

Scaling for Success: How to Become Data-Driven Through UX

Alex Waleczek

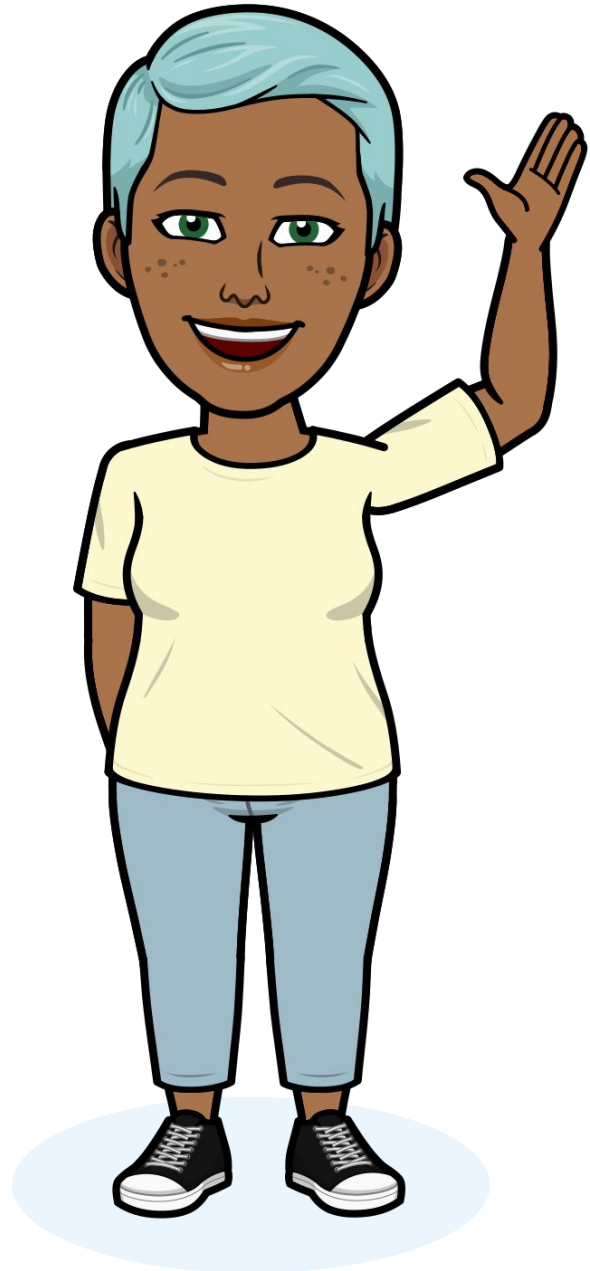
he/him

Analytics Practice Lead

Merkle Aotearoa

#Data23

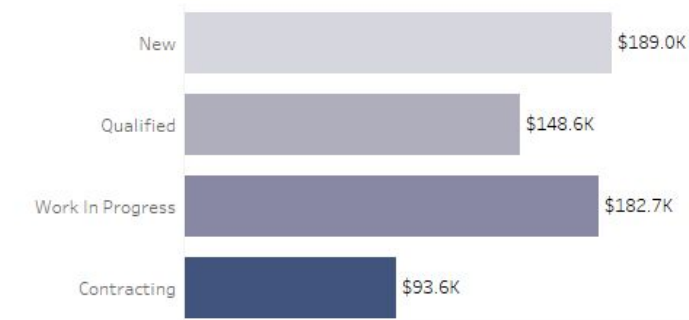




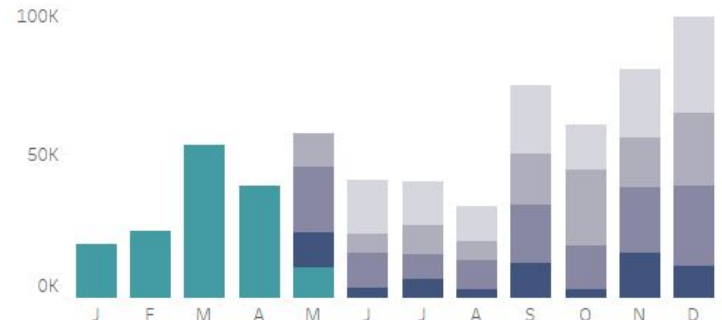
OPPORTUNITY PIPELINE



Opportunities by Stage



Opportunity Pipeline

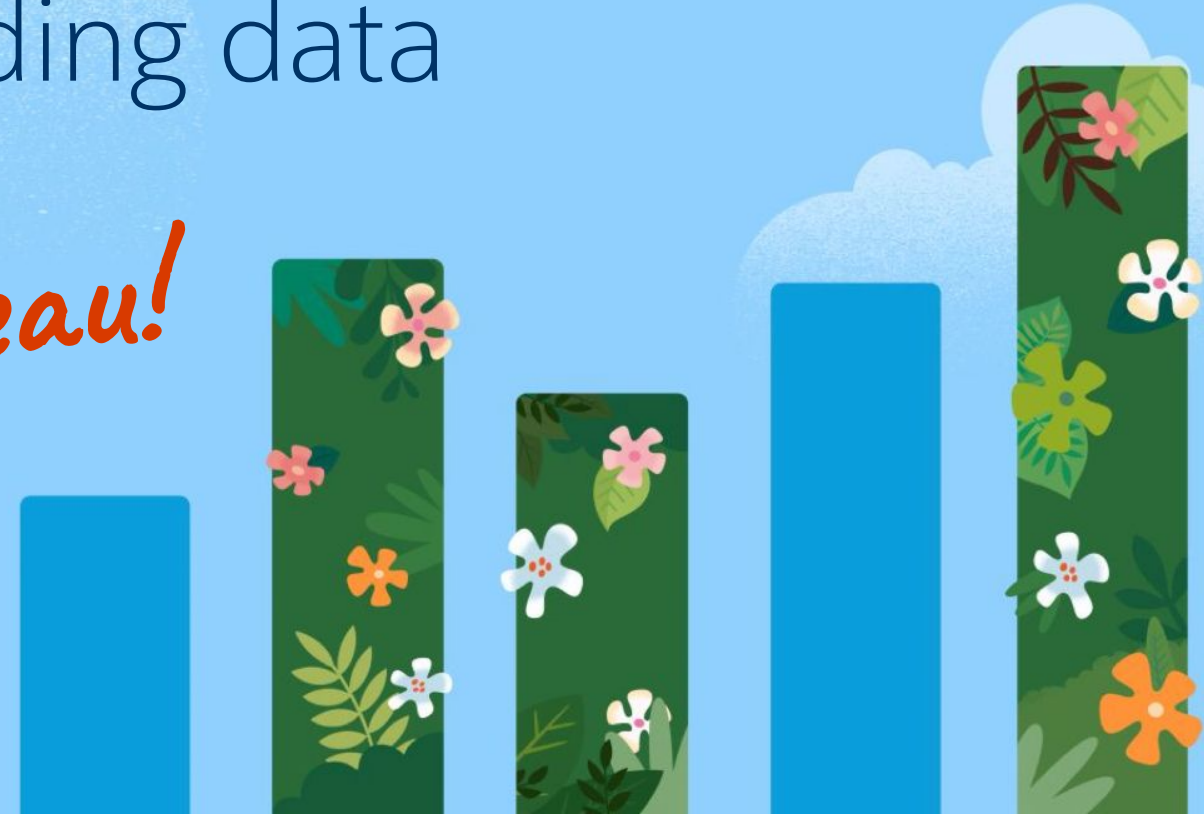


Sheet 7

Order ID	Customer Name	Close Date	Ship Mode	Segment	State/Province	City	
US-2022-127180	Tom Ashbrook	22/10/2023	First Class	Home Office	New York	New York City	13,716
US-2022-166709	Hunter Lopez	17/11/2023	Standard Class	Consumer	Delaware	Newark	10,500
US-2022-168116	Grant Thornton	4/11/2023	Same Day	Corporate	North Carolina	Burlington	8,167
US-2022-100111	Seth Vernon	20/09/2023	Standard Class	Consumer	New York	New York City	7,360
US-2022-143112	Todd Sumrall	5/10/2023	Standard Class	Corporate	New York	New York City	5,509
CA-2022-131807	Greg Guthrie	5/10/2023	Standard Class	Corporate	Alberta	Calgary	5,421
US-2022-135909	Jane Waco	13/10/2023	Standard Class	Corporate	California	Sacramento	5,326
US-2022-158379	Joseph Airdo	22/09/2023	Second Class	Consumer	Pennsylvania	Philadelphia	4,749
US-2022-129021	Patrick O'Brill	23/08/2023	Second Class	Consumer	Florida	Tallahassee	4,590
US-2022-121559	Helen Wasserman	1/06/2023	Second Class	Corporate	Indiana	Indianapolis	4,472
US-2022-118892	Tom Prescott	17/08/2023	Second Class	Consumer	Pennsylvania	Philadelphia	4,416
US-2022-102183	Pete Kriz	21/08/2023	Standard Class	Consumer	New York	New York City	4,338

Seeing and understanding data
is not enough!

Sorry, Tableau!

