

# CIRCUIT DATA ANALYSIS

Isabelle & Ray

Project #4 for General Assembly

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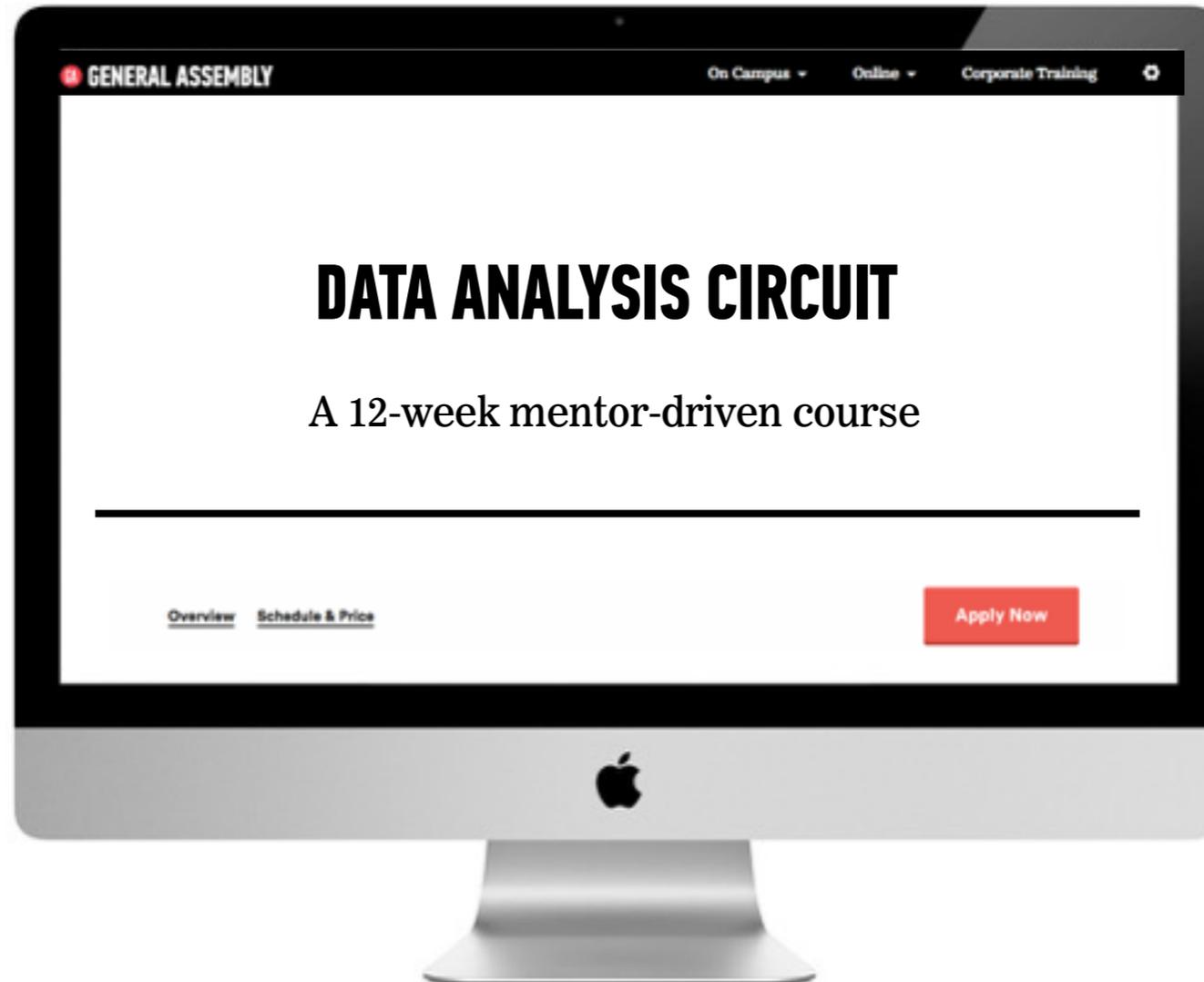
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# **WEB DESIGN CIRCUIT**

A 12 week online class in HTML, CSS and Web Design.



