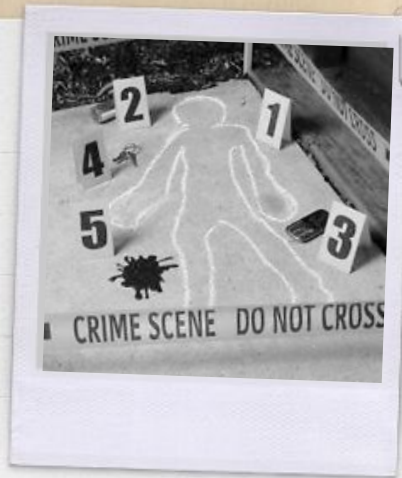
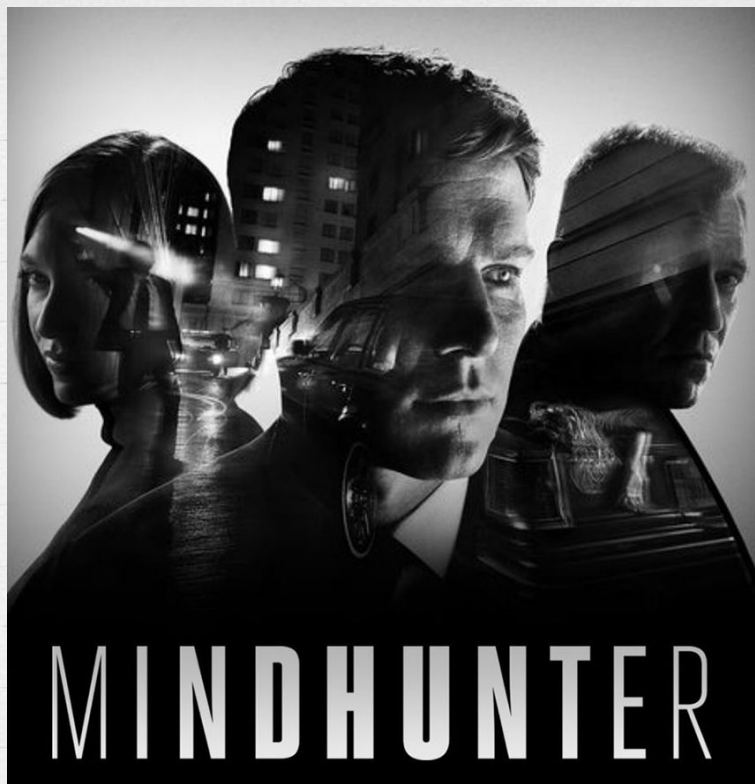


X MINDHUNTERS

USER NEEDS ANTICIPATION
BASED ON EVIDENCE



Janine Lee
World IA Day 2019
Zurich, Feb. 23th

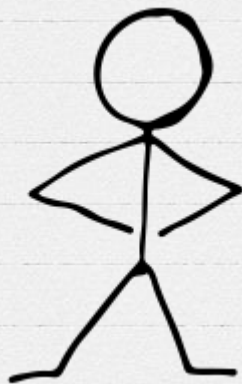


**NEW
PROJECT!**



User-Centered Project

- X empathy ♥
- X think about the user
- X think hard!
- X sketch a persona



DONE!





YOUR PERSONA



YOUR PERSONA



ACTUAL PERSON

More **distance** from the users
brings you **closer** to their needs.



It urges you to stop **assuming**
but start **asking**.

Investigative Technique Nr. ①

THE INTERVIEW

“The Interview”



“The Interview”



**PEOPLE LIE,
ACTIONS DON'T...**

Investigative Technique Nr. ②

OBSERVATION

“Observation”

