Enhancing User Experience with Data Science
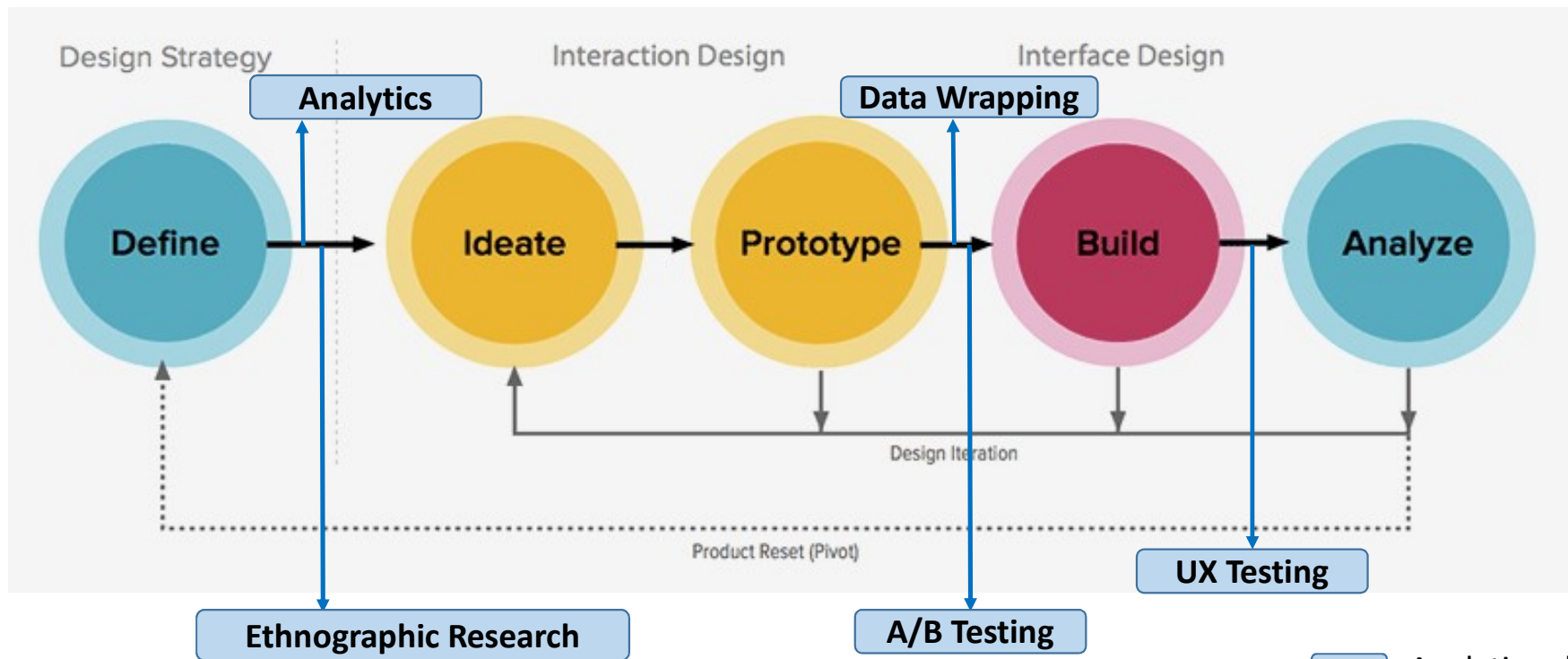
Varun Panicker

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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

