



UX Research Report

Mitchell Joe

Design Team

Chartboost, April 21, 2015

mitch@chartboost.com

Agenda

1

Overview

2

UX Research Methods

- ▶ Heuristic Evaluation
- ▶ Personas
- ▶ In-Person Interviews

3

Case Study: Segment Builder

4

Summary



Overview

Why conduct research?



Cori Savaiano
Product Manager


“I don’t know if I’m normal.”

27


27

User Studies


Chartboost Users




Billy Chan 2nd
Associate Director, Growth & Analytics
Hong Kong | Internet




Scott Williams
User Acquisition Manager at G5 Games
San Francisco, California | Marketing and Advertising



Kate Kaffun 2nd
Mobile User Aquisition Manager, Marketing at GSN (TV & Games)
San Francisco Bay Area | Marketing and Advertising



Ryan Canuel 1st
Producer, Project Manager at Carpe Diem
Swansea, Massachusetts | Computer Games



Samet Durgun 1st
Marketing Manager at Wooga
Berlin Area, Germany | Information Technology and Services

4

4

Products Tested

Products Tested

Advertiser Onboarding



Segment Builder



Level Tracking

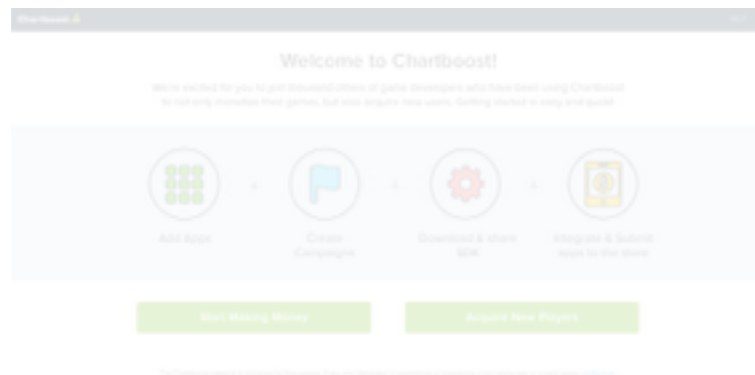


Chartboost.com



Products Tested

Advertiser Onboarding



Segment Builder



Level Tracking



Chartboost.com

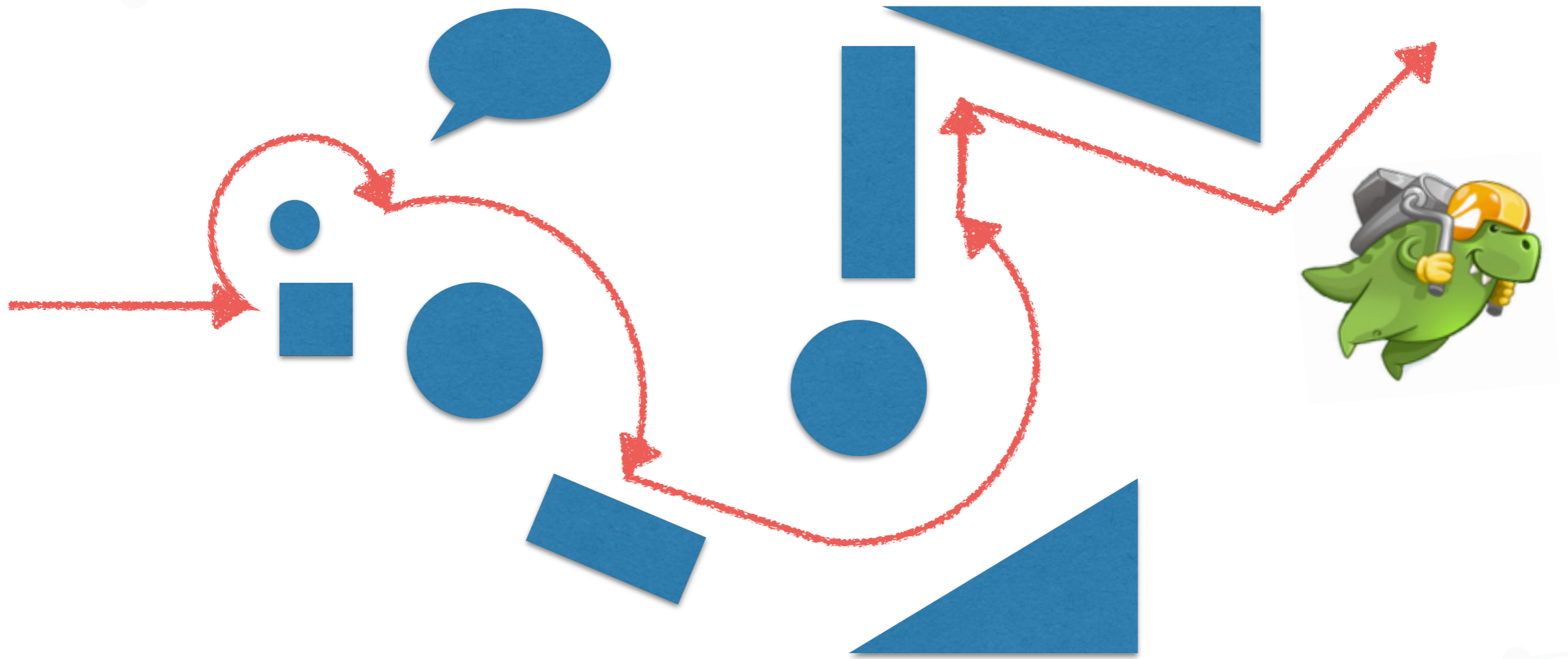


35

35

Changes Made

We make changes quickly.



And they're as cheap as chalk.



243,712

243,712*

Headaches and \$ Saved

(*estimate)



UX Research Methods

Heuristic Evaluation

Expert review to ensure that design follows UX best practices.

The screenshot displays the 'Follow Conventions' interface in Chartboost. It is divided into two main sections: 'Standard' and 'Deviant'. The 'Standard' section shows 'closed' as selected and 'open' as unselected. The 'Deviant' section shows 'closed' as selected and 'open' as unselected. Below these sections, there are two panels: 'Example_Frames' and 'Targeting Summary'. 'Example_Frames' shows a tree view with 'Frames for static interstitials' and 'Frames for video interstitials', with the latter containing 'Landscape.png' and 'Portrait.png'. 'Targeting Summary' shows filters for Category, App, and Company, with 'Zynga' listed as excluded. The Chartboost logo is in the bottom right corner.

Follow Conventions

Standard

- ▶ closed
- ▼ open

Deviant

- ▲ closed
- ▼ open

▼ Example_Frames

- ▶ Frames for static interstitials
- ▼ Frames for video interstitials
 - Landscape.png
 - Portrait.png

Targeting Summary	
Category Filtering (0)	▲
None	Details
App Filtering (0)	▼
Company Filtering (1)	▲
Excluded: Zynga	Details
Targeting Name: Default	

Chartboost

Heuristic Evaluation

Expert review to ensure that design follows UX best practices.

Put Yourself in the User's Shoes

Creatives Settings [Learn More](#)

Creative Set Name

Add New Creative

Upload

Upload all 6 sizes and you are all set!

