



# ThoughtExchange

## Results & Reporting

[Watch Demo Results](#)

[Watch Demo Reporting](#)

# ThoughtExchange

ThoughtExchange is a community driven feedback and survey tool. It is a cloud-based, AI-powered engagement platform built to help leaders gather meaningful, open-ended feedback at scale — and actually do something with it. Unlike traditional one-way surveys, it enables dynamic participation — inviting participants to share ideas, rate each other's input, and surface what matters most through collective intelligence.



## Leader Experience Results and Reporting Features

I worked on a continuous improvements project for the end results of surveys so that leaders can better analyze data and feedback from their participants. There was also a major initiative to improve generating, exporting and sharing results to their participants.

# Current Results and Reporting Problems

A critical moment in the workflow at ThoughtExchange happens after participants contribute feedback: *analyzing the results, reporting and closing the loop*.

Leaders needed a way to review participation insights, understand key themes, and share outcomes with their communities. This stage of the experience is where feedback becomes actionable — helping leaders make informed decisions and communicate transparently with participants.

The platform's existing results experience was limited. They had access to only a small set of statistics and highlights, which made it difficult to fully analyze Exchange outcomes.

More importantly, leaders had no simple way to generate (export) reports or share results with participants or export reports for broader distribution.

As a result, many customers were using ThoughtExchange to collect feedback, but turning to third-party tools like Panorama to analyze and present results — breaking the end-to-end experience the platform aimed to provide.



