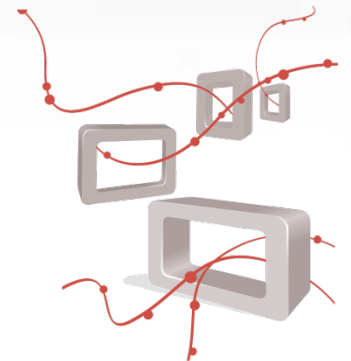# User eXperience Ru 2011

New Face of Persona:
Behavioral Analytics for Design

Sanzhar Kettebekov

segment interactive
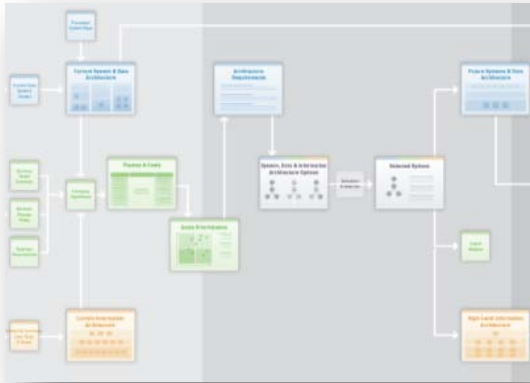
October, 7 2011

User Experience for a Media Site

Monetizing vs. Usability

- A fine line between
  - Lots of ads – no ads
  - "Pop-up" ads – no flash ads
  - Registration wall – organic traffic
  - Catering to all audiences – well defined target audience
  - Internal community– Social Network connect strategy
  - One navigation – personalized architecture

Elements of UX Design Process

1 requirements

2 personas

3 user needs

4 scenarios

5 wire frames

6

3

Key Requirements for Personas

- Adequately represents a user population

- Captures functional and critical needs

- Serves as a communication tool and integrates into the design cycle

Problems with Classical Personas

Hard to come up for an unstructured audience
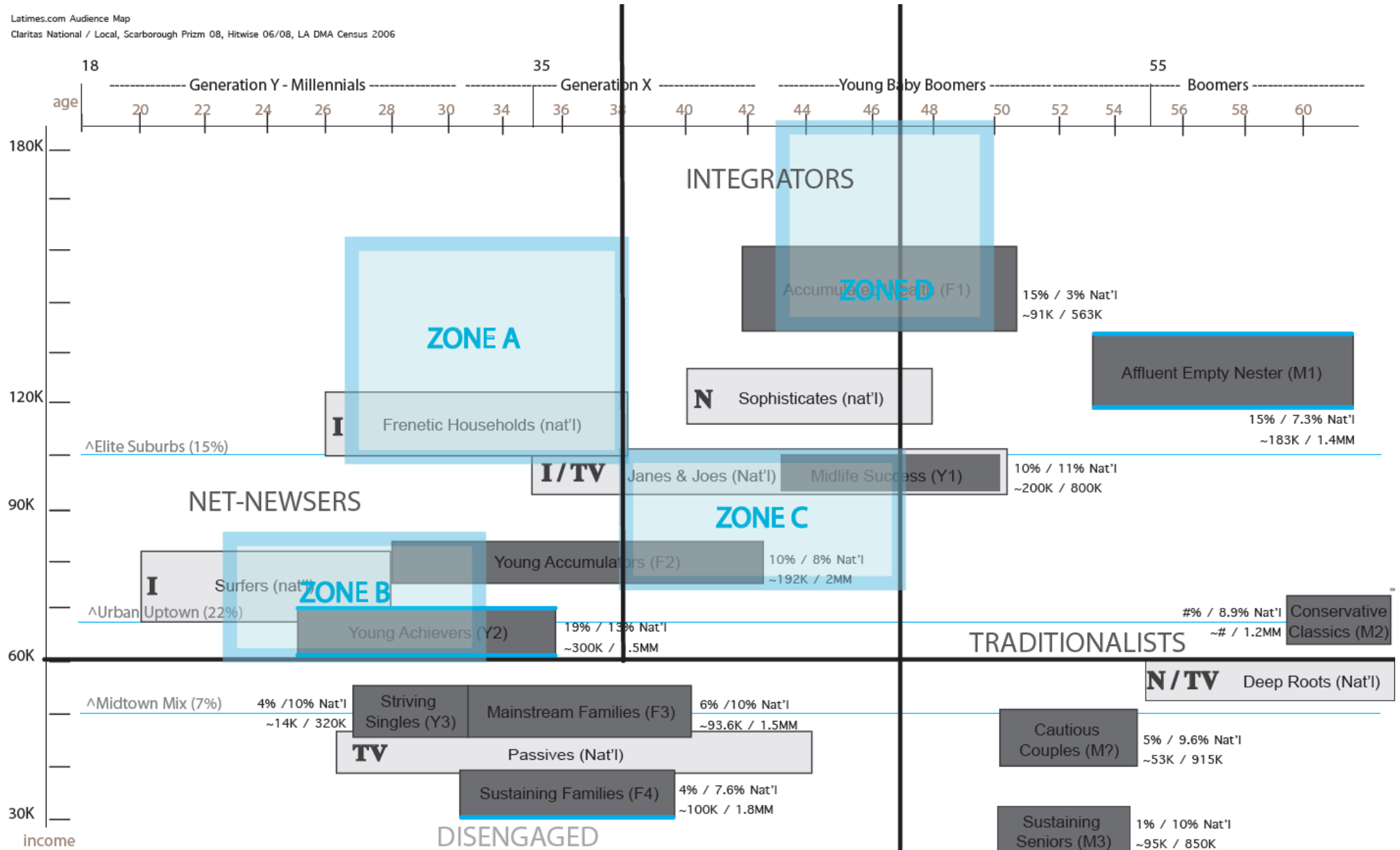
(vs. enterprise roles)

- Lacks quantitative basis
- Lacks users psychographical and behavioral representation
- Conveys approximate user needs
  - No easy process to capture needs
  - **Subjective**, often to the stakeholders opinion
  - **Biased** towards a part of population
- Does not provide audience development metrics and BI tools
- Limited value for marketing and sales

Example: Demographics-Based Segments

Latimes.com Audience Map
Claritas National / Local, Scarborough Prizm 08, Hitwise 06/08, LA DMA Census 2006

18	35	55
------- Generation Y - Millennials -------	------- Generation X -------	-------Young Baby Boomers----------- Boomers -------

age
20 22 24 26 28 30 34 36 3 40 42 44 46 48 50 52 54 56 58 60

180K

INTEGRATORS

ZONE D

Accumu...ed (F1)   15% / 3% Nat'l
                   ~91K / 563K

ZONE A

I   Sophisticates (nat'l)   Affluent Empty Nester (M1)

120K

N   Sophisticates (nat'l)

Frenetic Households (nat'l)   15% / 7.3% Nat'l
                               ~183K / 1.4MM

^Elite Suburbs (15%)

I/TV   Janes & Joes (Nat'l)   Midlife Success (Y1)   10% / 11% Nat'l
                                                        ~200K / 800K

90K

NET-NEWSERS   **ZONE C**

Young Accumulators (F2)   10% / 8% Nat'l
                           ~192K / 2MM

I   Surfers (nat'l)   **ZONE B**

^Urban Uptown (22%)   Young Achievers (Y2)   19% / 13% Nat'l
                                               ~300K / .5MM

#% / 8.9% Nat'l   Conservative
~# / 1.2MM   Classics (M2)

TRADITIONALISTS

60K

N / TV   Deep Roots (Nat'l)

^Midtown Mix (7%)   4% /10% Nat'l   Striving Singles (Y3)   Mainstream Families (F3)   6% /10% Nat'l
                     ~14K / 320K   ~93.6K / 1.5MM

Cautious Couples (M?)   5% / 9.6% Nat'l
                         ~53K / 915K

TV   Passives (Nat'l)

Sustaining Families (F4)   4% / 7.6% Nat'l
                            ~100K / 1.8MM

30K

DISENGAGED

Sustaining Seniors (M3)   1% / 10% Nat'l
                           ~95K / 850K

income

Why Not Demographics Segmentation?

INDEX		
55% Male		113
45% Female		87
1% 3-12		12
5% 13-17		39
34% 18-34		116
32% 35-49		117
28% 50+		120
65% Cauc.		83
8% Afr. Am.		97
9% Asian		210
16% Hisp.		193
1% Other		97

Internet Average

INDEX		
71% No Kids 0-17		120
29% Has Kids 0-17		70
15% $0-30k		85
22% $30-60k		82
27% $60-100k		95
36% $100k+		130
33% No College		73
44% College		107
23% Grad. Sch.		162

