

A group of people at a festival, with their arms raised in the air, overlaid with text. The background is a vibrant, colorful scene with people in various poses, suggesting a lively event. The text is centered and reads:

**Designing
data informed
customer experiences
to align your business**

@melmcveigh

Flora

A large, illuminated sign spelling the word "Flora" in a cursive font. The letters are made of a dark, possibly metal or wood, material and are outlined with numerous small, glowing lights. The sign is mounted on a brick wall. The lighting is warm and creates a soft glow around the letters.

photob★x

poster**XXL**



 *Hafmann*



Ultimately people will buy from who they know, who they trust. That isn't going to come from the best backlinks or the most optimized content. I think the most human content and the most human companies will win in this competitive world.

Dr. Robert Cialdini. Influence:
The Psychology of Persuasion

A top-down view of a wooden table. In the center-left is a bouquet of flowers, including white lilies, greenery, and small white flowers. To the right is a stack of several square, white-bordered photographs. Further right is a white ceramic cup filled with dark coffee. The background is a dark, textured wooden surface.

**What is data-driven
customer experience?**

**Goal of data-driven
design is to develop a
better understanding of
everyday experience**

Data sources

Algorithms

Automation

Net Promoter Score (NPS)

A/B & MVT

Funnel analysis = performance metrics

Sales dashboards

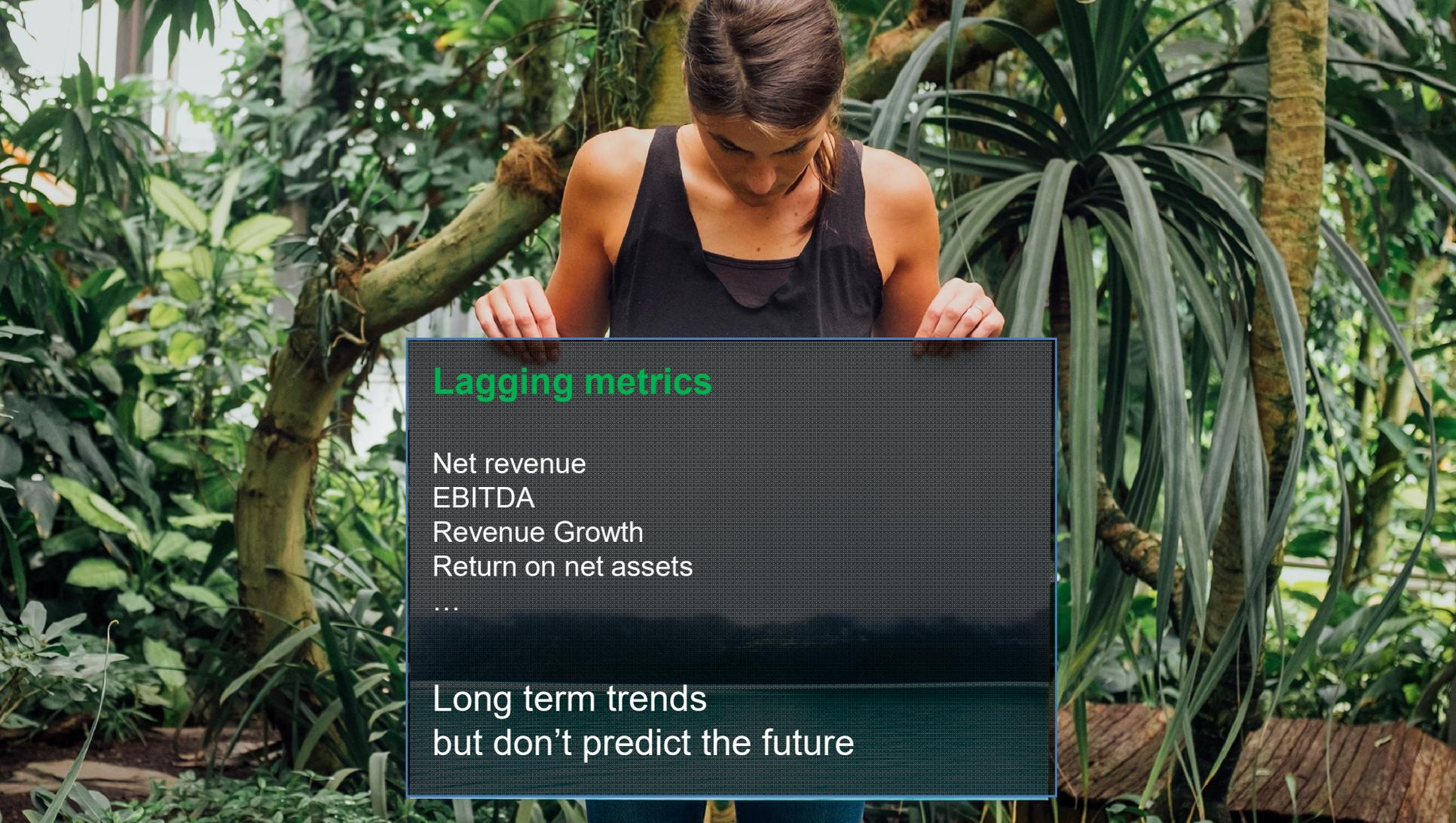
Etc... bespoke company tools



Leading metrics

- Active users
- Unique visitors
- Number of page views
- Conversion
- Engagement
- Time on site
- Feature usage