Device	Ratio	Landscape (WxH)	Portrait (WxH)
Samsung Galaxy S3	16:9	1600px x 900px	900px x 1600px
Samsung Galaxy Note 2	3:2	1960px x 750px	900px x 1400px
Samsung Galaxy S4	4:3	1500px x 1120px	1120px x 1500px
Samsung Galaxy S5			
Google Nexus 4			
Samsung Galaxy Tab 2 10.1		✗	✗
Samsung Galaxy Ace		✗	✗
LG Optimus Vu		✗	✗
Total			0% Complete

✗ Missing ✓ Optimal ⚠ Suboptimal

Accepted file format: PNG, JPG, with GIF. Max file size: 1 MB

Chartboost

This information is important enough that it should be exposed, not hidden.

Doesn't everyone need to know this? If so, why make them click on ?

Heuristic Evaluation

Expert review to ensure that design follows UX best practices.

Put Yourself in the User's Shoes

Creatives Settings [Learn More](#)

Creative Set Name

Add New Creative

Upload

Upload all 6 sizes and you are all set!

Device	Ratio	Landscape (WxH)	Portrait (WxH)
Samsung Galaxy S2	16:9	1600px x 900px	900px x 1600px
Samsung Galaxy Note 2	3:2	1960px x 750px	900px x 1400px
Samsung Galaxy S3	4:3	1500px x 1120px	1120px x 1500px
Samsung Galaxy S4			
Google Nexus S			
Samsung Galaxy Tab 2 10.1			
Samsung Galaxy Ace			
LG Optimus Vu			
Total			0% Complete

Missing Optimal Suboptimal

Chartboost

This information is important enough that it should be exposed, not hidden.

Doesn't everyone need to know this? If so, why make them click on ?

PRO: You don't need to talk to anyone else.

Heuristic Evaluation

Expert review to ensure that design follows UX best practices.

Put Yourself in the User's Shoes

Creatives Settings [Learn More](#)

Creative Set Name

Add New Creative

Upload

Upload all 6 sizes and you are all set!

Device	Ratio	Landscape (WxH)	Portrait (WxH)
Samsung Galaxy S2	16:9	1600px x 900px	900px x 1600px
Samsung Galaxy Note 2	3:2	1960px x 750px	900px x 1400px
Samsung Galaxy S3	4:3	1500px x 1120px	1120px x 1500px
Samsung Galaxy S4			
Google Nexus S			
Samsung Galaxy Tab 2 10.1			
Samsung Galaxy Ace			
LG Optimus Vu			
Total			0% Complete

Accepted file format: PNG, JPG, with GIF. Max file size: 1 MB

✗ Missing ✓ Optimal ⚠ Suboptimal

Chartboost

This information is important enough that it should be exposed, not hidden.

Doesn't everyone need to know this? If so, why make them click on ?

PRO: You don't need to talk to anyone else.

CON: You're not talking to anyone else.

Personas

Design based on our users' needs.

HEAD ADVERTISER	HEAD ADVERTISER	TAIL ADVERTISER
 <p>Pia Pro Internal Advertiser</p> <p>I've got a big budget and I'm ready to spend it. Help me spend it quickly and efficiently.</p>	 <p>Paul Pro Agency Advertiser</p> <p>My clients trust me to find high quality users for their games and spend their advertising budget wisely.</p>	 <p>Andy Amateur Advertiser</p> <p>I love making games but I'm new to the advertising world. Tell me what to do and help me get new users.</p>
<p>BUDGET (USD/DAY) Low High</p> <p>RISK TOLERANCE Low High</p> <p>DOMAIN EXPERTISE Novice Expert</p> <p>TIME COMMITMENT 0% 100%</p> <p>IMPACT ON REVENUE Low High</p> <p>Satisfied when you help me get new users of high quality that aren't on other networks.</p> <p>Upset when you charge me for installs that you didn't have the last click on.</p>	<p>BUDGET (USD/DAY) Low High</p> <p>RISK TOLERANCE Low High</p> <p>DOMAIN EXPERTISE Novice Expert</p> <p>TIME COMMITMENT 0% 100%</p> <p>IMPACT ON REVENUE Low High</p> <p>Satisfied when you help me get new users of high quality that aren't on other networks.</p> <p>Upset when you charge me for installs twice because you don't have last-click attribution.</p>	<p>BUDGET (USD/DAY) Low High</p> <p>RISK TOLERANCE Low High</p> <p>DOMAIN EXPERTISE Novice Expert</p> <p>TIME COMMITMENT 0% 100%</p> <p>IMPACT ON REVENUE Low High</p> <p>Satisfied when you educate about advertising, and help me get new players.</p> <p>Upset when you let me go over budget.</p>
<p>GOALS Acquire new users of the highest quality.</p> <p>BUDGET I've got a big budget and it's my job to spend it. I can afford to experiment a lot. Show me the controls and make it easy for me to spend.</p> <p>ON MY MIND I'm dealing with several games, hundreds of campaigns, and a dozen networks.</p> <p>PAIN POINT I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.</p> <p>DOMAIN EXPERTISE Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.</p> <p>WISHLIST Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.</p>	<p>GOALS Acquire new users of the highest quality.</p> <p>BUDGET My budgets are limited by my clients and I can't go over. I can afford to experiment a little bit but I want to make safe bets. It's not my money.</p> <p>ON MY MIND I'm dealing with several game companies, dozens of games, hundreds of campaigns, and a dozen networks. Don't slow me down.</p> <p>PAIN POINT I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.</p> <p>DOMAIN EXPERTISE Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.</p> <p>WISHLIST Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.</p>	<p>GOALS Acquire new users, gain exposure for game.</p> <p>BUDGET I've got a small budget and it's my own hard-earned money. I can't afford to experiment too much. Show me the safe options.</p> <p>ON MY MIND Everything. I'm the developer and the business guy. Ideally, I want to deal with only 1 ad network.</p> <p>PAIN POINT I'll try a handful of networks and use the first one that works.</p> <p>DOMAIN EXPERTISE Novice — I'm a developer first, and advertiser second. I am still learning a lot of new things in advertising.</p> <p>WISHLIST What if there were more straight forward and easier to get started, I wish I had a little more support.</p>

Personas

Design based on our users' needs.

HEAD ADVERTISER

Pia
Pro Internal Advertiser
I've got a big budget and I'm ready to spend it. Help me spend it quickly and efficiently.

BUDGET (\$/DAY) [Low to High] **Satisfied** when you help me get new users of high quality that aren't on other networks.

RISK TOLERANCE [Low to High]

DOMAIN EXPERTISE [Novice to Expert]

TIME COMMITMENT [0% to 100%]

IMPACT ON REVENUE [Low to High] **Upset** when you charge me for installs that you didn't have the last click on.

GOALS
Acquire new users of the highest quality.

BUDGET
I've got a big budget and it's my job to spend it. I can afford to experiment a lot. Show me the controls and make it easy for me to spend.

ON MY MIND
I'm dealing with several games, hundreds of campaigns, and a dozen networks.

PREFERENCE
I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.

DOMAIN EXPERTISE
Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.

WISHLIST
Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.

HEAD ADVERTISER

Paul
Pro Agency Advertiser
My clients trust me to find high quality users for their games and spend their advertising budget wisely.

BUDGET (\$/DAY) [Low to High] **Satisfied** when you help me get new users of high quality that aren't on other networks.

RISK TOLERANCE [Low to High]

DOMAIN EXPERTISE [Novice to Expert]

TIME COMMITMENT [0% to 100%]

IMPACT ON REVENUE [Low to High] **Upset** when you charge me for installs twice because you don't have last-click attribution.

GOALS
Acquire new users of the highest quality.

BUDGET
My budgets are limited by my clients and I can't go over. I can afford to experiment a little bit but I want to make safe bets. It's not my money.

