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Company: Dognition (www.dognition.com)

Assignment: Recommendations for Dognition Business Process Change

Goal: A data-driven business process change proposal to Dognition company management about how to increase the numbers of tests users complete.

Submission: Script with prompts for screen activity.

Dognition has a vested interest in increasing the number of tests completed by its clients because these activities create a number of beneficial results: 1) richer data for scientific publications 2) clients that have fulfilled the goal of understanding their dog's personalities and cognitive style and can promote Dognition's program either directly or indirectly.

Let me give you a great example of how this can happen: One of our clients, Trent, wrote us a letter to let us know how thrilled he and his family were with our program and that ever since he and his dog, Norgi, had started the series of test, which they had recently completed, their relationship had improved tremendously. Additionally, he now understood how his dog interacts with the world and has been able to change their lifestyle to meet the dog's need. He then went on to say that he had recommended our program to at least 6 of the dog club members that he and his dog interact with on a weekly basis; 2 of which decided to sign-up for the program. He also wrote us an incredible review at our Facebook site.

Now the question is: how did Dognition benefit from all this? Well, we received both word of mouth and online recommendations from this client. We acquired 2 new memberships specifically in a dog breed group that was underrepresented which increased revenue and scientific data collected. In particular, the scientific data is important because it was in a group where we had low membership count so we had not been able to collect as much scientific information as we wished.

We can see from this short story that test completion is important and this is an example of just one of the many positive stories we have collected from our customers. In order to accomplish increased test completion, I am proposing a multistep approach:

1. Modify the website to improve the data capture to better identify dog classifications such as breed group. The correct data capture should increase to 95% accuracy. This step should be completed within 1 month.
2. Additionally create a multilingual web site to assist customers in English speaking countries where their primary language might not be English. At least two additional languages should be considered. This step should be completed within two months.
3. And thirdly, implement additional controlled tests in high membership states while considering the modifications to the website to better determine the direct causes of why some groups perform better than others. These test should start within three months and run for two months.
4. Finally, evaluate which test results provided the best cause for improved test performance in order to bring test completion of the series to within a 75 to 85% completion rate. Currently these series completion rates by breed group are between 48% to 65%.

So why am I proposing these changes to improve test completion? Let's take a look at our customer base and see why.

[Display the Dognition Business Analysis Story at the first worksheet 'Our clients worldwide'] Our clients reside mainly in the United States and Namibia, where the official language is English. [Float cursor over the US and then Namibia – dark green shaded countries] For the purpose of this discussion I will concentrate on the United States which has 4,754 memberships. [Display the Dognition Business

Analysis Story at the second worksheet 'with the most English speaking clients in the US'. This map represents the US states with the darkest green shades designating the highest count of Dognition membership. [Float cursor over the states of CA, FL, NY as the state is mentioned] California has the highest count at 697 with New York having 303 and then Florida with 272.

We can also see that in the next presentation [Display the Dognition Business Analysis Story at the third worksheet 'and having one or more dogs but mostly one dog.'], there are not many owners that have more than one dog so when we are influencing the owner to complete the tests with their pet, most of the time the focus will be on a one pet to one owner relationship. [Float the cursor over the 'All vertical bar to display the tooltip, then the NY vertical bar to do the same'] You can see that relationship in this presentation where the vertical bar represents the count of owners and the horizontal bar the count of dogs.

[Display the Dognition Business Analysis Story at the fourth worksheet 'with the highest total test completed concentrated in 3 states and 5 groups'] Now let's look at which of these three breed groups complete the highest number of tests by in these states. [Point cursor to crosstab graph and point to Grand Total values in these 3 states] In this graph we can see that on average for the 3 states, the Sporting, Herding, and Non-Sporting dogs complete the highest number of tests. [Make sure to display tooltip for the Grand Total values for these 3 groups] Additionally, the crosstab also indicates the total number that completed the series and the ratio of completion for the series. Dogs categorized as Unknown also complete a great number of tests but this group is undefined yet contains the potential to provide additional insight. Overall, there are no clear relationships between the breed group and why these tests are completed at a higher level from one group to another.

Because of this I am recommending the steps I outlined previously. I believe that better data quality capture and providing multilingual features at Dognition's website might increase test completion by breed group. But again additional testing needs to be performed and the resulting data needs to be analyzed carefully to prove the direct influence of any one factor. Higher weight might also be given to owners of one dog with less concern as to the influence of multi-dog owners.