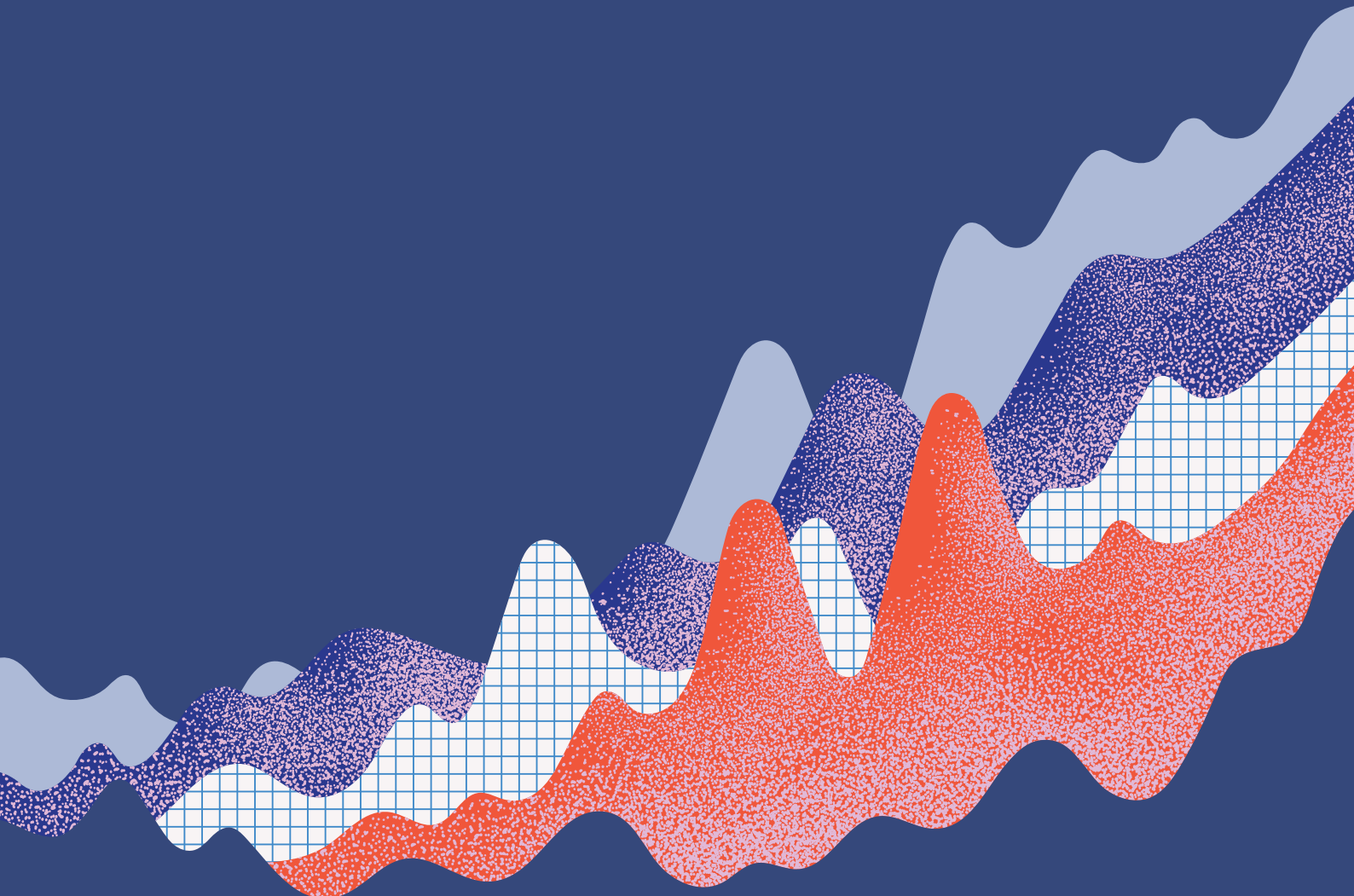




Complete Guide to

# DATA-DRIVEN DESIGN



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# Complete Guide to Data-Driven Design

The design process is often treated as an art, and intuition usually is the way to go. Unfortunately, designers can't read users' minds.

That's why this approach may lead to a design that is out of alignment with the needs of a user. This is where the data-driven design may help.

This approach of **data-driven design helps to create a user-centric design** and a **better user experience**. It enables you to make better design choices **based on real evidence** about the user's behavior, attitude, needs, etc.

However, there's still a lot of confusion about data-driven design and a lack of understanding of why it is important.

To clear things out, we prepared this complete guide to the data-driven design process. This guide will cover what data-driven design is, why it's important, what counts as data, how to use it, how to get support from stakeholders, and the first steps for implementing the data-driven design process.

## Part 1

# Explanation of a data-driven design concept

### What is a data-driven design?

Data-driven design can be defined as a decision-making approach to the design process that heavily relies on collected data about customers' behavior and attitude.



Information about how customers interact with your design acts as feedback that informs you whether your design fulfills its purpose.

In the case of a landing page, is the CTA button visible enough, and does it get enough clicks? Does design capture the attention without overshadowing the main message? Are all the steps in the buying process clear to the user if it's an e-commerce page?

### What counts as data?

When people hear the word "data," they almost instantaneously think about quantitative data, which comes in numbers.

**Data is not only numbers.** Qualitative data, which refers to things like feelings, opinions, and observations that can't be expressed in numerical value, is also data.



“ You can use both quantitative and qualitative data to inform the design process. ”

”

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