Internet Average
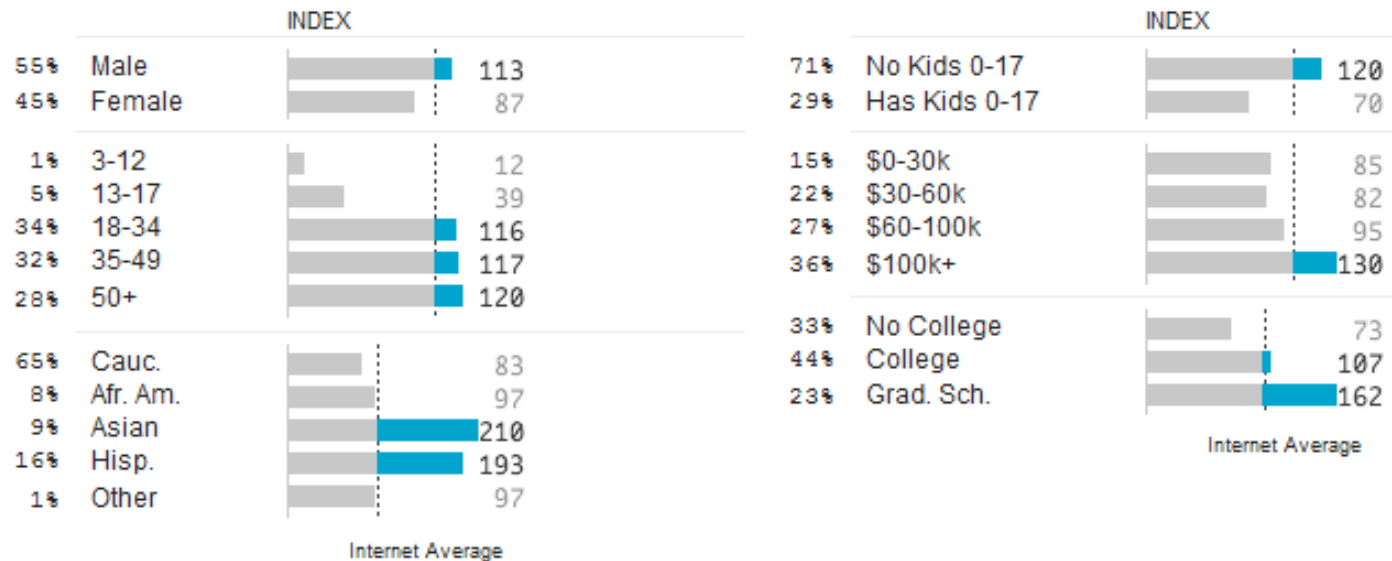
- Less relevant for design
  - Does not represent what users actually do online
  - Approximated needs limited to lifestyle data
- Not relevant and not accurate
  - Sample-based approximation
- Not real-time and expensive
  - A field research study takes at least 4-8 weeks
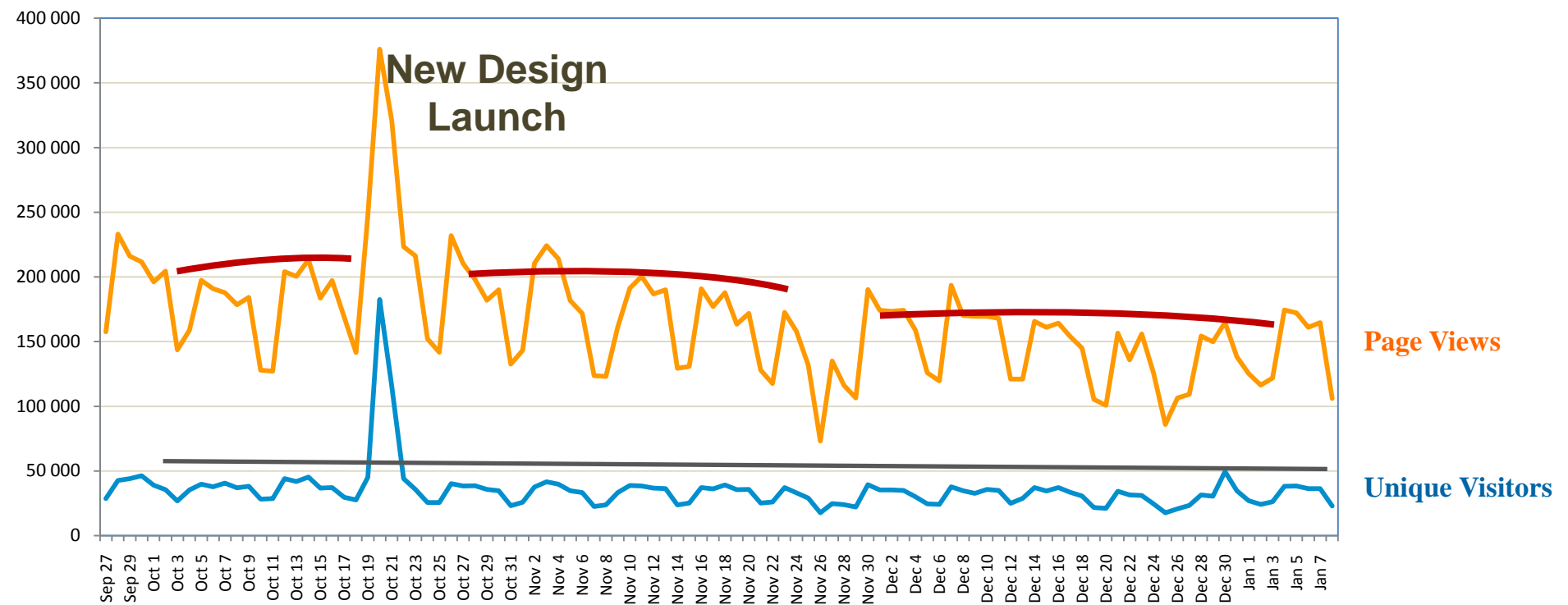
Current Media Pain Points

- Which audience segments can be monetized and how to find them

- How to sell ad space for a premium rate

- How to increase monetizable traffic (PVs)

Why Behavioral Analytics?

- Directly relates to usage and monetization metrics
  - Enables measurement and tracking of brand loyalty, user engagement and some of the attitudinal metrics
  - Quantifies user audience segments
  - Can be correlated with to audience performance on ad conversions
- Real-time reporting of website usage by defined segment
- Easy to integrate into the product lifecycle

A Bit Too Late

- # New design launched
  - – down trend of PVs with respect to UVs

Site Redesign Example

Research Methodology

marketing personas

Intercept Survey
- Interest clusters
- Demographics
- Brand Loyalty

Focus Groups
- Needs Clusters
- Attitudinal
- Consumption

Behavioral Analytics
- Behaviors
- Usage Clusters
- Problem Areas

Personas
- IA Design
- Audience Dev
- Brand Dev

8 preliminary behaviors

5 fundamental behaviors
3 – primary
2 – intermediate

Towards Integrated Product Cycle

13
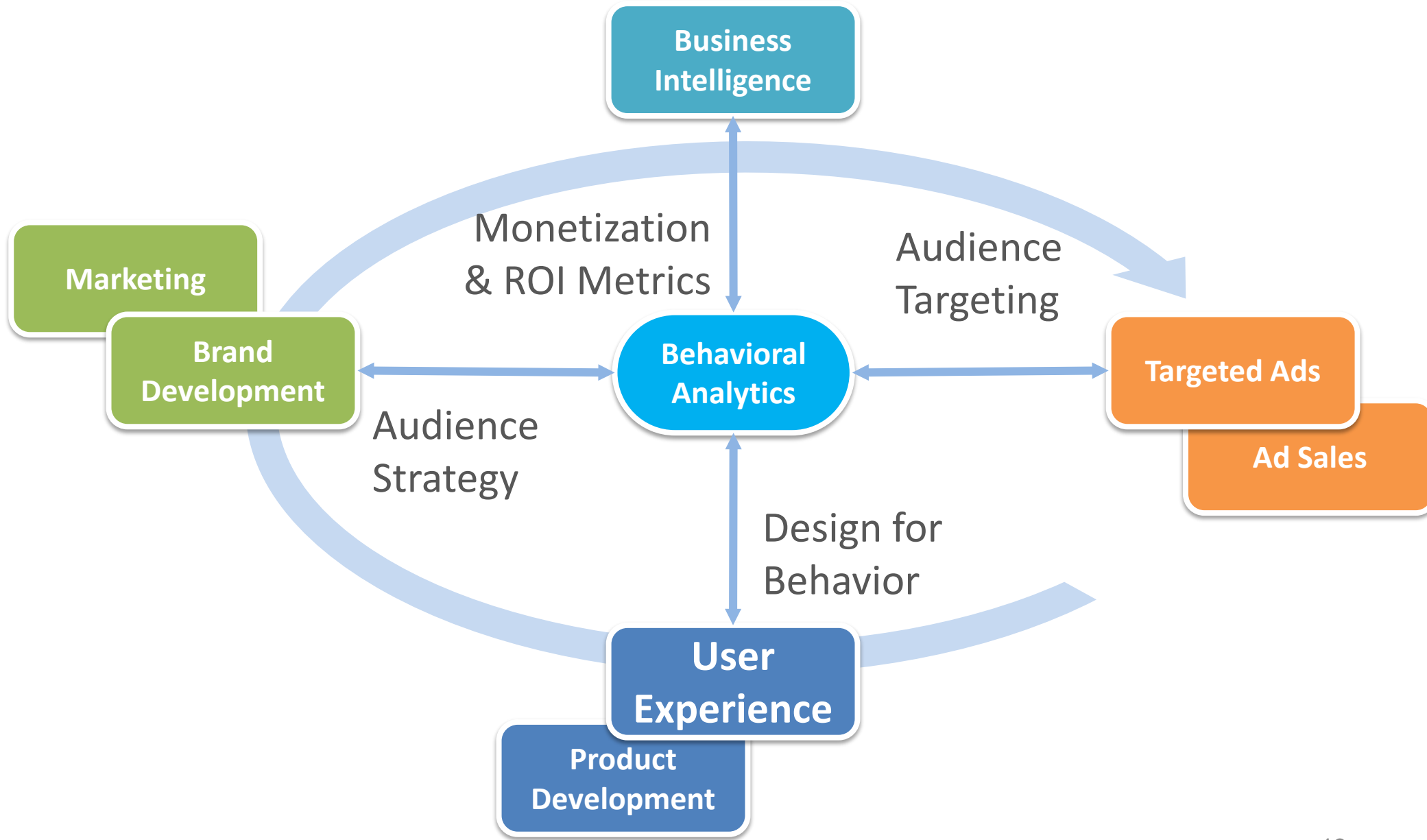
Personas Research: Intercept Survey

Bootstrap personas model from consumption behavior perspective

- Goals:
  - Capture entry points to the homepage.
  - Evaluate brand perception
  - Assess interest level in different information topics and services.
  - Assess user demographics and psychographics.

- Evaluation Methodology:
  - Pop-up survey offered to homepage visitors
  - 25,781 survey responses.
  - averaged 4 minutes in length.

Results: Poor Content Fit

Q3: What are you looking for today? (yes/no answers)

