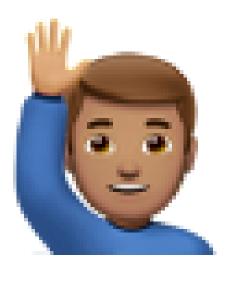
DATA-DRIVEN DESIGN
IN PRACTICE

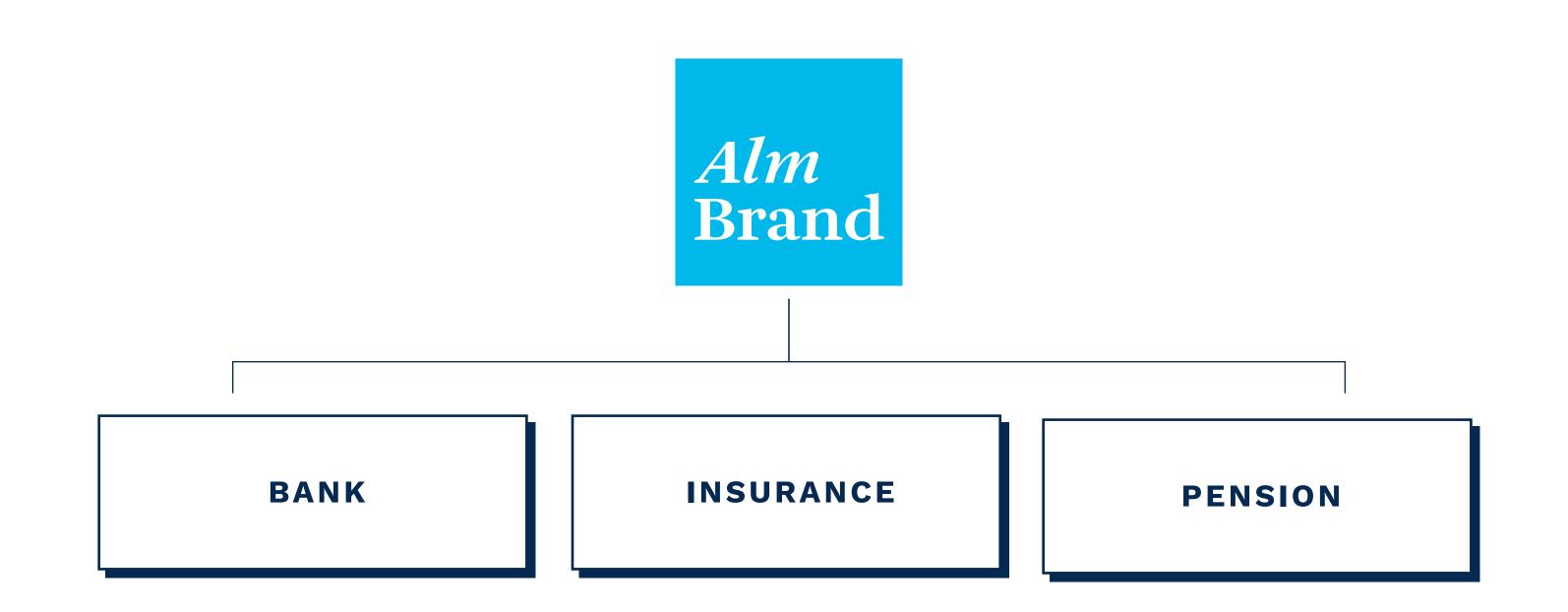
SEPTEMBER 2020



HELLO!



