

RFC 692: Improving the display of value throughout the product

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Status: WIP

Decider:

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Approvers (please review by EOD YYYY-MM-DD):

Approvals:

Team

Summary

Currently, the [admin settings page](#) only displays usage data on the number of users and the page views, search queries and code intel actions performed on the instance. Additionally, each product segment and individual entity (for example: Notebooks as a whole, and each individual notebook) creates significant value to not only admins, but each individual user of the product.

We would like to explore updating the product to continuously present the value of our more recent features and the entities created within them to all users.

Background

Value Realization is a crucial aspect of our customer's journey, and of our ongoing value story for our customers. To be able to easily and quickly view the value that you, as a customer, are receiving (or not receiving) for the money that you have spent on a solution, is a differentiator, and a way to keep customers engaged with the platform. It impacts renewals, expand deals, NPS, and overall customer success. Sourcegraph GTM teams can also be sure to engage and work with any customers who are not showing value when looking at these metrics to rectify the issue(s), and get customers back to receiving value.

Problems

We often see our internal customer champions attempt to value our features to justify the purchase or continued use, or even to bring more value to their teams and organizations. In addition, new customers often ask about KPIs and other metrics to measure Sourcegraph's impact to a team or organization.

For example:

- Amex and Carrier are both attempting to quantify the value of code reuse and are [requesting ways to report on code reuse via Sourcegraph](#)
- Booking.com specifically requested metrics for each product section [be displayed on the admin stats page](#)
- The Batch Changes team observed our champion at Indeed attempt to count the number of merged changesets on the homepage to determine value to the company. Requiring the customer to quantify value is time-consuming, lossy, and requires that the user purposefully inquires as to the value the tool provides.

OPEN	malo / docker-compose-debug-entypoint created about 1 month ago Modify docker-compose.yaml files to add the --debug argument to services.e...	 12	 0 closed	 12
OPEN	christine / pin-docker-images-22 created about 2 months ago Pin Docker images using the :latest tag to a specific image digest.	 6 open	 0 closed	 3

These two changes have helped merge 15 changes and there 18 remaining to be merged. That's a clear measure of value, but how do we help users see the total lifetime of this feature's value?

- AEs are requesting this as part of their “asks of the business” in QBRs
 - Ex. “Better Sourcegraph UI / Admin dashboard:
 - We highlight the Google stat of devs log in 12.8x a day but we don't surface this in our own platform
 - No way to understand if our customers are logging in 4 times across 3 weeks or 4 times in across 3 hours.
 - Need to tell a better ROI story via the metrics we surface for our customers. “

What metrics display our value?

- Work done in terms of:
 - items created (Notebooks, Insights, Batch changes, etc)
 - searches run
 - Avg. search time (ms)
- Times viewed

- The times an asset created by a user is viewed provides value to both the creator and the consumers. The creator who sees view counts go up knows they have shared valuable information with the organization. Consumers who see the number of times an entity is viewed get a sense of the value that object has created.
- Times shared

How should these points of value be displayed?

This would be up for teams to decide, as they know their metrics best, but it would be helpful if code graph designers collaborated on how to display metrics that are similar across features to ensure a consistent experience.

Potential solutions:

- The usage metrics section of the admin settings page is altered to add dashboards for each main feature.
- Each product feature displays its associated metrics alongside the entities or entity it relates to
- A calculator of some type helps admins calculate time saved

Proposal

Product teams work with the value engineering team to determine metrics suitable for users and design them into each feature.

Metrics to be tracked (TBD)

- Search
 - Essential:
 - Number of searches
 - Searches by type (diff, commit, structural, regex)
 - Files viewed
 - Searches shared
 - Potential:
 - Copy/paste (code re-use)
 - New and returning users, how often do devs use the search in my org?
 - Top n searched queries, what are the most common search queries?
 - Top n searched repos.
 - Top n searched languages.
- Code monitors
 - Essential:

- Number of monitors created
 - Number of monitors triggered
 - Potential:
 - Top 5 triggered monitors.
- Notebooks
 - Essential
 - Number of notebooks created
 - Number of notebook views
 - Blocks run
 - Potential:
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 - Notebooks by view count
 - Notebook shares
 - Most searched for notebook terms
- Code Insights
 - Essential:
 - Number of Insights
 - Number of dashboards
 - Number of users viewing a dashboard per day / per month
 - Number of users viewing an insight per day / per month (for now, only from a single page view, not possible to say which insight they are viewing on the dashboard)
 - Number of datapoint clicks and hovers (total and per insight)
 - Insight titles and creator usernames
 - Ideal: include the series labels per insight as well (or at least the count, so you know how many series there are)
 - Potential:
 - Number of users interacting with the insight (hover, toggle, filter, etc.)
 - Templates used to create insights (popularity)
 - Insights by type - track, detect & track and map - it's important to track popularity of each type
- Batch changes
 - Essential ones:
 - Total Changesets Merged
 - Total Changesets Created
 - Potential: (These are not optimized for consumption)
 - Total Number of files affected
 - Avg Number of files affected per BC
 - Total Lines of Code changed + created + deleted
 - Avg LOC changed + created + delete per BC
- Extensions
 - Essential:
 - Total users with integrations connected (inclusive of Browser and IDE)
 - Total searches performed via IDE integrations

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- Code intel
 - Essential:
 - Find references
 - Go to definitions
 - Potential:
 - Implementations

The admin usage pages are updated to display the aggregate value generated each feature.