- Bounce rates
- Transition rates
- Upsell / Cross-sell
- Revenue per user
- AOV
- LTV





Lagging metrics

Net revenue

EBITDA

Revenue Growth

Return on net assets

...

Long term trends

but don't predict the future

Challenges to data-driven decision making

Will small tweaks give you large % points uplift?

Create disconnected journeys

Data can be viewed in isolation and not as a whole

Data driven looks to shift fast / optimise every step

How does this work in complex product ecosystems

Shipping experiments is not the only way to optimise





In this digital world, the story we're telling about the future is a story driven by what the technology wants and not what we as humans need. We want mystery, we want boredom, a lot of us want to be dangerous and bad and be forgiven about it later.

We want to be human, not digital

We don't have a lot of algorithms that work out how people are about to become bored and how to deliver something surprising to them that won't freak them out," she said. "The first person who gets there wins.

Genevieve Bell, Intel's anthropologist

“If we want
machines to think,
we need to teach
them to see.”
Fei-Fei Li



DATA INFORMED DESIGN

Understanding the experiences you want to change and the metrics by which to measure them

QUANTITATIVE = WHAT
QUALITATIVE = WHY



**Data is more than
numbers**



A top-down view of a textured surface, possibly a bag or fabric, featuring several Polaroid photographs and a pair of dark sunglasses. The photos depict various scenes: a white picket fence in a field, a person at a market stall with a sign that says 'MARKETS', a close-up of pink roses, and a desert landscape with a cactus. The sunglasses are positioned in the upper right quadrant.

