

# NIELSEN

## Company Overview

The Nielsen Company is an information, data, and market measurement firm that provides its clients with valuable insights into consumer behavior and marketing information by collecting data that measures what consumers watch and what they buy.

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## Case Study

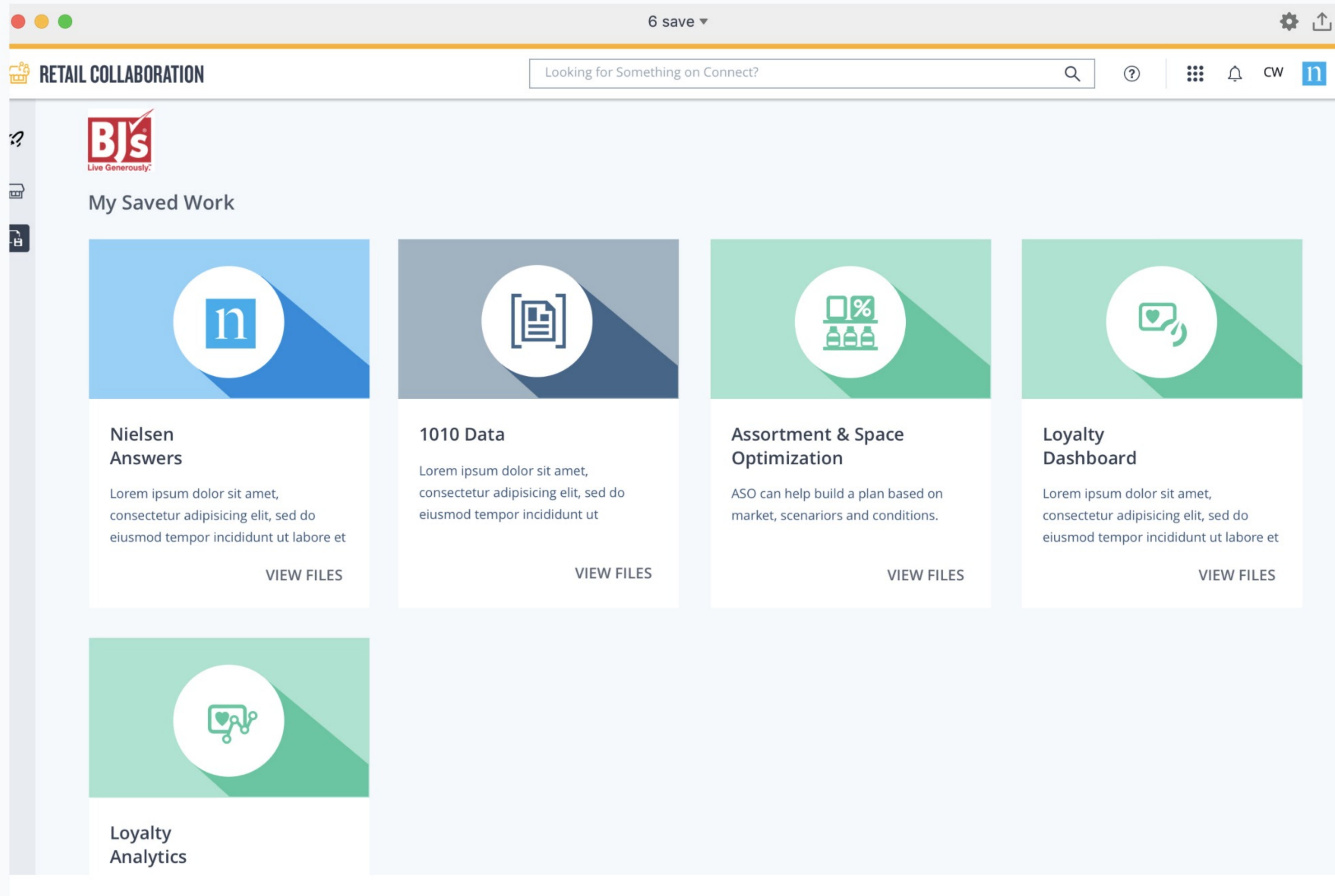
Autumn Martin, User Experience Architect



