

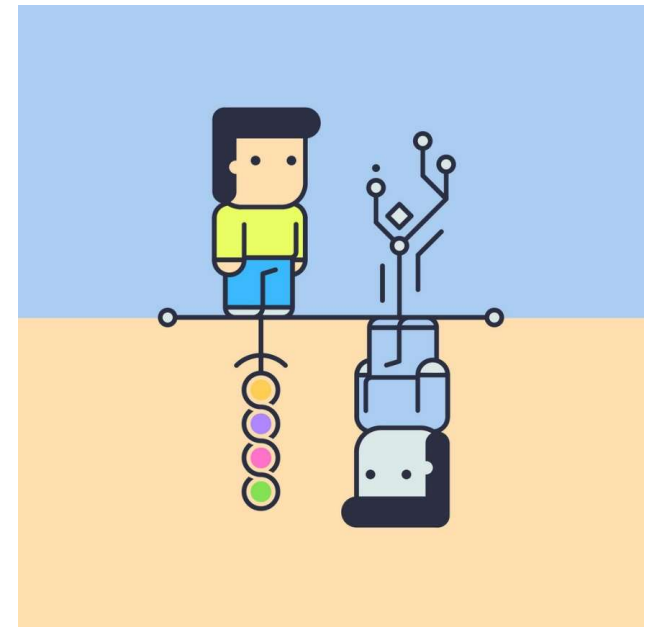


Enhancing User Experience with Data Science

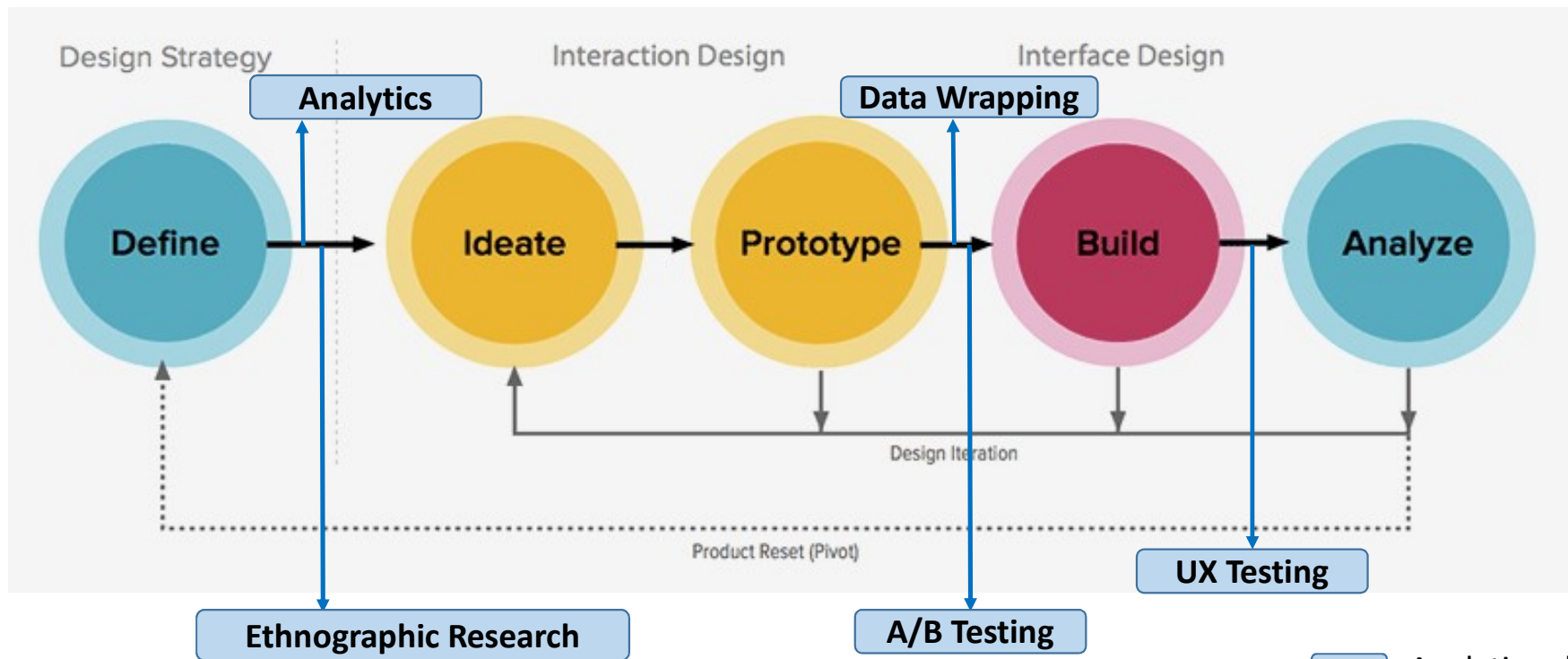
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Flow

