

The User is Us: Breaking the wall between 'builder' and 'user'



Amrit Dhillon, MA



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What to expect today:

**The Co-Lab methodology built in the field,
tested with *real users*, and ready to adapt.**

Method overview → A method that changed how we work

Method in practice → Real stories, real customers

Shaping product strategy → Research *actually* moves the roadmap

Adapting the Method → How you can steal it

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65 builders
10 customers
0 reports

← **Asanas**

Customers ↘





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Asana Co-Lab Ingredients

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Real Users

Not participants.

Practitioners who live in
the product

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Real Problems

Workflows they chose,
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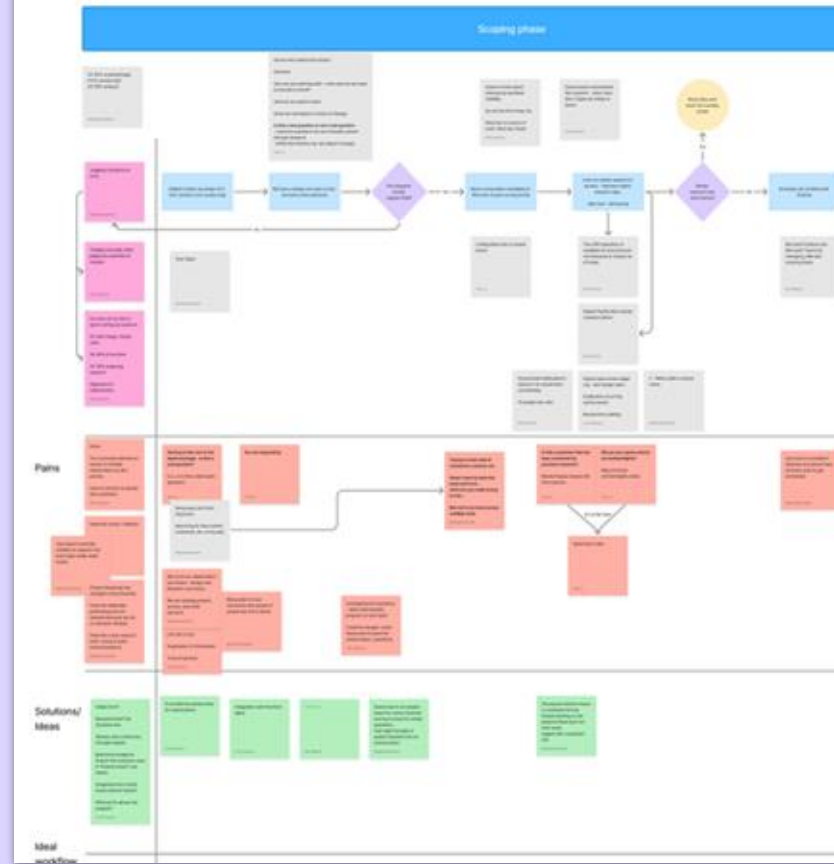
Day 1 We learn.



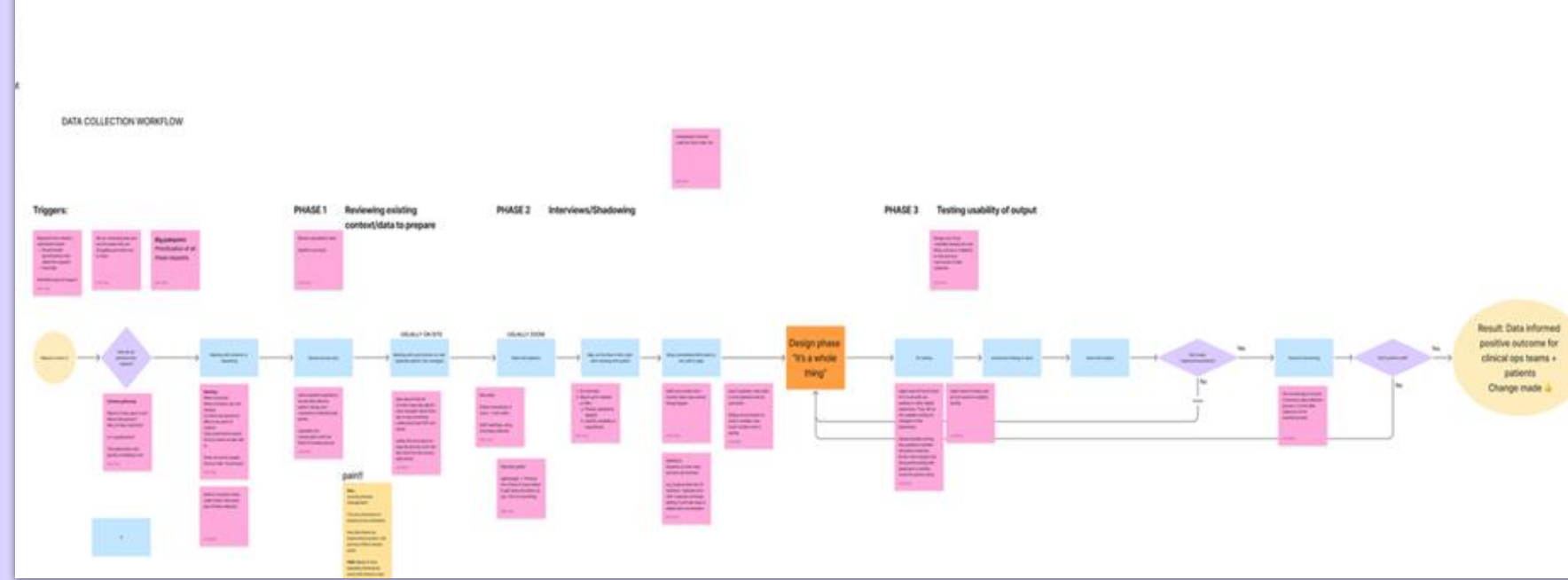
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Build the workflow here