ON MY MIND
I'm dealing with several game companies, dozens of games, hundreds of campaigns, and a dozen networks. Don't slow me down.

PREFERENCE
I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.

DOMAIN EXPERTISE
Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.

WISHLIST
Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.

TAIL ADVERTISER

Andy
Amateur Advertiser
I love making games but I'm new to the advertising world. Tell me what to do and help me get new users.

BUDGET (\$/DAY) [Low to High] **Satisfied** when you educate about advertising, and help me get new players.

RISK TOLERANCE [Low to High]

DOMAIN EXPERTISE [Novice to Expert]

TIME COMMITMENT [0% to 100%]

IMPACT ON REVENUE [Low to High] **Upset** when you let me go over budget.

GOALS
Acquire new users, gain exposure for game.

BUDGET
I've got a small budget and it's my own hard-earned money. I can't afford to experiment too much. Show me the safe options.

ON MY MIND
Everything. I'm the developer and the business guy. Ideally, I want to deal with only 1 ad network.

PREFERENCE
I'll try a handful of networks and use the first one that works.

DOMAIN EXPERTISE
Novice — I'm a developer first, and advertiser second. I am still learning a lot of new things in advertising.

WISHLIST
Wish it were more straight forward and easier to get started. I wish I had a little more support.

PRO: You have kind of talked to a user.

Personas

Design based on our users' needs.

HEAD ADVERTISER

Pia
Pro Internal Advertiser
I've got a big budget and I'm ready to spend it. Help me spend it quickly and efficiently.

BUDGET (USD/DAY) [Slider: Low to High] **Satisfied** when you help me get new users of high quality that aren't on other networks.

RISK TOLERANCE [Slider: Low to High]

DOMAIN EXPERTISE [Slider: Novice to Expert]

TIME COMMITMENT [Slider: 0% to 100%]

IMPACT ON REVENUE [Slider: Small to Big] **Upset** when you charge me for installs that you didn't have the last click on.

GOALS
Acquire new users of the highest quality.

BUDGET
I've got a big budget and it's my job to spend it. I can afford to experiment a lot. Show me the controls and make it easy for me to spend.

ON MY MIND
I'm dealing with several games, hundreds of campaigns, and a dozen networks.

PATIENCE
I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.

DOMAIN EXPERTISE
Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.

WISHLIST
Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.

HEAD ADVERTISER

Paul
Pro Agency Advertiser
My clients trust me to find high quality users for their games and spend their advertising budget wisely.

BUDGET (USD/DAY) [Slider: Low to High] **Satisfied** when you help me get new users of high quality that aren't on other networks.

RISK TOLERANCE [Slider: Low to High]

DOMAIN EXPERTISE [Slider: Novice to Expert]

TIME COMMITMENT [Slider: 0% to 100%]

IMPACT ON REVENUE [Slider: Small to Big] **Upset** when you charge me for installs twice because you don't have last-click attribution.

GOALS
Acquire new users of the highest quality.

BUDGET
My budgets are limited by my clients and I can't go over. I can afford to experiment a little bit but I want to make safe bets. It's not my money.

ON MY MIND
I'm dealing with several game companies, dozens of games, hundreds of campaigns, and a dozen networks. Don't slow me down.

PATIENCE
I will stick with Chartboost because of its scale but I will spend more money on other networks if I see better user quality or if their UI is easier.

DOMAIN EXPERTISE
Expert — I don't need you to tell me anything. Just show me the controls and let me go at it.

WISHLIST
Better user quality, bulk edits were easier, and I didn't have to download a CSV file and make the reports myself.

TAIL ADVERTISER

Andy
Amateur Advertiser
I love making games but I'm new to the advertising world. Tell me what to do and help me get new users.

BUDGET (USD/DAY) [Slider: Low to High] **Satisfied** when you educate about advertising, and help me get new players.

RISK TOLERANCE [Slider: Low to High]

DOMAIN EXPERTISE [Slider: Novice to Expert]

TIME COMMITMENT [Slider: 0% to 100%]

IMPACT ON REVENUE [Slider: Small to Big] **Upset** when you let me go over budget.

GOALS
Acquire new users, gain exposure for game.

BUDGET
I've got a small budget and it's my own hard-earned money. I can't afford to experiment too much. Show me the safe options.

ON MY MIND
Everything. I'm the developer and the business guy. Ideally, I want to deal with only 1 ad network.

PATIENCE
I'll try a handful of networks and use the first one that works.

DOMAIN EXPERTISE
Novice — I'm a developer first, and advertiser second. I am still learning a lot of new things in advertising.

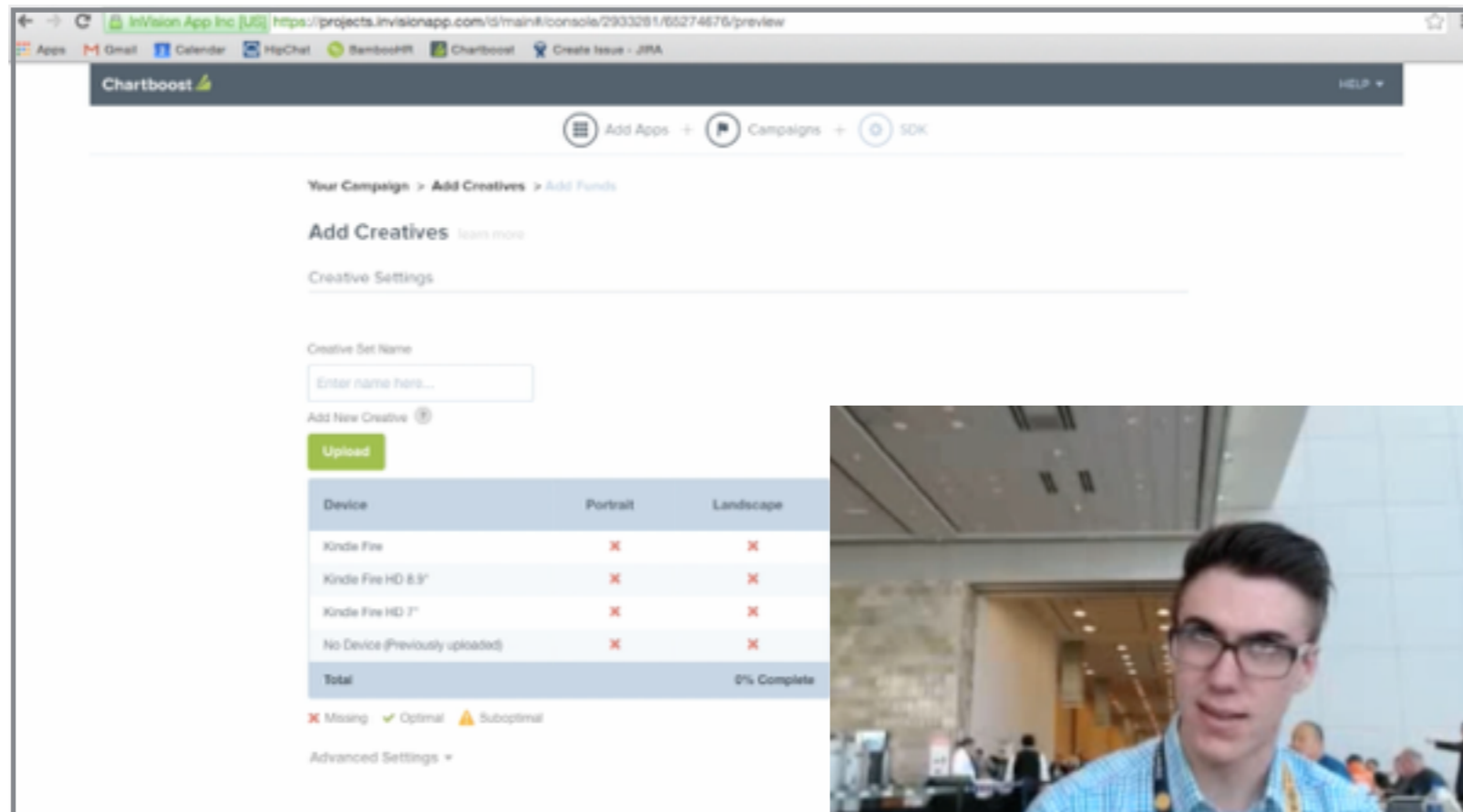
WISHLIST
Wish it were more straight forward and easier to get started. I wish I had a little more support.

