

# BUILDING DATA PRODUCTS FOR DATA NATIVES

MONICA ROGATI  
VP OF DATA, JAWBONE  
@MROGATI

# DATA NATIVES

BEYOND DIGITAL NATIVES

0110  
0100 0101  
1001 1001 0110  
0101 0101  
0110 0100  
0110 0101  
0101 0101  
0101 0101



# **DATA NATIVES**

BEYOND DIGITAL NATIVES

**EXPECT THE WORLD TO BE “SMART”  
AND SEAMLESSLY ADAPT**

0110  
0100 0101  
1001 1001 0110  
0101 0100  
0110 0100  
0101 0100  
0101 0101  
0101 0101  
0101 0101

# A SMARTER WORLD

ARE WE THERE YET?

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**THE PROMISE: BETTER, RICHER, EASIER LIVES**

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ARE WE THERE YET?

THE PROMISE: BETTER, RICHER, EASIER LIVES

**50** BILLION NETWORKED DEVICES BY 2020

**\$3-6** TRILLION IOT ECONOMIC IMPACT

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AND YET...

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AND YET...

A collage of three images. Top left: A car's infotainment screen displaying a map. Top right: A screenshot of a search engine results page for the query "pig guarded or". Bottom: An advertisement for Gamorrean degrees, featuring three women in graduation gowns giving thumbs up.

pig guarded or

Web Images Shopping Videos Maps More

About 17,600,000 results (0.28 seconds)

Gamorrean - Wookieepedia, the Star Wars Wiki  
[starwars.wikia.com/wiki/Gamorrean](http://starwars.wikia.com/wiki/Gamorrean)

# A SMARTER WORLD

## ARE WE THERE YET?

THE PROMISE: BETTER, RICHER, EASIER LIVES

**50 BILLION NETWORKED DEVICES BY 2020**

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AND YET...

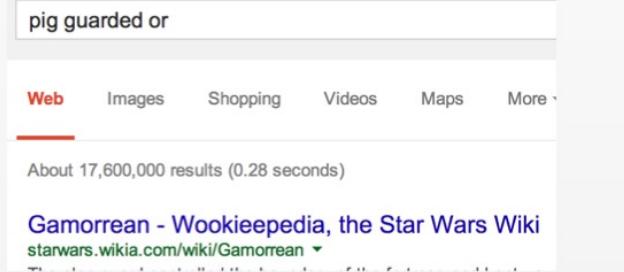


pig guarded or

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Gamorrean - Wookieepedia, the Star Wars Wiki  
[starwars.wikia.com/wiki/Gamorrean](http://starwars.wikia.com/wiki/Gamorrean)



Pamela Fox  
[@pamelaf0x](https://twitter.com/pamelaf0x)



iPhone autocorrect changed my "lolololololololol" into "lollipop oligopolistic". Needless to say, I didn't change it back.

6/28/14, 7:37 PM

# **DATA PRODUCTS**

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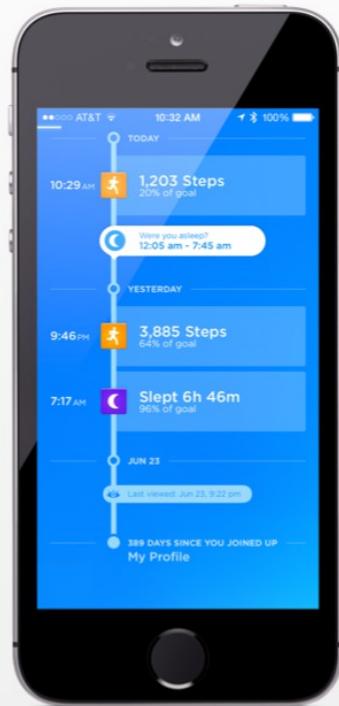
PROVIDE **CONTEXT AND PERSONALIZATION**  
BY USING **DATA**  
FROM **YOU, OTHERS AND THE WORLD**

