

Integrating Quantitative Data Into the Design Research Process

Ideal World: We see something in the data we don't really understand and we need user research to investigate what is really going on

Example:

Spotify recently performed some research on skippable ads, a test feature that they recently rolled out to their entire Australian user base.

To understand how users would discover, perceive and adopt this feature they conducted a large-scale diary study.

- Sample a range of users whom they knew from their data had differing behaviors
- Ensure that they asked the participants to talk about some of the more interesting points

Reality: Product request from Stakeholder that has no idea about UX

How can we integrate analytics into our research process to better understand users and contextualize our qualitative UX research?

What we're looking for:

Patterns in the data in user lifestyle, demographic, and attitudinal indicators

Cuts of the data we want:

- By VPU
- By Job Title
- Staff Level

Discovery phase

- To figure out what your product should be
- What its functions should be
- What the goals of its main users would be as they relate to your future product

User questions:

- What are the potential benefits of this product/site/experience to the users?
- Where are the clear or potential pain points?
- What emotions might users experience while using various parts of this product?

Stakeholder questions:

- What is their vision for this product?
- How does it align with the business goals?
- What are the key performance indicators going to be for the success of this product?

How can we align our stakeholders' vision of our users with the insights we find on users?

- Through key areas in Adobe Analytics, we can give stakeholders better context on who their users are and how our recommendations relate to concrete product data
- Producing hypotheses that can be tested at scale
- **Triangulating the reason behind a quantitative data trend with a qualitative insight**

Application: People Page Exploratory Research

Explaining data this | UX Research + Ad | TEMPLATE - Mon... | iSearch - SkillFind... | People Profile | iSearch - Position | iSearch - OUI | How to Take Screenshot | THE WORLD BANK | ? | Admin | Adobe Analytics | Workspace | Reports | Components | Tools | Admin | World Bank Group Global PROD | TEMPLATE - Monthly Intranet Insights | There are unsaved changes | Project | Edit | Insert | Components | Share | Help | Last 4 full weeks | Apr 7 2019 - May 4 2019

Full Page URL (c13) Items 137,855

https://intranet.worldbank.or...
 https://intranet.worldbank.or...
 https://intranet.worldbankgro...
 http://datatopics.worldbank.o...
 https://search.worldbank.org...
 https://intranet.worldbank.or...
 https://www.bancomundial.o...
 https://intranet.worldbankgro...
 http://www.worldbank.org/e...
 https://blogs.worldbank.org/i...
 http://www.worldbank.org/e...
 http://www.worldbank.org/th...
 https://blogs.worldbank.org/o...

Monthly Intranet Insights

Full Page URL (c13)

Drop a Segment Here (or any other component)

Last 4 full weeks | Apr 7 2019 - May 4 2019

Traffic Summary

Apply a filter to this dashboard to get started. The instructions are here. This summary provides an overall view of page views and unique visitors within a month (excludes current week). You can change the date range from the top right corner.

Note: Some page level data may not appear due to unavailable information.

Page Views: 74,991 | Unique Visitors: 8,350 | Average Visits per Visitor: 5

Week over week Comparison

Category	Value
Page Views	~20,000
Unique Visitors	~5,000

New Analytics Features

Intranet Home Page

Explaining data this | UX Research + Ad | TEMPLATE - Mon... | iSearch - SkillFind... | People Profile | iSearch - Position | iSearch - OUI | How to Take Screenshot | THE WORLD BANK | ? | Admin | Adobe Analytics | Workspace | Reports | Components | Tools | Admin | World Bank Group Global PROD | TEMPLATE - Monthly Intranet Insights | There are unsaved changes | Project | Edit | Insert | Components | Share | Help

Full Page URL (c13) Items 137,855

https://intranet.worldbank.or...
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 https://intranet.worldbankgro...
 http://datatopics.worldbank.o...
 https://search.worldbank.org...
 https://intranet.worldbank.or...
 https://www.bancomundial.o...
 https://intranet.worldbankgro...
 http://www.worldbank.org/e...
 https://blogs.worldbank.org/i...
 http://www.worldbank.org/e...
 http://www.worldbank.org/th...
 https://blogs.worldbank.org/o...

