

# User Experience, Web Design and CRO: course Structure

## Section 1 – The Business Value of **Design**

**S1 – Customer Experience in the Digital Age: UX & Design Strategies**

**S2 – Designing a Digital Product (for Web and App)**

**S3 - User Experience Research**

**S4 - Building a Digital Product**

**S5 – Project Assignment (I): Based on a user problem, building the Design of a responsive web**

## Section 2 – The Business Value of **CRO** and Experimentation

**S6 – Data Driven Design: CRO (Conversion Rate Optimization)**

**S7 – The CRO model: Continuous Improvement Process**

**S8 – Tools & Tips for conversion improvement (Optimization)**

**S9 – Testing & Experimentation**

**S10 – Project Assignment (II): Research and Validation of previous responsive website design + delivering a working landing page to drive traffic to the previous responsive website**

# User Experience and Personalization: course Structure and evaluation criteria

## Section 3 – The Business Value of Personalization

**S11 – Definition of Personalization**

**S12 – Identity Management and Resolution**

**S13 – Personalization Technologies**

**S14 – Omnichannel Personalization**

**S15 – Final Quiz**

# User Experience, Web Design and CRO

## Session 11

### **Definition of Personalization**



## CONTENTS

### Contents:

1. Definition of Personalization: signal to noise ratio
2. Personalization versus Customization
3. Identities, Segments and Audiences
4. The Privacy and relevance balance
5. Personalization Use Case Template

# Session 11

## Definition of Personalization

# Short readings

## Session 11 – Definition of Personalization

Other complementary readings are reflected in each slide of the session.

PDFs and other materials are uploaded in the Campus

1. The Attention Economy. Lexie Kane. Nielsen and Norman. 2019  
<https://www.nngroup.com/articles/attention-economy/>
2. Signal to Noise Ratio. Nielsen and Norman 2018.  
<https://www.nngroup.com/articles/signal-noise-ratio/>
3. The Future of Personalization and how to get ready for it. McKinsey 2019. (pdf)
4. See people not patters. The privacy challenge. Accenture 2020 (pdf)

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# Evolution of Personalization



Broad ATL (Above the Line) campaigns

*Coca-cola “Open Happiness” campaign*



Broad segments – same interests

*Vodafone Yu (Youth segment) campaigns*



Rule-based contextual clusters

*Decathlon: Email recovery abandon cart*



1:1 automatic triggers  
IA driven

*Netflix personalized recommendations*

# Definition of personalization in the Digital Age

People would  
not care if

**77%**

of Brands  
disappeared

Brand Content

**58%**

is not  
meaningful



## Moving From Advertising to Conversations

PERSONALIZATION improves the  
Signal to Noise ratio

(\*) – “People would not care if 77% of Brands disappeared” and “58% of Brand content is not meaningful”

Source: Havas Meaningful Brands Study <https://www.meaningful-brands.com/>

Signal to Noise ratio: <https://www.nngroup.com/articles/signal-noise-ratio/>

# Types of personalization: from less to more complexity

## Look Alike

Similar Audiences

Based on similar “Traits” and characteristics of the user (demographics: browser, other sites visited, content consumed, etc...)

## Behavioural Targeting

Based on behaviour

The experience change based on navigation and behaviour

## One 2 One

Hiper-personalization

Offering exclusive content based on the unique identification of the user and machine learning capabilities to make it at scale

Current challenge

Personalization requires an extra effort to create ad-hoc content and Analytics measurement gets more complicated

Reading – The Dangers of Overpersonalization: : <https://www.nngroup.com/articles/overpersonalization/>