# **DATA PRODUCTS**

DEEPLY PERSONALIZED EXPERIENCES

# DATA PRODUCTS

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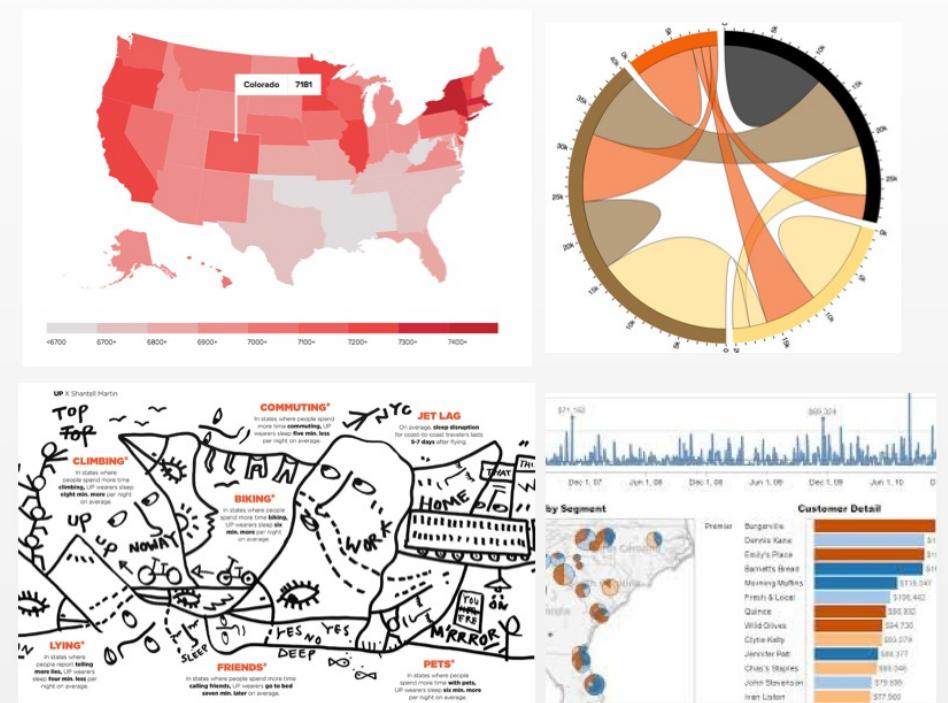
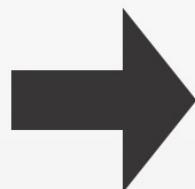
# ANALYTICS + EXPLORATION

## THE STARTING POINT



# ANALYTICS + EXPLORATION

## THE STARTING POINT



# **ANALYTICS + EXPLORATION**

YOU NEED...

# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**

# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**

**RELIABLE DATA FLOW**

# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**

**RELIABLE DATA FLOW**

**DATA CLEANUP**

# **ANALYTICS + EXPLORATION**

YOU NEED...

GOOD **INSTRUMENTATION**

RELIABLE **DATA FLOW**

DATA **CLEANUP**

FAST **ITERATION**

# **ANALYTICS + EXPLORATION**

YOU NEED...

GOOD **INSTRUMENTATION**

RELIABLE **DATA FLOW**

DATA **CLEANUP**

FAST **ITERATION**

GOOD **UX**

# **ANALYTICS + EXPLORATION**

YOU NEED...

**GOOD INSTRUMENTATION**

**RELIABLE DATA FLOW**

**DATA CLEANUP**

**FAST ITERATION**

**GOOD UX**



# **BUILDING DATA PRODUCTS**

YOU NEED...

# **BUILDING DATA PRODUCTS**

YOU NEED...

**OBSESSIVE INSTRUMENTATION**

# **BUILDING DATA PRODUCTS**

YOU NEED...

**OBSESSIVE INSTRUMENTATION**  
**PRODUCTION-GRADE DATA FLOW**

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YOU NEED...

