

**CREATE** & **APPLY**  
**SHARE**  
**HUMAN**  
**CENTERED**  
**DESIGN** KNOWLEDGE



## **HCD Community of Practice**

April 24, 2020



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# Agenda

Overview

Discussion

Quick Info

**HCQIS Slack #hcd-share | WebEx chat**

# QUANTIFYING BEHAVIOR AND IMPACT ALONG THE CUSTOMER JOURNEY



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# Presentation

**Noble Ackerson**

**Sr. Product Manager / Owner**

**iQIES | Ventera**



# Quantifying Behavior & Impact Along the Customer Journey

Discover Qualitatively, Prove Quantitatively



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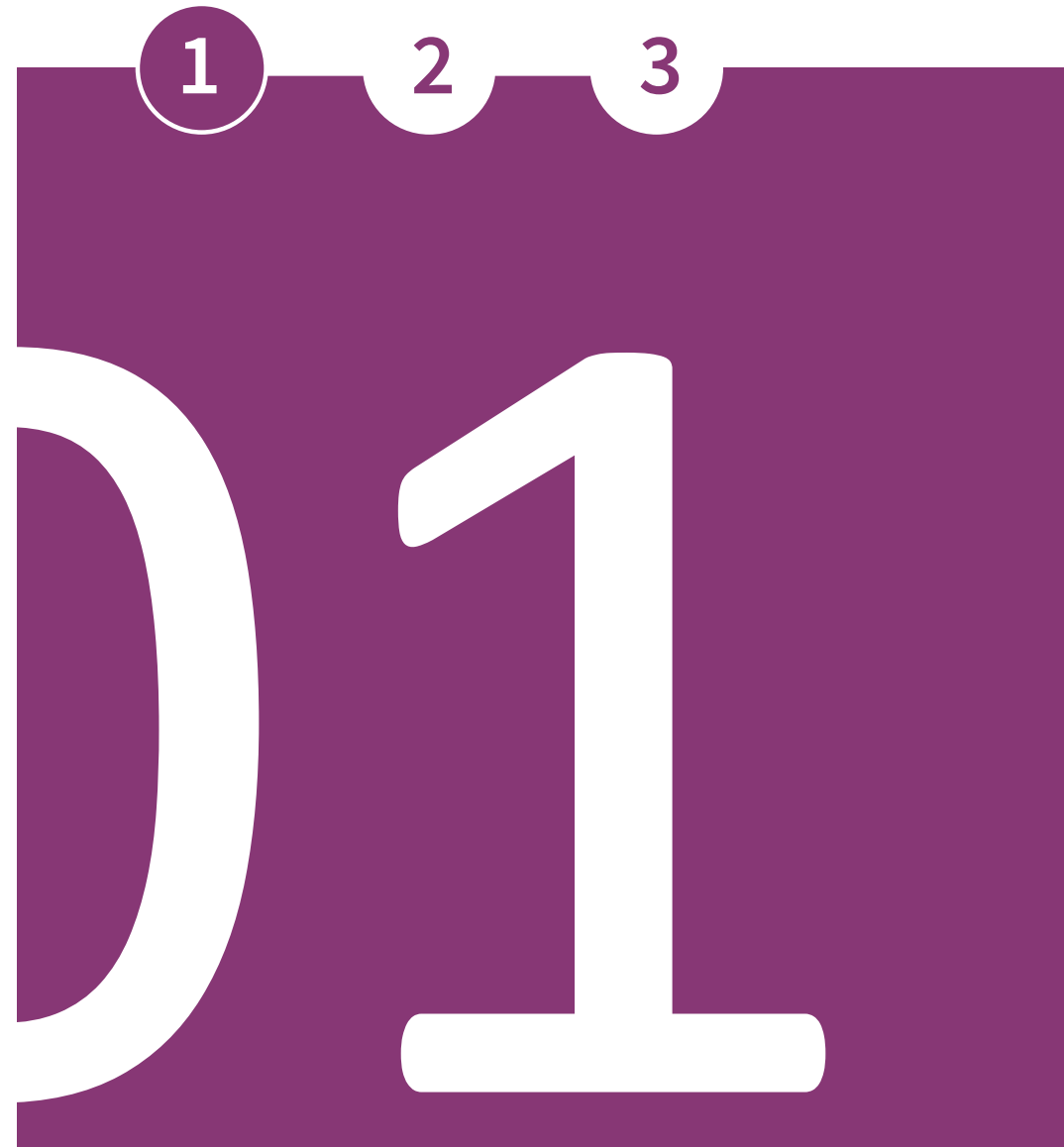
# Contents

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[02](#) LEAN ANALYTICS

[03](#) LESSONS LEARNED (iQIES)

Product  
Analytics?