**Q3 2015**



## THE TASK

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# USER RESEARCH

- ▶ Interviews
- ▶ Analysis
- ▶ Value Propositions
- ▶ Personas
- ▶ Empathy Maps
- ▶ Recommendations

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# PROJECT 4 OVERVIEW

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## OBJECTIVE

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Conduct User Research for  
Data Analysis Course

## ASSIGNMENT

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1. Interview
2. Analyze
3. Personas
4. Value Prop
5. Recommendations
6. Next Steps

## DELIVERABLES

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Personas (4)

Empathy Maps

Recommendations

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## OUTREACH STRATEGY

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# HIT AND MISS

Round 1:

17 emails sent, 0% response rate

Round 2:

\$25 gift card

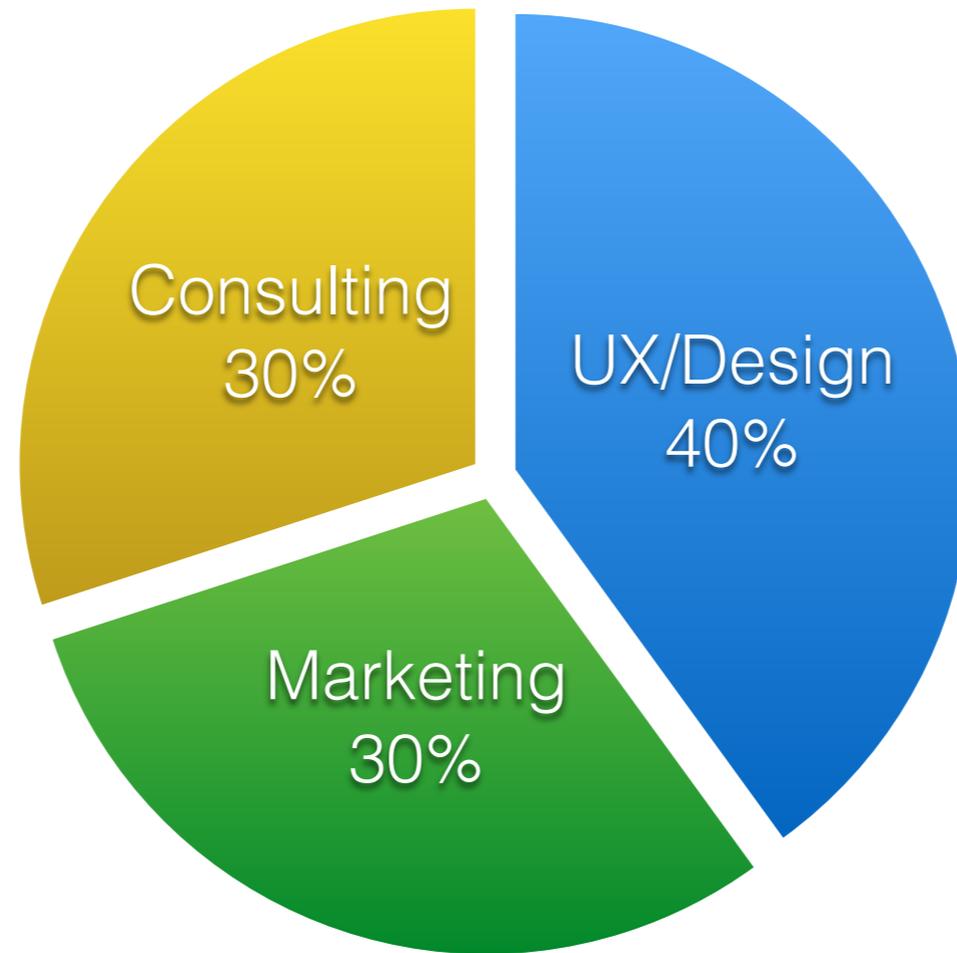
108 emails sent, 14% response rate

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## OBSERVATIONS

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### What is your job function?