SIMON MCGILBRAY
LEAD UX & SERVICE DESIGNER @ ALM BRAND





- FOUNDED 1792
- 1700 EMPLOYEES
- REVENUE 8.4B DKK
- PROFIT 684M DKK

BANK

INSURANCE

PENSION

60.000 CUSTOMERS

FINANCIAL MARKETS
WITH INVESTOR

PLATFORM

RETAIL BANKING

CAR LEASING

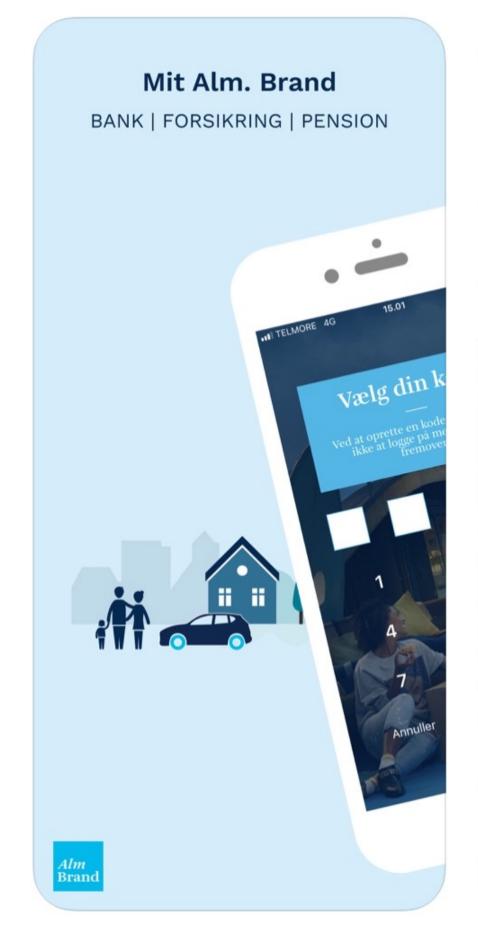
300.000 PRIVATE CUSTOMERS

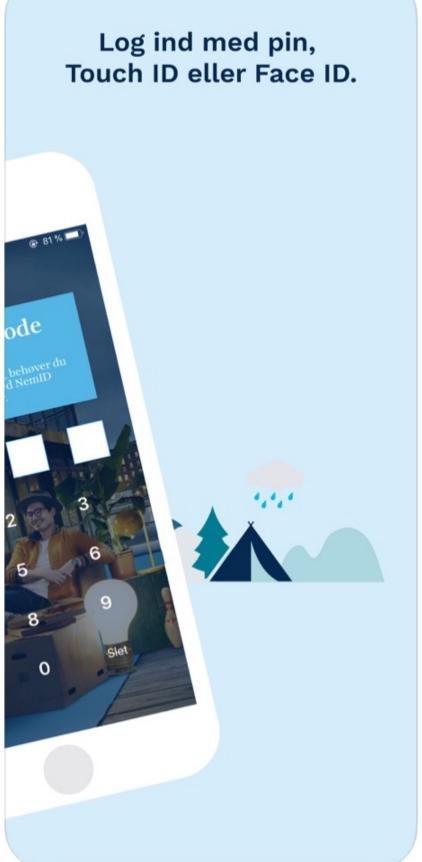
100.000 BUSINESS CUSTOMERS

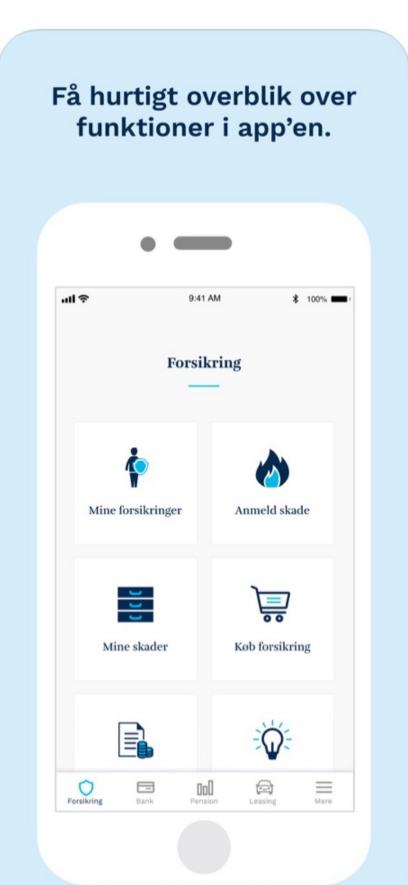
4TH LARGEST
INSURANCE COMPANY
IN DK

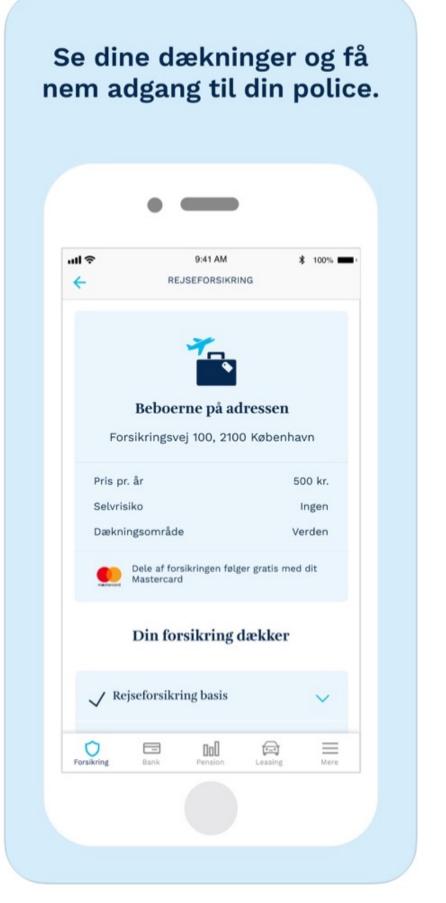
70.000 CUSTOMERS

PRIVATE AND BUSINESS









A WEBINAR



THIS WEBINAR





DATA

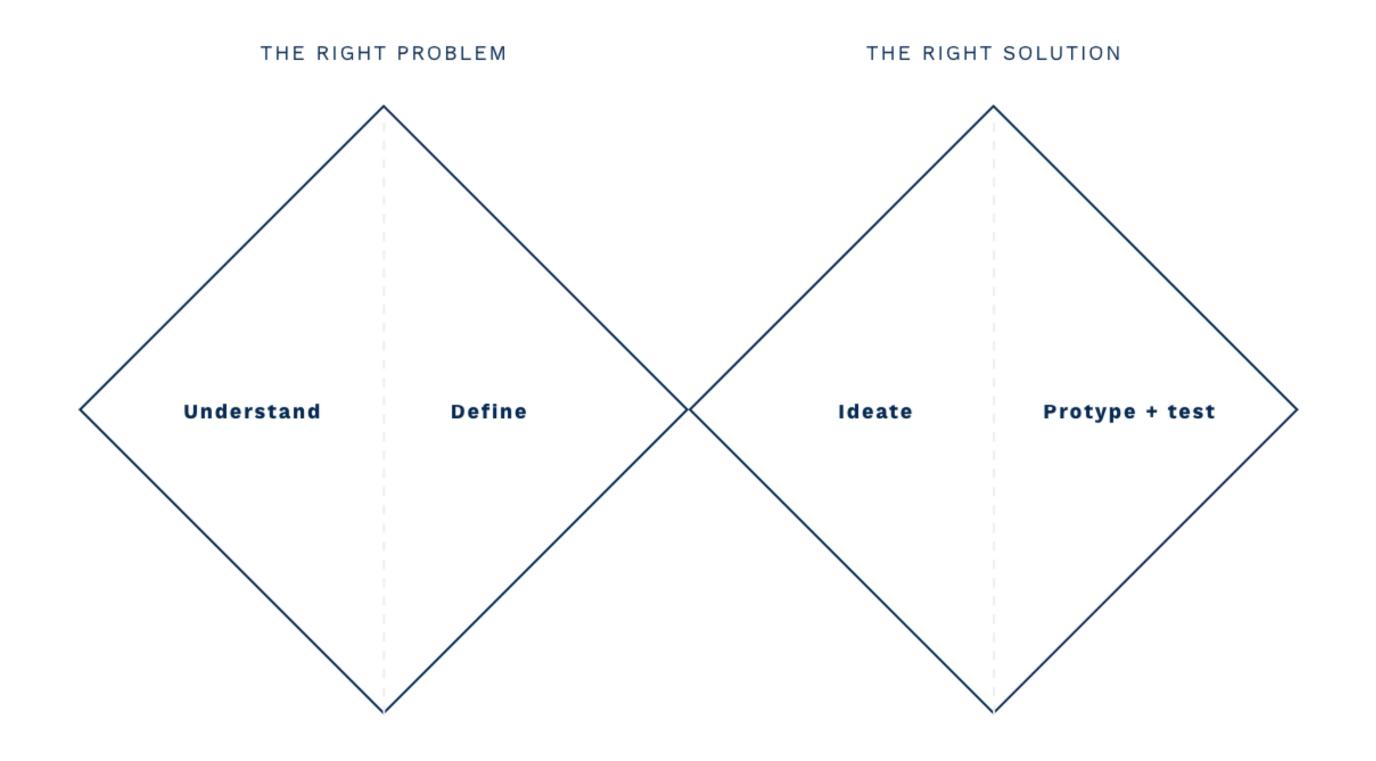
QUANTITATIVE DATA

Numerical data that shows the who, what when and where

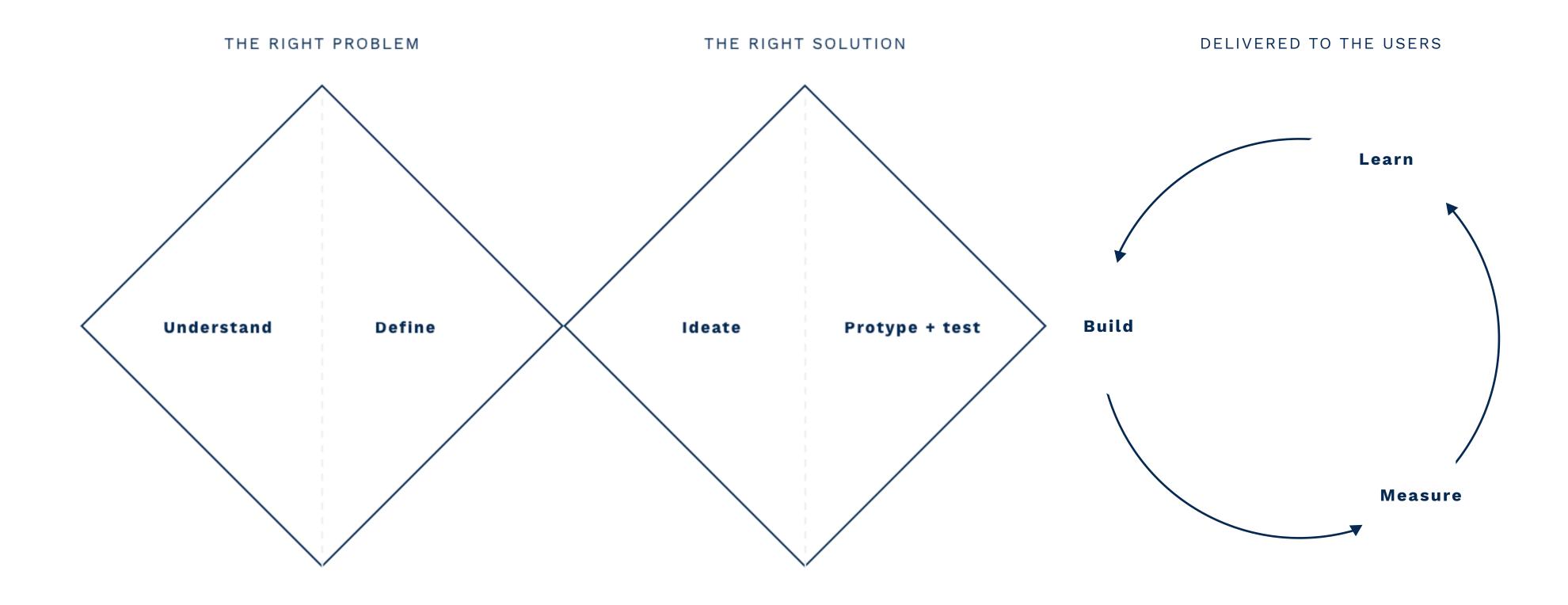
QUALITATIVE DATA

Non-numerical data that demonstrates the why or how

DESIGN THINKING



DESIGN DOING



END-TO-END TEAMS

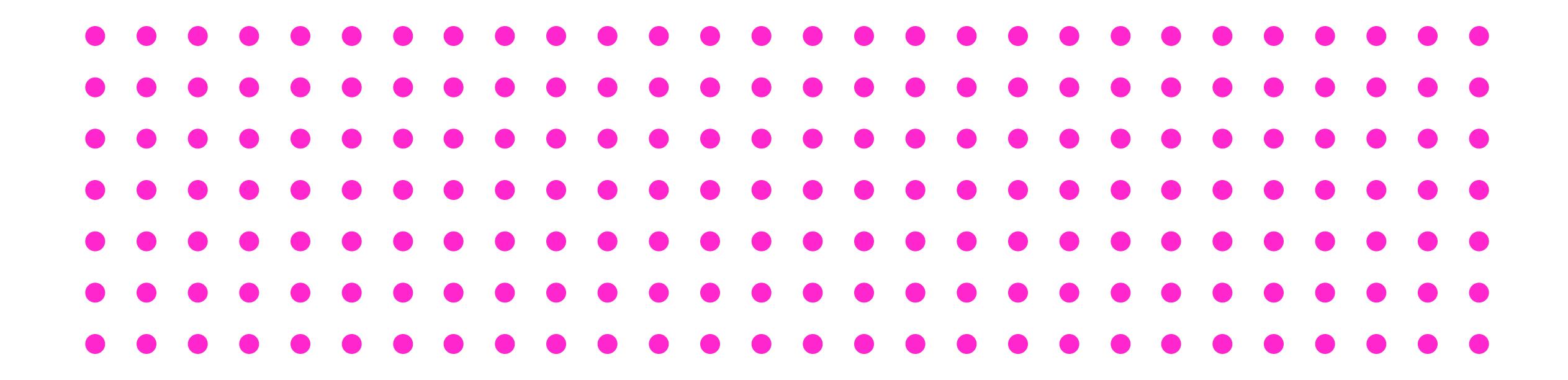






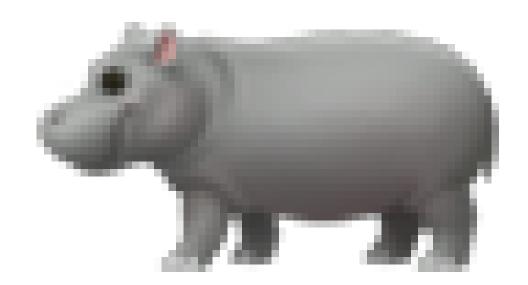


STAKEHOLDER IDEAS





HIPPO



IDEA

Let's build an app!

HYPOTESIS

We believe that...

To verify that we will...

And measure...

We are right if...