# Defining the Problem

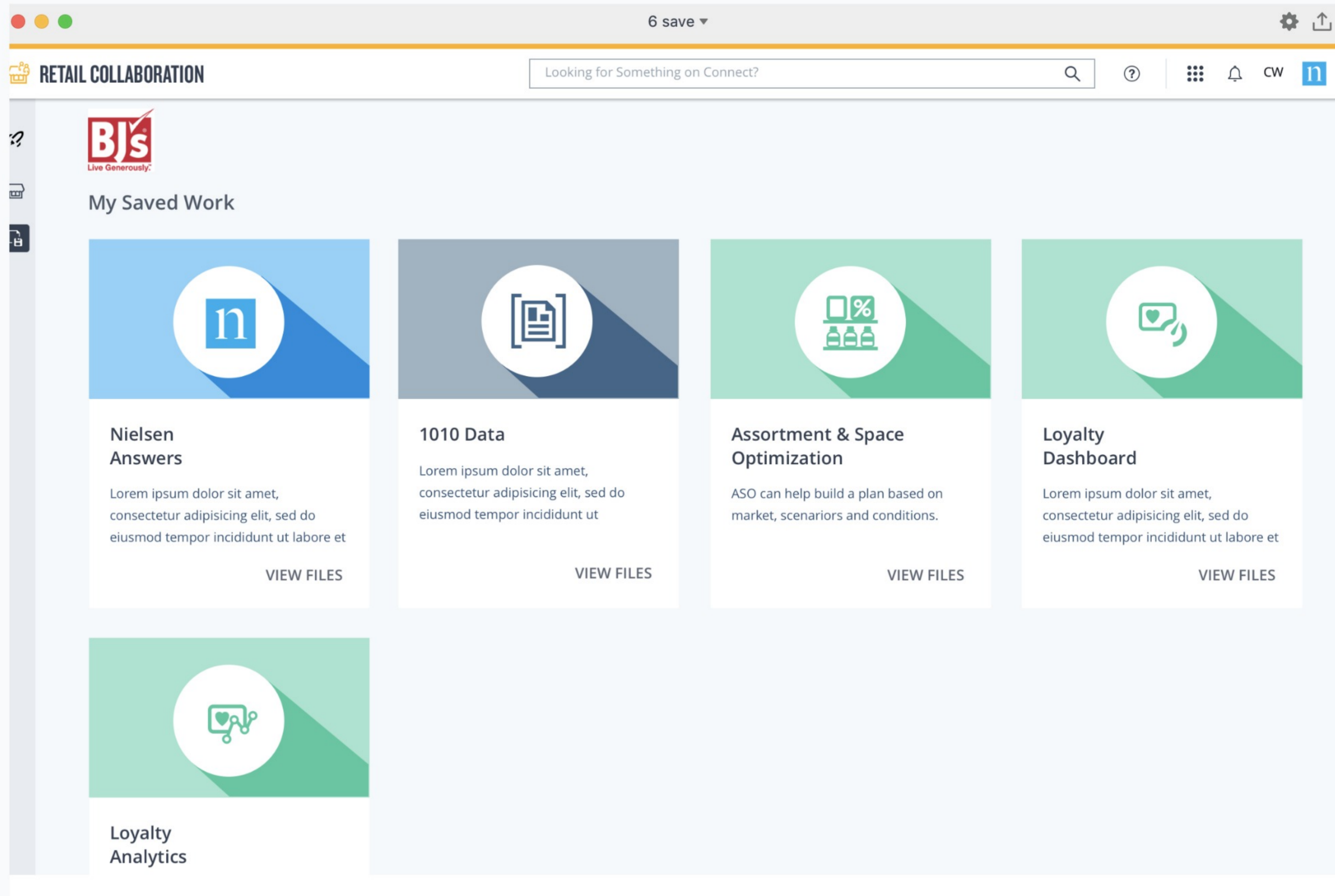
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Product metrics indicated low adoption of the reporting system. Analysis suggested the experience lacked a clear entry point for launching reports, accessing data, and sharing results downstream. Additionally, the current interface relied heavily on color alone to differentiate report types, providing insufficient context for users to quickly understand available reporting options.



