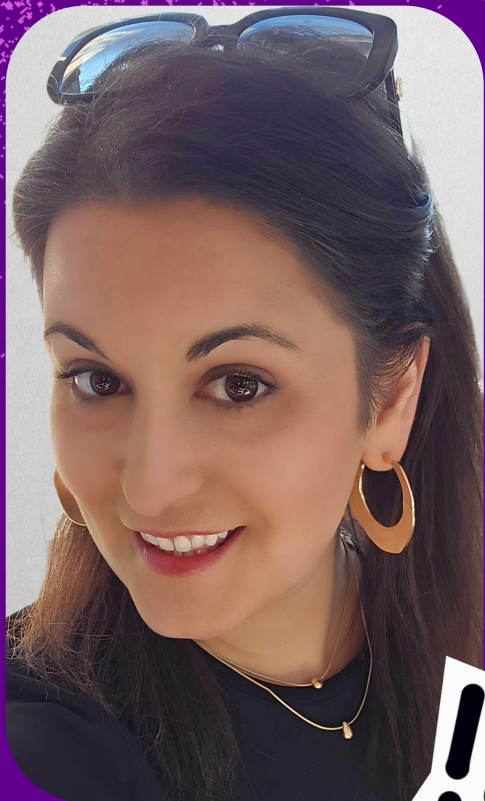


PENDO 
MONIUM
2024

PENDOMONIUM 2024

**Empowering
enterprise innovation:
Strategies for digital
transformation**



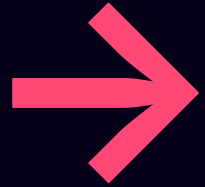


Jen Bessette

Product management
operations manager,
McGraw Hill

Agenda

- **Pendo as a catalyst**
 - McGraw Hill the publisher
 - Product ways of working
- **Setting up for success**
- **How we decide which problems to solve**