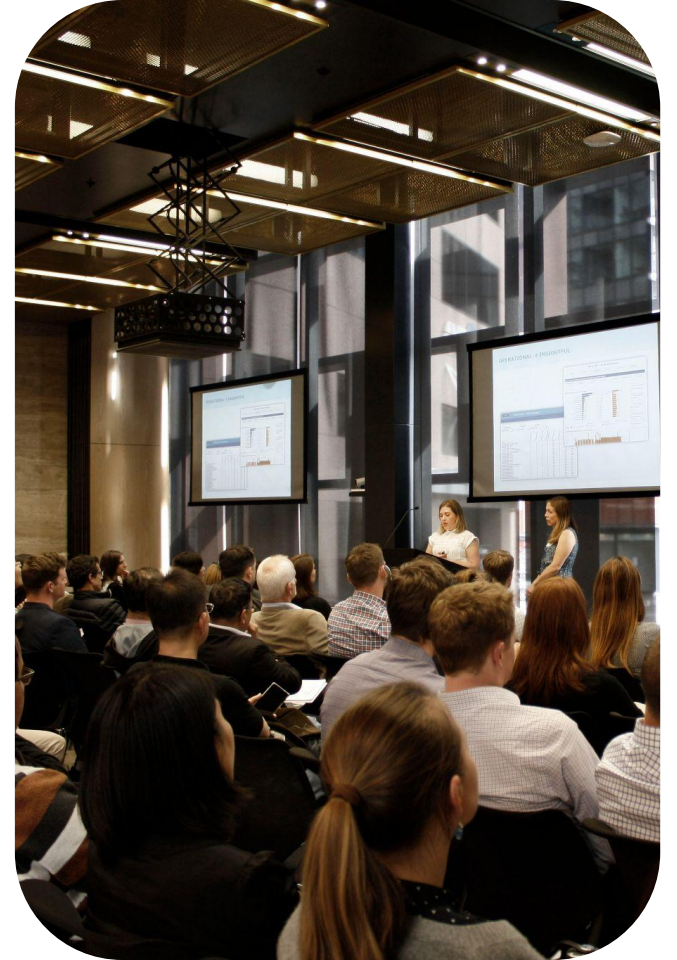
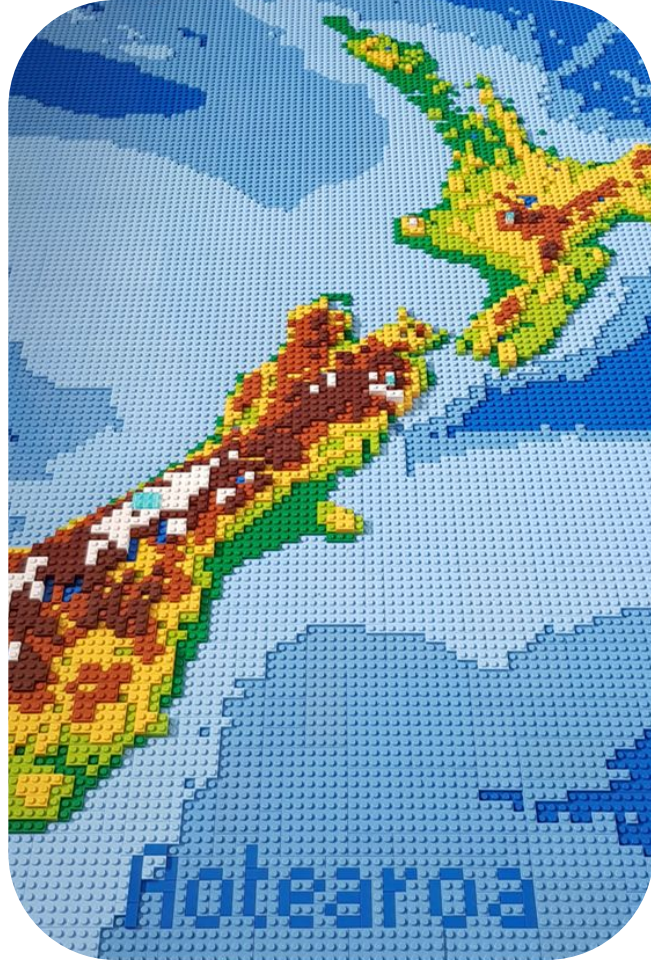


AGENDA

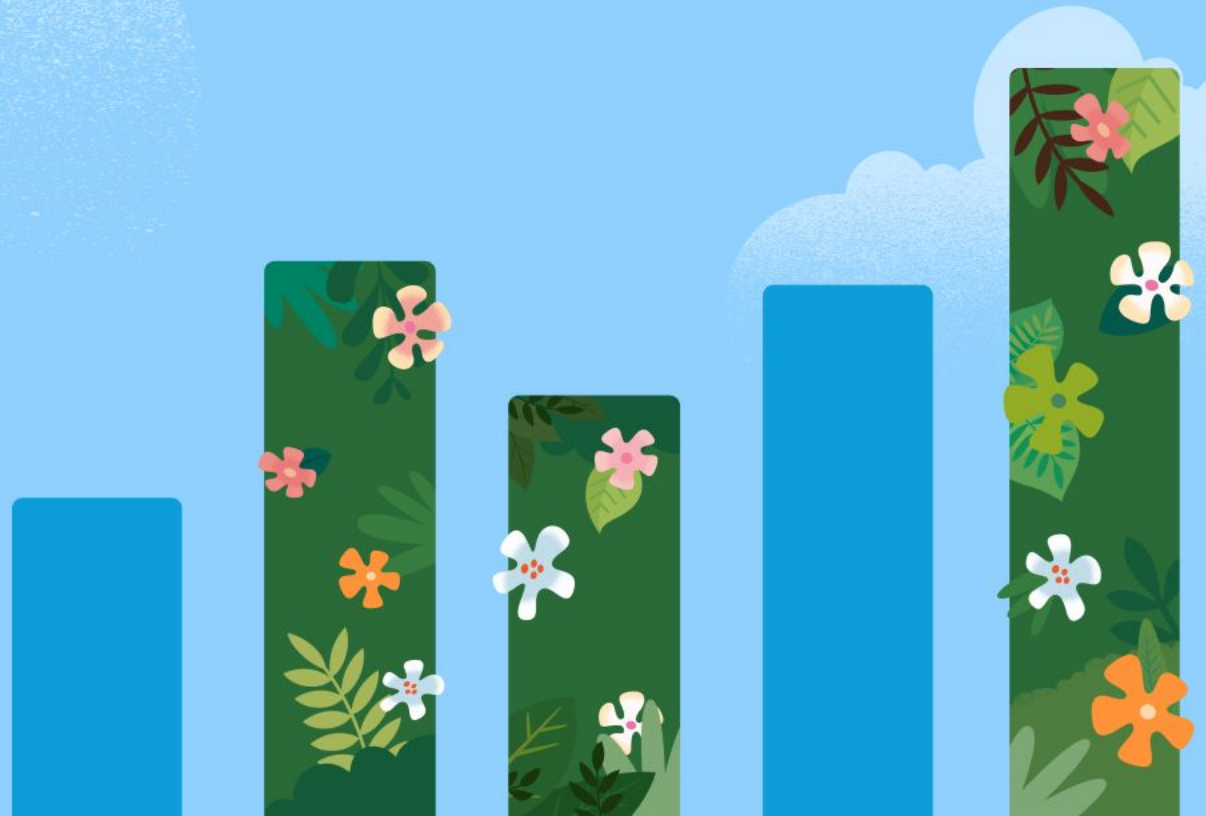
What is UX?

Why is UX important?

How do you apply UX?



What is UX?

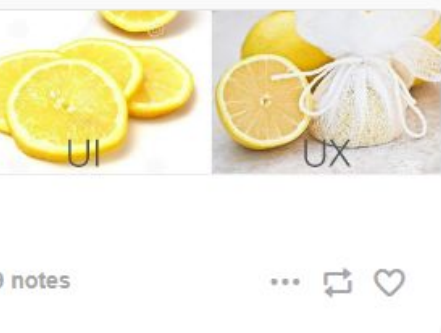
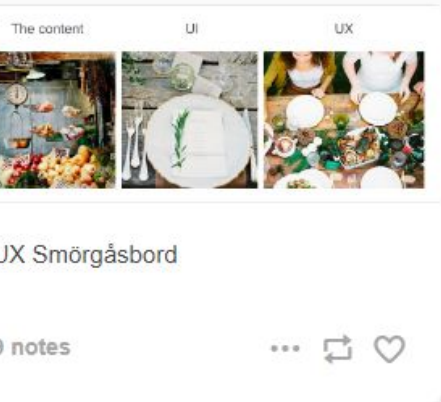




Shitty UI/UX Analogies

UX is like this... <http://shittyuiuxanalogies.tumblr.com/submit>

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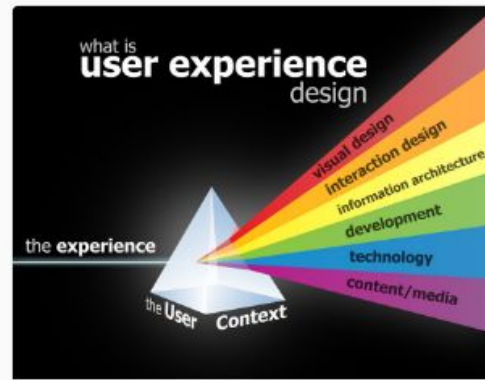


A UI without UX is like a painter slapping paint onto canvas without thought;

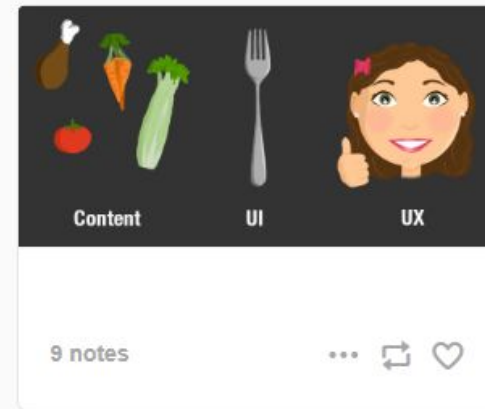
while UX without UI is like the frame of a sculpture with no paper mache on it.

Rahul Varshney

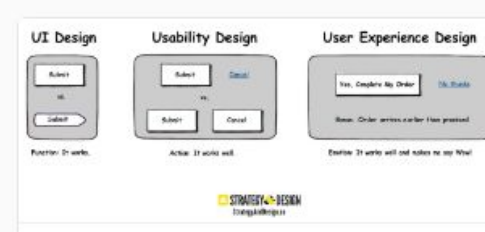
"User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field." Luckily, this makes it all very clear.