# Levels of personalization: broad segments

## Anonymous

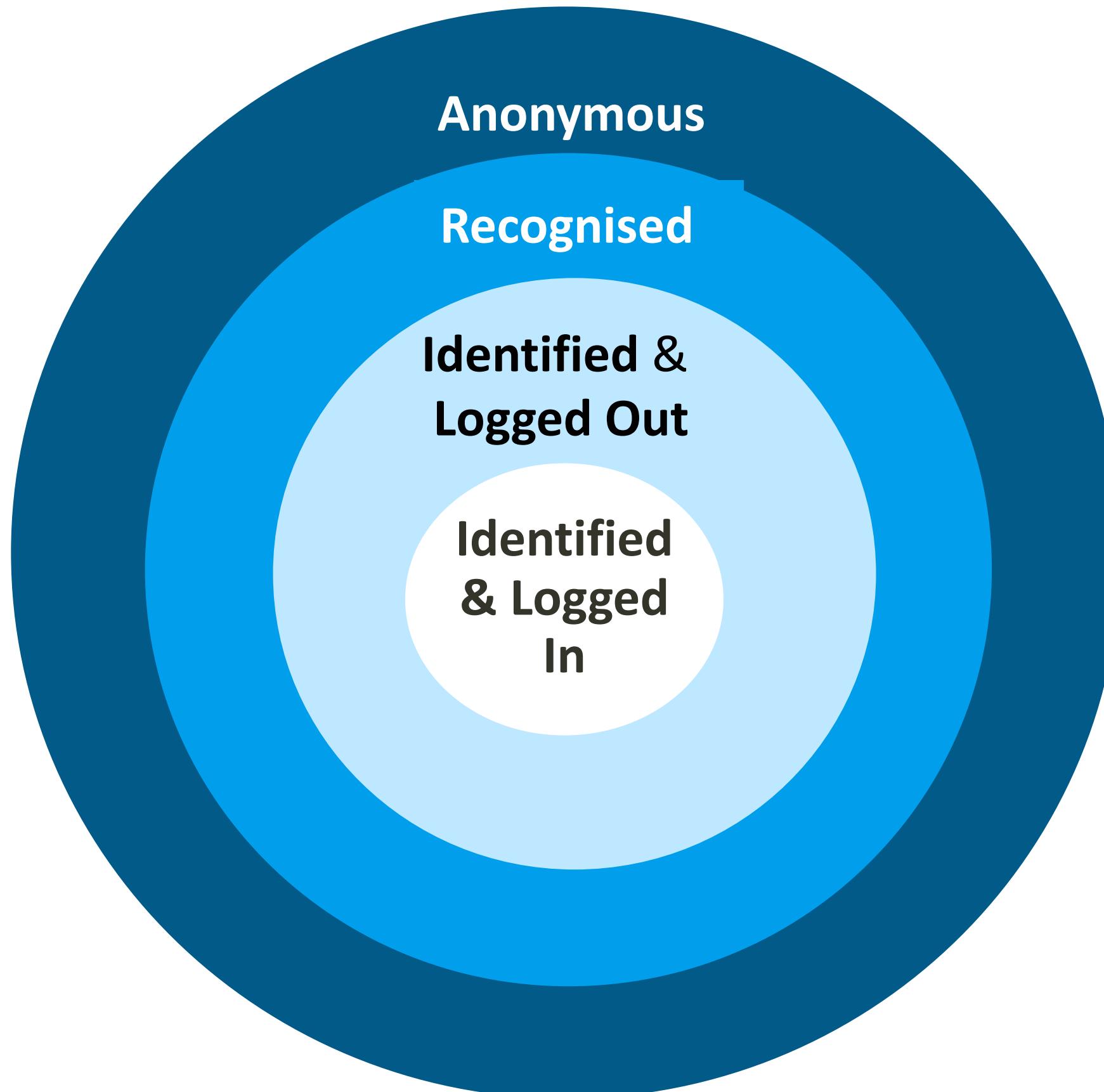
A new visit that can not be identified from browsing-behaviour

## Recognised

A visit that has previously visited and browsed our website and uses cookies.

## Identified

A visit that has previously or is currently logged into Web or App.



Try to match the User Cases with each audience:

### Use Case 1

User visits web today. He logged-in yesterday

### Use Case 2

Second time visitor, identified as a visitor of a specific product page

### Use Case 3

First time Visitor

### Use Case 4

User is logged-in in the Private area

### Use Case 5

A visitor who performed a search with a Keyword in the previous visit

# Why Personalization?

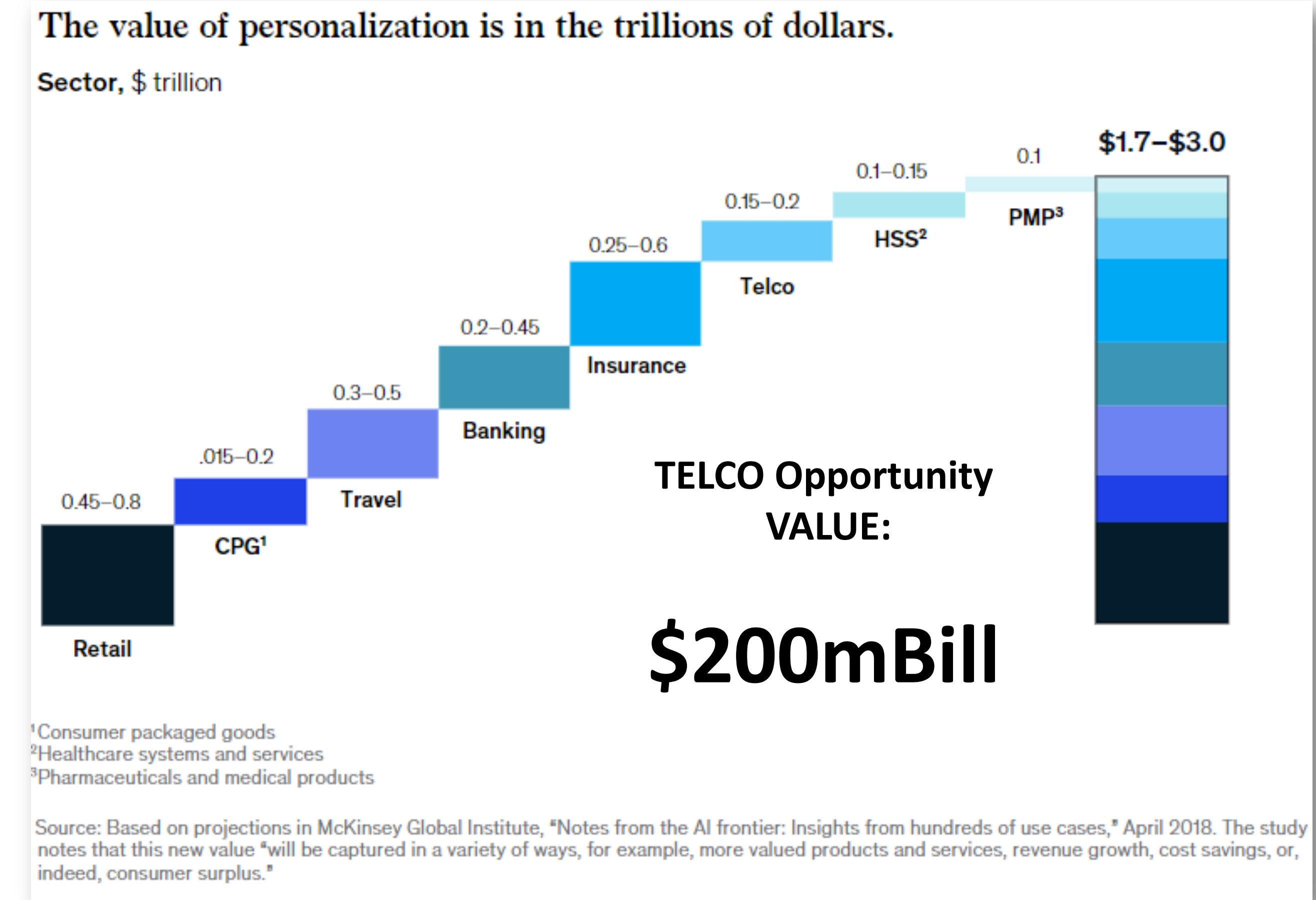


*“The aim of marketing is to know and understand the customer so well the product or service fits him and sells”*

*Peter Drucker*



# Why Personalization?



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# Personalization versus customization



Anticipate customer needs and wishes to be more relevant and convert more



Provide the customer with tools for him to configure / adapt the Digital Product

Reading: Is Personalization over-rated? (1998) - <https://www.nngroup.com/articles/personalization-is-over-rated/>

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# Why Identities? Key for People Based Marketing

## People-based Marketing

New channels, devices, apps and voice technology create more opportunities than ever before for Brands to engage with customers but it is more difficult to be **relevant and consistent**

