



# AIRDECK CASE STUDY

How a B2B SaaS company saved time on product planning and prioritization through an initial UX Audit review and ongoing product support

## OVERVIEW

AirDeck came to us in March of 2022 as an early-stage, high-growth startup looking for expert insights into the user-friendliness of their SaaS product. We started with a UX and product strategy audit to help their leadership and product team align on what's working, opportunities for quick UX wins, and overall product strategy for their path forward to scaling their business and creating a best-in-class product user experience. After our initial UX and product strategy audit, our relationship evolved into ongoing product strategy, product management, and UX/UI design support flexing to fit their monthly needs. Scenic West's expertise in B2B SaaS products has helped AirDeck save time on product planning and prioritization.

## THE CHALLENGE

AirDeck was looking for external expertise and a fresh perspective on where they could improve their user onboarding and overall product usability. They felt they were too close to the product themselves and wondered if their approach to key user flows, including content creation, collaboration, sharing, and reporting added up to a holistic easy-to-use, and engaging product experience. They were eager to improve these areas to support sales goals, scale user onboarding, and reduce customer support costs.

## THE SOLUTION

We helped AirDeck level up their user onboarding experience and empowered their very talented team to deliver results by:

- Conducting a UX and product strategy audit review that identified quick-win usability enhancements, growth-minded product opportunities, and other areas of improvement to help scale their business.
- Building on UX audit findings led work to design an updated user onboarding flow and other in-app user help and guidance then implemented using their pre-existing tool, Userpilot.
- Providing ongoing Product and UX Strategy guidance for their in-house team
- Serving as an embedded Agile Product Owner while their team shifted and evolved, using the opportunity to establish Agile best practices the in-house team could carry forward.

After seeing the initial UX audit results, it was clear the SW team had a great understanding of the product UI/UX and provided in-depth knowledge of the B2B SaaS product strategy. It was a no-brainer to expand our relationship with ongoing product strategy and product management from the team. We've saved so much time in our product planning and prioritization of tasks because of Scenic West and can focus on the long-term vision of the product with more clarity.



**Jack Phan**

Chief Marketing Officer, **AirDeck**

## THE OUTCOME

Over a six-month period, our Agile Product Managers and UX/UI Designers blended with the AirDeck team to provide ongoing B2B SaaS product and UX strategy expertise and augment their in-house team on a variety of special projects. We helped them make the most of UserPilot for onboarding and user support, implement usability quick wins for deck creation and sharing and provided UX/UI strategy support for dashboard reporting and their design system refresh. We also provided embedded part-time Agile Product Owner support to keep product design and development work moving smoothly and free up the internal team to work on other strategic initiatives during a staffing transition.