| Correlations	Q3WorldN	Q3NatNev	Q3CaliNe	Q3LANev	Q3Locall	Q3Class	Q3Sports	Q3Busine	Q3Entert	Q3FoodR	Q3Things	Q3Electi	Q3Crime	Q3Fashi	Q3Scien	Q3Enviro	QHomeG	Q3Arts	Q3Blogs	Q3Obits	Q3Weath	Q3Horoc	Q3Pics	Q3Other
Q3WorldNews	1	0.632	0.215	0.102	0.114	0.025	0.099	0.23	0.147	0.128	0.109	0.278	0.145	0.103	0.304	0.256	0.136	0.194	0.133	0.07	0.116	0.04	0.081	-0.096
Q3NatNews	0.632	1	0.292	0.142	0.124	0.014	0.1	0.228	0.172	0.121	0.097	0.291	0.147	0.109	0.27	0.241	0.136	0.181	0.144	0.077	0.11	0.029	0.063	-0.102
Q3CaliNews	0.215	0.292	1	0.352	0.201	0.022	0.058	0.16	0.152	0.142	0.144	0.148	0.165	0.094	0.165	0.177	0.139	0.137	0.081	0.077	0.134	-0.01135	0.083	-0.155
Q3LANews	0.102	0.142	0.352	1	0.32	0.055	0.089	0.163	0.185	0.173	0.235	0.124	0.235	0.112	0.123	0.133	0.141	0.151	0.08	0.097	0.163	-0.00811	0.076	-0.109
Q3LocalNews	0.114	0.124	0.201	0.32	1	0.097	0.091	0.166	0.125	0.172	0.224	0.146	0.265	0.108	0.163	0.162	0.15	0.134	0.09	0.087	0.208	0.031	0.091	-0.039
Q3Class	0.025	0.014	0.022	0.055	0.097	1	0.024	0.065	0.051	0.074	0.136	0.044	0.085	0.067	0.066	0.051	0.063	0.046	0.039	0.042	0.12	0.05	0.075	-0.00773
Q3Sports	0.099	0.1	0.058	0.089	0.091	0.024	1	0.205	0.155	0.088	0.09	0.095	0.093	0.00898	0.078	0.063	0.024	0.035	0.032	0.044	0.091	0.017	0.027	-0.081
Q3Business	0.23	0.228	0.16	0.163	0.166	0.065	0.205	1	0.199	0.181	0.164	0.22	0.181	0.137	0.287	0.252	0.187	0.165	0.129	0.102	0.17	0.00659	0.085	-0.052
Q3Entert	0.147	0.172	0.152	0.185	0.125	0.051	0.155	0.199	1	0.294	0.288	0.202	0.205	0.276	0.189	0.206	0.203	0.345	0.143	0.155	0.161	0.052	0.155	-0.073
Q3FoodRest	0.128	0.121	0.142	0.173	0.172	0.074	0.088	0.181	0.294	1	0.458	0.181	0.181	0.287	0.205	0.225	0.355	0.298	0.127	0.11	0.193	0.066	0.141	-0.038
Q3Thingstodo	0.109	0.097	0.144	0.235	0.224	0.136	0.09	0.164	0.288	0.458	1	0.198	0.214	0.275	0.193	0.222	0.27	0.318	0.134	0.09	0.258	0.057	0.187	-0.046
Q3Elections	0.278	0.291	0.148	0.124	0.146	0.044	0.095	0.22	0.202	0.181	0.198	1	0.236	0.168	0.321	0.334	0.192	0.268	0.251	0.131	0.177	0.06	0.121	-0.033
Q3Crime	0.145	0.147	0.165	0.235	0.265	0.085	0.093	0.181	0.205	0.181	0.214	0.236	1	0.193	0.266	0.251	0.174	0.191	0.174	0.159	0.211	0.047	0.168	-0.034
Q3Fashion	0.103	0.109	0.094	0.112	0.108	0.067	0.00898	0.137	0.276	0.287	0.275	0.168	0.193	1	0.199	0.25	0.34	0.347	0.141	0.103	0.169	0.079	0.177	-0.029
Q3Science	0.304	0.27	0.165	0.123	0.163	0.066	0.078	0.287	0.189	0.205	0.193	0.321	0.266	0.199	1	0.574	0.289	0.33	0.2	0.116	0.202	0.053	0.155	-0.025
Q3Environ	0.256	0.241	0.177	0.133	0.162	0.051	0.063	0.252	0.206	0.225	0.222	0.334	0.251	0.25	0.574	1	0.35	0.361	0.205	0.114	0.212	0.05	0.16	-0.035
QHomeGarde	0.136	0.136	0.139	0.141	0.15	0.063	0.024	0.187	0.203	0.355	0.27	0.192	0.174	0.34	0.289	0.35	1	0.365	0.144	0.129	0.194	0.063	0.169	-0.031
Q3Arts	0.194	0.181	0.137	0.151	0.134	0.046	0.035	0.165	0.345	0.298	0.318	0.268	0.191	0.347	0.33	0.361	0.365	1	0.202	0.164	0.196	0.07	0.181	-0.048
Q3Blogs	0.133	0.144	0.081	0.08	0.09	0.039	0.032	0.129	0.143	0.127	0.134	0.251	0.174	0.141	0.2	0.205	0.144	0.202	1	0.087	0.116	0.029	0.125	-0.033
Q3Obits	0.07	0.077	0.077	0.097	0.087	0.042	0.044	0.102	0.155	0.11	0.09	0.131	0.159	0.103	0.116	0.114	0.129	0.164	0.087	1	0.146	0.066	0.103	-0.013
Q3Weather	0.116	0.11	0.134	0.163	0.208	0.12	0.091	0.17	0.161	0.193	0.258	0.177	0.211	0.169	0.202	0.212	0.194	0.196	0.116	0.146	1	0.088	0.173	-0.026
Q3Horocross	0.04	0.029	-0.01135	-0.00811	0.031	0.05	0.017	0.00659	0.052	0.066	0.057	0.06	0.047	0.079	0.053	0.05	0.063	0.07	0.029	0.066	0.088	1	0.058	-0.042
Q3Pics	0.081	0.063	0.083	0.076	0.091	0.075	0.027	0.085	0.155	0.141	0.187	0.121	0.168	0.177	0.155	0.16	0.169	0.181	0.125	0.103	0.173	0.058	1	-0.018
Q3Other	-0.096	-0.102	-0.155	-0.109	-0.039	-0.00773	-0.081	-0.052	-0.073	-0.038	-0.046	-0.033	-0.034	-0.029	-0.025	-0.035	-0.031	-0.048	-0.033	-0.013	-0.026	-0.042	-0.018	1

Q8: What are you interested in? (4-point scale)

Correlations	Q8PersFir	Q8Sports	Q8EntIndu	Q8WorldN	Q8LocalN	Q8Stories	Q8Things	Q8MovieR	Q8Fashio	Q8Travel	Q8LocalB	Q8Advert	Q8RealEs	Q8Enviro	Q8Games	Q8Blogs	Q8Parent	Q8CelebN
Q8PersFin	1	0.175	0.155	0.234	0.237	0.232	0.305	0.218	0.244	0.355	0.452	0.32	0.481	0.259	0.153	0.168	0.308	0.125
Q8Sports	0.175	1	0.173	0.058	0.15	0.135	0.184	0.172	0.084	0.146	0.191	0.191	0.153	0.033	0.149	0.079	0.208	0.156
Q8EntIndust	0.155	0.173	1	0.057	0.187	0.304	0.339	0.546	0.463	0.278	0.206	0.236	0.228	0.168	0.189	0.166	0.199	0.629
Q8WorldNews	0.234	0.058	0.057	1	0.125	0.158	0.104	0.18	0.083	0.206	0.132	0.082	0.095	0.355	0.06	0.16	0.123	-0.00196
Q8LocalNews	0.237	0.15	0.187	0.125	1	0.238	0.449	0.155	0.158	0.213	0.529	0.314	0.343	0.198	0.078	0.079	0.16	0.128
Q8StoriesInPics	0.232	0.135	0.304	0.158	0.238	1	0.315	0.284	0.337	0.312	0.223	0.27	0.235	0.253	0.197	0.192	0.272	0.317
Q8ThingsToDo	0.305	0.184	0.339	0.104	0.449	0.315	1	0.368	0.377	0.467	0.438	0.451	0.39	0.225	0.186	0.146	0.265	0.263
Q8MovieReviews	0.218	0.172	0.546	0.18	0.155	0.284	0.368	1	0.396	0.355	0.166	0.253	0.193	0.248	0.198	0.201	0.222	0.408
Q8Fashion	0.244	0.084	0.463	0.083	0.158	0.337	0.377	0.396	1	0.388	0.226	0.315	0.301	0.215	0.274	0.178	0.284	0.502
Q8Travel	0.355	0.146	0.278	0.206	0.213	0.312	0.467	0.355	0.388	1	0.268	0.291	0.33	0.279	0.182	0.143	0.246	0.241
Q8LocalBusiness	0.452	0.191	0.206	0.132	0.529	0.223	0.438	0.166	0.226	0.268	1	0.404	0.503	0.211	0.112	0.117	0.238	0.136
Q8AdvertLocalSto	0.32	0.191	0.236	0.082	0.314	0.27	0.451	0.253	0.315	0.291	0.404	1	0.375	0.169	0.251	0.162	0.322	0.229
Q8RealEstateNew	0.481	0.153	0.228	0.095	0.343	0.235	0.39	0.193	0.301	0.33	0.503	0.375	1	0.195	0.115	0.14	0.293	0.202
Q8EnviroNews	0.259	0.033	0.168	0.355	0.198	0.253	0.225	0.248	0.215	0.279	0.211	0.169	0.195	1	0.124	0.199	0.213	0.088
Q8GamesHoro	0.153	0.149	0.189	0.06	0.078	0.197	0.186	0.198	0.274	0.182	0.112	0.251	0.115	0.124	1	0.107	0.207	0.257
Q8Blogs	0.168	0.079	0.166	0.16	0.079	0.192	0.146	0.201	0.178	0.143	0.117	0.162	0.14	0.199	0.107	1	0.171	0.17
Q8Parenting	0.308	0.208	0.199	0.123	0.16	0.272	0.265	0.222	0.284	0.246	0.238	0.322	0.293	0.213	0.207	0.171	1	0.23
Q8CelebNews	0.125	0.156	0.629	-0.00196	0.128	0.317	0.263	0.408	0.502	0.241	0.136	0.229	0.202	0.088	0.257	0.17	0.23	1

Deriving Taxonomy
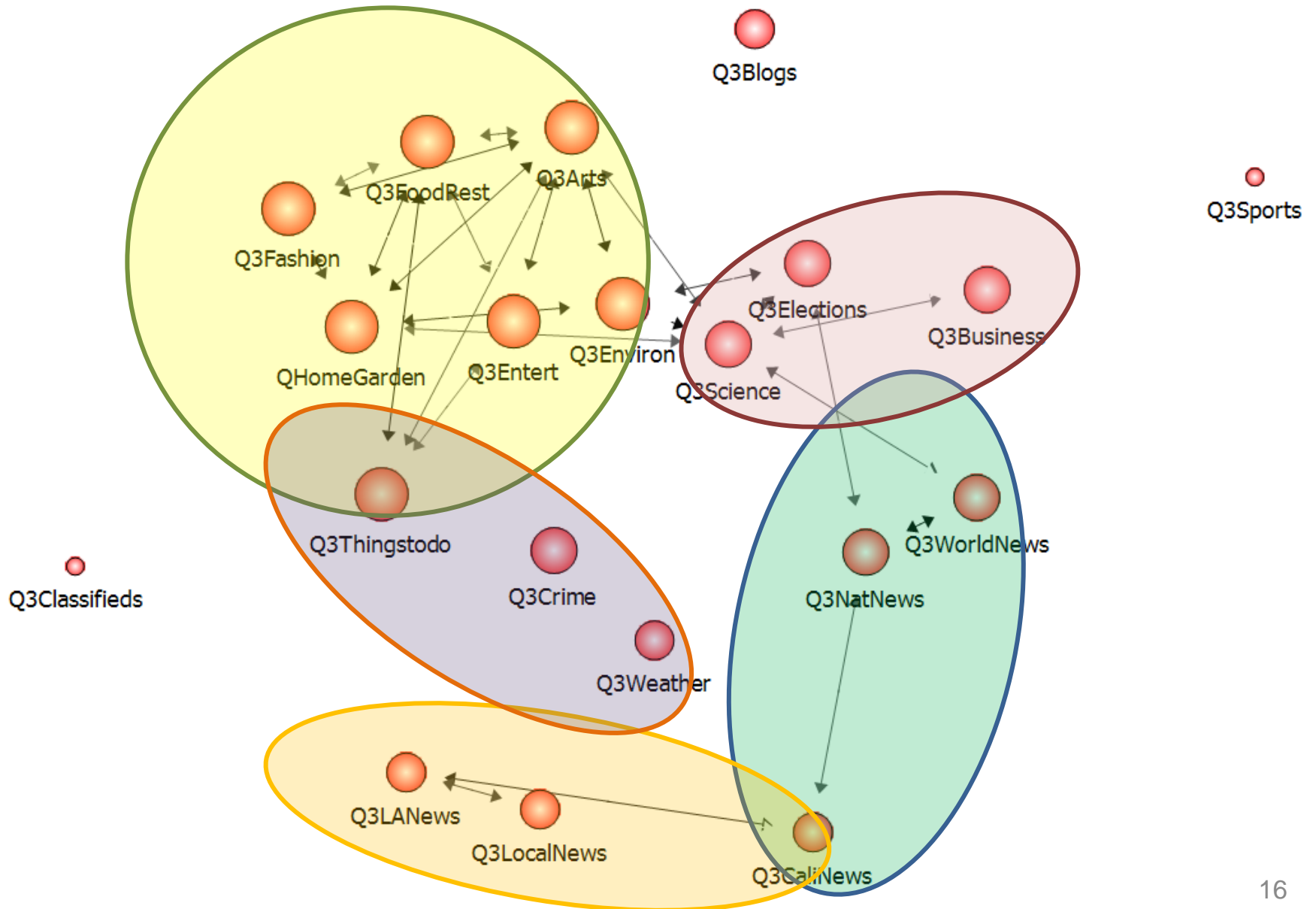
Personas Research: Focus Groups

Define generalizable and extensible online consumption behavioral models applicable for other markets.