**OBSESSIVE INSTRUMENTATION**  
**PRODUCTION-GRADE DATA FLOW**  
**IMPECCABLE DATA **CLEANUP****

# BUILDING DATA PRODUCTS

YOU NEED...

OBSESSIVE INSTRUMENTATION

PRODUCTION-GRADE DATA FLOW

IMPECCABLE DATA CLEANUP

FASTER ITERATION

# **BUILDING DATA PRODUCTS**

YOU NEED...

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**PRODUCTION-GRADE DATA FLOW**

**IMPECCABLE DATA CLEANUP**

**FASTER ITERATION**

**LEARNING**

# **BUILDING DATA PRODUCTS**

YOU NEED...

**OBSESSIVE INSTRUMENTATION**

**PRODUCTION-GRADE DATA FLOW**

**IMPECCABLE DATA CLEANUP**

**FASTER ITERATION**

**LEARNING**

**SPEED**

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YOU NEED...

**OBSESSIVE INSTRUMENTATION**

**PRODUCTION-GRADE DATA FLOW**

**IMPECCABLE DATA CLEANUP**

**FASTER ITERATION**

**LEARNING**

**SPEED**

**SMOOTH UX**

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OBSESSIVE INSTRUMENTATION

PRODUCTION-GRADE DATA FLOW

IMPECCABLE DATA CLEANUP

FASTER ITERATION

LEARNING

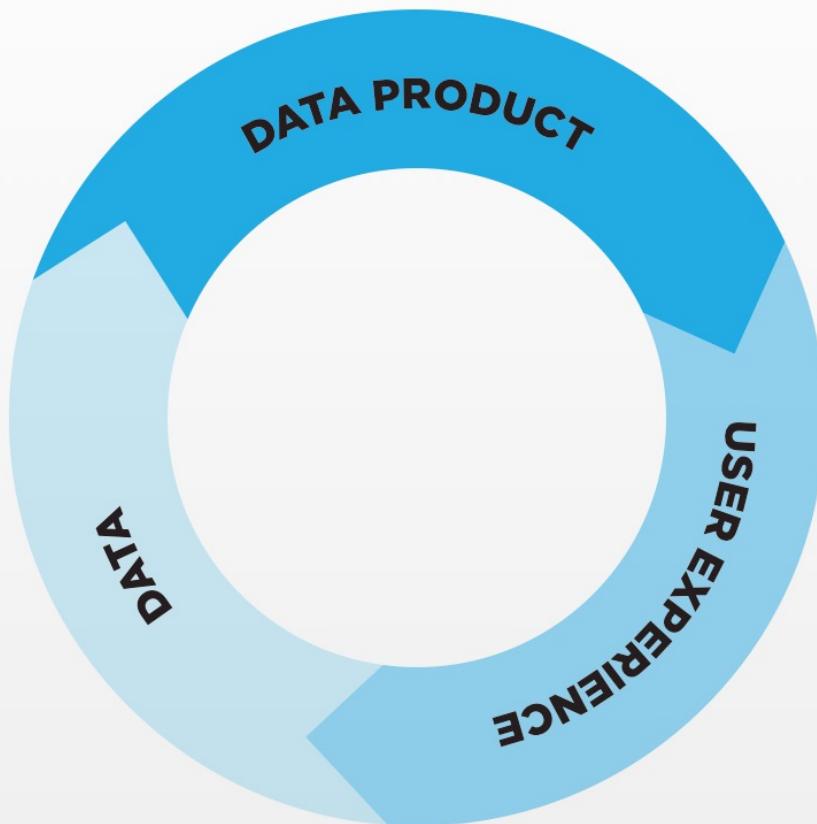
SPEED

SMOOTH UX



# ... **WITH DATA NATIVES**

THE VIRTUOUS CYCLE OF 'SMART' INTERACTIONS





YOU?

@MROGATI