PRO: You have kind of talked to a user.

CON: You have only kind of talked to a user.

In-Person Interviews

Design *definitely* based on our users' needs.



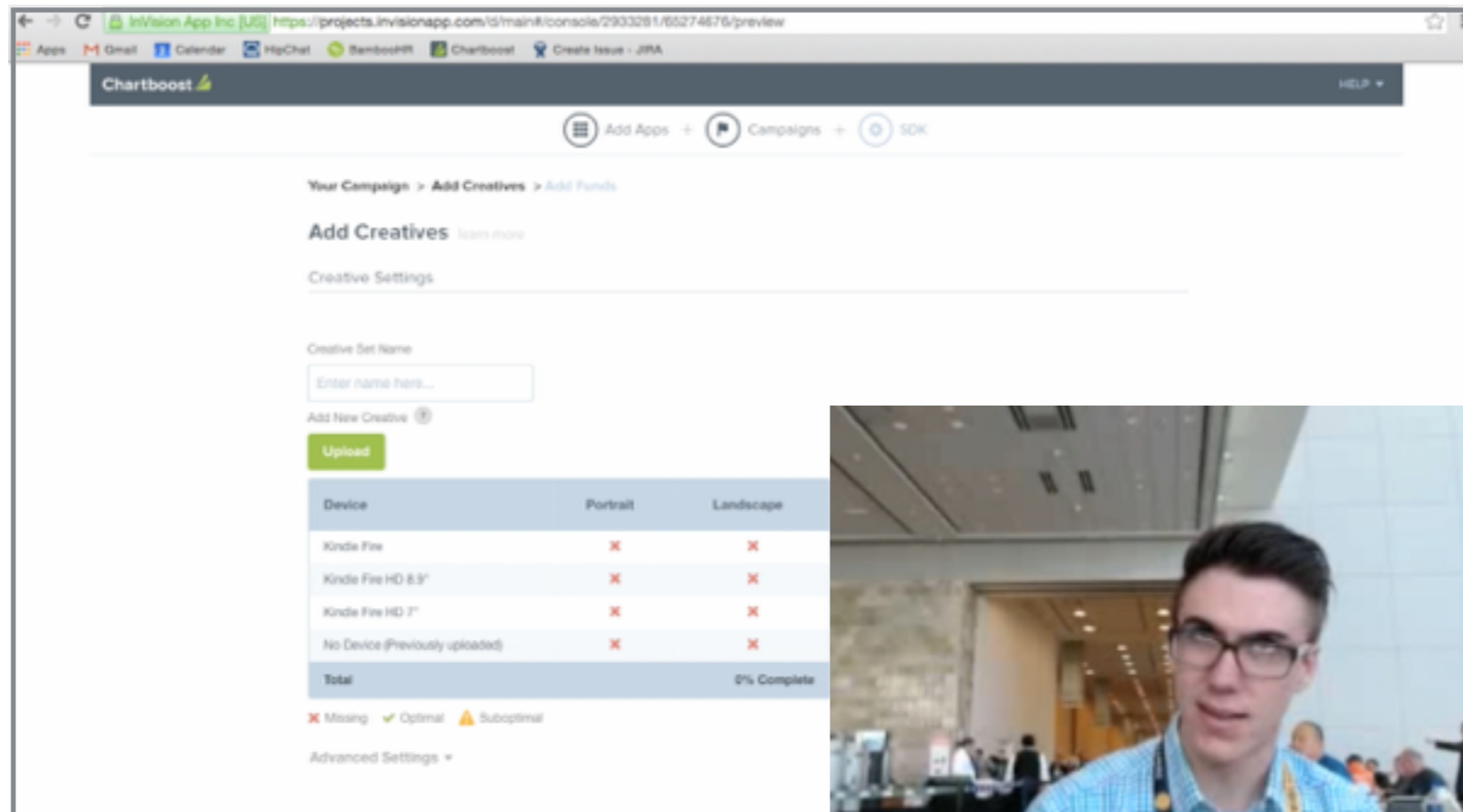
The screenshot shows the Chartboost website interface. The browser address bar displays the URL: <https://projects.invisionapp.com/id/main/console/2903281/65274676/preview>. The Chartboost logo is in the top left, and navigation links for 'Add Apps', 'Campaigns', and 'SDK' are in the top right. The main content area is titled 'Your Campaign > Add Creatives > Add Funds' and 'Add Creatives'. Below this is a 'Creative Settings' section with a 'Creative Set Name' input field containing the placeholder text 'Enter name here...'. There is an 'Add New Creative' button and an 'Upload' button. A table shows the status of creatives for different devices and orientations:

Device	Portrait	Landscape
Kindle Fire	✗	✗
Kindle Fire HD 8.9"	✗	✗
Kindle Fire HD 7"	✗	✗
No Device (Previously uploaded)	✗	✗
Total		0% Complete

Below the table, there is a legend: ✗ Missing, ✓ Optimal, ⚠ Suboptimal. An 'Advanced Settings' link is also visible. On the right side of the screenshot, there is a video inset showing a man with glasses and a blue shirt speaking.

In-Person Interviews

Design *definitely* based on our users' needs.



The screenshot displays the Chartboost web interface. At the top, there's a navigation bar with 'Add Apps', 'Campaigns', and 'SDK'. Below that, the main content area is titled 'Add Creatives' and includes a 'Creative Settings' section. A form for 'Creative Set Name' is visible, along with an 'Add New Creative' button and an 'Upload' button. A table shows device compatibility for various Kindle Fire models, with 'Portrait' and 'Landscape' columns. The table indicates that all listed devices are missing for both orientations, resulting in a '0% Complete' status. A legend below the table explains the status icons: a red 'X' for 'Missing', a green checkmark for 'Optimal', and a yellow triangle for 'Suboptimal'. An inset video in the bottom right corner shows a man with glasses and a blue shirt speaking.

Device	Portrait	Landscape
Kindle Fire	✗	✗
Kindle Fire HD 8.9"	✗	✗
Kindle Fire HD 7"	✗	✗
No Device (Previously uploaded)	✗	✗
Total		0% Complete

✗ Missing ✓ Optimal ⚠ Suboptimal

PRO: Gives you the best information.

In-Person Interviews

Design *definitely* based on our users' needs.

Chartboost

App Gmail Calendar HipChat BambooHR Chartboost Create Issue - JIRA

HELP

Add Apps + Campaigns + SDK

Your Campaign > Add Creatives > Add Funds

Add Creatives

Creative Settings

Creative Set Name

Enter name here...