How are Visitors getting to my site and where do they go next?

Entry Pages

Top 10 entry pages (the very first page of visitor's visit/session)

Page	Visitors
wbg intranet home	5,685
home : people	3,874
home	2,191
home : people : search results	1,237
home : people	1,237
home : search	1,237
home : search results	1,237
home : search	1,237
home : search	1,237
home : search	1,237

Entry Page	Percentage
wbg intranet home	68.1%
home : people	14.8%
home	12.4%
home : people : search results	8.8%
home : people	5.1%
home : search	4.6%
home : search results	2.6%
home : search	1.2%
home : search	1.2%
home : search	1.2%

Entry through Search

Unique Visitors Landed on the site by clicking on the search result link

Popular Search Terms

Top 10 search terms visitors are searching for.

Unable to render visualization: Please check your columns and rows to ensure they contain valid components.

New Analytics Features

Entry Points to URL

Explaining data th... | UX Research + Ad... | TEMPLATE - Mont... | People | People Profile | iSearch - Position | iSearch - OUI | How to Take Screen... | + | - | X

World Bank Group [US] | https://intranet.worldbank.org/people/

WORLD BANK GROUP WORLD BANK IFC MIGA ICSID People HR SA Services Organization & Leadership Q

People

Search People

Search People by Name, UPI, Location

Browse By [New Map Feature](#)

- Location:** List | Map
- VPU:** List | Map
- Country Office:** List | Map

Organizational Chart

- People Hierarchy
- Unit Hierarchy

Recent Bloggers >

Runyararo Gladys Senderagi
Young Professional
12 hours ago

Raian Divanbeigi
Senior Economist
12 hours ago

Donna L. Barne
Online Communications Officer
12 hours ago

Kathleen G. Beegle
Lead Economist
12 hours ago

Yammer Groups >

Healthy Staff Group **y:**
Foster a healthy environment, ensure staff is provided with knowledge and information to...

Youth to Youth (Y2Y) Community **y:**
A network of young WBG employees aiming to channel fresh ideas & perspectives into WBG...

ITS Conversations **y:**
A place for ITS staff to connect with colleagues, share ideas, stay engaged, and have fun

Safe and Secure Approaches in Field... **y:**
Safe and Secure Approaches in Field Environments – Alumni

[Feedback](#)

Specific People Page URL

Explaining data th... | UX Research + Ad... | TEMPLATE - Mont... | People Search Res... | People Profile | iSearch - Position | iSearch - OUI | How to Take Screen... | + | - | X

https://intranet.worldbank.org/people/search

WORLD BANK GROUP WORLD BANK IFC MIGA ICSID People HR SA Services Organization & Leadership Q

People

People

REFINE BY [Clear All](#)

VPU

- GGE** (6187)
- GGS** (5661)
- GGH** (3758)
- ITS** (3036)
- GCS** (2250)
- GGI** (2244)

[Show more](#)

UNIT

- GCSCR** (486)
- CITFO** (429)
- BFCU** (357)
- GCSTV** (344)
- ITSCR** (337)

Search...

Showing 1-12 of 38829 Results

Sort By 12 Per Page

Caroline Cumming Gelb
Consultant | Official Unit: BP551(09574)
Location: WASHINGTON, DC (IBRD) (WAS)
Room no : J 4-004A
Phone : 5220+33018 / 1-202-4733018
Email: cgelb@worldbank.org
Mail Stop: J 4-406

Pasquale L. Scandizzo
Consultant | Official Unit: GENGE(09275)
Location: WASHINGTON, DC (IBRD) (WAS)

Marc Blanc
Consultant | Official Unit: EAPOS(06951)
Location: WASHINGTON, DC (IBRD) (WAS)
Room no : MC 9-154 A

[Feedback](#)

People Search Page

Explaining data th... | UX Research + Ad... | TEMPLATE - Mon... | WBG Intranet | People Profile | iSearch - Position | iSearch - OUI | How to Take Screen... | + | - | X

World Bank Group [US] | https://intranet.worldbankgroup.org

WORLD BANK GROUP WORLD BANK IFC MIGA ICSID People Search



Up Front > The Venezuelan Crisis—Changing the Face of Latin America
The Bank is supporting this unprecedented wave of migration built on the experience gained in other countries.

