

From insight to action

Building an understanding of your customers to drive results

simply brilliant thinkers making software brilliantly simple



The drivers of digital revolution

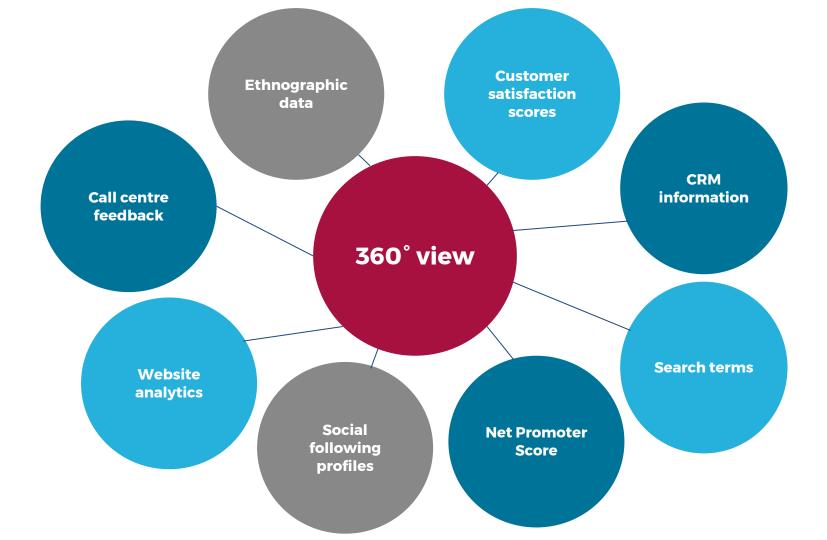






Getting to know your customers

Who are your customers?







60% of traffic going to just 250 key pages (out of 10,000)

Who are your customers going to be?

Internal factors

- 'As is' > 'To be'
- Business strategy
- Growth plans
- Diversification



External factors

- Changing marketplaces
- Aging population
- New audiences (e.g. millennials)



Persona development

First time expectant mum Natalia



25 | White European | Female Office Worker Not core user - challenge

44 I want to find specific information about risks during pregnancy.

Natalia is fourteen weeks pregnant with her first child, along with her partner Ivan who works as a builder. They are renting a two bed apartment. After her first ultrasound scan, Natalia wants specific information about risks in the womb, e.g. foods to avoid while pregnant.

Experience with the company

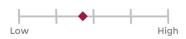




Experience with parenting



Literacy



Household income



Goals

- Find specific information related to pregnancy and birth - must be accessible as English is not a first language.
- Follow baby's development.

Pain points

- First time parent apprehensions.
- Confused as to why certain foods are warned against in pregnancy.
- Specific questions about risks to the unborn baby.

Opportunities

- Show specific and accessible expertise to answer questions and raise Natalia's view of the Company.
- Attend antenatal course.
- Become a Member or Volunteer.

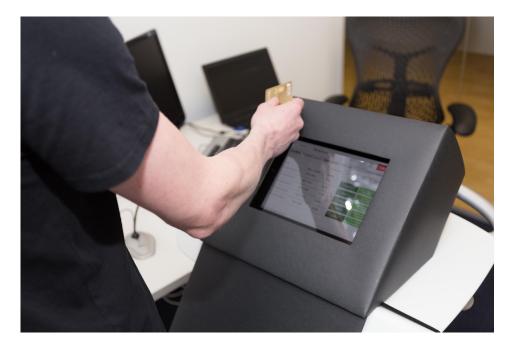
How are you currently serving them?

'Quick 'n' dirty' VS. More in-depth

Testing techniques

- 5-second tests
- Online surveys
- Card sorting
- Tree testing
- Analytics
- Guerrilla testing
- Remote testing
- Laboratory-based testing





- Lab-based usability testing of remote banking kiosks
- Internet banking penetration up 76%
- Online banking risen from 20% to 80% of TBC Bank's business
- Mobile banking customers up 50%





"The response and feedback captured proved invaluable to the further development of the website."

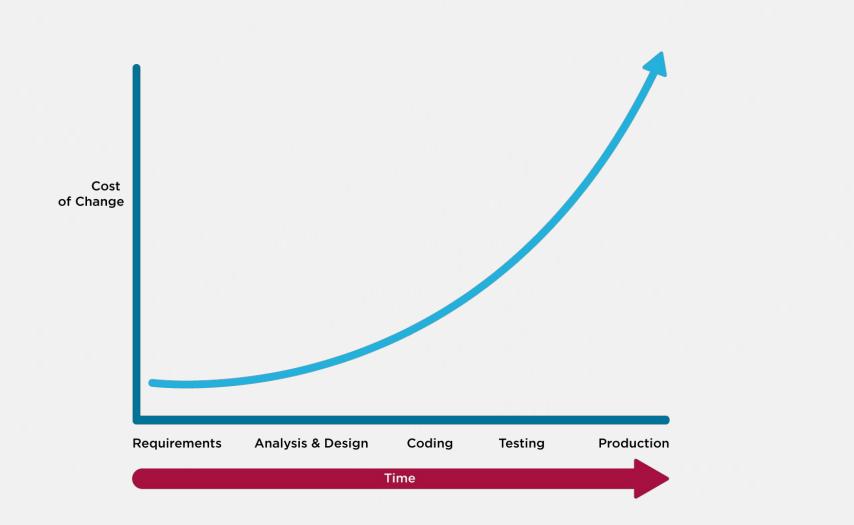
- Paul Newman, RCN











"It is 100x more expensive to fix the project after deployment than in the development stage."

https://medium.com/headspring-ux-team/the-roi-of-ux-in-enterprise-software-part-1-7ef30b2a1845

How do you apply this insight?

Collaborative, iterative user-centred design

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Benefits of UCD

- Little and often
- No 'big bang' release
- Secure stakeholder buy-in
- Incorporate user feedback
- Validate at an early stage, before committing further investment
- Continuous improvement



How do you keep it up?

SOPHOS

Programme of on-going usability testing activities User feedback gathered through Usabilla (embedded into site) RIBA #

Tracking user behaviour and interactions through Hotjar



In summary...

Driving results with customer insight

- Build a picture of your current and future customers
- Identify what they want from your organisation
- Measure how effectively you're doing this currently
- Implement user-centred change
- Don't stop optimising and improving!

What are your next steps?

How exactly are our customers engaging with us?

- 1. Review our analytics
- 2. Launch a general customer survey
- 3. Create some personas for prospective customers

Specific journeys

we need to test...

- Engage in some lab-based testing on key journeys we know need reviewing
- 2. Create some early-phase sketches
- 3. Install analytics widgets on website to gather insight

What are your next steps?



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