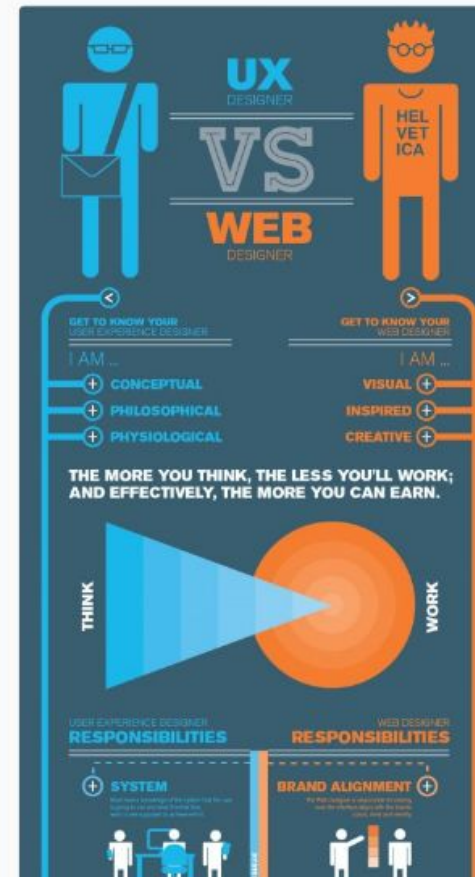
14 notes



9 notes

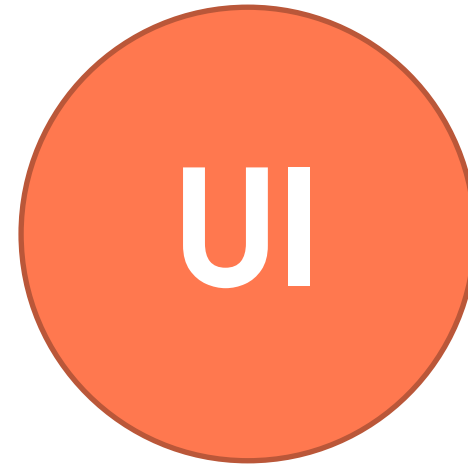


12 notes

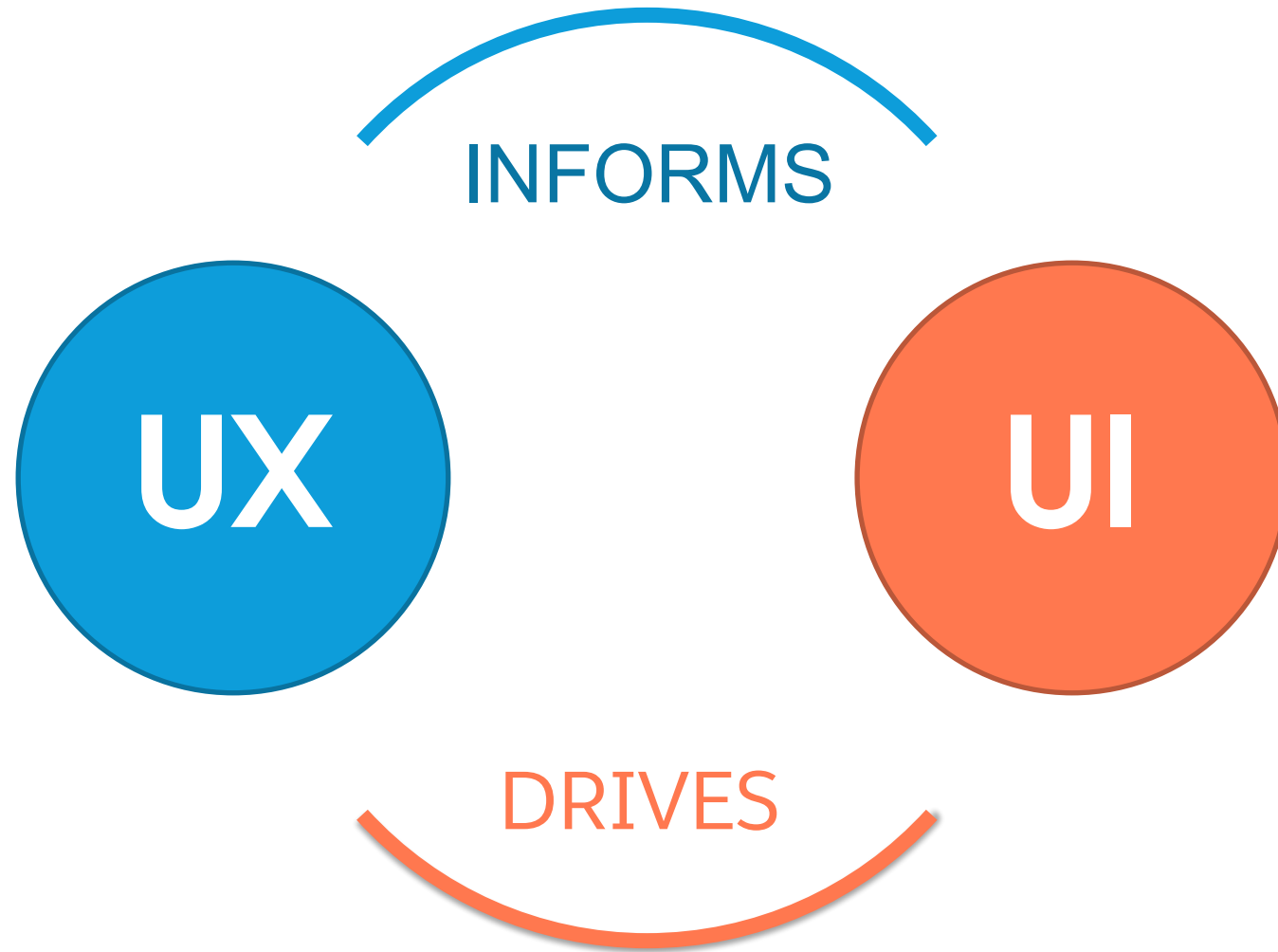




FEELING



INTERACTING



rivers of time.

A STUDY OF TIME IN THE MARVEL CINEMATIC UNIVERSE

Visualisation designed by Samuel Parsons for the Tableau Iron Viz 2021 competition - "Viz What You Love"

This graphic visualisation is a study of various components of time in the Marvel Cinematic Universe (MCU). As you read through the graphic you will learn how all 23 MCU movies to-date intertwine and link together from a unique viewpoint. Whilst also looking into how character screen time has been managed through the various movies, and what it can tell us about diversity in Marvel's Cinematic Universe - including what the future holds.

MARVEL STUDIOS: A brief history

Marvel Entertainment Inc. was on the verge of bankruptcy back in 1993 when their shares dropped to \$2.38 each. A crashing comic book market and a number of attempted movies flopped in the cinemas was to blame. Marvel was saved from financial ruin by a merger with Toy company ToyBiz. ToyBiz's boss, Avi Arad was subsequently appointed President of Marvel's film division.

What followed was limited film successes in the early 2000's through X-men and Spiderman, but Marvel only made limited profits through the deals they had struck with the film studios. This prompted Avi Arad and CEO, David Maisel, to go to Wall Street for funding for an independent studio. A deal was brokered with Marvel using the character rights as collateral.

From there Marvel was able to form Marvel Studios and produced their first film - Iron Man, in 2008 to critical acclaim. The following year, Disney acquired Marvel Studios in what has proven to be a match made in heaven with Disney's own share price sky-rocketing since.



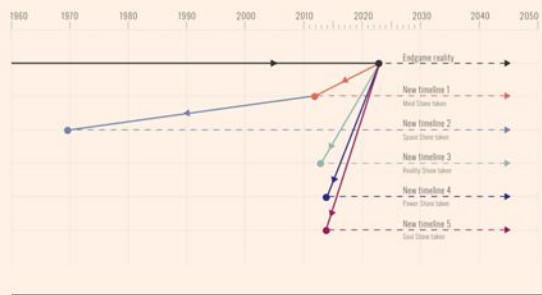
A NOTE ON TIME TRAVEL: Avengers: Endgame

In 2019 Avengers: Endgame was released: it was to be the great finale of the first 3 phases of MCU movies and the 21 films that preceded it. Endgame saw our heroes light back and refuse to accept that half of all life had been wiped out by Thanos in Avengers: Infinity War. They devised a plan called 'the Time Heist', to travel through time before the Infinity War event to collect the Infinity Stones in order to reverse events.

Unlike other movies outside of the MCU which told us that if the past was altered then that would change the present you are used to. Marvel treats time travel interference as events that spark new alternative universes.

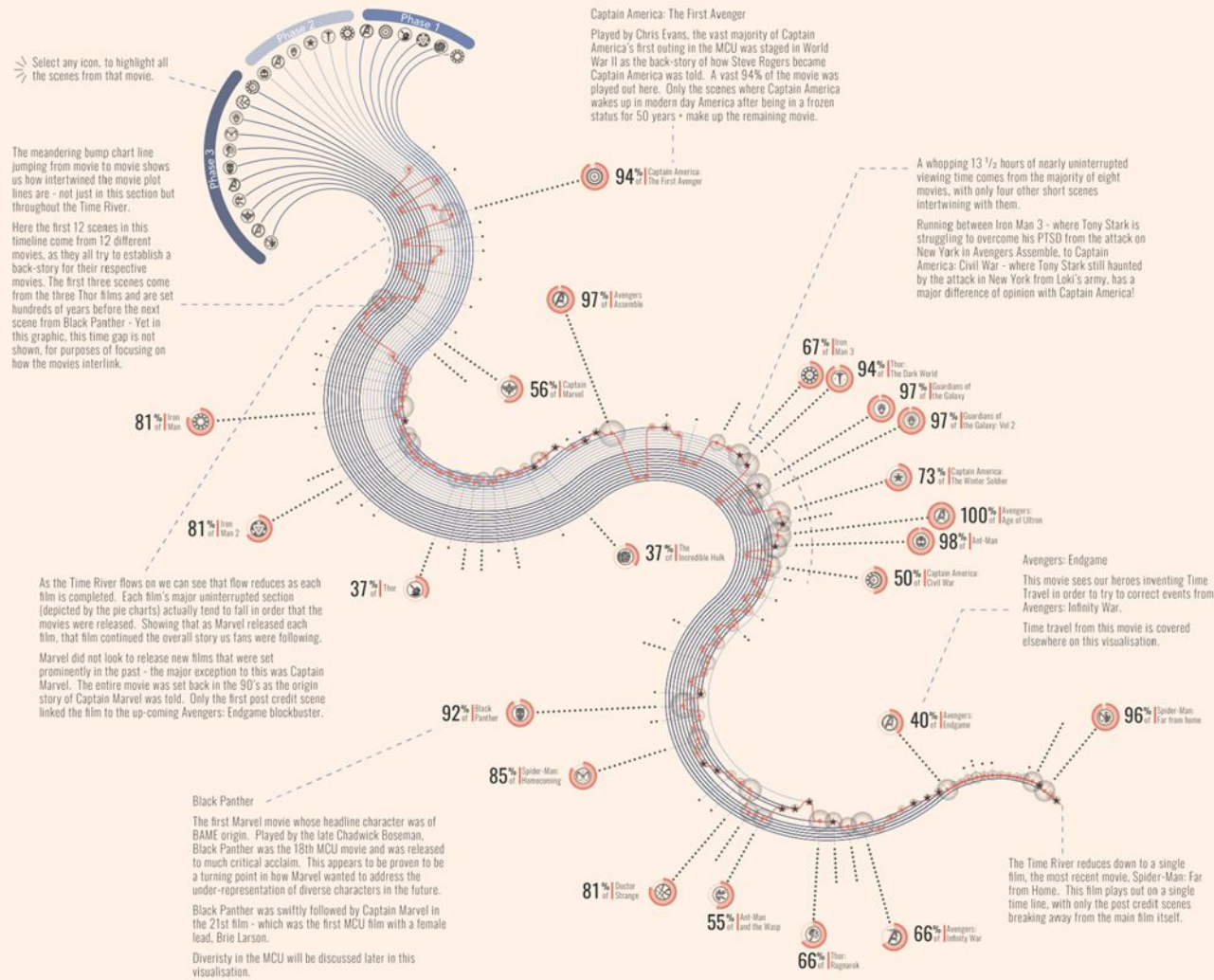
The journey of the characters in Endgame are viewed as linear. They travel to the past (sparking a new alternative timeline) and return to their present, as they had left it, unaffected.