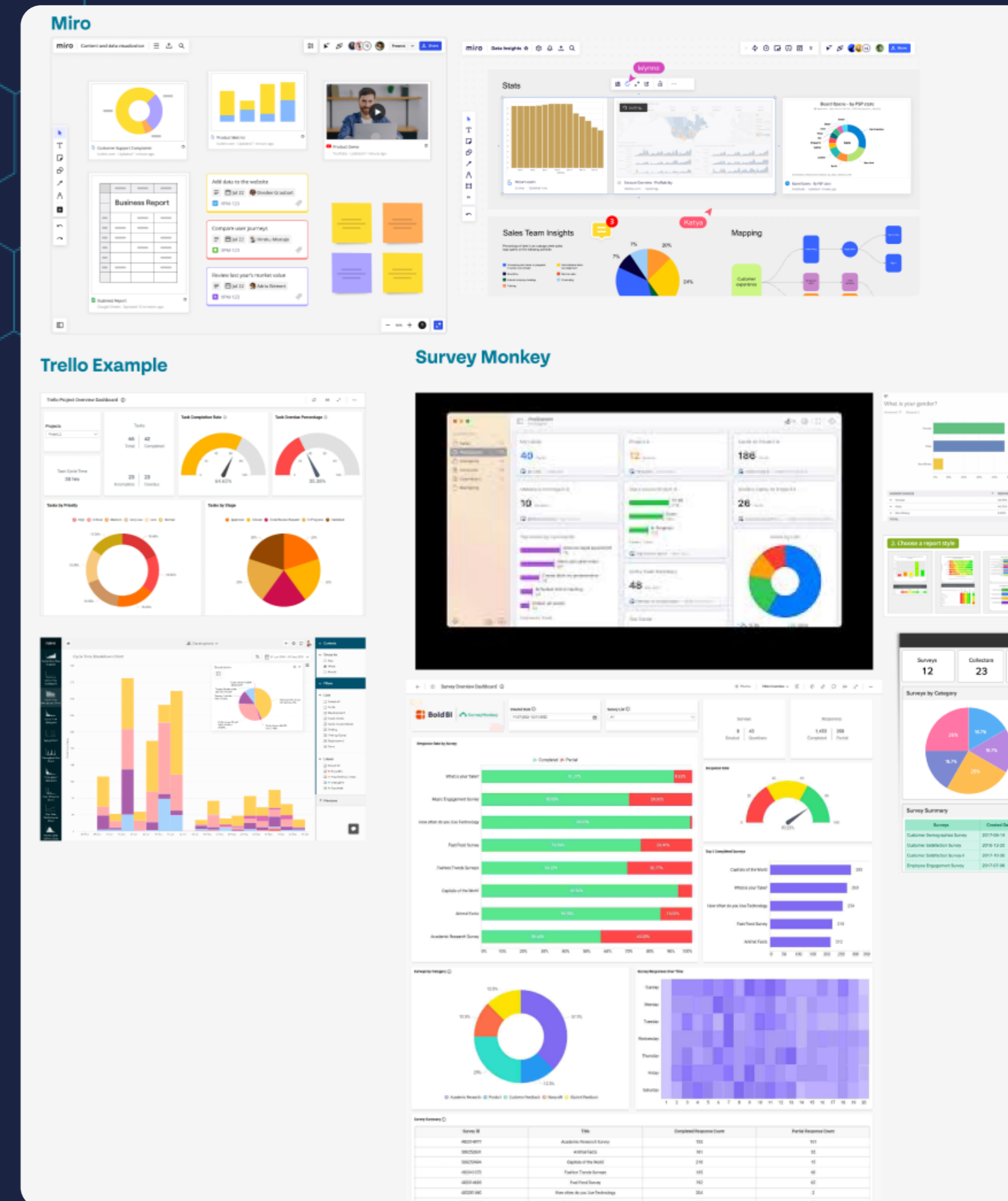
# What I Did

## 1. Collaboration & Product Planning

I partnered closely with Product Managers to understand how results functionality would be rolled out over time. This helped prioritize which analytics and visualizations would deliver the most immediate value for leaders - and address the needs for the final stage of reporting, exporting, generating results and sharing with participants.

