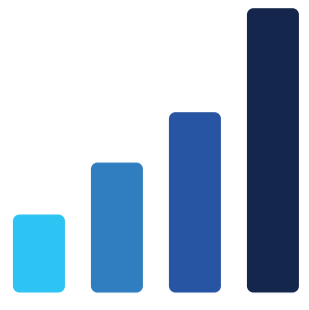# IMPROVING BUSINESS PERFORMANCE USING UX ANALYTICS

Our 4 step process to value driven UX analytics

Customers are curious, demanding and impatient. Negative experiences with a brand's website cause individuals to question whether they are likely to interact with the brand again in the future.

UX initiatives can and should respond to this. It is often difficult to know what pain points exist, how far they extend, and in what order to tackle them. Our UX analytics process ensures that the approach to fix these is data-informed and value driven.

STEP 1
Categorisation

The first step aggregates the large pool of data available into buckets that are in-line with business priorities. By creating these segments, you can reveal the relationship between the data points clearly.
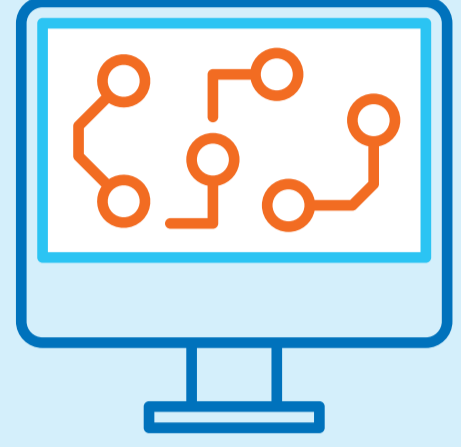
Common Categories

- Product Categories
- Site Sections
- Audiences
- User Behaviour
- Marketing Channels
- Device Type

This always identifies initial areas of opportunity and tells us where we need to focus our efforts.

Product A
Product B
Product C

■ Audience A   ■ Audience B   ■ Audience C
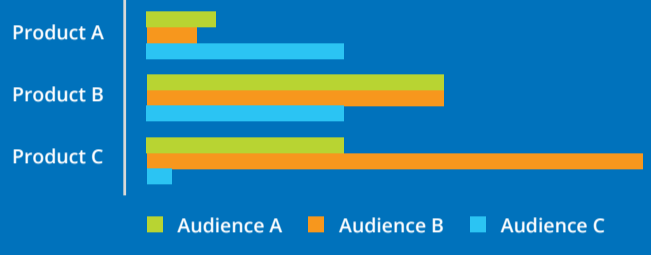
STEP 2
Benchmarks

Benchmarks, KPIs and Targets underpin our approach to UX Analytics strategy. Once we understand the relationship between categories and conversion, we are then able to set Benchmarks and Targets to achieve the required business improvement.

Benchmark Examples

- Business Objectives
- Conversion Funnel Behaviour
- Bounce Rate
- Content Interaction

No matter the industry or the objective, it is always possible to set robust benchmarks

STEP 3
Prioritisation

With clear categories defined, and their performance established using benchmarks and business targets, prioritisation no longer needs to be guessed.

HIGH
PRIORITY
LOW

Category Characteristic	Benchmark or Target
High Site Traffic	**Below** benchmark or target
High Site Traffic	**At** benchmark or target
Medium Site Traffic	**Below** benchmark or target
Medium Site Traffic	**At** benchmark or target
Low Site Traffic	**Below** benchmark or target

Once design commences it is best practice for the Designer and Analyst to work collaboratively and to challenge each other's ideas:

- What problem do you believe that this will solve
- What hypothesis you are exploring with this UX adaption
- What design implementation do you have in mind

STEP 4
Measurement
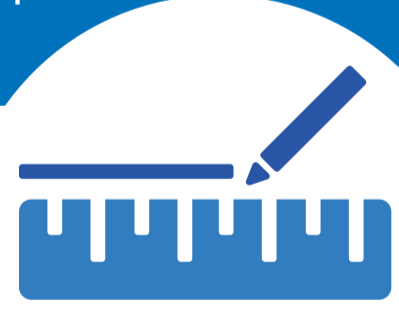
Following the previous exercises of Categorisation and Benchmarking, we then analyse how the KPIs performed against the set Targets.

Once a change is launched, 'Before and After' analysis is always better than no analysis. However, we would always recommend utilising A/B Testing tools which allow us to conclude with much more certainty whether the uplift or decline is due to seasonal changes or the UX change itself!

£ By following this process with current clients we have seen incremental growth in their annual revenue

+15%

Our involvement with digital teams in large technology companies means that we have a wealth of knowledge on how best to leverage this process for improvements across digital analytics, performance forecasting and stock management.

Google Analytics   +ableau   Google Data Studio   Power BI   Adobe Analytics