This is depicted below and forms the basis of the graphic to the right, the Time River.



TIME RIVER: Every scene from the MCU played out chronologically

The graphic representation below details every MCU movie scene, from all 26 movies to-date, in chronological order of when each scene happened.



EXPLAINED: The Time River

To aid understanding, the information in the below column explains how to interpret The Time River.

Each of the sweeping flow lines represent a single movie from the MCU.

These are ordered by the release date of the movies and are coloured by the MCU 'phase' that the movie belongs to.

The stars show the last scene to be depicted in the Time River for each movie: the end point of the movie line.

Each movie depicts a new scene on the timeline.

Where a node sits on a movie line shows which movie it is from.

Each scene shown in the red bump chart line are of varying lengths in their duration. Some will be short scenes, others major sections of the movie.

The duration of these scenes are shown by the bubbles over each node and the detail of the duration is depicted with the unit chart outside of the movie lines.

At the ends of some unit charts projections are pie charts.

These highlight the longest section of uninterrupted scenes from each movie - one pie chart per movie.

The pie chart tells us how much of the represented movie is actually taken up by that scene/s.

Each dot represents 5 minutes of the scene

The unit chart aids readability & the bubbles give a sense of flow

The pie slices give a percentage of the total movie time devoted to that particular scene.

DISCO

The top 30 Select on and which appearance the appetit

Select an longer on-appearanc

Dr. Carol Danvers

Dr. Clint Barton

Director No

Dr. Betty Ross

Dr. Bruce Banner

Dr. Hank Pym

Dr. Jane Foster

Dr. Stephen Strange

Dr. Wanda Maximoff

Dr. Yon-Rog

Gamma

To read th each sect inbetween

FACT

Some key No

Hover on th ST = Scree

Longer movie

3 hrs

1 mins

Avengers: Endgame

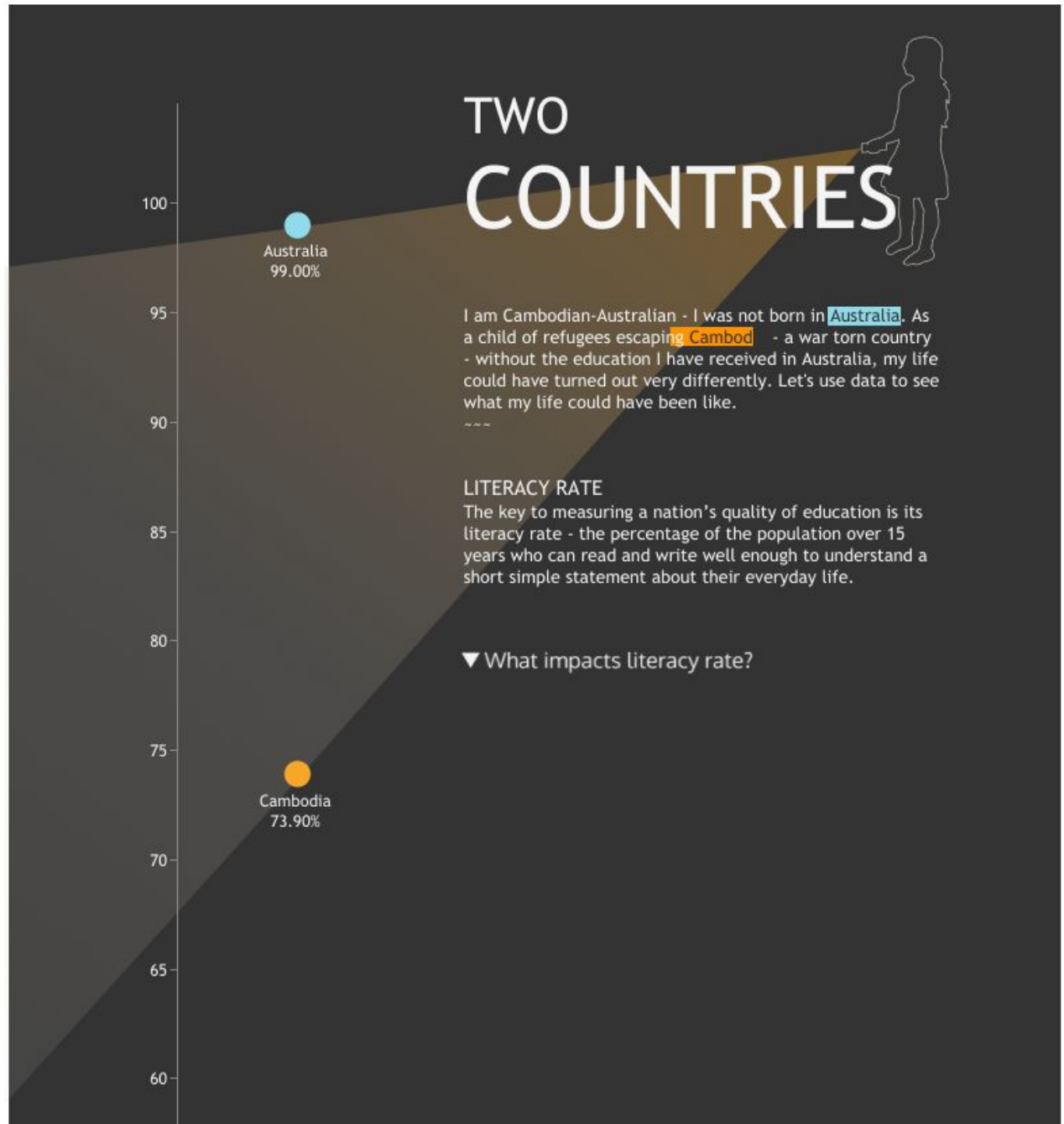
AVEN

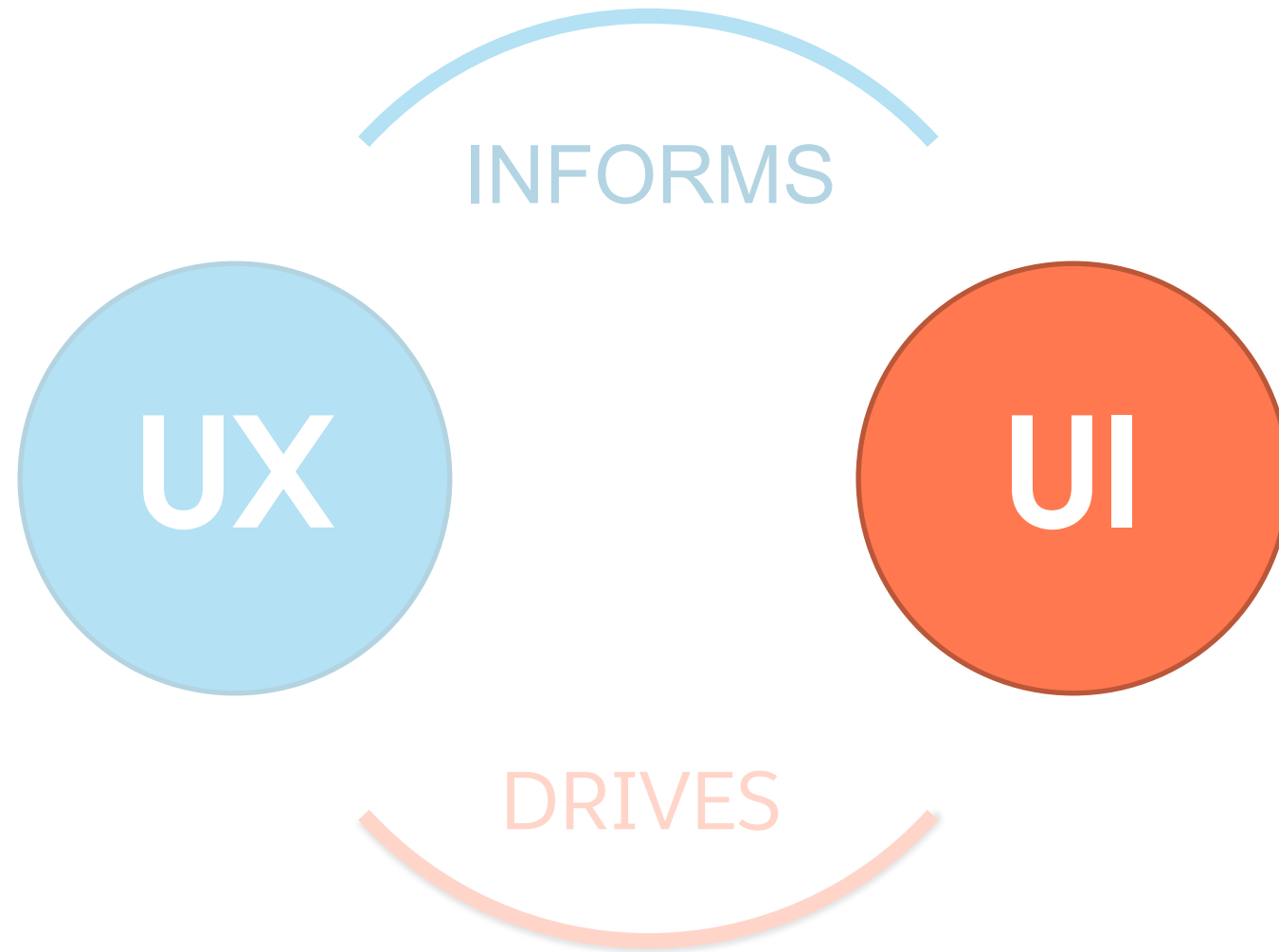
Over the c heroes bar threats to towards the closed with

Here we lo Avenger fil

Currently screen tim top 10 in against Th

Select on t





Change e-mail

First Name

Alexan

Last Name

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Password must be at least 12 characters long, and contain 3 out of 4 of the following: lowercase, uppercase, digits, and one of more of the following symbols @ # \$ % ^ & * - _ + = [] { } | : ' , ? / ~ ' () ; .