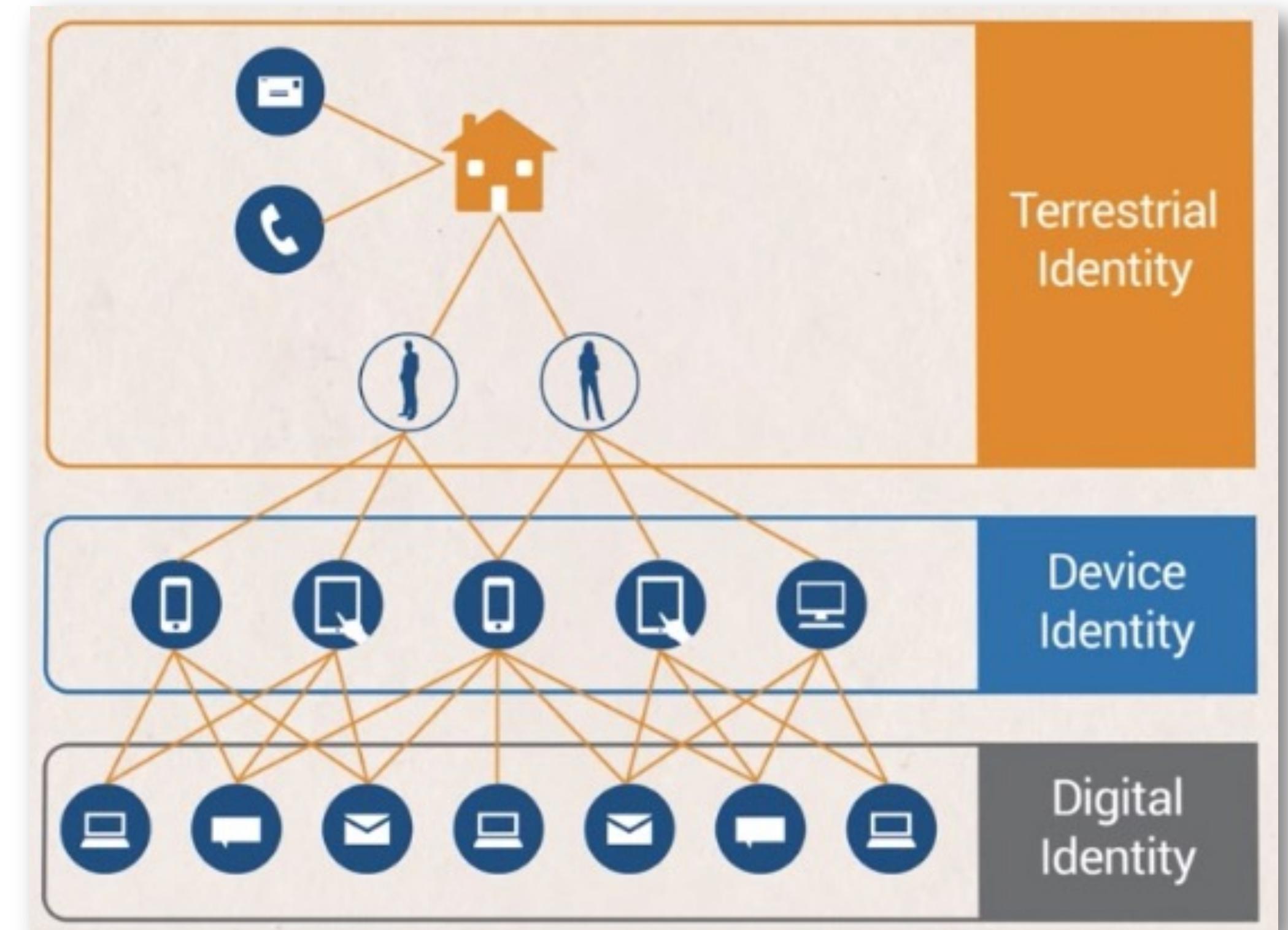
87% of consumers use a second screen while watching TV

40% of people who start an activity in one device finish on another

30% of purchases are cross-device transactions

# Definition of Identity and Identity Graphs

- **Identities define Personas or Entities (Homes)**
- Identities are in a continuum from **Anonymous** (cookies, device IDs or other) to **Known**
- Usually Identities does not match with real Personas
- **Identity Graphs** are groupings of Identities with the aim of Identify real Personas



Video:

<https://youtu.be/ws6Na1pc1uA>

Digital Identities. Merkle Blog:

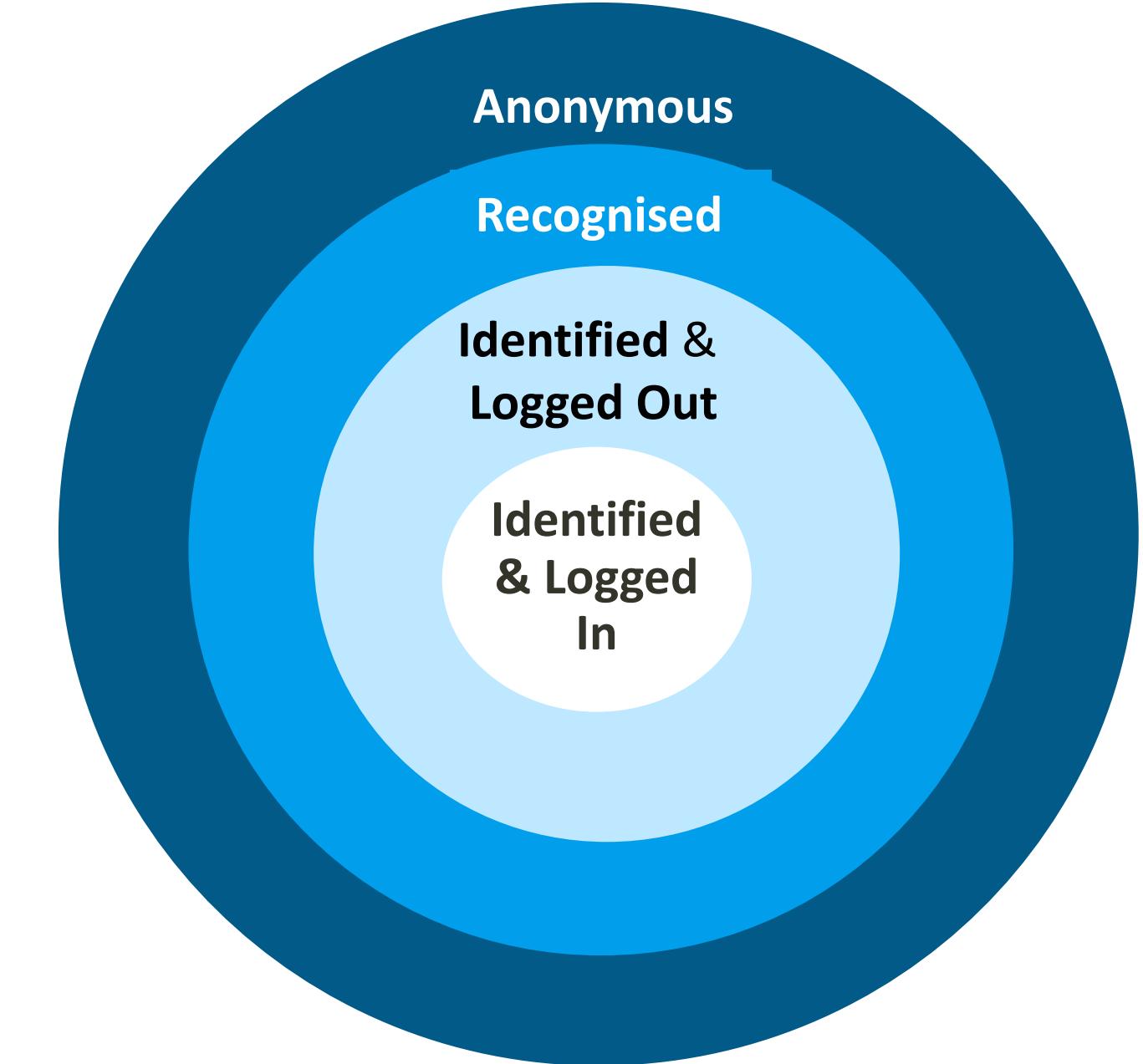
<https://www.merkleinc.com/blog/anatomy-identity>

# Segments and Audiences

## SEGMENTS      AUDIENCES

Rules and logic to build Audiences

Current population on a segment



- User Identification is KEY to build and amplify audiences
- Agreements and Market Places to buy / share Audiences for Personalization:
  - First Party Audiences (1<sup>st</sup> Party data): owned DATA
  - Second Party Audiences (2<sup>nd</sup> Party data): DATA gained through sharing agreements
  - Third Party Audiences (3<sup>rd</sup> Party data): DATA bought to third party organizations or via DATA markets

**Video: Audience Identification for Personalization - Gigya from SAP**  
<https://vimeo.com/139280974?from=outro-embed>

**Activity: define new micro segments for your Digital Product**

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# The Privacy and Relevance balance

Three main mandatory principles:

- 1- Ask for permission
- 2- Be transparent with the use of data
- 3- Give something in exchange