## Access & Navigation

- Users need to access applications launch in one location

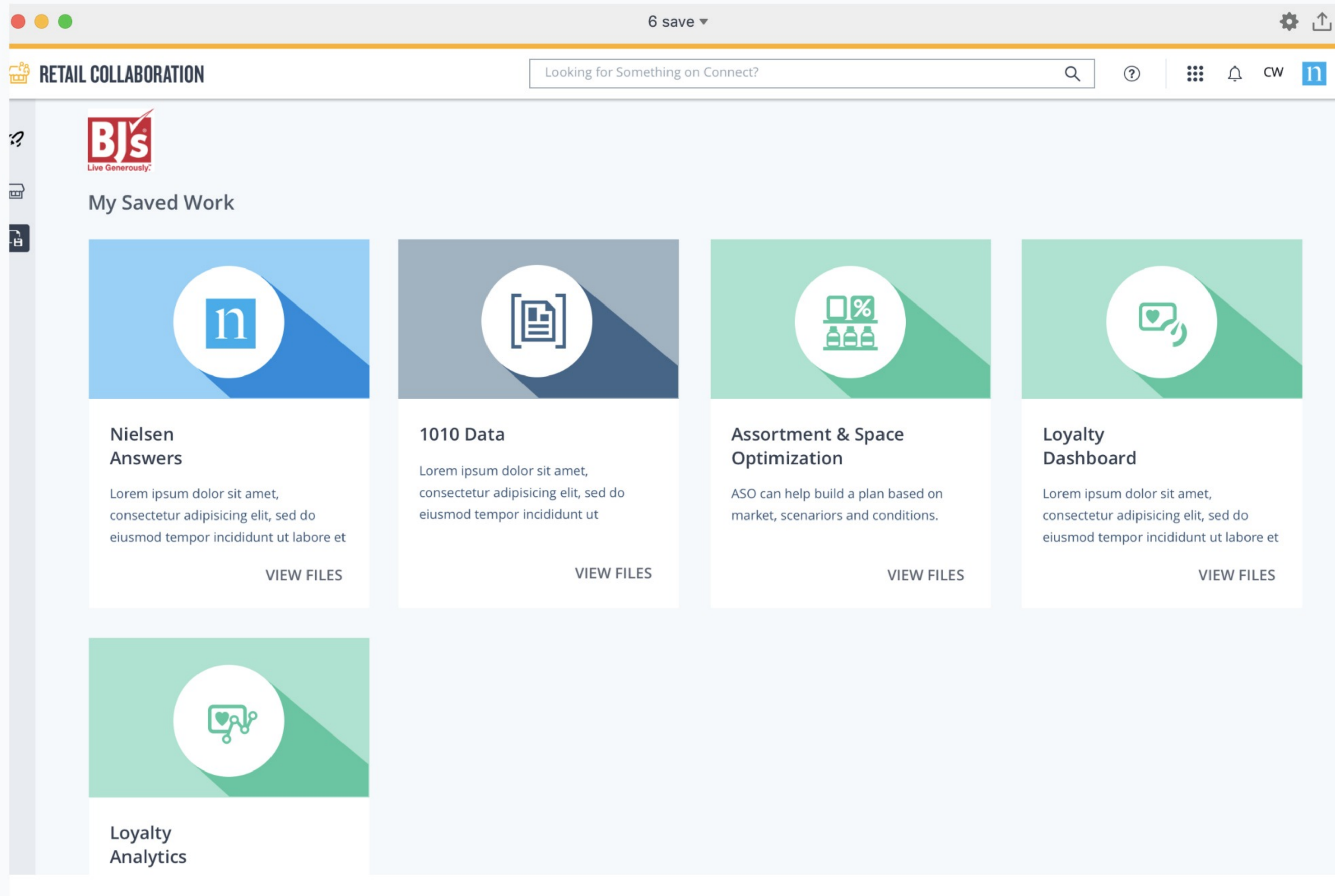


## Access & Navigation

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## Application Quality

- Some applications are dated
- Most are not consistent with each other



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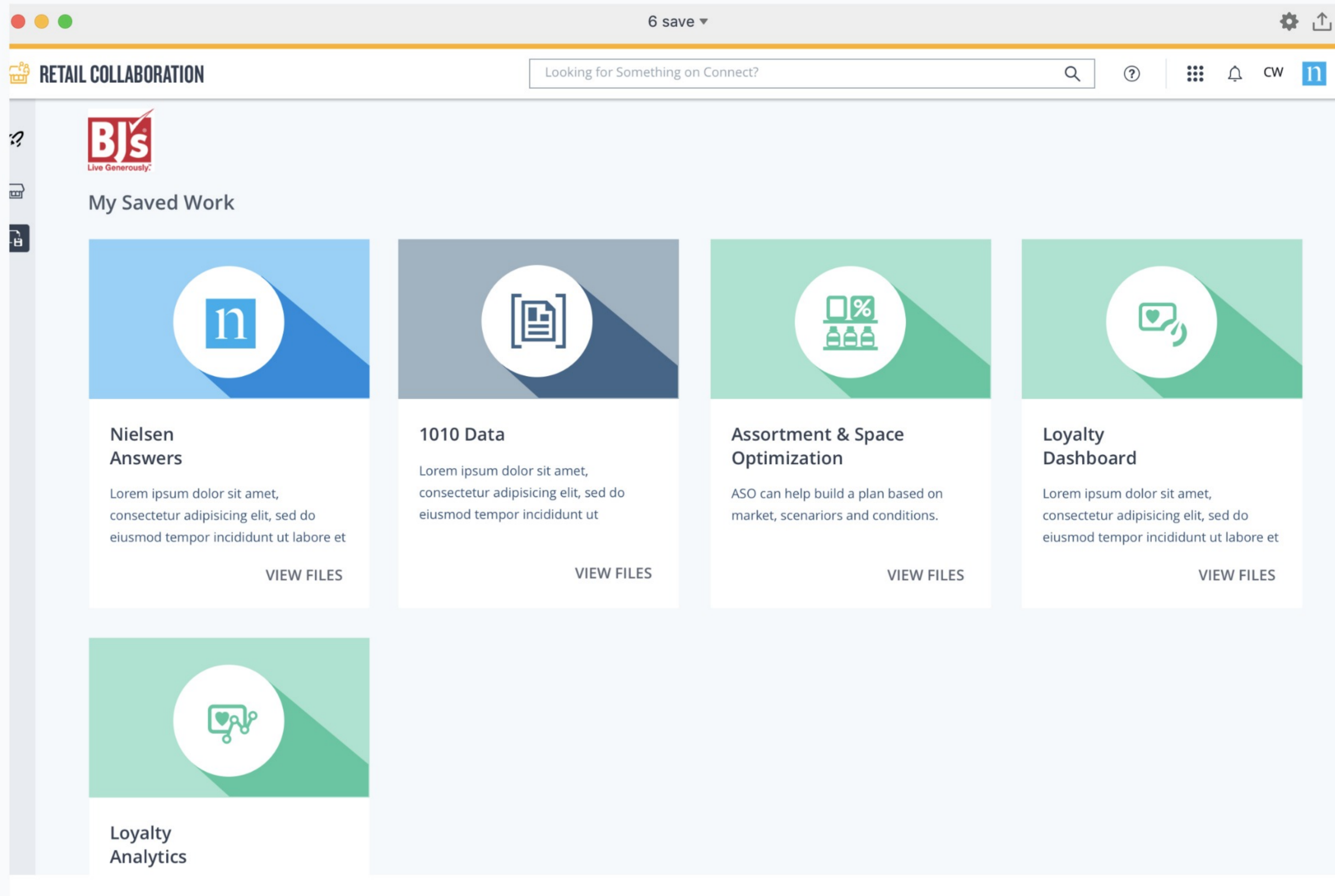
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## Report Discovery & Usage

- Users can't tell which reports to use for their needs
- Users have difficulty creating reports



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## Customization & Collaboration

- Users want an area that is for their own reports
- Users want to be able to share reports
- Users want to access and build custom data

# **Business Goals + User Needs Alignment**

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## Business Goals:

- Increase customer adoptions
- Increase Business revenue
- Increase overall brand awareness.
- Increase share in market.

## User Goals:

- Easy access to data
- Custom reporting
- Tools that increase overall brand awareness.
- Tools that increase share in market.

## Who

- Brand Managers
- Data Analysts
- Client Service at Nielsen
- Research Analysts
- Category manager
- Space managers

# Constraint / Limitations:

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- Short Time lines
- High expectations on MVPS
- Changing component libraries
- Limited access to users
- New code base initiative
- New MFE initiates

# User Stories

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**As a Brand Manager, I want to compare sales several brands that are new to the market in one demographic**