HYPOTESIS

We believe that... We can increase our users experience

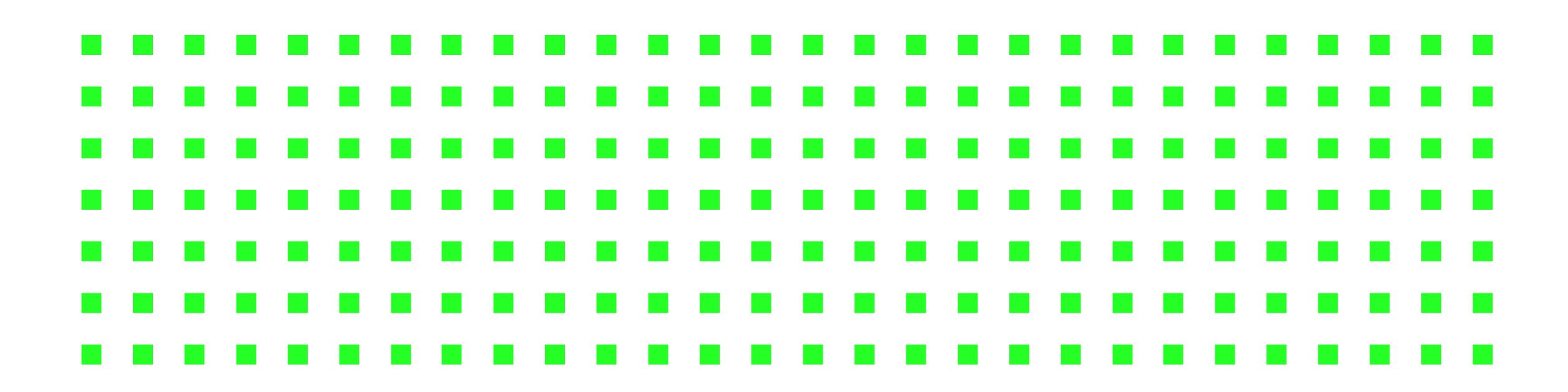
by building an app

To verify that we will... Build an app

And measure... User happiness on a scale of 1-5

We are right if... User happiness is >4

STAKEHOLDER HYPOTHESIS

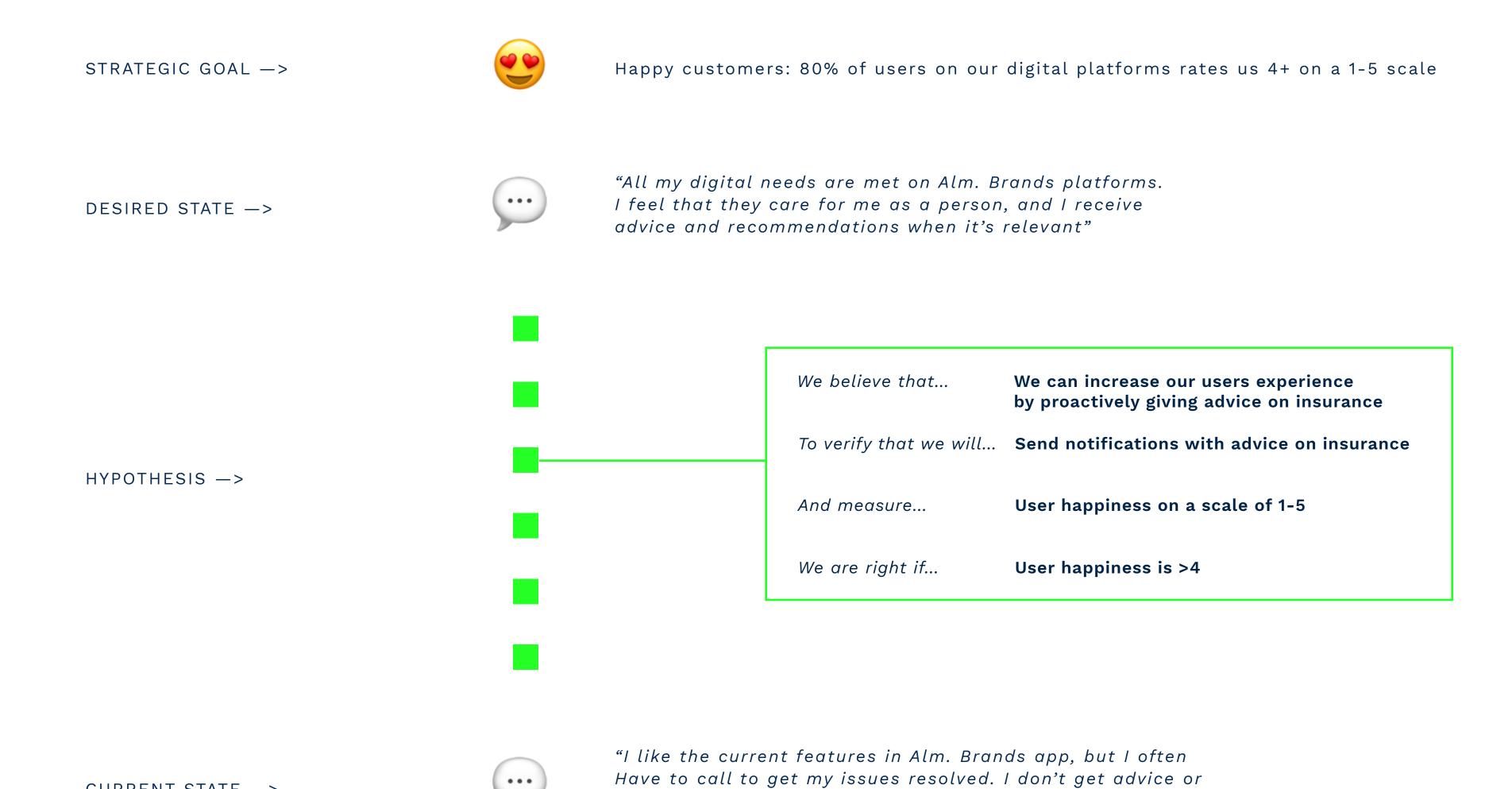






STRATEGIC GOALS —>	\$	
DESIRED STATE —>		
HYPOTHESIS —>		
CURRENT STATE ->		

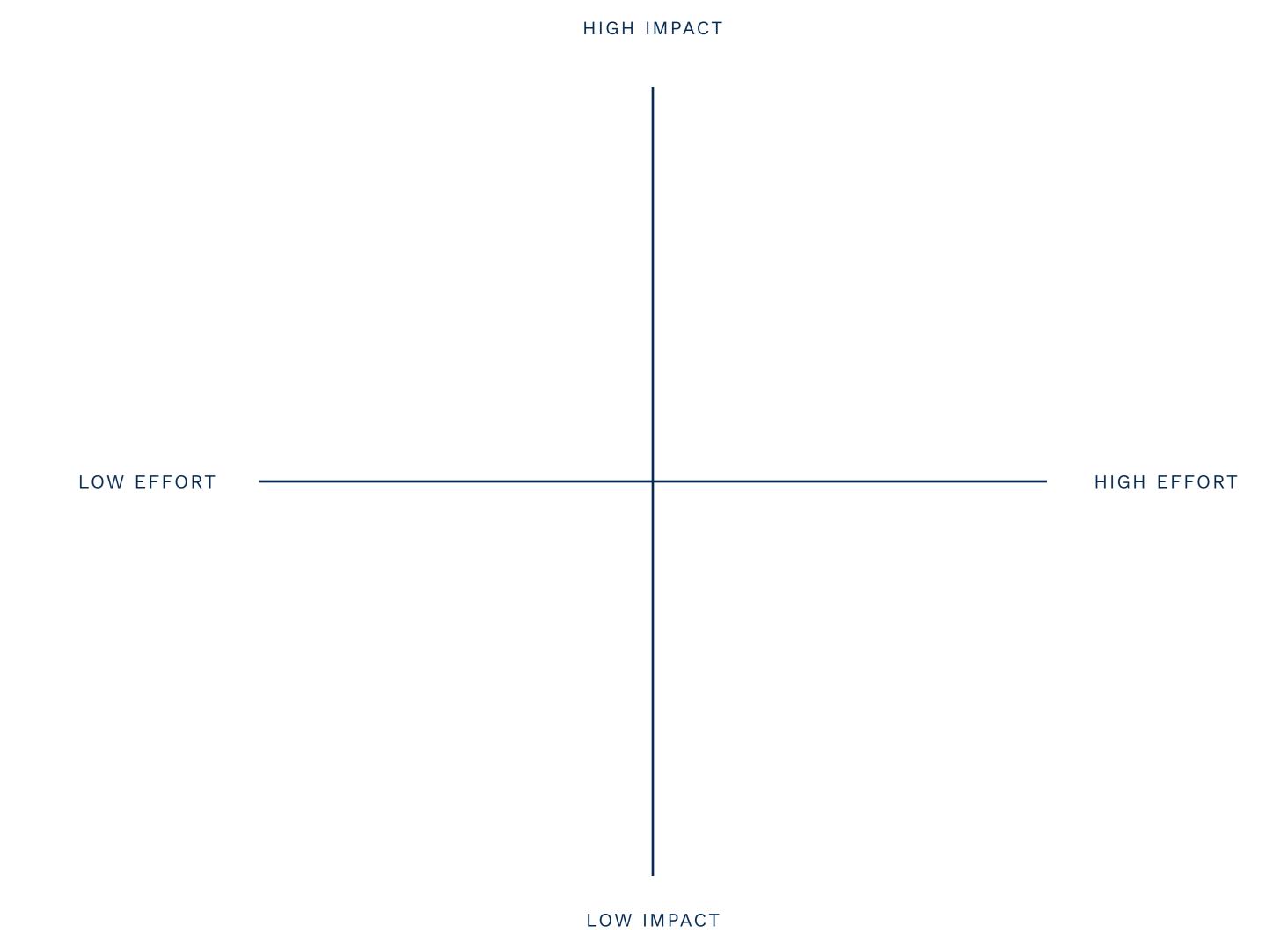
STRATEGIC GOAL —>	Happy customers: 80% of users on our digital platforms rates us 4+ on a 1-5 scale
DESIRED STATE —>	"All my digital needs are met on Alm. Brands platforms. I feel that they care for me as a person, and I receive advice and recommendations when it's relevant"
HYPOTHESIS —>	
CURRENT STATE —>	"I like the current features in Alm. Brands app, but I often Have to call to get my issues resolved. I don't get advice or Recommendations, and I don't care anyway. Also, there are two different Self Service sites, which is confusing ."

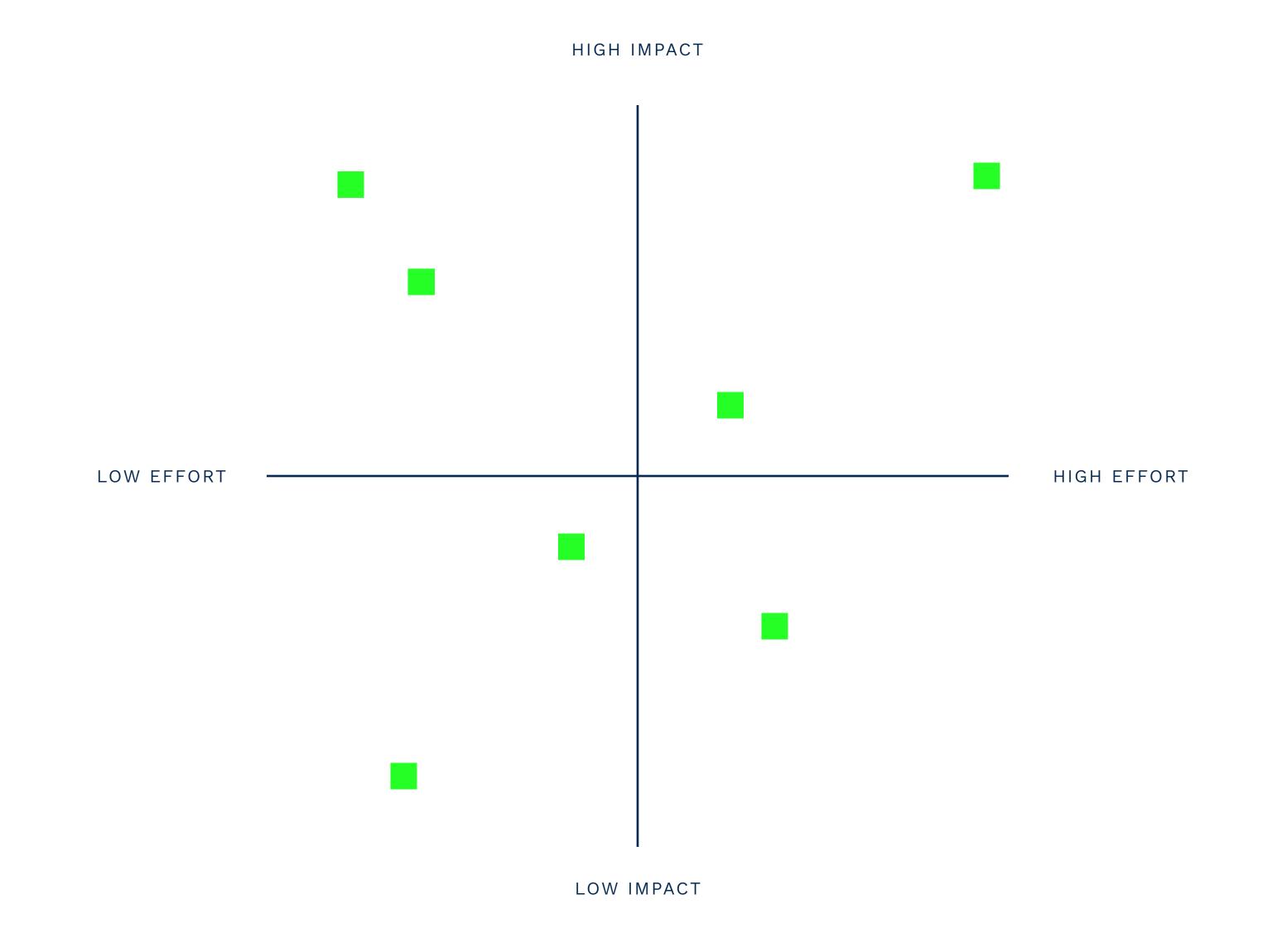


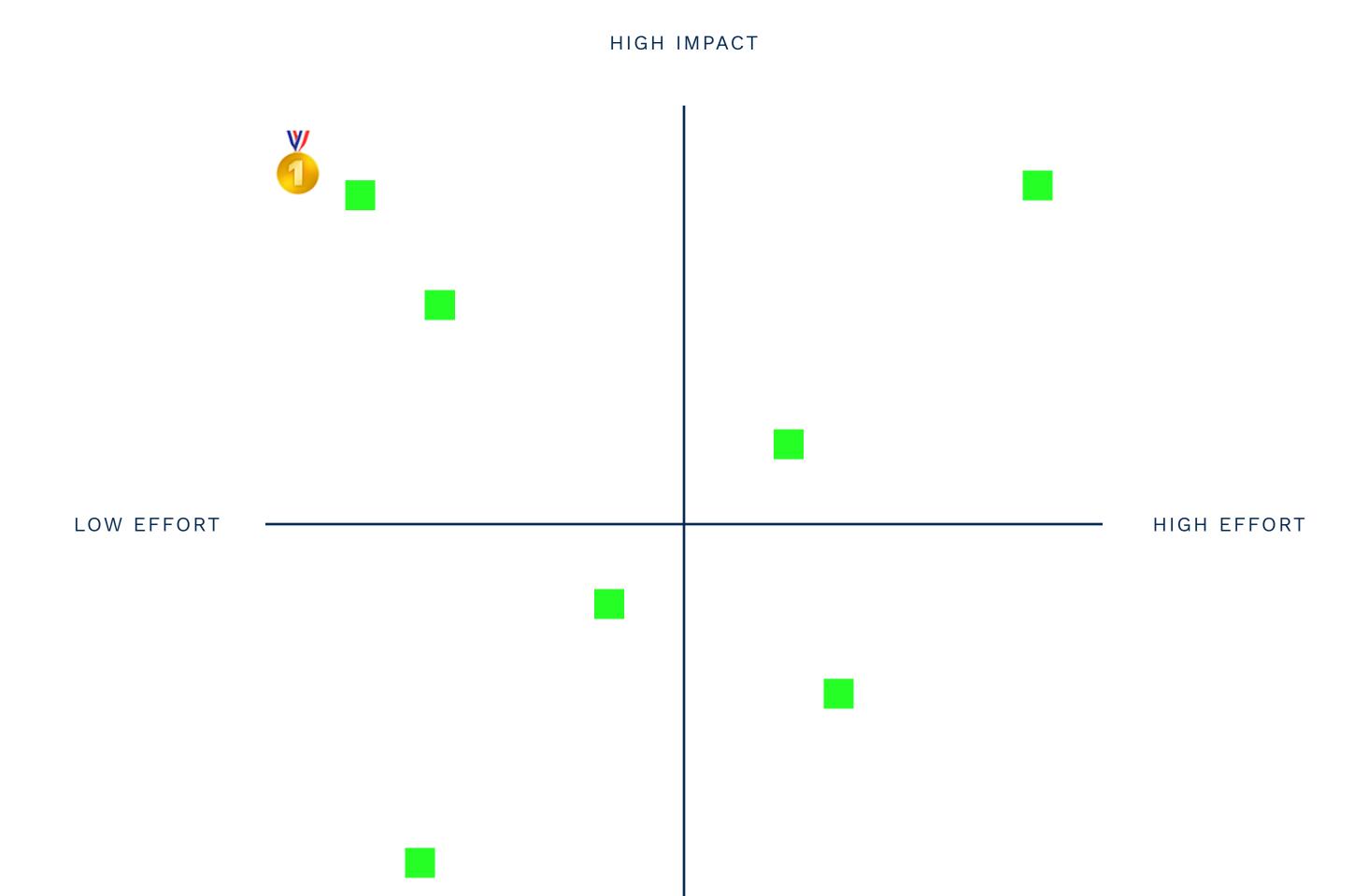
Recommendations, and I don't care anyway. Also, there are

two different Self Service sites, which is confusing ."