- User Experience Design vs Data Science
- Integrating Data Science into UX Design
- Quantitative vs Qualitative Analytics
- Making User Conscious Data Science Products



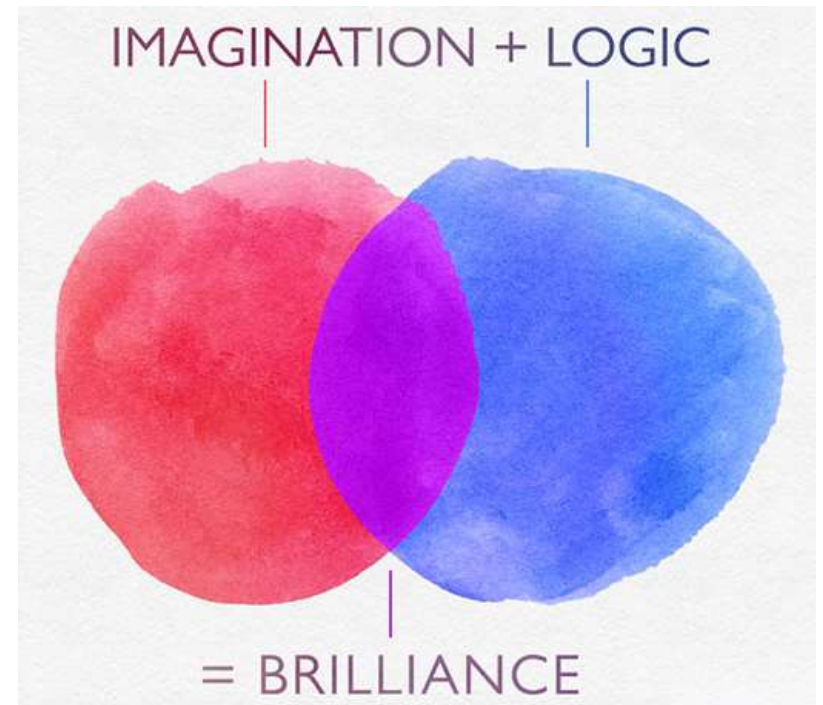
User Experience Design vs Data Science



**FAIL FAST.
FAIL EARLY.
FAIL OFTEN.**

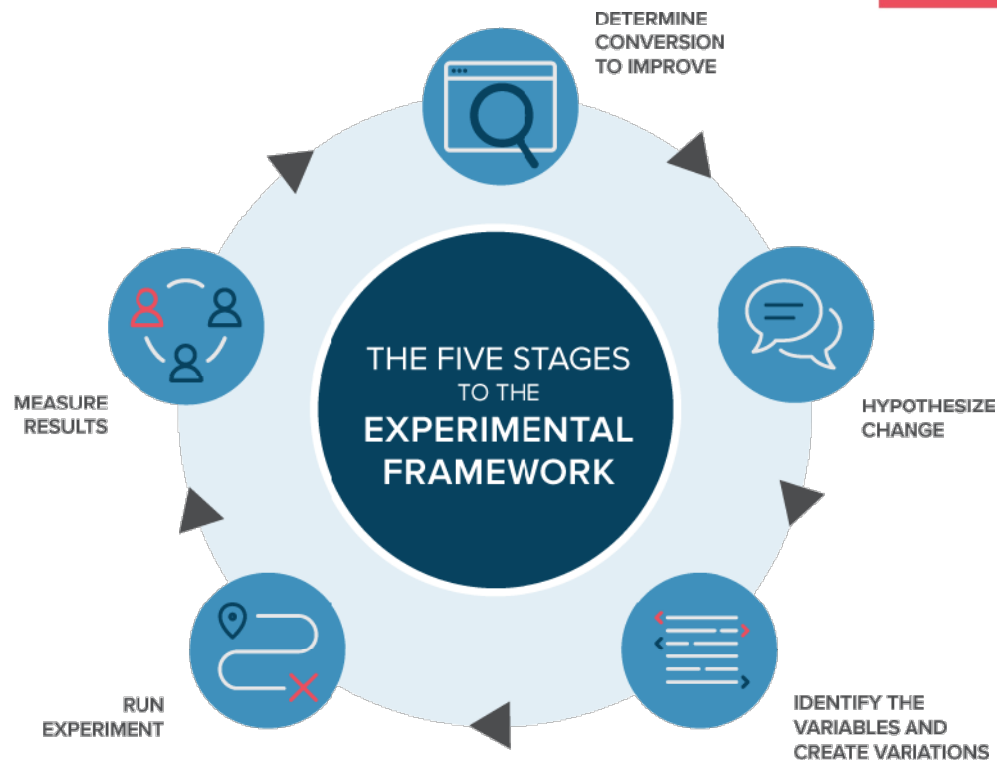
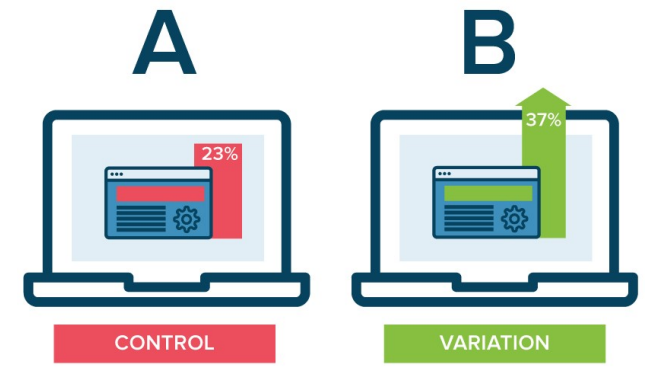
Integrating Data Science into UX Design