**As a Space Manager, I want to improve market placements on the shelves**

**As a Business Analyst, how did my sales promotions did last fall compare to this season**

**As a category Manager, I want to invite my colleagues to my reports**

# Updated Design

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Launch Points

> Assortment

> Category Review

> Nielsen Connected System™

Price Contribution

Product Distribution

Retail Performance

> Nielsen Answers on Demand™

Full Category Review

Lite Category Review

Seasonality Report

Item Ranking Report

> Joint Business Planning

> Loyalty

> Promotion

> Pricing

> My Saved Work



Category Review

> Nielsen Connected System™

Price Contribution

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Product Distribution

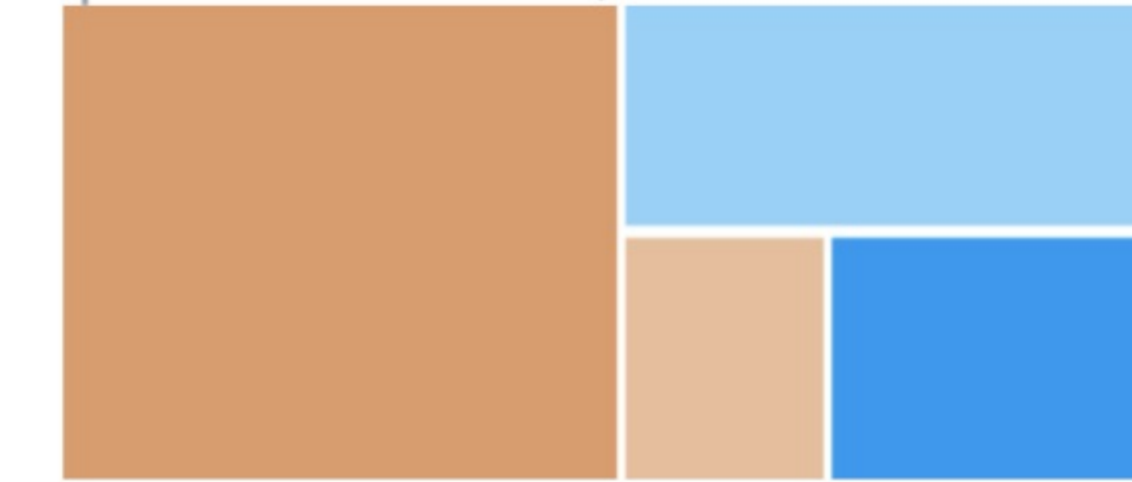
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Retail Performance

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> Nielsen Answers on Demand™

Full Category Review

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Lite Category Review

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Seasonality Report

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[Summary](#)[Demographics](#)[Segments](#)

% Total \$

## Top Attributes Driving Consumption

1

Spectra Lifestyle

2

Occupation of  
Head of Household

3

Household Income

4

Education of  
Head of Household

5

Age of Eldest  
Child

## Top Head of Household Race &amp; Ethnicity



■ White ■ Black ■ Hispanic ■ Asian ■ Other

## Top Age Group: Head of Household

55-64  
26.1%

## Leading Household Income Group

\$50,000 – \$74,000  
16.4%

## Prevailing Spectra Lifestyle Group

Downscale Countrysides  
20.3%

- 1 Launch Points
- > Assortment
- 2 **Category Review**
- > Nielsen Connected System™
  - 3 Price Contribution
  - Product Distribution
  - Retail Performance
- > Nielsen Answers on Demand™
  - 4 Full Category Review
  - Lite Category Review
  - Seasonality Report
  - Item Ranking Report
- > Joint Business Planning
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- > Pricing
- > My Saved Work

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### Category Review

#### Price Contribution

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#### Product Distribution

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#### Retail Performance

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#### Full Category Review

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#### Lite Category Review

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#### Seasonality Report

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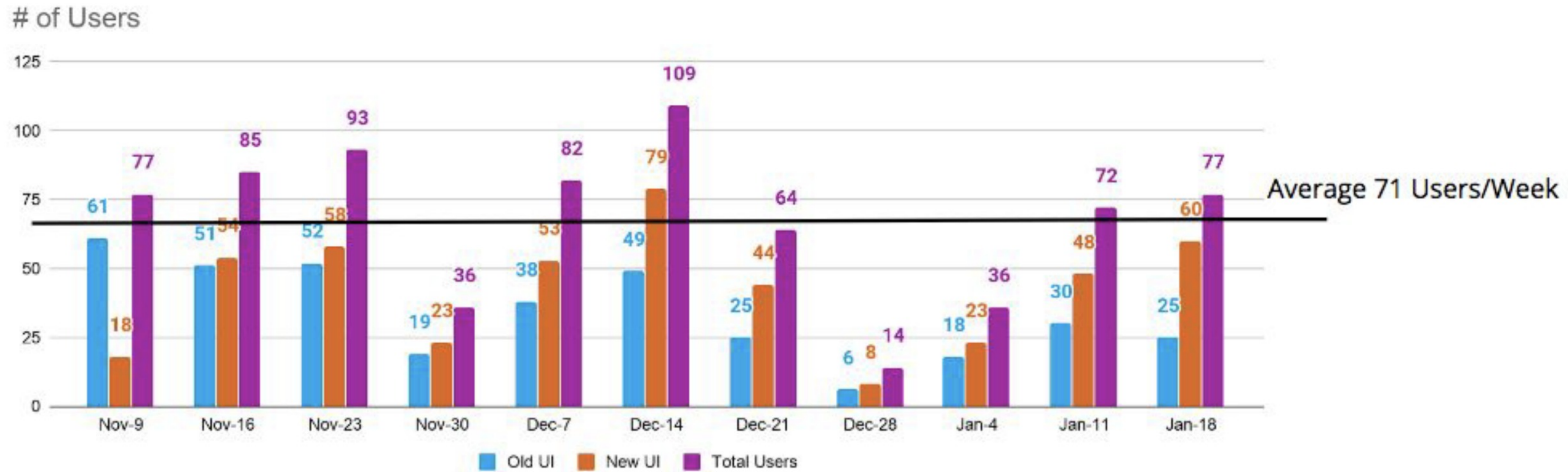
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- ### Updates Include:
- 1 New Navigation - Better organization
  - 2 Categories - Easier Identification
  - 3 Disclosure Icon- better user focus
  - 4 Color Branding identification
  - 5 Tile redesign
  - 6 Action Menu - Share/download
  - 7 Filter, Sort, Favorite and List & Tile providing user access