Add New Creative

Upload

Device	Portrait	Landscape
Kindle Fire	✗	✗
Kindle Fire HD 8.5"	✗	✗
Kindle Fire HD 7"	✗	✗
No Device (Previously uploaded)	✗	✗
Total		0% Complete

✗ Missing ✓ Optimal ⚠ Suboptimal

Advanced Settings

Video inset: A man in a blue shirt and glasses speaking.

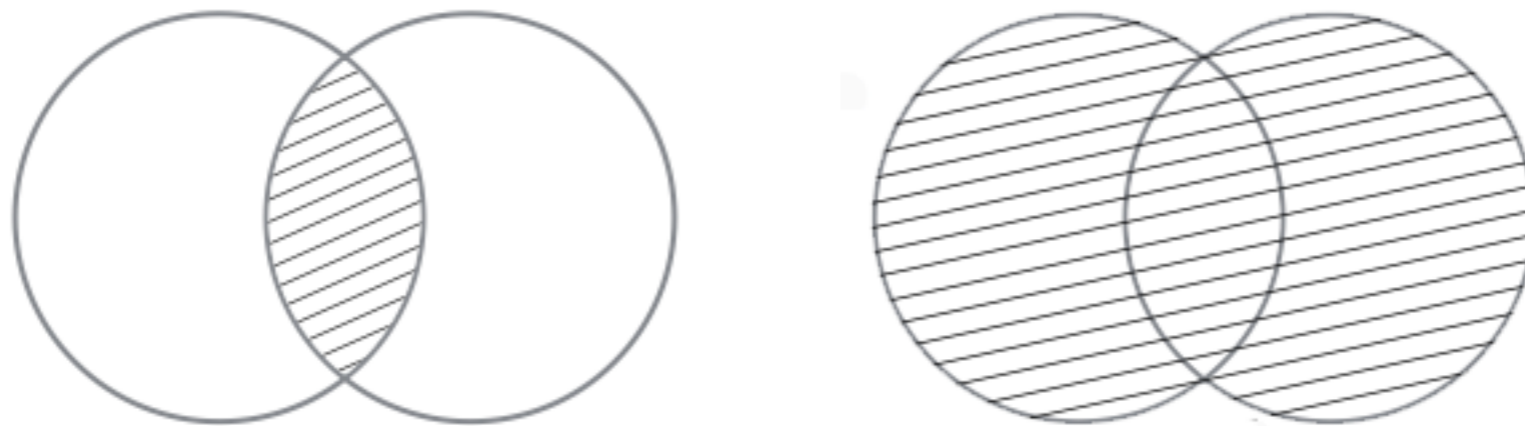
PRO: Gives you the best information.

CON: Takes the longest amount of time.



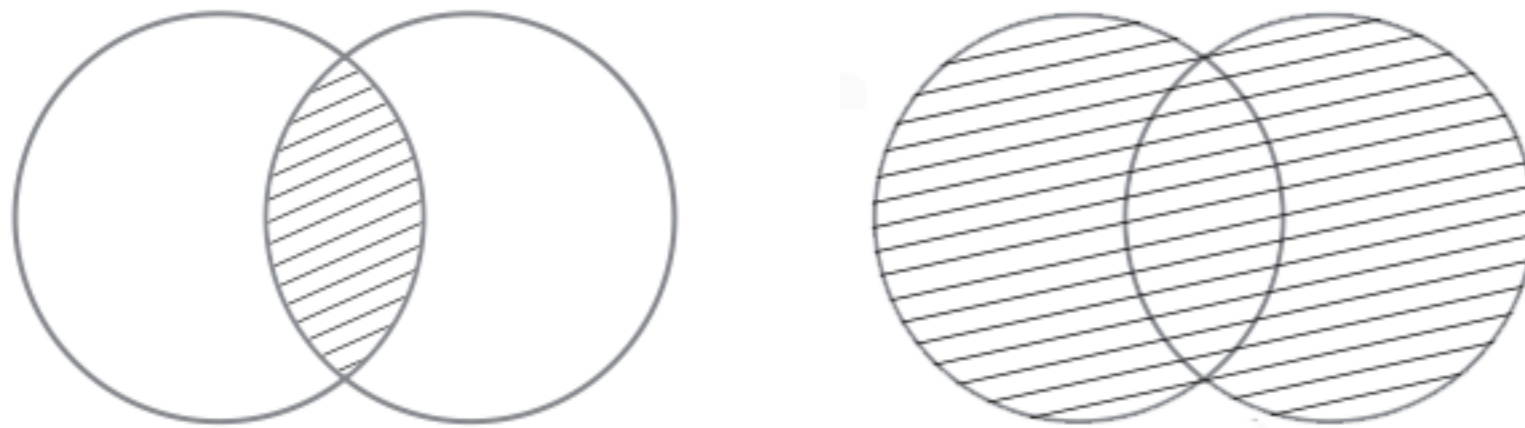
Case Study: Segment Builder

The Problem



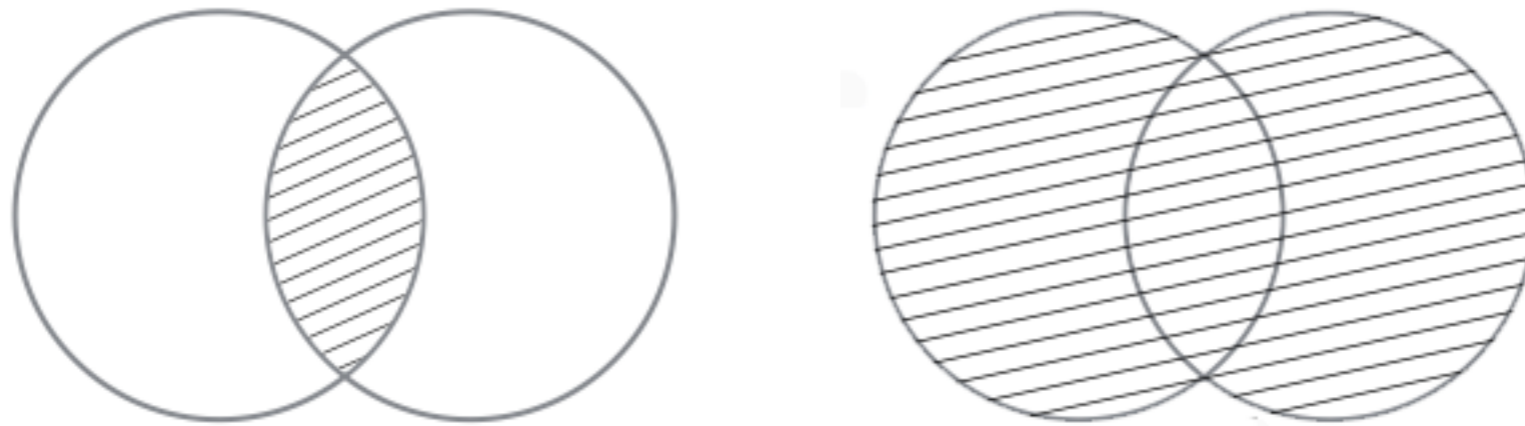
We have this and this.

The Problem



We have this OR this.