World Bank >
IBRD | IDA
Scaling Up Emergency Support in the Wake of Cyclone Idai

IFC >
IFC Helps Lao PDR Power Up

MIGA >
MIGA & EBRD Strengthen Commitment to Cooperation

ICSID >
Spotlight on Contract-based Disputes at ICSID

Who We Are >



Announcements >

Multiple Entries For Search in Different Widgets

Explaining data th... | UX Research + Ad... | TEMPLATE - Mon... | WBG Intranet | People Profile | iSearch - Position | iSearch - OUI | How to Take Screen... | + | - | X

World Bank Group [US] | https://intranet.worldbank.org

WORLD BANK GROUP WORLD BANK IFC MIGA ICSID People HR SA Services Organization & Leadership Search

World Bank Intranet

News & Announcements Operations Knowledge Practices Regions & Countries Units Quick Links

Up Front >



The Venezuelan Crisis—Changing the Face of Latin Amer...
The Bank is supporting this unprecedented wave of migration built on the experience gained in other countries.

Announcements >

IBRD | IDA

MAY 09, 2019 | WB
● Update on Realignment of Practice Group Management...

MAY 08, 2019 | WB
● You're invited: All-staff town hall with WBG President...

MAY 08, 2019 | WB
Jean-François Marteau, Country Manager, Kazakhstan

MAY 08, 2019 | WB
Reminder: Spring Book Fair sponsored by the WBFN Book...

MAY 07, 2019 | WB
WBFN Disability Seminars

MAY 07, 2019 | WB

Feedback

The screenshot shows a person profile page for Raian Divanbeigi. At the top, there's a navigation bar with links to 'People', 'HR', 'SA', 'Services', and 'Organization & Leadership'. Below the navigation is a large photo of Raian Divanbeigi, his name, title ('Senior Economist'), and contact information ('IS 5-517, 5220+89284 / 001-202-4589284'). There are also social sharing icons and a 'Download CV' button. On the left, there's a sidebar for 'Work History' showing 'Bank Experience' with two entries: 'Senior Economist - DEC- November 01, 2018' and 'Economist - DEC-July 01, 2018'. A 'View More on Work History' button is available. On the right, there's a 'Profile View' section showing '1121' views and a 'People in the same unit' section featuring Sarah Iqbal.

Honing in on a Specific Person's Page

The screenshot shows the Adobe Analytics workspace interface. The top navigation bar includes 'Adobe Analytics', 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The main area displays 'Monthly Intranet Insights' with a 'Full Page URL (c13)' field containing 'https://intranet.worldbank.org/people/profile?id=000370420&profiletitle=Senior%20Economist'. A summary section shows 'Last 4 full weeks' data from April 7, 2019, to May 4, 2019. It includes three key metrics: 'Page Views' (5), 'Unique Visitors' (5), and 'Average Visits per Visitor' (1). Below this is a 'Week over week Comparison' chart showing a significant increase in both page views and unique visitors compared to the previous week.

