User Segmentation

Big Fish Games has their own service when it comes to segmenting their users for marketing channels. The segmentation tool is very complicated and sophisticated tool for the marketing teams of Big Fish Games.

# My Role

As a UX Designer, my role was to isolate the internal tools down to the segmentation level and improve the user flow.

# Approach

At the current state of the segmentation tool there is currently only one dropdown for each criteria. The segmentation service is continuing to grow, which means a dropdown design solution isn’t sustainable.

# Challenge

Deliver a design solution that is sustainable for additional segmentation criteria.

# Process

## Competitive Analysis

Based off a few solutions I identified the provided segmentation rules and the process used to create a completed segment.

[Provide research data here]

## Card Sort

Conduct a card sorting exercise with users to identify which segment criteria is desirable and how they would organize them

[Card Sort Results]

# Final Product

Below is a breakdown of the specified criteria rules

[add data]

Below is how the segmentation is designed.

[add design]

# What I learned

Once I created a finalized document of the requested criteria, I wasn’t prepared to rank them in importance to the engineering team.

Also I wasn’t prepared to provide a use case for each requested criteria.