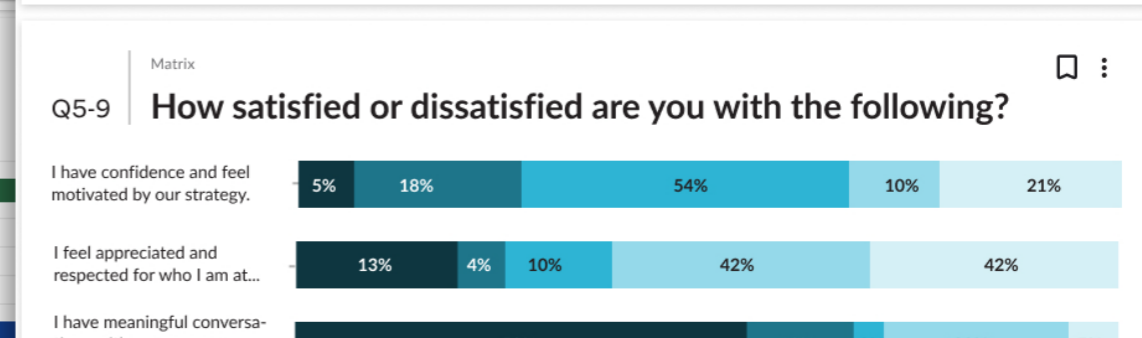
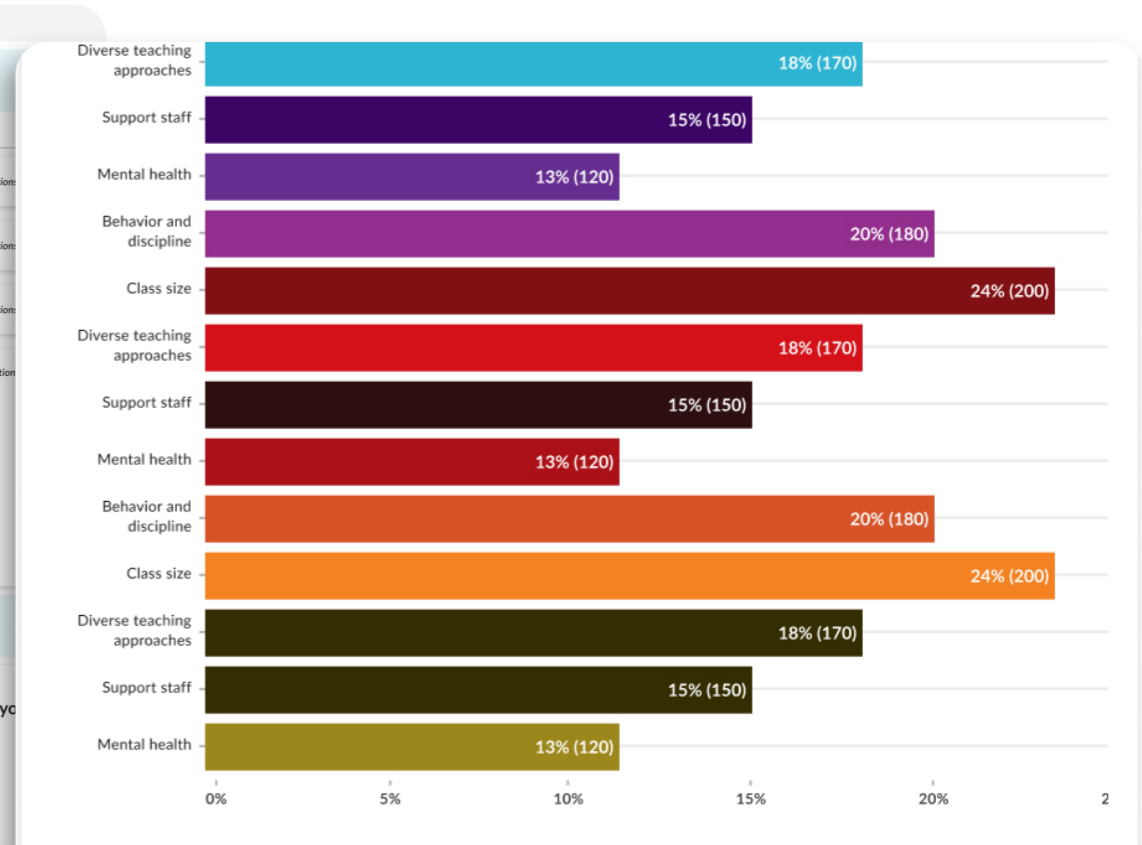
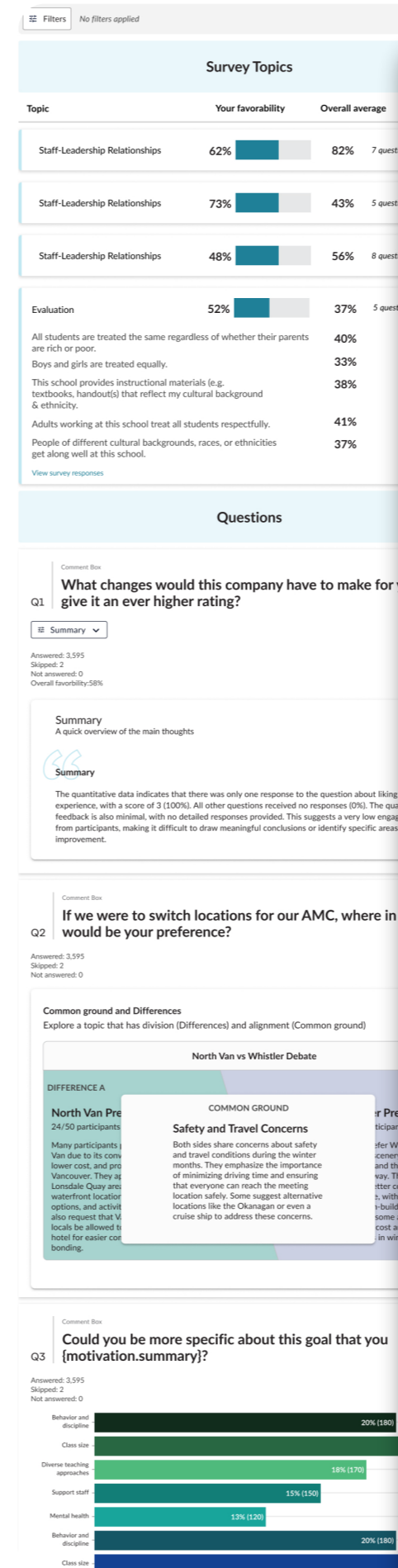
## 2. Research & Competitive Analysis