Explaining data this way | UX Research + Adobe Analytics | TEMPLATE - Monitor | People Profile | People Profile | iSearch - Position | iSearch - OUI | How to Take Screenshots | + | - | X

https://sc5.omniture.com/spa/index.html?componentType=workspace&defaultLandingPage=true¤t_org=1E7B833554B8360D0A4C98A5%40AdobeOrg&company=World%20Bank

Adobe Analytics | Workspace | Reports | Components | Tools | Admin | THE WORLD BANK | ? | Grid | User | World Bank Group Global PROD | Last 4 full weeks | Apr 7 2019 - May 4 2019

TEMPLATE - Monthly Intranet Insights | There are unsaved changes

Project Edit Insert Components Share Help

Full Page URL (c13) Items 48,840

https://intranet.worldbank.org/people

Monthly Intranet Insights

Traffic Summary

Apply a filter to this dashboard to get started. The instructions are here. This summary provides an overall view of page views and unique visitors within a month (excludes current week). You can change the date range from the top right corner.

Note: Some page level data may not appear due to unavailable information.

Page Views: 321 | Unique Visitors: 202 | Average Visits per Visitor: 1

Week over week Comparison

Page Views (green bar) vs Unique Visitors (blue bar)

Category	Value
Page Views	~100
Unique Visitors	~50

New Analytics Features

Choosing the Right URL/Page Block

Explaining data this way | UX Research + Adobe Analytics | TEMPLATE - Monitor | People Profile | People Profile | iSearch - Position | iSearch - OUI | How to Take Screenshots | + | - | X

https://sc5.omniture.com/spa/index.html?componentType=workspace&defaultLandingPage=true¤t_org=1E7B833554B8360D0A4C98A5%40AdobeOrg&company=World%20Bank

Adobe Analytics | Workspace | Reports | Components | Tools | Admin | THE WORLD BANK | ? | Grid | User | World Bank Group Global PROD | Last 4 full weeks | Apr 7 2019 - May 4 2019

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Project Edit Insert Components Share Help

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Who are my visitors?

HQ Vs Country Office

Headquarter: 75.2% | Country Office: 24.8%

Location Type	Percentage
Headquarter	75.2%
Country Office	24.8%

By Job Title

Note: Hover over the bars to see the exact number (HQ Vs Country Offices)

Unique Visitors [Headquarter] | Unique Visitors [Country Office]

Job Title	Unique Visitors [Headquarter]	Unique Visitors [Country Office]
consultant	~18	~5
temporary	~15	~5
program assistant	~10	~5
operations officer	~8	~5
senior operations officer	~6	~5
economist	~4	~2
practice manager	~3	~2
principal investment officer	~2	~1
research management analyst	~2	~1
contractor: cognizant technology solutions	~2	~1

0 10 20

Who (by Job Title) is sending more time

The report shows top 10 categories of visitors (by job title) who are engaging the most with site pages. The Time spent is the collective average of all the visitors of a category.

