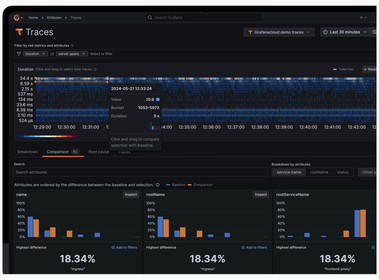


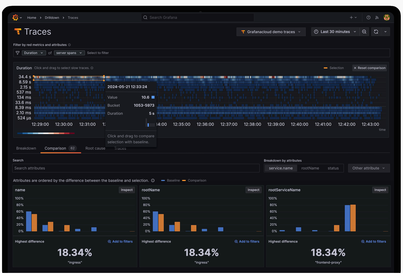
Grafana Traces Drilldown - OSS, Cloud

Increasing Traces adoption by 49%

Leading design and research of a new Tracing product, diverging from an existing solution at Grafana Labs for OSS and Cloud customers, to expand Grafana's market position to a broader audience.

→ View Grafana documentation

From beginning of 2024 to July 2025, I led product design and research for a new observability traces product based on an existing experience for OSS and Cloud, from discovery to general availability and beyond. Working in close cross-functional partnership with product management and engineering, I facilitated continuous research while shipping iterative designs from early previews to GA, and improving usability and releasing features beyond GA.



Outcomes

The Drilldown experience led to a **49% increase in trace adoption**, **reducing the need for users to manually write queries** and enabling **more intuitive, visual navigation**.

The product evolved through **multiple design and development iterations** informed by both qualitative **customer feedback and quantitative usage data**.

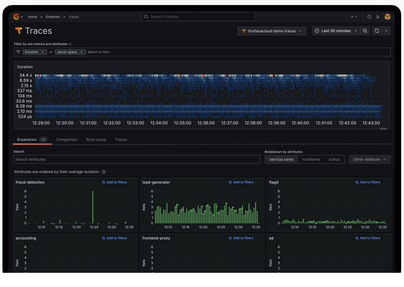
> “I appreciate an overview of my trace data. I spent a lot of time navigating TraceQL”

Staff Software Engineer - intermediate experience with TraceQL querying

Problem space and goal

Grafana is a specialized **multi-product observability platform** with a strong focus of correlation between signals.
Modern widespread systems make it challenging for engineers to **understand the full path of a request**. Traditional trace analysis requires writing complex queries (TraceQL) which **slows down root-cause analysis during incidents or performance discovery**. Customers lacked an **easier, intuitive way to explore traces.**

Our goal was to design an **intuitive, query-free trace exploration experience** that helps engineers quickly **uncover performance issues and errors, even when they have limited time or less tracing expertise.**



Stakeholder and team alignment through workshops

Do you like what you see?

[Reach out]