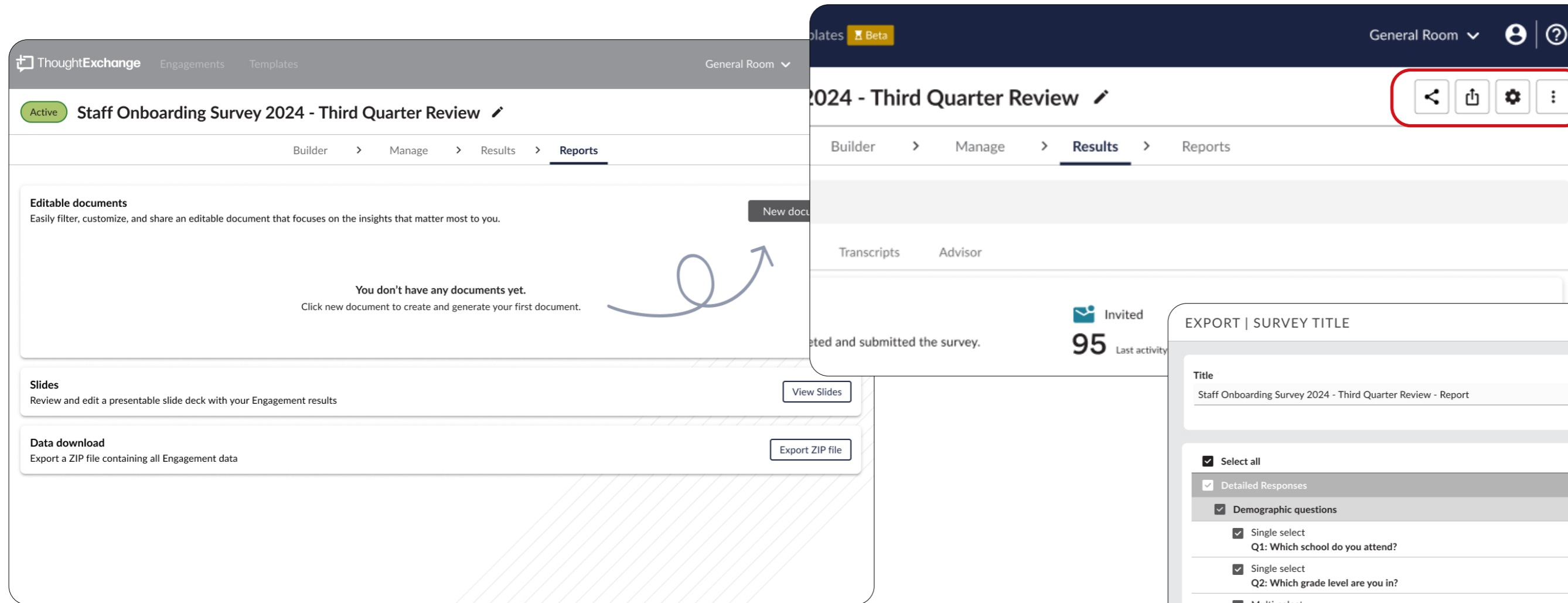
Before designing the interface, I analyzed how competing platforms presented survey results, dashboards, and reporting tools. This helped identify patterns for data clarity, hierarchy, and export functionality. There was an obvious and clear need for as much customization as possible when exporting results.