# Definitions

Organizations use product analytics to analyze their users and to improve their customer experiences. Analytics makes tracking users easy because it automates the collection and management of data.



# Why is behavioral analytics important?

Programs, Executives, Product Discovery, and Delivery Teams use this data to guide their decisions and studies show that companies who rely on product analytics are far more successful by their users than their peers.

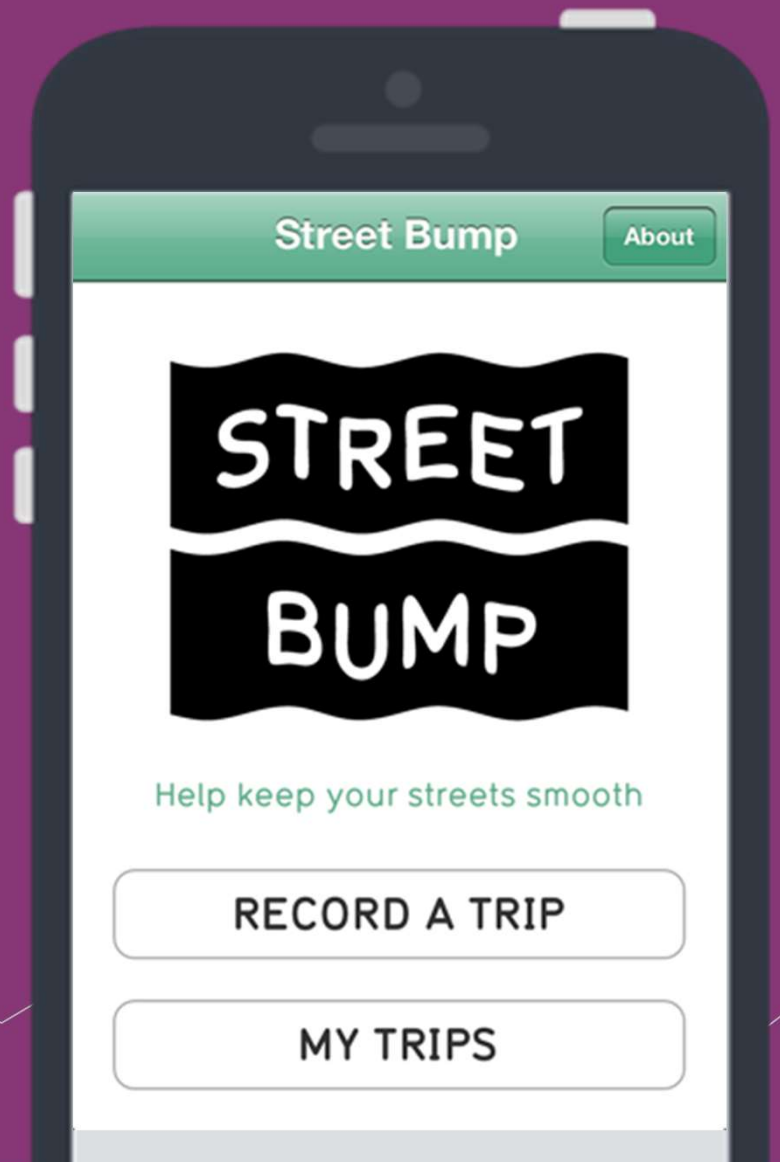
# Principles

Any metric that doesn't show us user behavior is a vanity metric.

An actionable metric is:

- Simple to understand,
- Comparative,
- A ratio or rate,
- Makes our user feedback (*qualitative insights*) “whole,”
- Ultimately behavior changing.