Pendo Business Case: Shifting from Sales led to Product led

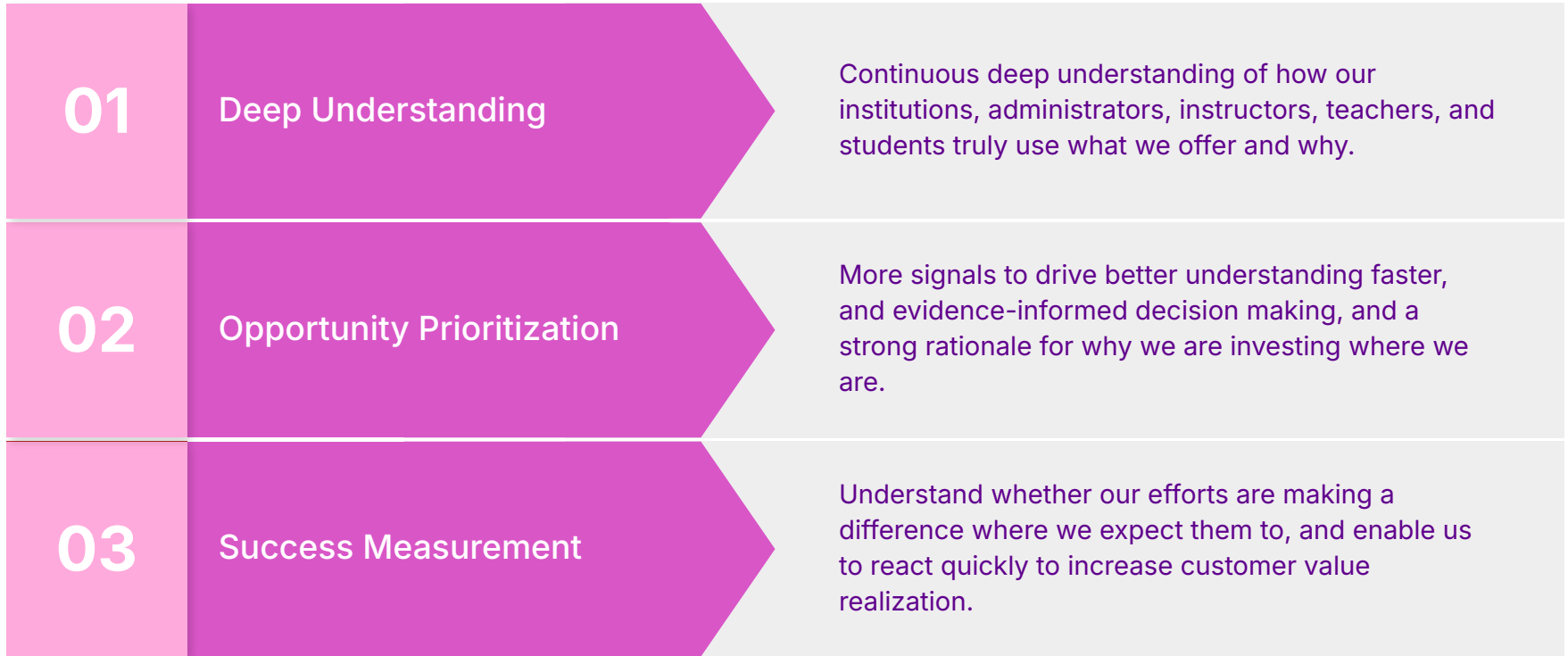
McGraw Hill Education



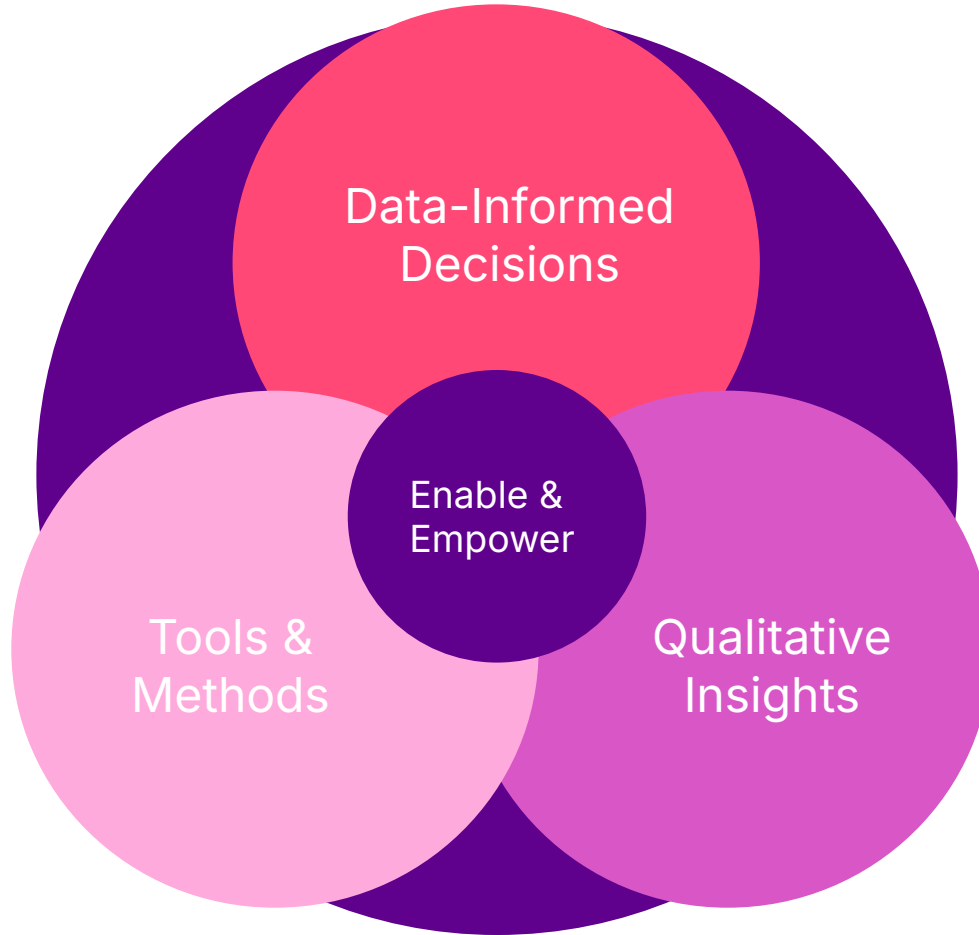
- Leading global education company innovating for over 130 years.
- Our vision is to unlock the potential of each learner at every stage of life.
- 4 Business Units
 - PreK-12
 - Higher Education
 - Professional
 - International



