

BEYOND THE NUMERIC:

HOW USER EXPERIENCE RESEARCH
TRANSFORMS DATA-DRIVEN DESIGN



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OverDrive

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UI/UX GLOBAL
SUMMIT'23 VOL.2



AGENDA

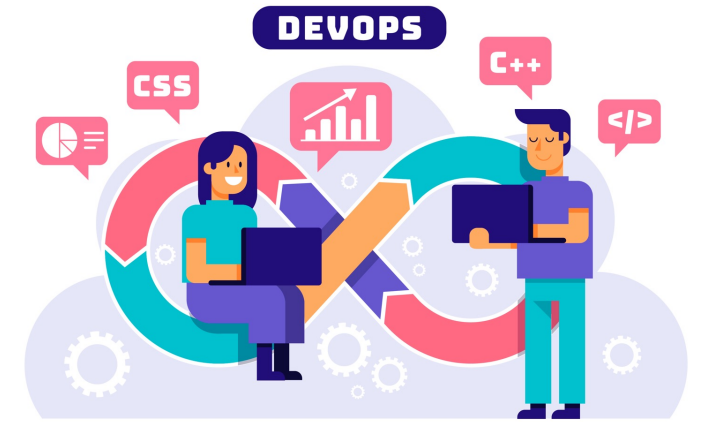
What comes to mind when I say data?

Data-Driven vs Data-Informed

What tools and resources can we use?

**WHAT COMES TO MIND
WHEN YOU THINK OF
DATA?**

BEYOND THE NUMERIC



TAKE A STEP BACK



Introduction

- UX Strategist, Designer, and Digital Marketer.
- Web/interaction design background.
- Professionally since 2005.
- Kent State University grad student - UXD program.
- Marketing and Product Development Teams



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As a designer,
I struggled.



SHOW ME THE DATA!

Quantitative Data tells us



What
Where
When

(Somewhat)

Who
How

But not the...

Why



The background features a gradient from dark blue on the left to dark brown on the right. On both sides, there are decorative elements: a plus sign (+) and a solid dot (•) in the upper half, and a solid dot (•) and an open circle (○) in the lower half, all in a light, muted color.

DATA-DRIVEN VS DATA-INFORMED

Data-Driven



Being data-driven means **making decisions based on data analysis and interpretation**. Data-driven decisions are based on facts and complex information rather than intuition or gut instinct.

UX Professionals



Responsible for proving facts so our organization can...

- Make better strategic decisions
- Measure advantages
- Better serve customers ???

Data-Informed

Decisions are made after considering data with user research, experience, and insights. Not just allowing data to control the narrative but bringing in the human element to decision-making.



Data-Driven?

Data-Informed



The image features a dark blue-to-purple gradient background. In the center, the text "BUT THEY JUST DON'T CARE" is written in a bold, white, sans-serif font, enclosed in quotation marks. On either side of the text, there are decorative elements: a plus sign (+) and a small circle (o) in a light blue color, with a small solid dot (•) below them.

**“BUT THEY JUST
DON'T CARE”**

Stakeholder Interviews (or just chit-chat)

- Talk to who you can, when you can.
- Formal vs informal
- Get to know them – what makes them tick?
- How do they like receiving information?



Stories help, but get to the point. ⁺ •

- Walk them through your analysis. Don't just turn it over.
- Don't keep them waiting.
- Allow them to analyze your information afterward.
- Be open to discussing alternative options.

Personas...

- They help a company align.
- Your product doesn't serve everyone.
- Share and put in a place that can be found.



Provide proof

- Share recordings.
- Heatmaps & scroll maps.
- Broken journey maps & funnels.

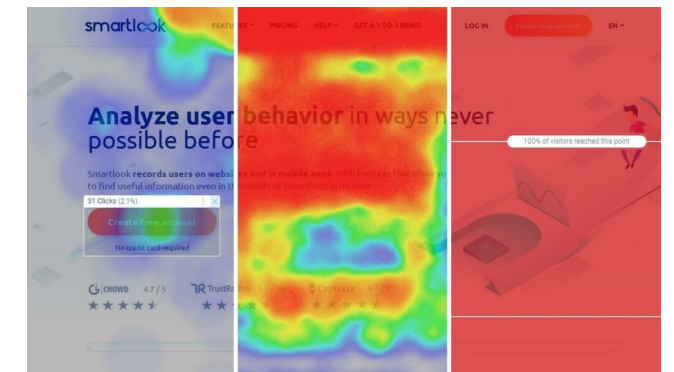
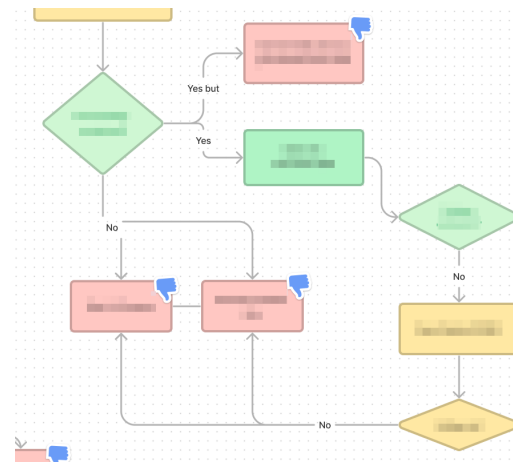
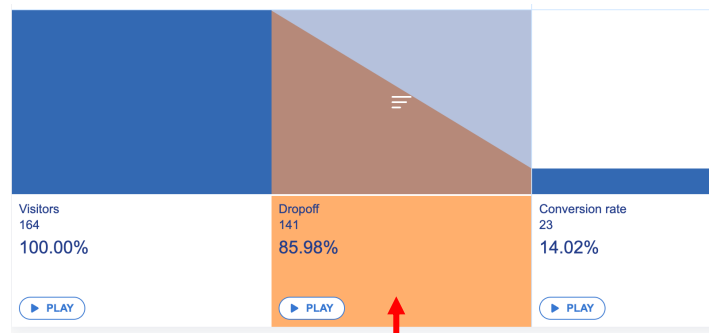
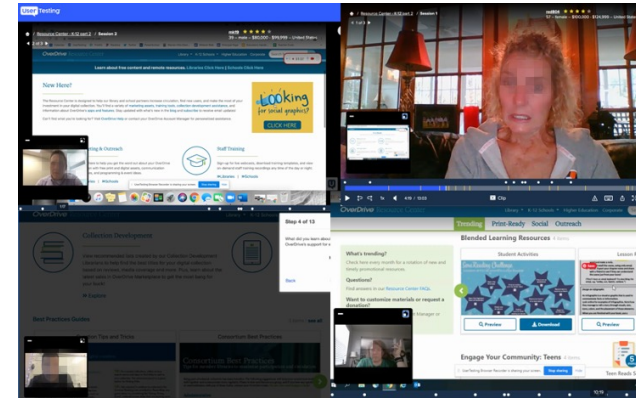


Image via Smartlook.com

DATA-INFORMED > DATA-DRIVEN

THANK YOU



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