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# SUCCESS METRICS

## # OF USERS IN NEW UI INCREASED 3X FROM PREVIOUS WEEK



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Source: Google Analytics, 11/03/2019 - 01/18/2019  
Note: includes Nielsen users (unable to split out currently)

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# SUCCESS METRICS

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## HIGH LEVEL UNDERSTANDING OF APP INTERACTION

November 7th - January 18th

266 USERS SINCE  
FULL LAUNCH



266 in **New UI** vs. 255 in Old UI

Peak usage is from  
**11am-3pm ET**

SPEND ON AVG.  
11.5 MINS / SESSION



**+5.4 minutes** vs. Old UI

HAVE A 0.5% AVG.  
BOUNCE RATE



**+0.5%** vs. Old UI

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Source: Google Analytics, 11/07/2019 - 01/18/2019

Note: Peak usage includes Nielsen users (unable to split out currently); MoM comparisons are based on calendar month

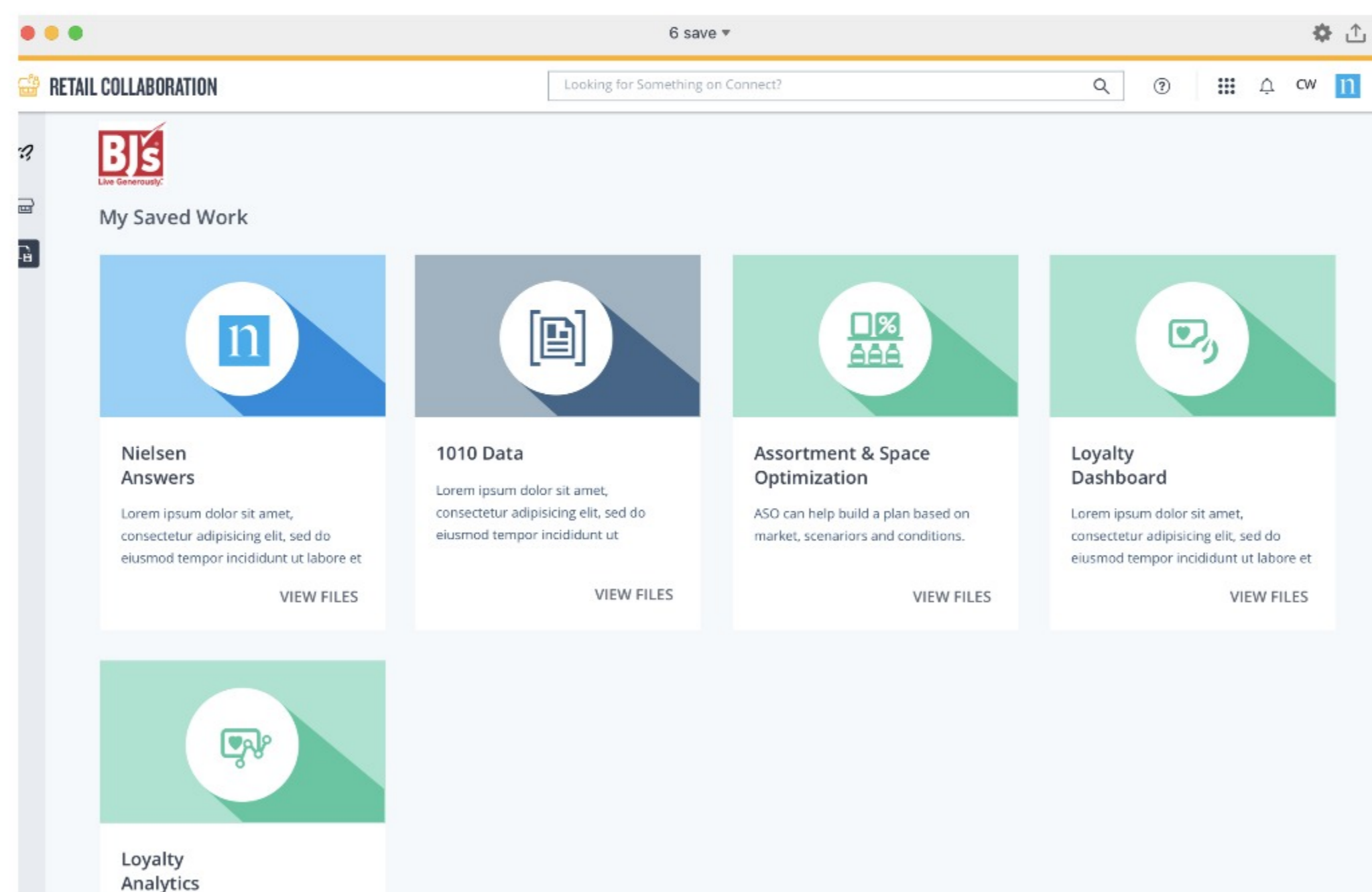


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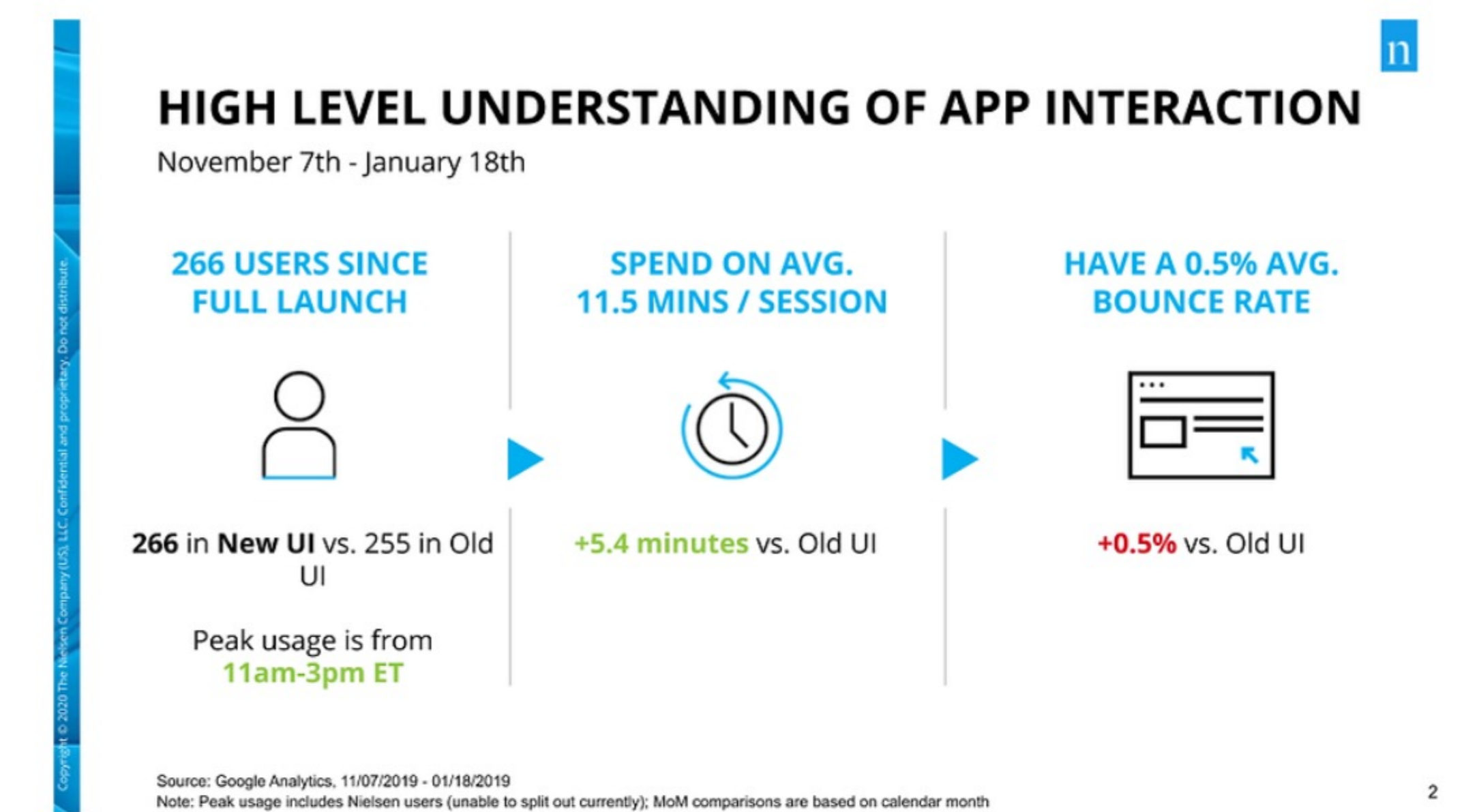
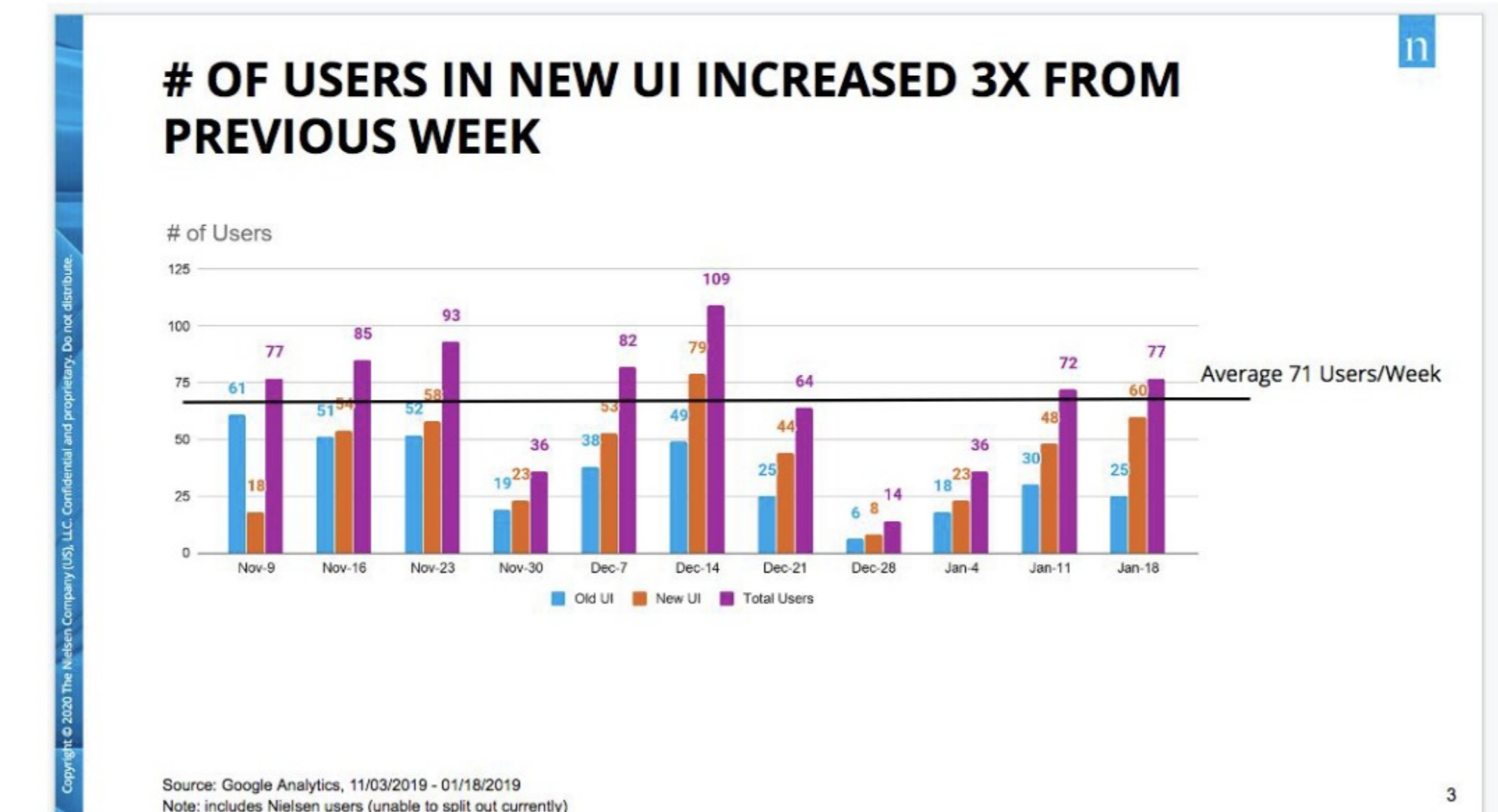
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**Success Metrics**

- Higher level of understanding
- Significant number of new users
- 0.5 % bounce rate



**VIDEO WALKTHROUGH**

- [Dashboard Design Overview](#)
- [Custom Data Prompt Design](#)