Project Details

Timeline: June 2015 - Aug 2015

Problem Statement: Conduct user research and give design directions for a UX Analytics tool for the Bloomberg Terminal

Client: Bloomberg

Team: 1 Designer, 1 Researcher
Bloomberg Terminal
Background

Qualitative

Quantitative
Background

Current Usage per Day

Autocomplete 79% 200k

<table>
<thead>
<tr>
<th>Function</th>
<th>Hits per Day</th>
<th>Users per Day</th>
<th>Avg 2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOP</td>
<td>3.6% 9.2k</td>
<td>3.6% 9.2k</td>
<td>3.4% 8.5k</td>
</tr>
<tr>
<td>News</td>
<td>3.6% 9.2k</td>
<td>3.6% 9.2k</td>
<td>3.4% 8.5k</td>
</tr>
<tr>
<td>MGMT</td>
<td>3.6% 9k</td>
<td>3.6% 9k</td>
<td>3.4% 8.5k</td>
</tr>
<tr>
<td>Bio</td>
<td>3.3% 8.3k</td>
<td>3.3% 8.3k</td>
<td>3.3% 8.3k</td>
</tr>
<tr>
<td>Bio Srch</td>
<td>3.3% 8.3k</td>
<td>3.3% 8.3k</td>
<td>3.3% 8.3k</td>
</tr>
</tbody>
</table>

Current Usage per Day

Autocomplete 79% 200k

INCOMING 253k

Current BIO

INCOMING

Other

INCOMING

OUTGOING

INCOMING

Other

INCOMING
Roadmap

Research
Competitive analysis
User Interviews

Conceptualization
Findings from research
Identify and select use cases
Initial concepts and sketches

Design Concepts
Wireframes
Presentation

Week 1
Week 5
Week 10
# Usage Statistics
- Unique Users
- No. of Hits
- New Users
- Returning Users
- Active Sessions
- Active session length
- Type of events/hits
- Technology Used
- Frequency of use

# User Profiles
- Location
- Age
- Name
- Company Name
- Gender
- Persona
- Interests

# Reports
- Segmentation
- Funnel Reports
- User Retention
- Path Profiles
- Clickstreams
- Heatmaps
- Formula comparisons

# Other features
- Export Data
- Sharing and collaboration on reports
- Saving a custom view

# User Testing Data
- Facial expression recording
- Audio and screen recording
- A/B Testing
Interviews

Research Question
How do designers use Quantitative Data to inform design decisions?

Participants
12 Bloomberg UX/Interaction Designers
8 Male, 3 Female
Work Experience (Yrs) Mean = 10, Range = 2 - 25

Method
Semi-Structured 60 minute Interviews
Open-ended coding

01:52 P5: So, basically, there’s also lots of other quirky things that have with short form. So just this month, actually, just this past getting stats. We worked with software infrastructure to help key events for us, because we don’t really log key events at the needed to do this one because we have things where it’s like it erases everything from your current chair position down an interactions.

03:04 P10: And after that came the Freeboard, which was on the fact that the SEAboard was so frigging huge. They w keybroad on the desktop. We went to the Freeboard. Freebo years. Started to get feedback on that. We were able to study usage of specific keys on that keyboard and then we works.

03:04:33 Q: What is the goal? Why did you want to study the 03:04:36 P10: To understand... So, the keyboard has specific keys. So if you look at the yellow keys across the top, for all, all those keys have special functions inside of the context have in other applications. So, we wanted to understand the right? When that Freeboard was out, it’s almost like our hyp saying this is, these are the keys that we think you’re going to use. And if we, if we are right, presumably we’d be. When we went back we saw well, maybe with a few keys, we wrote. So those few key spots here became open was the, the possibility for rearrangement of the
Affinity Diagram
Takeaways

• Creating multi-dimensional queries into data

• View data across different perspectives

• Readily presentable to team
Takeaways

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Takeaways

- Creating multi-dimensional queries into data
- View data across different perspectives
- Readily presentable to team
Use Cases

**Workflows**
What happened before and after a particular event on the terminal?
What does a user do between two particular events?
What are the various deviations that take place from a certain workflow and how are they different?

**Events**
How many people perform a certain event?
What was the way the action was triggered?

**Functions**
How many people come to a certain function?
What times of the day is a particular function run more?
How long was a function run for?
What was the bounce rate for a particular function?
How did a version release affect usage?
How is a new feature being used in the function?

**Users**
What percentage of users are of a certain profile?
What user profiles are performing certain actions?
What type of users are performing a certain action and also doing another action.
Who are the kind of users who are going through this workflow?
What are the other actions that these profiles are performing?

**State**
How many people had a particular state at a point of time?
How many people had a certain state during a particular event?
How many people changed the value of a state during a particular time interval?
View data across different perspectives
Creating multi dimensional queries into data
Openly and readily presentable data
Karl P.
UX designer

2 years of work experience at BB.
Works on the BIO team.

He is exploring the usage of BIO pages and wants to know how people reach BIO pages.
Initial line of inquiry

How are users coming to BIO function?
30% of users are coming from PEOP search results

How many users reach BIO from PEOP Search?
25%

Why only 25%?? What are the other 75% users doing?
Apart from BIO, they also run FON and DES.

Who are the users who go through this workflow?
Initial line of inquiry

How are users coming to BIO function?
30% of users are coming from PEOP search results

How many users reach BIO from PEOP Search?
25%

only 25%?? What are the other 75% users doing?
Apart from BIO, they also run FON and DES.

Who are the users who go through this workflow?
60% of users are Sales side sell people

What other functions do Sell Side sales people run?