Areas to explore further:

- 1- Europe's GDPR
- 2- California Consumer Protection Ad
- 3- New EU cookie Law (EU) (In progress)
- 4- Privacy by Design

How to balance Personalization with Data Privacy

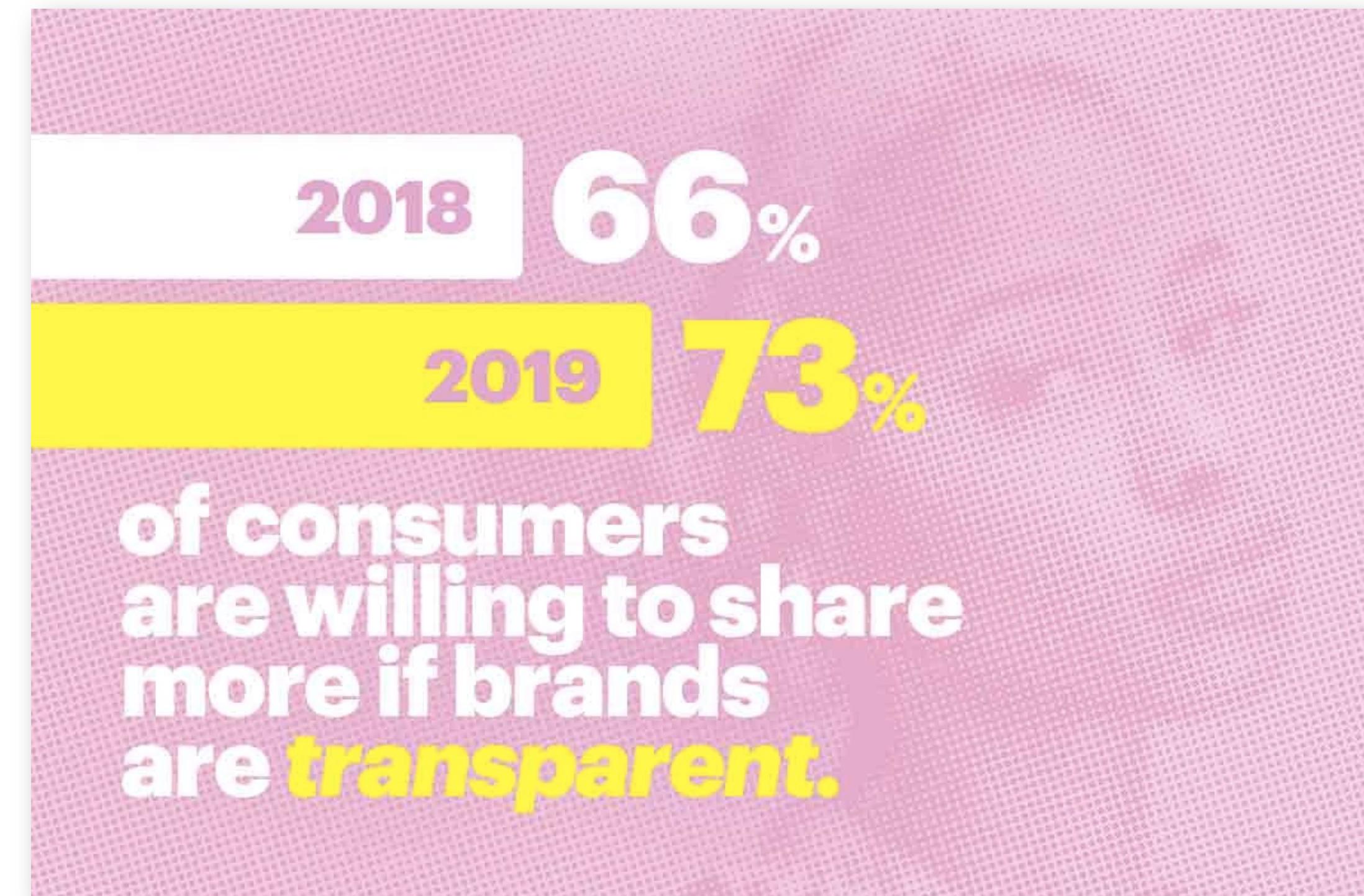
<https://www.gartner.com/smarterwithgartner/how-to-balance-personalization-with-data-privacy/>

Video: Tim Cook (Apple CEO) about Apple Privacy Principles.