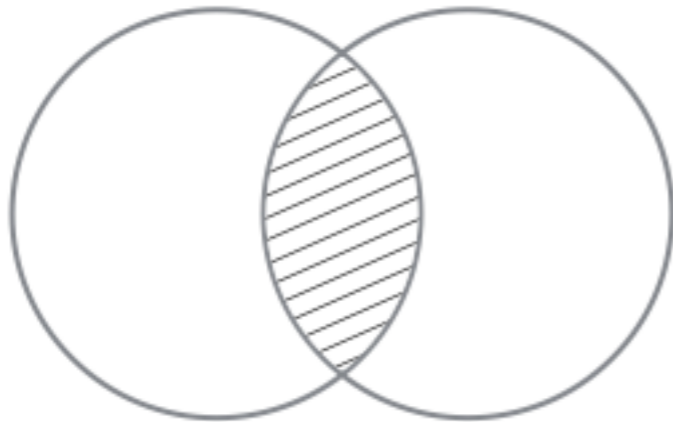
The Problem



We have ALL this or ALL this.

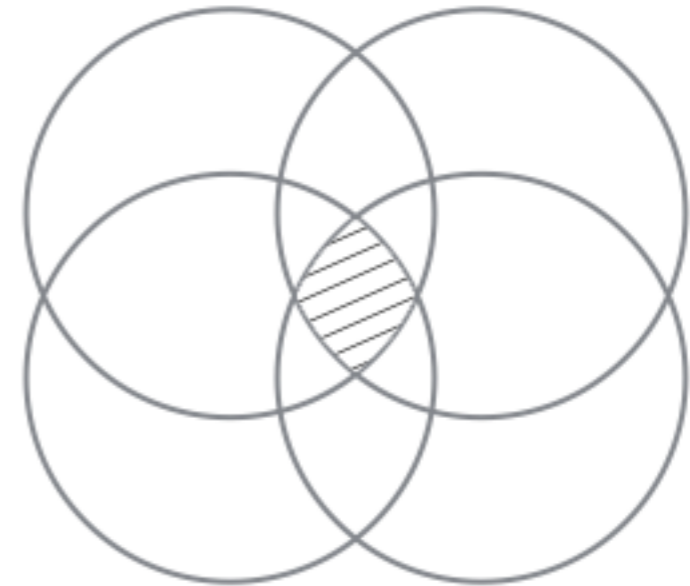
The Problem

1

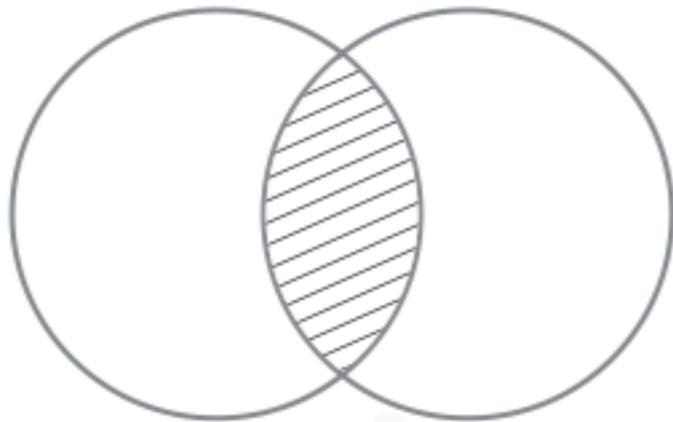


≠

1

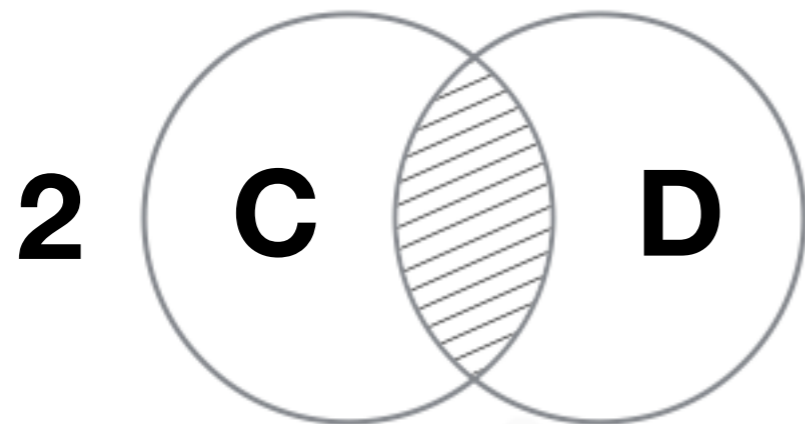
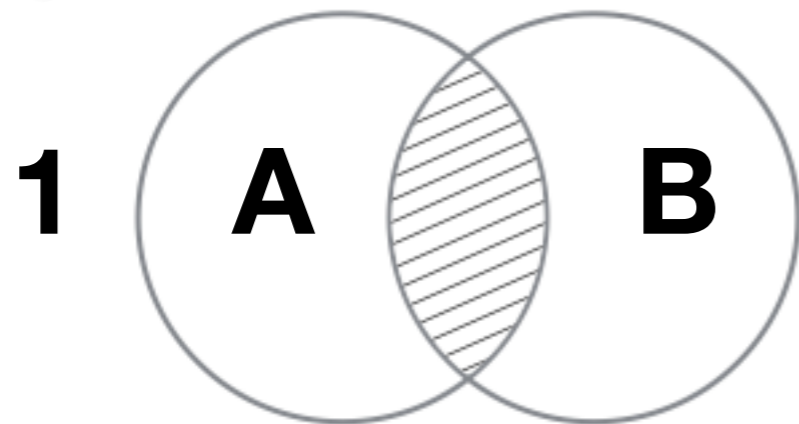


2

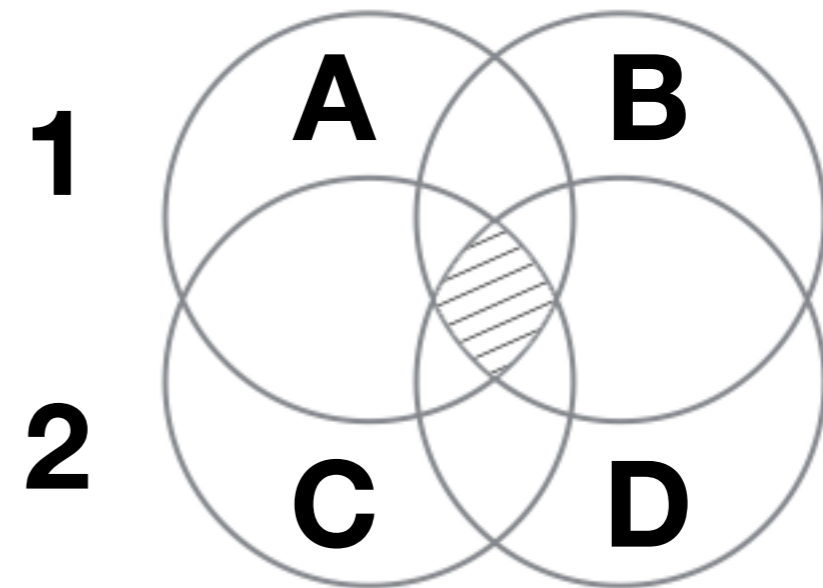


2

The Problem



\neq



Iced Tea and Lemonade



The Problem

Iced Tea and Lemonade



Iced Tea and Lemonade




Prediction

**This will be really hard for users
to understand.**

Our Best Design

Tools: Edit User Segments

Segment name

App Name	 111 Monster Rush ?
Add Segment Logic	Frequency ▼ ≥ ▼ 5 times/day ▼ ✕
	<input checked="" type="radio"/> AND <input type="radio"/> OR
	Choose ▼ Choose ▼ 0 Choose ▼ ✕
	<input checked="" type="radio"/> AND <input type="radio"/> OR
	Choose ▼ Choose ▼ 0 Choose ▼ ✕