# Working with Qualitative & Quantitative Data



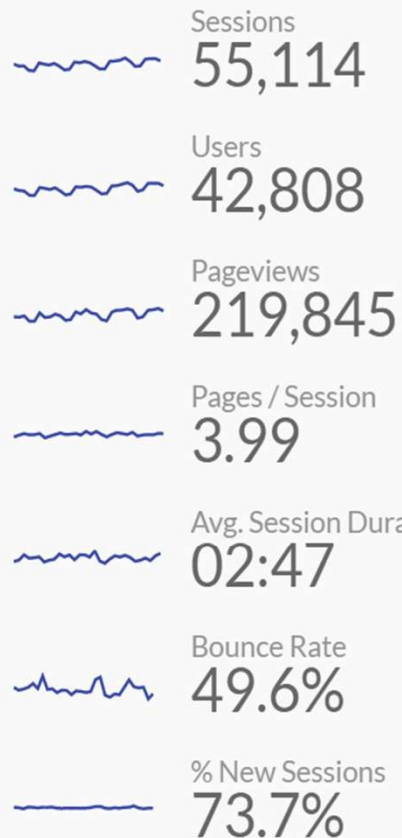


# Web Activity Overview

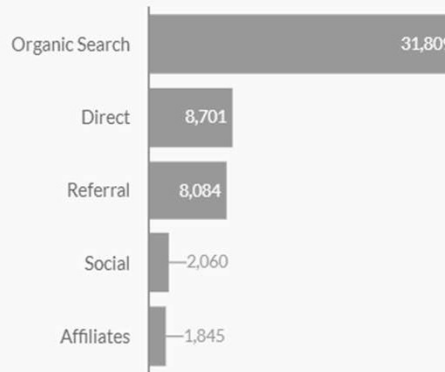
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Default Data  
Click to select your data

Select Date Range:  
Mar 25, 2020 - Apr 23, 2020

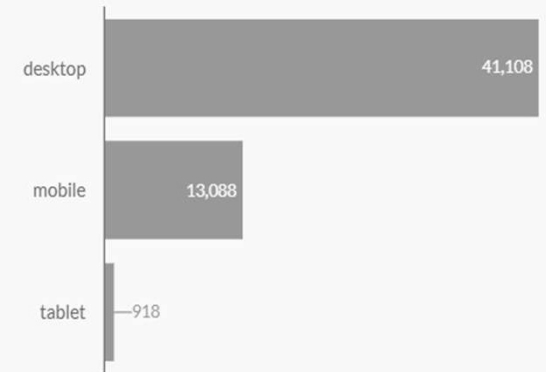
## Audience Overview



## Top Channels (Sessions)



## Device Usage (Sessions)



## Top Pages

Page Title	Unique Pageviews	Pageviews	Avg. Time on Page
Home	20.9K	26.3K	00:01:13
Google Online Store	17.7K	20.6K	00:01:26
New   Google Merchandise Store	12.4K	18.8K	00:00:50
YouTube   Shop by Brand   Google Merchandise Store	9.2K	15K	00:00:38
Men's / Unisex   Apparel   Google Merchandise Store	8.3K	16.1K	00:00:38

## The journey

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We measure to:

- Understand
- Guide
- Inspire
- Prove
- Predict
- Succeed

# Understand

Start with a clear vision & goal

# Non-Profit example Product Goals 2019



0  
1

## Delight

Increase internal and partner interest and enthusiasm for DemTools through delightful user experiences.



0  
3

## Engage

- Increased deployed DemTool use by partners
- Foster a DemTools Community (User/Dev standpoint)



0  
2

## Innovate

- Validate, test, and launch impactful and innovative projects that solve real problems
- Validation for vendors to extend partnerships

