ETR Offering - Data Insights Services

Kerrin McLaughlin

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

What this presentation will accomplish

- Explain this new-ish ETR offering and where it fits in the process
- Explain the benefits of these services and when to use them
- Explain how it fits in at ETR in the future
- Open discussion and feedback on these services

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

What are the Data Insights Services?

- “Data Insights” is the umbrella term we’re using to describe:
  - Usability testing
  - Information architecture testing
    - Card Sorting
    - Tree tests
    - First click tests
  - Impact Measurement
    - Goal Completion Measurement
    - Visual Design Testing and Impact Measurement
    - UX Impact Measurement

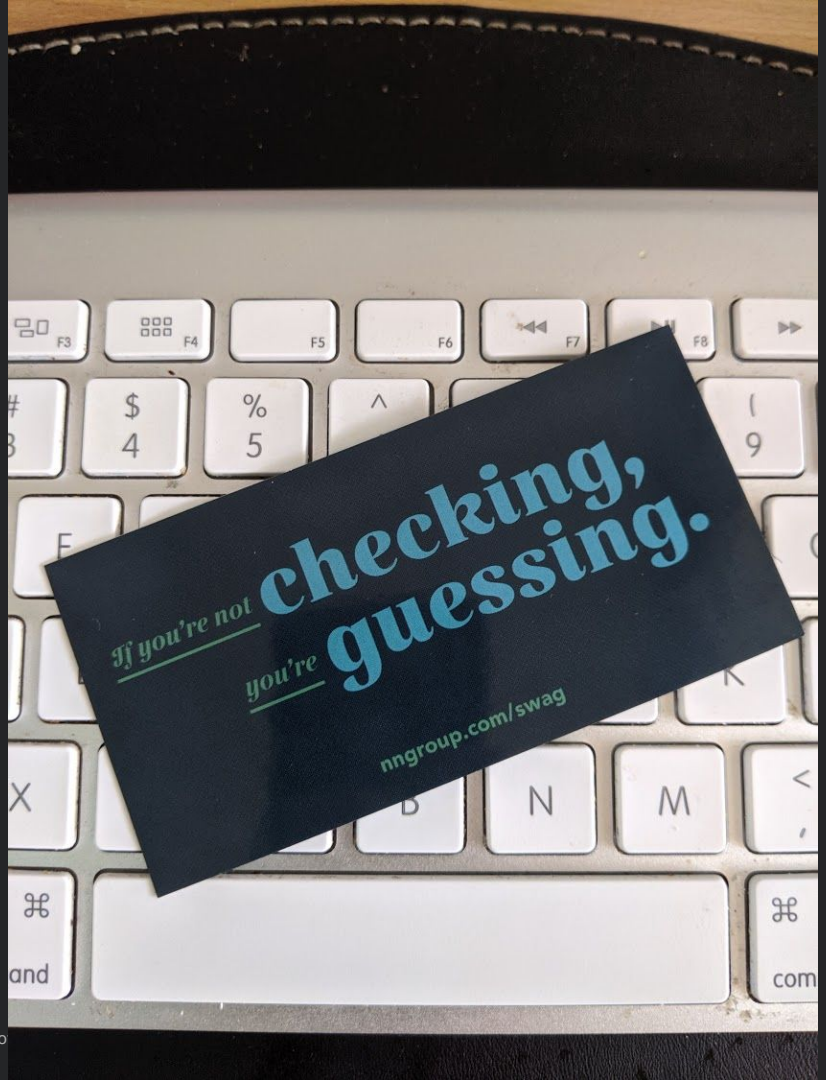
- “Data Insights allow us to go beyond assumptions about what the best solutions are and instead create research-backed, measurable insights on what truly works and what could be improved to increase value”

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Why Data Insights?

- Testing our designs and measuring their impact makes us better designers and creates better products
- Living up to PDD's "You Can't Guess Your Way to Credibility"
    - "We believe an unverified fact is just an opinion. Credible designs are based on facts, not opinions. We leverage data to verify assumptions and test our designs often. This helps ensure that the things we create behave the way users expect them to."
- It's really valuable for clients to know how their users think
- We can prove our effectiveness with numbers
- Valuable, potentially long-term, upsell

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.