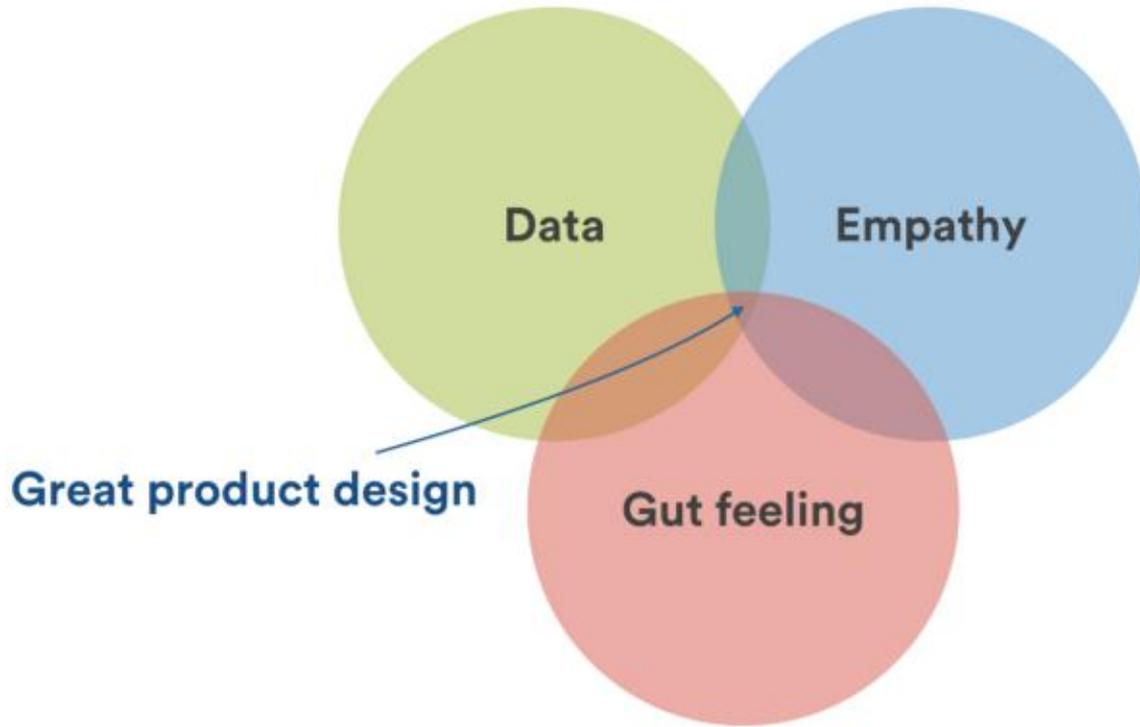
Data and A/B test are valuable allies, and they help us understand and grow and optimize, but they're not a replacement for clear-headed, strong decision-making. Don't become dependent on their allure. Sometimes, a little instinct goes a long way.

[Julie Zhou](#), Facebook Product Design Director

**Experience
design is
personal**







Good product design comes from striking the right balance between data, empathy and intuition.

A hand holding a Polaroid photograph of a person wearing a yellow shirt with 'BEL-AIR' printed on it. The background is a vibrant, abstract pattern of colors including teal, yellow, orange, and purple, with white outlines. A semi-transparent dark green box with a fine grid pattern is overlaid on the center of the image, containing the main title and subtitle.

CREATE A CUSTOMER JOURNEY MAP

End to end with all touchpoints



UNDERSTAND YOUR CUSTOMERS

Customer Service feedback



**UNDERSTAND THE
METRIC FOR EACH
PART OF JOURNEY**

End to end with all touchpoints

The image is a collage of wedding-related scenes. In the background, a man in a dark suit and a woman in a white dress are embracing outdoors at sunset. In the foreground, there is a bouquet of white roses and a wooden box containing dried, pressed flowers and greenery. A semi-transparent blue box with a thin border is overlaid on the center of the image, containing the text 'TEST & LEARN' and 'Make it real fast'.