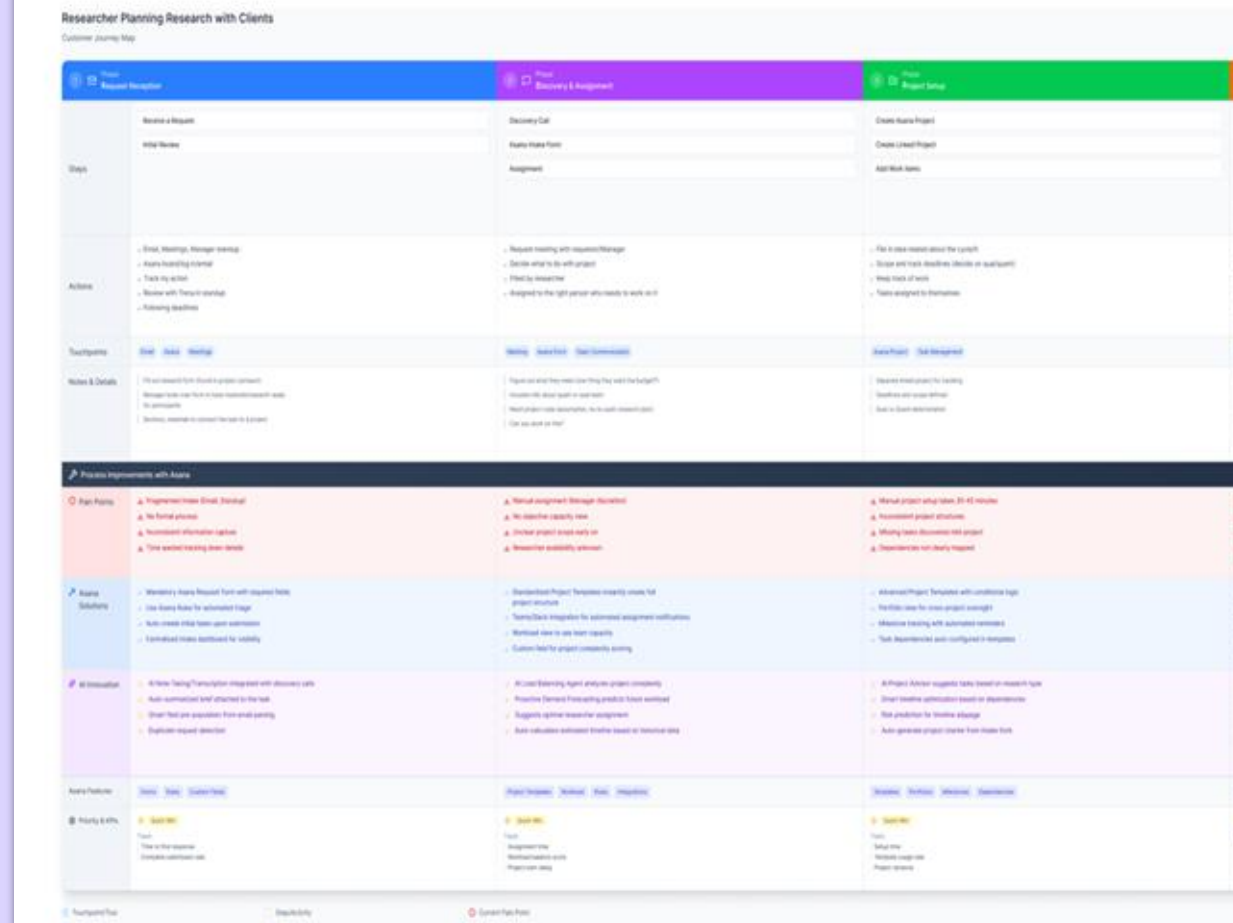
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Day 1
We learn.



Enhanced journey map



Insights, notes & Ideas

Purpose: To capture insights, random thoughts without derailing the main conversation.