If you're not checking,
you're guessing.
nngroup.com/swag

Data Insights can be incorporated to all parts of the project

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Discovery

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Discovery

Initial Usability Test

A usability test run on an existing product before our work begins in order to create a baseline for future tests and to identify problems with the current experience.

1. Work with the client to understand the target audience and the primary use cases they would use the product for
2. Recruit and test how users complete the tasks with the current design
3. Identify what's working and what isn't such as usability issues and unexpected results, report back, and use the data to fix these issues in design

We can also use this data to help predict the ROI our changes will have

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Discovery

Initial Information Architecture Test

- Test the product’s current navigation, usually via tree testing, to determine how easily users are able to navigate to the pages they need and where there is confusion.
- We’ll then use this information to inform our information architecture redesign.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Discovery

Initial Goal Completion Analysis and Setup

- At the beginning of a project we will work with the client to define analytic goals such as conversions, page views, downloads, etc. and determine how this relates to KPIs
- We'll then implement any necessary or absent tracking abilities.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Initial Visual Design Testing Setup

- We'll run on-site surveys, logo perception tests, etc. to determine audience perception of a brand.
- We'll then use that data to inform the visual design going forward and as a baseline for future tests.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Determining Predictive ROI

Let's say a company has 50,000 potential shoppers per year with an average spending value of $25 and we think we can improve their cart completion with better design

	Cart Completion rate	Successful purchases per year	Yearly Revenue	Gain per year
Current	15%	.15 x 50,000 = 7,500	7,500 x $20 = 150,000	
2% improvement	17%	.17 x 50,000 = 8,500	8,500 x $20 = $170,000	$20,000
10% improvement	25%	.25 x 50,000 = 12,500	12,500 x $20 = $250,000	$100,000

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Design

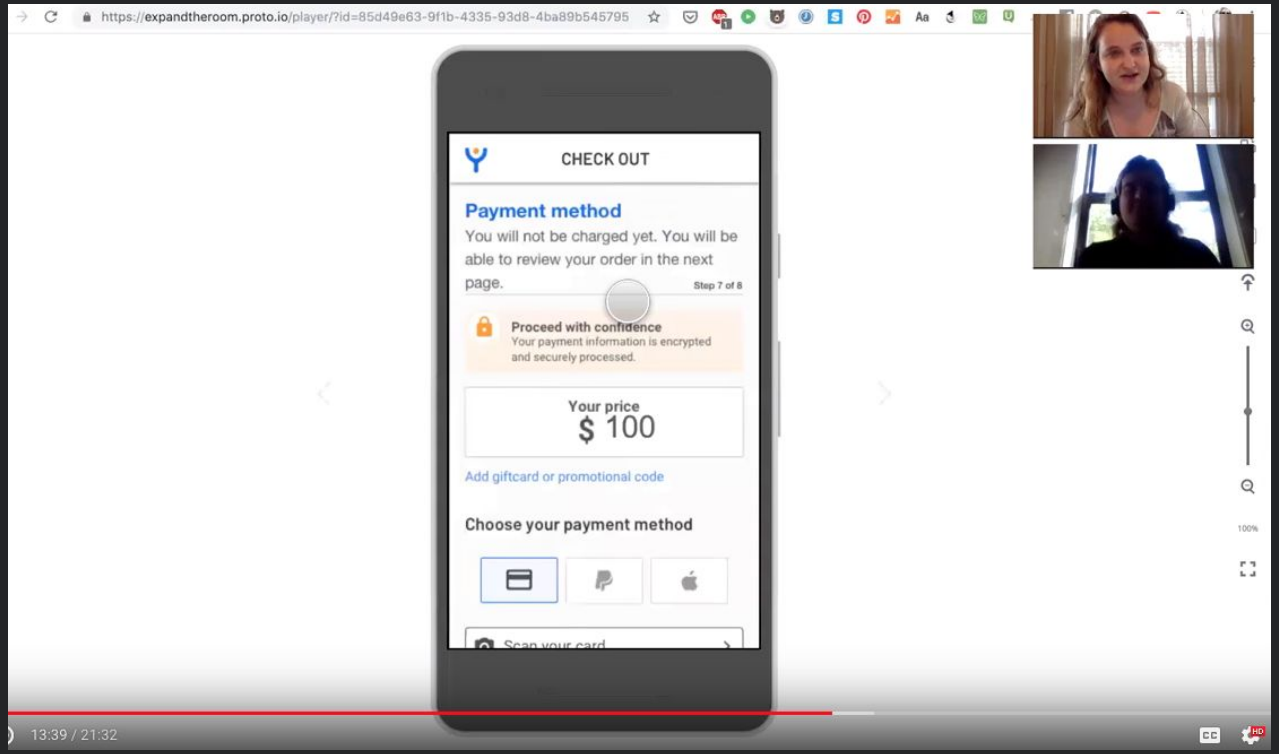
Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Usability Testing Throughout Design