You can only have a maximum of 3 segment units

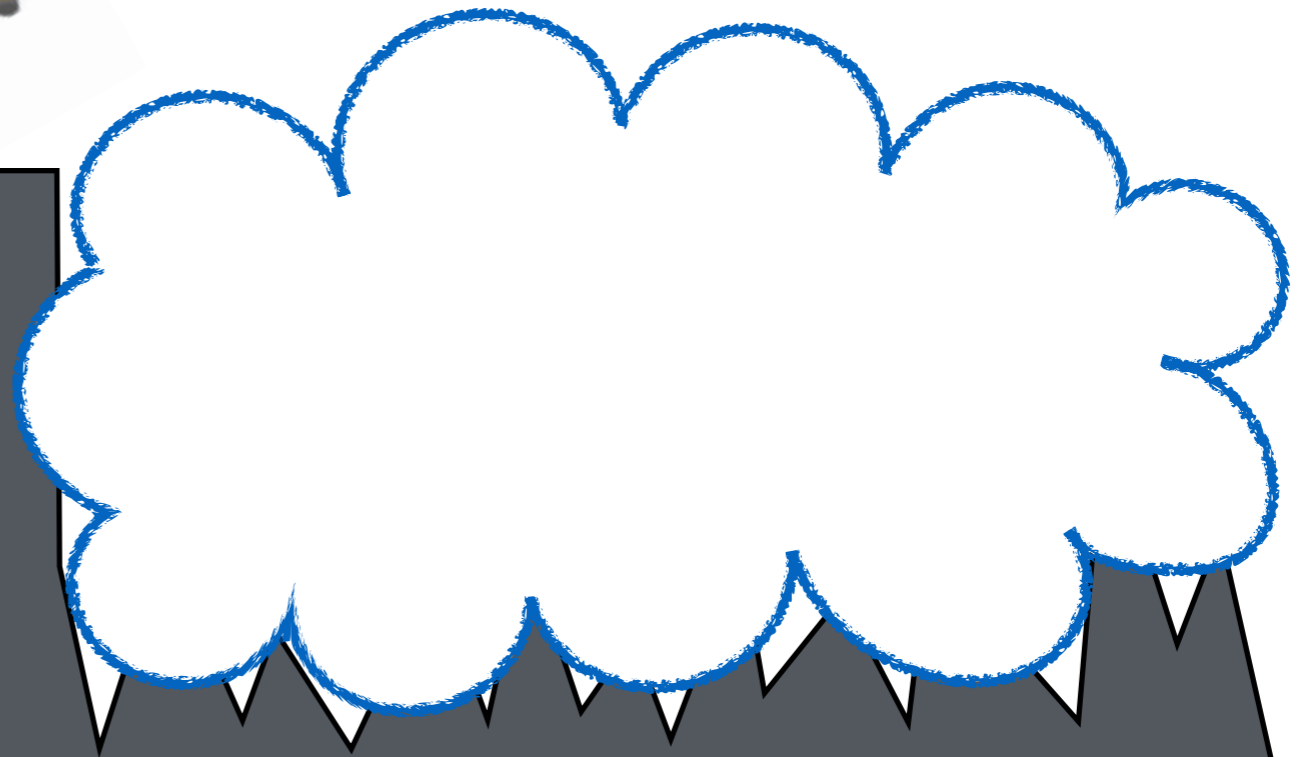
AND OR

App Name	Select an App ▼ ?
Add Segment Logic	Choose ▼ Choose ▼ 0 Choose ▼

+ Add a Segment Logic

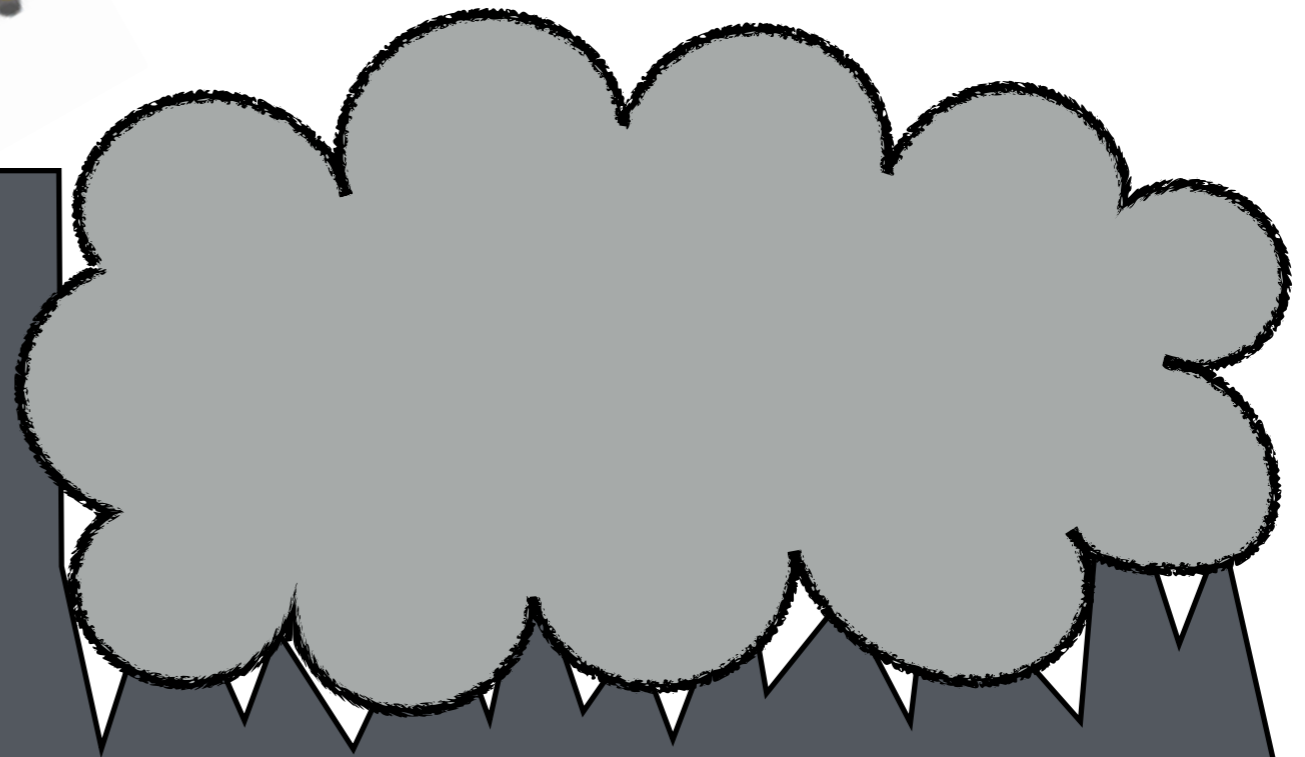
Ready?

Let's launch!



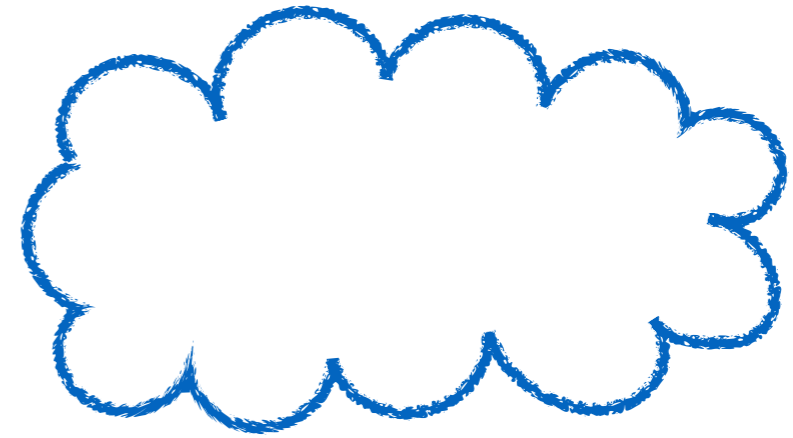
Not so fast, Buster.