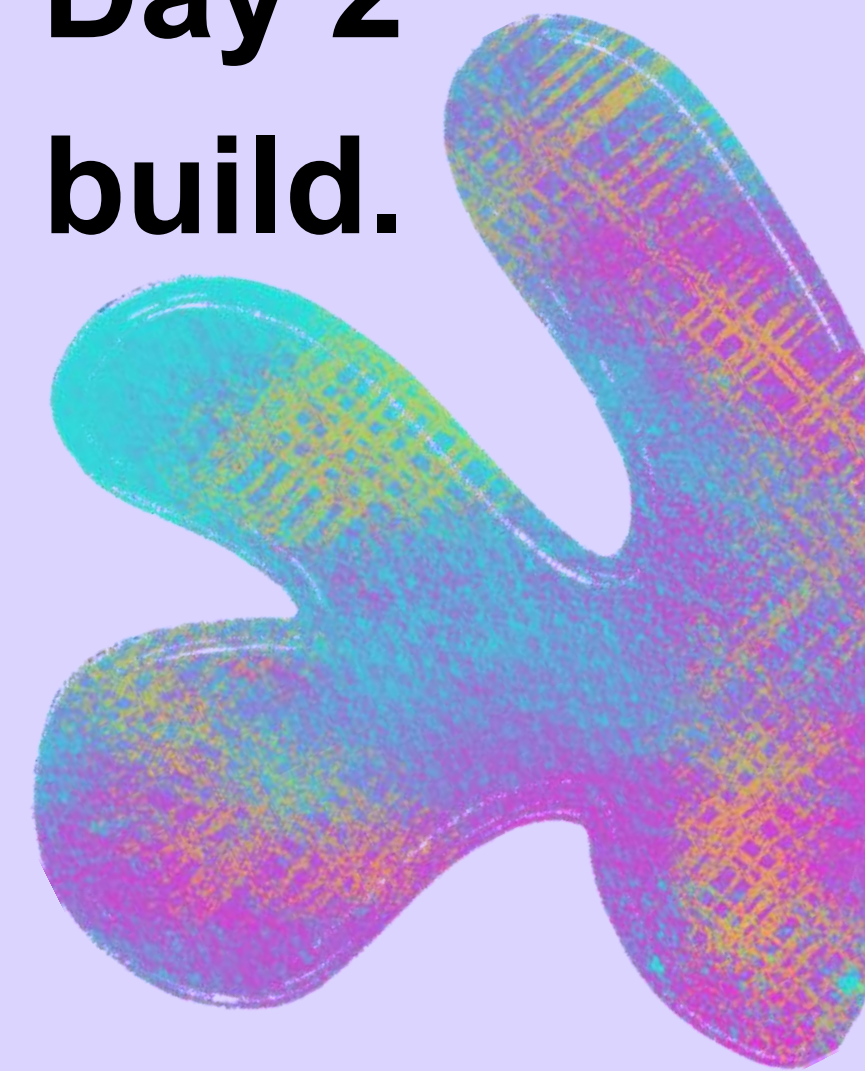
Instructions:
Use this space to park questions for later, jot down quick solution ideas, or capture insights. Don't lose the thought—sticky it here and keep moving.

Simulated session:



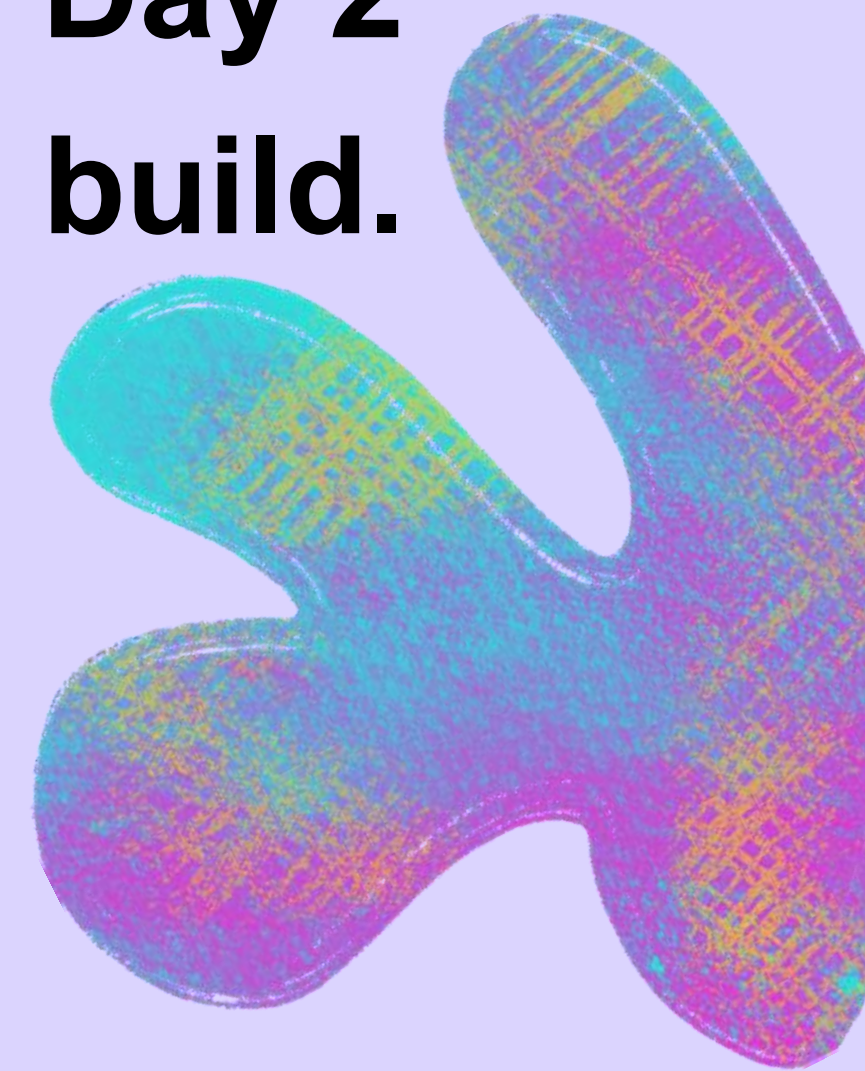
Day 2

We build.



