Meaningful analytics worksheet

@imrafarafarafa

rafael@rafarafarafa.com

How do you know if you're improving your product?

- Measuring **meaningful behaviours** will tell you if your customers are truly engaging with your product

- Working with their **driving reasons** to evaluate fit and quality of experience

- Identifying what **values** your customers have will help you to narrow what experiences are worth building

How to use this worksheet

- Use it as a generative tool: set up as a workshop with your team and brainstorm how to start and how to address it

- Use it as a analytical tool: get a hold on your customers and product/service and use this as lenses to orchestrate your experiences

Meaningful Behaviours

driving reasons

Values

Measuring
meaningful behaviours

- What behaviours indicate **friction** or **intent** in succeeding in the behaviour change?

- Forget the product, what **outcomes** and **actions in the real world** are connected?

- Look at **alternatives:** what other products or services where your customers looking at?

| Show friction | Show intent |

Working with **driving reasons**

- What **driving reasons** are behind the meaningful actions?

- What were these behaviours hoping to **achieve, address or respond** to?

- Look at **where it happens** to understand the context and the situation better.

Awareness	beliefs
social norms	possibilities
fears	opinion
risk	barrier
previous experience	expectations
triggers	attention
frustrations	notions of satisfaction
expectations	plans

Identifying **values**

- What values and **desires** are behind these reasons?

- Don't think about how you want to be, understand **where your customers begin** their journey.

- A good proxy is understand what expectations and **what tomorrow would be** with your product when they just started.

Acceptance: desire for approval	Physical Activity: desire to exercise muscles
Curiosity: desire for knowledge	Romance: desire for sex/love
Eating: desire to eat	Saving: desire to collect
Family: desire to raise and care for children	Social Contact: desire for peer companionship
Honor: desire to obey a traditional moral code	Status: desire for social standing
Idealism: desire to improve society	Tranquility: desire to avoid anxiety
Independence: desire to be autonomous	Vengeance: desire to exact revenge
Order: desire to organize	Power: desire to influence

Start with behaviours

Measuring meaningful behaviours

Take 5 minutes to come up with as many as you can to the following:

- What is your key behaviours in the app?
  Think of what to do, where to do, how to do it
- What shows intent or friction to the key behaviour?

Meaningful Behaviours

Loosing weight	Eating healthier	Sticking to a plan

driving reasons

Remembering weigh in	Being aware of how you are doing	Being aware of the progress

Values

Independence: desire to be autonomous	Curiosity: desire for knowledge	Tranquility: Desire to avoid anxiety

Find out driving reasons

Take 15 minutes to come up with as many as you can to the following:

- What conditions can be the reasons that drive those behaviours?

- How do these reasons apply to you? Rewrite them to your context

Meaningful Behaviours

Loosing weight	Eating healthier	Sticking to a plan

driving reasons

Remembering weigh in	Being aware of how you are doing	Being aware of the progress

Values

Identify values

Take 15 minutes to come up with as many as you can to the following:

- Values are the ones that, deep down are connected to these reasons?

- How do these values apply to people using your product/service?
  Pick the ones that are connected

Meaningful Behaviours

Loosing weight	Eating healthier	Sticking to a plan

driving reasons

Remembering weigh in	Being aware of how you are doing	Being aware of the progress

Values

|		
Independence: desire to be autonomous	Curiosity: desire for knowledge	Tranquility: Desire to avoid anxiety