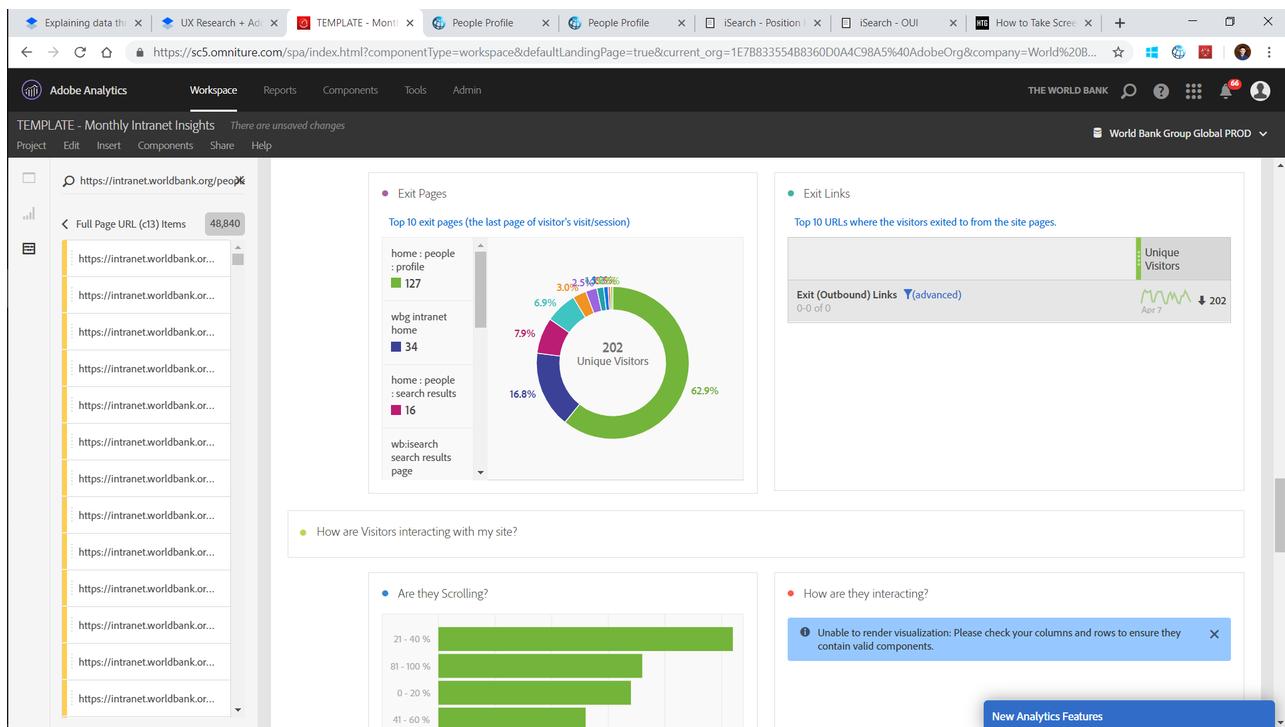
Time Spent per Visit (minutes)

Job Title	Time Spent per Visit (minutes)
sr financial management specialist	~18
hr assistant, shared services	~15
senior it officer, business solutions /	~12
it analyst, security, risk and compliance	~10
associate finance officer	~8

