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(PRODUCT EXPERIENCE)

/improving ai assistant outcomes

Used conversation evidence, product analytics, and customer feedback to improve assistant behavior and prioritize product work.

STATUS	SCOPE	YEAR
Product experience	Discovery, analytics, PRDs, prioritization, experimentation, and GTM collaboration	2025 – Present

1,500+

conversations analyzed

50+

ad variants supported

AI

assistant and growth workflows

(01)

/the opportunity.

AI assistant quality appears in the conversations that succeed, stall, or fall back. The team needed a clearer way to turn those signals into decisions across assistant behavior, onboarding, and proactive experiences.

(02)

/my approach.

- Reviewed 1,500+ conversations and grouped failure patterns, unmet intent, and points where context broke down.
- Combined qualitative findings with Mixpanel analysis and support feedback to shape priorities, PRDs, and sprint planning.
- Worked with product and engineering partners on context-aware behavior, fallback reduction, onboarding, and proactive experiences.
- Supported AI workflows that generated 50+ ad creative variants plus paid search and content experiments.

(03)

/what changed.

The work contributed to better successful-user outcomes and lower fallback behavior. No exact percentage is stated because the available evidence does not provide a reliable baseline or attribution model.

(04)

/what i learned.

Conversation analysis becomes useful when it changes a backlog, an experiment, or a product rule. Connecting a pattern to an owner and a decision is what turns research activity into product work.