

USEFUL STUFF

This is stuff you can DO. Here's what you'll find inside...

Lean Data Collection

A/B Testing	Engagement benefit: ★ ☆ ☆
Flash Survey	Engagement benefit: ★ ★ ☆
Video Log	Engagement benefit: ★ ★ ☆
Lean Lab	Engagement benefit: ★ ★ ★

Data Party Prep Guides

Data Visualization	Basic rules for how to show different types of information
Story vs. Snapshot	Basic rules for crafting data stories & snapshots

A/B Testing

A/B testing is sometimes called split testing. It's a simple way to compare two prototypes or versions of an idea to see which performs better.

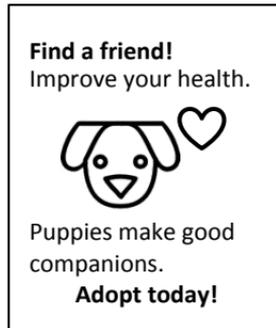
- **When should you use it?**

A/B testing can be useful for testing your design, messaging, or processes...& anything else you might want to compare.

- **What does it look like?**



Version A: Send to ½ the list & track response rate.



Version B: Send to ½ the list & track response rate.

- **What's the basic process?**

1. Decide what you want to test & why.
2. Create two versions.
3. Write a script or protocol (if you are testing in-person).
4. Develop collection & recording method to manage data.
5. Run the test.

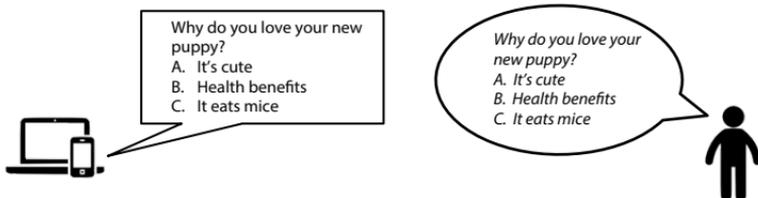
Flash Survey

Flash surveys or rapid surveys are short 1-3 question surveys that help you answer specific questions.

- **When should you use it?**

You can use flash surveys when you want quick, targeted information. Flash surveys are great to try via social media, SMS, or in-person at key user, customer, or partner touch points.

- **What does it look like?**



- **What's the basic process?**

1. Decide what you want to know & why.
2. Develop questions. Think SMURF:
 - Specific: *How many children under 12 live with you? NOT How many children do you have?*
 - Measurable: *Will you collect similar responses no matter how the survey is administered? (i.e. Likert for preferences)*
 - Understandable: *Do you use easy to understand words? Jargon free?*
 - Relevant: *Is your question asking what you really need to know?*
 - Framed: *Do you define the time & context? (e.g. How many times do you buy more than a six-pack of beer at the liquor store in one week?)*
3. Write a script or protocol (the script may differ if you are administering in-person).
4. Develop collection & recording method to manage data.
5. Run the survey.

Video Log

Video logs are ways to crowdsource rich data collection. You can capture short, candid, feedback & thoughts with smart phone cameras. These videos can be uploaded to social media or shared folders from just about anywhere.

- **When should you use it?**

You can use video logs in place of interviews or written reflections. They are easy to collect & share using a hashtag (#).

- **What does it look like?**

What do you LOVE about your new puppy?

Take 15 seconds to share with us.

Post your video on Twitter, Instagram or Facebook:
#puppylove #myrescue



- **What's the basic process?**

1. Decide what you want to learn & why.
2. Create a simple prompt or question.
3. Develop easy sharing or uploading instructions.
4. Write a script or protocol (if you are collecting in-person).
5. Develop a collection & video management method.
6. Collect video logs.

Lean Lab

Lean Labs crowdsource data collection in fun, interactive ways where people engage in activities at workshops or on their own.

- **When should you use it?**

Lean Labs are most effective when you want to increase user, customer, or partner engagement. Through quick, hands-on activities you can get people interested & you can collect valuable feedback & insights.

- **What does it look like?**

Workshop
Facilitated, hands-on



Group activities incorporate ideation, reflection, & deep thinking

Feedback Station
Self-paced, hands-on



Activities may include providing feedback, prototyping, reflecting

- **What's the basic process?**

1. Decide what you want to learn & why.
2. Determine which format will work for you.
 - ✓ Workshop: People engage in shared activities led by a facilitator during a set timeframe
 - ✓ Station: People are encouraged to respond to a prompt or engage in an activity on their own
3. Develop your activities & agenda.
*Use your **trACTION** cards to come up with activities for your lab.*
4. Develop data collection & management strategies.
5. Have fun!

Data Visualization

When you are asking other people to help you analyze & interpret data, you need to present the information in ways that help them see it clearly.

This chart provides the basics of what type of presentation will work best in certain situations. For a much more brilliant & comprehensive version...we love Dan Roam's *Back of the Napkin!*

	Maps	Show distribution, location, & proximity/ relation of items (normally geographic)
	Tables	Present numeric quantities concisely, allow item to item comparisons
	Bar charts	Show comparison of quantities
	Line graph	Illustrate trends over time in amounts, sizes, rates, & other measurements
	Pie charts	Give visual impression of parts in proportion to each other in the whole
	Flow charts	Present steps in a process or how systems interact
	Photograph	Capture events in progress & record developments over time
	Scatter plot	Visually describe relationships between numerical parameters or distributions
	Timeline	Represents events in chronological order

Story vs. Snapshot

Narrative is the primal form of memory. We construct our identity from stories & understand new concepts through story & metaphor. So it just makes sense to ask Data Party guests to create stories or snapshots.

Elements of a data story

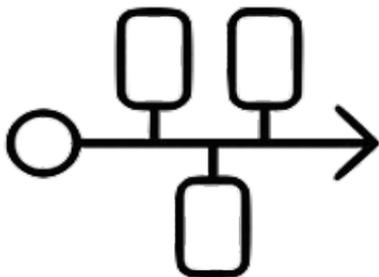
Setting: *Contextual details*

Plot: *Events over time*

Characters: *Protagonist & supporting*

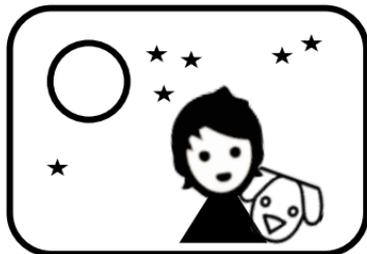
Conflict: *The problem*

Resolution: *The solution*



When do you create a data story?

When you want to begin to understand a series of interactions, with multiple actors, happening over time. If you are triangulating multiple data with a broad research question...the data story is for you.



Elements of a data snapshot

Background: *Where it happened*

Detail: *Important variables*

Relationships: *Interactions & proximity*

Perspective: *What is near & far*

Foreground: *Who & what is in focus*

When do you create a data snapshot?

When you want to begin to understand a single interaction & the different contextual aspects. If you are analyzing trends in a single data set ...the data snapshot is for you.