Pendo Business Case



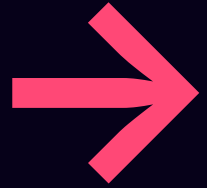
Product Management Operations at MHE



3 Pillars of Product Operations



Pendo is a **TOOL** that requires process/practices leadership to provide user behavior and sentiment insights about our products to aid in discovery and inform decisions.



Setting up for success

Discovery



- Survey & interviews with product teams across the org
- Similar challenges across the org:
 - Access to usage data
 - Access to users/customers
 - Distrust of the data
 - Unfamiliar with Pendo

63%

Of product team members felt it was challenging to understand user behavior insights

69%

Of product team members felt it was challenging to obtain user feedback

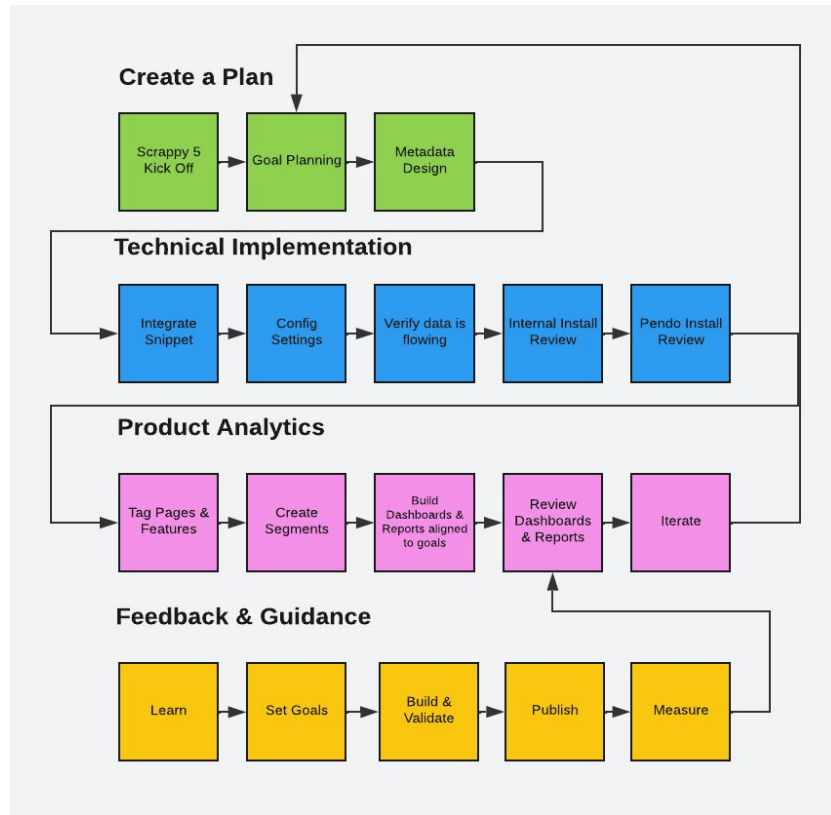
50%

Of Pendo users found it challenging to make full use of the tools

Onboarding



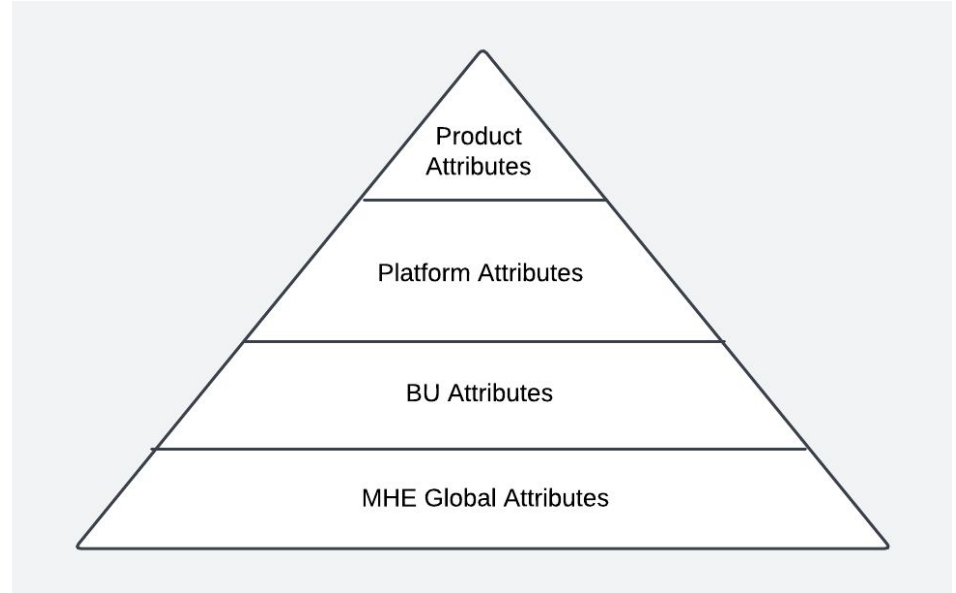
- Start with a plan
- 1-2-3 docs
- Analytics before Guides
- Iterative!



Metadata Design



- **CRITICAL ONGOING PROCESS**