- Goals:
  - Understand user needs, both met and unmet. Evaluate brand perception.
  - Understand psychographic and attitudinal characteristics of target audience segments.
  - Tie user interests, needs, and attitudes with their online consumption behavior.

Personas Research: Focus Groups Methods

- 8 focus groups of 8 people each.
  - 2 focus groups in each location.

- 2x4 groups design
  - Main independent variable: users and non-users

	Location	Age	Kids in HH	latimes.com User
1	Pasadena	35-60	Mixed	Yes
2	Pasadena	35-60	Mixed	No
3	West LA	25-40	Mixed	Mixed
4	West LA	35-60	Mixed	Mixed
5	Downtown LA/ Silverlake	25-40	Mixed	Yes
6	Downtown LA/ Silverlake	25-40	Mixed	No
7	Irvine	25-60	Yes	Mixed
8	Irvine	25-60	No	Mixed

Focus Groups: Consumption Behaviors

- Three primary behaviors. Individuals may exhibit all three behaviors.
  - Confirmed retroactively using qualitative and quantitative approaches
  - Comprehensive coverage of behavioral, motivational, and attitudinal factors
- Individuals are classified into behavior profiles based on their most frequent behavior patterns.
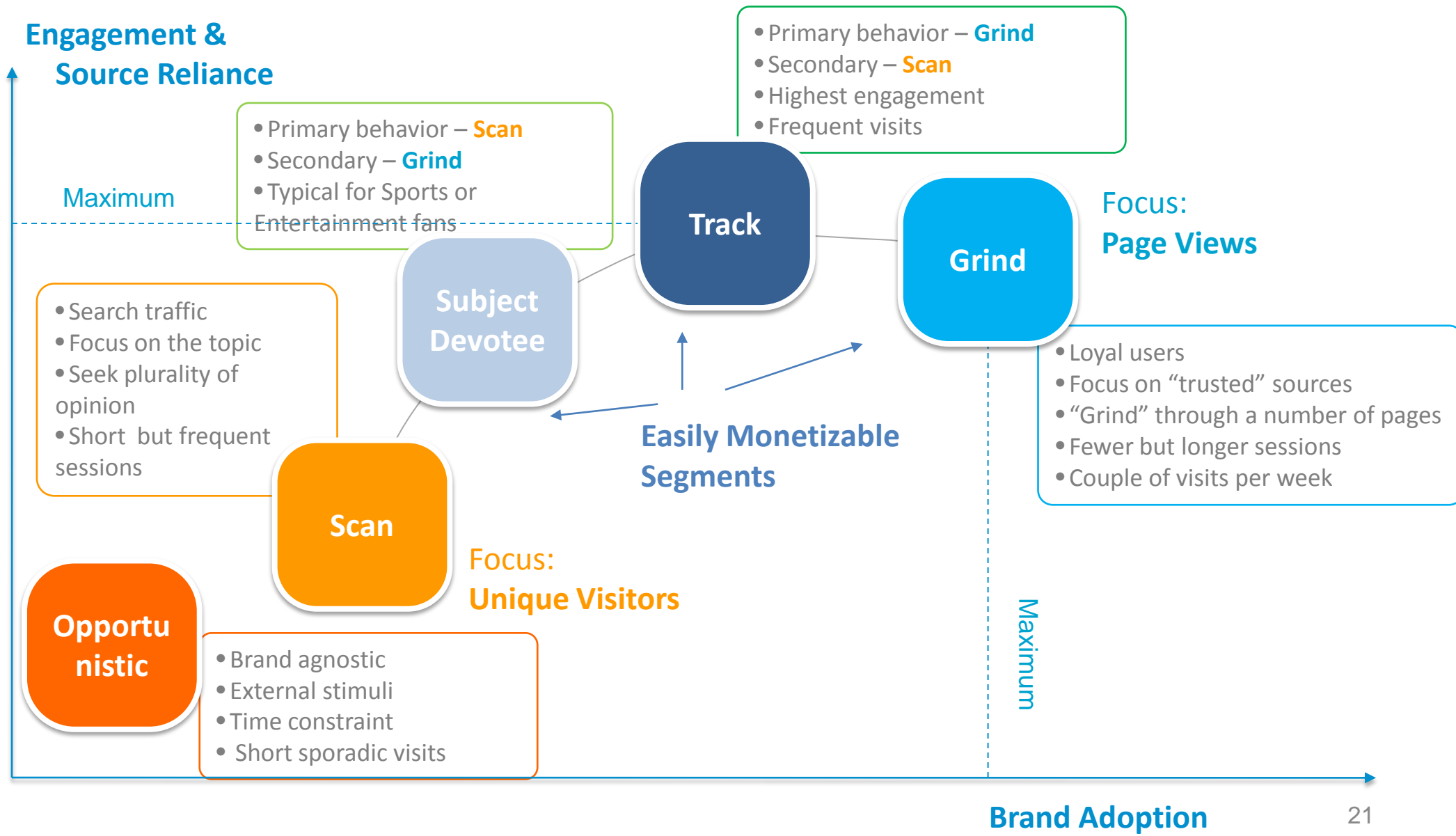
	Grind	Scan	Opportunistic
Focus	Source	Topic	One fact
Source loyalty	Strong	Middling	None – brand agnostic
Time spent, frequency	Long, 1-2x /day	Short, many times per day	Very short, sporadic
Opinion	Trusted unique	Plural	Any
Mindset	Fear Comprehensive (in subject area)	Greed Incremental knowledge	One fact
Motivation	Habit – must finish (time or subject)	Habit by interest, hobby	Concrete goal set by external stimuli
Key phrase	"I go through a list of bookmarks" "I start with this site every day"	"Many sources" "I Google a lot"	"My kids want to know …"

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Actionable Behavioral Analytics