Joel Kwartler some quick tactical thoughts:

1. I think it makes sense for the admin experience team to “own” the implementation and design of this section, so they can be domain experts in the needs + unify the design properly
 - a. Within that, it should be easy/lightweight enough for PMs/Designers/Engineers to provide the team what metrics they should display for each feature
 - b. (This might already be decided/be obvious?)
 - c. Rob Rhyne I think you are aware now, but for others: the resources do not exist on the admin team to complete this task.
2. For low hanging fruit – most product areas collect pings, and these are already stored on the instance. We could v1 just find a way to expose a subset of those?
 - a. Right now, some AE/CEs send a looker pdf to certain customers’ admins every week as a workaround
 - b. Rob Rhyne this is basically the plan.
3. For long-term priorities it would be good if we perhaps unify the visualization UI with the code insights UI (visx library) so we can:
 - a. Lower the design debt here
 - b. Eventually enable “sourcegraph usage stats” as an insight type, perhaps (which, by extension, might make them soon embeddable in notebooks, etc.)
 - c. Note this can’t be the *only* place they are available (what if they haven’t purchased insights; we also don’t want people to mistakenly assume insights is primarily about sourcegraph usage and not code itself)
 - d. Rob Rhyne good call.

Definition of success

One or more product areas have identified and implemented the display of metrics that help users and decision-makers continuously understand the value of our features.

Value metrics are cited in revenue discussions with customers who are renewing and evaluating the problem.

2022-08-06 Rob Rhyne Dudley Nostrand Anna Bergevin

V2:

- Rob Rhyne we can get started with an MVP on the most basic data points
- Anna Bergevin Growth team was thinking about advanced user analytics. How can we help admins learn how to onboard and activate users.
 - ISSUE: We don't have user level data. We'll likely hit that issue.
 - Dudley Nostrand
 - 3 months before renewal we find out only 70% of their license is consumed
 - We have people using it, but I can't tell if they are getting value out of it
 - All of the value you might get is calculated against the number of licenses sold
 - We don't have a great story here
 - We need to help them understand what a fully utilized allotment looks like
- Anna Bergevin are you telling individual developer success stories?
 - Dudley Nostrand we find traction with developer time saved
 - Power = 60 minutes a day
 - Regular = 20 minutes a day
- Rob Rhyne we need to look at the success stories about where value is realized
 - Mercado Libre survey. 800 of 10000 devs. Broken down by power users, ICs, etc.
- Anna Bergevin do our admins know who our power users are?
 - Early in the cycle, if we are trying to help get better license utilization with a category defining product, training is syntax and filter usage
 - Dudley Nostrand look how quickly this team went to micro services, how much time they saved with a batch change... "we should do that too".
 - Can be branches off value
- Start with
 - Admin statistics MVP
 - Design
 - Content gaps
 - Launch on K8s get feedback
 - Equate features and the instance to time saved per developer metric?
 - Dudley Nostrand on an admin page at a low data level is valuable for the admin to validate that we are saving people's time

- The part that worries me is this getting more airtime than that
 - It does not differentiate us from every other dev tool
 - Worry that anyone higher than a manager might not put too much value on this.
 - Anna Bergevin a false sense of precision would be bad
 - New metric like DPS - developer productivity score
 - Ask if it saves them time. Would be more believable.
 - Rob Rhyne I've seen customers do this math in front of me. We can enable it by: creating calculator and allow users to enter the amount of time saved for feature and dollar per developer hour.
 - Insights value?
 - Anna Bergevin Time saved in monitor a transition for an EM
 - Depends on how the org works
- On page feedback
- Anna to do research the entire time on v1
- Anna Bergevin growth team workstreams
 - Wrapping up registration
 - State of event logs
 - Libraries on how they would build it
 - Rob Rhyne to sync with the team this week.
 - Ryan Phillips to answer any questions they have
 - Anna is meeting with Lauren Anderson from analytics to stay in sync with what is being presented by AE/CE
 - Anna Bergevin if we present a new concept and we're not aligned with AE/CE we'll get in trouble.
 - Dudley Nostrand does a value renewal discussion with each customer before the renewal. This started from those conversations. Every renewal this year is going this way.
 - 19 or 20 renewals already
 - Dudley Nostrand to provide access to this data
 - Rob Rhyne to start designing / prototyping and will have something for the engineers and Anna and Dudley soon.