# Guide

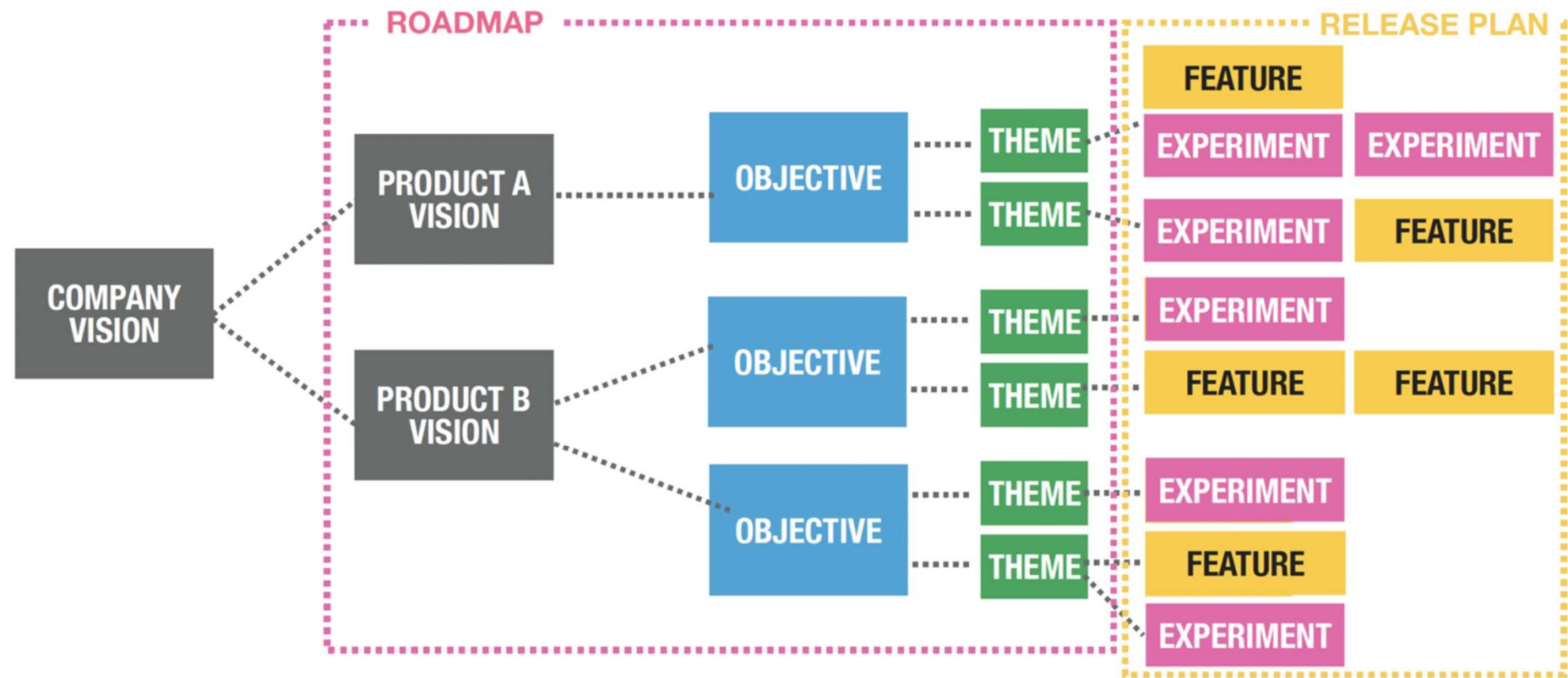
Validation of your strategic roadmap





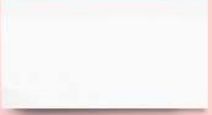

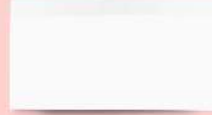
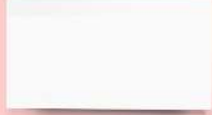
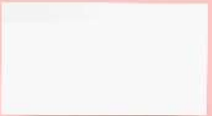
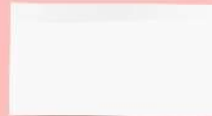
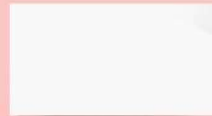
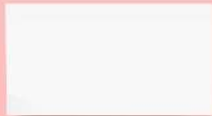


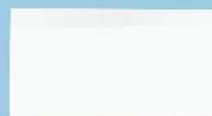





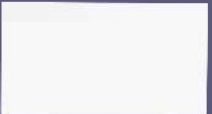
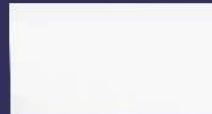
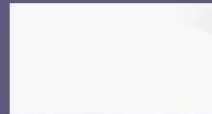
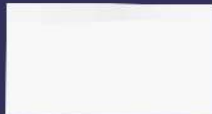