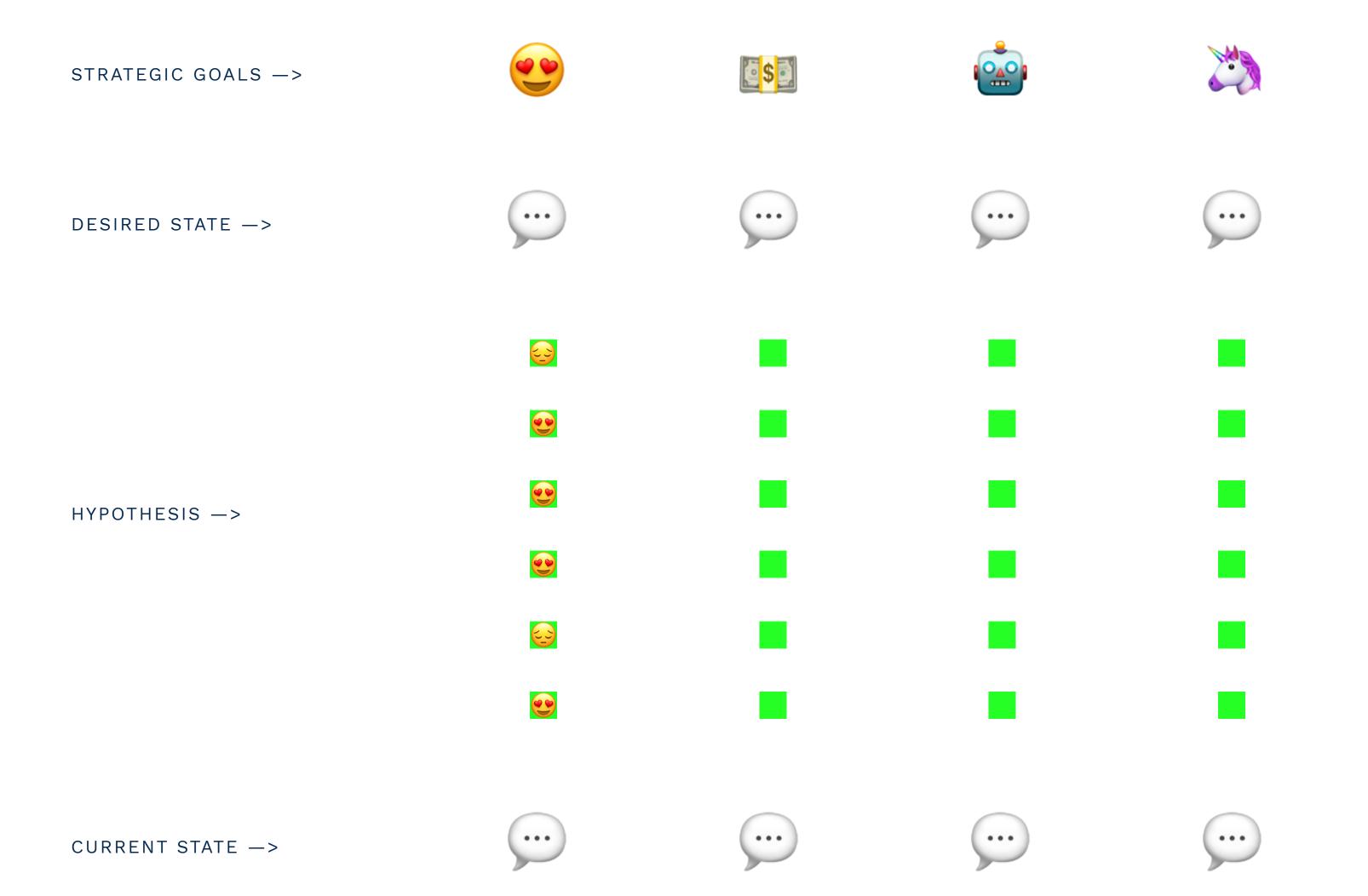
CURRENT STATE ->







LOW IMPACT



IN PRACTICE

(FINALLY!)

IDENTIFYING USER PAINS

USING OUR CMS





🚹 Log på

Anmeld skade

Kontakt os

RING TIL OS ANMELD SKADE SKRIV TIL OS ADRESSE



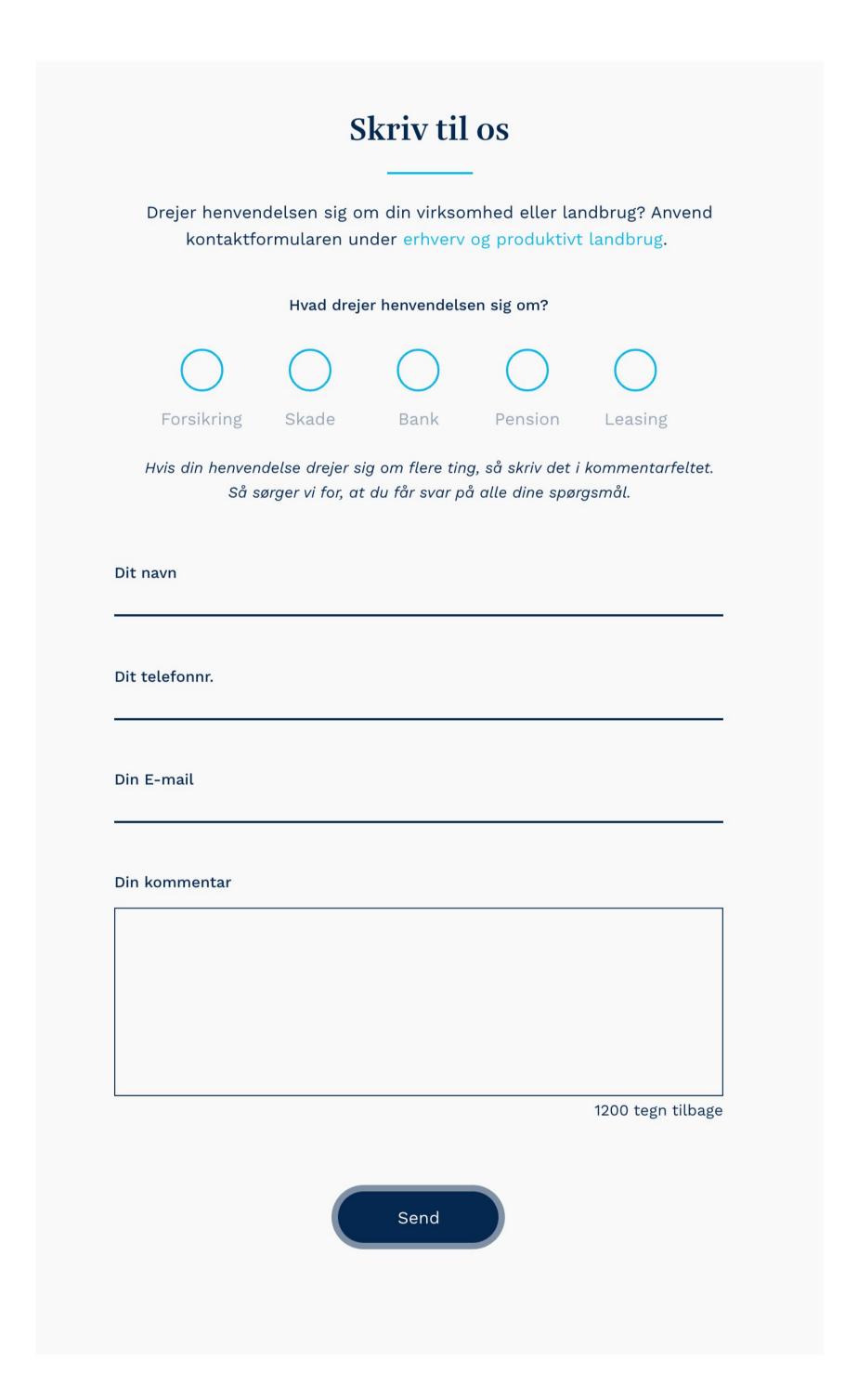
Se åbningstider for erhverv og landbrug



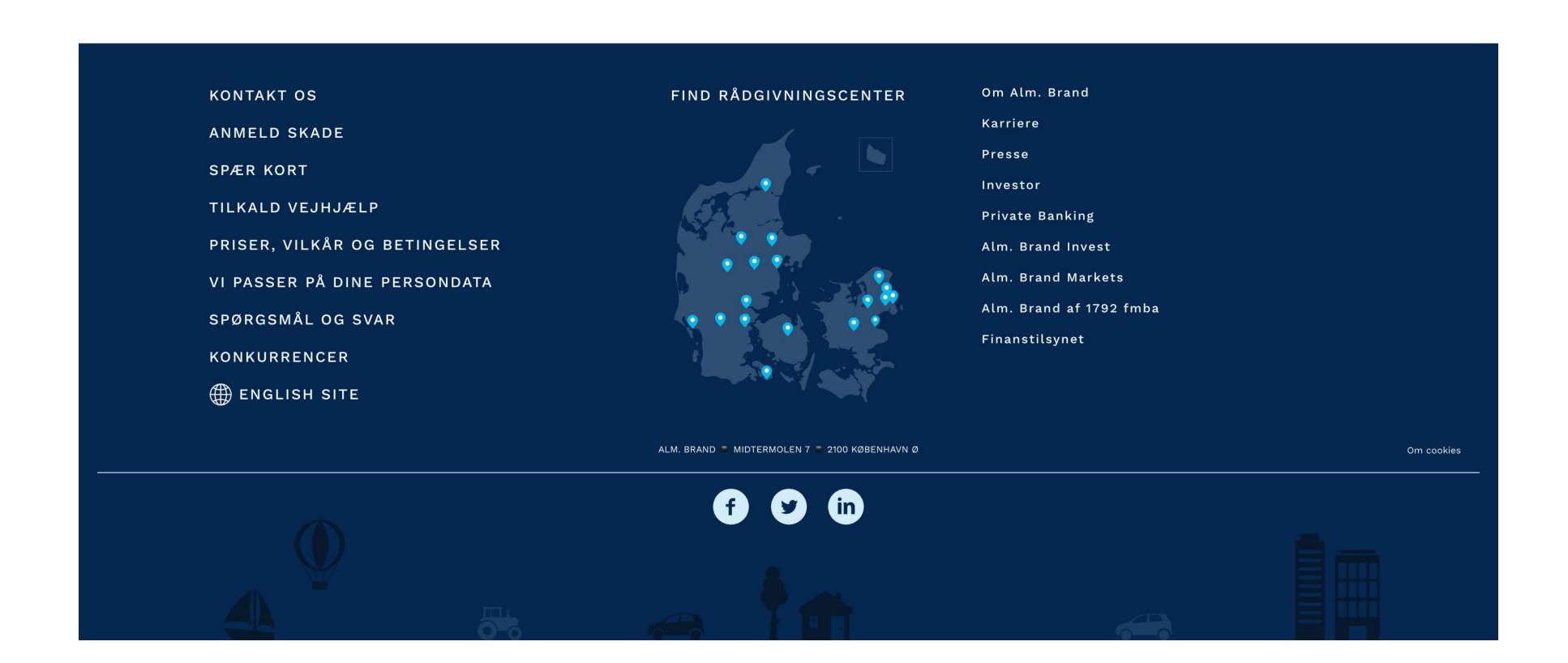


Har du spørgsmål til en skade på din forsikring? Ring til vores skadeafdeling på **35 47 35 00**, åbent man-fre 10-15

Akut skade hele døgnet.