SINGLE USER EXPLORER

- 08:36 USER OPENS APP
- 08:37 SCROLLS DOWN A BIT
- 08:38 USER LEAVES



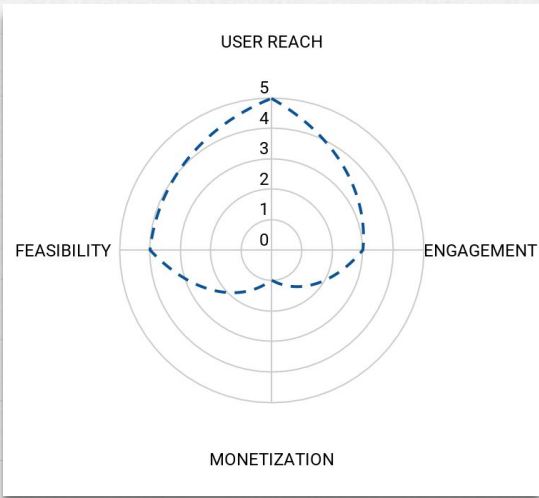
Investigative Technique Nr. ③

EVIDENCE COLLECTION

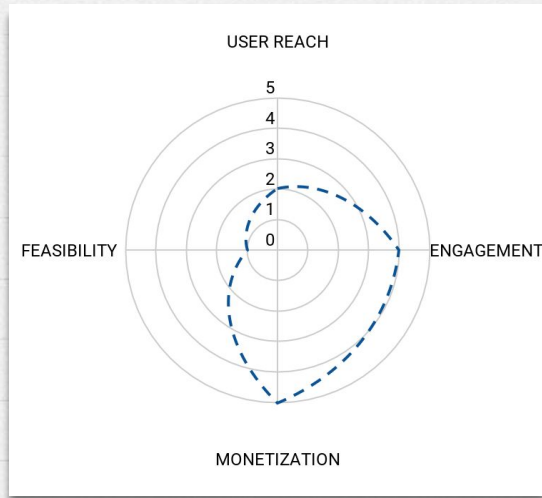
“Evidence Collection”

FEATURE VALUE

FEATURE X



FEATURE Y



Investigative Technique Nr. ④

FORENSIC SCIENCE

“Forensic Science”

EXPERIMENT SCHEDULE

SCHEDULED	IN PROGRESS	READY FOR ANALYSIS
TEST X A/B TEST [HYPOTHESIS] [END DATE]	TEST Y PRE-POST [HYPOTHESIS] [END DATE]	



Investigative Technique Nr. ⑤

PROFILING

“Profiling”

CLUSTERING VS. DESCRIBING VARIABLES

clustering variable

ORGANIZED



DISORGANIZED



describing variable



Investigative Technique Nr. ⑥

INVESTIGATION BOARD

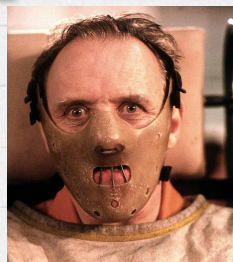
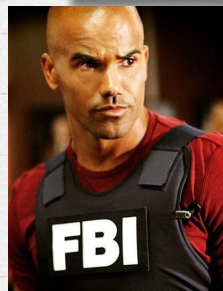
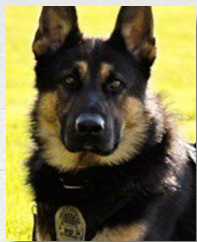
“Investigation Board”

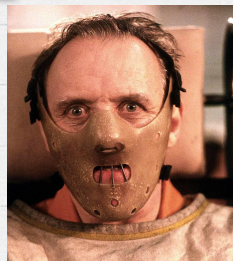
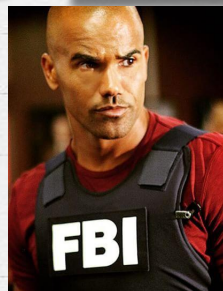
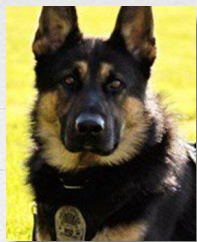


“Investigation Board”



ATOMIC RESEARCH





Let's become
Mindhunter
Legends!

**WE'RE
HIRING!**

THANKS!

CONNECT?

- X [LINKEDIN.COM/IN/JLEE-DATAISKEY](https://www.linkedin.com/in/jlee-dataiskey)
- X [ANALYTICSCAMP.CH](https://www.analyticscamp.ch)



analyticscamp

Zurich, Switzerland.

**CASE
CLOSED**