Ninety Knowledge Gap Analysis



February 4th, 2025

Objectives

- Complete a knowledge gap analysis on the Ninety platform
- Determine both large holistic knowledge gaps and granular knowledge gaps in platform
  - Specifically aimed for expansion (users outside of Founders/Integrators/C Suite)
- Recommendation for platform improvement





Approach

Three pronged approach to completing the knowledge gap analysis and recommendations:

1. Blind user testing
    a. *Group of 10 adult learners who have not been exposed to Ninety or EOS*
    b. *33-67 Years of age*
    c. *All college educated, some grad school*
    d. *Diverse industry experience including education, insurance, government, hospitality, culinary services*

2. Meetings with internal employees
    a. *New Employees*
    b. *Onboarding Specialists*

3. Comparative analysis between other software trials completed by Product Education Designer

Blind User Testing and Internal Interviews
Findings



In app Knowledge Gaps

Holistic Themes:

- How does each tool relate to me as an individual?
- What do I do when I first log in?

Identified Granular Knowledge Gaps:

- 8% Org Chart
- 8% Create button
- 12% Company Settings
- 16% Scorecard
- 20% Directory

External User Testing Results

Knowledge Gap Themes from external user testing:

- Users generally had confidence in navigating the platform, specifically calling out the ease of use of the sidebar.
- Users had difficulty identifying and manipulating KPIs within the Scorecard.
- Some commented the amount of information on the My 90 Dashboard is overwhelming.
- Some were unclear if a task was completed due to no “complete” pop-up.

Ease of Use (1-5)	Intuitiveness (1-5)	Learning curve (1-5)	Likelihood of recommendation (1-5)
3.4	3.2	3.7	3.4



Comparative Analysis

Completing a comparative software analysis provided insights into diverse learning strategies used across the SaaS industry. This helped to pinpoint specific areas for improvement within the Ninety platform.

Software Trials Complete:

- **Hubspot:** *Hubspot is an AI-powered customer platform with all the software, integrations, and resources you need to connect your marketing, sales, and customer service.*
- **CorelDRAW Standard:** *Graphic design software for enthusiasts and home businesses.*
- **Trello:** *A tool that helps users organize and track their projects with boards, lists, and cards.*

Hubspot Product Education

When first logging in, Hubspot offers a series of questions to tailor software to the user including:

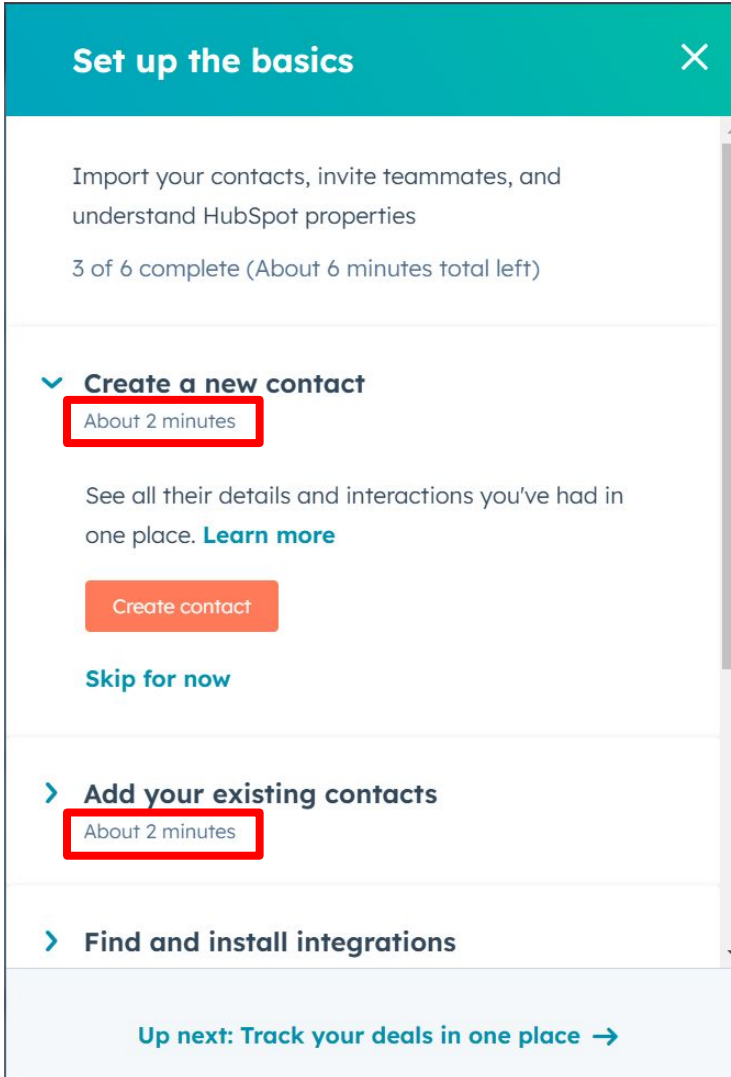
- Experience with software
- Industry
- Size of company
- Goals to accomplish