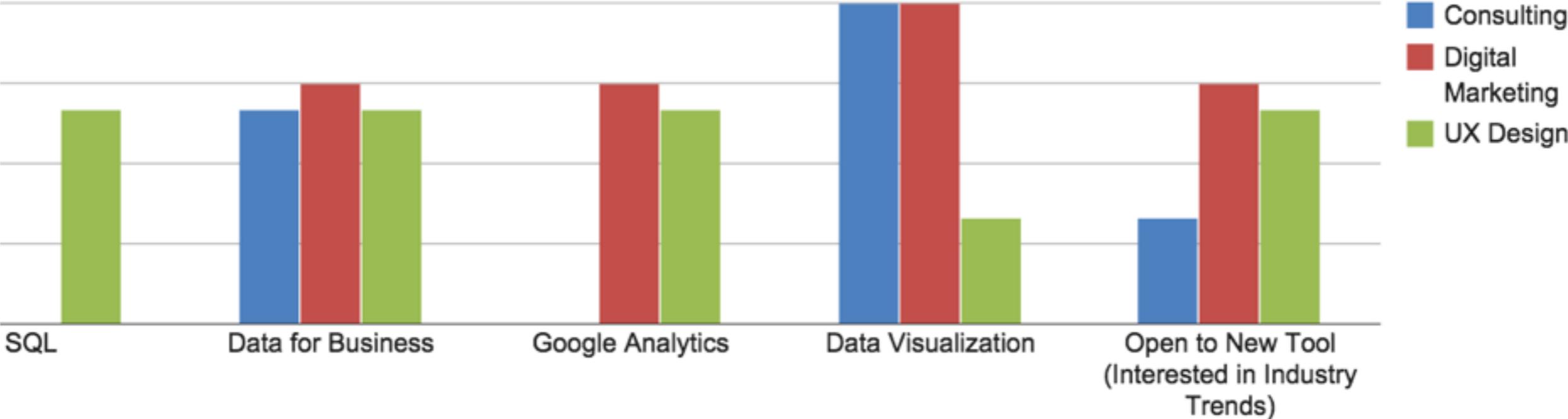


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# OBSERVATIONS

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## What topics are you interested in learning?



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## PERSONAS

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# MEET...

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## **JORDAN KENT, 32, DIGITAL MARKETER**

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“I'm looking for an effective learning opportunity to gain additional skills and better serve my clients. I want to glean insights from data and visualize that information in a clean and relevant manner.”

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# “VISUALIZE INFORMATION AND TELL YOUR STORY WITH DATA ANALYSIS IN A COMPELLING WAY”

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## KEY VALUES

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Being well-informed on industry news

Create beautiful data visualization

Keeping clients happy

## PAIN POINTS

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Create relevant and updated visualization for specific subset of users

Losing clients over lack of knowledge with trends

Providing granular details over strategic recommendation

## ATTRIBUTE

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Persuasive storyteller

Charismatic

Analytical

## GOALS

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I want to condense analytical information into visually appealing graphics.

I want to provide strategic recommendations supported by current data.

I need to be up to date with industry trends.

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## CARRIE SPIELMAN, 34, UX DESIGNER

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“Our company does not have someone performing data analysis for the UX team and I want to learn so that I can work autonomously and make more informed design decisions.”

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# "UNDERSTAND YOUR USERS WITH BETTER DATA AND MAKE THE RIGHT DESIGN DECISIONS"

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## KEY VALUES

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Understanding user behavior

Understand and interpret data effectively

Succeed in new role

## PAIN POINTS

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Question whether I am reading the data correctly

Depend on others to perform analysis is time consuming

Our company does not have resources for analysts in every team

## ATTRIBUTE

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Excellent communication and people skills

Quick study of new tools

Self-motivated learner

## GOALS

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I need to understand the data I am looking at

I want to know what questions are important to ask

I want to work more autonomously

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## CHRISTIAN RHODER, 38, CONSULTING

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“I am excited to learn new tools by doing. I want to improve my storytelling capabilities by taking data and make it more presentable. I want to tell a story in a way that shines the right light on the data I’m focusing on.”