- Metadata pyramid
- Metadata design sessions
- Audit process



Focus on Actionable Insights



- Avoid the DRIP
- Start with GOALS - not questions or widgets
- Wireframe dashboards with text widgets

Goal-Focused Dashboard Template

This dashboard serves as a template to MHE Product Operations' approach to dashboard design. Remember to avoid the DRIP (Data Rich Information Poor) by focusing on the goals of your product/feature. Once goals & questions are defined, it will be easier to select widgets/reports.

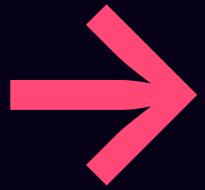
Our goal is to XXX by XXX in order to XXX

Who is the audience for this dashboard? Here is some descriptive text that might be helpful for my audience.

Links to other pertinent information can go here:
[Link 1](#) | [Link 2](#) | [Link 3](#)

What if we answer this question? Does it move us closer to our goal? Does it enable a decision that moves us towards our goal?

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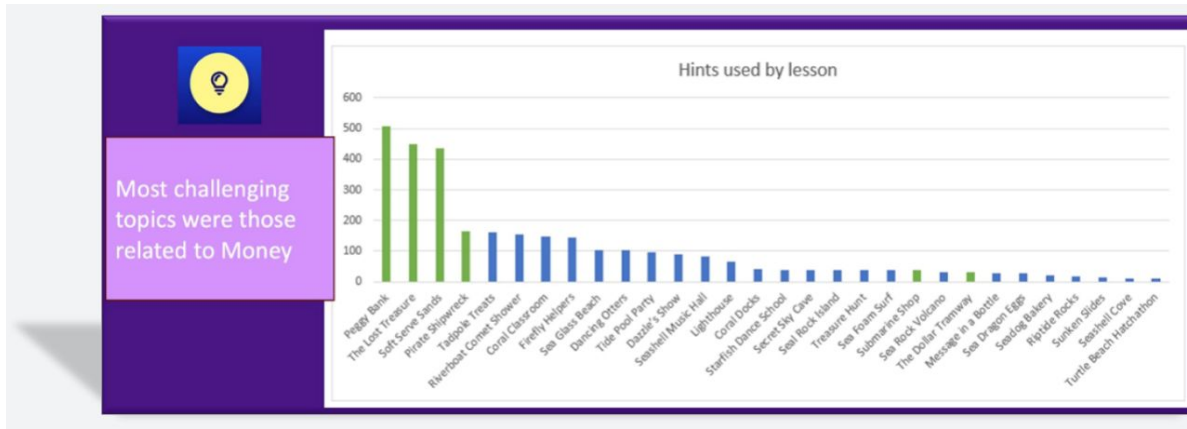