Fine-tune the map

Take 15 minutes to re-arrange, connect and reframe them.
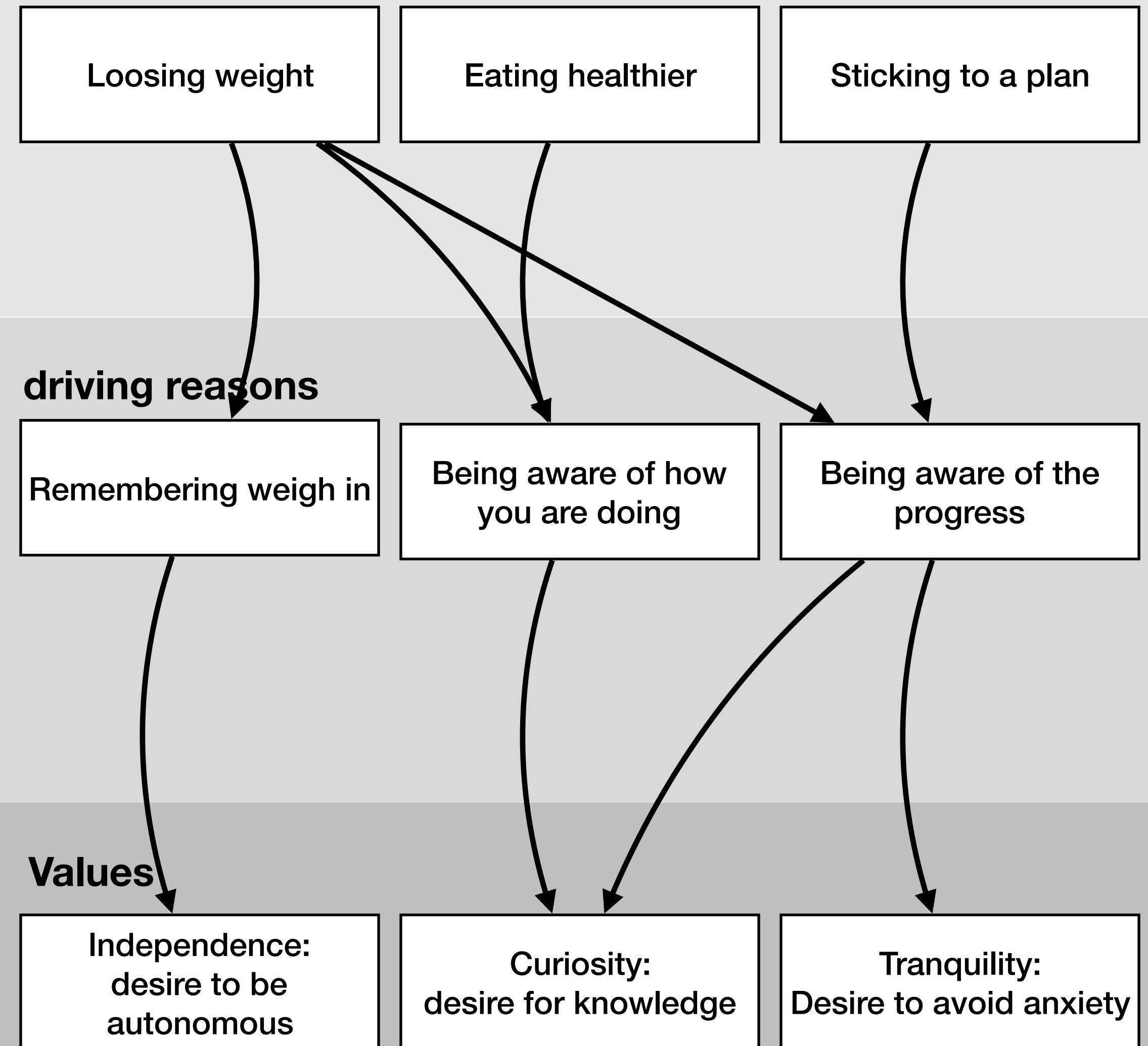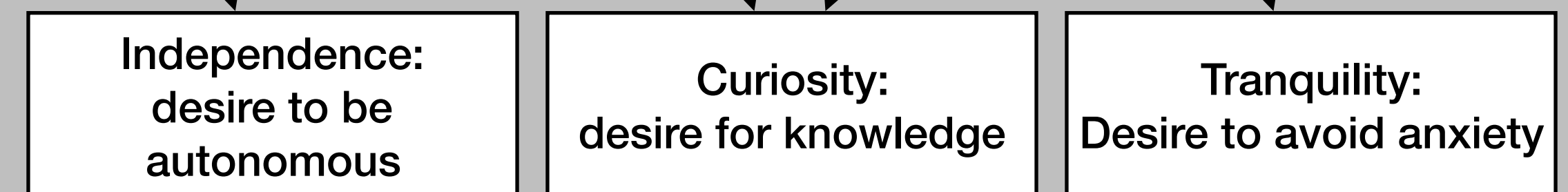
Find holes, blind spots

Meaningful Behaviours

| Loosing weight | Eating healthier | Sticking to a plan |

driving reasons

| Remembering weigh in | Being aware of how you are doing | Being aware of the progress |

Values

| Independence: desire to be autonomous | Curiosity: desire for knowledge | Tranquility: Desire to avoid anxiety |
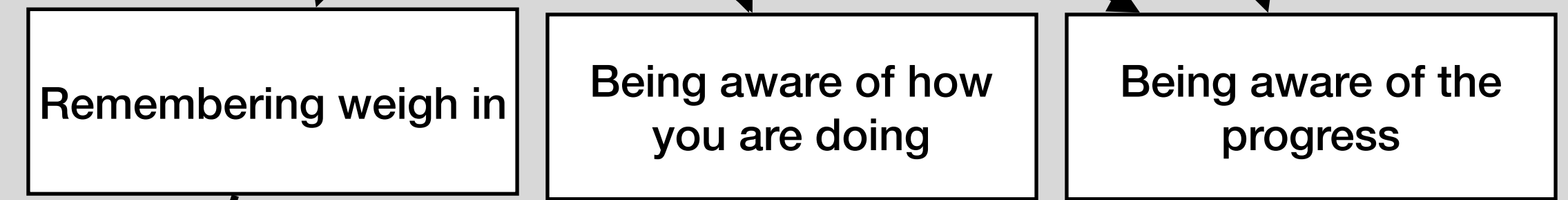
Meaningful Behaviours

Show friction	Show intent

driving reasons

Awareness	beliefs
social norms	possibilities
fears	opinion
risk	barrier
previous experience	expectations
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frustrations	notions of satisfaction
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Values

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