web analytics data

Behavioral Classification

Custom Research

Design
IA for each
behavioral segment

Actionable Metrics :
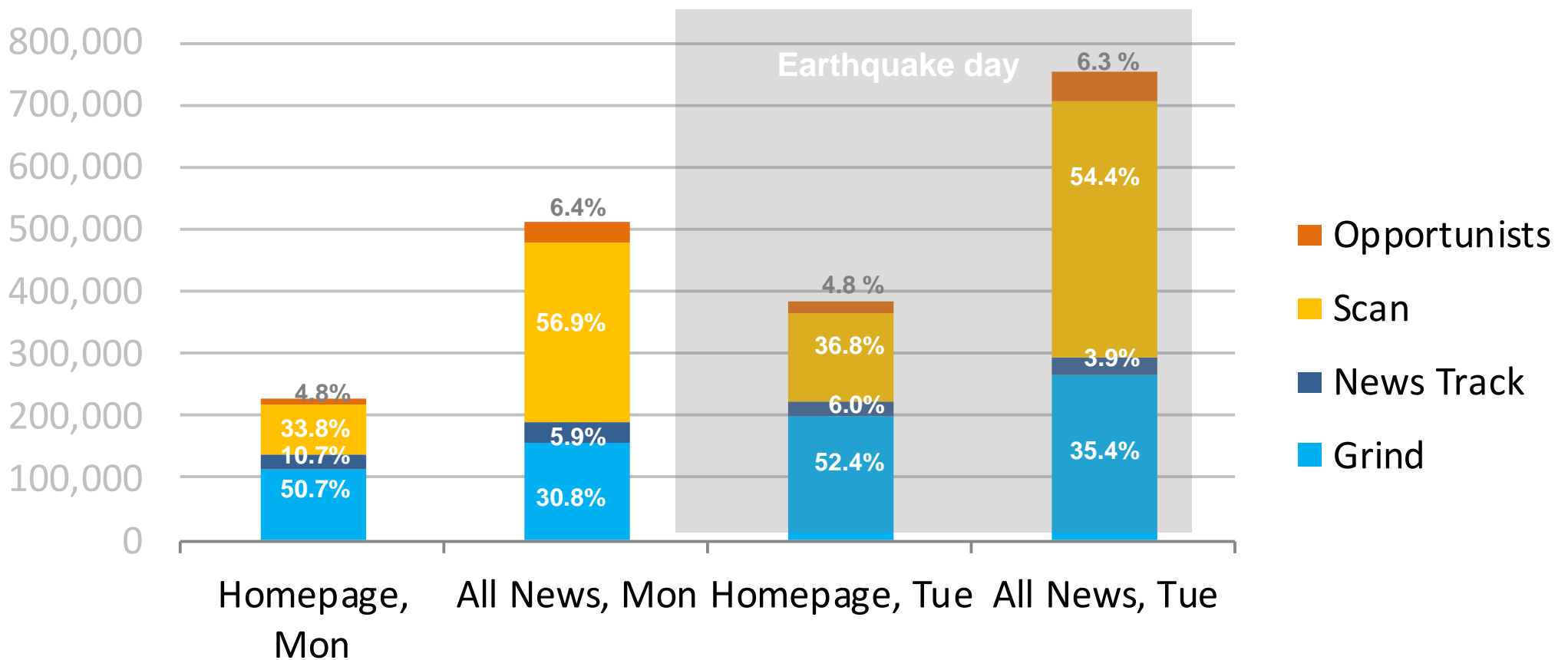• Content fit
• Chanel reliance
• Engagement
• Brand loyalty
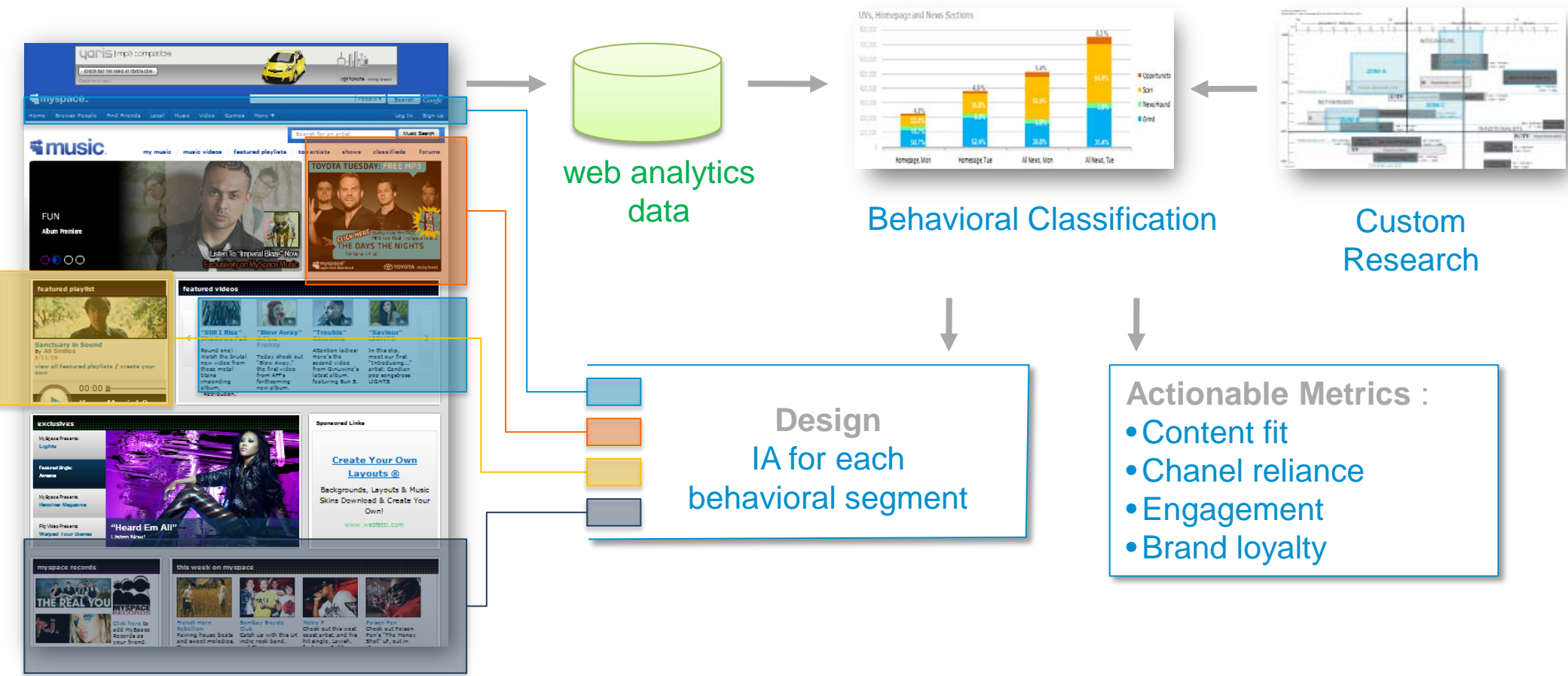
- Provide relevant and actionable analytics and optimal strategy for monetizable audience growth
- Maximize traffic by optimizing information architecture and content merchandising to fit site's audience
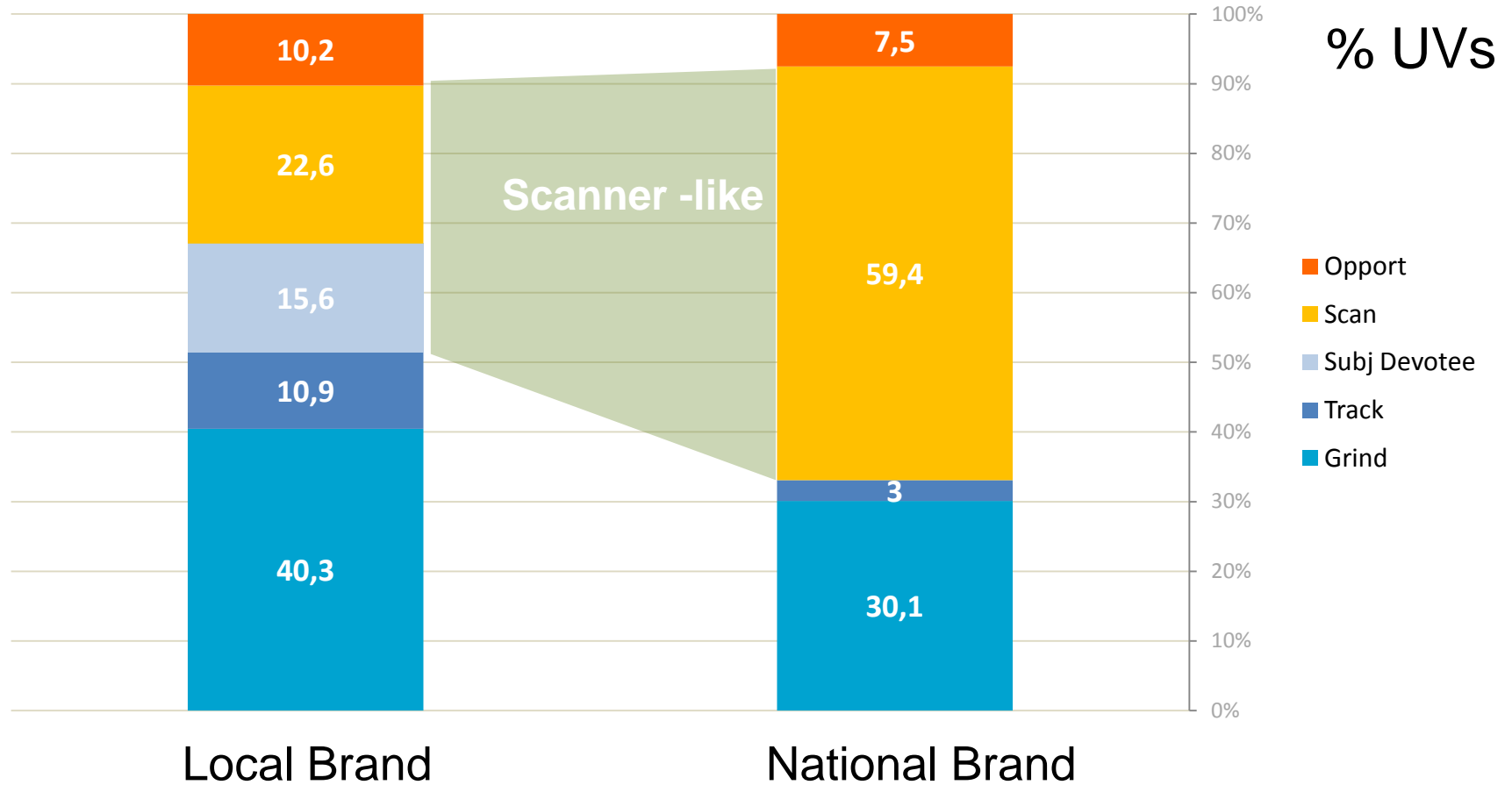
20

Fundamental Behaviors (grind-scan™)

Engagement & Source Reliance

Maximum

- Primary behavior – **Grind**
- Secondary – **Scan**
- Highest engagement
- Frequent visits

- Primary behavior – **Scan**
- Secondary – **Grind**
- Typical for Sports or Entertainment fans

Track

Grind

Focus:
Page Views

Subject Devotee

- Search traffic
- Focus on the topic
- Seek plurality of opinion
- Short but frequent sessions

- Loyal users
- Focus on "trusted" sources
- "Grind" through a number of pages
- Fewer but longer sessions
- Couple of visits per week

Easily Monetizable Segments

Scan

Focus:
Unique Visitors

Opportunistic

- Brand agnostic
- External stimuli
- Time constraint
- Short sporadic visits

Maximum

Brand Adoption

21

Behavior Shifts

UVs, Homepage and News Sections

Earthquake day

Opportunists

Scan

News Track

Grind

Homepage, Mon   All News, Mon   Homepage, Tue   All News, Tue

- Relatively low **grind** % - not a primary source of information
  - Observed organic growth between a major news event and a Monday without major shift in behavior suggests problems with information architecture not allowing grind-like conversions (x3-4 PVs)

Local Vs. National Audience

% UVs

Local Brand

National Brand

Legend:
- Opport
- Scan
- Subj Devotee
- Track
- Grind

Local Brand values: 10,2 / 22,6 / 15,6 / 10,9 / 40,3

National Brand values: 7,5 / 59,4 / 3 / 30,1

Scanner -like

- Brand loyalty, reliance, and engagement is better for the local brand
  – Local audience is better from advertisers' perspective

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Use of Navigation and Hot Topics

	Use of Navigation	Use of Hot Topics
Grind	Heavy for most: they grind through Homepage and preferred section fronts. Some will not use nav. Target user of nav.	Light.
Track	Heavy. Use nav to scan.	Medium – use during scan periods. Target user of Hot Topics.
Scan	Very light.	Heaviest. Target user of Hot Topics.
Opportunistic	Some search, some use nav.	Sporadic, mainly light.
Subject Matter Devotee	Some are heavy users, others have key sections bookmarked.	Light. Use during scan periods.

Return Behavior

	Return Visit Behavior	Inducements to Return
Grind	Regular. May be daily, or Grinder may be on a multi-day cycle.	Grinders return to our site because they are loyal: they value our reputation and credibility. In addition, familiarity, usability, and appealingness are important. Past Days tab could induce Grinders to return more frequently, especially those on a multi-day cycle.
Track	Regular. May be daily, or Grinder may be on a multi-day cycle.	Inducements to return might include: • Timelines, A-Z pages, Past Days Tab, and other ways to give them easy access to more details about the news.

Return Behavior

	Return Visit Behavior	Inducements to Return
Scan	Are most likely to land on the site as a result of SEO – if their search term returns an LATimes.com result. May return if they consider the LATimes.com an authoritative source on a topic they are interested in.	Scanners are most likely to come back if we have: • Good search – to allow them to find topics they're interested in • Hot Topics – to promote topics they may be interested in • Past Days Tab – to follow news from previous news days on topics they are interested in • Good contextual linking – to get them interested in other topics related to what they were originally looking for
Subject Devotee	Are most likely to land on the site as a result of SEO – if their search term returns an LATimes.com result. May return if they consider the LATimes.com an authoritative source on a topic they are interested in.	Subject Matter Devotees will return if they consider us to be a comprehensive and definitive source for topics they are interested in. • A-Z pages would help them follow their chosen topics. • Hot Topics bar giving a comprehensive overview. • Ways to track back a topic over time, including a Timeline or Past Days Tab.

