



Data Driven Design

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- > Types of Data
- > Keys to Effective Data Analysis
- > Ways to Apply Data Analysis
- > How to get the Data

>Types of Data

(1) Quantitative Data: Metrics

- Audience Demographics
- Devices
- Bounce rate
- Traffic Source
- Engagement and Interaction
- Web Analytics

>Types of Data

(1) Quantitative Data: the “WHY’S”

- Why the increase in visits from facebook?
- Why does no one use the new tool?
- Why does step 2 lose more users?
- User Survey's and Usability Testing

Why?

Which comes first?



Qualitative



Quantitative

> Keys to Effective Data Analysis

- Measurement Plan
- Implementation Plan and Execution
- Digestible Reporting
- Data Analysis



> Measurement Plan

- Document your business objectives.
- Identify the strategies and tactics to support the objectives.
- Choose the metrics that will be the key performance indicators.
- Decide how you'll need to segment your data.
- Choose what your targets will be for your key performance indicators.



> Ways to Apply Data Analysis

- Measure effectiveness of designs
- Uncover ways to engage users
- Improve usefulness of design



>How to fetch the Data

- <people> Alex Destino
or Malcolm Kilmer </people>
- <process> Analytics Engagement form
or Page name and link tages </process>
- <technology> Site Catalyst - Michelle Moore
for access</technology>



My Time is Up
Thank You for Listening