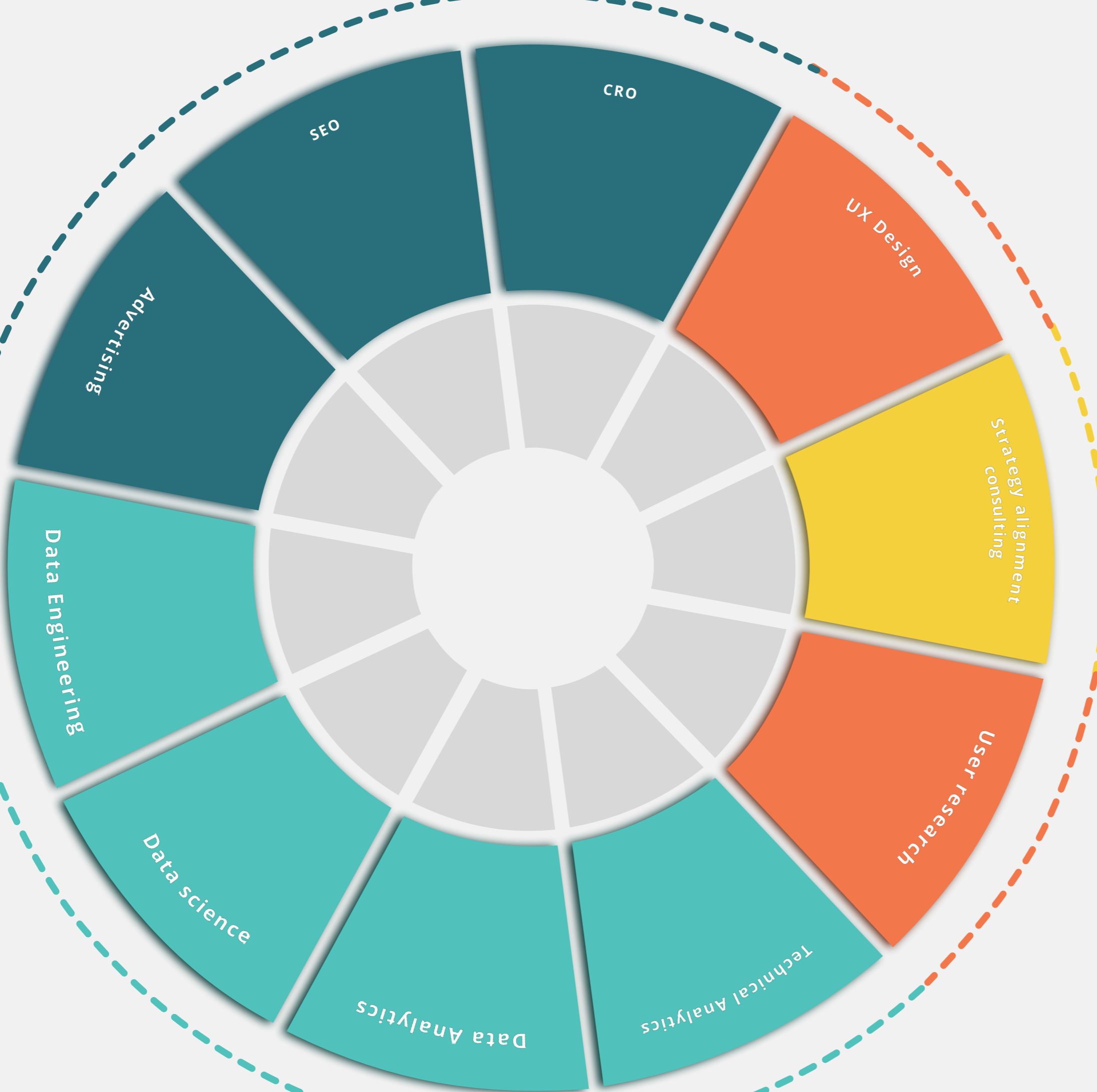


TITLE OF THE THING

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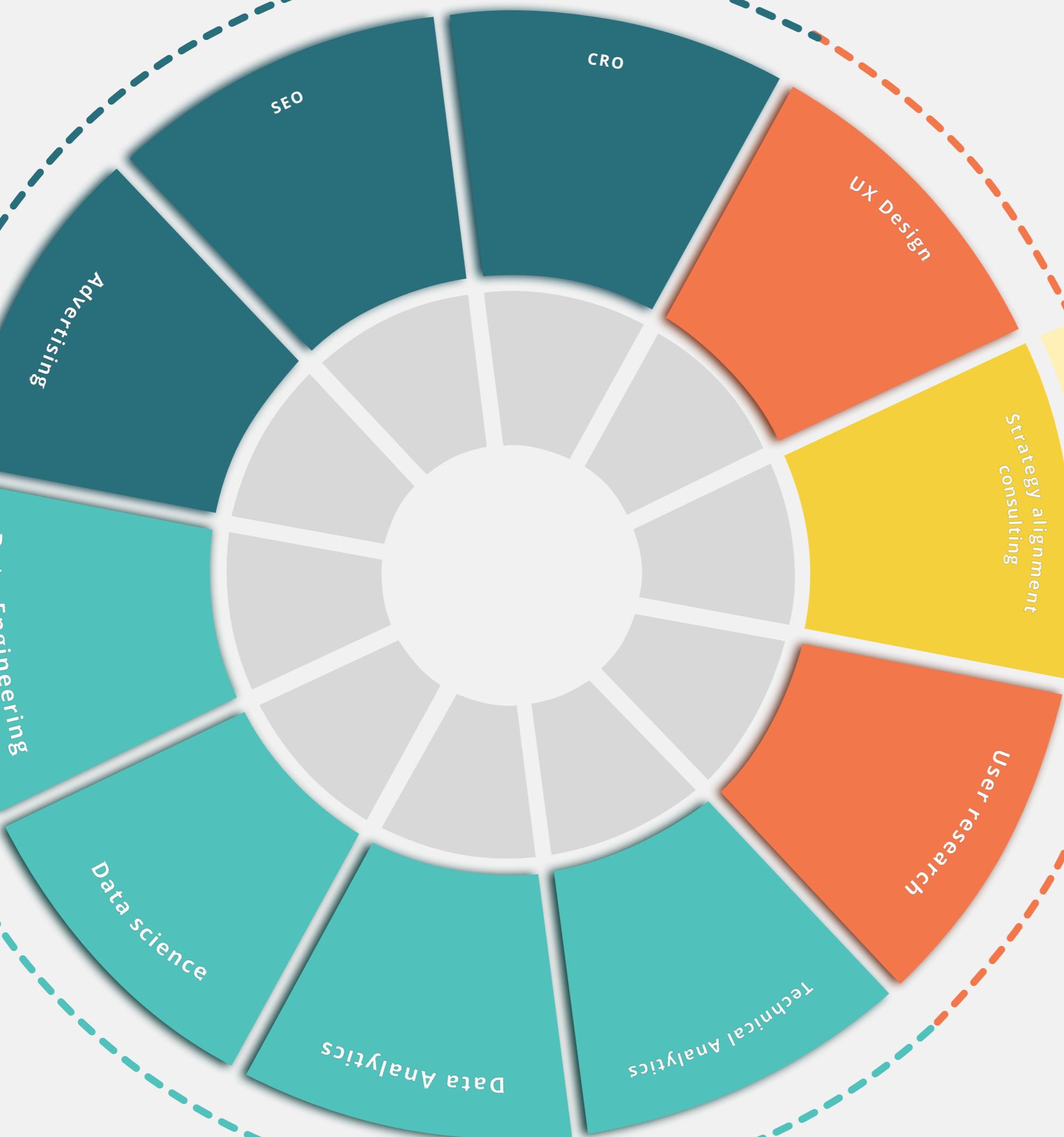