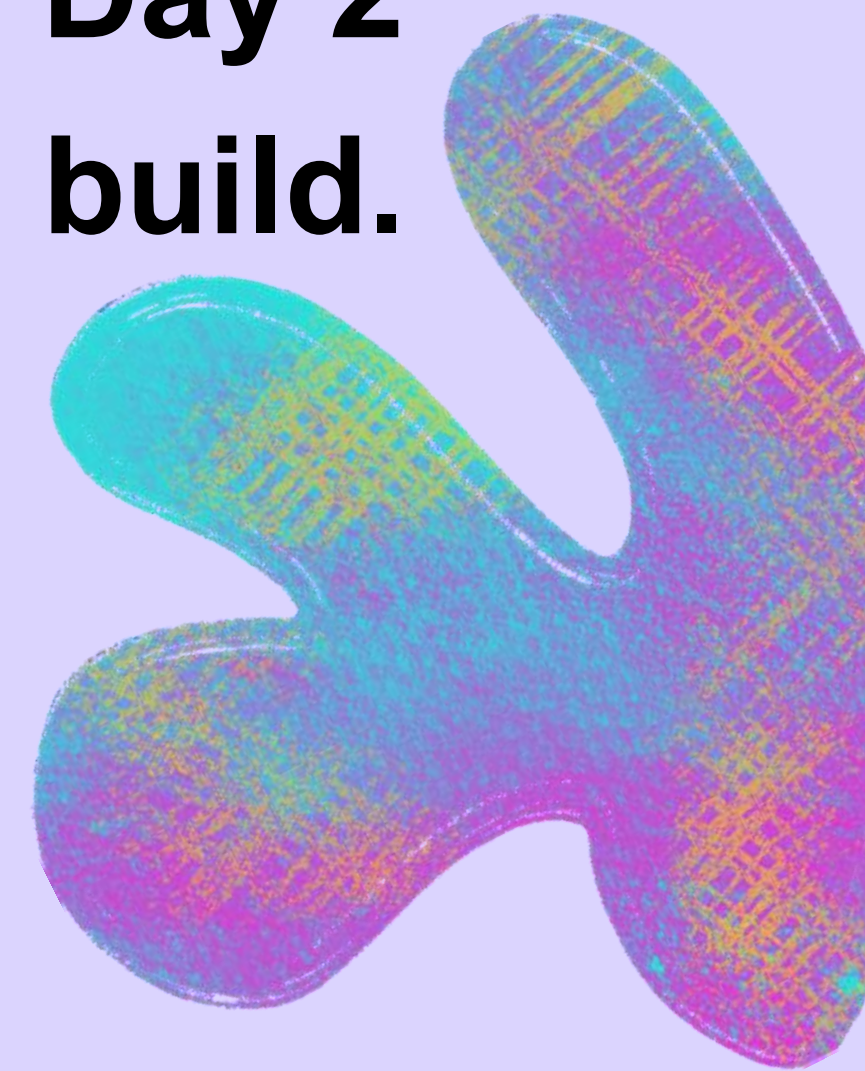
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Meet Hanlu, UX Researcher at Venmo

Problem

Hanlu spends a large share of her time triaging research requests. She finds herself doing a lot of repetitive work to decide whether a request is a 'real' research question or not.

Why

The design and product team reach out on slack without with poorly formed research questions and without checking to see if there is existing research.

Her current workflow:



Receives a slack message with a research request

Pains:

- Is this actually a research question?
- Has this already been answered by previous work?



She starts a Word doc to draft context before meeting with the requester

Pains:

I wish they had shared more context upfront—there are too many assumptions and unnecessary back-and-forth.



She creates a task in Asana to give her team visibility into the work

Pains:

Not everyone has access to Asana, so visibility into UX research work is inconsistent.



She sets up a Zoom call with the requester

Pains:

The requester often isn't clear on what they need, resulting in multiple clarification calls.

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- Asana AI
- Work
- Plan
- Workflow
- Company
- ...
- More

Good morning, Hanlu!