During design, we can run testing at many different times, including:

- After designing initial wireframes/designs to get feedback early in the process, to make sure we are on the right track, and course-correct early if necessary.
- After running a previous test and making changes or iterating based on internal feedback to ensure our changes had the desired effect
- To resolve a design debate over a single feature or interface element with a data-driven answer
- As an A/B test, to test two versions of a concept simultaneously early in the process
- To test branding during visual design to gauge a user's perception of a brand and level of understanding of a product concept

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.



Usability Testing Example

Tools Used: Respondent.io
Proto.io

Learnings: Better understanding of the audience's perception of the brand and how they expected the process to work. Where instructions could be clearer

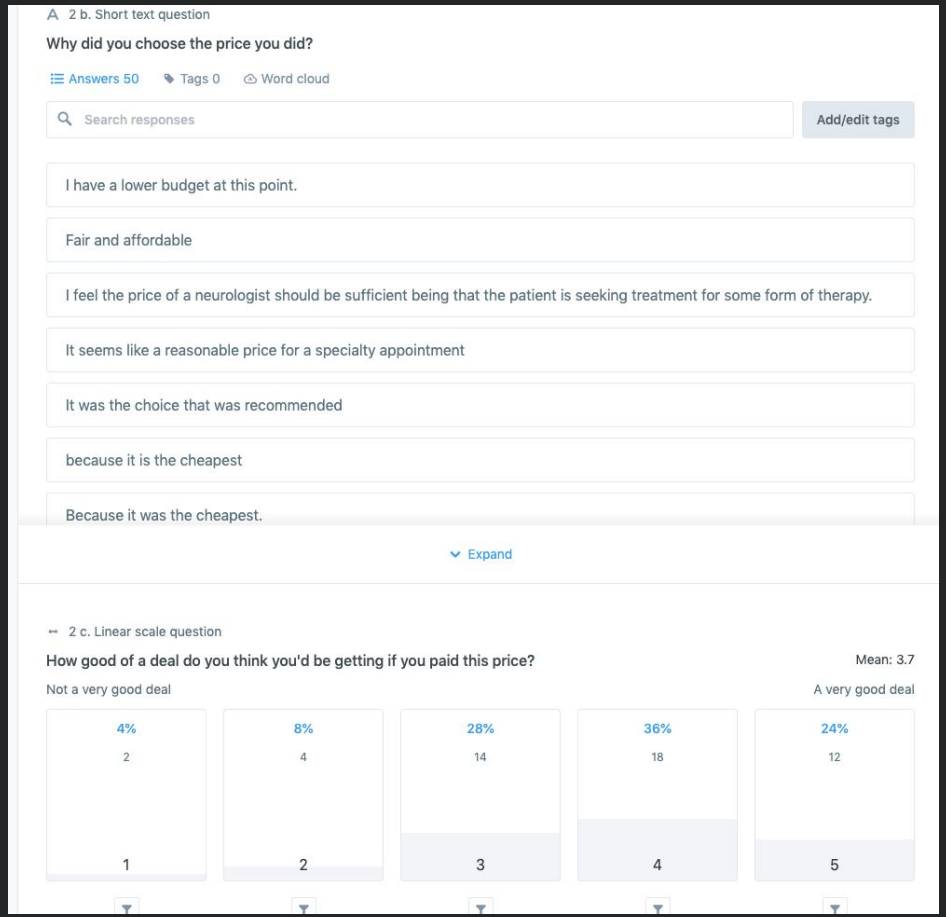
Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Quick Usability Testing Example