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TOOLSTATION
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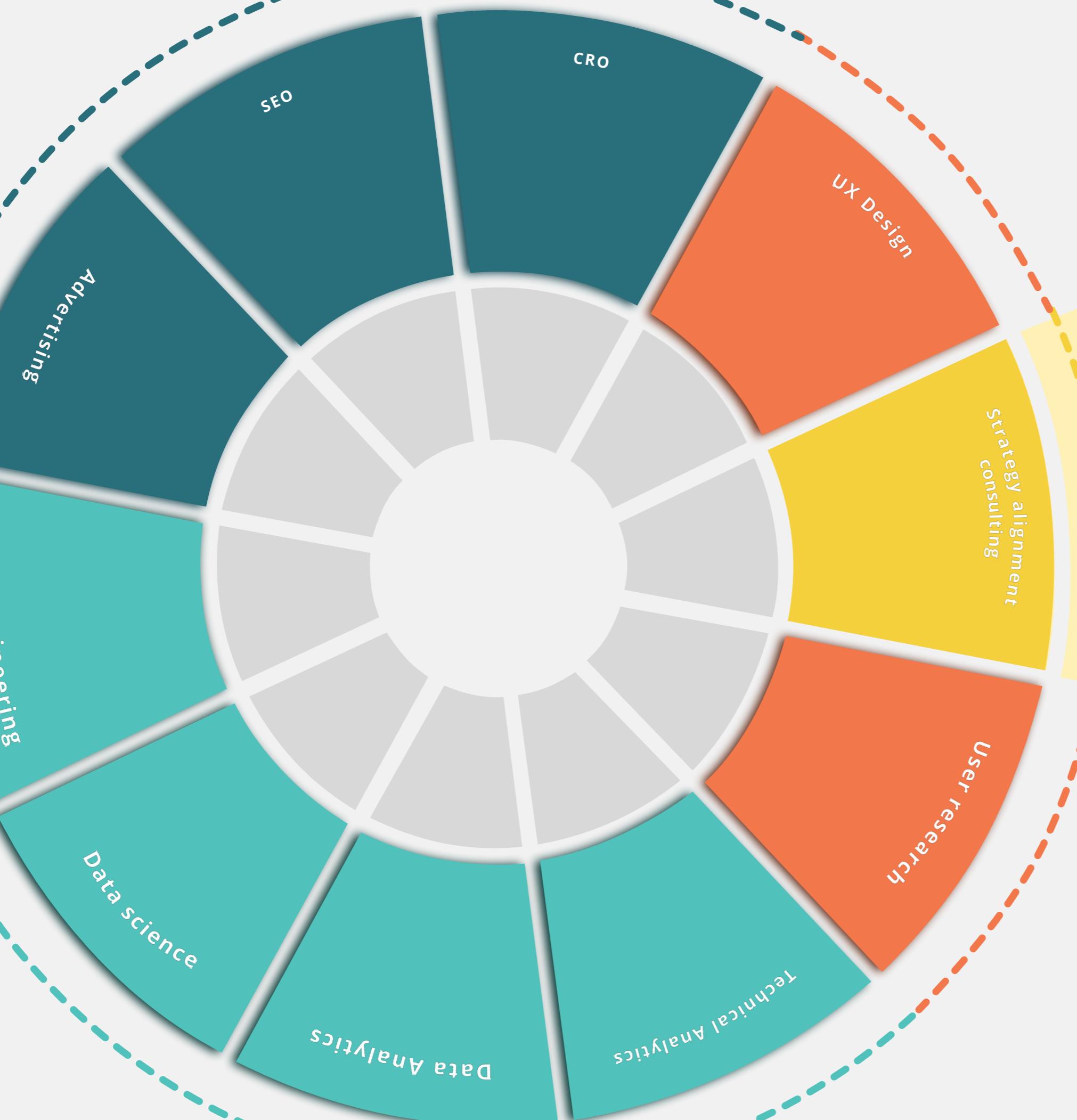




