Kunal Ahluwalia Principal Business Analyst
Liz Bradshaw Senior User Experience Specialist

DATA DRIVEN PRODUCT DEVELOPMENT
Introduction

• How can we deliver better products to our Customers?

• Experiment Pipeline & Canvas

• How UX is embedded into our approach?

• Example Experiments
“Agile Development Processes are great at throwing away money iteratively”
AGILE IS A MINDSET

- puts the customers first
- focuses on bringing business value
- assures quick feedback loop
- promotes collaboration and openness
- promotes transparency and candid communication between all stakeholders

AGILE IS NOT

- just a set of hard and fast rules and rituals
- a way of avoiding documentation and commitment
- a way of not validating assumptions and promoting incomplete analysis
- an excuse for changing the direction of a product constantly
The big question of our time is not Can it be built? But Should it be built?

Eric Ries
How can we deliver better products?

- Develop Products in Collaboration
- Focus on Customer Value
- Tackle Risks Early
- Don’t be Scared to Fail

= DELIVER WINNING PRODUCTS FASTER

BEWARE: SLOW BUT PERFECT MAY BE TOO LATE!
Experiment Pipeline

IDEA ➔ HYPOTHESIS ➔ METRICS ➔ EXPERIMENT

Two Weeks or Less
EXPERIMENT CANVAS

Opportunity
What problem are we trying to solve?
What opportunity are we looking to create?

Hypothesis
How are we looking to solve the problem faced / the opportunity presented?

Key Success Factors
How will we measure success?
What key metrics are we trying to move & will there be an impact on our KPIs?

Value Proposition
What’s in it for the customer?
What is the business value of delivering this change?

Solution
How are we looking to solve the problem faced / the opportunity presented?

Customer Segments

Key Resources & Partners

Experiment Details

Experiment Results

Next Steps

Pitch
Winning Products

“... Goal of design ... to create as much seamless experience of value as possible for the customer in order to keep the customer engaged”
In general, you want to position “User Research” and the UX team in general as the resources that enable rapid and continuous customer learning.

Taken from: https://svpg.com/an-open-letter-to-the-design-community/
User Experience

“If I had asked my customers what they wanted they would have said a faster horse”

Attributed to Henry Ford.

“What people say, what people do, and what they say they do are entirely different things.”

Margaret Mead
Understanding user needs

User Research
User testing
Surveys/emails
A/B testing

Qualitative
Quantitative
Combining UX with Agile

Discover
- Observing
- Listening
- Learning

Design
- Reflecting
- Brainstorming
- Sketching

Evaluate
- Testing
- Measuring
- Improving

User

Time
Combining UX with Agile

1. UX maturity
2. UX Lead
3. Flexibility
4. UX & Tech
SSRN Alert

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Please sign in to your account

SSRN User ID:

What's this?

SSRN Password:

Remember Me On This Computer

Sign In and Download
Experiment: Improving Data Integrity Page Conversions

IDEA
Is there an opportunity to change the user experience on this page to increase sign-ins and registrations, and decrease anonymous downloads?

HYPOTHESIS
By changing the UX to prioritise the preferred user journeys of Registration and Sign In, we can increase Known User conversions.

METRICS
We will be measuring Click throughs on Sign In, Registration and Anonymous Downloads.

EXPERIMENT
We plan to run an A/B test of two different designs (Current & Refreshed UX) until they reach statistical significance.
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We have observed an unusual download pattern.

The reason why this might happen:
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OVERVIEW

Performance Summary

Overall summary of experiment performance.

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Started: March 20, 2017
Significance level 95%

Variations: Visitors | Track Sign in AB | Track anonymous AB | Track Create account
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Create an Account

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<td>Forgot password?</td>
</tr>
<tr>
<td>Sign in and Download</td>
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</table>

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OVERVIEW

Performance Summary

Overall summary of experiment performance.

UNIQUE VISITORS

7,788

DAYS RUNNING

8

Started: April 11, 2017
Significance level: 95%
HYPOTHESIS
By emailing authors to ask them what they are currently working on, we will harvest valuable information from authors which will provide value to them and users on SSRN.

METRICS
We will measure the Quantity & Quality of Current Ideas we can harvest through email.

EXPERIMENT
We will be targeting Authors within three different subject disciplines (Biology, Economics/Finance & Law) through an email campaign to capture their current ideas.

IDEA
Can we capture what users are currently researching/working on, so that this information can be showcased much earlier in the researcher lifecycle?
Dear Valentina,

What are you working on now?

Tell SSRN what you're currently working on. We'll then add this information to your SSRN Author Profile, so that potential collaborators, partners and funding bodies can connect with you.

Just reply to this email with the following, and we'll do the rest:

"I'm currently working on ....
and I could use some input on ...."

What are you writing next?

Tell SSRN what you're writing about next and we'll add this information to your SSRN Author Profile to alert potential collaborators, partners and funding bodies.

Just reply to this email with the following, and we'll do the rest:

"The next paper I plan to write is ....
and I'm interested in ...."

Need help with an idea?

Tell SSRN what you need and we'll add this information to your SSRN Author Profile, so that potential collaborators, partners and funding bodies can give you a helping hand.

Just reply to this email with the following, and we'll do the rest:

"I'm currently thinking about ....
and I could use some help with ...."
Overall Responses

<table>
<thead>
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<th>Overall Responses</th>
<th>Law</th>
<th>Finance/Economics</th>
<th>Biology</th>
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<tbody>
<tr>
<td>83</td>
<td>31</td>
<td>108</td>
<td></td>
</tr>
</tbody>
</table>

Bar chart showing responses to the questions:
1. What are you working on now?
2. Need help with an idea?
3. What are you writing next?

Color codes:
- Law
- Finance/Economics
- Biology
Joe Bloggs

University of Miami - School of Business Administration
Associate Professor
5250 University Drive
Coral Gables, FL 33146-6531
United States

SCHOLARLY PAPERS
24
DOWNLOADS
54,955
CITATIONS
1,097

Ideas:

“I’m currently thinking about the arm’s length principle application in the new international tax arena and I could use some help with profit splits and safe harbors”
Summary

- Product, UX & Engineering Collaboration
- Fast User Feedback
- Continuous Customer Learning

Any Questions?
Kunal Ahluwalia  Principal Business Analyst
k.ahluwalia@elsevier.com
https://www.linkedin.com/in/kunal-ahluwalia/

Liz Bradshaw  Senior User Experience Specialist
l.bradshaw@elsevier.com
https://www.linkedin.com/in/liz-bradshaw-21154/