



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



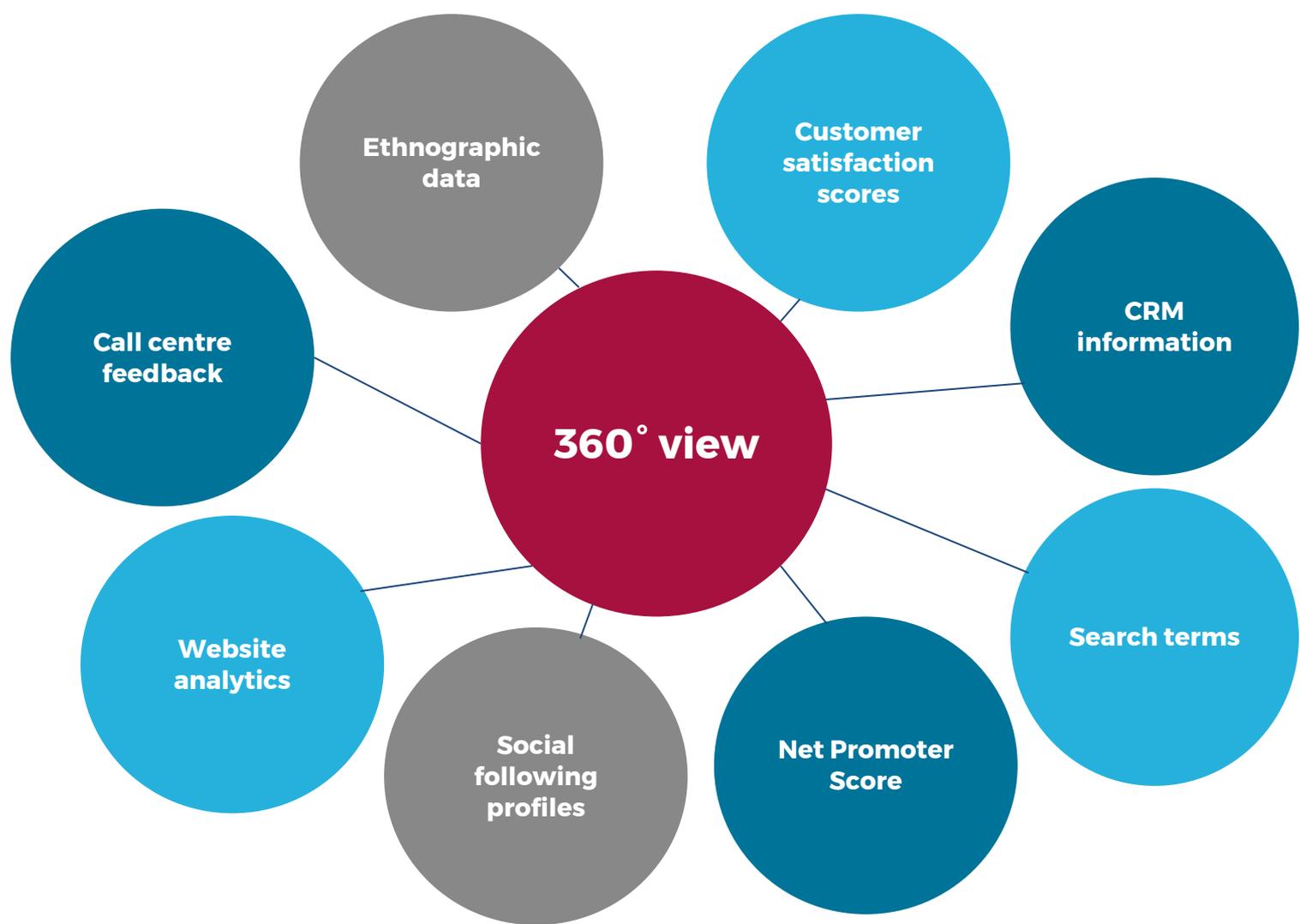
UBER



NETFLIX

Getting to know your customers

Who are your customers?





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*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