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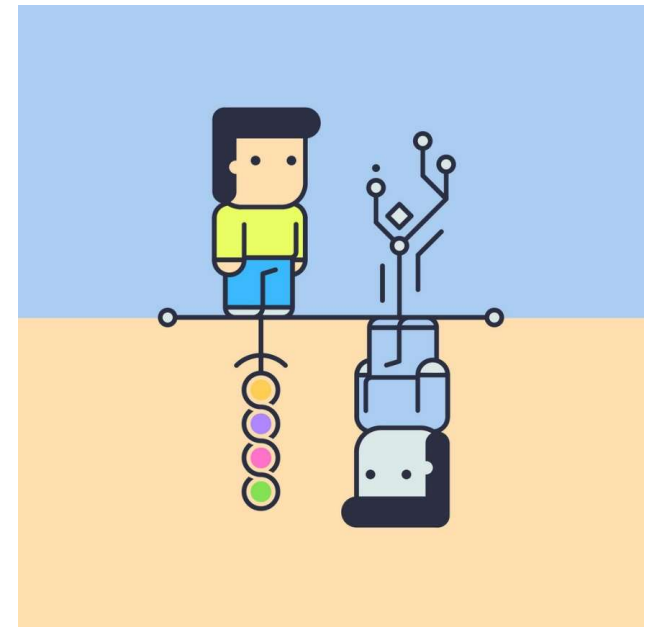
User Experience Design vs Data Science

FAIL FAST.
FAIL EARLY.
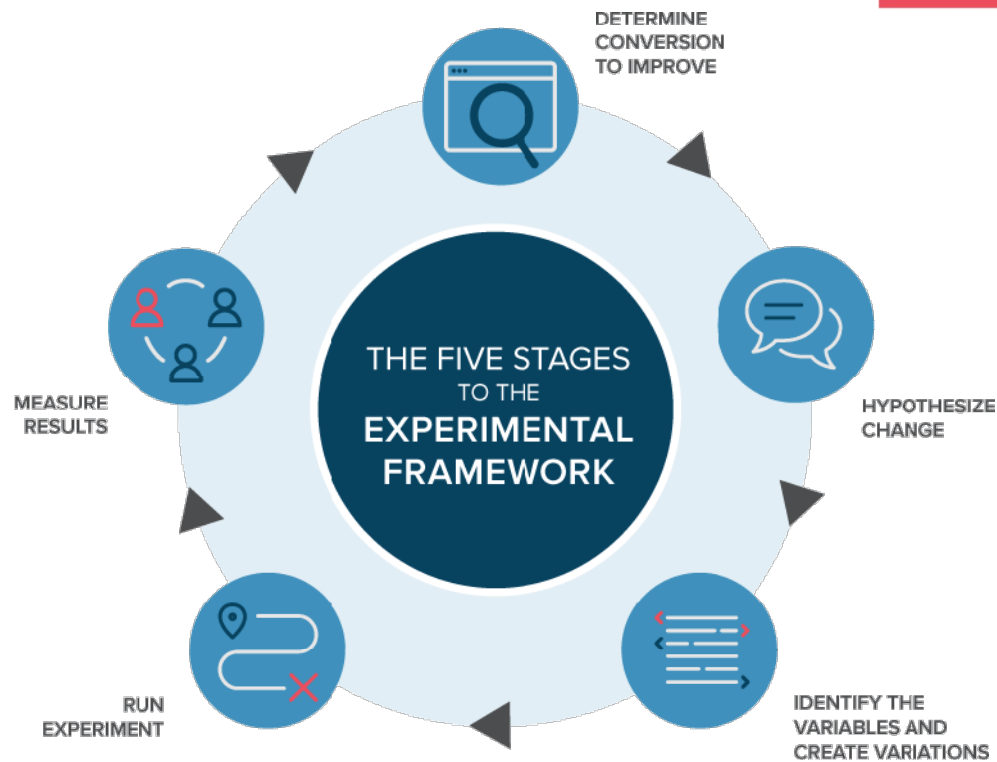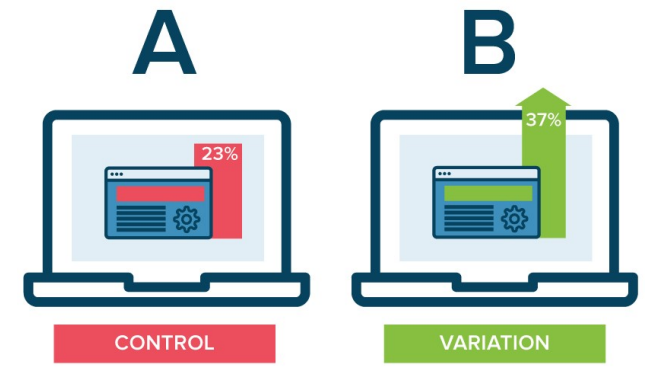FAIL OFTEN.

