

AN ANALYTICS FIRST APPROACH TO UX

Good UX is based on evidence. Qualitative evidence, such as user testing and field research, can only get you so far. To get the full picture of how users are engaging with your website or app, you'll need to use quantitative evidence: analytics.

This book will show you, step by step, how you can use website and app analytics data to inform design choices and definitively improve user experience. Offering practical guidelines, with plenty of detailed examples, this book covers:

- Why you need to gather analytics data for your UX projects
- Getting set up with analytics tools
- Analyzing data
- How to find problems in your analytics
- Using analytics to aid user research, measure and report on outcomes

By the end of this book, you'll have a strong understanding of the important role analytics plays in the UX process. It will inspire you to take an "analytics first" approach to your UX projects.

YOUR AUTHOR



LUKE HAY

Luke Hay is a UK-based UX Consultant who's been working with websites since the 1990s. He prides himself on taking a user-centric, analytical approach to design, development and optimization of websites and apps.

Luke currently splits his time between working as the Senior Conversion Strategist at integrated digital agency Fresh Egg, and as a freelance UX and analytics consultant and trainer. Always involved in his local digital community, Luke has helped organize and curate events for UX Brighton, and is one of the organizers of UX Camp Brighton.

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ANALYTICS

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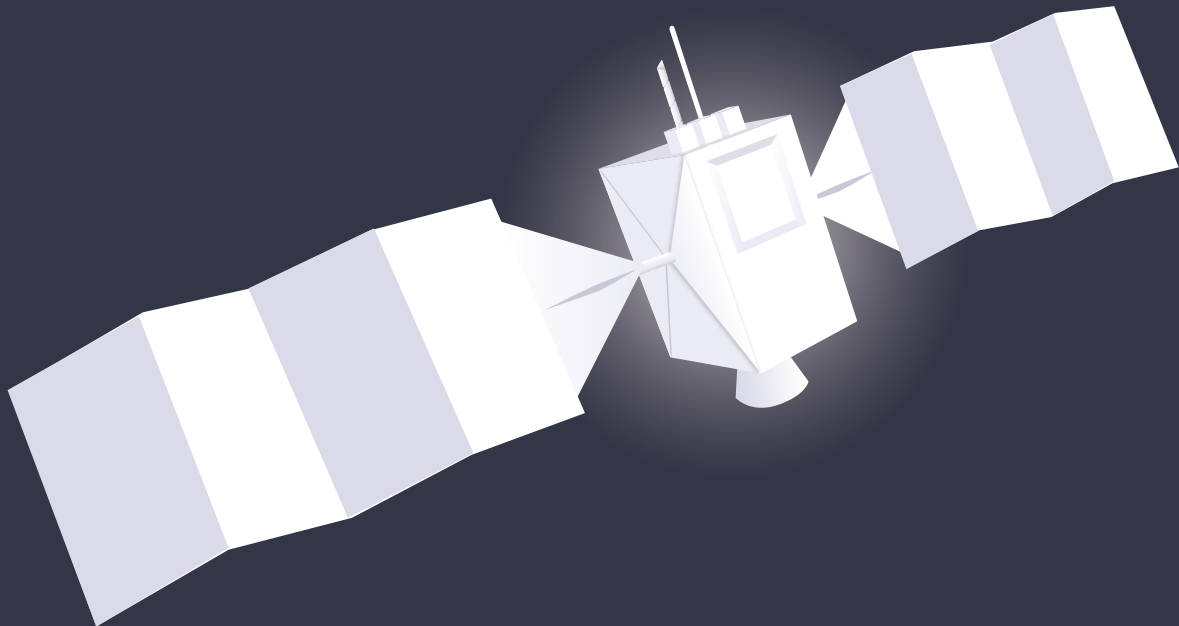
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RESEARCHING UX: ANALYTICS

BY LUKE HAY



UNDERSTAND WHAT YOUR USERS NEED



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