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# "BUILD CONFIDENCE AND ADVANCE IN YOUR CAREER WITH BETTER DATA ANALYSIS SKILLS"

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## KEY VALUES

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Visualize data better

Take on more advanced roles at work

Be more efficient on the job

## PAIN POINTS

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Create presentations with better data visualizations in order to improve communication to non-technical clients

Frustrated by the lack of automation in dashboards

Feels inhibited due to technical weaknesses. Relies on others for help

## ATTRIBUTE

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Client focused

Ambitious

Efficient

## GOALS

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I need to be more efficient and effective in my current role

I want to impress my managers

I want to communicate with my clients better

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## ALEXA BRANSON, 40, ANALYST

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" I have worked a lot with data over the past 3 years. I want to move away from a click-and-point tool and improve my efficiency by learning new data-tools. It's too hard to demonstrate my analysis process in Excel when I communicate to colleagues."

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# NEGATIVE PERSONA

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## KEY VALUES

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Move away from Excel

Illustrate work-process to colleagues

Work with open source data tools

## ATTRIBUTE

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Shy and insecure "nerdy"

Eager to learn new skills

Follows data trends on blogs and #RSTAT

## PAIN POINTS

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Manually creating CSV and exporting data to excel is tedious and ineffective

Lack of reporting standards in the company when pulling ad hoc reports for various departments

My company does not understand my processes and the time it saves them

## GOALS

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I want to learn new data tools

I need to prove my data analysis process better

I want to learn advanced analysis and coding

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**DATA ANALYSIS, CIRCUITS**

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# **ASSESSMENTS**

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## **GENERAL ASSESSMENTS**

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### **THEIR NEEDS**

- ▶ Everyone deals with data
- ▶ Majority of our sample is over 30
- ▶ Confident in General Assembly suggestions
- ▶ Use: Google Analytics, User Focused Research, A/B testing
- ▶ Want: Google Analytics, SQL, Excel, Data Visualization
- ▶ Don't Want: Expensive software tools

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## GENERAL ASSESSMENTS

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### SUBJECT LEARNING OBJECTIVES

- ▶ Understand the data
- ▶ Visualize data more effectively
- ▶ Increase efficiency
- ▶ Perform analysis without relying on others
- ▶ Deal with large sets of data
- ▶ Identify customer segments
- ▶ Create and test hypotheses



**INCREASE JOB  
PERFORMANCE**

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## **GENERAL ASSESSMENTS**

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### **MOTIVATION**

- ▶ Continuous motivation and feedback
- ▶ Course content continuous release vs. all at once
- ▶ Well defined milestones
- ▶ Mentorship
- ▶ Access to peers / forum
- ▶ Manageable workload
- ▶ Flexible schedule

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**GENERAL ASSEMBLY**

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# RECOMMENDATIONS

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## **RECOMMENDATIONS**

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### **COURSE STRUCTURE**

- ▶ Success: immediately apply skills to work
- ▶ Real world problems
- ▶ Incremental progress
- ▶ Simple video tutorials
- ▶ Interactive learning
- ▶ Web based tools

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## **RECOMMENDATIONS**

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### **COURSE SUGGESTIONS**

- ▶ Skipping tutorials/modules
- ▶ Assessment Test
- ▶ Dual level modules: basic/advanced
- ▶ Multiple Modules: tailored course content
- ▶ High focus on visualization

# NEXT STEPS

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**SUMMARY**

Of 125 potential subjects, 12 responded. Ten were interviewed. Are they representative of all our potential users?

Subjects are marketing and design focused.

Google Analytics is their current connection to data analysis.

Subjects expressed different needs, proficiency and impressions of data analysis.

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**KEY CHALLENGE / QUESTION**

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Re-survey to assess demographic info: age, gender, industry, position, level, motivation.

Find out whether users are still interested in taking course without Google Analytics.

Send out email with different call to actions.

Have a few subjects take assessment tests.

**THANKS!**

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**Q&A**

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**DATA ANALYSIS GENERAL ASSEMBLY**

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**SEE YOU IN CIRCUITS!**