“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



თიბონის ბანკი
T B C B A N K



- 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%*



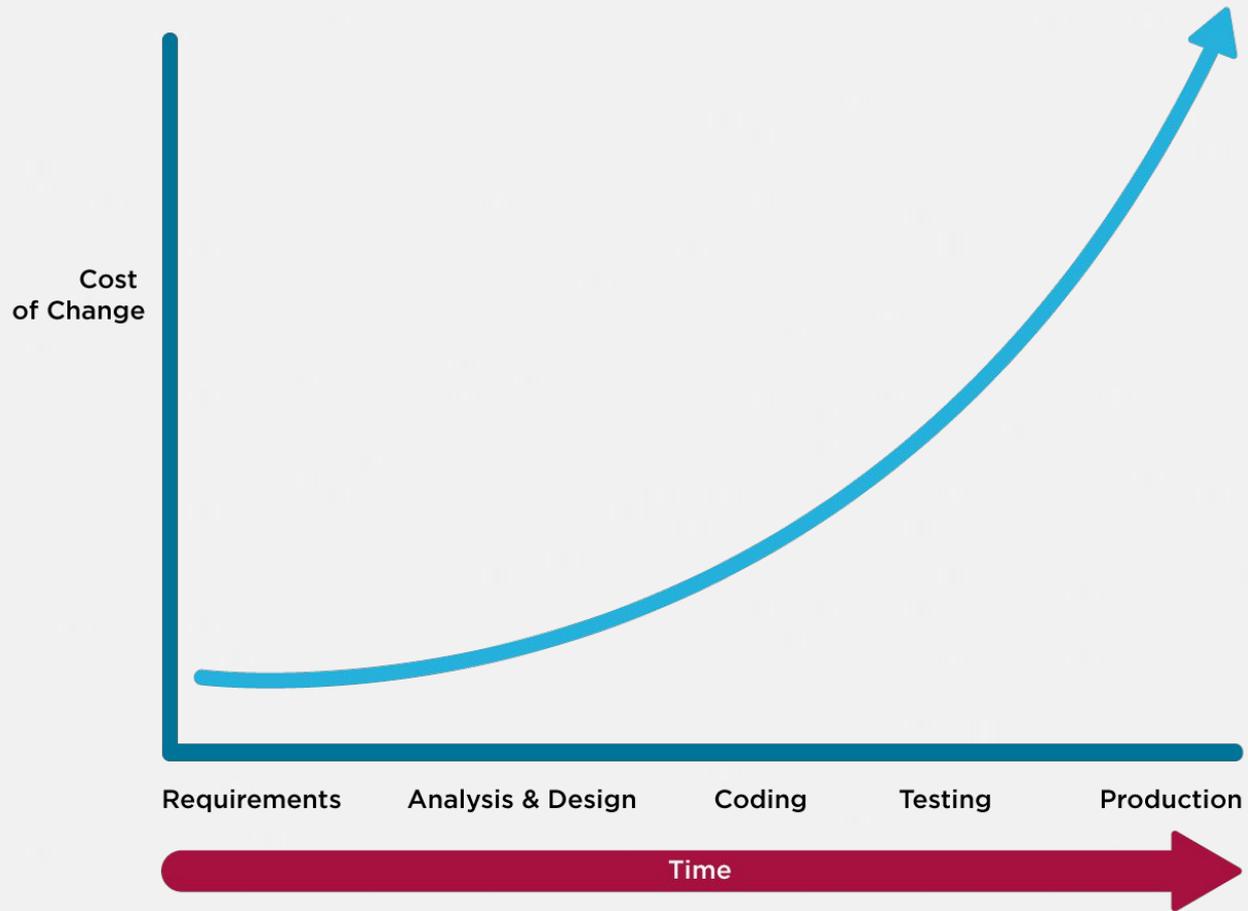
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“The response and feedback captured proved invaluable to the further development of the website.”

- Paul Newman, RCN

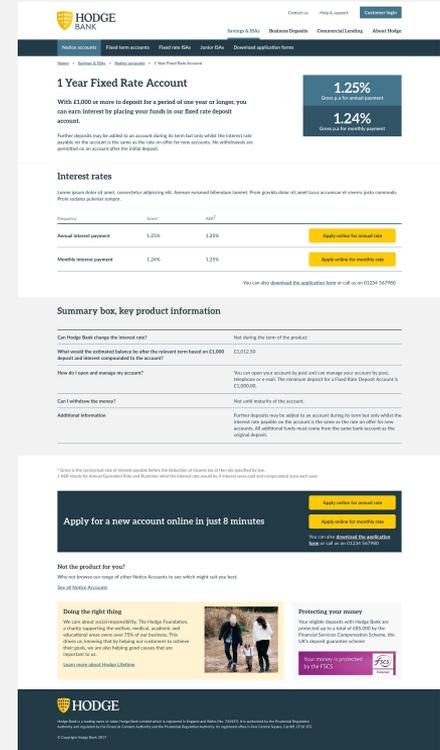
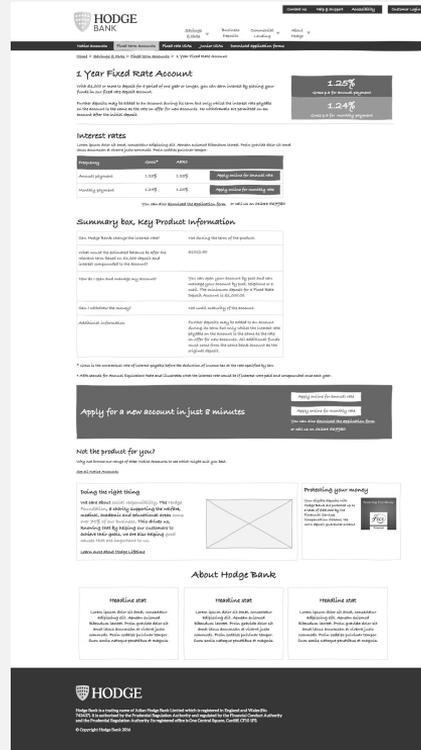
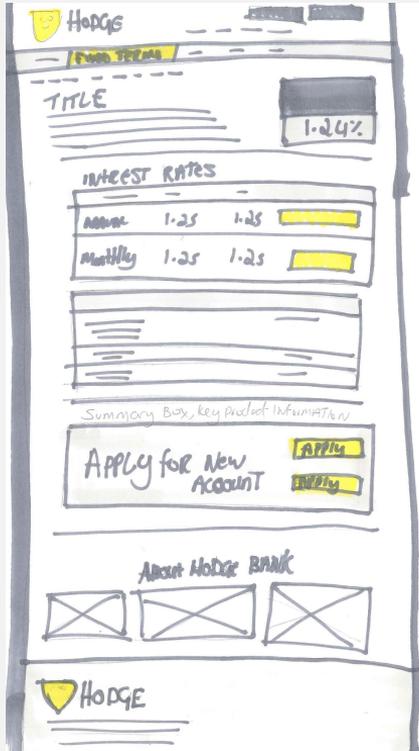




“It is 100x more expensive to fix the project after deployment than in the development stage.”

How do you apply this insight?

Collaborative, iterative user-centred design



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...**

1. 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?

Thank you!

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