**A prototype for your strategy**

# STRATEGIC HIERARCHY – WITH EXPERIMENTS!



# Inspire

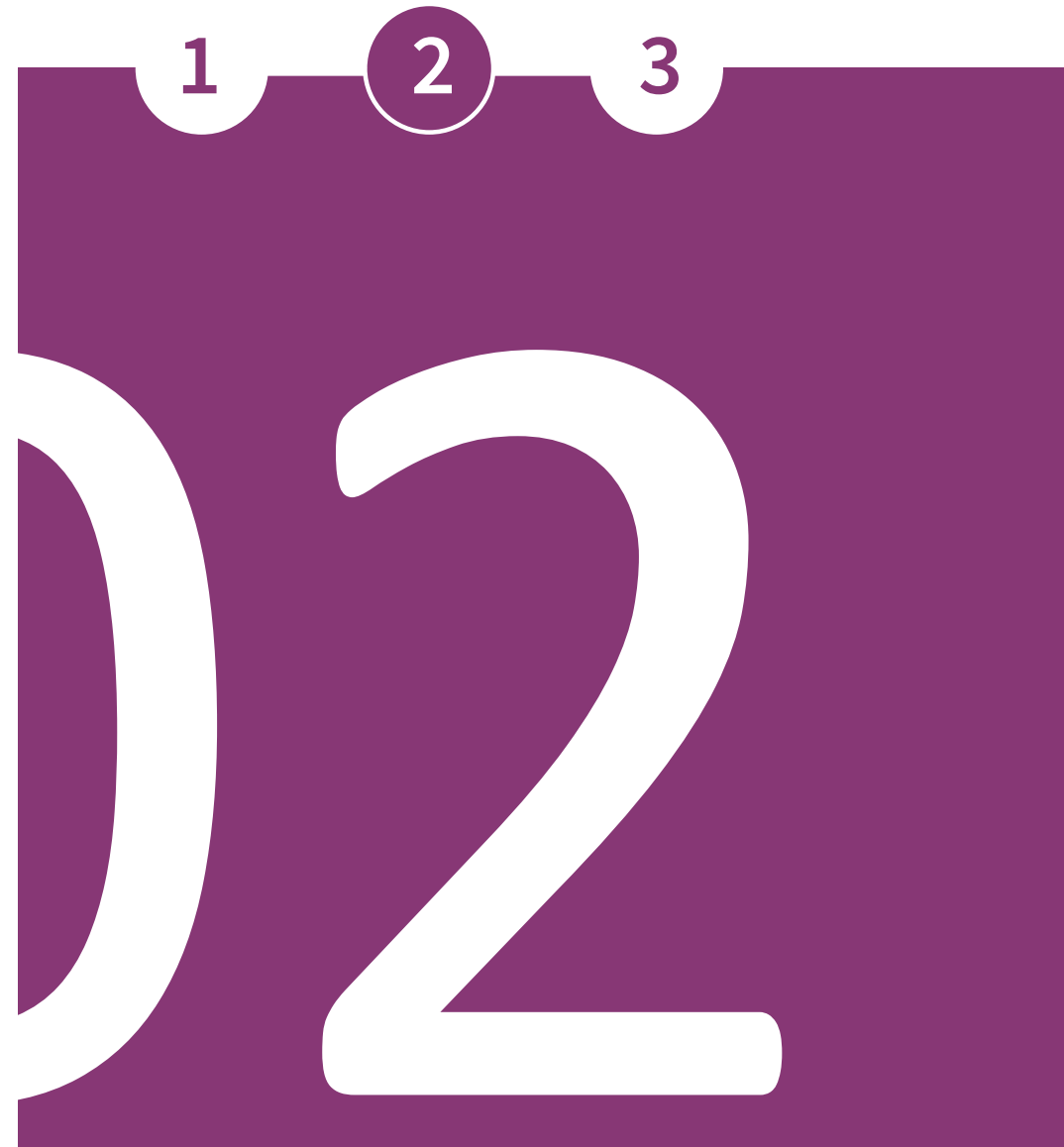
Metrics illuminate areas of opportunity

Scenario mapping					Goal
Customer goals					Goal
Customer actions					Goal
Customer experience					Goal
Touchpoints					Goal
Process ownership					