New Password ⓘ

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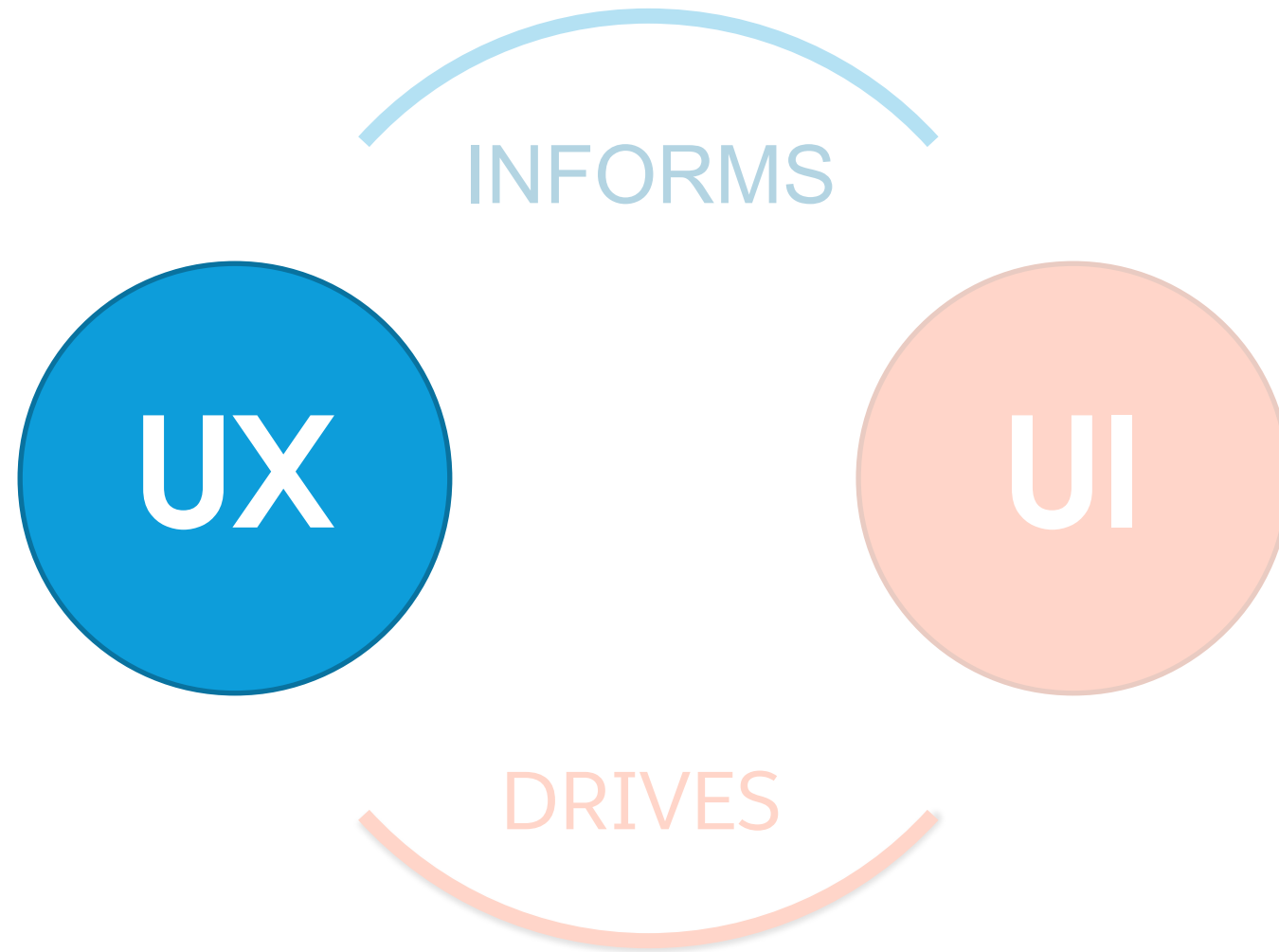
Confirm New Password

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One or more fields are filled out incorrectly. Please check your entries and try again.

Create

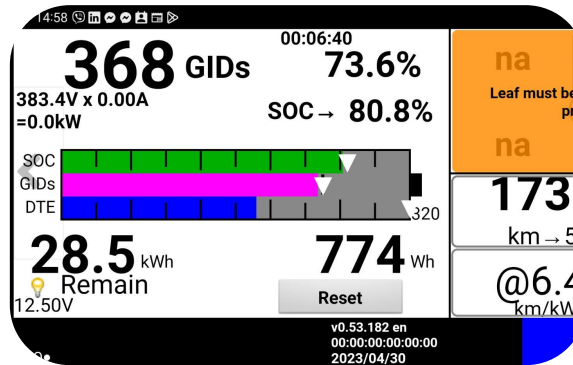
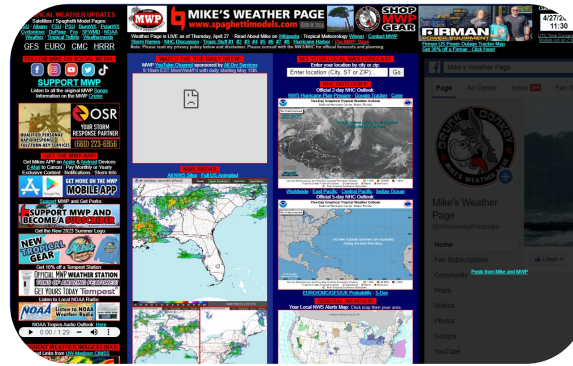
Password must be at least 12 characters long, and contain 3 out of 4 of the following: lowercase, uppercase, digits, and one of more of the following symbols @ # \$ % ^ & * - _ + = [] { } | : ' , ? / ~ ' () ; .



