# User Segmentation / List transformation

Our internal tools were in the midst of a visual overhaul. Applying updated design from our style and conventions guide. Everything was going well until I encountered a particular dropdown option for user segmentation. Within the dropdown I selected “Device Country”, then a new dropdown appeared for condition options “equals, does not equal, is greater than, is greater than or equal to, is less than, is less than or equal to”. For sake of progression I selected “is greater than”, and a new input field appeared looking for a country code.

Wait a second; this means I created a user segmentation based off “Device Country is greater than US”. That doesn’t make sense to me, and I’m certain it wont make sense to our users.

After talking with the developers it was known that they applied a list of criteria’s and applied the same conditions to every segment and finished it with an input field. This is the original intent of a segment; I wanted to improve on this.

After a competiveness analysis from other tools, I identified a few ground rules I wanted to apply to the updated design; reduce the amount if items in the dropdown, identify correct conditions for each criteria and cater an appropriate input field based off data needed from the user.

First off I ideated as many different types of segmentation criteria’s as possible and attached a description to them. These were either pulled from the competitive analysis, existing tool, or ideas I had. Next was to place each criteria was printed out on a postcard and place onto a whiteboard using temporary glue sticks. I had 4 different stakeholders to perform the card sorting exercise with. On the whiteboard all the criterias were placed off to the left in a random order. Then the following groups were written: Device, Demographic, Campaign, Engagement, and Platform. Each category was also split between: Must Have, Nice to Have, Do not need.

After a few hours of card sorting, data compilation, criteria consolidation or division I was able to compile a new list of criterias, which then I presented to our engineering team to identify which options were possible and which could be added to the upcoming sprints.

The next milestone was to present all of this data in digestible format, a spreadsheet. This spreadsheet identified which criterias fell into which groups, descriptions, correct conditions, value field type, supported values, value default message, existing or new criteria, applied rule example

[Visual example of new layout]