### 3. Designing & Validation

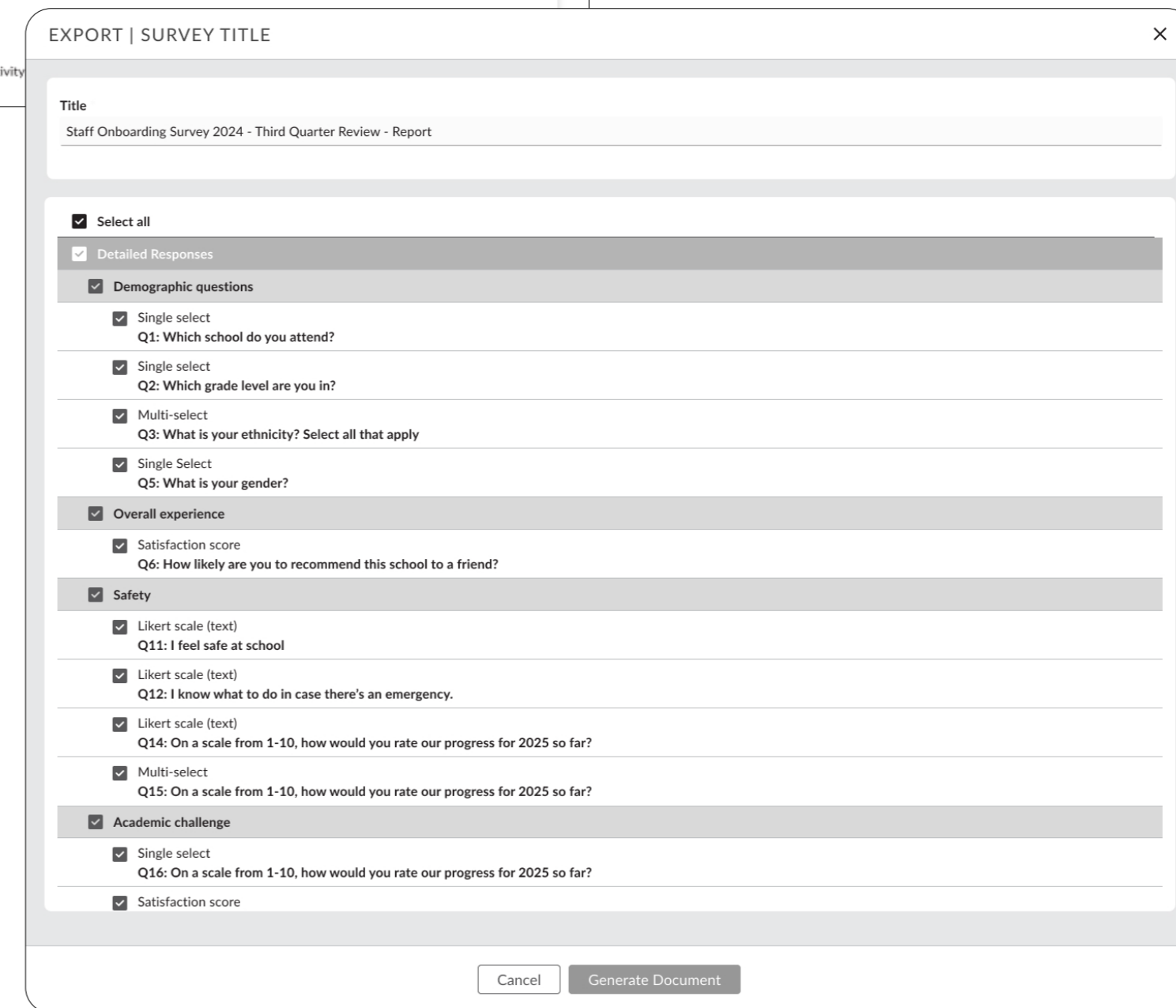
For results, to accelerate development, I aligned visualizations with Nivo chart components, allowing engineering to leverage existing libraries while maintaining a cohesive interface. I branded the visuals and worked alongside the PM to make executive decisions which visuals our Leaders would most benefit from using.





For reporting, I created low-fidelity wireframes that

- Identified 2 entry points for reporting: from results and also reports tab
- Highlighted key metrics prioritized by product leadership
- Introduced structured reporting and export capabilities
- Designed a shareable results view that leaders could distribute to participants (this was the main focus)



