



607 Meetup #8
Mar 24, 2016

Data-Informed Product Design

Tonight:

- **Discussion: Data Informed Product Design**
- Review your Week 8 assignments
- Project 3 Team Status reports

How many of you have done some form of
“A/B testing?”

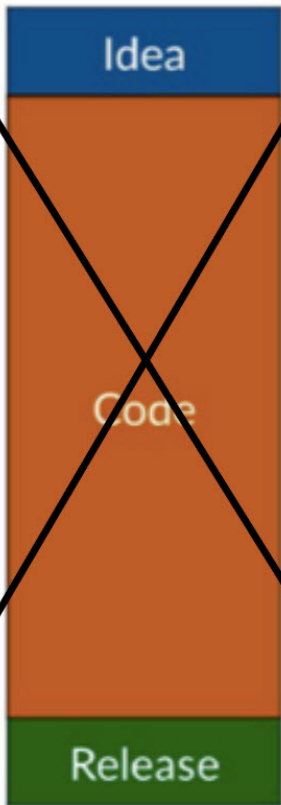
A/B Testing



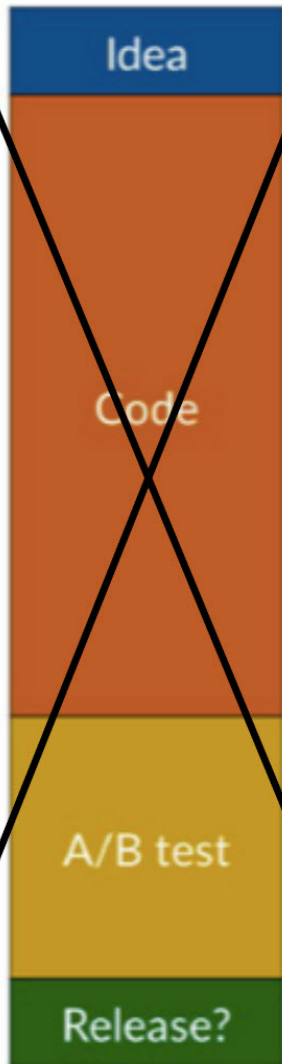
“...In the wake of the 2010 earthquake in Haiti, the Clinton-Bush Haiti Fund used experiments in the layout of its donation page—like changing the text of a "Submit" button to "Support Haiti"—to increase the total funds it raised by over \$1 million.”

<http://www.fastcompany.com/3035121/hit-the-ground-running/5-lessons-nonprofits-can-learn-from-startups>

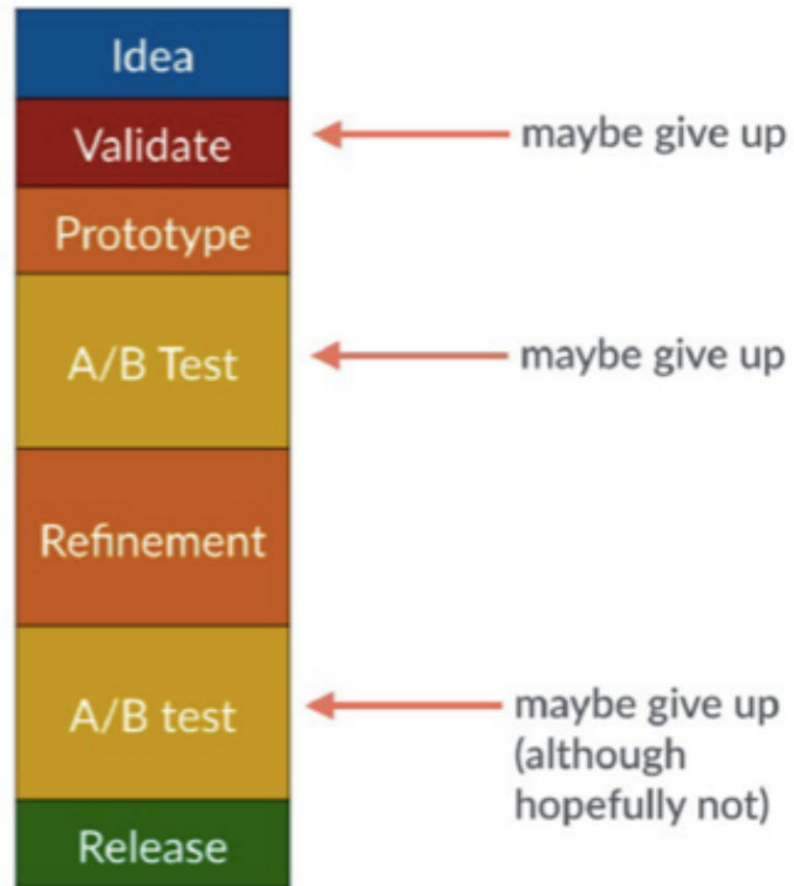
2008



2012



2015



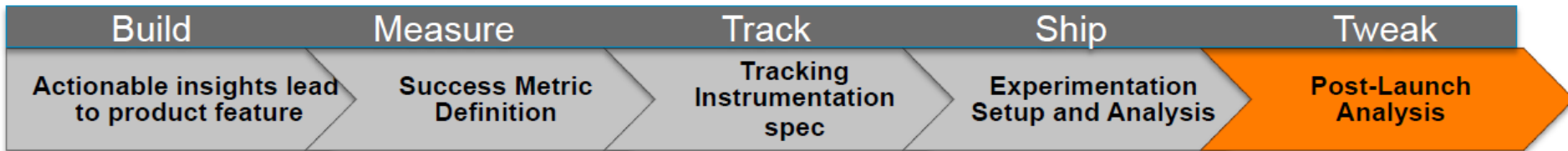
Slide from Dan McKinley - Etsy

Source: "From Idea to Execution: Spotify's Discover Weekly," <http://www.slideshare.net/MrChrisJohnson/from-idea-to-execution-spotifys-discover-weekly>. See also <http://qz.com/571007/the-magic-that-makes-spotifys-discover-weekly-playlists-so-damn-good/>

What are the phases (stages) in your product (or process or service...) life cycle?

To create a data driven organization

1. **Consciously map how you use data in each phase of the product lifecycle**
2. **Treat data as a first class citizen**
3. **Create a culture which expects decisions are informed by data**



Source: Yael Garten (LinkedIn), "How to use your data science team: Becoming a data-driven organization," <http://conferences.oreilly.com/strata/big-data-conference-ny-2015/public/schedule/detail/45908>

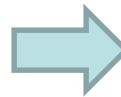
Applying data science in the product life cycle

Most large organizations today use sentiment analysis on social media to provide feedback during product development.

We'll look at text mining and sentiment analysis in Week 11!

To learn more about Sentiment Analysis:

<https://class.coursera.org/nlp/lecture>



Week 3 - Sentiment Analysis

[What is Sentiment Analysis? \(7:17\)](#)

[Sentiment Analysis: A baseline algorithm \(13:27\)](#)

[Sentiment Lexicons \(8:37\)](#)

[Learning Sentiment Lexicons \(14:45\)](#)

[Other Sentiment Tasks \(11:01\)](#)