Strategy Alignment & Consulting

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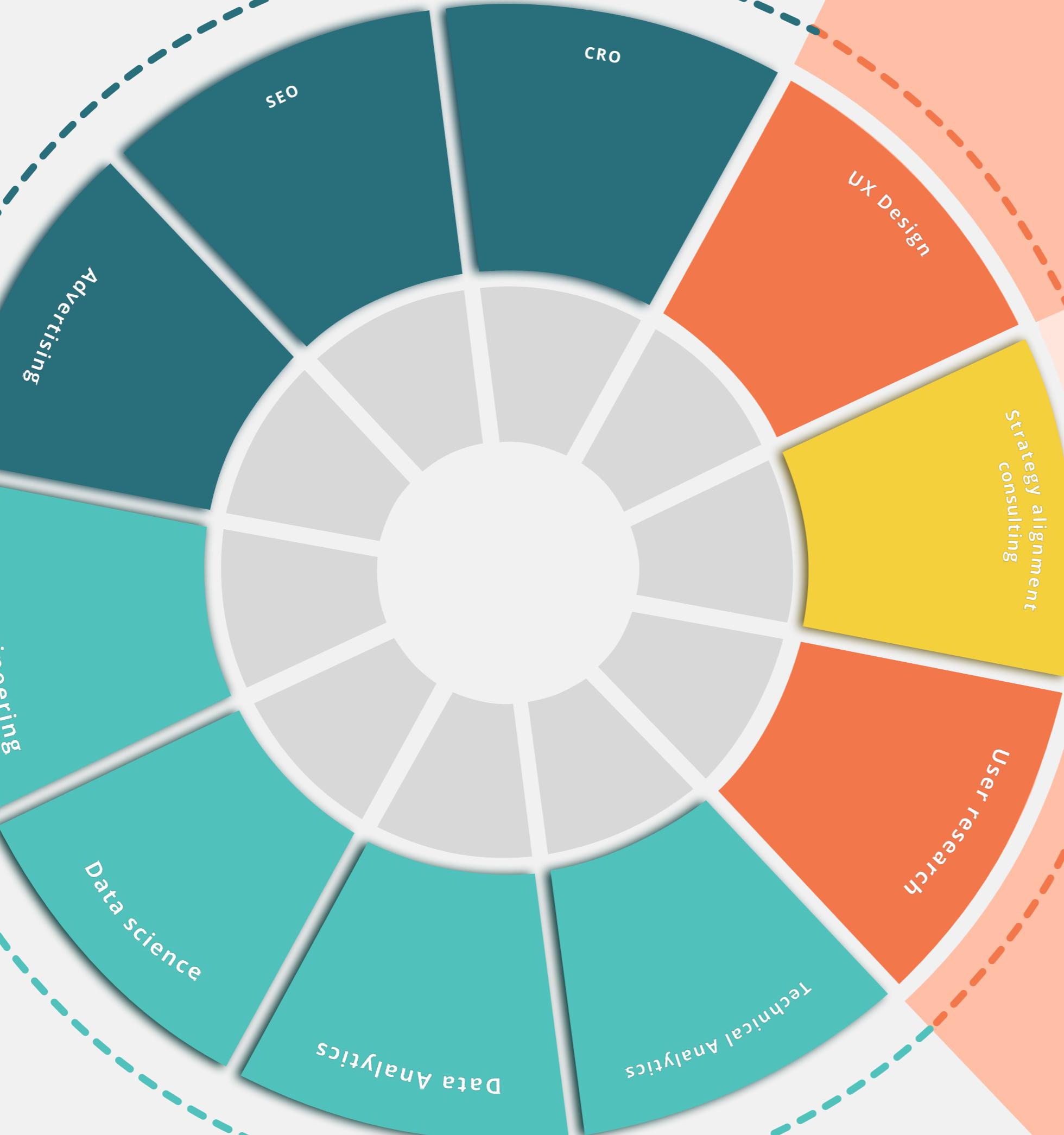
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Strategy Alignment & Consulting

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[read more](#)

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Strategy Alignment & Consulting

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Qualitative data approach:

1. Understand
Understanding the context

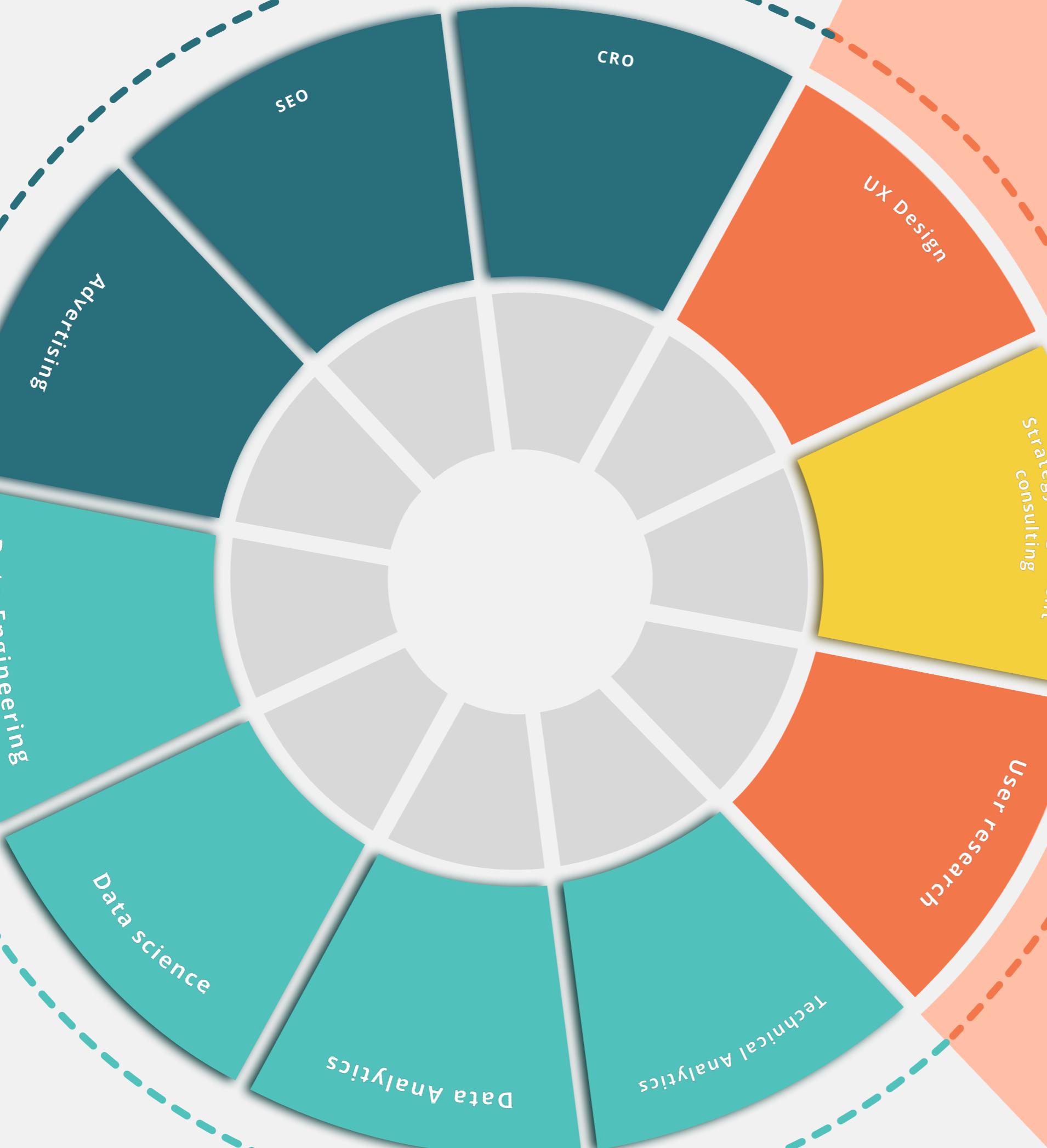
2. Empathize
Getting to know the audience