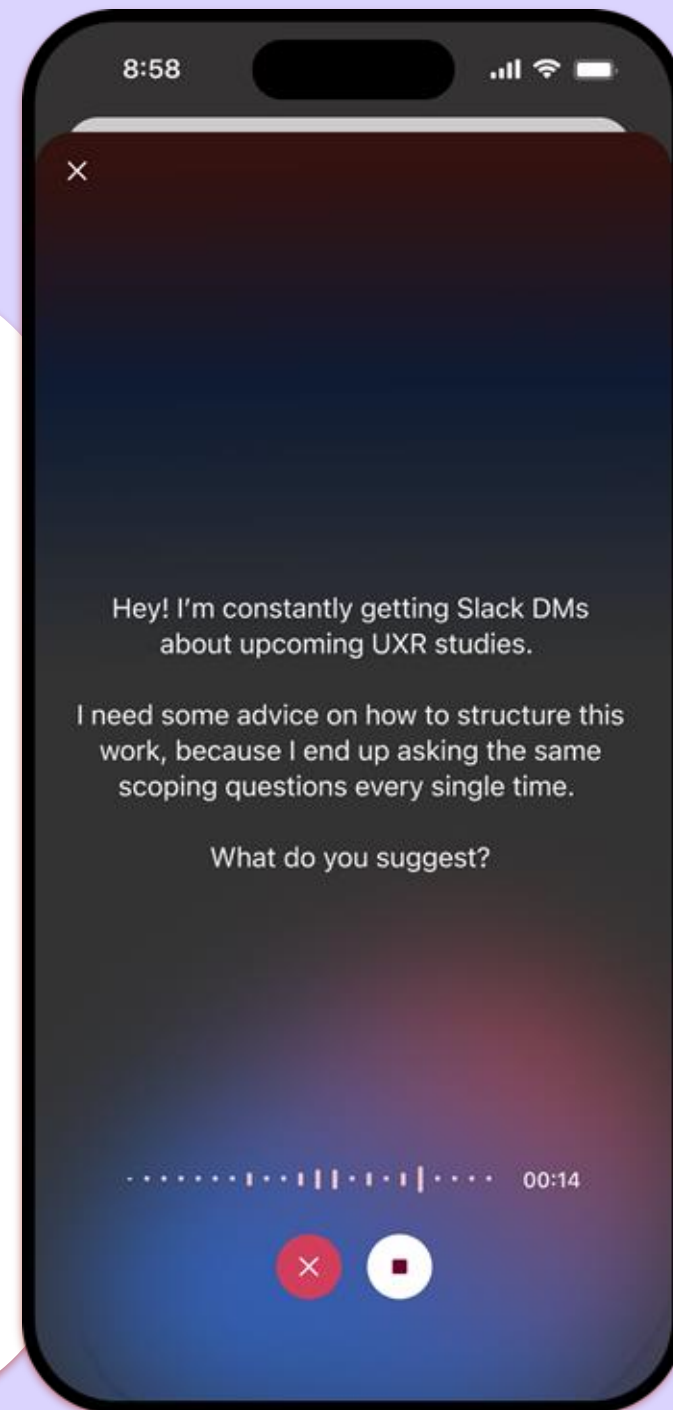
Ask, search or create anything

Asana AI + Add context

Good morning, Hanlu!

Hey! I'm constantly getting Slack DMs about upcoming UXR studies. I need some advice on how to structure this work, because I end up asking the same scoping questions every single time. What do you suggest

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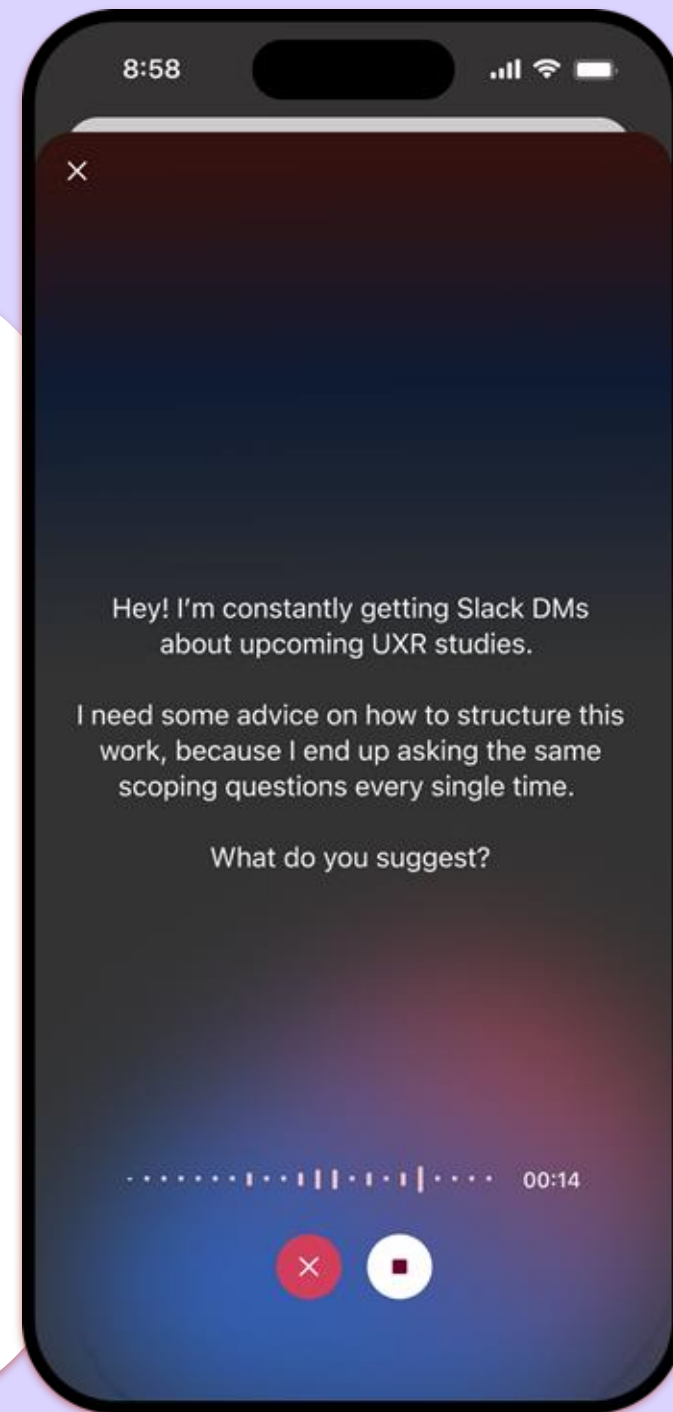
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Yes but also after back and forth Slack DM, I schedule a Zoom meeting to get more detail which takes the most out of my time. Then I do the work to input in Asana and start tracking work here.