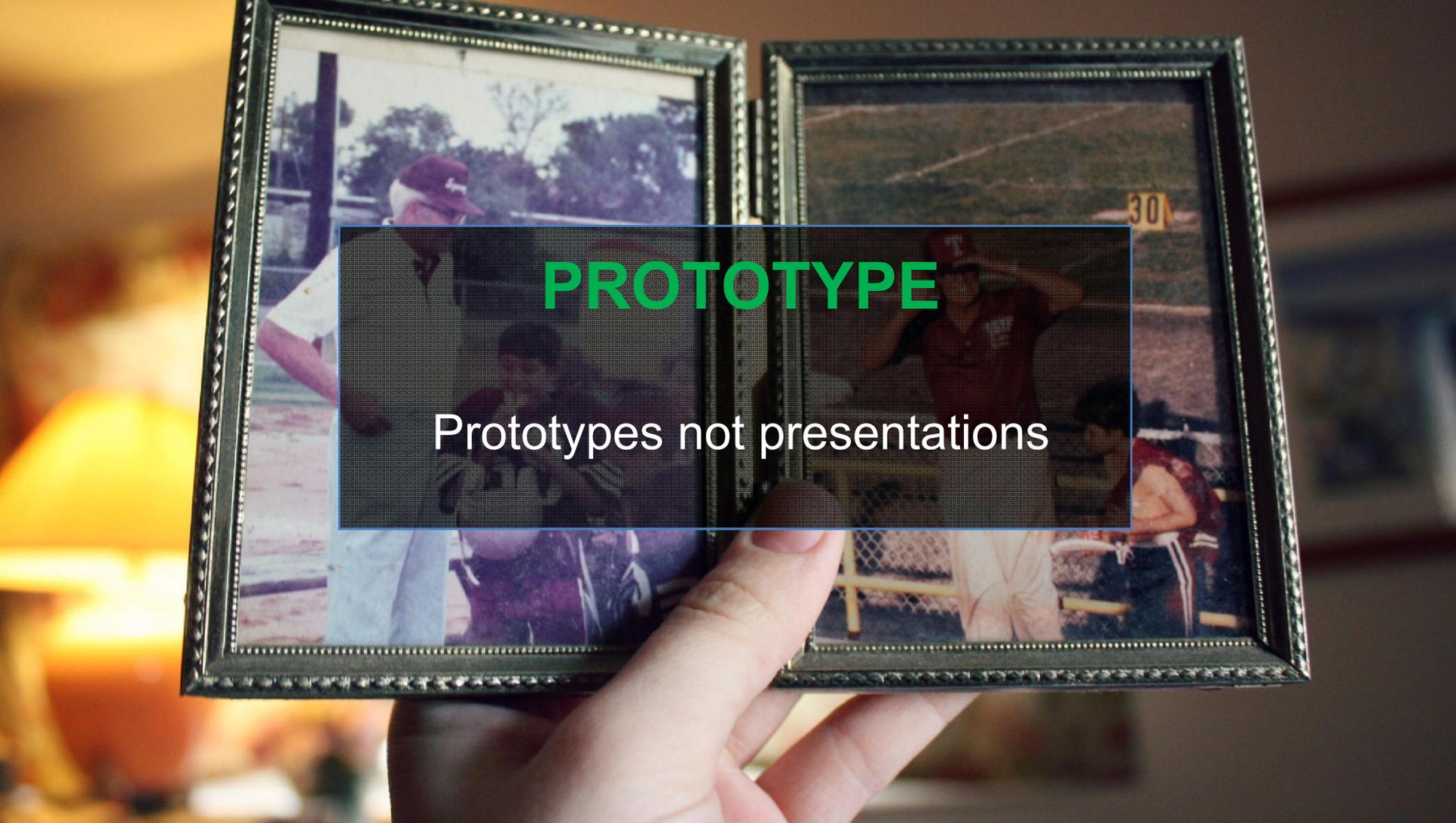
TEST & LEARN

Make it real fast

A woman with dark hair, seen from the back, is holding a camera up to her eye, capturing a photograph of a busy street scene. The street is filled with cars, including a white SUV and a dark sedan. In the background, there are buildings with various signs, including one with Thai text "บริษัท ราชวงศ์" and a phone number "02-2248857". The scene is brightly lit, suggesting a sunny day.