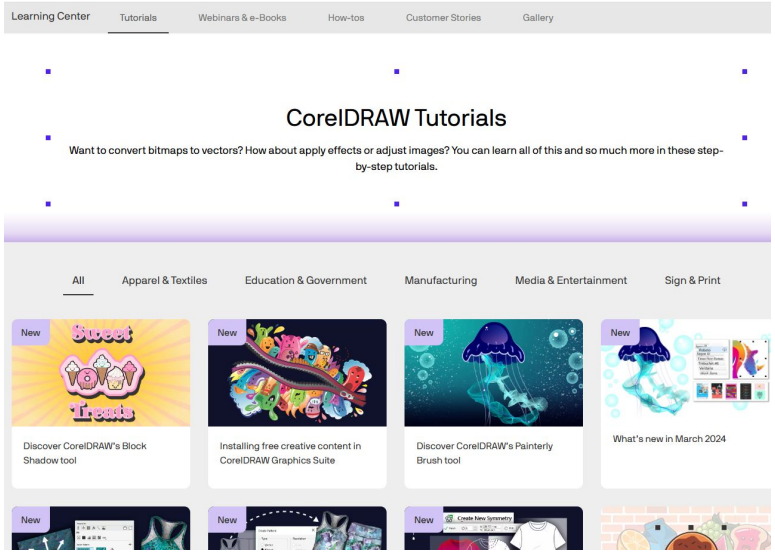
After the initial questionnaire, Hubspot further personalizes by asking what the user would like to focus on. Then hubspot offers integration.

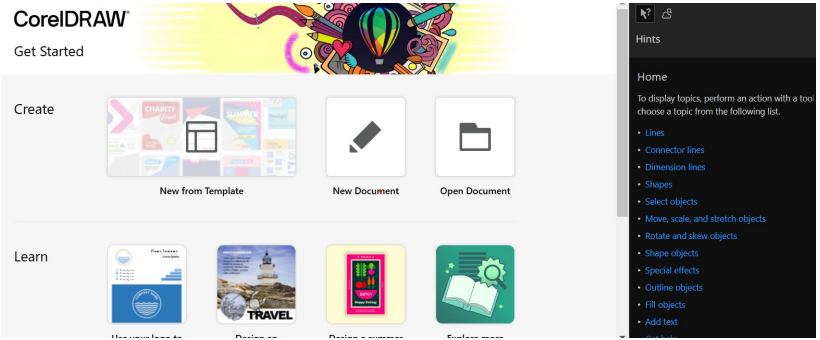
After the account is populated, an in app tutorial begins, allowing users to further customize the platform and understand the tools. Guides are recommended based on initial questions.

As a new user, Hubspot was easy to navigate and tailor to my specific needs. I appreciated the fun effects (confetti), as well as the clear instructions upon logging in. I also appreciated the time I would need to dedicate to set up each aspect of the software.

Biggest takeaway: Personalization upon account set up.







CorelDRAW Product Education

When first logging in, CorelDRAW directs you to click “Learn More” which brings you to their CorelDRAW Learning Center which houses:

- **CorelDRAW Academy**: Free Corel-certified resources for creatives of all skill levels
- **Tutorials**: In depth learning content for a variety of design topics
- **Webinars & eBooks**: Free online workshops on using tools and features
- **How-tos**: Step-by-step guides for popular design tasks

Once selecting a topic, you are brought to a library of content pertaining to the selected topic.

Once you log in, you are asked to personalize your profile for better recommendations. There is a hints section in app to help you with specific shapes, objects, and lines.

Biggest takeaway: The immediate step after creating an account is being directed to the available learning resources. There is an additional step to actually log into the account and start using the software.