How we decide which problems to solve

Identify Challenges



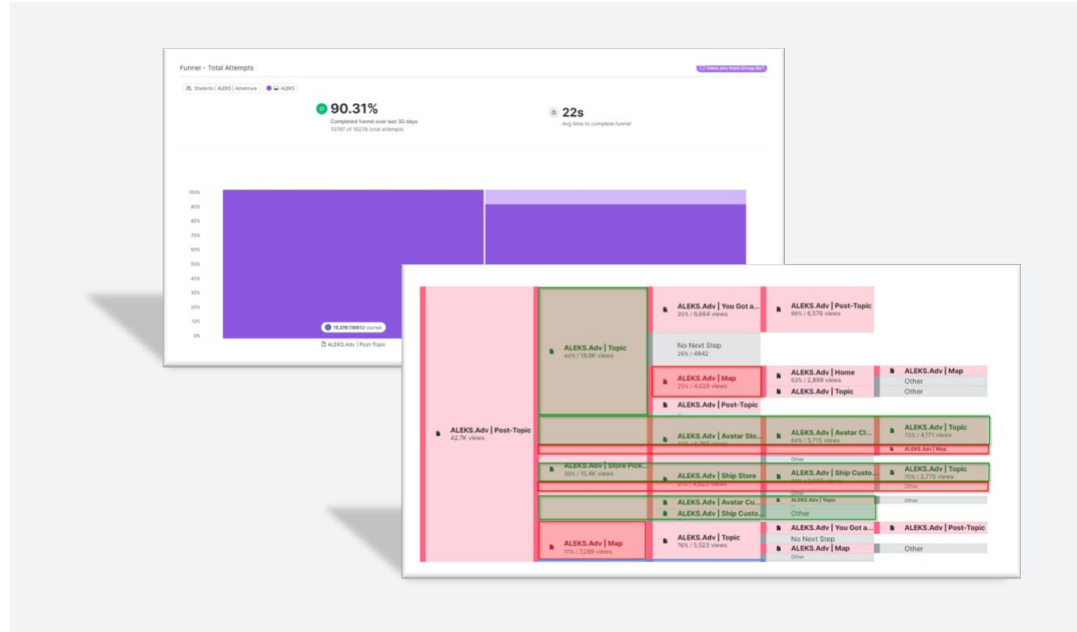
- Hint buttons exist for all lessons, allowing a student to get assistance if they are stuck on a particular concept.
- Pendo Track Events implemented to understand specific lessons and topics where the Hint button was used by students.
- Reporting quickly identified most challenging topics for students were related to money, causing us to evaluate content and questions to find the gaps.