# Succeed

Processes that enable product success

# Lean Analytics?



1

## metric that matters

Let's set a baseline per segment/capability

AUDIO

HOME

+

VOL

-

MENU

BACK

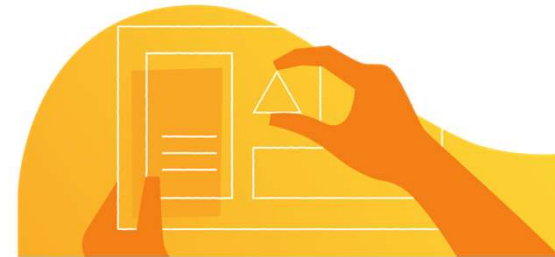
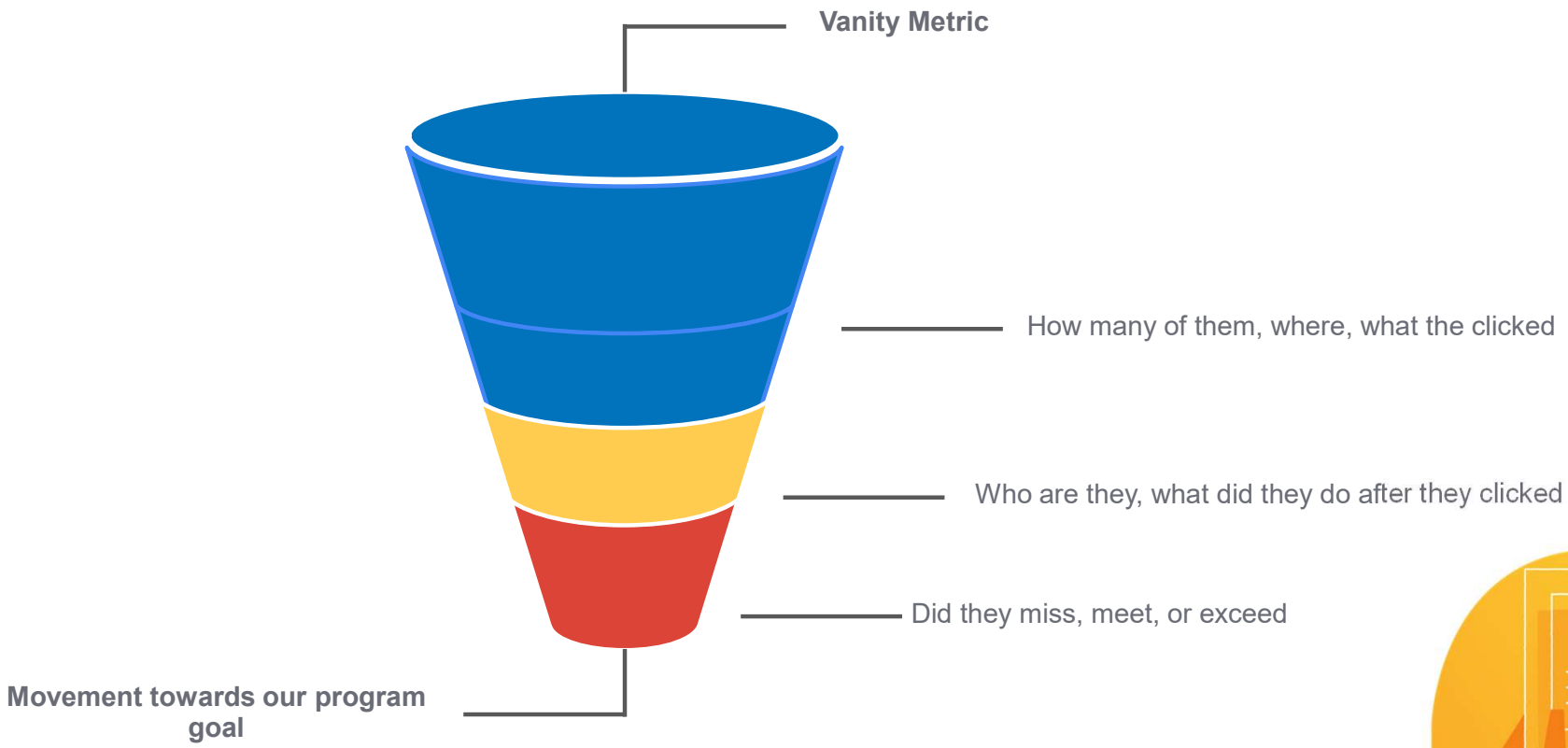


Check Your Surroundings

CLIMATE



# Product Analytics Funnels



# Solutions kit

Before user registers & top of the funnel analysis



After the user registers and bottom of the funnel analysis



What actually gets collected with these tools?