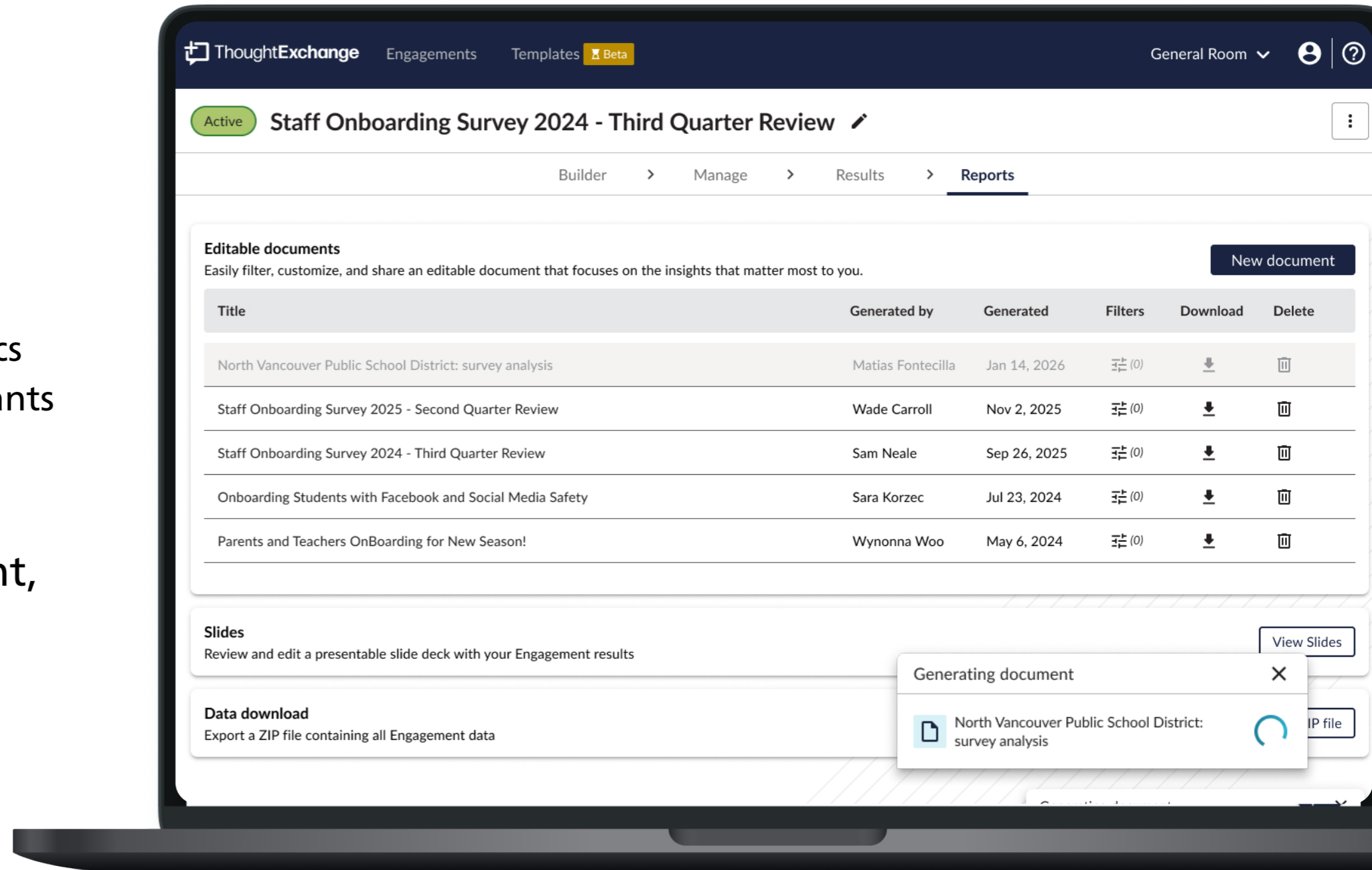
# Impact

The redesigned results and reporting experience strengthened the final stage of the product journey.

We:

- Enabled leaders to analyze participation data directly within the platform
- Reduced reliance on third-party reporting tools
- Introduced clearer visualizations and structured analytics
- Made it easier to export and share results with participants

Most importantly, leaders could now **close the loop** — turning community feedback into insight, decisions, and transparent communication.



ThoughtExchange Engagements Templates Beta General Room ▼ 👤 ?

Active Staff Onboarding Survey 2024 - Third Quarter Review ✎

Builder > Manage > Results > **Reports**

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EXPORT | STUDENTS AND PARENTS SURVEY 2025 ✕ 👤 ?

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**Title**  
Staff Onboarding Survey 2024 - Third Quarter Review - Report

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**Comment list settings**  
Select the maximum number of comments to display in comment list 100 ▼  
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Detailed Responses

- Demographic questions
  - Single select  
Q1: Which school do you attend?
  - Single select  
Q2: Which grade level are you in?
  - Multi-select  
Q3: What is your ethnicity? Select all that apply
  - Single Select  
Q5: What is your gender?
- Overall experience
  - Satisfaction score  
Q6: How likely are you to recommend this school to a friend?
- Safety
  - Likert scale (text)  
Q11: I feel safe at school
  - Likert scale (text)  
Q12: I know what to do in case there's an emergency.
  - Likert scale (text)  
Q14: On a scale from 1-10, how would you rate our progress for 2025 so far?
  - Multi-select  
Q15: On a scale from 1-10, how would you rate our progress for 2025 so far?
- Academic challenge

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