Games

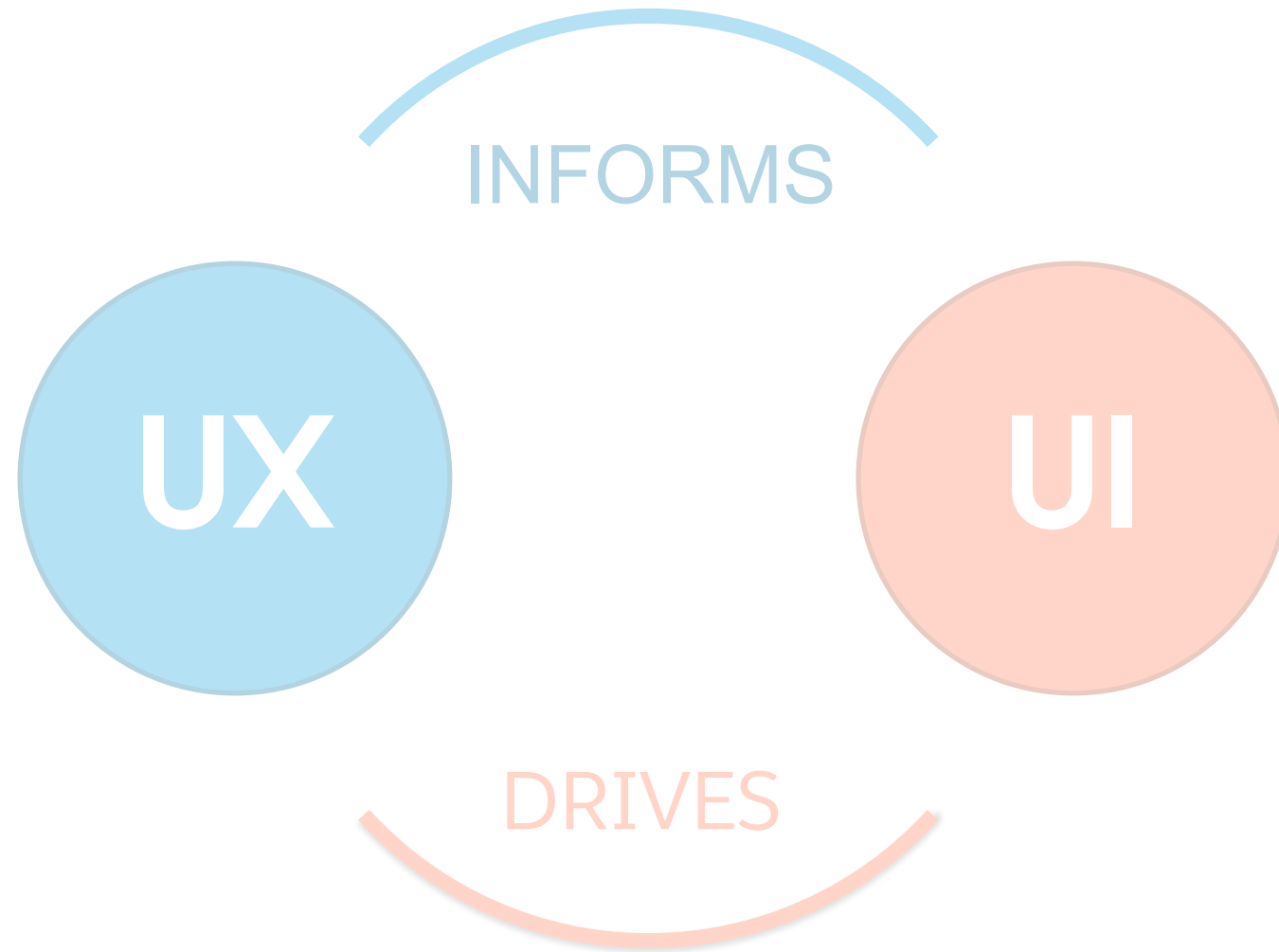


Special Interest

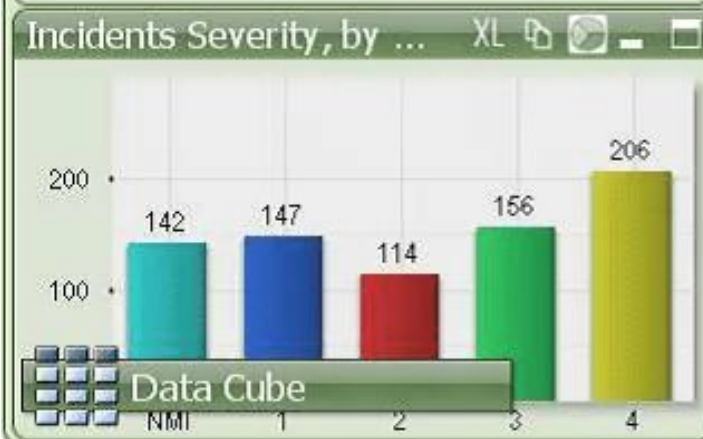
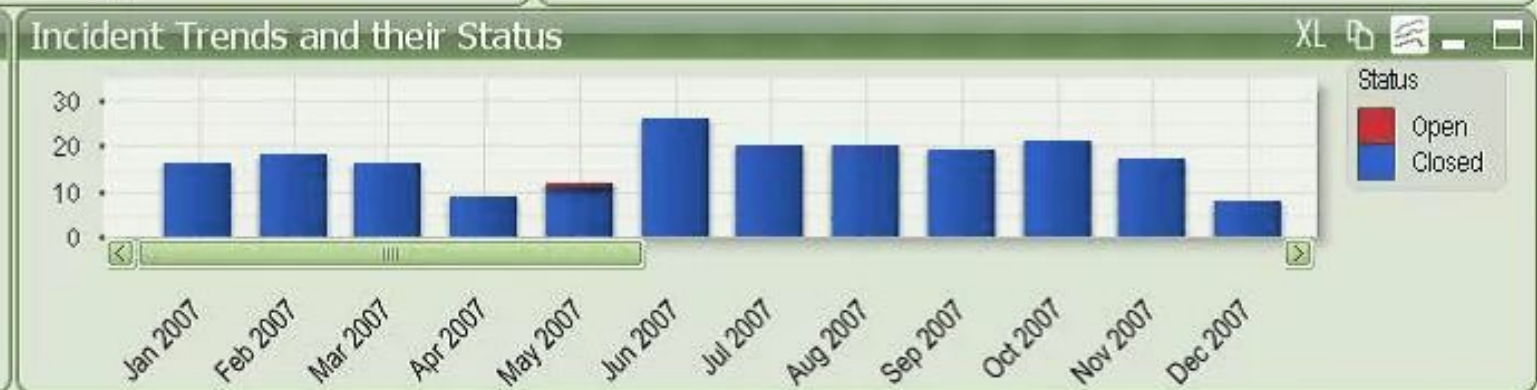
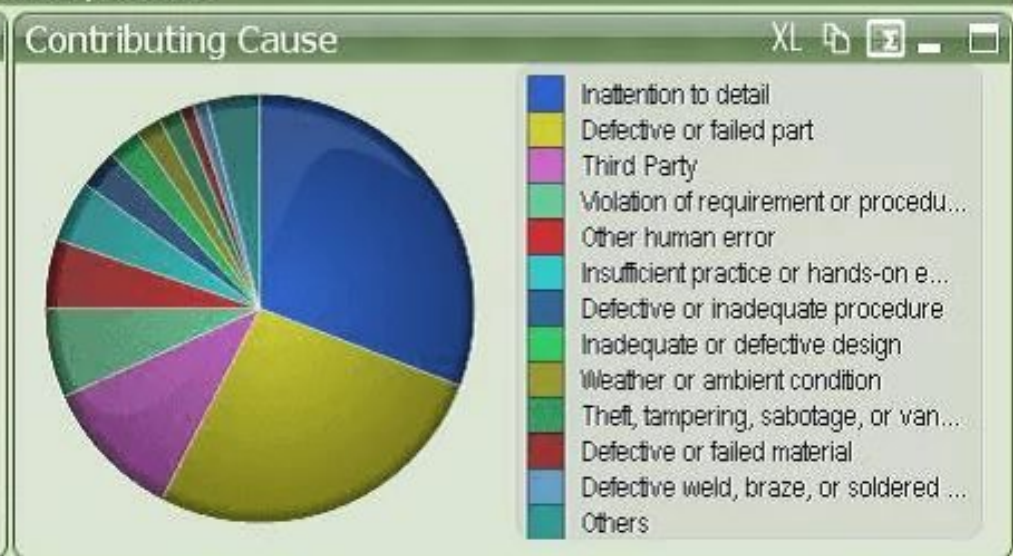
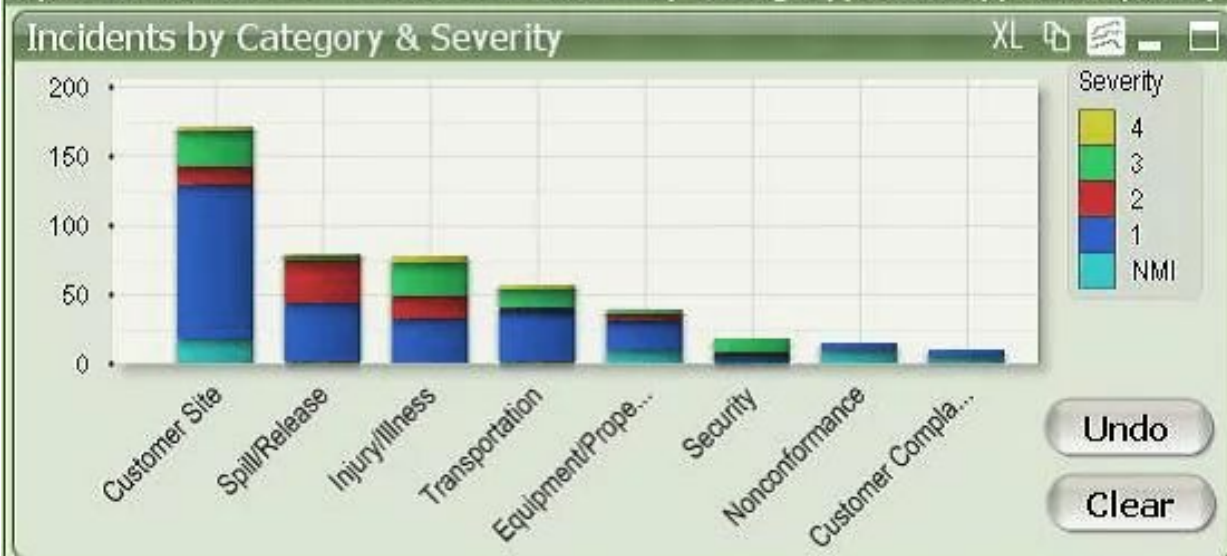


Experiences

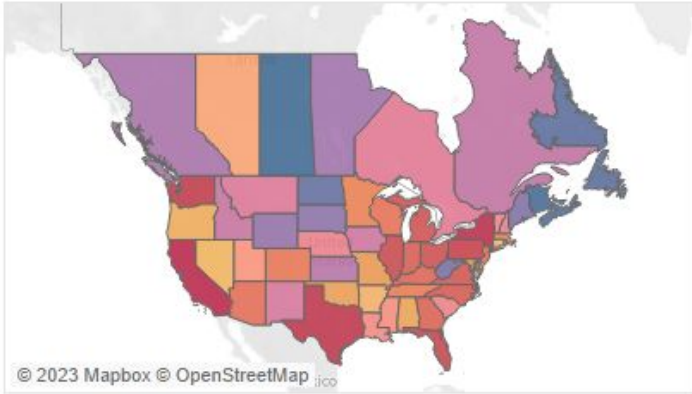




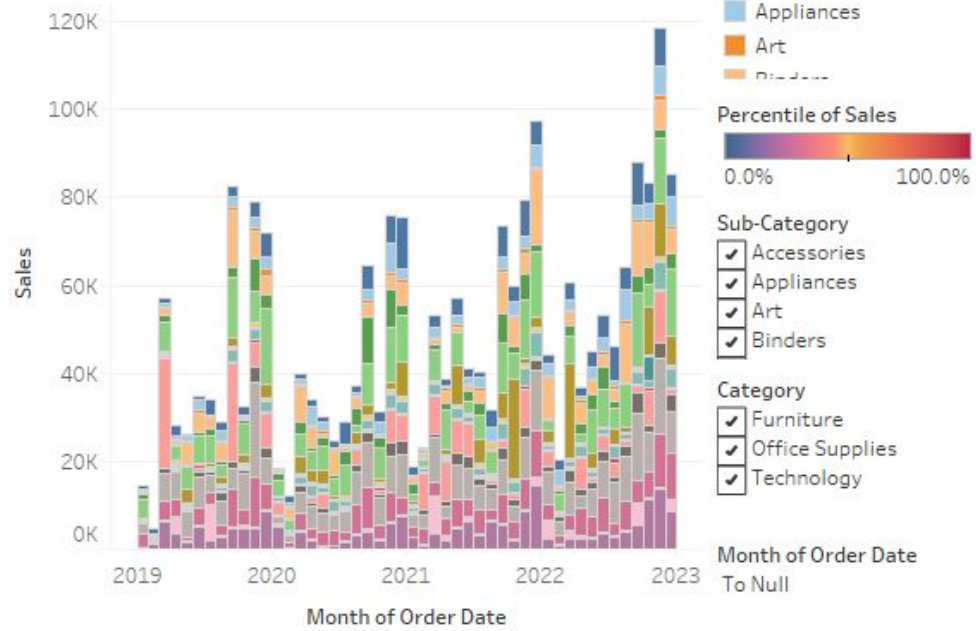
Synchronized Data Views: Drill-Down by Category, Severity, Cause, Site, Time, Status