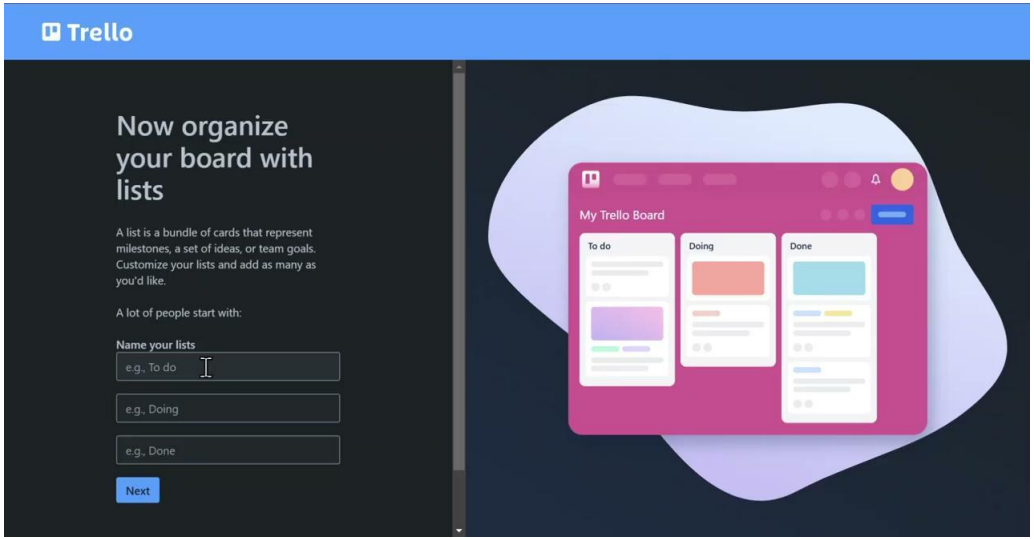
There were an overwhelming amount of resources and did not provide “just in time” training on the software.

Trello

Prior to starting a demo with Trello, the user is asked specific questions to help better understand their needs. Based on the responses, Trello suggests various templates to use to get started. **During the setup process, Trello asks you to populate your content, which is completed in real time and available once you fully log in.**

The software itself is very clean and incredibly intuitive. After the initial setup there is little direction for how to manipulate the board, however the ease of use makes in app learning experiences less necessary.

Biggest Takeaway: In app prompts translate to populated data



Knowledge Gap Analysis Themes

- Users are unsure of where to begin when first logging into Ninety
- Experience is exactly the same for all levels of employees, while use of the tool can vary drastically
- Users want in app guidance for how to best utilize the tool
- Users had trouble validating if they completed the necessary tasks given to them during user testing
- Dashboard is clunky and overwhelming to navigate



Tool Introduction Recommendations

After completing user testing, internal interviews, a comparative software analysis with other SaaS products, and researching best practices here are several recommendations to improve the Ninety app, specifically targeted at Individual Contributors:

- **Personalized User Profiles:** After the initial log-in, users should be able to identify their role within the company, which will trigger an adaptive learning path (*see below*). For Founders/SLT, this implies that the software is valuable across the organization. For Individual Contributors (ICs), this implies that the software will be tailored to meet their needs, and can potentially diffuse potential hesitations with learning a new product.

- **Adaptive Learning Paths:** Once a learner's role is identified, users can engage with a guided tutorial of the software, specifically highlighting the use cases for each tool within Ninety, based on the selected role. The user can also select to "self-educate" and experience the software without a tutorial. If the user self-educates, a message populates directing them to asynchronous resources for future use.

- **Interactive Walkthroughs:** User is guided through navigating the tools that will be the most impactful for them to interact with from the beginning based on their role: (*Can be identified later, but for example*: *ICs*: *To-Dos, Issues, Rocks, SLT*: *Vision, Insights, Org chart*). As they are guided through interacting with the tool, the tool updates with the data collected.

- **Real-time Feedback:** After the initial completion of a To-Do, Issue, KPI, etc, users are provided feedback confirming that the intended action has been completed and guidance on how to view it.

Tool Integration Recommendations

- **Hover States:** Provide quick, contextual information about various elements within Ninety. Will allow users to understand specific features without interrupting their workflow.
    - *Example: When hovering over To-Dos, short description of tool and use populates.*

- **Community Learning:** Use forums, discussion boards, or post opportunities to share learning opportunities from other users within similar roles/industries.

- **In app nano-learning:** This is being recommended based on the amount of views in app nano learning accumulates as opposed to Onboarding/Resources pages. This can be immediately implemented.



Resources:

- How to Maximize e-learning outcomes with the magic of interactive video
- 6 Research-Based tips for Adaptive Learning Software
- Maximizing Adult Learner Engagement in Online Environments
- How an LMS Can Help you Implement Adult Learning Theory