

# User Research Findings

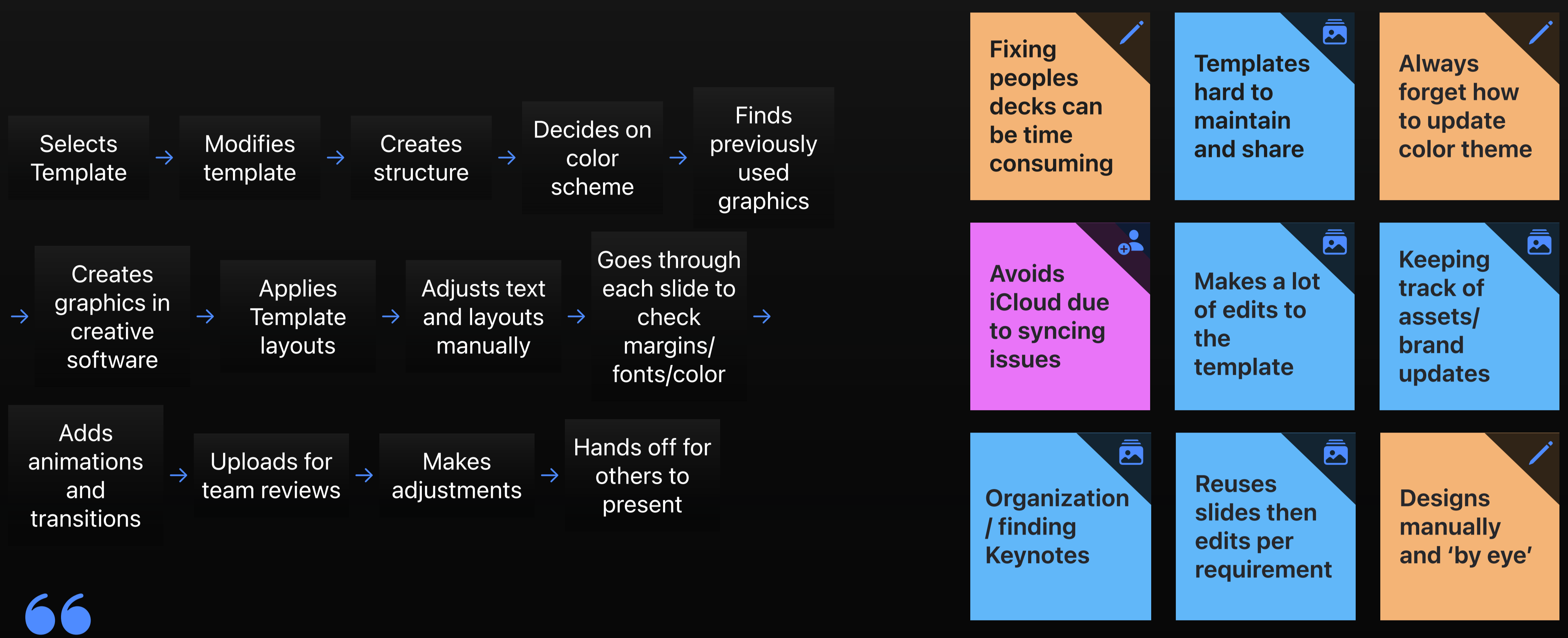
## Participants

Participants were selected based on Screener Questions, resulting in a mix of designers, managers and individual contributor (technical) roles. Personal/Company information redacted for privacy purposes.

Lauren K: [Product Tech](#), Alysha B: [Sass Tech](#), Michael A: [Product Tech](#), Steve P: [Tech Startup](#), Missy C: [Product Tech](#), Crystal L: [Product Tech](#)