**BE PREPARED
FOR IT FAIL**

Plan to optimise



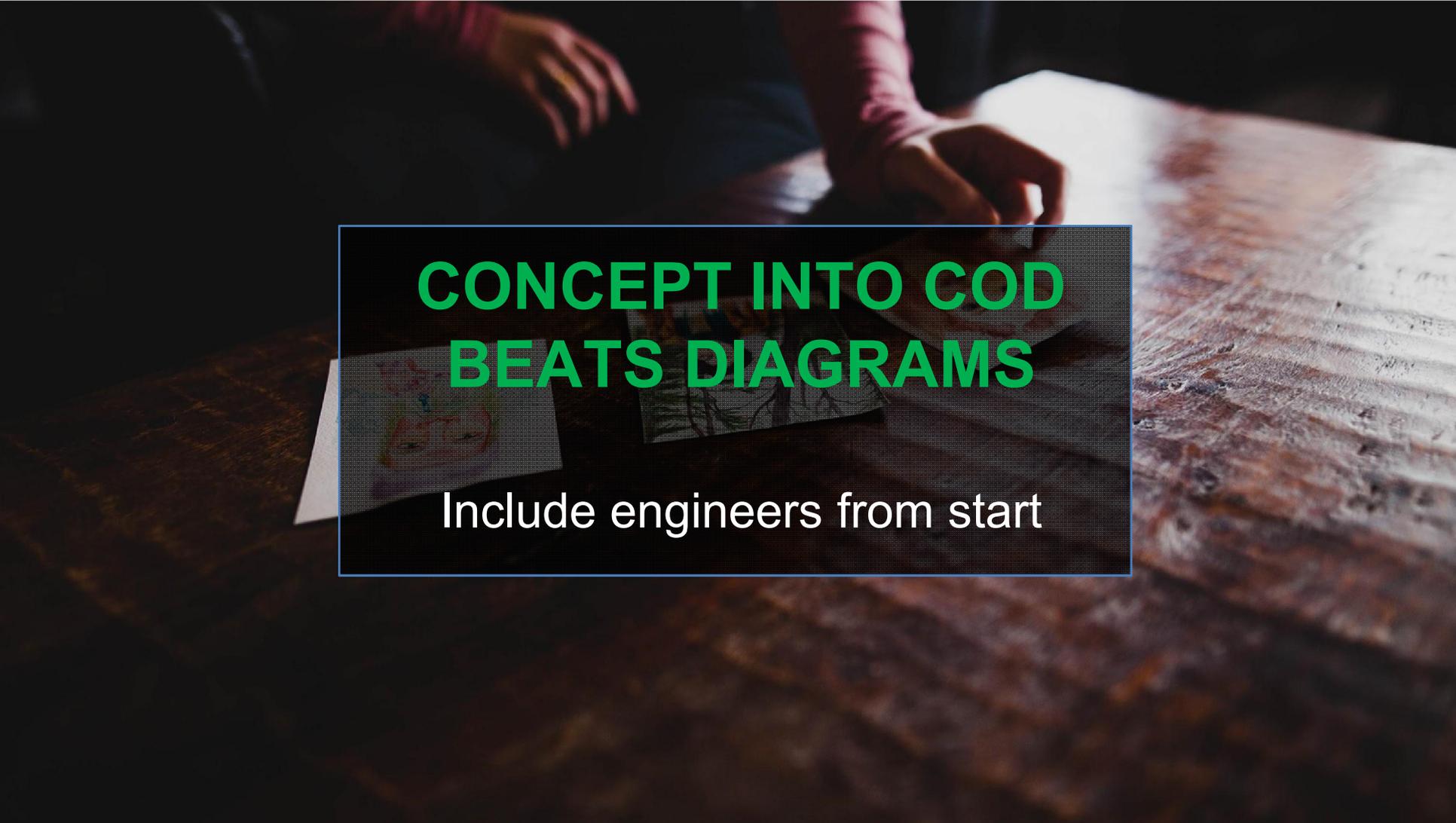
PROTOTYPE

Prototypes not presentations

A hand is holding a GoPro camera in the foreground, with the camera lens pointing towards the viewer. The background is a blurred forest scene with green and yellow foliage. A dark, semi-transparent rectangular box is overlaid on the center of the image, containing text.

SHARE THE DATA IN YOUR ORGANISATION

Find ways for ideas to collide

A person's hands are visible, pointing at architectural plans or diagrams spread out on a wooden table. The scene is dimly lit, with a strong light source from the right, creating a dramatic effect. The text is overlaid on a dark, semi-transparent rectangular box.

CONCEPT INTO COD BEATS DIAGRAMS

Include engineers from start

A person's hand is holding a Polaroid photograph. The photo shows a group of people sitting on a lawn in front of a house. The background of the entire image is a blurred outdoor scene with green foliage and a blue sky.

EVOLVE METRICS OVER TIME

Review regularly

Experiences forge memories

Experiences help make the connection memorable. We need to remember 'experience' encompasses both a more memorable connection and a reward to make the memory last.

photob★x

@melmcveigh

