

**Analytics for UX**

**Course Number:** UX-100  
**Duration:** 1 day

**Overview**

Have you ever wanted to use more quantitate data to inform or validate your user research? What about quantitatively measuring the impact of design changes on user behavior?

This private online or in-person Analytics for UX training course teaches professionals how to measurably improve the quality of their work. Attendees learn how to use Google Analytics and other analytics data to inform their UX decisions.

**Prerequisites**

There are no specific prerequisites for this course, but the class is aimed at those working in UX in some capacity.  This training is suitable for UX designers, user researchers, and anyone with an understanding of the part UX plays in the design process.

**Materials**

All UX training attendees receive a copy of the training materials and access to analytics resources/templates.

**Software Needed on Each Student PC**

* Access to Google Analytics, either your own account or access to the Google Analytics demo account (which is freely accessible to anyone with a Google Account)
* Stable internet access and a modern web browser

**Objectives**

* Back up your discussions with data
* Quickly get the big picture of what is going on with your products
* Find out which areas of your product need work
* Decide where to focus qualitative research
* Use analytics as a starting point for your user research
* Set up benchmarks for service/product success
* Measure and report on design changes in an unbiased manner
* Run A/B tests to quantitatively measure the impact of your work
* Guide your company to better decisions

**Outline**

* Overview of Analytics
  + Why is analytics data important?
  + Where can analytics data feed into the UX process?
* Getting Started
  + Understanding Google Analytics accounts, profiles, and views
  + Getting set up
  + Where to begin your analysis
  + Introduction to analyzing data
* Finding Problem Areas with Analytics Data
  + Identifying the metrics you need to focus on to understand UX performance
  + Finding areas where users may be struggling
  + Other analytics tools to use for identifying problem areas
* Analytics Data for User Research
  + Identifying the metrics you need to focus on to understand who your users are
  + Finding differences in user behavior by user type (segmentation)
  + Other analytics tools to use for user research
* Measuring and Reporting Outcomes
  + What to consider when setting up split testing
  + Analyzing split test results
  + Reporting to clients or internal teams
  + What to consider when it comes to data visualization
  + Avoiding bias when reporting
* Conclusion