“Channel shift – evaluating Mosaic personas as a tool in improving web forms”

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# Introduction

an introduction to the document, clearing stating the hypothesis or objective of the project, motivation for the work and the results achieved. The structure of the remainder of the document should also be outlined.

## Context

* Context objective: the Council has personas based on Mosaic data, but it is unclear if they would be helpful for designing web forms
* Use BI tools and design practices in the process
* Work with CRM data and IBM Cognos

## Objective of the project

* evaluate usefulness of Mosaic personas in improving web forms

## Thesis structure

# Background

background to the project, previous work, exposition of relevant literature, setting of the work in the proper context. This should contain sufficient information to allow the reader to appreciate the contribution you have made.

## The role of design

## Data-driven design

### Data-driven design methods

### Business Intelligence

#### Introduction to Business Intelligence

#### Review of recent works

#### Business Intelligence and User Centered Design

#### Architecture

#### Data analysis in Business Intelligence

#### Structured and Unstructured data

(Baars & Kemper 2008)

## Human-driven design

#### Introduction to “anthropological” design

#### User Centered Design

#### Review of recent works

#### Tools and practices

Design tools that could be used:

* Ethnographical methods
  + Interviews/surveys
  + …
* Usability inspection methods (as early as possible):
  + Heuristic evaluation
  + cognitive walkthroughs
* Usability testing methods (later on, after some ground was established):
  + Qualitative
    - In-person testing (so-called hallway testing)
    - Remote testing
  + Quantitative
    - comparison test (a-b testing)
    - Success rate
    - task scenarios
* prototypes
  + “low-fidelity” – as early as possible
  + “high-fidelity” – later on, after some ground was established
* participatory workshop (focus group)
* Think a-loud technique
* personas
* hackathon

Analytical tools:

* 5 why model
* Swot analysis
* Cost-benefit evaluation
* QUPER model

# Description of the work undertaken

this may be divided into chapters describing the conceptual design work and the actual implementation separately. Any problems or difficulties and the suggested solutions should be mentioned. Alternative solutions and their evaluation should also be included.

## Preliminary work

### Literature review

### Meetings in the Council

## Implementation on IBM Cognos

### CRM data

Its properties, etc.

For unregistered users there is an assumption about the postcode that they are close to home.

### Mosaic data

### Work undertaken

Description of what I did, code, screenshots

# Analysis or Evaluation

results and their critical analysis should be reported, whether the results conform to expectations or otherwise and how they compare with other related work. Where appropriate evaluation of the work against the original objectives should be presented.

# Conclusion

# Bibliography

Baars, H. & Kemper, H.-G., 2008. Management Support with Structured and Unstructured Data—An Integrated Business Intelligence Framework. *Information Systems Management*, 25(2), pp.132–148.