3. Define
Define the problem and requirements

4. Ideate
Ideate for a solution

5. Prototype
Prototype the best fitting solution

6. Test
Validate the solution

[Return to website](#)

Strategy Alignment & Consulting

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Qualitative data approach

1. Understand

Understanding the context

2. Empathize

Getting to know the audience

3. Define

Define the problem and requirements

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Ideate for a solution

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Prototype the best fitting solution

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Validate the solution

HEMA
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TOOLSTATION
MERIDE
MCDONALDS
TERBERG

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CLIENT CASES ▼

CRO

UX Design

Strategy alignment
consulting

Understand

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Qualitative data approach:

1. Understand

Understanding the context

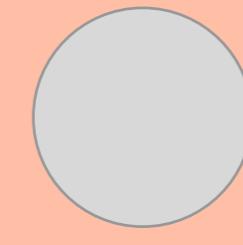
2. Empathize

Getting to know the audience

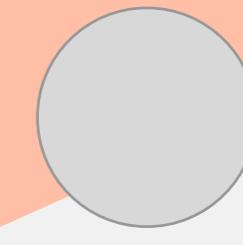
3. Define

Define the problem and requirements

TEAM



Sophie

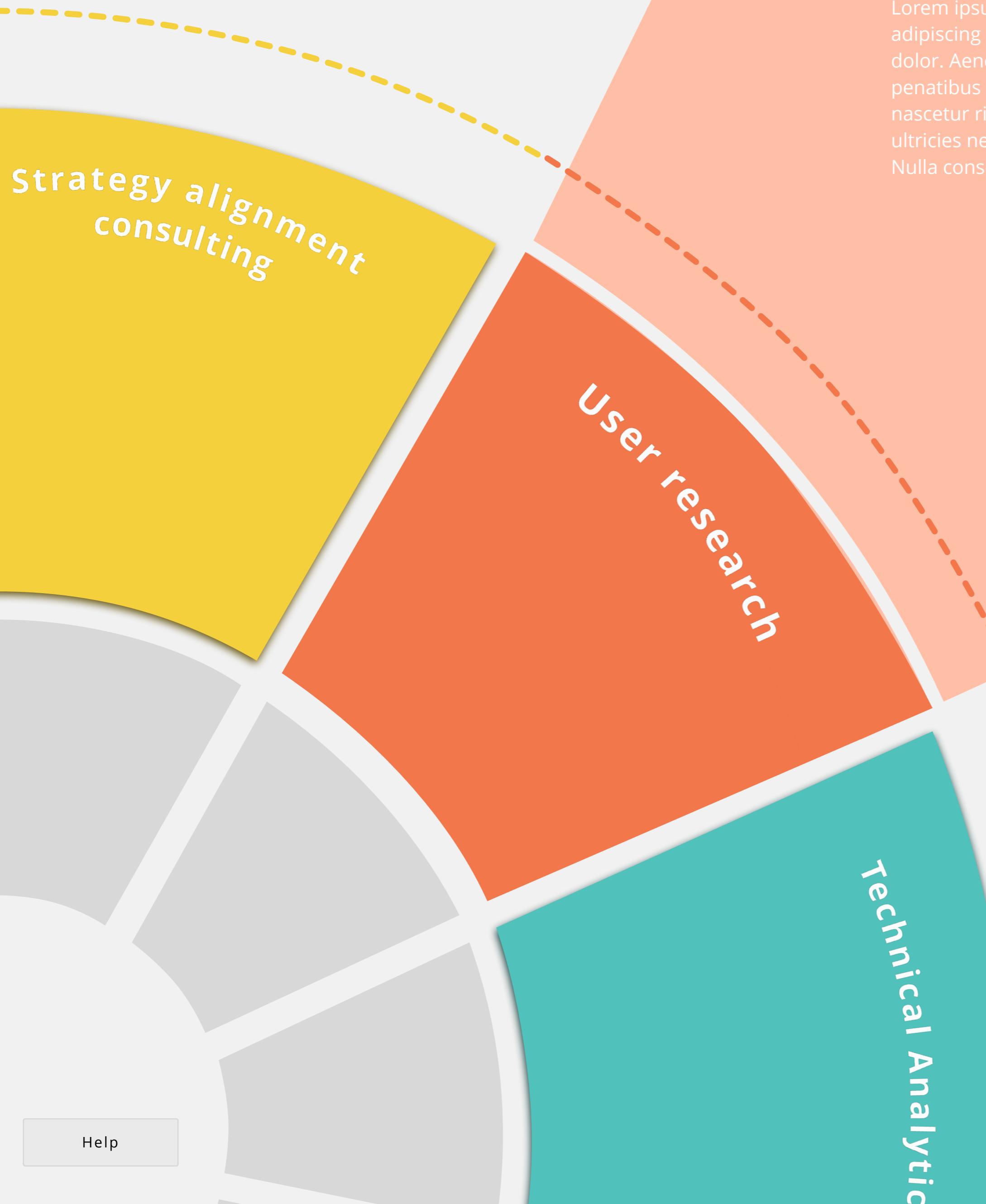


Linda

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CLIENT CASES ▼



Ideate

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Qualitative data approach:

4. Ideate

Ideate for a solution

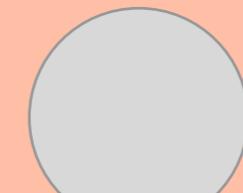
5. Prototype

Prototype the best fitting solution

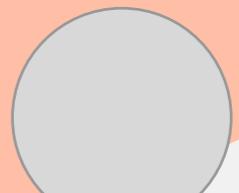
6. Test

Validate the solution

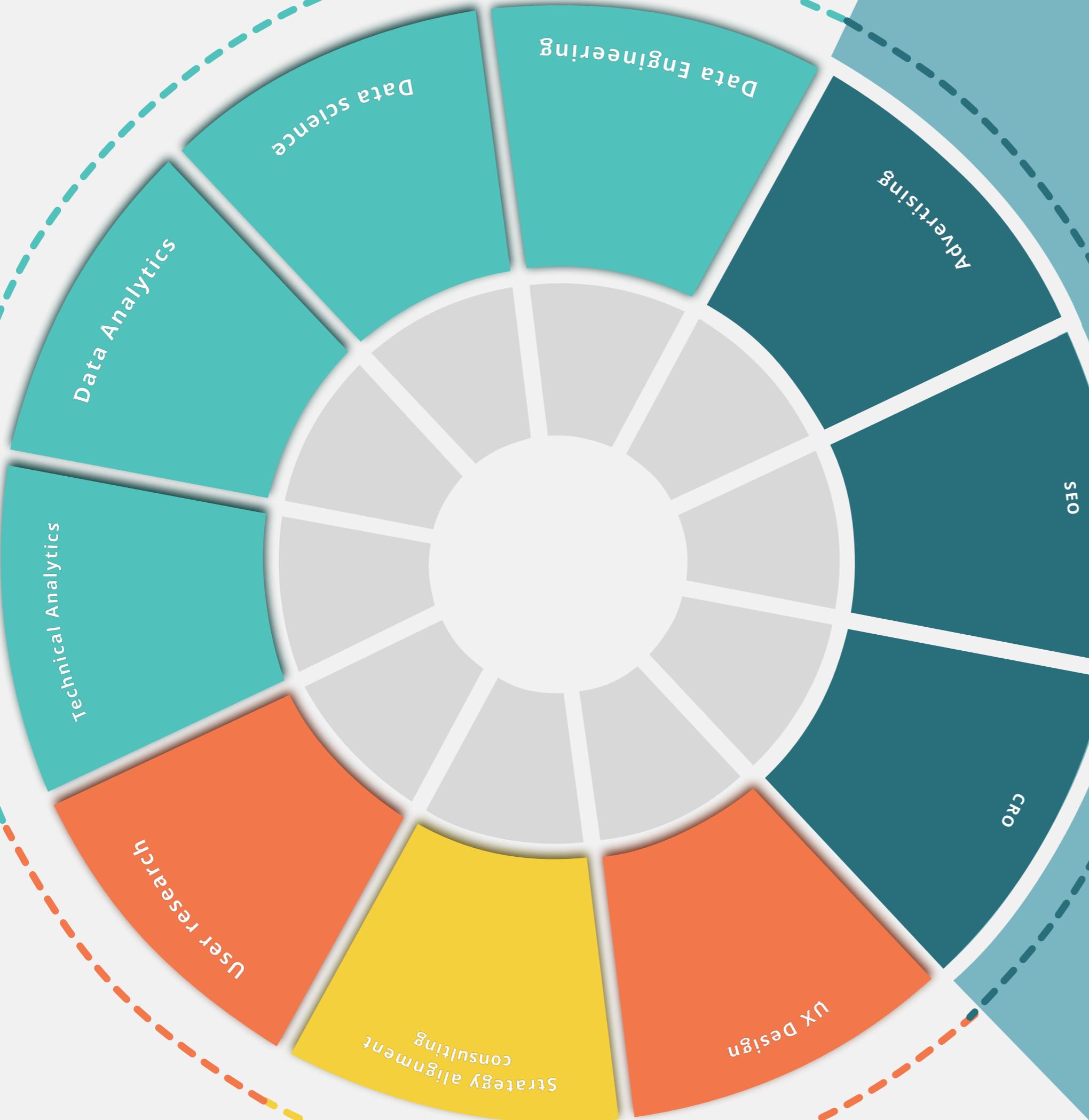
TEAM



Sophie



Linda

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Strategy Alignment & Consulting

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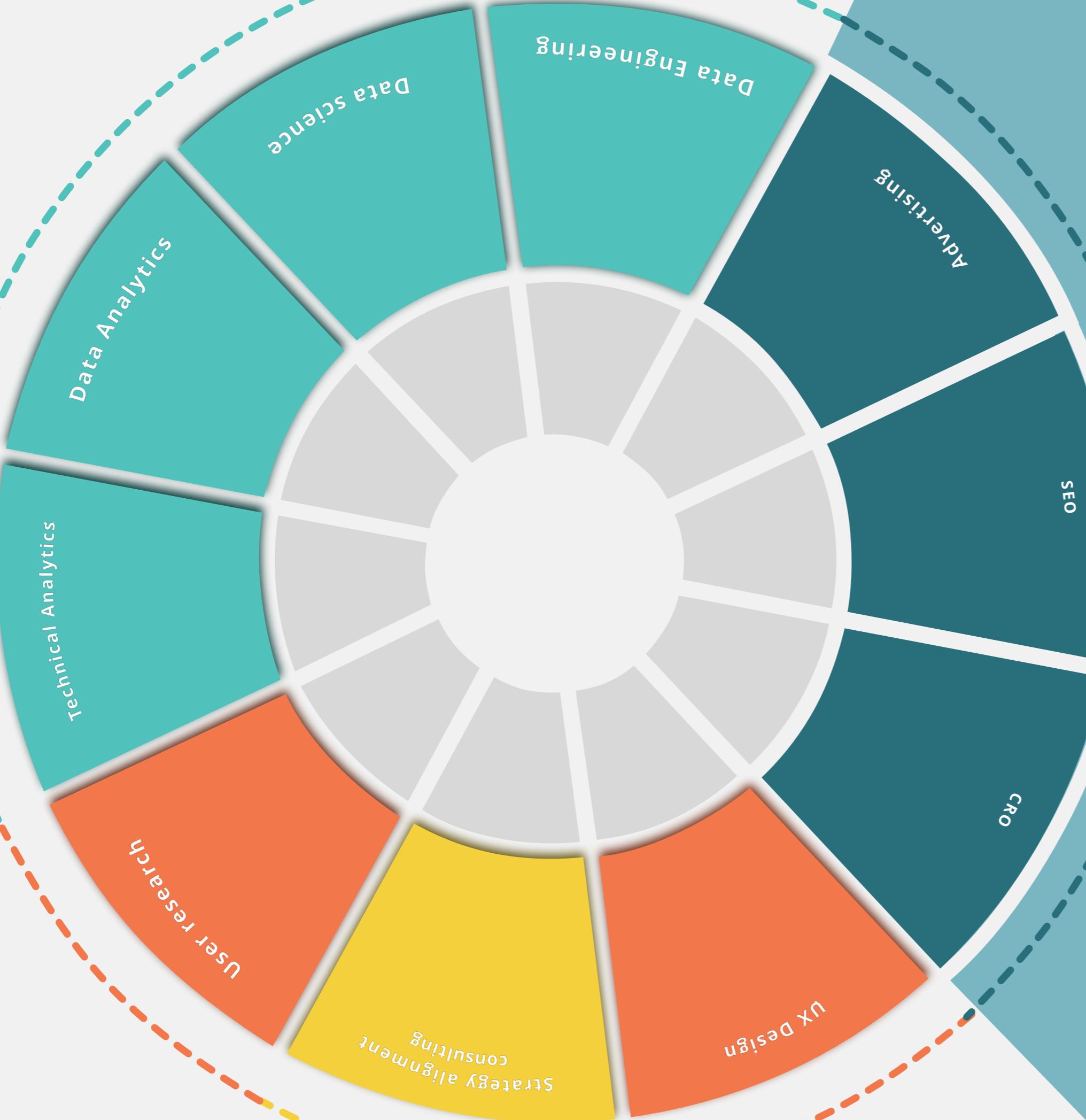
Qualitative data approach:

1. Gap Analyses
understanding the business

2. Gathering / determine
of different solutions

3. Analyse
the different solutions

4. Implementation
Advertising, CRO, SEO

[Return to website](#)


Strategy Alignment & Consulting

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ultricies nec, pellentesque eu, pretium quis, semper at nisi. Nulla consequat massa quis enim.

Qualitative data approach

- 1. Gap Analyses**
understanding the business
- 2. Gathering / determine**
of different solutions
- 3. Analyse**
the different solutions
- 4. Implementation**
Advertising, CRO, SEO

[Return to website](#)**SEO****CRO**[Help](#)

Analysing the problem

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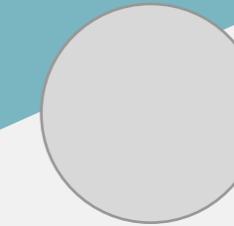
Approach to CRO:

1. Analysing the problem
And alignment stakeholders

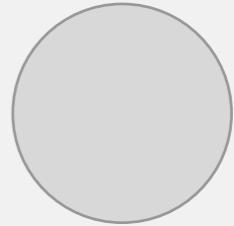
2. Strategy
Determine the goals

3. Roadmap and backlog
Keep track on the implementation

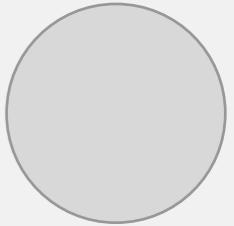
4. Reports
Report results to client

TEAM

Sophie



Linda



Linda

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Advertising

SEO

CRO

Analysing the Problem

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Approach to SEO:

1. Analysing the problem

Alignment with other teams

2. Strategy setting

Determine the goals

3. Create content

and communicate briefings

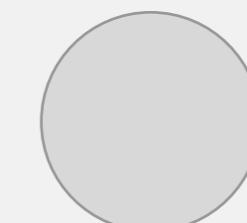
4. Technical SEO

Align with data team

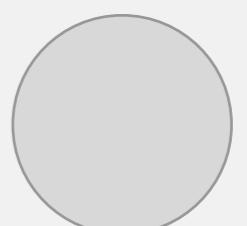
5. Report and trainings

Report the findings to client

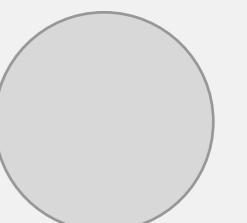
TEAM



Sophie



Linda



Linda

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Data Engineering

Advertising

in

SEO

Analysing

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Qualitative data approach:

1. Analysing

Analysing the problem and stakeholders

2. Strategy alignment

Determine goals

3. Ideation

Thinking of possible solutions

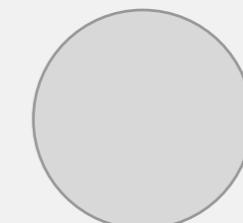
4. Building and implementation

Set up campaines and implement solution

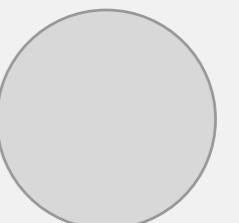
5. Report results

Report the outcomes to client

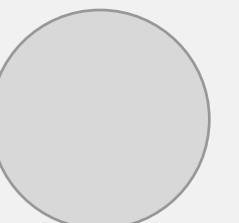
TEAM



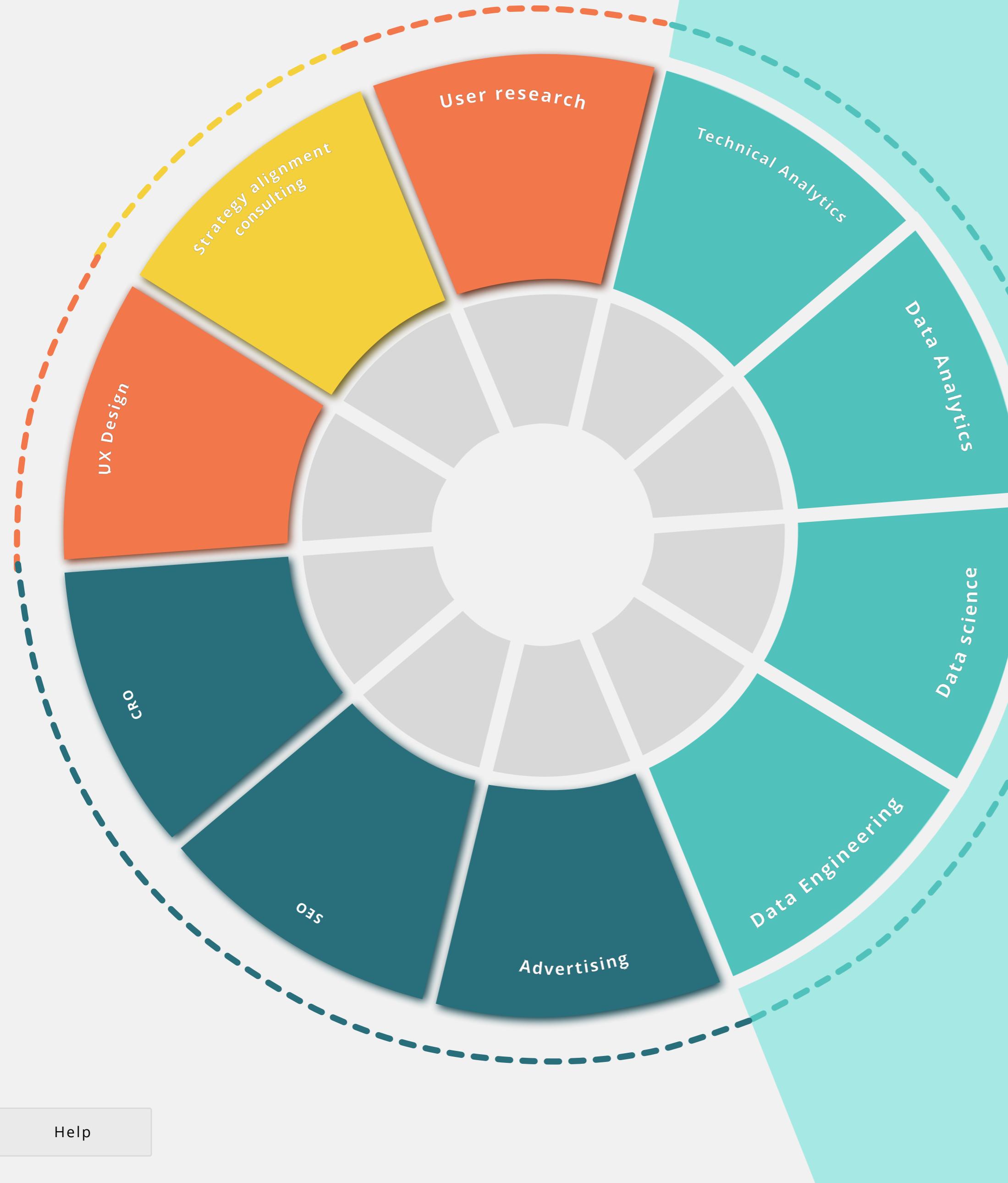
Sophie



Linda



Linda

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Strategy Alignment & Consulting

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Qualitative data approach:

1. Collect requirements

With the client

2. Define plan

Design and Ideation

3. Alignment & selection

Of the gathered ideas and designs

4. Define plan

Again, based on the results

5. Building and/or automation

Dashboards and reports

6. Testing

Testing the result

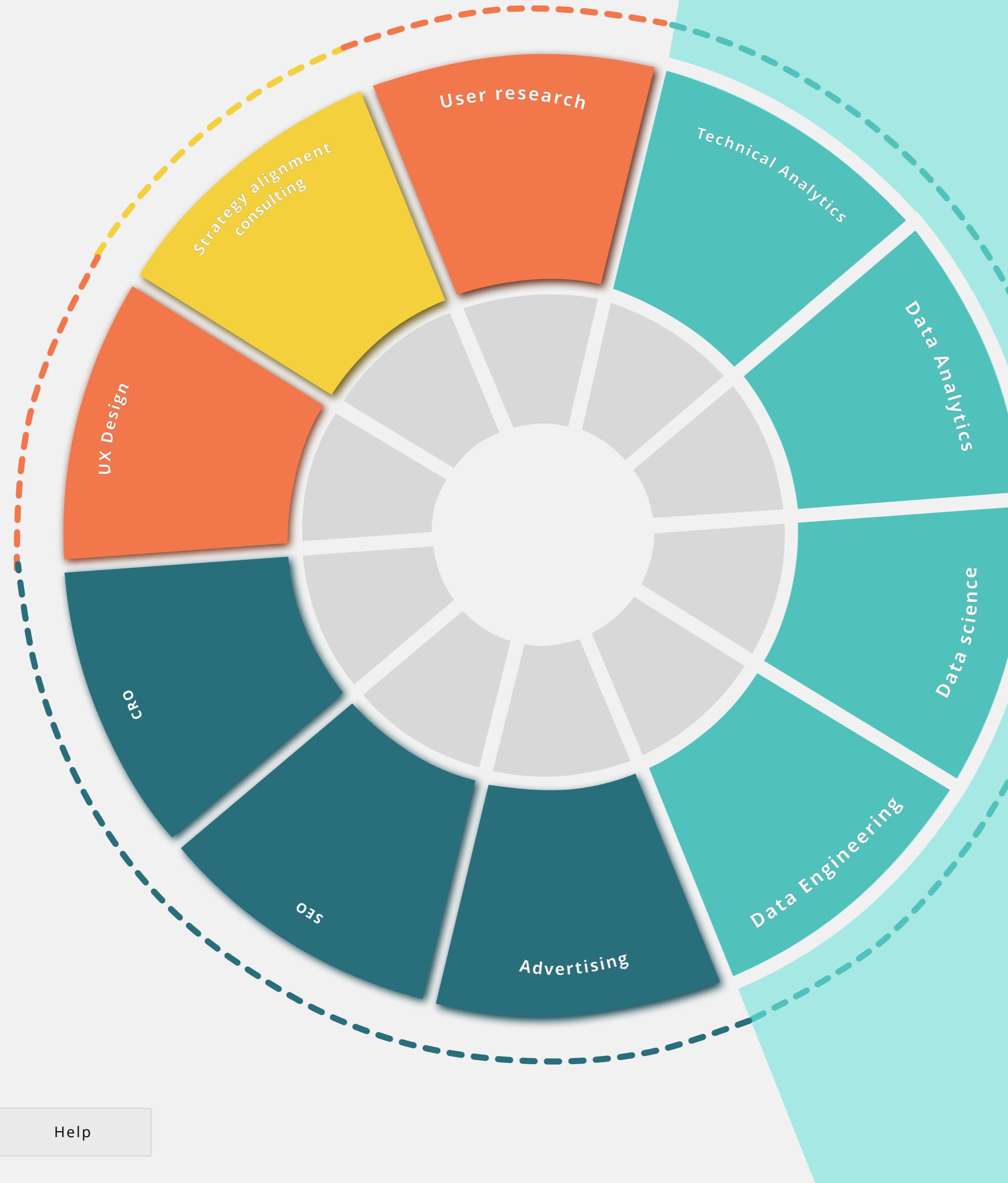
7. Release to client

Delivery

8. Trainings

Improving already existing skills

9. Periodic analyses

[Return to website](#)