Challenge Assumptions

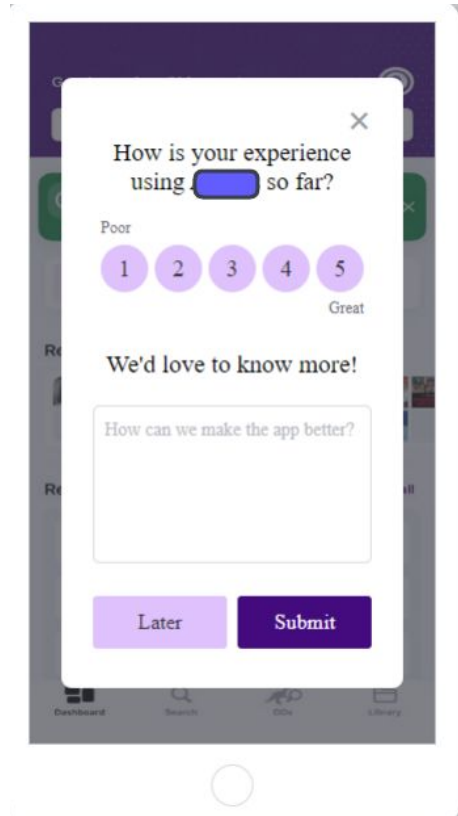
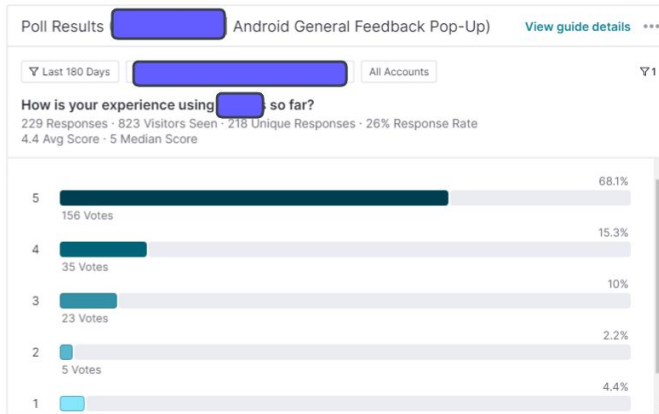
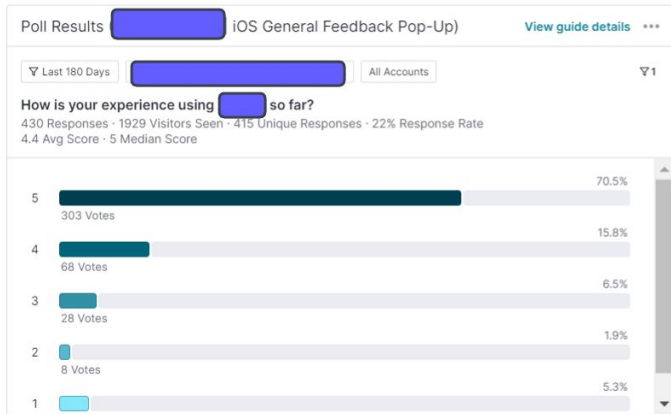


- Assumption: **Students would abandon lesson flow** after completing a single lesson due to distracting gamification components.
- The facts: **90% of action post-lesson** was to move to the next lesson.
- Reporting took TPM **25 minutes vs. an estimated 14 days** of development



Establish a Baseline

- Launched in-app guide to understand NPS and user feedback.
- Prior to Pendo, this work is estimated to have taken at least 1 month.



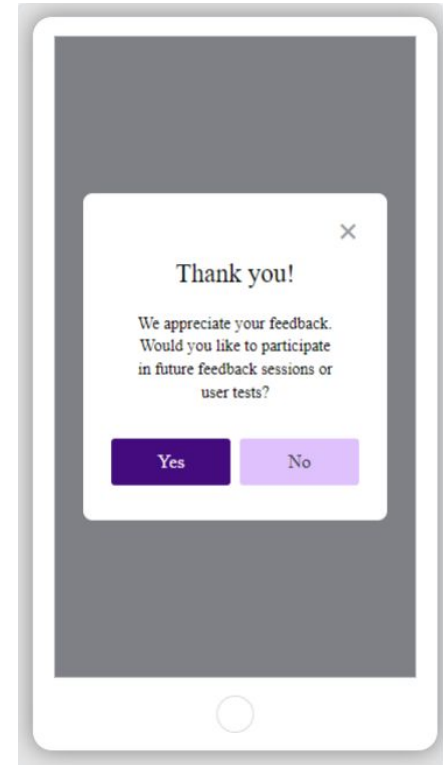
Accelerate Feedback



- Feedback incorporated into prioritization.
- Also obtained a pool of users that opted in to providing ongoing feedback.