Great, it sounds like a clear process Asana can optimize for you. Here is what we suggest — an Intake workflow with embedded standardized forms, Slack and Zoom integration to automate the whole process for you.

 **Intake workflow for UXR studies** UXR [Preview workflow](#)

Show me how to use the workflow

How do I share this intake form with my team

Ask for changes

 Strategist + Add context Research 3 sources  




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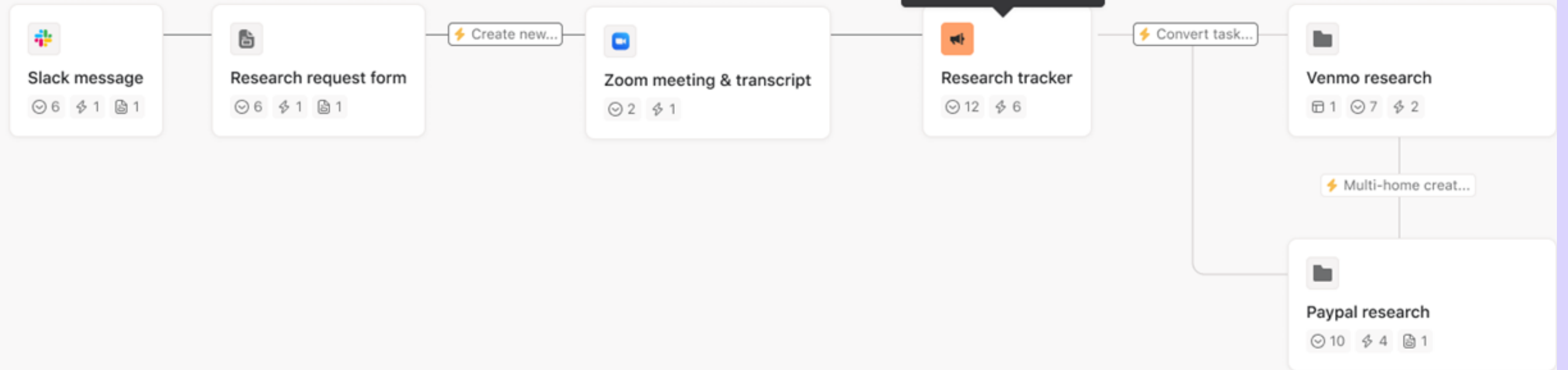


Workflow map

Templates 4

- Marketing campaigns
- Campaign tracker
- All marketing programs
- [FY##] Campaign name
- [Marketing] Creative requests

All teammates 0



Workflow specialist

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Intake workflow for UXR studies
UXR

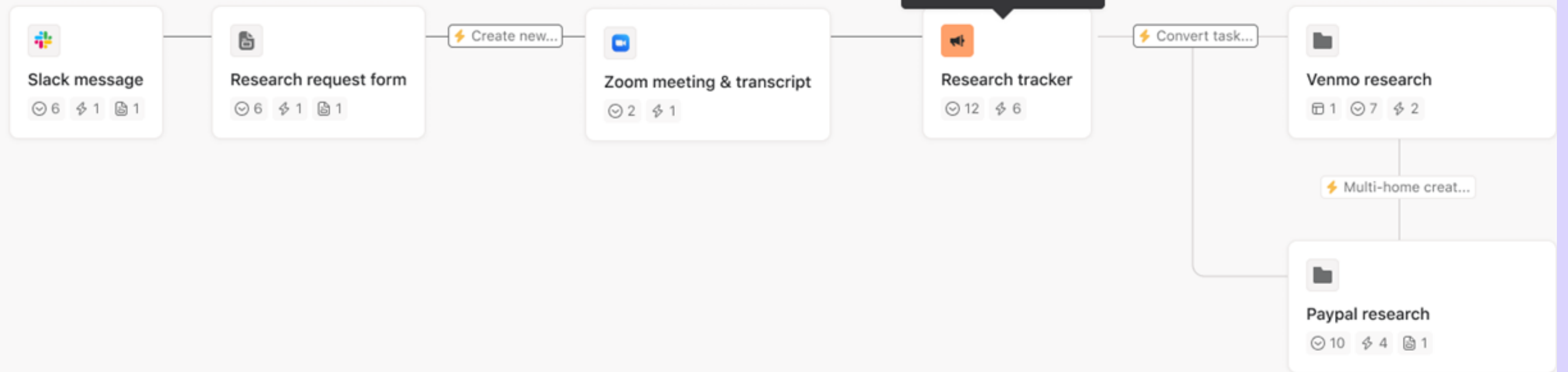


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Intake workflow for UXR studies
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Input field with @ and up arrow icons