Traffic Sources (a local media example)

	In-Market	In-Market (ext)	Out-of-Market
Grind	44.00%	42.80%	**37.40%**
Track	15.30%	13.80%	7.50%
Subj Devotee	17.30%	17.20%	**14.00%**
Scan	15.10%	17.50%	28.40%
Opportunist	7.70%	8.40%	**12.10%**

- Key monetizable audience segments have non-local origin

  - Surprisingly, both <u>Grinders</u> and <u>Subject Devotees </u>show consistent distribution of Out-of-Market traffic

  - <u>Scanner</u> Out-of-Market trend is typical as it is driven by search

  Definitions: In-Market –county; In-Market Extended – region; Out-of-Market – everywhere else

Channel Reliance (a local media example)

	Average Visits	Visited Once	Channel Reliance
Grind	25.4	47.7%	Fair
Track	88.5	0*	High
Subj Devotee	17.3	49.5%	Fair
Scan	4.85	75.1%	Low
Opportunist	4.19	82.4%	Low

- Key monetizable audience segment does not perceive the site as a primary source of information
  - Grinders and Subject Devotees have moderately low reliance
  - Scanners and Opportunists as expected have a high incidence of drive-by visitation

* Trackers, by definition, are visitors that have visited the site more than once

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Engagement Analysis (a local media example)

	Pages per Visit Day	Engagement
Grind	**5.99**	**Moderate**
Track	**15.32**	**Good**
Subj Devotee	**6.11**	**Good**
Scan	1	Low
Opportunist	4.19	Moderate

- Key monetizable audience segments are reasonably engaged but could be improved through better content fit

- Moderate engagement of Grinders may be indicative of Out-of-Market traffic

Content Fit Analysis (a local media example)

[%]	SITE TOTAL	HOME PAGE	NEWS	YOUR NEWS	SPORTS	BUSINESS	OPINION
Grinder	43.1	62.5	43.9	33.3	40.0	27.9	28.8
Tracker	13.2	22.8	18.5	9.2	16.9	19.7	12.0
Subj Devotee	7.7	7.2	6.6	8.1	28.7	16.5	10.1
Scanner	25.8	3.4	28.1	42.5	11.0	32.6	18.1
Opportunist	10.2	4.1	2.9	6.8	3.4	3.3	31.0

- Overall content architecture requires re-focusing
  - Monetizable audience is underrepresented for News, Business, and Opinion
  - Sports section needs SEO investment
  - Huge potential with Opinion but failing to convert to repeated visitors

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Behavior-Centric IA

1 Easy access to past dates
designed for: Trackers, Grinders

2 Horizontal Navigation
Grinders, News Trackers

3 "Hot News" topics for easy access to the prominent news topics
Subject Devotees, News Trackers

4 Visual preview of topics on the Homepage
Scanners

5 Local, aggregated breaking and feature news from many sources
Scanners, Trackers

6 Personalized news
Scanners, News Trackers, Opportunists

7 Aggregated "best of" content from around the Web
Scanners, Trackers

8 Mouseover headline preview
News Trackers, Scanners

Behavior and Interests (a national media example)
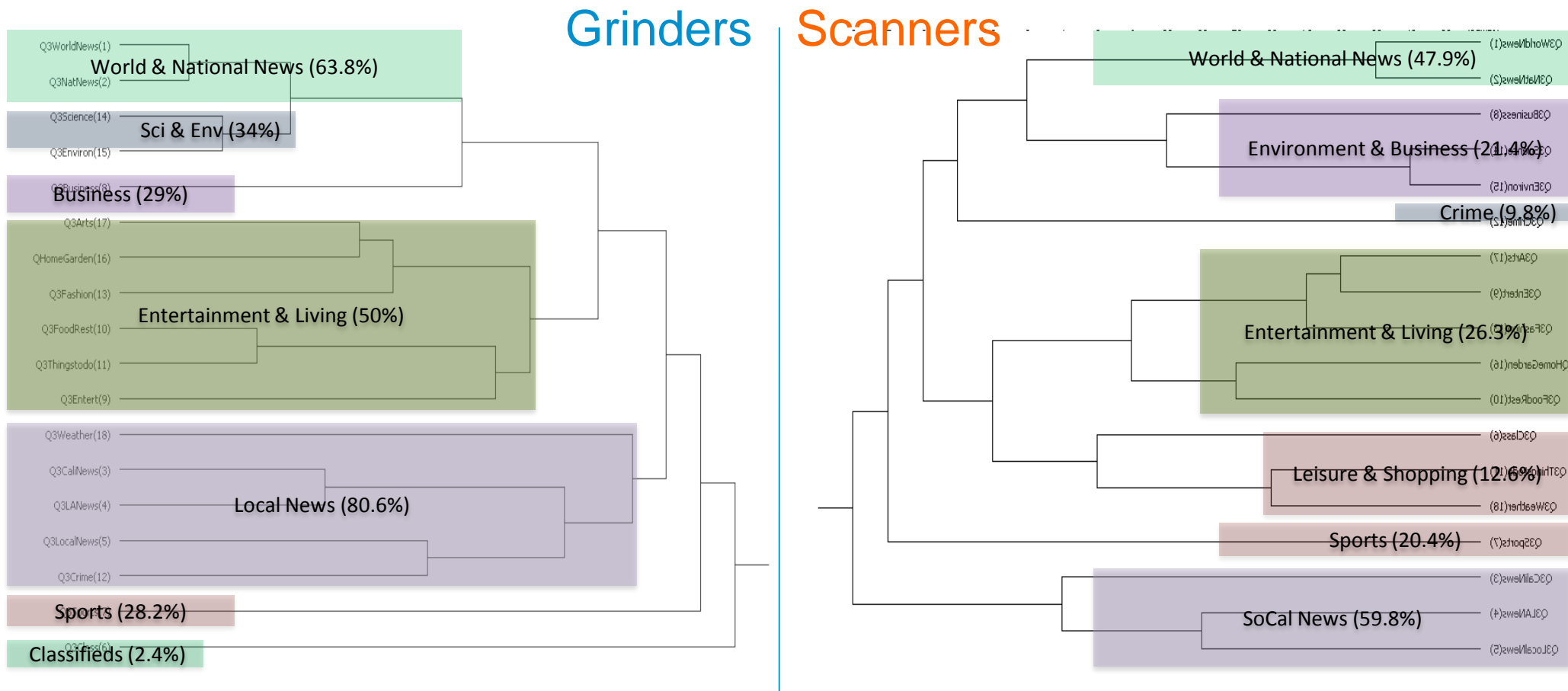
Grinders | Scanners

- Interests of Grinder segments are used to derive primary and secondary navigation to improve reliance and engagement
- Scanners interests are used to derived article-level related content to maximize PVs

Behavior-Centric IA: Article Page

- **Different for grinders and scanners**
  - Drives more PVs

Behavior-Centric IA: Taxonomy

Los Angeles Times

| Local News | U.S. & World News | Entertainment | Sports | Business & Technology | Travel | Health | Living | More ▾ |

- Several sections consolidated under one header

- Drives users to high-CPM, high-traffic areas

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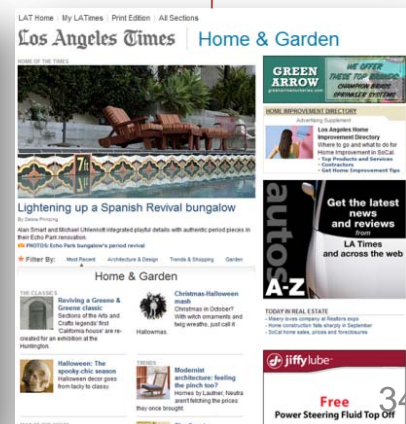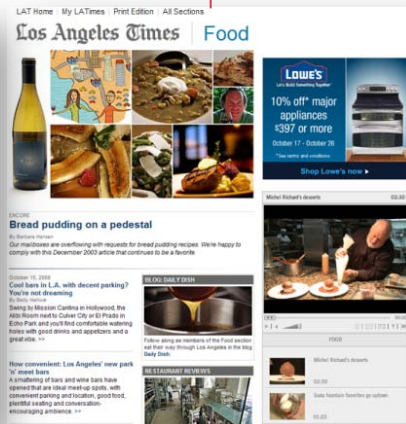
Extending Personas
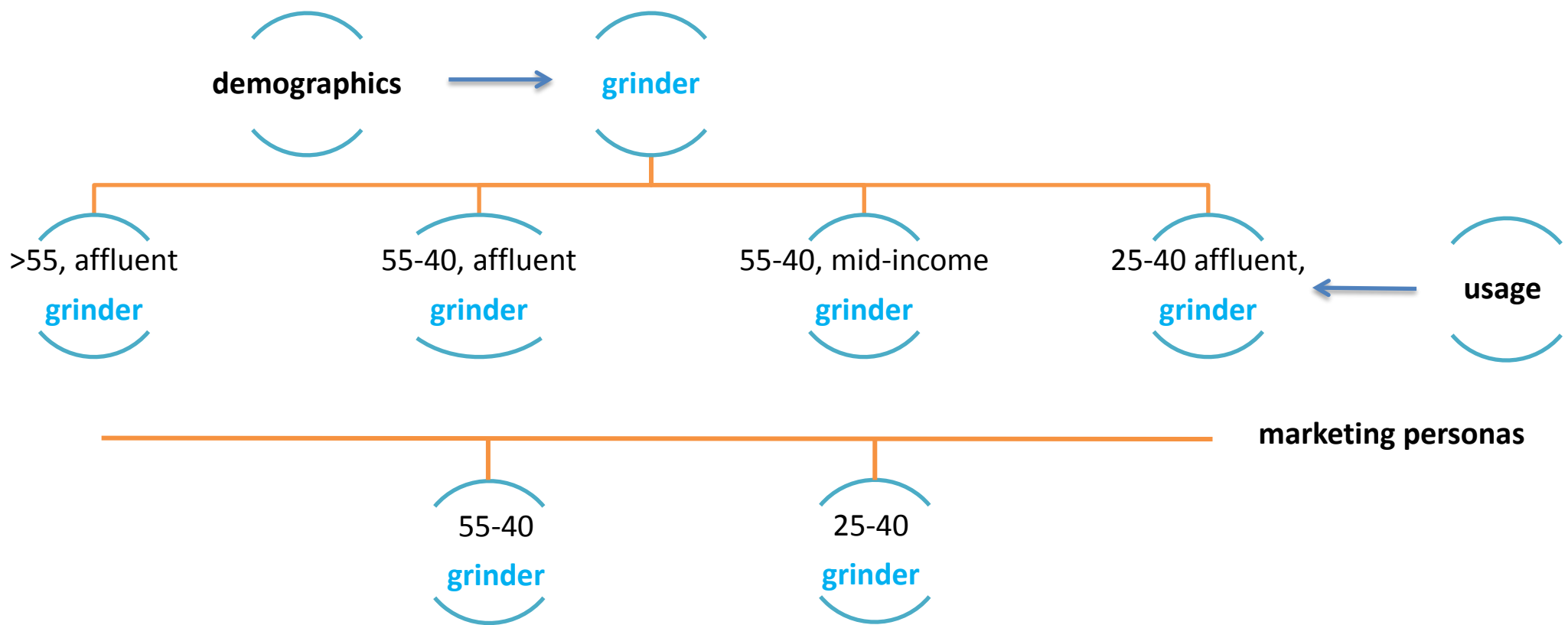
- Behavior is primary
- Not all permutations make sense

Audience Segments Revised

Latimes.com Audience Map
Claritas National / Local, Scarborough Prizm 08, Hitwise 06/08, LA DMA Census 2006

