



Garth Braithwaite

Market Feasibility

The Customer

Garth Braithwaite is the founding engineer of Adobe, Inc's design system, Spectrum, and has been working on scaling it from its beginning to its current state, which spans the entire organization. He is married to Jamie. Jamie Braithwaite has been building an investment education company's operations and marketing teams. Jamie and Garth have educational backgrounds in teaching, a history of teaching technology courses together, and experience working together to build design and engineering communities.

The Situation

At every tech company, application engineers are asked to do more with minimal resources. At the same time, they face increasing requirements around accessibility, user experience, internationalization, and consistency with other projects and products at their companies. In most cases, a well-established design system would provide these design and engineering teams with all the necessary tools to achieve these goals efficiently. However, design systems are still so new that companies are left to figure out how to develop their design systems from scratch. Some learning resources are available for building design systems but lack depth and are aimed primarily at designers.

The Solution

Design Systems Engineer solves these problems by offering a series of learning materials designed to help new design systems teams structure successful solutions built on proven methods and best practices to increase adoption and reduce inefficiencies in an organization. To open this company, RBDC interns, conducted intensive research and investigation in order to conclude what would be the best way to acquire clients and have a significant revenue.



Plan of Action

The student team assessed the community in a variety of ways:

Market Research

- Compiled data of direct competitors, evaluating important factors such as better CTAs, hashtags, etc.
- We clarify competitors' marketing strategies and the SWOT analysis of each competitor.

Customer's Survey

- Selected questions together with Garth and Jamie to better analyze customer preference and have more efficiency when opening the company.
- Asked 17 questions spanning topics such as best teaching format, favorite platform, main consumer challenges and among other aspects.

Revenue Analysis

- Analyzed where the most revenue from paid content comes from.
- Collected the compensation paid to speakers at face-to-face and online events.



Final Deliverable

After intense analysis and investigation, of the market, competitors, and consumers, we gathered all the data from our research in a spreadsheet.



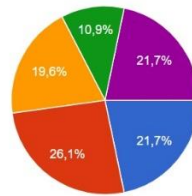
Market Research

Initially, we started our market research by intensively investigating competitors. Interesting data was collected such as SWOT analysis, price and types of products and service provided and among other important aspects. Then, we analyzed and researched in depth the customer reviews of each direct competitor, thus making us understand the weaknesses and strengths of each competitor. Through this research we were also able to understand the level of each customer, the age, and the size of the company they work for.

Survey Analysis

One of the most important aspects that was very well thought out and discussed was about the survey we did through Google Forms. Through intense study and dedication, we gathered questions that Garth and Jamie considered extremely important and compiled them into 17 questions in this Survey. It was found that consumers prefer videos to learn about design system, that most of those who filled out the survey are between 1-5 and many other points were clarified.

How many years of Design Systems experience do you have?
46 responses

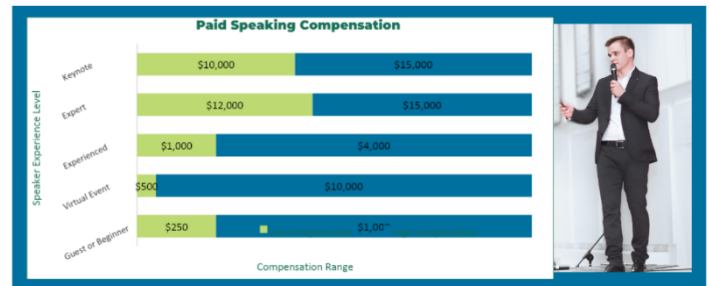


- 1-2 Years
- 2-5 years
- 5-10 years
- More than 10 years
- None or less than 1 year

Revenue Analysis

Finally, something that cannot be left out is revenue. Our team looked at two aspects that were very important to Garth and Jamie: the first, is Generate Revenue from Free Content and the second is Conferences and Online Events paid speaking compensation. Our research indicates that 100% of the free online content we viewed directed viewers back to their webpage, which offered paid service such as a: Subscription that averages about \$30 per month, as well as classes, and a variety of other services & products. Email Campaigns are also a prime revenue generator that continues to grow: A Global Industry Analytics recently projected email marketing to generate about 18 billion dollars by 2027. Thus, making it a good choice to promote paid services. Now digging a little deeper into Conferences and Online Events paid speaking compensation, there are two drivers for determining the level of speaker compensation: Experience and Expertise. Overall free content is the promotion source for paid content and brand awareness with Web pages being the central landing point to engage customers and sell services.

Conferences and Online Events



Free Video Content linked to Potential Revenue Source