- Design
 - Layout
 - Content
- Personalisation
 - Customer Segmentation
- Issue Identification
- Conversational Interfaces



Designing Layout and Content

A/B Testing- Humanising your Ideas and Data



Personalisation

- Every page is bespoke to that user
- Recommender Systems (Netflix)
- Include tech teams and check feasibility
- Role Based vs Individual Based
- Gently encourage customization



Issue Identification

- Traffic Issues
 - Determine if there is one traffic source that is responsible for a rise/fall in page visitors
- Technical Issues
 - Determine if a page element is not loading properly
 - Browser and screen optimisation
- Visual-Design Issues
 - Determine if imagery, typography, colours, and/or layout are distracting from calls to action (CTAs)
- Navigation Issues
 - Determine if links are not being clicked/ 404 Errors

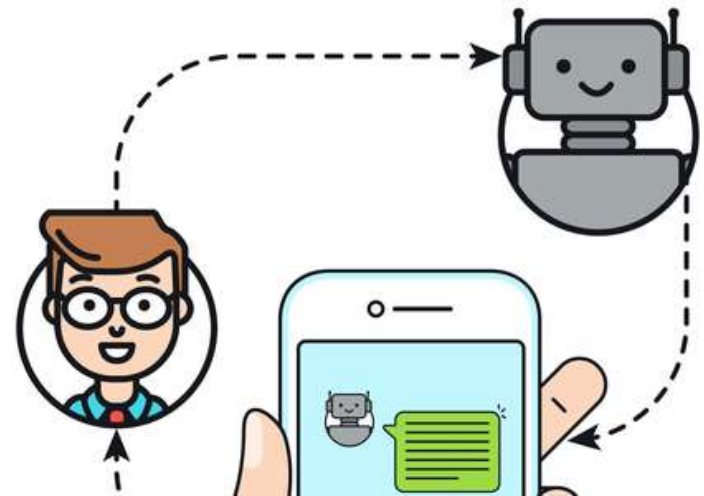


Source: Crazy Egg

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Conversational Interfaces

- Authentication
 - Location/intuition
 - User Supplied Information
 - Face to face
 - Voice
- Context
- Awareness of user



Things to keep in mind while designing a chatbot

- Keep The Messages Precise
- Give A Visual Identity And Personality To Your Bot
- Ensure Your Chatbot Doesn't Ask Obvious Questions
- Integrate The Bot well
- Ensure User's Engagement In The Conversation
- Always Ask Users For Feedback
- Leverage The Data Captured In Bot Conversation



Quantitative vs Qualitative Analysis

- Use codes and code frames
- Issue Triangulation
 - Usability-test findings to verify with analytics data



Making User Conscious Data Science Products

- Collect Data Passively
- Give Users Control
- Invoke Discovery and Delight
- Build Trust with Transparency (Eg: Because you listen to...)
- Visualize (Google Analytics)
- Blend In



Sources

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Thank You!



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