Primary: Grinders

Secondary:
News Hounds
Subject Matter
Devotees

Primary: Scanners

Secondary:
News Trackers
Subject Devotees
Sports Grinders

Primary: Subject
Devotees

Primary: Grinders

Secondary:
Opportunists
News Hounds

Primary: Scanners

Secondary:
Sports Grinders
News Hounds
Subject Devotees

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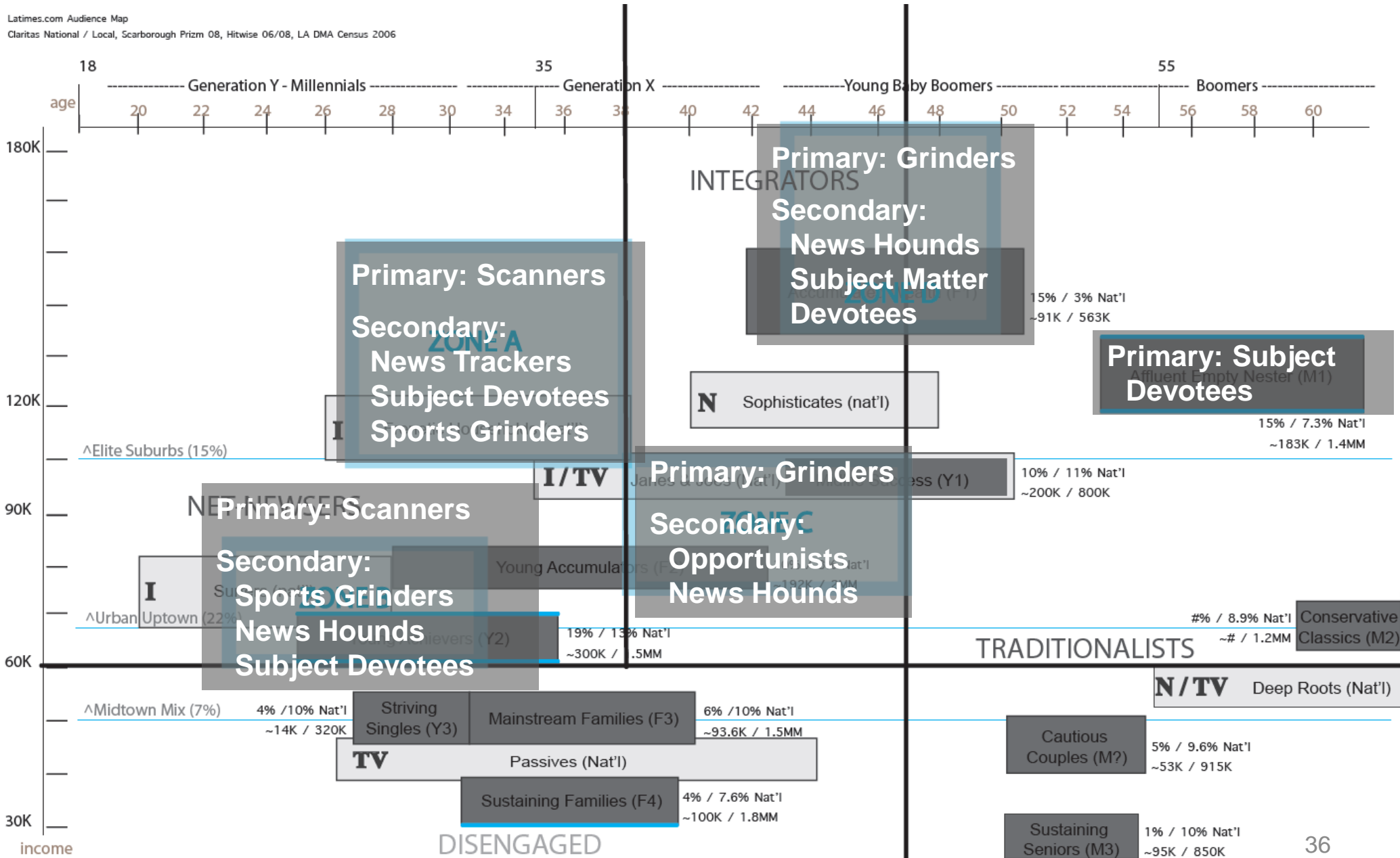
Audience Strategy (example)

|	Homepage	Section Fronts	Story-level Page	Video
Retain	Grind (>40) – maintain source reliance	Grind and SDs/News Trackers– maintain brand consideration	Scan (all Zones)– maintain UVs	<35 – maintain brand consideration
Focus	• Aligning with the interests • Show scope	Ease of access	SEO	Content merchandising
Growth	Trackers (all zones) – improving Stickiness and source reliance	SDs (all zones) & Grind and Trackers(<35) – improve brand consideration and source reliance	Grind (all zones) – improve stickiness . Scan (<35) – improve content syndication	SDs / Trackers(<35) and Scanners – improve brand consideration
Focus	• News aggregation (SoCal and Breaking) • Improve web curation	• Aggregated section fronts • Content partnerships	• Content syndication • Contextual aggregation	• Source agnostic integration • Better SoCal coverage
Acquisition	• New Grinders, News Trackers(<35), Scanners - expand brand consideration. • Opportunists - utility focus	New Subject Devotees – expand brand consideration.	Convert Scan behavior into News Hounds/ SDs – build brand consideration	Grinders (>40)- improve acceptance
Focus	• Improve programming • headline syndication to major aggregators	Improve the programming to capture niche interests	• Marketing campaigns • Content merchandising	• Usability • Local programming

Audience Risks

	Grinders	Trackers (primary – grind; secondary -scan)	Scanners	Subject Devotees (primary- scan; secondary grind)
Brand consideration (UVs per month)	Easy to maintain, loyal audience (over 40). Hard to recruit new (>35) – need acceptance as a trusted source.	Less predictable than Grinders – follow the news (especially >35). LAT is a secondary source. To improve UV – focus on Scan acquisition	Mostly agnostic to brands (majority of <35). To improve PVs – SEO and content syndication strategy	Can be loyal to a particular section. More UVs –improve the programming (e.g., sports, health, auto).
Source reliance (visits per day)	Usually low. Hard to increase – interferes with the habit	Medium. To improve (<35 + core) more breaking and relevant (SoCal) news	Centered around particular topic or news. To improve – focus on Breaking news (<35)	Could be higher than Scanners, if the source accepted as primary
Engagement (PPV)	High. PPV easy to increase with related info	Can be as high as for Grind. PPV increase – aggregated news	Usually low. To increase PPV – focus on related info aggregation	Higher than Scan. To increase PPV – improve depth of coverage

Low Risk .... High Risk

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Results
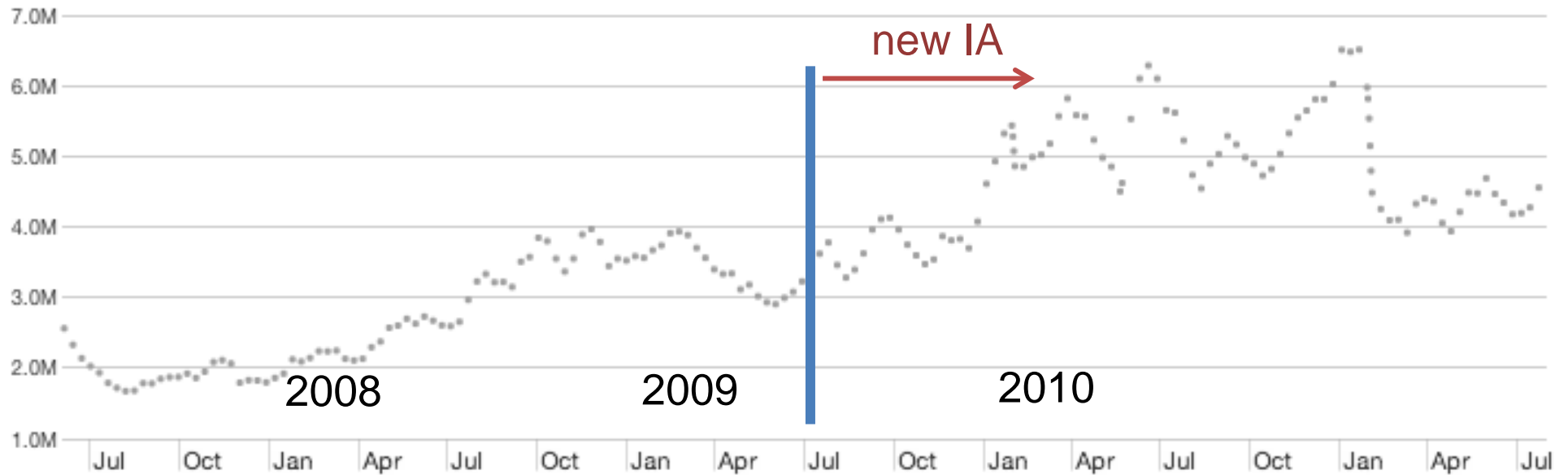
- Nearly doubled UVs
- Nearly doubled PPVs

Limitations

- Need existing site to generate data
  - A developed audience should exist
- Mechanics of behavioral segmentation is not trivial
- Investment is needed to take advantage
  - Integration with CMS and other BI or CRM platforms
  - Retagging may be required for web analytics
- May require organizational and practices change

Where Does It Fit?

- This in no way means you don't need other UX research methods
  - In fact, it is a complimentary method
- This is a good bootstrapping methodology as any interface has its peculiarities

Behavior Analytics Today (Ad Industry)

click history

past "behavior"

current interest

target

lifestyle segments

extrapolated approximation from external data suppliers
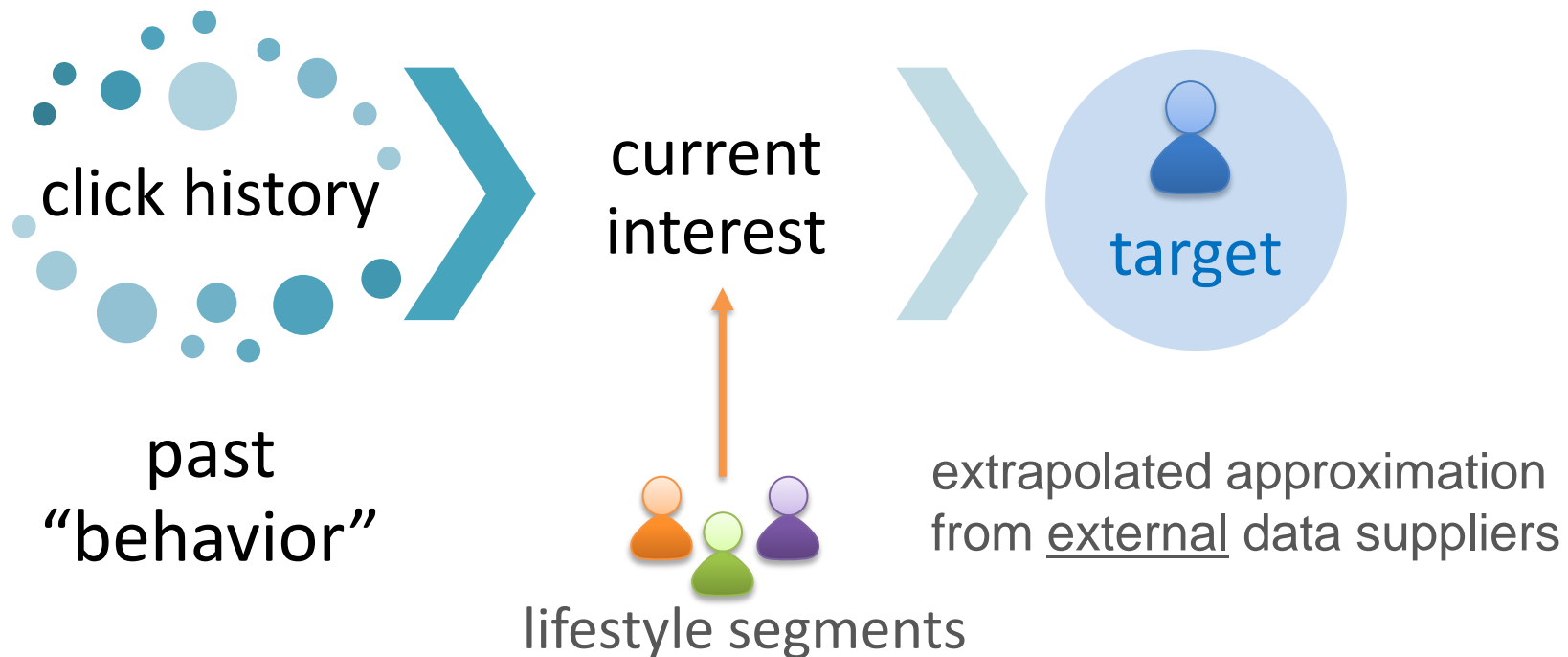
- Modeling interest rather than behavior
- Assumes user's interest remain the same
  - Inaccurate: 80-90% of ad impressions are wasted