UXR Project Intake Form



Form description

Have you looked up if there's been similar research online?
Go to the Asana [Research Library](#) project

Name *

Email address *

Are you a UXR Lead or XFN Partner? *

UXR Project Intake Form



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Assignment Router

added by form Request intake form ▾

Check if

Priority is **Medium**

Do this

Set assignee to  Anne Lamott

⚙️ ⌚ ▶ Test Publish ✕

Usability research request Test

Triggered by  Virginia Tam

Started 05/03/2025 · 4:10pm

Status ● Success

Ended 05/03/2025 · 4:11pm


Actions run

1

Test task

Create Product Launch Campaign Assets ▾

Activity

 Rule triggered

 AI reasoning

"Assignment Router" reviewed this task

 Do this with AI

Changed Priority to "High"

 Do this with AI

Task Assigned to  Anne Lamott

✓ Test complete

Run again

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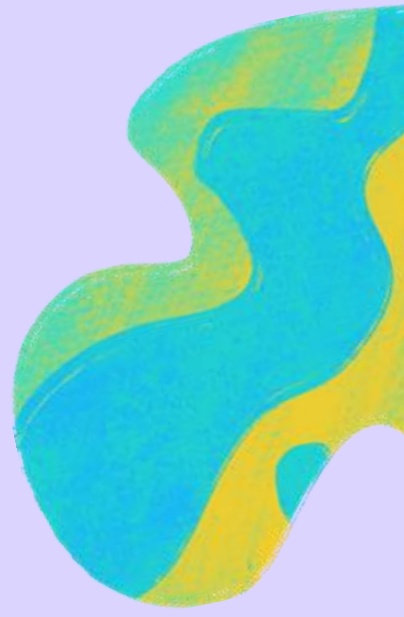
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In their own words..






Asanas



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Thank you so much for all the efforts into the workshops! ✨  Amrit Dhillon It's my first experience of talking to a real customer, and I wouldn't have learned so much about the real workflows without the well-organized workshops! 🙏


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 **Katie Riley** · Dec 15, 2025 

Thank you SO much for organizing this  Amrit Dhillon ! This was majorly empathy building for me and gave much a much stronger sense of how companies are often using dozens of tools to get work done across different departments. ❤️

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 Thank you again for having me. I really enjoyed speaking with the team and hopefully my experiences can help Asana!



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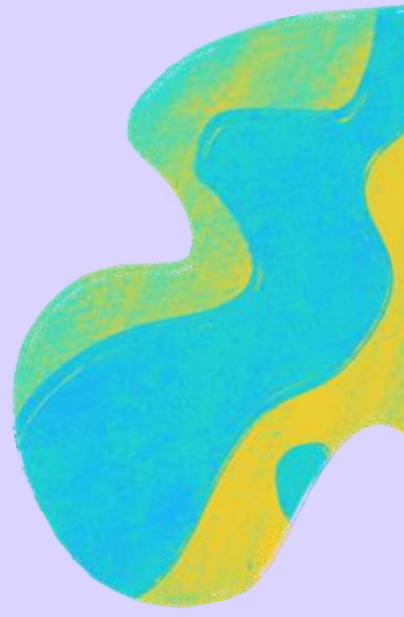
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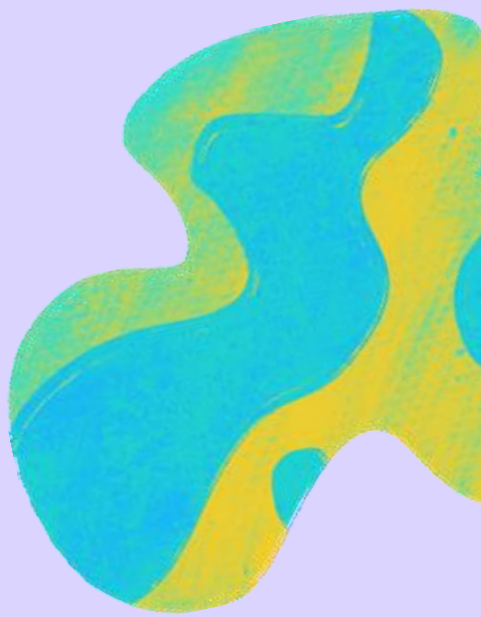
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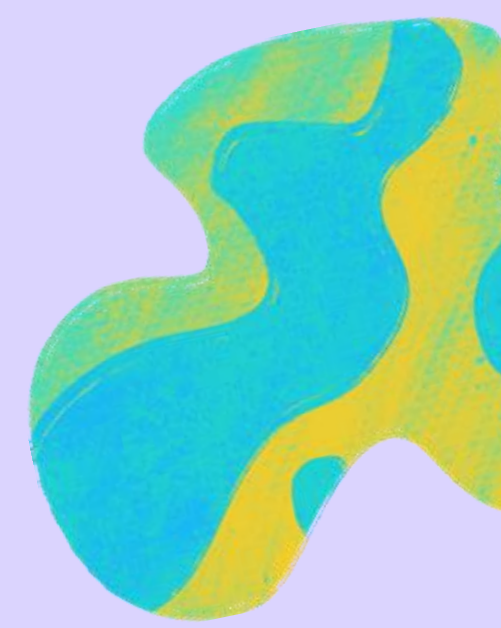


Shaping Asana's Product Strategy



Hackathon

Inspiration beyond workshop.