## Synthesis

### Medium/High Design Confidence | Advanced/Expert Keynote User

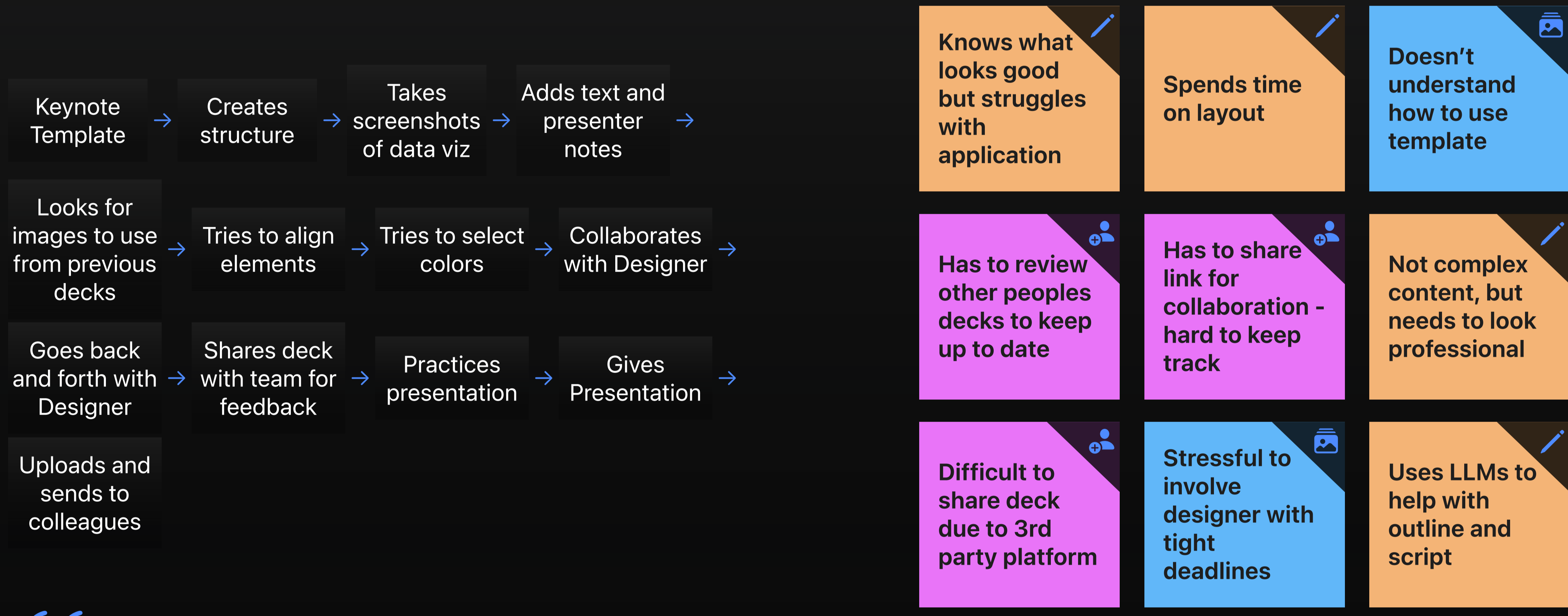


It did take me a bit to get used to Keynote. The interface is very simple, so you have to dig around for all the options

I have a Keynote that has all the images and slides we use a lot. I just copy/paste them into whatever new deck I have to make.

- High Quality
- High Volume
- High Volume
- Brand Focused
- Passionate
- Design Focused

### Low/Medium Design Confidence | Intermediate Keynote User

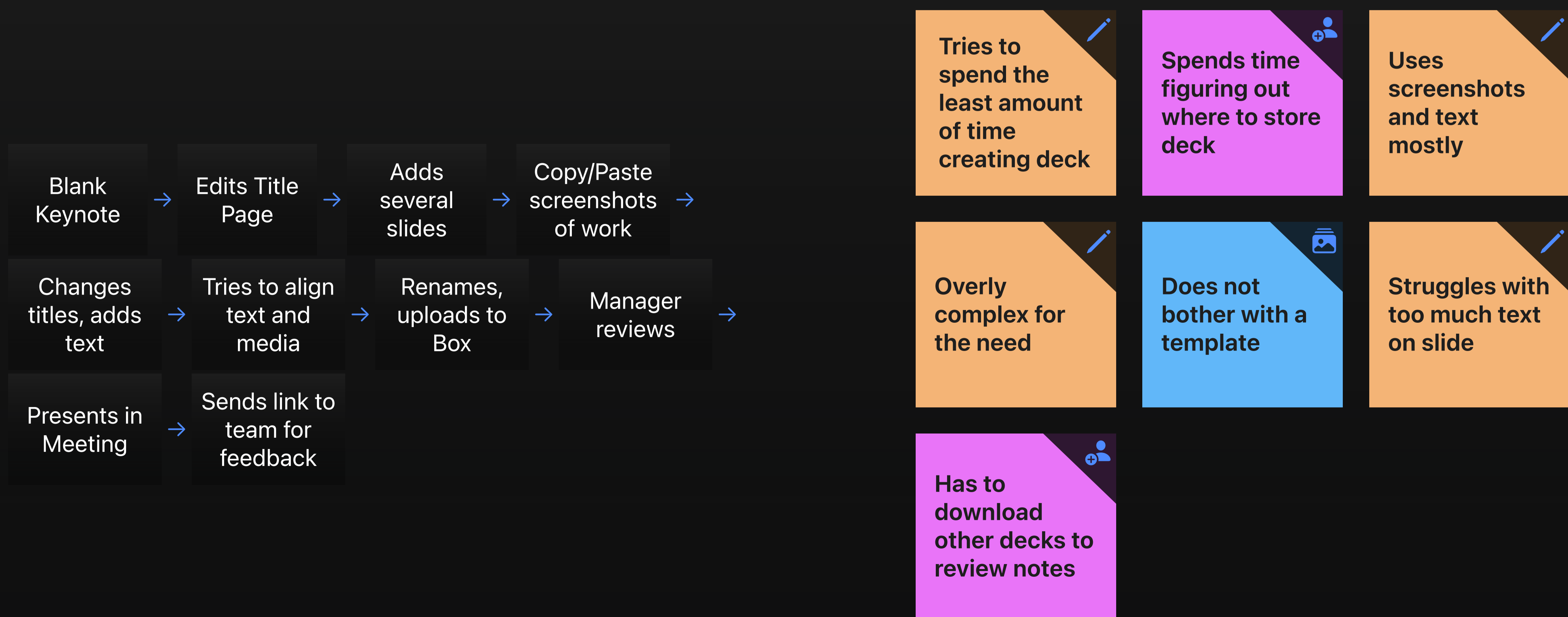


I sometimes am embarrassed asking our designer to fix my deck for a presentation

I spend way too much time tinkering with slides and they still don't look great

- High Quality
- Low Volume
- Other Responsibilities
- Content Expertise
- Sharing Information

### Low Design Confidence | Novice Keynote User



I really hate creating decks. I'm not good at it but it is expected. It's how we communicate around here.

Sometimes I think my team doesn't take my work seriously because of the way my deck looks

- Low Quality
- High Volume
- Other Responsibilities
- Feedback Focused
- Uninterested