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Integrating Data Science into UX Design

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

IMAGINATION + LOGIC

= BRILLIANCE

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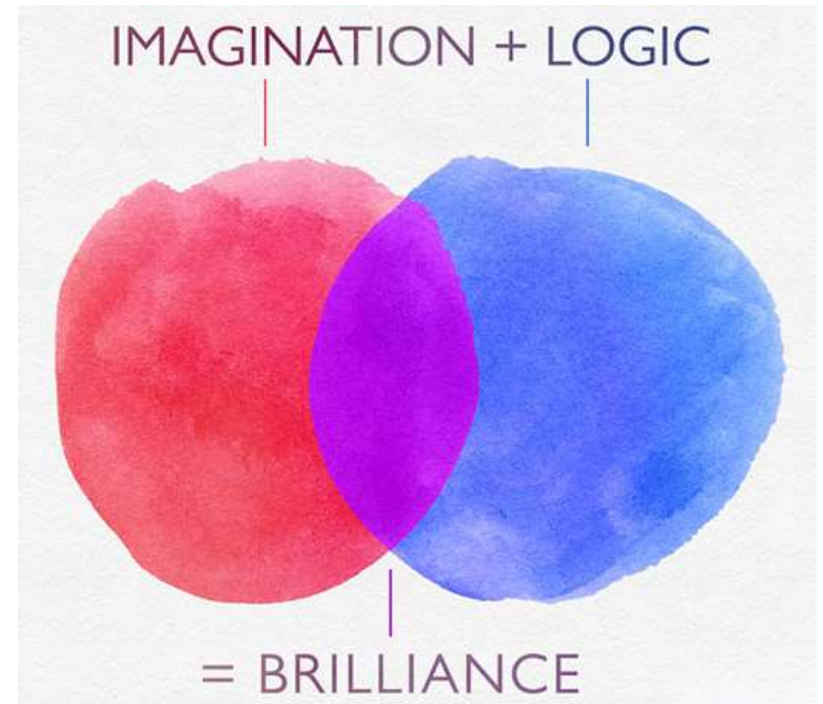
Designing Layout and Content

A/B Testing- Humanising your Ideas and Data

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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
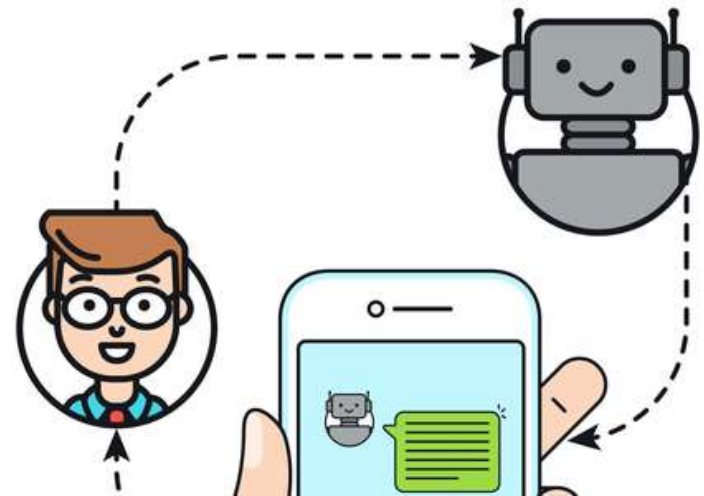 - Determine if links are not being clicked/ 404 Errors

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

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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

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Thank You!

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