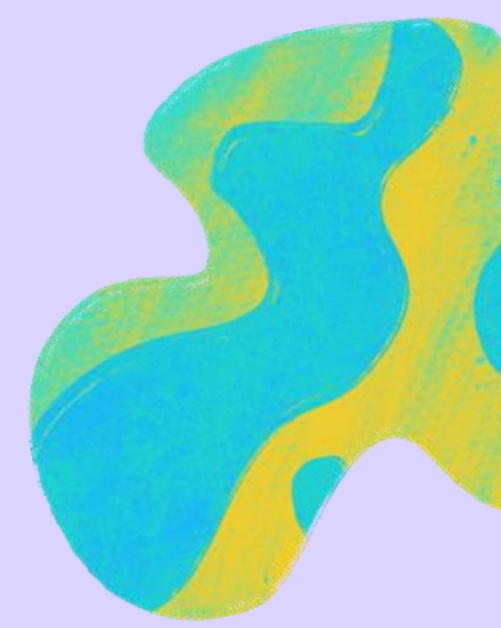


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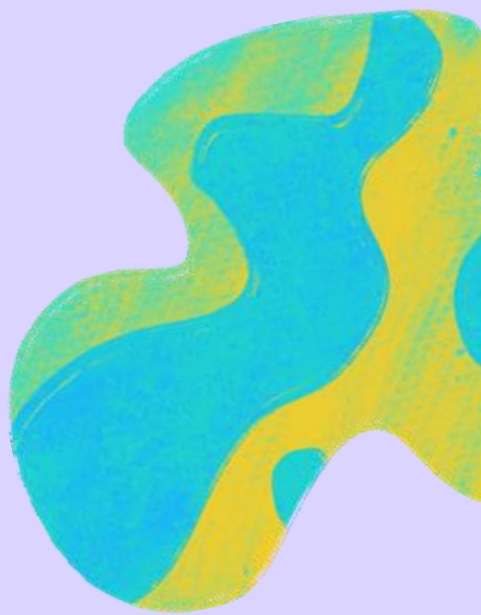
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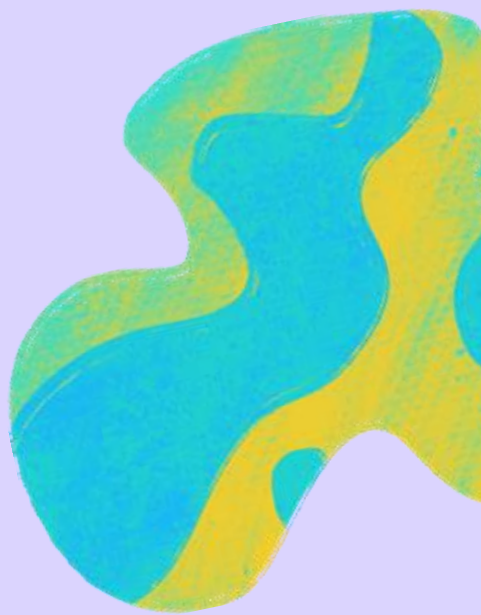
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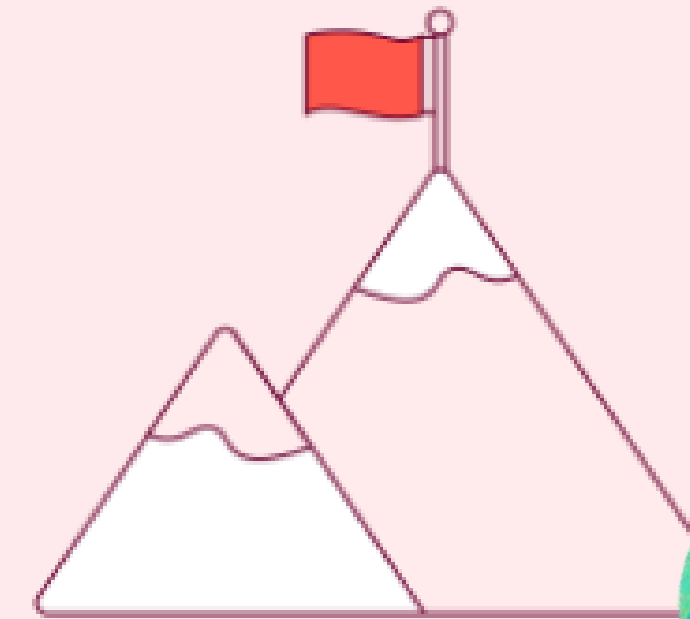
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Leader Momentum

CIO champions at Asana's global Annual Kickoff.

Your version looks different.

The ingredients don't.



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Real Users

Practitioners who live in
the product.



Real Problems

Workflows they chose,
friction they named.



Real Artifacts

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Questions? Thank you!

Get in touch



amritdhillon@asana.com



Amrit Dhillon - QR 