Sales by State



Sales by Sub Category



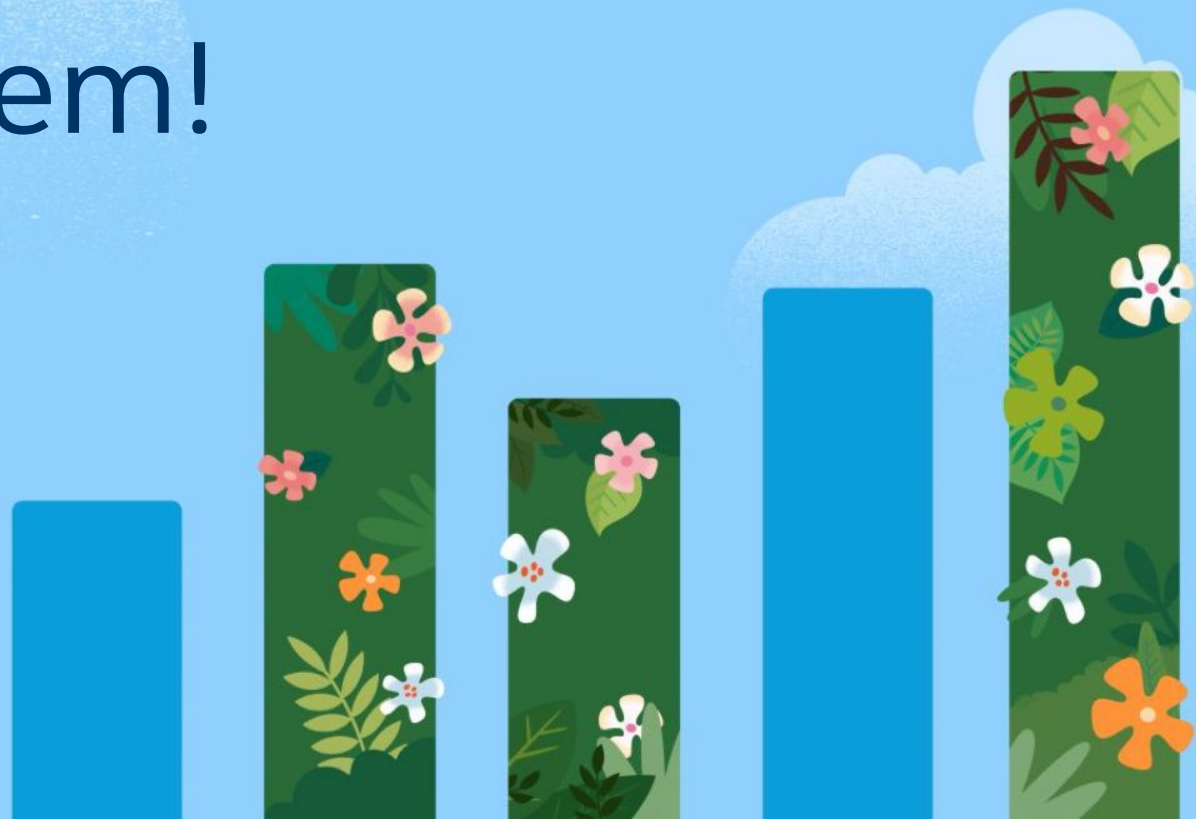
Discount over Time



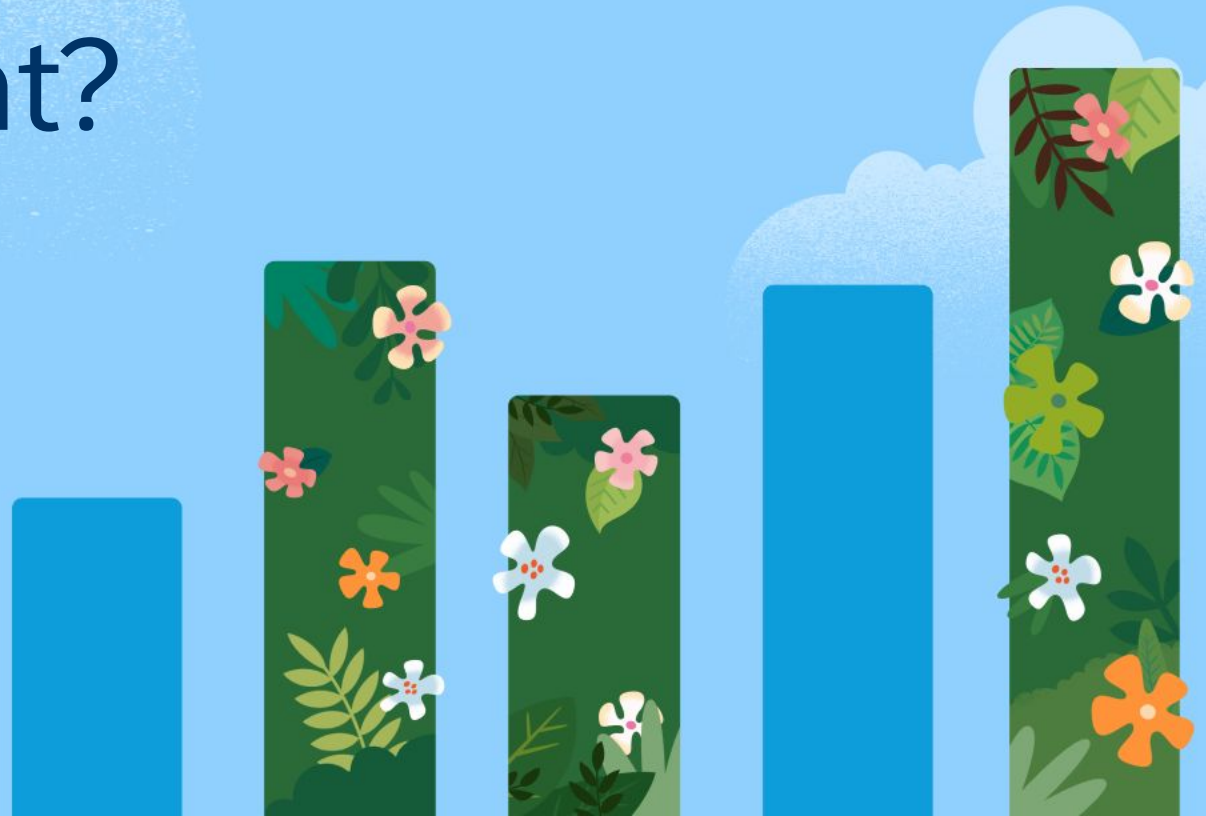
Sales by State and Category

Category	Sub-Catego..	State/Province													
		Alabama		Alberta		Arizona		Arkansas		British Columbia		California		Colorado	
		Profit	Sales	Profit	Sales	Profit	Sales	Profit	Sales	Profit	Sales	Profit	Sales	Profit	Sa
Furniture	Bookcases					-869	519	172	639	38	337	1,419	27,559	-2,409	
	Chairs	661	3,916	354	4,317	122	6,499	370	1,673	-194	1,037	2,436	63,079	557	
	Furnishings	14	40	408	1,424	285	2,512	194	573	144	552	5,612	19,996	144	
	Tables	556	2,376	33	268	-2,282	3,995	45	302			-304	45,430	-975	
Office Supplies	Appliances	56	208	18	80	83	774					6,992	24,176	141	
	Art	89	301	8	18	141	1,389	24	78	29	91	1,615	5,496	25	
	Binders	228	467			-1,647	2,185	1,356	2,890			10,002	28,473	-379	
	Envelopes	53	106	24	52	75	215	149	312			1,529	3,237	27	
	Fasteners	1	4	1,359	5,215	2	101	19	43			196	480	13	
	Labels	248	506			9	27	3	7			1,370	2,899	6	
	Paper	424	883	23	59	842	2,441	383	806			7,978	16,758	299	
Storage	148	1,219			-271	2,590	32	430			7,204	45,112	-213		

It is **not** a tool problem!



Why is UX Important?





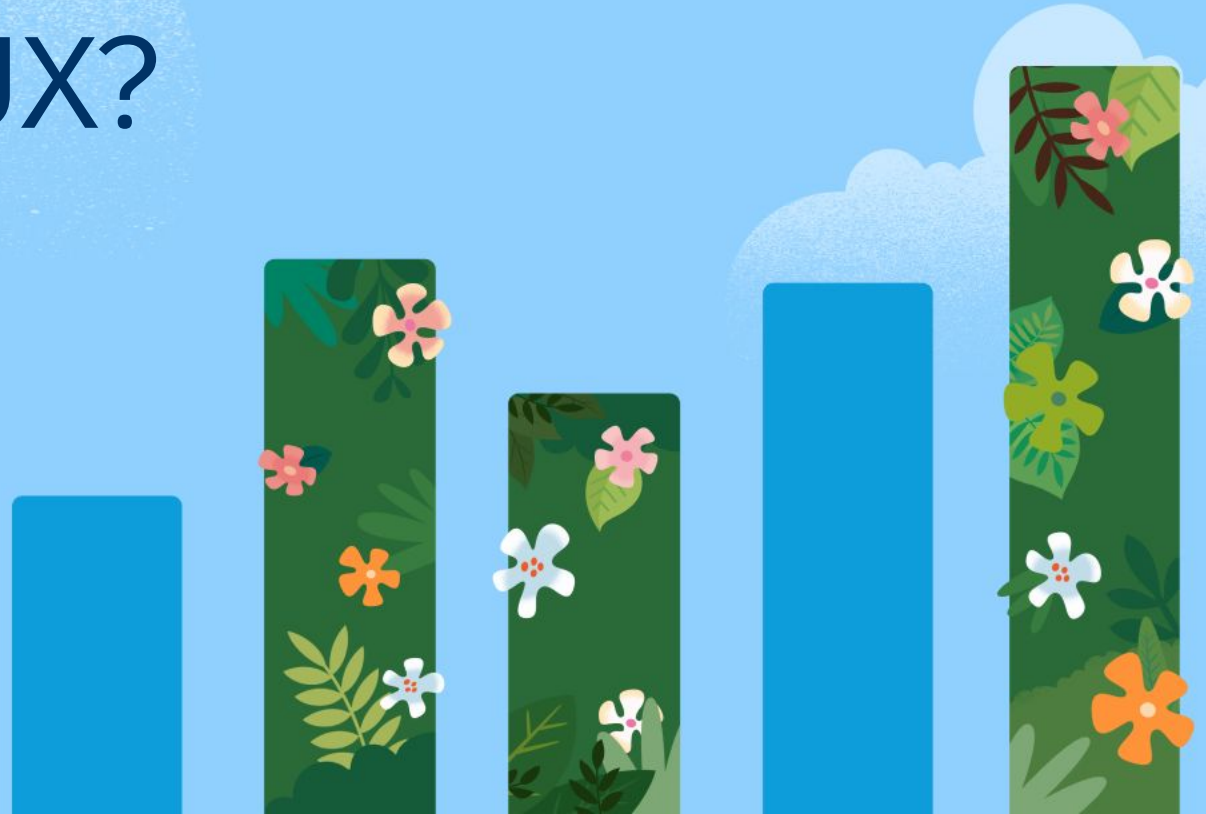




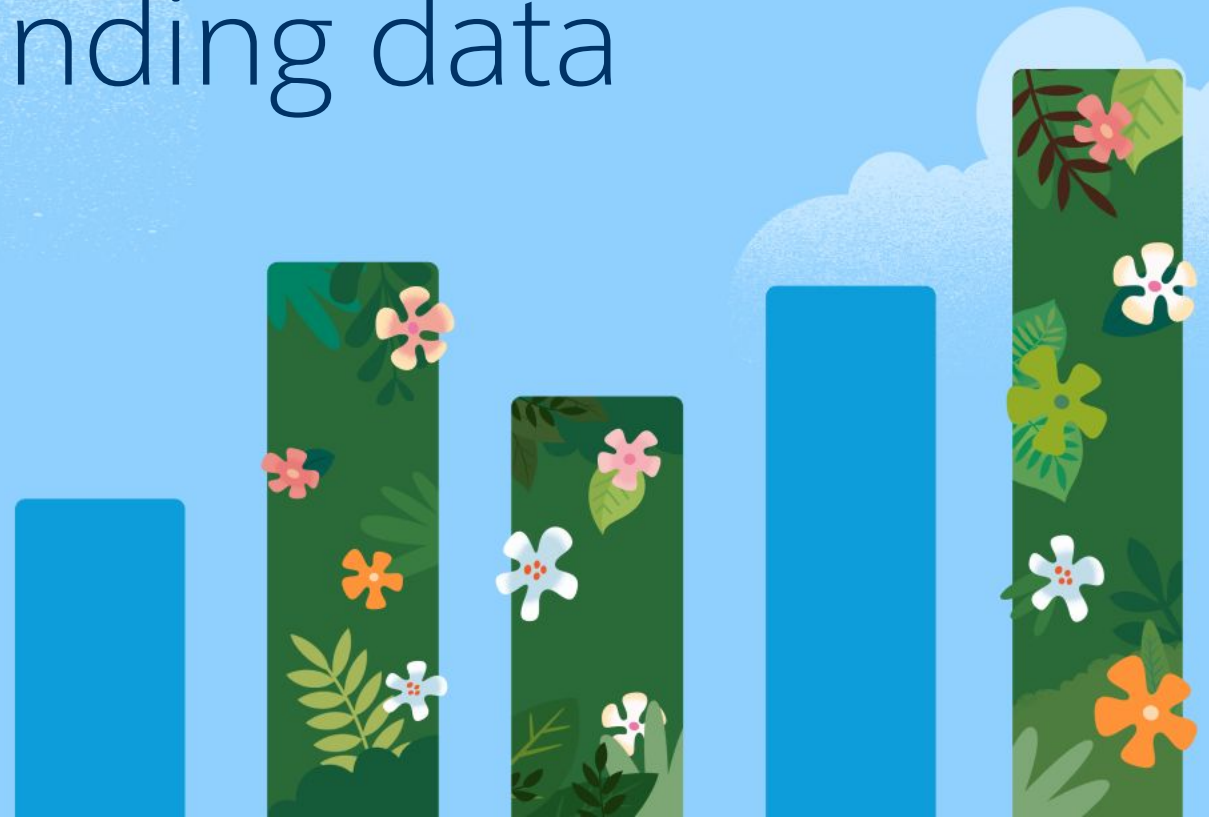
UX drives adoption



How do you apply UX?