Skriv til os

Dreier henvendelsen sig om din virksomhed eller landbrug? Anvend

	kontaktformularen under erhverv og produktivt landbrug.			
	Hvad drejer henvendelsen sig om?			
QUANTITATIVE DATA -	->			
	Forsikring Skade Bank Pension Leasing			
	Hvis din henvendelse drejer sig om flere ting, så skriv det i kommentarfeltet. Så sørger vi for, at du får svar på alle dine spørgsmål.			
	Dit navn			
	Dit telefonnr.			
	Din E-mail			
	Din kommentar			
QUALITATIVE DATA —>				
	1200 tegn tilbage			
	Send			

INSIGHTS

QUANTITATIVE DATA

What is the topic of the users entry?

How many selected this topic?

QUALITATIVE DATA

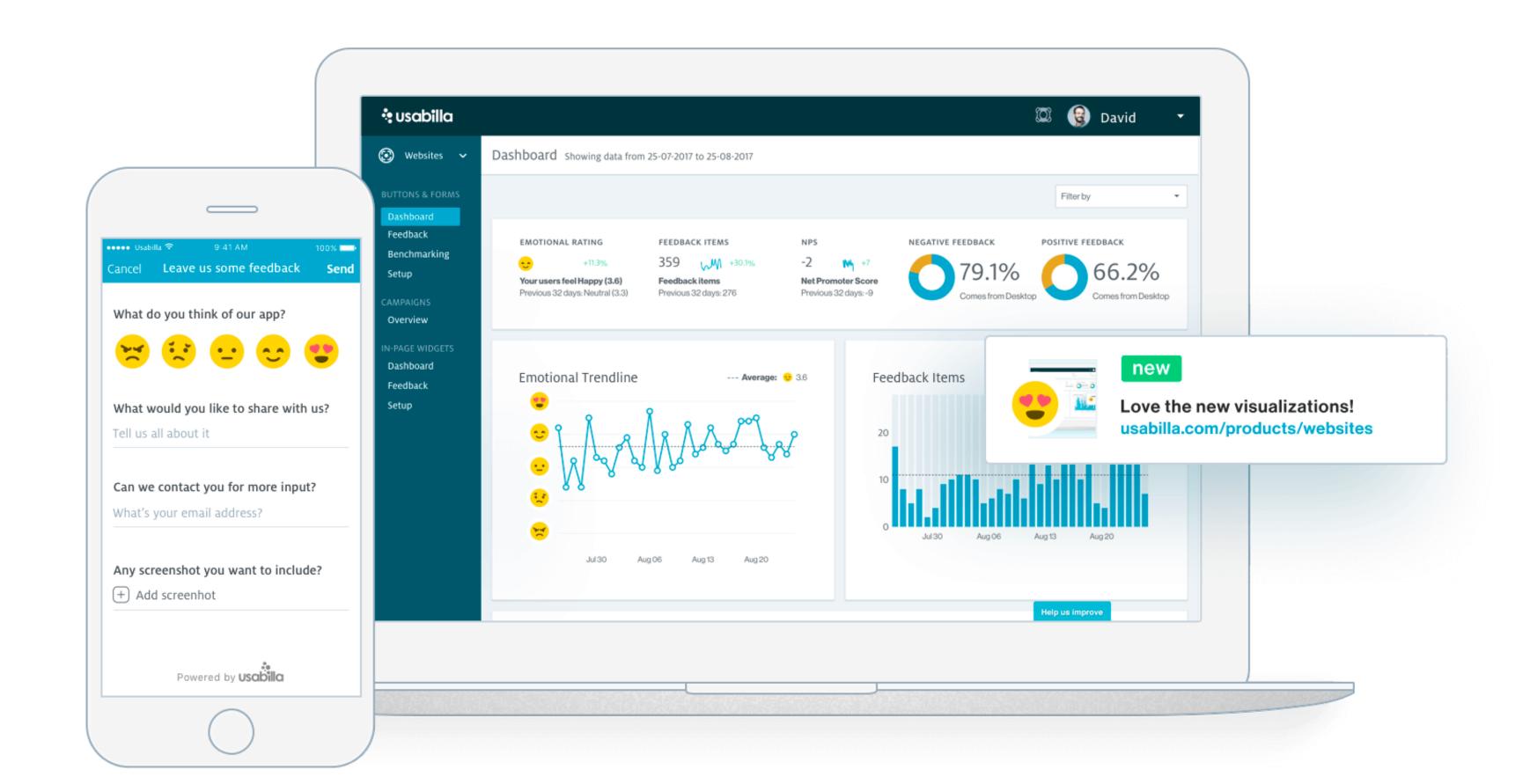
Why did they contact us?

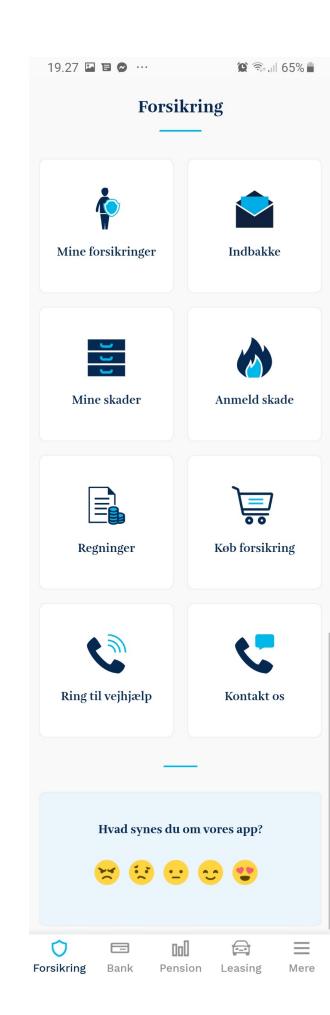
QUANTITATIVE DATA

How many experienced this particular issue?

SHAPING OUR DIGITAL PRODUCTS

WITH USABILLA





INSIGHTS

QUANTITATIVE DATA

How many were happy / sad? On which devices?

When and where?

QUALITATIVE DATA

Why were they happy or sad? (Their message)

QUANTITATIVE DATA

How many experienced this particular issue?