Next Level of Behavioral Analytics

measurable behavior
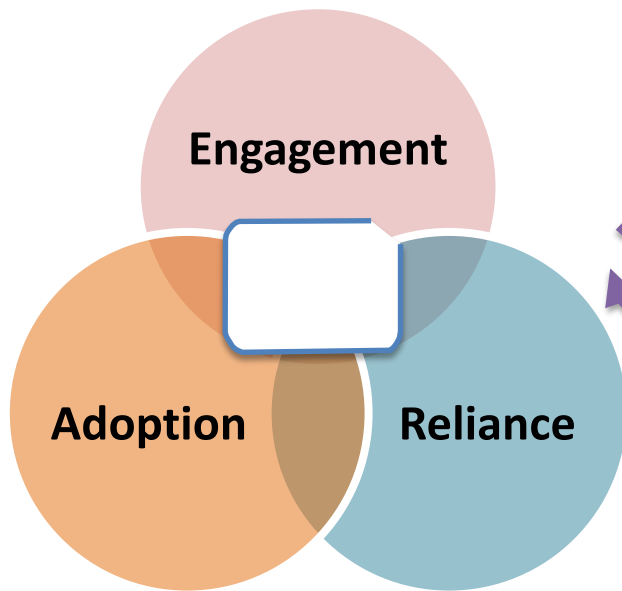
computed intent

behavioral targeting

Engagement

Adoption

Reliance

Habits

Attitudes

Motivations

likely to consume any offered content & media

likely to consume only relevant content & media

not likely to consume any extra media

- behavior-analytic engines provide translation from observable behavioral metrics to intent-level cognitive modeling followed by proprietary mapping into actionable behavioral profiles.
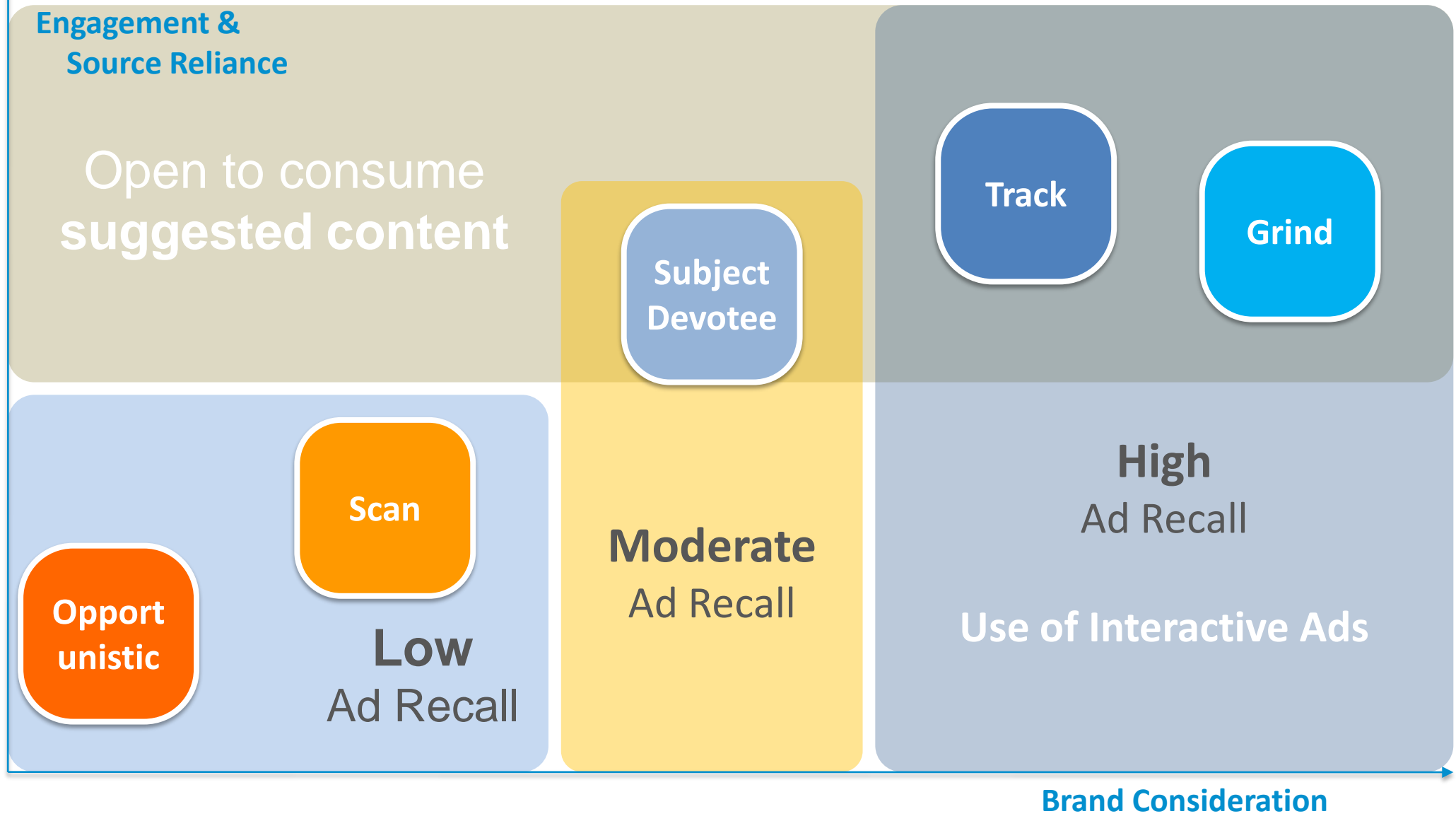
Audience Engineering

- **Powerful** behavior-centric analytics
  - Maximum online audience understanding and tracking of **motivations**, **habits**, **behavior**, and more

- **Relevant** to what users actually do online
  - Achieve maximum cohesion of User Experience and business goals through **behavior-centric architectures**

- **Complete** cycle of audience engineering
  - Maximizing revenue and enabling proactive audience and brand development

classify

design

optimize
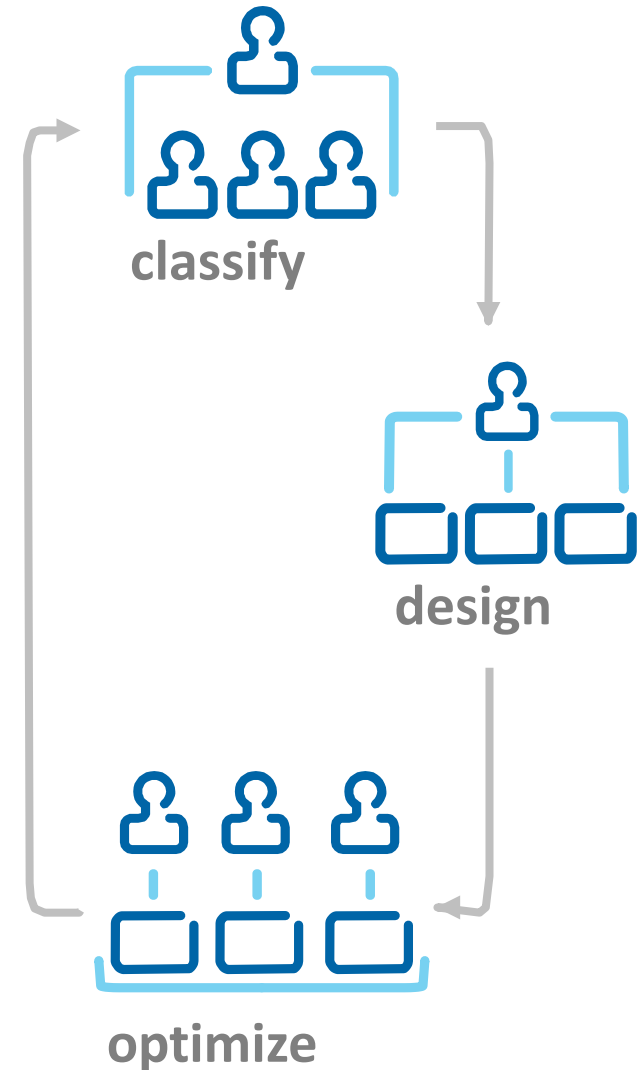
User eXperience Ru 2011

Вопросы?

segment interactive

Sanzhar Kettebekov, Ph. D.

sanzhar@**segment**interactive.com
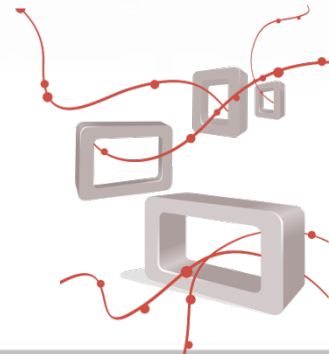
Social Networks Behavior (Dwell-Scan™)

Consumption & Contribution

Maximum

- **Extravert** behavior
- Not as good consumption as **Dwellers**
- May use multiple platforms blogs, tweeter

Dwell

- **Introvert** behavior
- Interest/topic driven
- May not have distinguished info channels

Broadcast

- **Loyal** users
- Hooked on the source
- Emotionally invested
- Use it as a primary source for getting info

- Focus – address book utility
- Demand driven visits

- Brand agnostic
- External stimuli
- Time constraint
- Short sporadic visits

Scan

Communicate

Opportunistic

Maximum

Channel Adoption

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Online Video Consumption (Dwell-Seek™)

Consumption

- **DVR** behavior
- Focus – shows of interest
- Mixed genre
- Mixed media usage including TV

Subject Devotee

Dwell

- **Seeker** behavior
- Interest in the particular topic that instance
- Ease of access discrimination between the sources

Track

- Library access behavior
- Genre(s) driven interest
- Not as good source reliance as **Dwellers**
- May use multiple online sources

- **Loyal** source devotees
- Developed visiting habits and source reliance
- Use it as a primary source of entertainment

- Brand agnostic
- **External** stimuli
- Time constraint
- Infrequent visits

Seek

Opportunistic

Source Reliance & Adoption

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Ad Strategy

High ad tolerance

Moderate ad tolerance

Low ad tolerance