

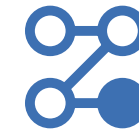
Key Insights from User Research



Line of Business Users (Out of the Box)

While the data science profession is growing, we cannot rely on technical roles to translate the value to our end users. Minimized need for data scientists, the solution has to be out of the box.

1. It is a high risk assumption at the core of the current offerings that companies will hire/train people into the “Model Manager” role.
2. LOB users have different mental models for accomplishing tasks than data scientists (i.e.: Projects vs Models)
3. Typical engineers don't want to code but they do know their data and processes extremely well



Data Management

Data management is as important as the modeling and should be a highly considered part of the experience.

1. Understanding data quality is a huge challenge for users and existing techniques can compound errors.
2. LOB users think about data based on the project they are working on and have their own systems for organizing data depending on the situation.