Tool Used: Usability Hub

Learnings: Which interaction was more intuitive

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.



A/B testing Example

Tool Used: Usabilityhub

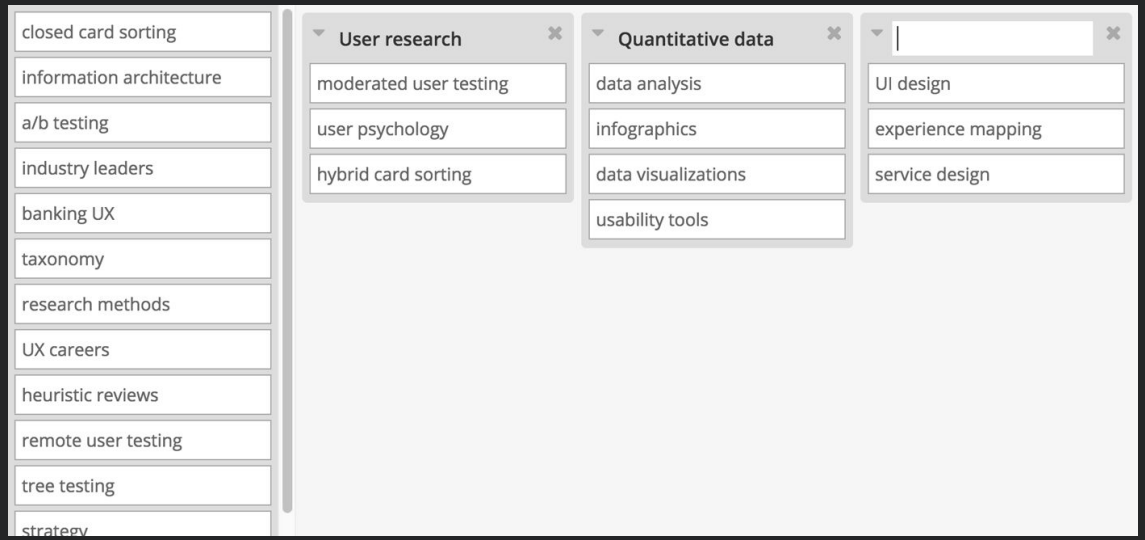
Learnings: Which of the four designs produced the highest price and the perception of each

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Design

Card Sorting

If a product has a complex category and navigation structure that needs to be rethought, card sorting can be a helpful way to get a sense of how users group items before jumping into site mapping.