HYPOTESIS •

We believe that... An inbox in the app will increase customer

happiness significantly

To verify that we will... Design and develop an inbox for the app

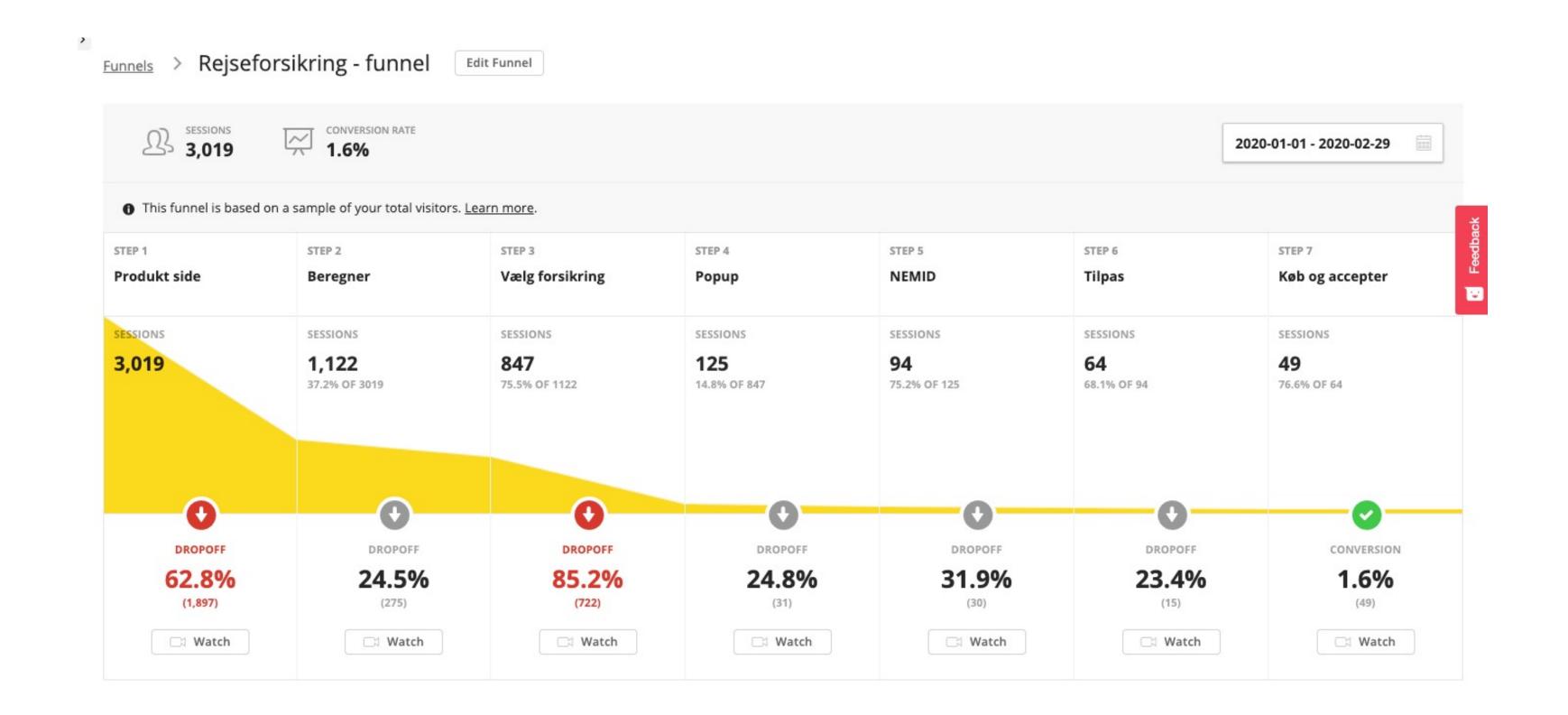
And measure... In-app Usabilla Score

We are right if... Avg. increases from 3 to 4

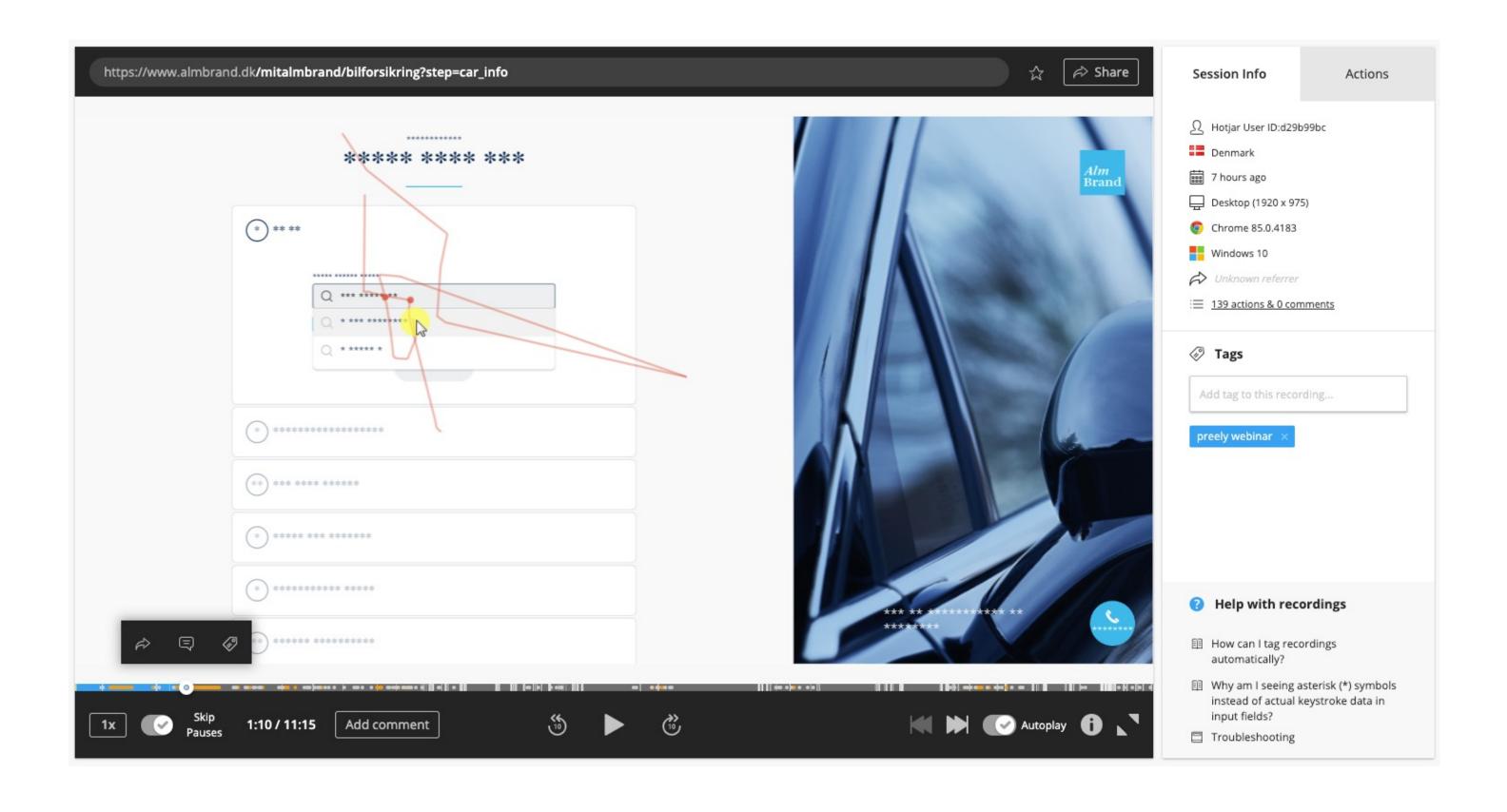
SOME MORE EXAMPLES

HOTJAR,