<https://www.youtube.com/watch?v=OaLxTz1Yw7M>

Video: Craig Federighi Apple SVP Soft. Engineer about ATT (App Tracking Transparency).

<https://www.youtube.com/watch?v=G05nEgsXgoI>

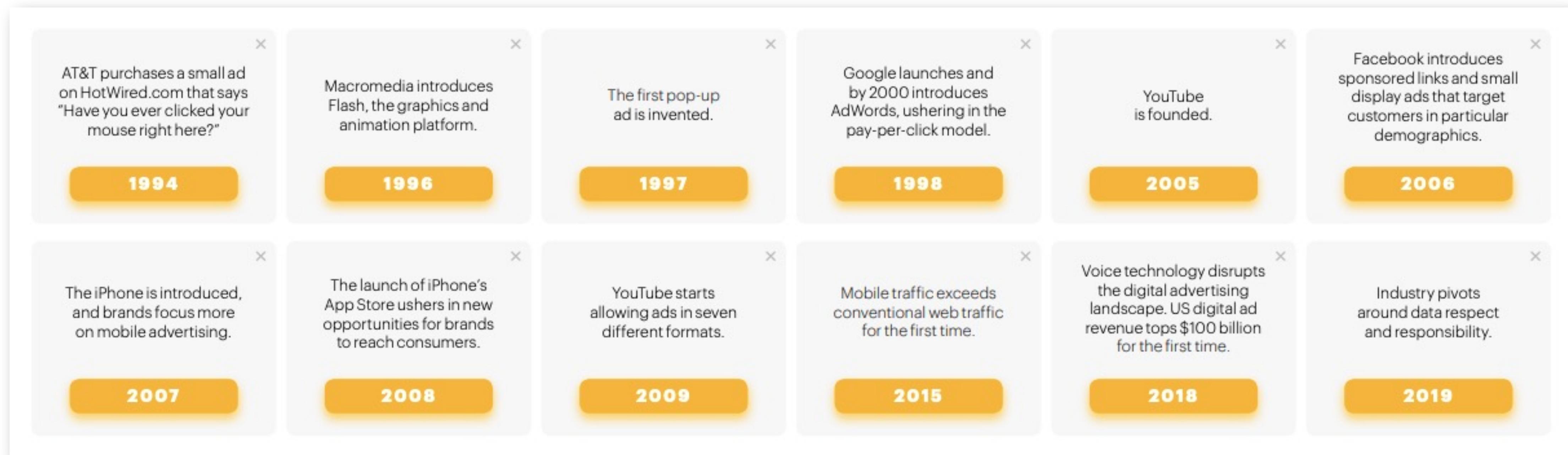


Source: Accenture 2019

# The Privacy and Relevance balance

“Just because you can, doesn’t mean you should”

“Zero party data”: you make your consumers want to tell you something by giving them value.



Reading: “See People not Patterns”. Accenture 2019 pdf in Campus.

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# Personalization Use Case

## Use Case name

### Personalization criteria

Explain your criteria and drivers for the Use Case. Why you are defining this Personalization use case?

### Economic Impact value

Explain the expected financial impact  
Use “Revenue= Visits x CR x AoV” or similar calculations for cost reduction

### Personalized experiences

Describe the personalized Design experiences or add any Wireframes

### Audiences

Describe the audiences you are going to target. This is the overall description of the users /customers you want to target.

Customers, non - customers, first time visitors, retargeting visitors from Ad Campaign, etc...

### Segments: Identities and KPIs to segment/identify the Audience

Describe what metrics you will use to segment/Identify your Audience described above. For instance visits coming from Landing Page (URL of reference), or visitors scrolling down to the bottom page, or dwelling time in page, visits from Facebook add tracking code, etc...

### Implementation plan and effort

Describe the effort and implementation steps to implement the personalized designs

# Key Takeaways from Session 11

1. In a world of noise, personalization is a tool to increase signal and reduce noise for Brands to become more relevant to empowered customers in the Digital age
2. Types of personalization are Rule based (clustering, looks alike), behavioural targeting and One to One at scale.
3. There are different levels of personalization, from Anonymous, to Recognised and finally Identified
4. Identities are the base of personalization. They define personas.
5. Segments are the rules to build Audiences and Audiences are the current population on a Segment
6. Personalization is based on the intensive use of data, therefore there are some privacy and legal constraints to be aware of