

Name: Darshan Potnis

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Subject: Behavioural Data Analytics

- **Data Collection for UX**

UX design uses research data of various kinds to determine how to provide an optimal user experience. This includes customer satisfaction, lifetime value, segmentation, sales channels, Web, social media, engagement, churn, and acquisition analytics. This data helps product teams understand their target users, reveals information about users' pain points, unearths new trends, supports the data-driven design, and assures teams that their work is on track. User data can lead directly to improved business outcomes. UX methods incorporate data-driven design, which has proven, tangible results.

- **Choosing UX Research Methods for Collecting Data**

Data-driven design makes use of user experience (UX) research techniques like surveys, usability testing, behavior, tracking analytics on websites or mobile apps, competitor analyses, and heuristic evaluations, as well as Content Management Systems (Eloqua, Marketo, Pardot, etc.), Marketing Automation Systems, and other ways. (Often abbreviated as CMS, examples being WordPress, Drupal, Magento, etc.). The benchmarking tools that are already included in Google Analytics make it straightforward to compare a website's performance to that of the industry standard.

- **Usability Testing**

You may assess how user-friendly a design solution is by doing usability testing. At different stages of the software development process, usability testing might be done remotely or in a lab. In most cases, you'll collect qualitative information on participants' interactions with a product, though you might also obtain some quantitative information.

- **A/B Testing**

You may compare the performance of various iterations of a website or app using A/B and multivariate testing. These strategies enable you to significantly enhance user experience while also influencing user behavior. Conversions can rise dramatically when A/B testing is done repeatedly to enhance a design. There are 25 statistics on A/B testing provided by Learning Hub.

- **Behaviour Flows**

From the first landing page to the final page they view before leaving a website or application, behavior flows to demonstrate how consumers move around those platforms. Most of the time, UX designers favor a particular route for visitors to go through a website. If actual behavior diverges significantly from this course, there might be an issue with the user interface.

Tools for analyzing user behavior are already included in Google Analytics. It is possible to determine whether the design meets the UX designer's user experience and behavior goals by comparing this data to the ideal behavior flow they have established.

- **Qualitative data-collection methods**

Quantitative data-collection methods provide the answer to the question, "Why do people do something when using your product?" The methods will help you focus on what parts of your product provide maximum value to your target audience and reveal your target audience's wants and needs.

Interviews can be used as a follow-up for a survey. After you've uncovered what people do when using your product, you will likely want to know why they do it, and it's easier to find the answer to this question by talking to the test participants in person or over the phone.

- **User feedback on social media**

Sentiment on social media reveals the expectations that consumers have going into an encounter. You can order product requirements by looking into typical consumer concerns. Additionally, by engaging in this activity, you'll be able to increase your Net Promoter Score, which assesses how likely customers are to suggest a business's goods or services to others.

- **Contextual inquiry**

An instance of observational research is contextual inquiry. A user experience (UX) researcher takes notes when they observe a person using a product in their setting (such as their workspace). Asking questions like "Why did you click that button?" or "What do you think about this message?" may help the researchers better understand some interactions.

- **User flows analysis**

User flows describe how visitors move around a website; from the first page they land on to the last page they view before leaving. Typically, UX professionals want the user to follow a particular flow. The real flows, however, can be very different from what was anticipated, which could be a sign of a user experience issue. Asking users to accomplish a given activity, seeing how they do it, and then asking specific questions at the conclusion is the simplest way to conduct a user flow analysis.