Tool: Optimal Workshop

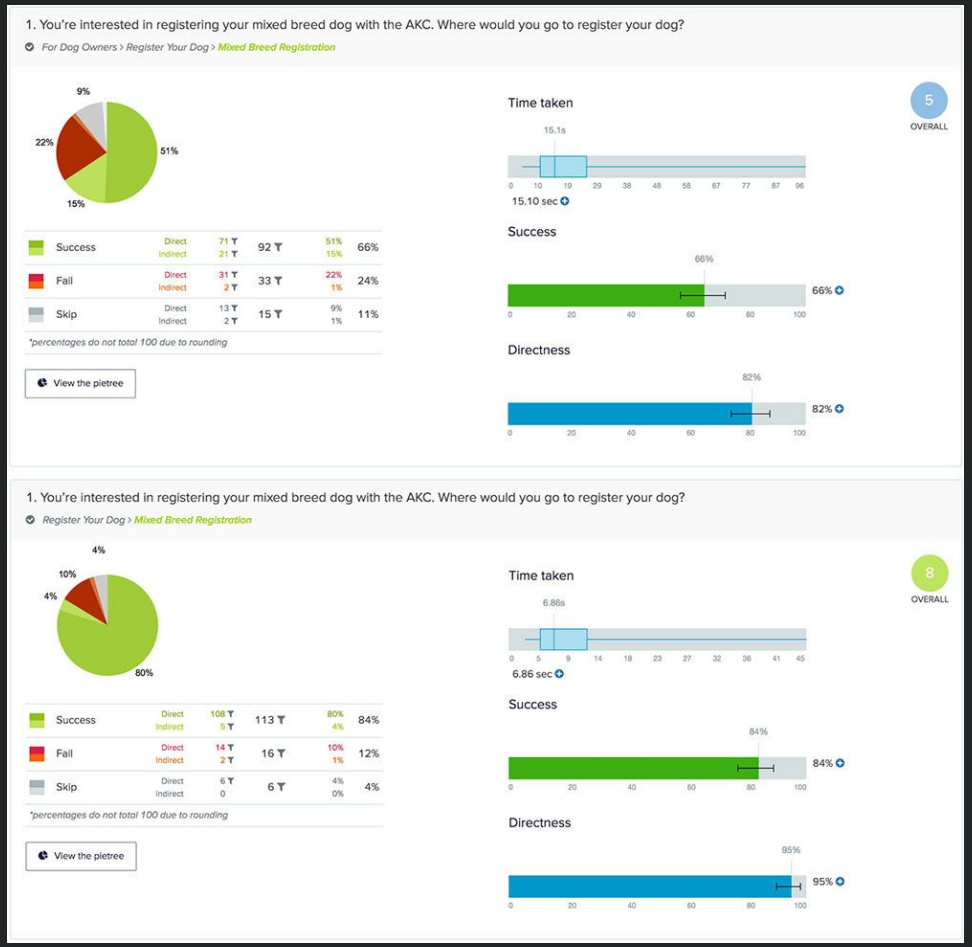
ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Design

Tree Testing

- After an initial sitemap design, tree testing can validate our designs and make sure they make sense to users.
- Often as a result of tree testing, we will make tweaks to our site map, and it is beneficial to test again to see if those tweaks were effective.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.



Information Architecture Tree Test Example

Tool Used: Optimal Workshop

Learnings: Nav structure and naming that made the most sense for users

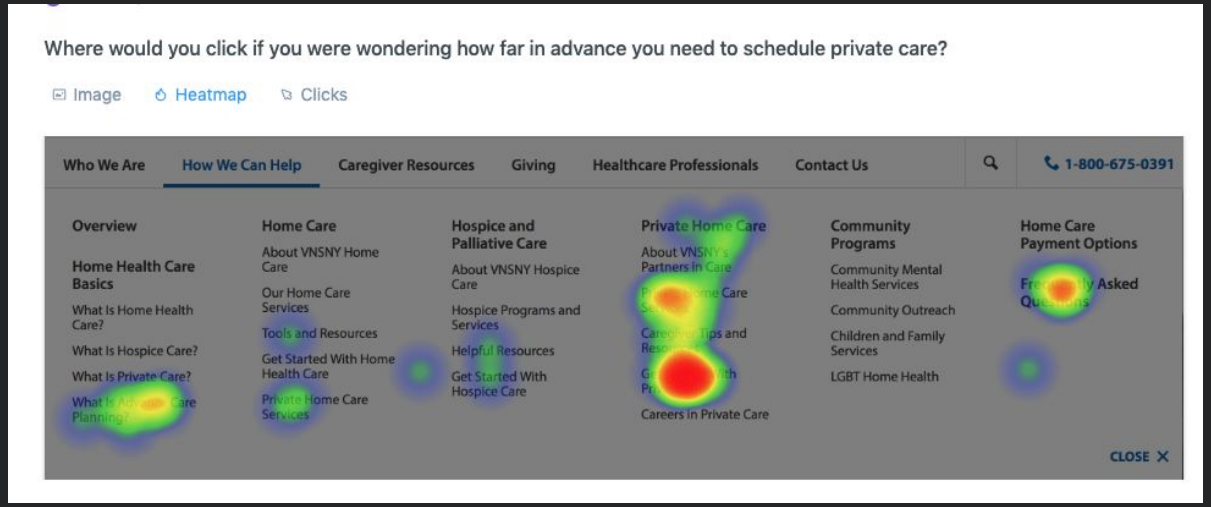
Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Design

