

Seamless Nav for our 50k'th Enterprise Product Manager User

Objective

Make Amplitude 3.0's nav hierarchy more pragmatic and aligned with the needs of the 50k'th enterprise PM¹.

Context

Today's in-product navigation is non-strategic, and confusing to end-users for two reasons:

1. **18 months of one-off feature development since 2.0 has left us with lots of loose ends.** Since the previous overhaul during 2.0, lots of one-off features have been added without holistic consideration for the user experience. With the Amplitude 3.0 nav overhaul project, we have the opportunity to return to those one-offs and design them more seamlessly and holistically into the platform.
2. **Our target customers are now much bigger.** Our market has shifted significantly since 2.0: we are now squarely focused on the enterprise. The enterprise end-user has different needs from a product analytics tool than the SMB customer -- push consumption, leveraging co-worker tribal knowledge, role specialization, etc. The 3.0 nav will need to adjust accordingly.

Common JTBD candidates for improvement include:

JTBD	Novice task	Power user task
Find relevant content to my team	How is your team's new share button performing?	You're doing a weekly product KPI review for your team. How would you do it in Amplitude?
Consume a notification	My analyst / PM created a new chart related to my work - where do i find it?	An anomaly has been detected on a chart I'm monitoring. A user invite needs approval. A comment has been added to my dashboard.
Create new chart	I know my team just launched a new feature and nobody's done an analysis on it yet - I'd like to look up how many people are using it	The team launched a new feature yesterday and I need to build a funnel to see what kind of conversion it has

See [nav jobs sheet](#) for a further breakdown of the top-level jobs to be done and current vs ideal discoverability.

Metrics

This will be a data-validated, rather than a data-led project.

- Top-level check-metrics will be new user 1-week retention (new novices), and 4+ week WoW retention (existing power users), to account for the two personas we are focused on.
- Input metrics will include beta feedback and opt-out rate
- Check metrics will be every job-to-be-done before and after the nav overhaul.

Scoping

- **No new functionality will be built as part of the nav overhaul.** Rearrange existing functionality.
- **We will optimize for 50k'th product development team member, not yesterday's power user.** This means that we expect pushback from existing power users when we change certain flows they're used to, and will look to data for validation, and product strategy for inspiration.
- **V1 of Q2H2 output designs to be beta developable in 6 weeks by one person.** While we expect the full overhaul to involve significantly more work than this, the output designs will need to be scoped down to allow end-user testing (at the cost of initial user experience).
- **Design systems updates are separate.** We are not going to roll the design systems effort into the nav overhaul - that is separate. The 6 week output will leverage whatever we have in the new design system but won't add to it.

¹ For context, "50k'th Enterprise PM" is an effort to reimagine the product for the future needs of this segment