Seeing and understanding data
and taking action!





NOT actionable

A list of all purchases
of a customer

KPI Dashboard

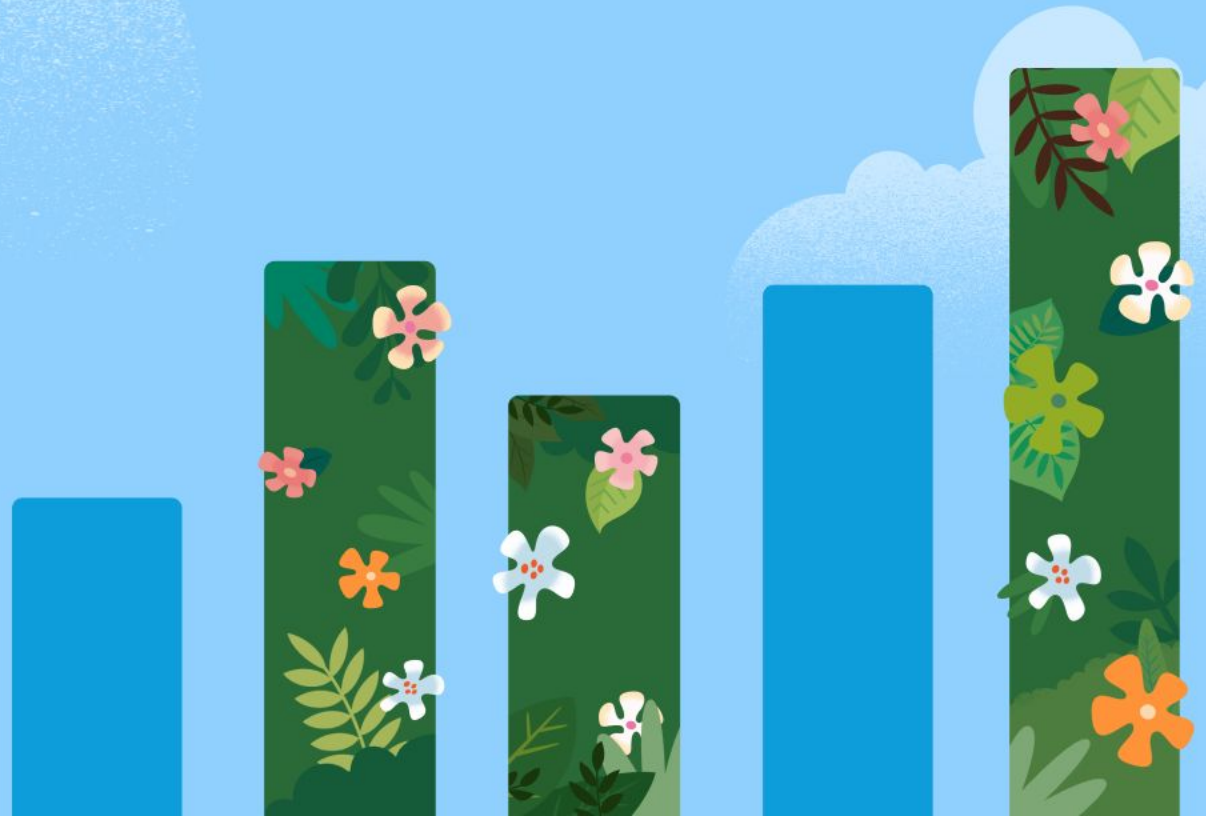


actionable

Current spend vs.
expected spend

Prioritised list of
opportunities by
likelihood to close

Empathy

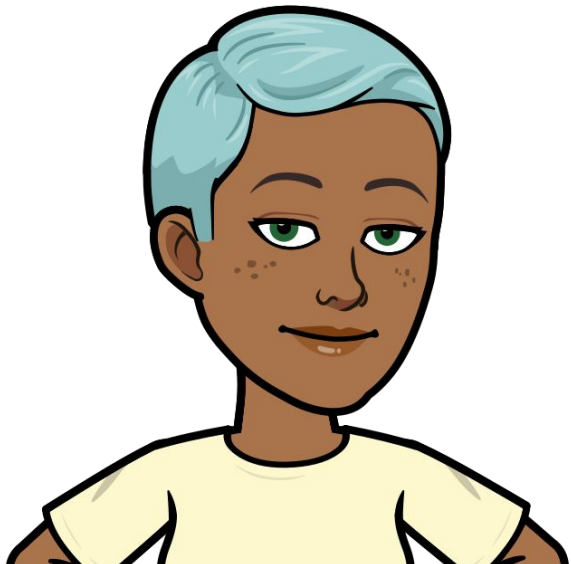


Empathy in definition

Dashboard Title	Delivery Deadline	Number of Users	Main devices
Main Contact	How long before a review?	Locations (Countries, States, Cities)	
What problem does this solution solve and for whom?		What actions will this solution support?	
In what circumstances would the user use the solution?	What platforms do the users use already?	What data is required?	
What system is the user in when they require the solution?		How familiar are the users with the solution platforms?	What are the most important dimensions?
What context is this data required in?	What are the most important measures?		
	What date/time granularity is needed?		

Empathy in definition

I need to qualify and close opportunities as fast as possible!



Real time

in order to facilitate the time to close an opportunity

Actionable opportunities

to focus on the aspects that we can influence

Targets

to understand how work should be split between productive and admin

Empathy in development

Context

User Control

Accessibility

List views in Salesforce

Provides real-time view of the data and can be edited within the screen.

Dashboard in Tableau

Provides visual comparison against target and can directly link to other parts of Salesforce.

Empathy in testing

Acceptance test

Susan and team are happy with the information that is displayed.

Usability test

Improvements to the experience are identified.

Functionality

Usability

Real life context

Empathy in deployment

Change Management

Check-ins

Review

Incremental roll out

Keep old solution temporarily to facilitate transition

Regular status check

Ensures problems are picked up immediately

Review after 3 months

To verify that there are no new/changed requirements

Considerations

No Cost

Small changes
fit in existing
development
process

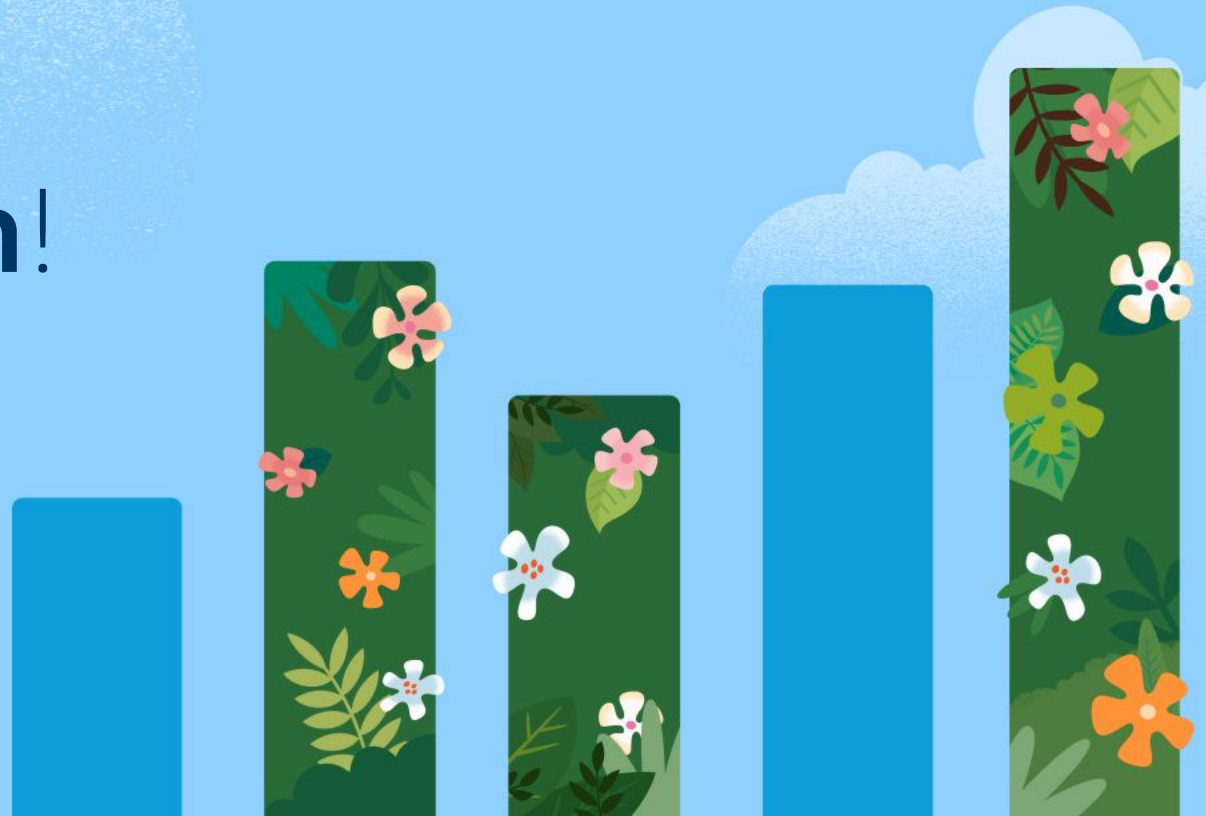
Support

The support of
management can
make the process
easier

Cross Functional

Cross functional
team members
improve the
outcome

Good UX:
starts with **empathy**
makes you **data driven!**



Homework

1. Download the cheat sheet and ask one of the questions
2. Check in with users of existing dashboards



[https://www.curvediscussion.com/
data-driven-through-empathy/](https://www.curvediscussion.com/data-driven-through-empathy/)

Thank you

Alex Waleczek

 [/alexanderwaleczek](https://www.linkedin.com/company/genetis)

 [@genetis](https://twitter.com/genetis)

<https://www.curvediscussion.com/data-driven-through-empathy/>