Feedback (35)

<input type="checkbox"/>	Source	Title	Status	Linked ideas	Importance	Labels
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed		Nice to have	Bug +1
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed		Nice to have	General Comment - Po...
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed	Improve authentic...	Nice to have	Entitlement +1
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed	Web Content Not I...	Nice to have	Content Experience +1
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed		Nice to have	General Comment - Po...
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed		Nice to have	General Comment - Po...
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed		Nice to have	General Comment - Ne...
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed	End-of-chapter/re...	Nice to have	Content Experience +1
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed	Web Content Not I...	Nice to have	Content - General +1
<input type="checkbox"/>		Feedback from [redacted] And...	Reviewed	Spanish	Nice to have	Language - Spanish

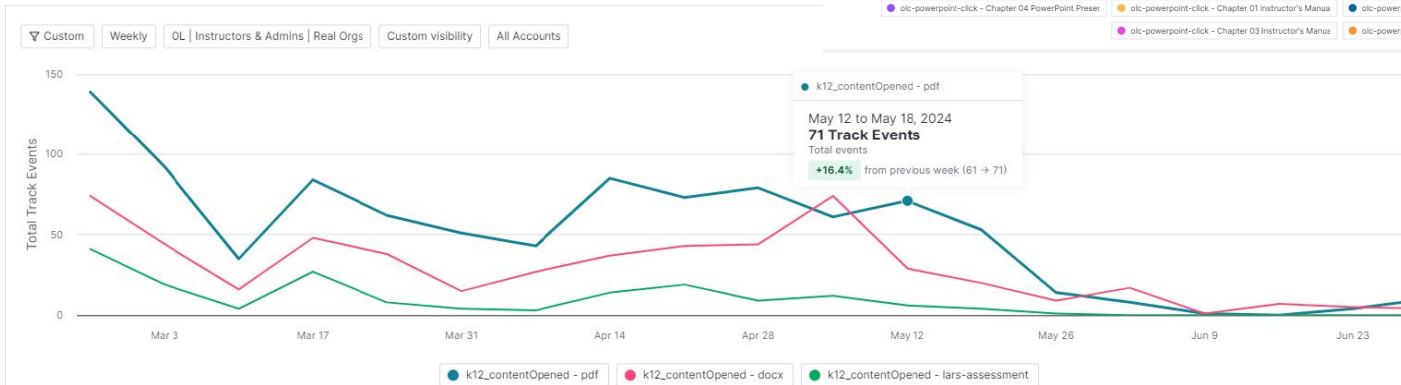
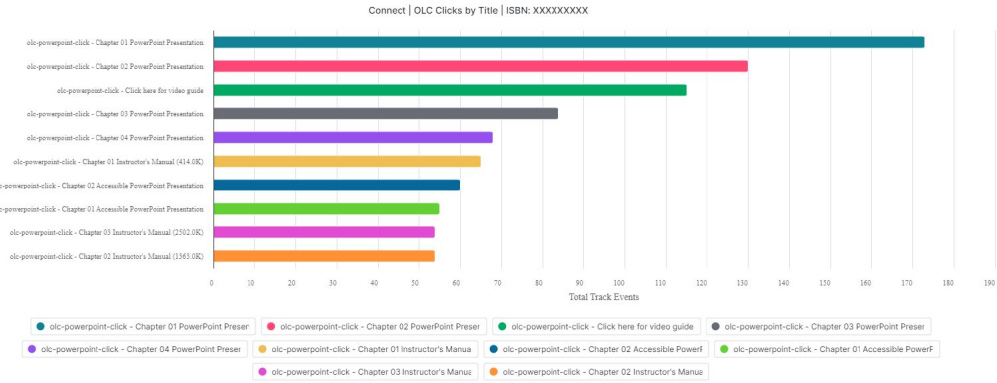


PENDOMONIUM 2024

Optimize Content Development



- Optimizes investment on content by enhancing product analytics.
- This sounds simple, but this is challenging.
- Could save \$\$\$\$\$\$ a year!!!



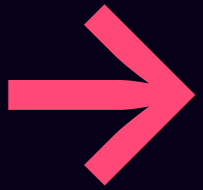


Summary

Lessons Learned



- Understand your goals & opportunities
- Treat Pendo and transformation work as you would a product you manage
- Invest in product operations - PMs shouldn't have to do it all!
- Reflect, celebrate, iterate



Q&A