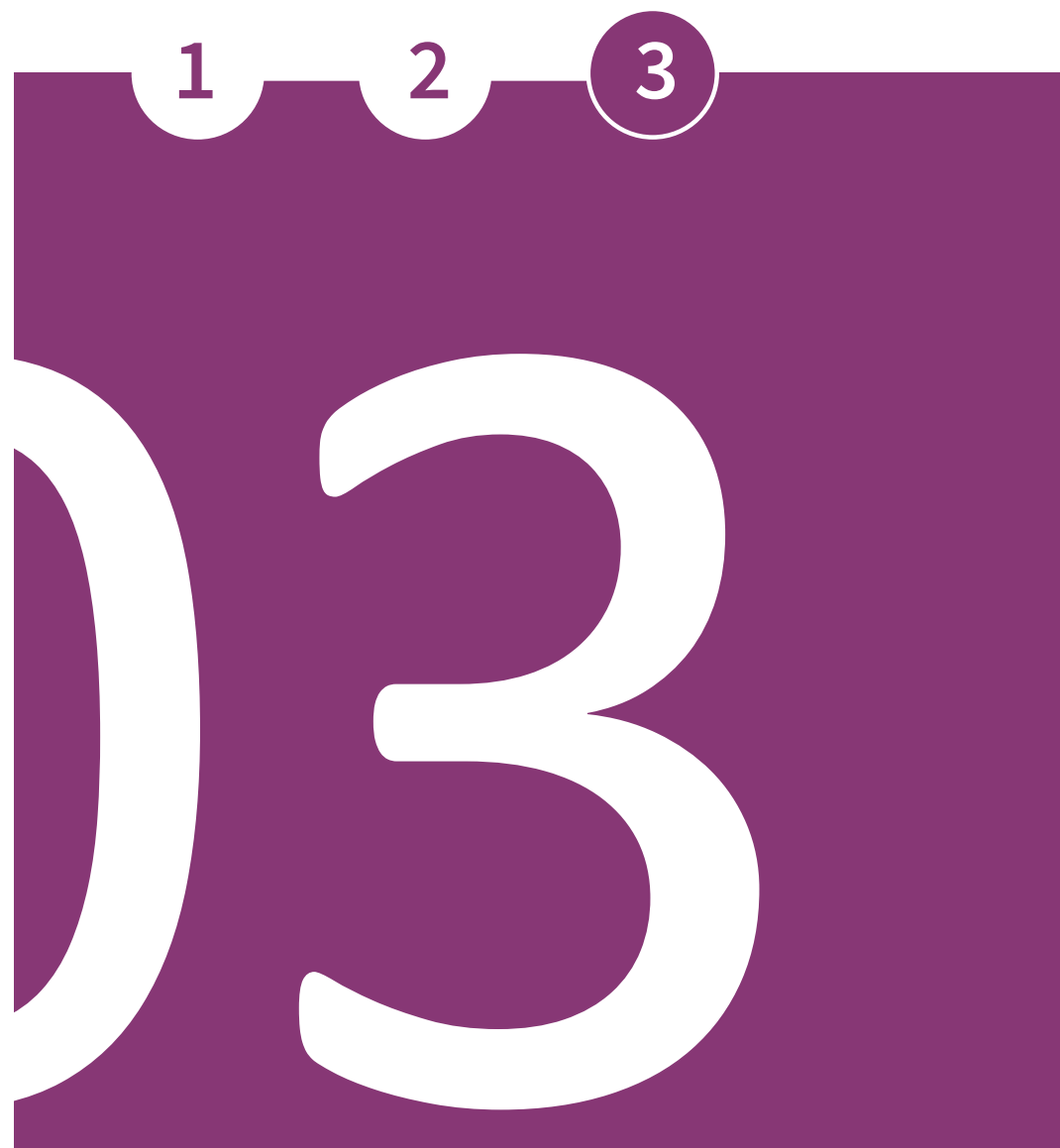
- Audience data
- Acquisition data
- Behavioral data
- Goal Conversion data



# Measuring and Learning

	Goals	Signals	Metrics
Happiness	For users to feel like the feature is unique.	A satisfaction rating from a survey	
Engagement	For users to keep discovering more utility or content.	The amount of time people spend in the feature/product.	
Adoption	For users to use the app and or feature.	Number of module views or new logins into the app from analysis.	
Retention	For users to continue to use the app and or feature.	Daily, weekly, or monthly active return users from analytics.	
Task Success	For users to accomplish their goal.	Number of successful completes from 1:1 studies. (e.g. Zoom calls with Customers)	

**LESSONS  
LEARNED  
(iQIES)**



## Problems to Solve for iQIES

For **every feature** we prioritize for delivery:

- How do we know what feature to build next?
- How might we inform what features we focus on?
- How might we face unknowns, with confidence?