GOOGLE ANALYTICS + DATA STUDIO

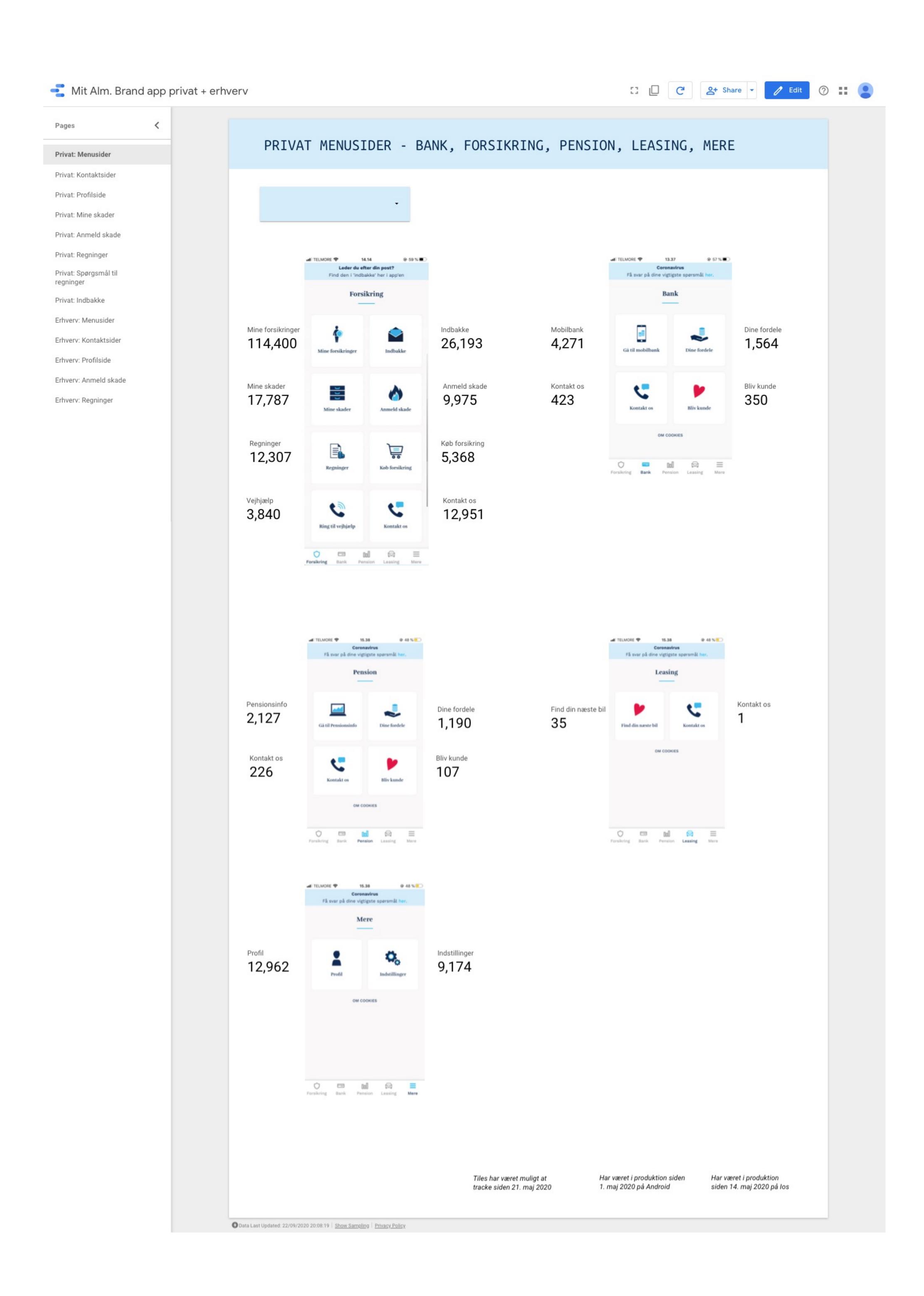
HOTJAR FUNNELS

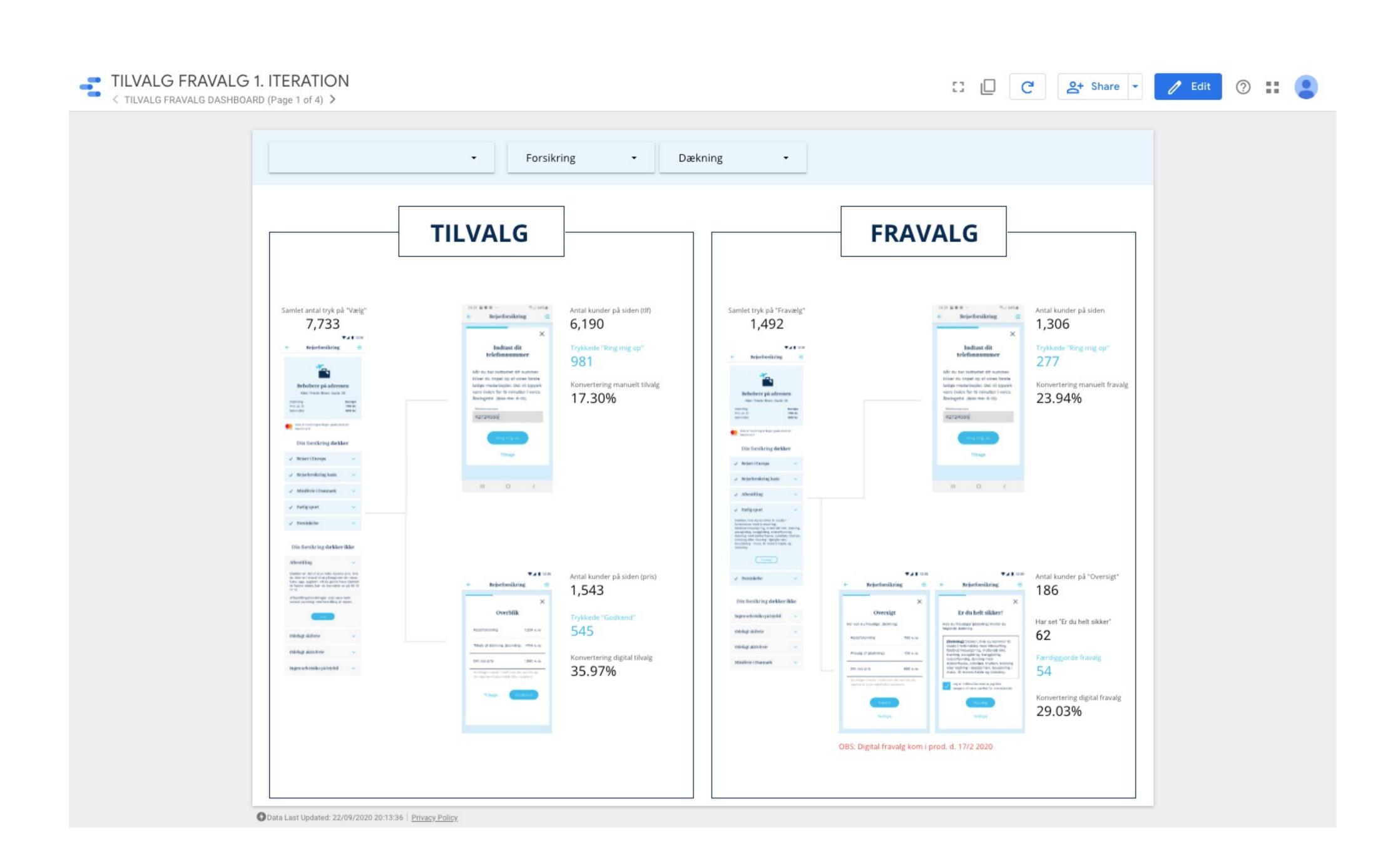


HOTJAR USER RECORDINGS



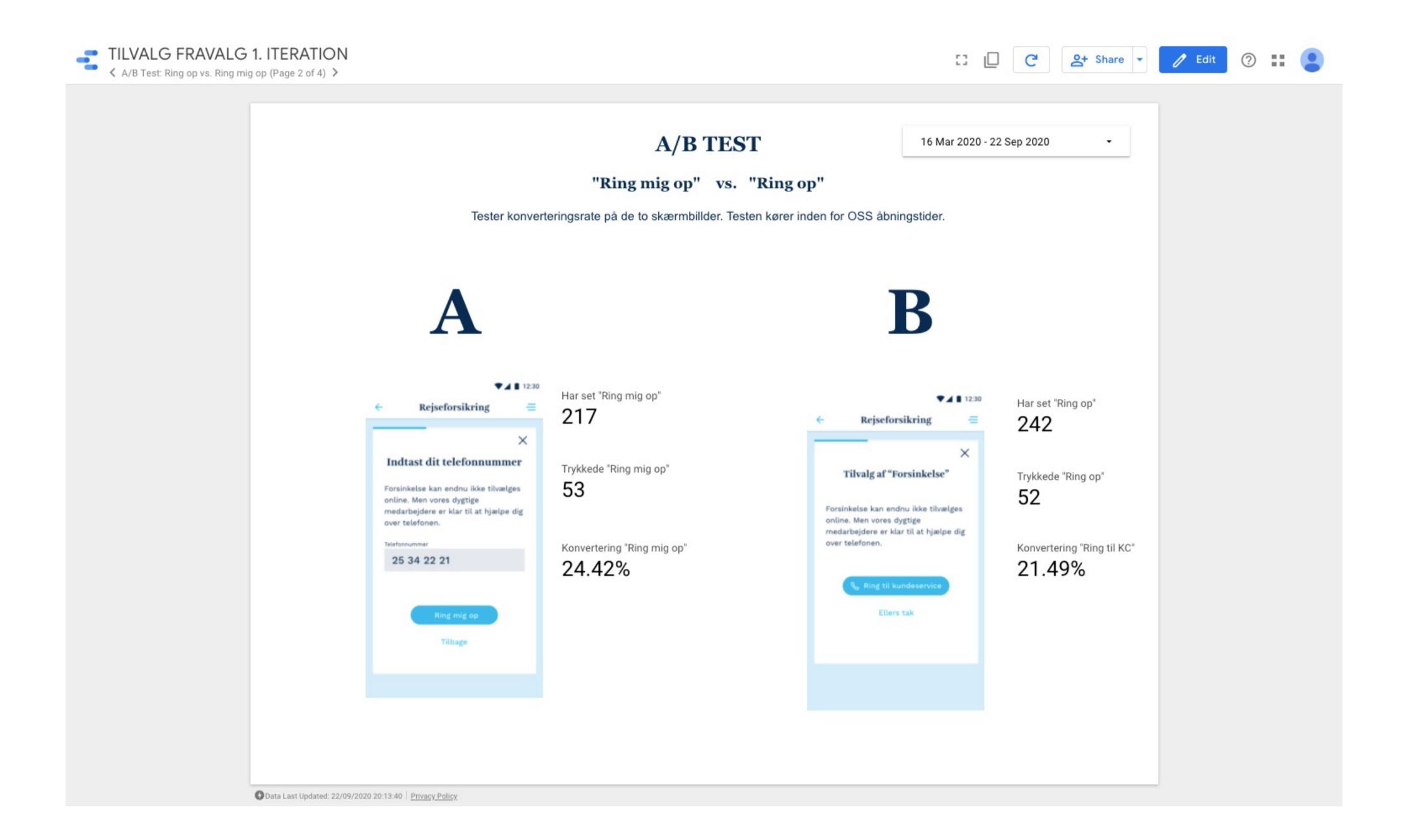
GOOGLE ANALYTICS + DATA STUDIO





A/B TESTING

GOOGLE ANALYTICS + DATA STUDIO

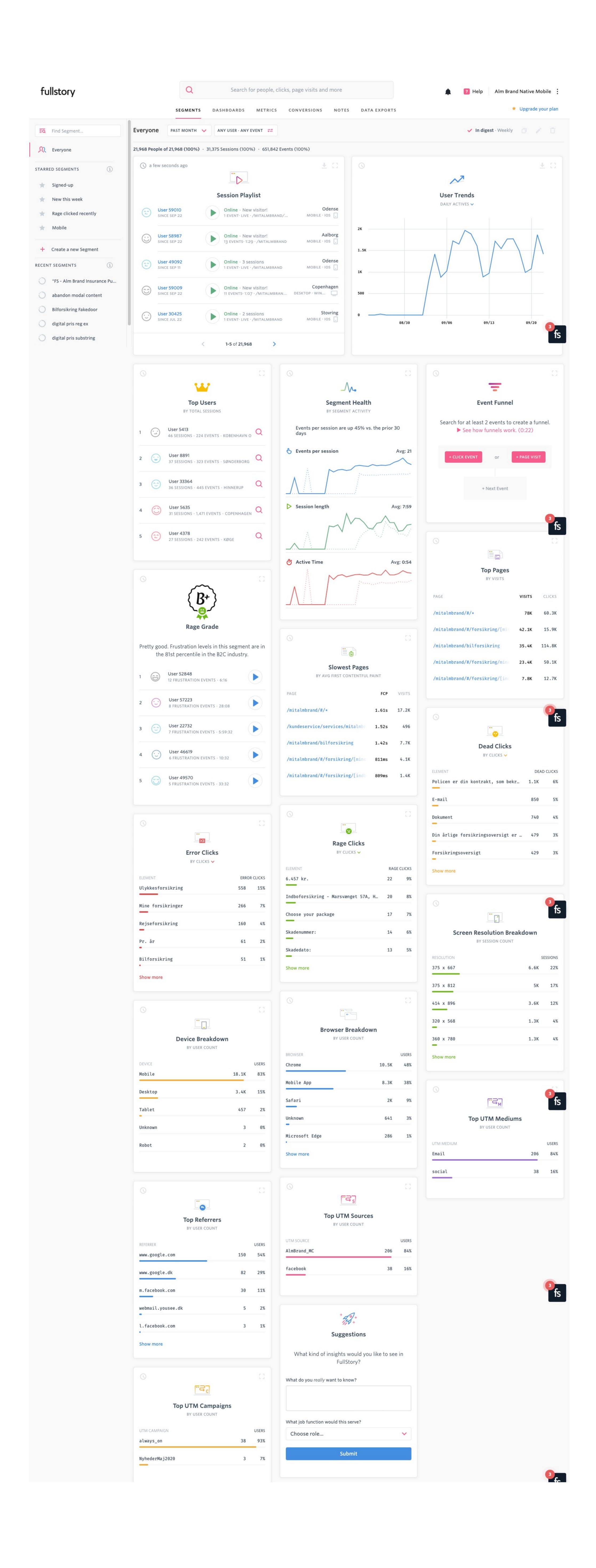


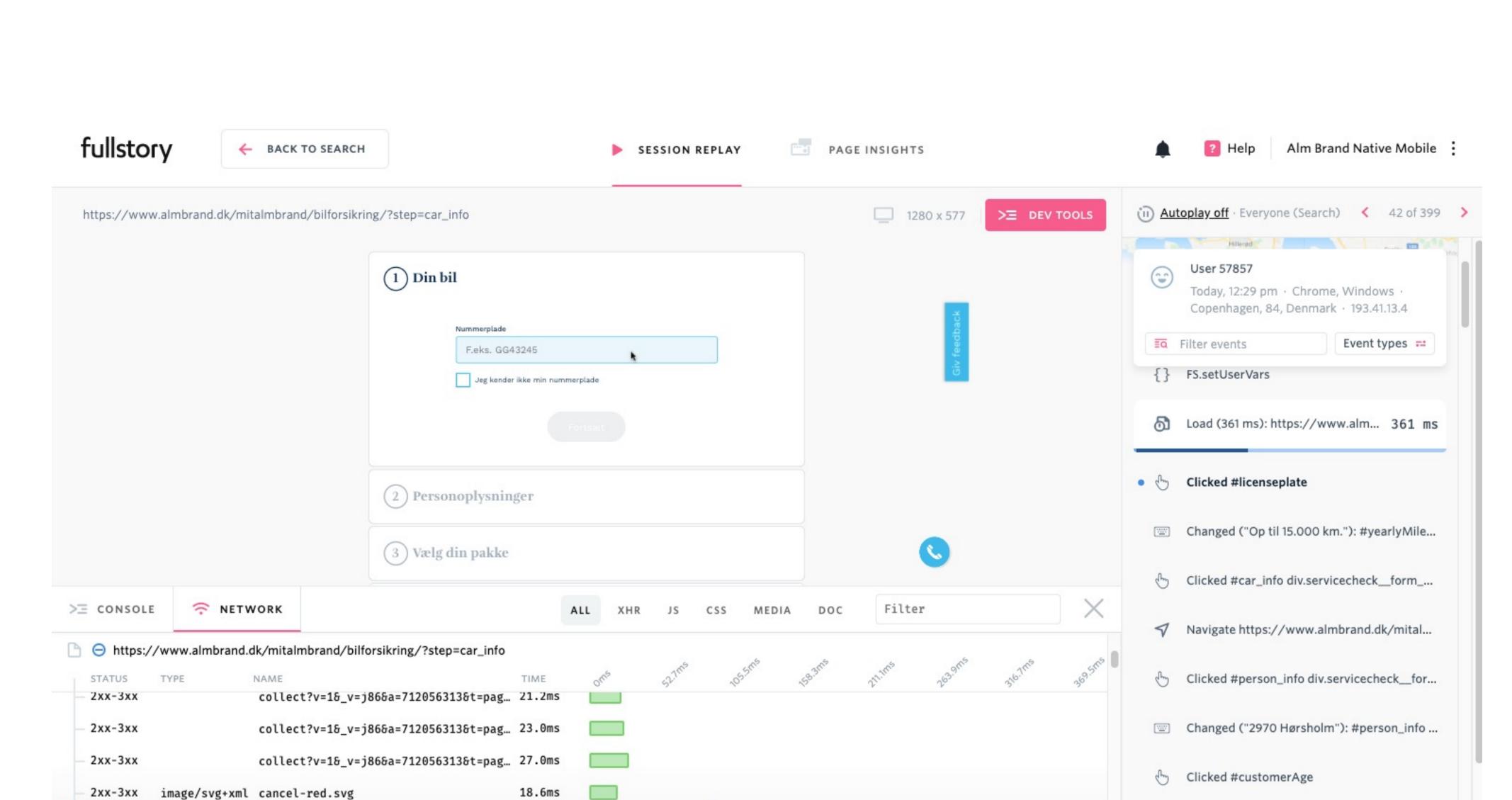
WHATS NEXT?



