

Customer Education - V2 Requirements Clarification



Date

19 Aug 2022



Participants

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- James Kong



Goals

- Clarify requirements using displayed data samples
- Data Sample location:

[grubhub_account.xlsx](#)



Discussion topics

Item	Notes
Requirements Clarification via Data Samples	<ul style="list-style-type: none">• TTV - First Study Ordered<ul style="list-style-type: none">• Grubhub Data Sample<ul style="list-style-type: none">• Course Completion - 2 courses completed by the same user at different time periods, after they had ordered a study. This is the ideal path.• Ideal Path- Number of days after a (true, paid) subscription starts, a user first orders a study, given that they have completed at least 1 course.<ul style="list-style-type: none">• Account Subscription Start Time, Course Completion Date, First Study Ordered Date - 3 key variables• Differences in individual users across 1 account should be reviewed - a count of days will not be sufficient.

- Users can create a draft. of the study, that will be the created time stamp. When it is launched out the public, that is the date ordered. Date ordered is most valuable to Gina.
- When course completion falls in previous subscription, how do we deal with this case?
 - Gina to follow-up.
- How to handle when study is ordered before course is completed?
 - Some concerns about how Docebo is tracking course completion, though building out a percentage complete may be overcomplicating dashboard.
- How to handle scenario when there is no course completion?
 - Could be In Progress, Waiting Users, etc. but is not complete.
 - If we choose not to limit to course completion date (original scope), we will need to bring in enrollment date instead.
 - Stick with completion date, per Gina.
- How to handle when course is completed but study is not ordered?
 - We should still show completion of courses, number of days.

Alternative Approach Suggested by BI

“Here would be the alternate approach: Seperate all accounts into two buckets, for example, those that completed a UTU course vs. those that did not. Or accounts that took jumpstart vs. those that did not. With this account level flag, we could easily compare metrics between the two groups such as retention and NPS. And if it’s TTV specifically we want, we could still look at a standard metric of “time to launch first test”. So we could say something like for accounts that took jumpstart, on average they launch their first test 10 days after subscription. For accounts that did not take jumpstart, on average they launch their first test 30 days after subscription.

n the above example, we would limit things to the account level. At the user level is where we introduce the nuance of all those different scenarios”



Met with

@ James Kong



Met with

@ James Kong

Deliverables

All deliverables are in user level.

1. Subscription start date
2. Subscription end date
3. Ordered Date (launched 1st study/test)
4. Course Completed date (1st course completed)
5. Take Jump Start Test (yes or no flag)
6. Sum of all courses taken per user
7. Sum of all studies/tests ordered by user within subscription period
8. Delta 1: course completed - launched a test
9. Delta 2: subscription start date - course completed date
10. Delta 3: subscription start date - ordered date