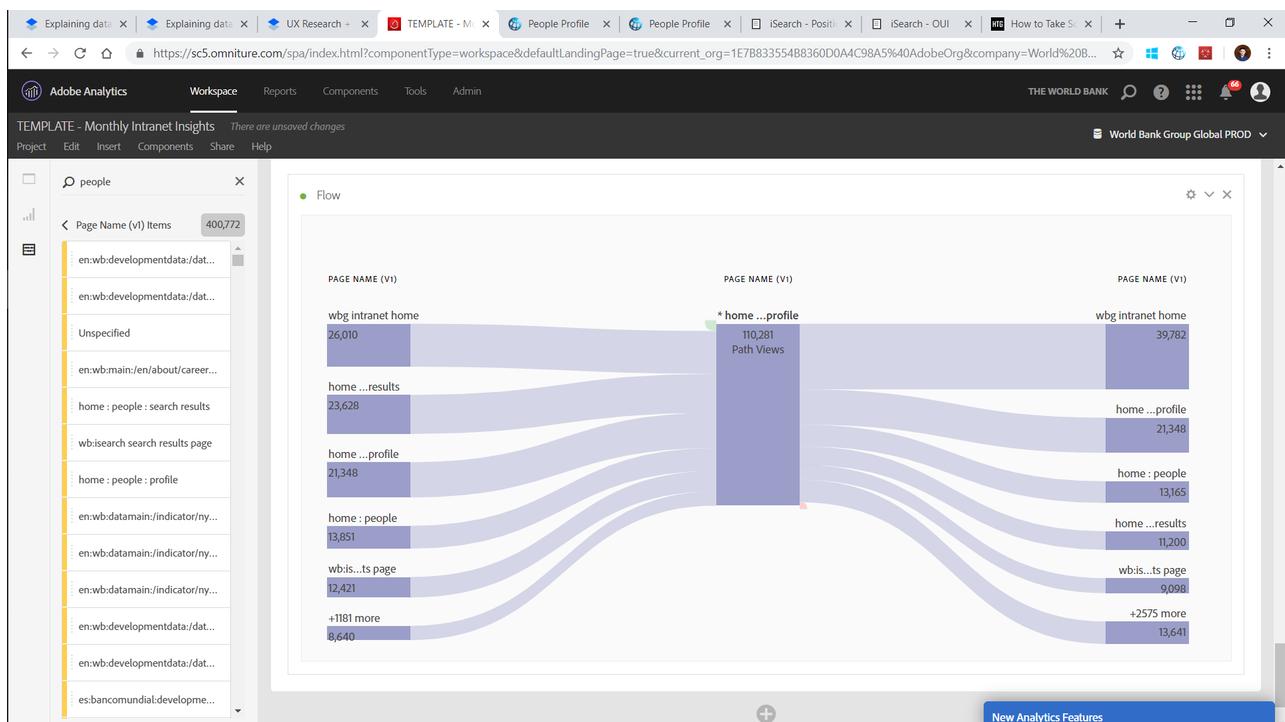
Unique Visitors

New Analytics Features

There we go!