MORE ADVANCED TOOLS

FULLSTORY





1X ✓ SKIPPING INACTIVITY

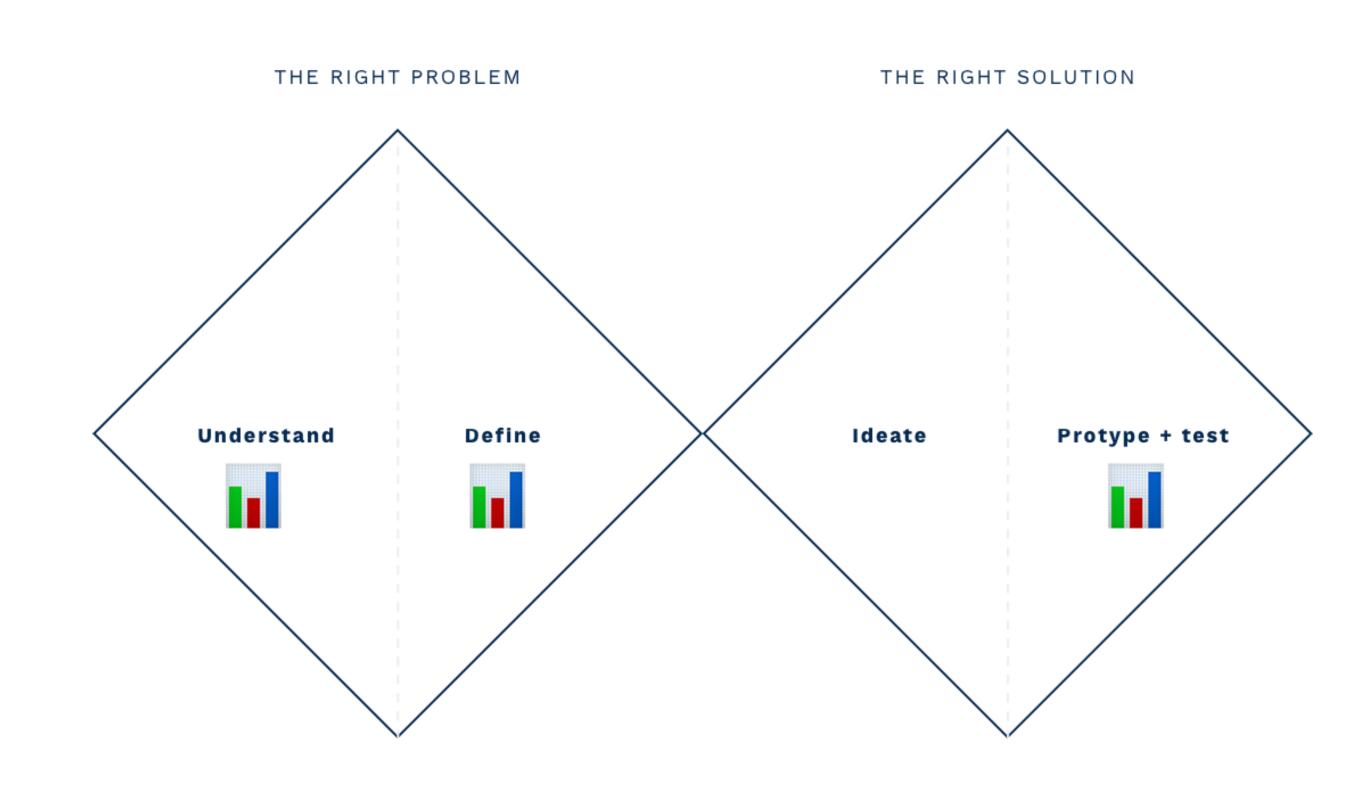
FULL SCREEN

0:05 / 36:11

66 NOTE AND SHARE

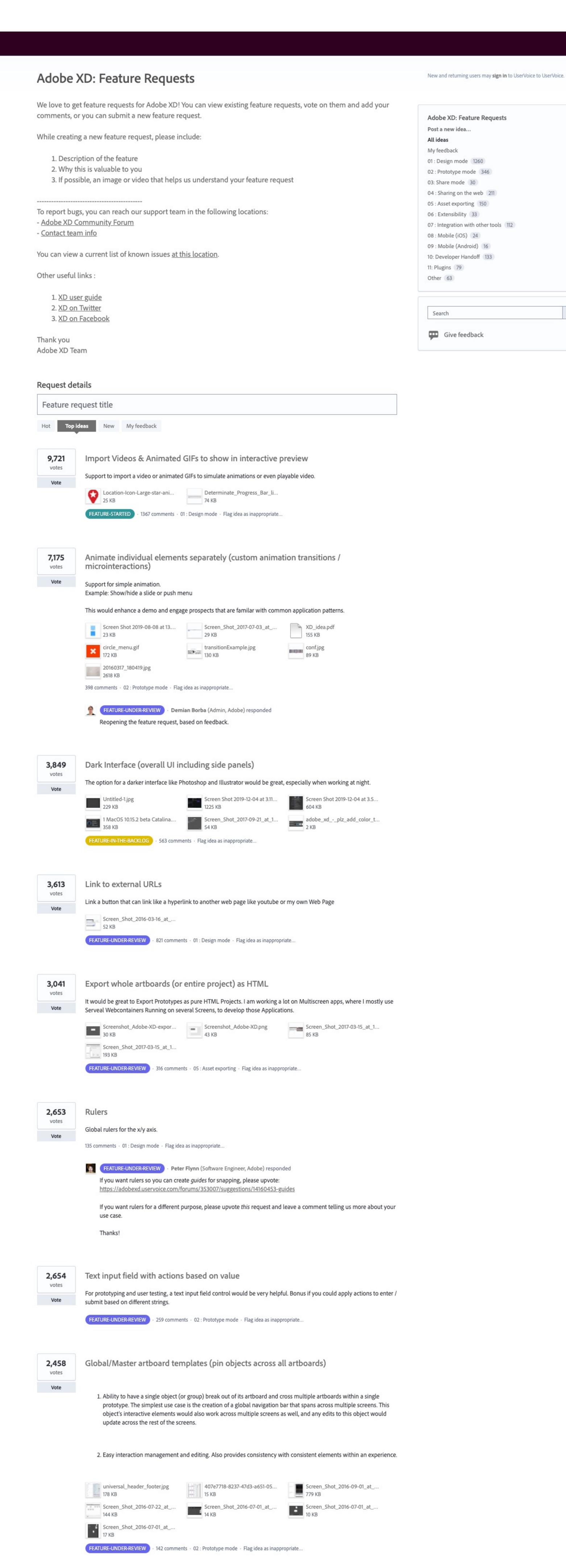
Changed ("55"): #customerAge

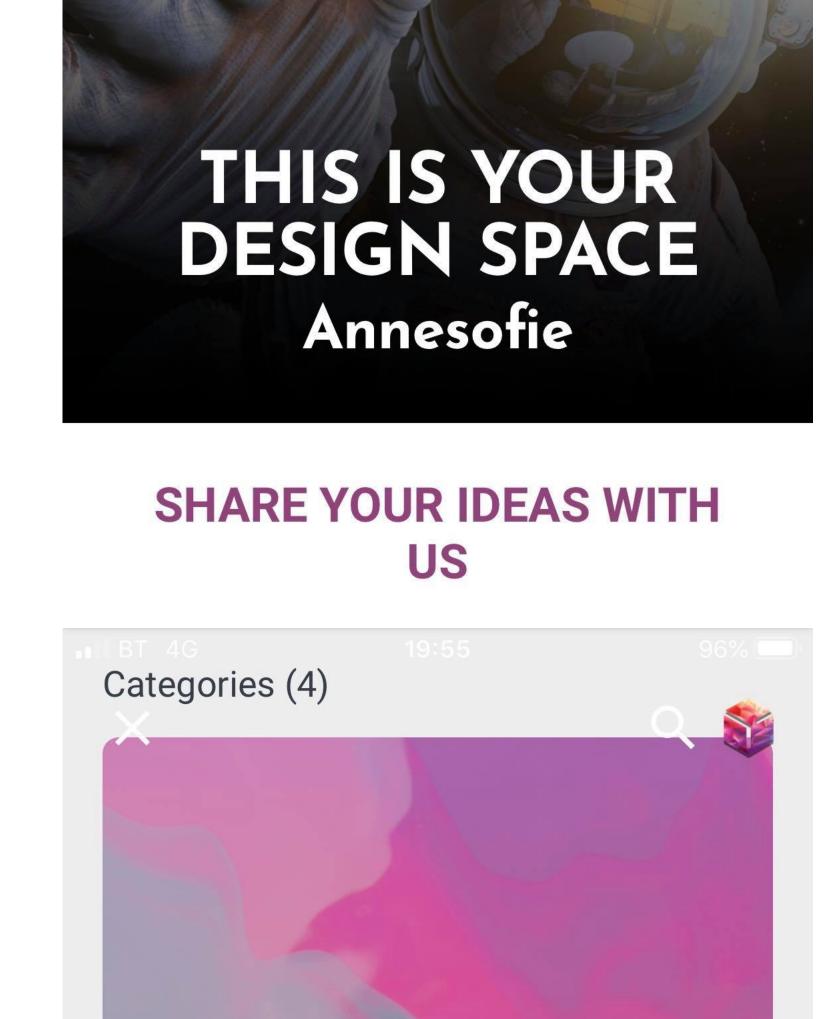
USER GENERATED IDEATION



0

Search



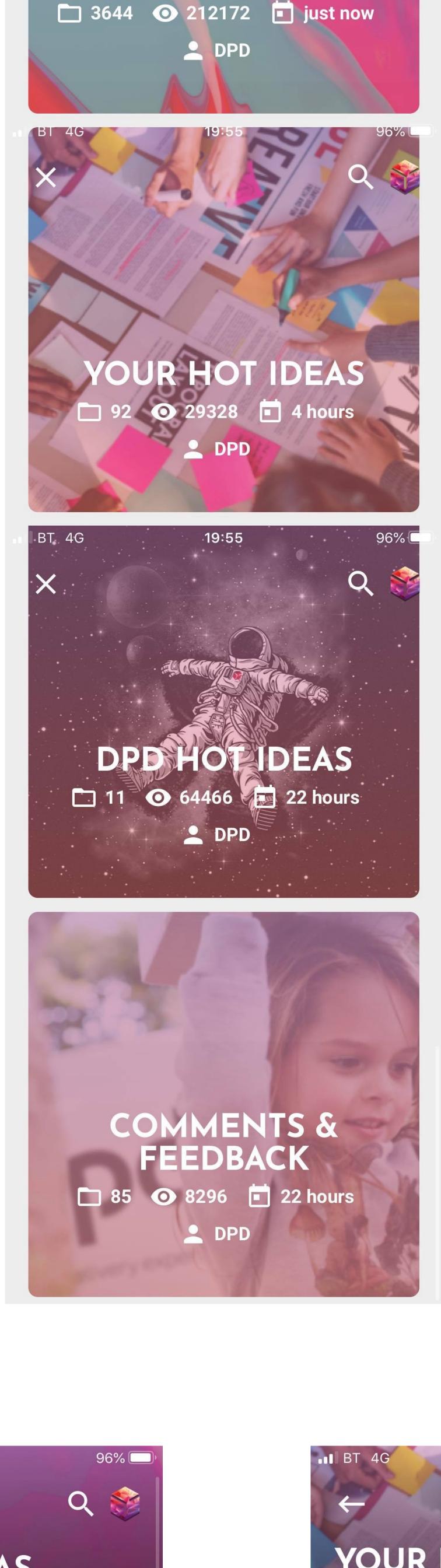


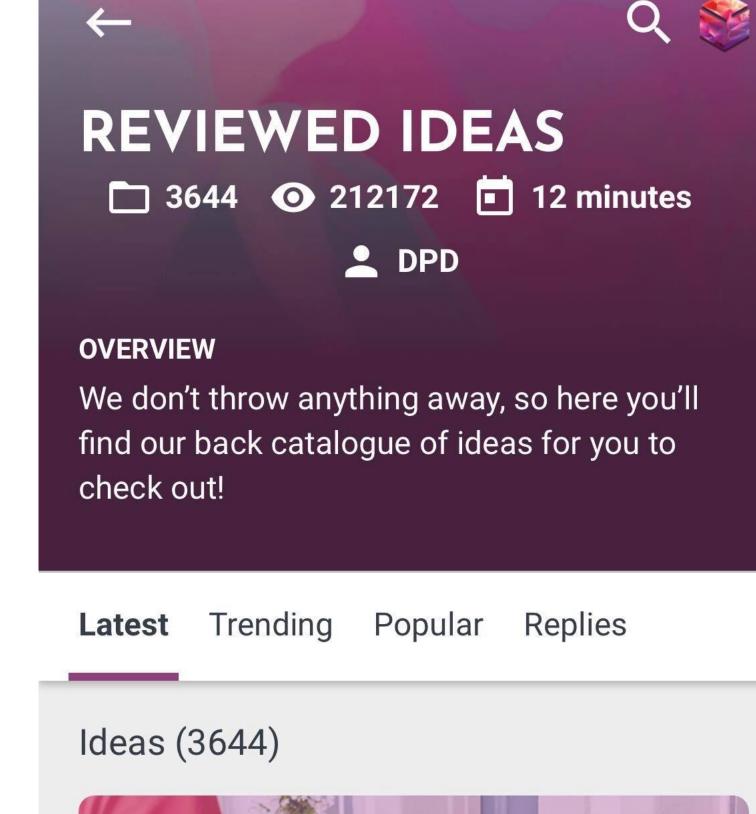
REVIEWED IDEAS

19:54

■■ BT 4G

X





MORE TIME NEEDED

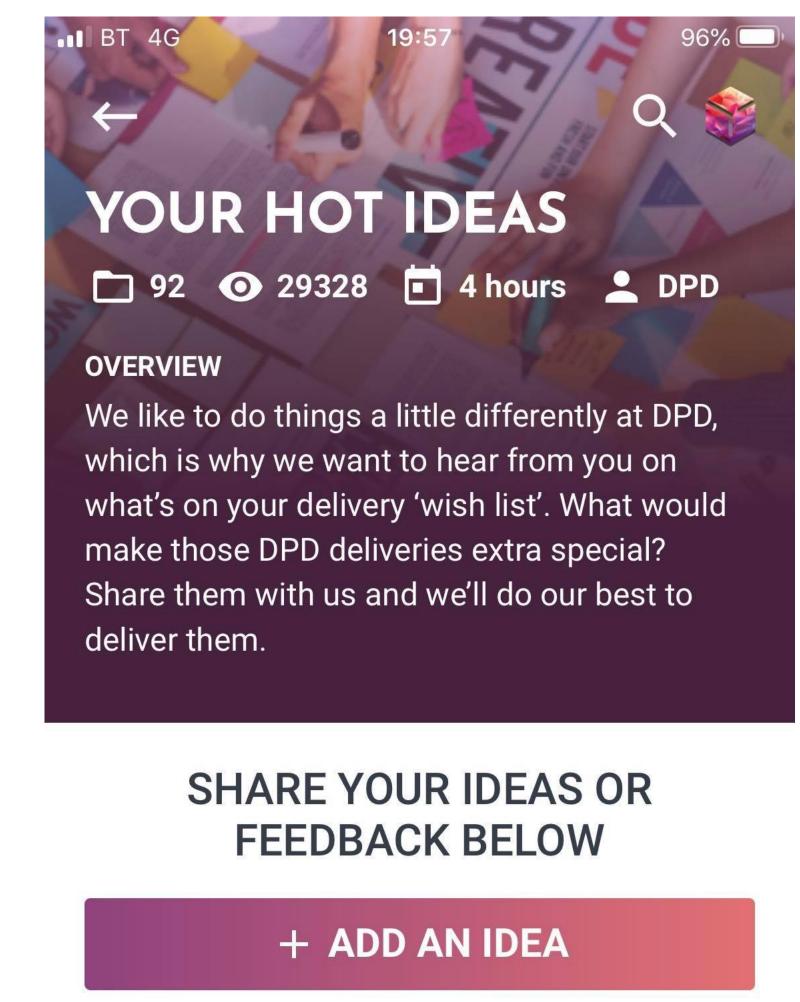
COLLECT FROM DELIVERY GUY

168 16765 O 7515

12 minutes DPD

19:57

BT 4G



Latest Trending Popular Replies

STORE COLLECTION

Ideas (92)

A FEW LEARNINGS

Hypothesis > Ideas

Test and launch: Small, early and often (80/20)

Enable Teams and colleagues

If there is text input - there is sensitive user data

Users will help you create great experiences for them, if you ask

THANK YOU!