First-Click Test

This can be used during visual design to test if a CTA is compelling or clear enough, as well as to test navigation in the context of the final design.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.



Navigation A/B test Example

Tool Used: Usabilityhub

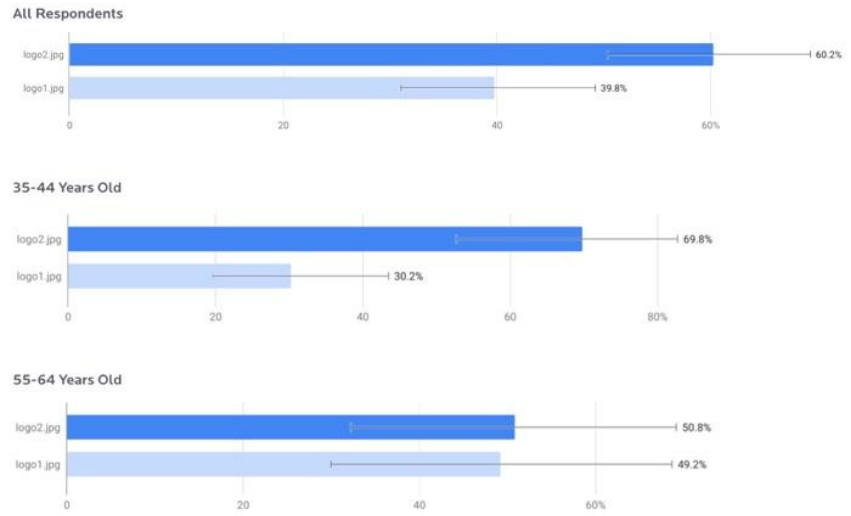
Learnings: Which nav structure was most effective at finding information accurately and quickly

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Visual Design Testing

- We can use visual design testing during the design phase to A/B test multiple branding options and assess the perception of concepts.
- If paired with Discovery testing we will be able to see if our redesign is making an impact at this stage.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.



Logo Testing Example
Tool used : Google Surveys
Learnings: Which logo was favored by the audience

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Post-Launch / On-Going

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Post-Launch / On-Going

Usability testing on live product

Post-launch effort to make sure the live product is running smoothly and identify any usability issues or opportunities.

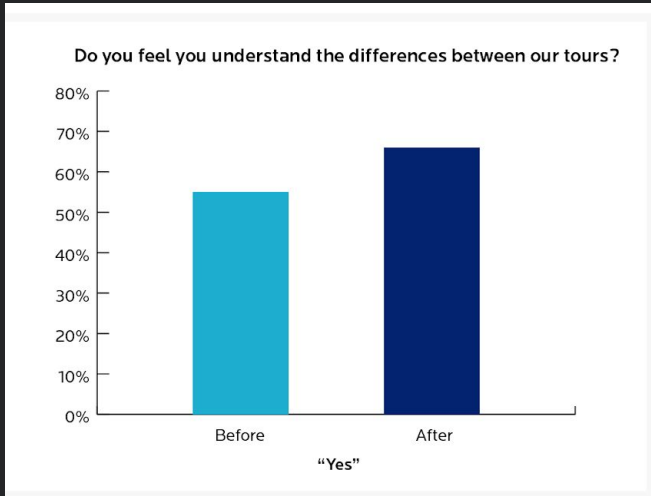
ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