## Lessons Learned & Key Takeaways

1. Start early. Setting goals for a large, complex application takes time.
2. Involve your security team to set the right Governance in place
3. Limit code changes. Setting up events and funnels require code updates.
4. Simple to understand, Comparative, A Ratio or Rate,
5. Good metrics change how you behave. If the metric doesn't change how you behave, it's a bad metric.
6. Don't be a feature factory, be a value engine with good behavioral analysis



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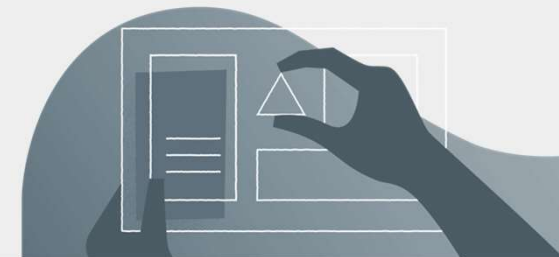


## Acknowledgements

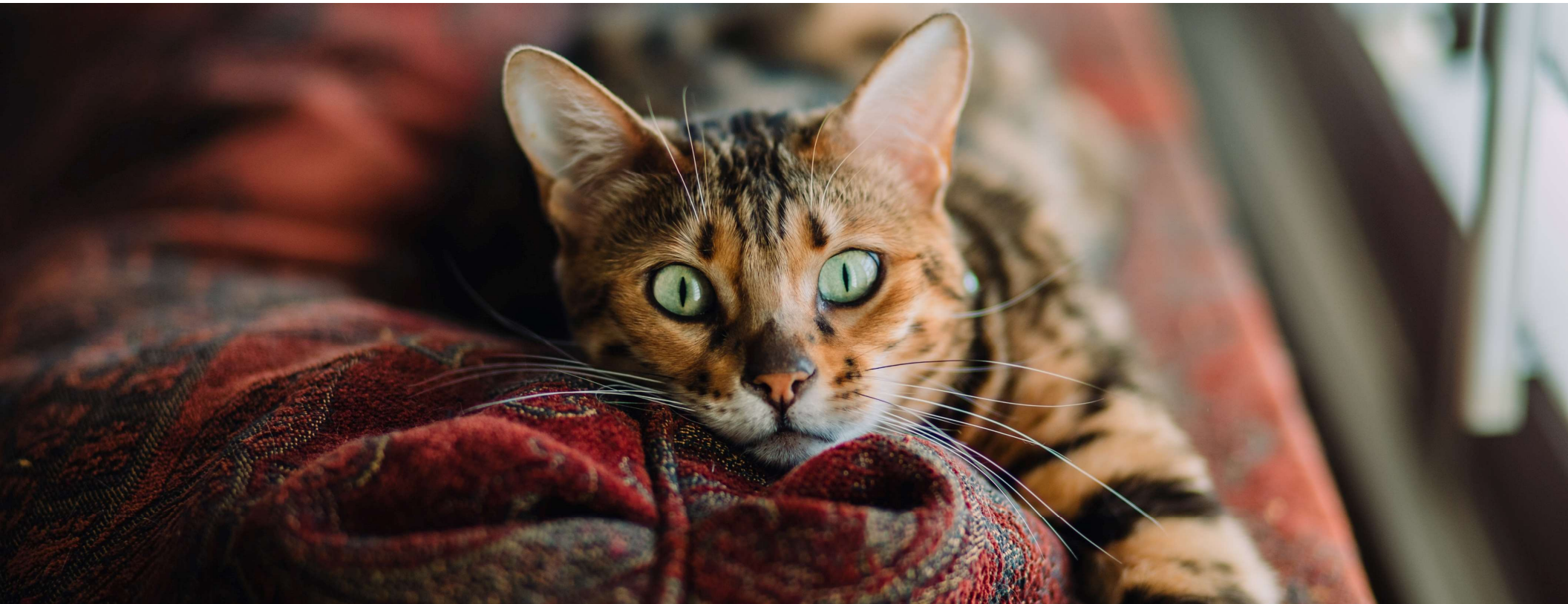
S&C Research and Global Team

QSOG PMT/SMT

Thank you!







## Discussion

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Photo by [Caleb Woods](#) on [Unsplash](#)

# PRODUCT ANALYTICS

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# LEAN ANALYTICS

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# LESSONS LEARNED

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# RESOURCES

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## Quick Info

Photo by [Patrick Hendry](#) on [Unsplash](#)

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# Contact

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[hcd@hcqis.org](mailto:hcd@hcqis.org)

<https://confluence.hcqis.org/display/HCD>



Standards



Services



Advocacy



Resources

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## Create, Share, and Apply Human-Centered Design Knowledge

- Open call for presenters, panelists, and such
  - HCQIS Slack #hcd-share or email [hcd@hcqis.org](mailto:hcd@hcqis.org)
- Top topics of interest
  - accessibility
  - brainstorming
  - case studies
  - content strategy
  - interaction design
  - visual design
- Coming up the next
  - Brainstorming on Friday, May 29 at 1 PM



# Thank you.



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SHARE  
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## Contact Us

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