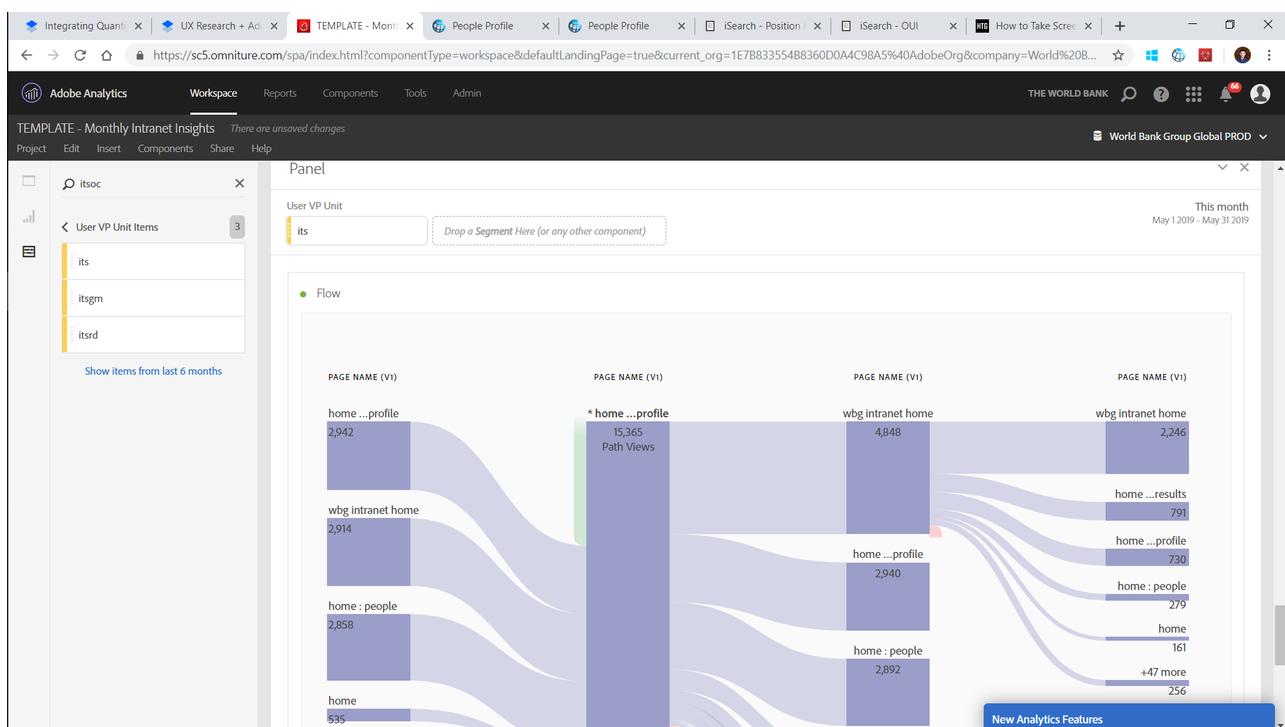
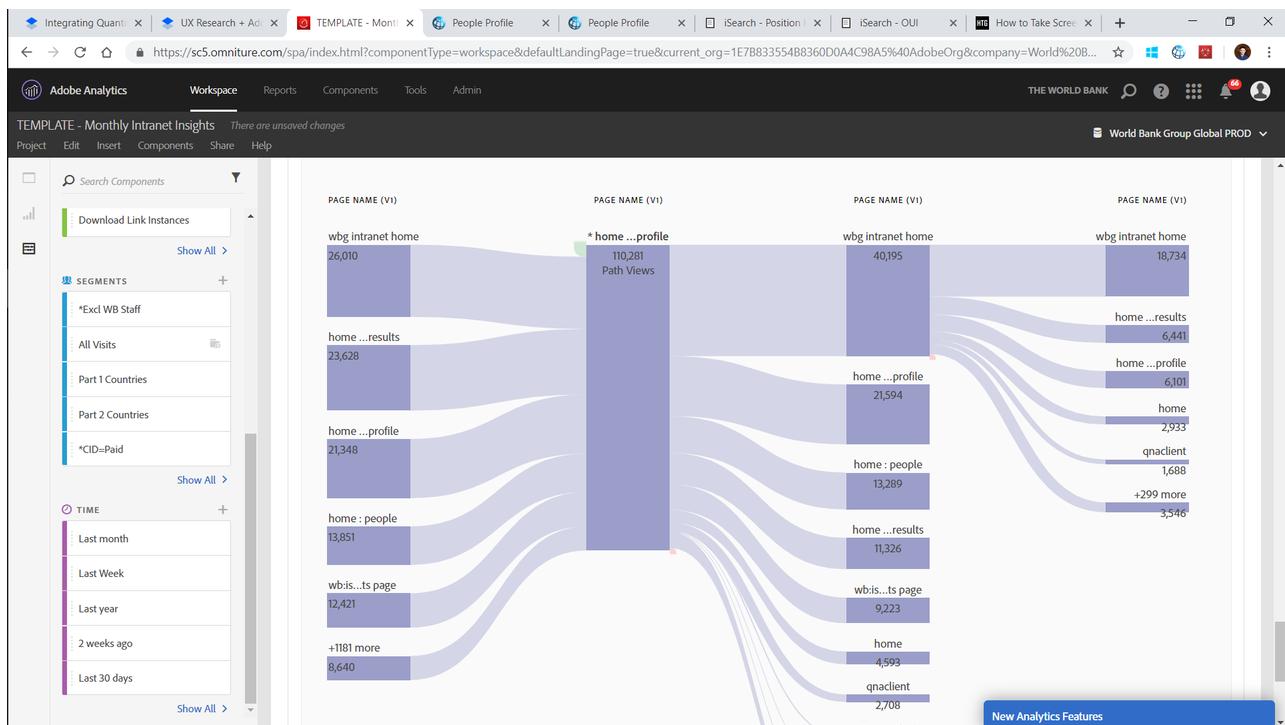


Now we're talkin...



Flow Feature

Deeper into Flow - Understanding Ratios



Building a Comprehensive Narrative:

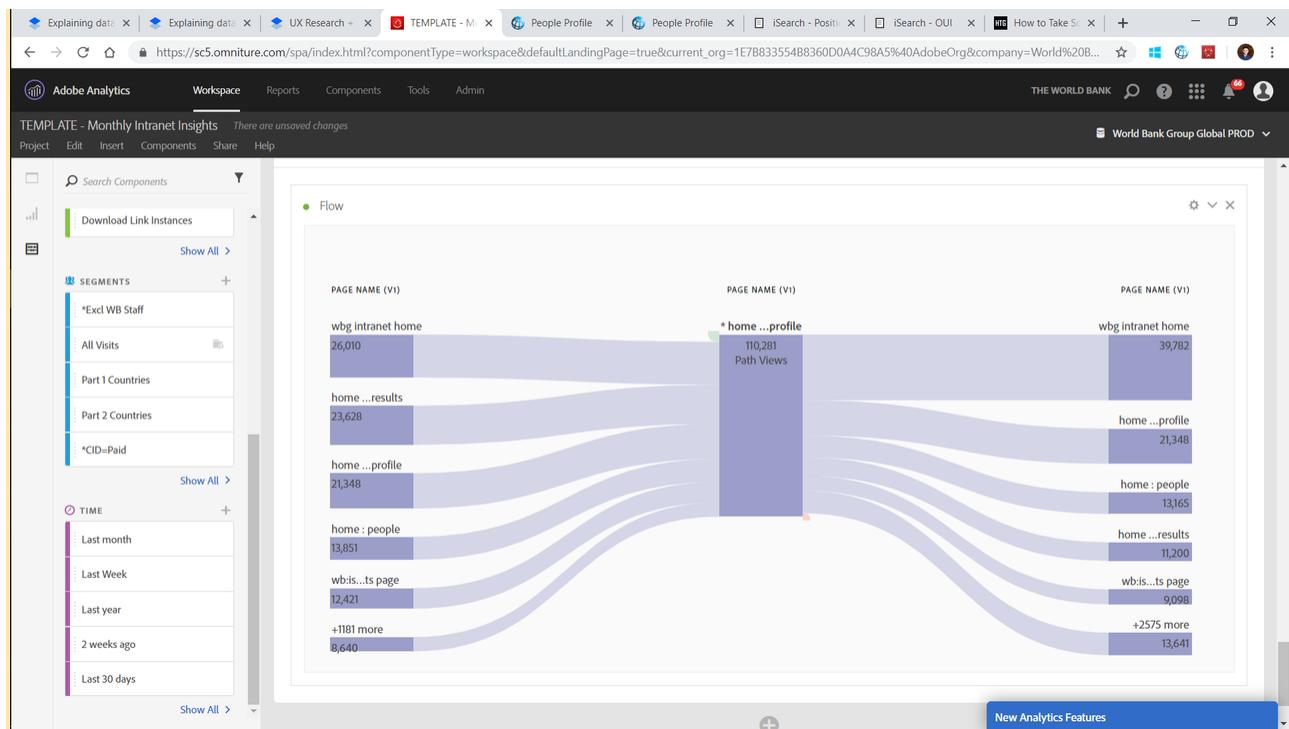
- We've got the affinity mapping down along with the specific interviews with users down. We do a really good job at establishing a connection with key stakeholders and users alike within the Bank.
- However, without quantitative context, we don't know
 - The size of our audience
 - How representative those users are in the context of the broader user-base
 - Who we need to design for

A	B	C	D	E	F	G
	P1	P2	P3	P4	P5	P6
User is annoyed by the slow login process						
Uses the "Calculate" button						
Says something positive about the calculator feature unprompted						
Asks for help with finding the "Management" page						
Expected the process of adding a new contact to be much quicker						
Discovered the voice feature						
Understands the meaning of submitting a lead request						
Surprised (in a bad way) by the results page of the lead search						
The user experiences flow						
Double-clicks icons (rather than single-clicks)						
Confused by the last paragraph in the Lead page						
Says that the Reports page has a clean look						
Keep clicking the "visit now" text in the home page						
Attempted submitting a lead request without filling in 2 mandatory fields						
Thinks the product is relatively slow						
Didn't notice the message bar						
Complains about font size						

Qualitative Process with this Context:

Future Build-Out

- Generating more useful segments beyond business function



Other areas

- Widget-level analytics
- Better link tracking for elements such as emails
- Platform context across products that aren't built for mobile
- Failures/errors analysis

What's next for me



Dropbox

Thank you!