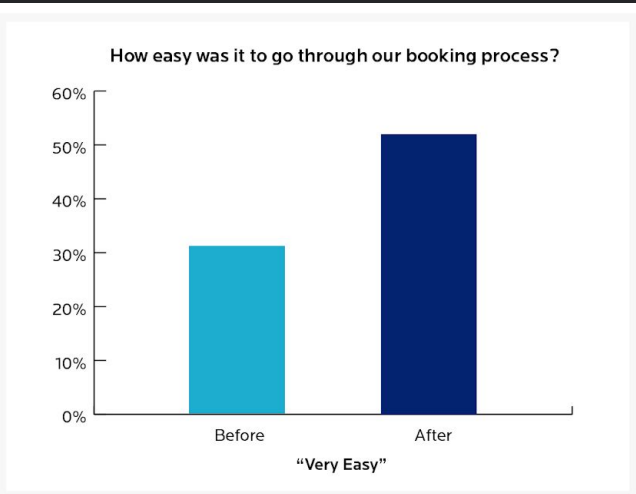
Post-Launch / On-Going

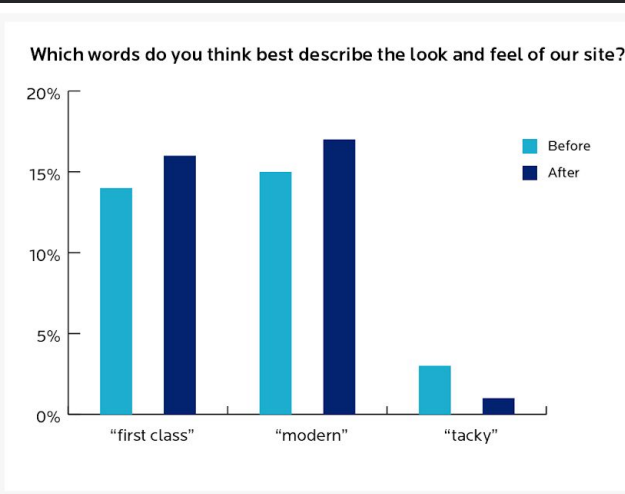
Goal completion ROI analysis

- The follow up to the initial goal completion testing in Discovery.
- A month or so after the product is live, and then monthly or quarterly thereafter, we will return to the analytics to analyze, determine ROI, and make improvements if necessary.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.







Impact Measurement Example
Tools Used: Pulse Insights
Learnings: Improvement of site usability and brand perception after the redesign

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Post-Launch / On-Going

Post-launch micro surveying

A survey is placed within the product at various times after launch to monitor any usability issues that arise or to assess visitor perception.

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Post-Launch / On-Going

Visual Design Impact Measurement

Following launch, we will run follow-up surveys asking the same questions as the Discovery tests and analyze the overall impact the visual design has had on the brand’s perception.

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Determining ROI on a UX change

Let’s say a company has 10,000 employees paid $50/hr that perform a tedious task once per week and our new design has drastically lowered that time on task - what’s the ROI to the business?

	Average Time on task (seconds)	Time cost per year per employee	Cost for all employees	Savings Per Year
2018	60	60 X 52 / 3600 = .87 hours	.87 x 10,000 x $50 = $435,00	
2019	20	20 X 52 / 3600 = .28 hours	.28 x 10,000 x 50 = 140,000	$295,000

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Data Service Offerings, in Summary

- Discovery
  - Initial Usability Test
  - Initial Information Architecture Test
  - Initial Goal Completion Analysis and Setup
  - Initial Visual Design Testing Setup
- Design
  - Usability Testing Throughout Design
  - Card Sorting
  - Tree Testing
  - First-Click Tests
  - Visual Design Testing
- Post Launch
  - Usability testing on live product
  - Goal completion ROI Analysis
  - Post-launch Micro Surveying
  - Visual Design Impact Measurement

These can be split up into different packages depending on the needs of the business

ETR Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Read more!

Full service descriptions and potential package options here

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.

Thank You

Q&A / Discussion
10 minutes

Contents are confidential and the sole property of ExpandTheRoom LLC. © 2019 ExpandTheRoom LLC.