Strategy Alignment & Consulting

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Testing the result

7. Release to client

Delivery

8. Trainings

Improving already existing skills

9. Periodic analyses

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CLIENT CASES ▼

Data Science

Data Engineering

Advertising

Design

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Qualitative data approach:

1. Design

Lorem Ipsum

2. Develop

Lorem Ipsum

3. Test

Lorem Ipsum

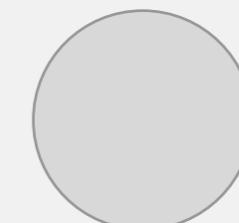
4. Deploy

lorem Ipsum

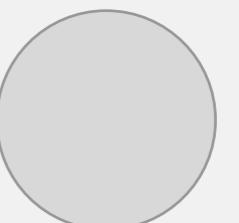
5. Support

Lorem Ipsum

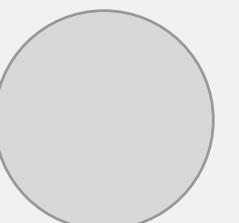
TEAM



Sophie



Linda



Linda

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1. Design

Lorem Ipsum

Data Analytics

Data Science

Data Engineering

Problem definition

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Qualitative data approach:**1. Problem definition**

Define scoping, understanding problem

2. Data collection

Collecting the data, combine different sources

3. Data Exploration

Asses quality and fining trends

4. Data Transformation

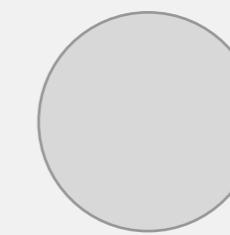
Getting the data in the shape you need

5. Data modelling / analyses

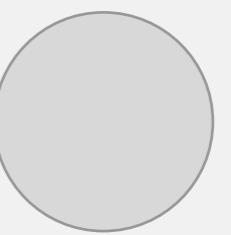
Applying model to data

6. Deployment result

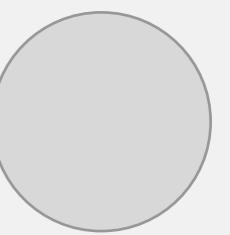
*Communication to client
- connection to engineering*

TEAM

Sophie



Linda



Linda

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Technical Analytics

Data Analytics

Data science

Initiation

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Qualitative data approach:

1. Initiation

Define architecture, first analyses of available data, assign priority to reports

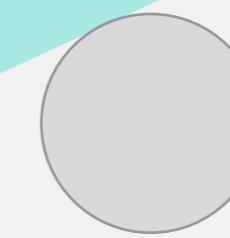
2. Refinement

Go in depth for the first subject, Determine requirements, validate dashboard concept

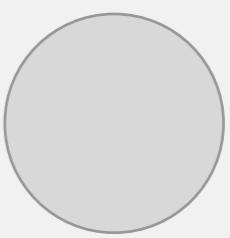
3. Implementation

Set up data connectivity, implement business logic, create visualisations, set up authorization, collect & process feedback, roll out report

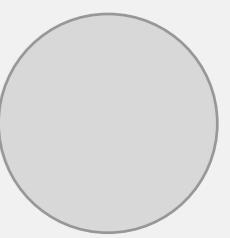
TEAM



Sophie



Linda



Linda

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User research

Technical Analytics

Data Analytics

Orientation

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Qualitative data approach:

1. Orientation

Getting acces to all the tools

2. Analysing the problem

Google Analytics and Google tag manager scan

3. Roadmap

Documenting findings and opportunities

TEAM

Sophie

Linda

Linda

[Return to website](#)

About Hema case

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CLIENT CASES ▼

CRO

UX Design

Strategy alignment
consulting

Understand - Completed

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Qualitative data approach:

1. Understand

Understanding the context

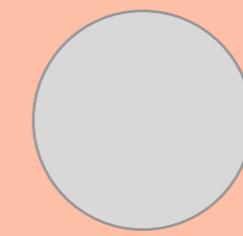
2. Empathize

Getting to know the audience

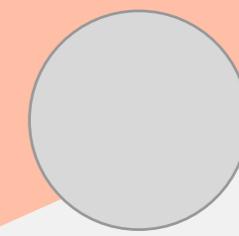
3. Define

Define the problem and requirements

TEAM



Sophie



Linda

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CLIENT CASES ▼

CRO

UX Design

Strategy alignment
consulting

Help

Empathize - Completed

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Qualitative data approach:

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Understanding the context

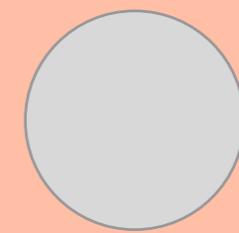
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Getting to know the audience

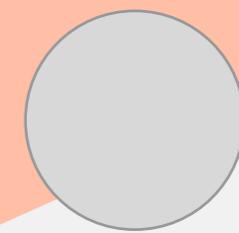
3. Define

Define the problem and requirements

TEAM



Sophie

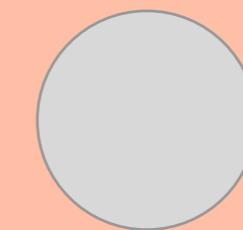
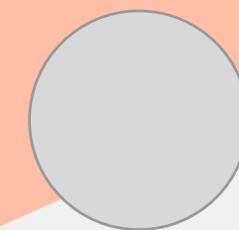


Linda

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[Return to website](#)**CRO****UX Design****Strategy alignment
consulting**[Help](#)**Define - Deadline: 12th of June 2019**

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Qualitative data approach:**1. Understand***Understanding the context***2. Empathize***Getting to know the audience***3. Define***Define the problem and requirements***TEAM****Sophie****Linda**[View files on Drive](#)