Designlab

Data-Driven Design

Master the use of product data and UX analytics in this 6 week course.

→ COURSE LENGTH
6 weeks; 4-5 hours per week

→ WHO IT'S FOR
Mid-to-senior level designers

→ PRICE POINT
$999 per seat

→ WHY THESE SKILLS MATTER

Now more than ever, product teams are building and improving their products based on data. Product and UX designers are expected to effectively leverage data in their work and partner with data-minded stakeholders in product management, data analytics, engineering, and the C-suite. After taking this course, you'll be stronger at interpreting product data and using that data to influence what gets built and tested in your organization. These skills are expected for Product and UX designers to advance into leadership roles in design organizations.

→ WHAT YOU'LL LEARN

- **Understand the fundamentals of Data-Driven Design,** including the role of metrics in digital product development
- **Improve your experimentation skills for proposing and constructing experiments** that help you benchmark and measure the value of design improvements
- **Strengthen your ability to use data when making design recommendations,** and influence feature prioritization in your product backlog
- **Bolster your perspective on how you can leverage data** in your process through feedback and ideas from your mentor and other course participants

→ FORMAT

During the 6-week online course, participants will engage in a mix of learning moments including:

- **Hybrid format:** Complete lessons on your own time each week and meet live weekly in peer group sessions
- **Hands-on projects:** Put theory into practice by analyzing and acting on sample sets of data
- **Peer group sessions:** Scheduled sessions let you get peer and mentor feedback on your work
- **Mentor feedback:** Receive personalized critique and insights on your project work

→ WHAT WE'LL COVER

1 Week 1: Business Value of Data-Driven Design

GETTING STARTED

Understand how data is used in business and product decision-making, and why designers need to leverage it as part of their decision-making process.

PRODUCT METRICS

Learn the fundamentals of product metrics, and how teams use them to guide what gets designed, built, and measured over time for apps and web products.

CONNECTING METRICS TO DATA

Explore what tools product teams use to monitor product metrics, such as data tracking tools and business dashboards, and how you can use them to better understand user behavior.

2 Week 2: Using Data in New Product Development

DATA IN NEW PRODUCT DEVELOPMENT

Learn how to best leverage research and other forms of data when creating a new digital product or feature from scratch.

DESIGN BRIEFS AND RATIONALE

Understand how to initiate a new product or feature with stakeholders that's grounded in data and metrics.

CREATING DATA-INFORMED RECOMMENDATIONS

Practice creating design recommendations for new product features that build from qualitative and quantitative data

3 Week 3: Iterating Products with Data

DATA IN PRODUCT ITERATION

Learn best practices for continuously improving digital products through usage data and data-informed experimentation.

CREATING EXPERIMENTS FOR PRODUCT ITERATION

Practice planning data-driven experiments that'll help improve usage and usability of digital products.

USING DATA IN PRIORITIZATION

Understand how to use data and metrics to prioritize which product improvements should be made first in your product backlog.

4 Week 4: Growing Products through Data-Informed Experiments

DATA IN PRODUCT GROWTH

Understand how data is used in business and product decision-making, and why designers need to leverage it as part of their decision-making process.

DESIGNING EXPERIMENTS FOR GROWTH

Learn best practices for how to set up a data-informed growth experiment.

5 Week 5: Overcoming Real-World Obstacles

MOVING PAST EXPERIMENTATION ROADBLOCKS

Understand common challenges teams face when running experiments, and how best to address them.

FINDING GAPS IN DATA

Practice identifying when to conduct research or gather data, versus running experiments or building features.

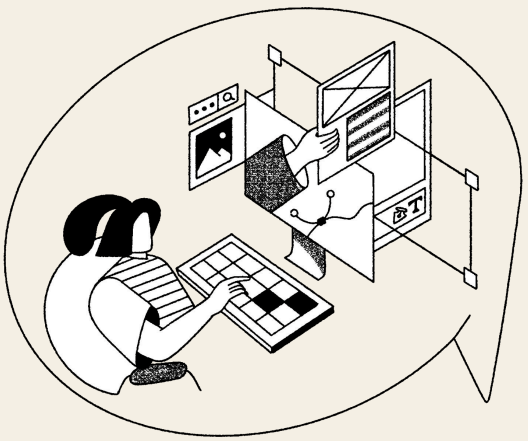
6 Week 6: Presenting with Data

HOW TO STRUCTURE CONVERSATIONS AROUND DATA

Learn how to structure stakeholder interactions to build trust and confidence.

COURSE REFLECTION

Put your new skills into practice by reflecting on how you could have better-utilized data in a previous project.



READY TO LEARN?

Sign up to learn how to collect and interpret data to design, launch, and grow digital products.

→ SIGN ME UP