Can't I just use the Force?



Let's do some research first.



Let's research!





? ? ? ? ?

What We Discovered

Tools: Edit User Segments

Segment name  

App Name  ?

Add Segment Logic 

AND OR

×

AND OR


×

You can only have a maximum of 3 segment units

App Name ?

Add Segment Logic

+ Add a Segment Logic

+ Add a new segment unit 

Version 2

Tools: Edit User Segments

Duplicate Segment

Choose your logic operator

And

Or




'AND' will apply across all sub-segments and sub-segment logic.

Name your segment

Enter segment name

Select users that match ALL these logics (3 logics per app)

Clear All

Segment App	Segment logic	
 111 Monster Rush	Frequency	≧ 0 times per day
And		
 111 Monster Rush	Most recent login	≧ 0 days ago
And		
 111 Monster Rush	Install Date	≧ 0 days ago
And		
Select an App	Choose your dimension	
+ Add a Segment app		+ Add a Segment Logic

Cancel

Save

Version 2

Tools: Edit User Segments

Duplicate Segment

Choose your logic operator

And

Or

'AND' will apply across all sub-segments and sub-segment logic.

Name your segment

Enter segment name

Select users that match ALL these logics (3 logics per app)

Clear All

Segment App



111 Monster Rush



Segment logic

Frequency

=

0

times per day



And



111 Monster Rush



Most recent login

=

0

days ago



And



111 Monster Rush



Install Date

=

0

days ago



And

Select an App



Choose your dimension



+ Add a Segment app

+ Add a Segment Logic

Cancel

Save

Version 3

Tools: Edit User Segments ?

Duplicate Segment

What is the name of your segment?

Enter name for your segment

Choose your logic operator

ALL

ANY

This user segment will include ONLY users who meet ALL of of the conditions below.

App Name

 111 Monster Rush ?

Clear All

Logic

Frequency ▼ \geq ▼ 0 times per day ▼ ×

AND

Most recent login ▼ \geq ▼ 0 days ago ▼ ×

[+ Add another property](#)

[+ Add logic for another app](#)

Cancel

Save

Version 3

Tools: Edit User Segments

Duplicate Segment

What is the name of your segment?

Enter name for your segment

Choose your logic operator

ALL

ANY

This user segment will include ONLY users who meet ALL of of the conditions below.

App Name

 111 Monster Rush 

Clear All

Logic

Frequency \geq 0 times per day 

AND

Most recent login \geq 0 days ago 

[+ Add another property](#)

[+ Add logic for another app](#)

Cancel

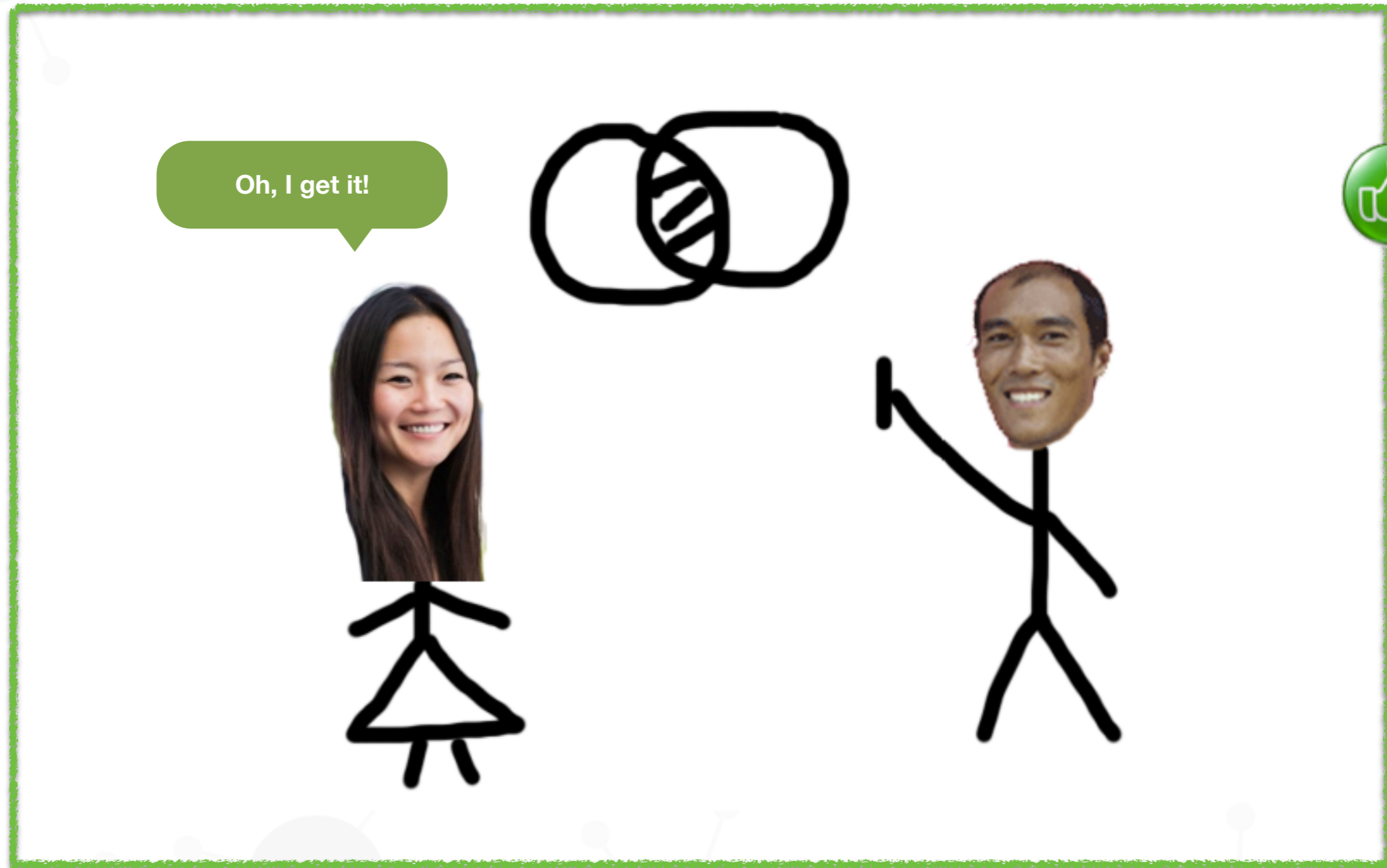
Save

How Designers Talk

Oh, I get it!



How Designers Talk



Version 4

Tools: Edit User Segments ?




Duplicate Segment

User Segment Name

1 2



This user segment will include ONLY users who match **ALL** of the following criteria:

	App	Criteria					
1	 Monster Rush	Login Frequency	≥	2	times per day	X	
2	 Monster Rush	Most recent login	<	30	days ago	X	
3	 Buster's Boost	Most recent login	<	30	days ago	X	

[Add criteria](#)

Cancel

Save

Version 4

Tools: Edit User Segments 

Duplicate Segment

User Segment Name

1 2

This user segment will include ONLY users who match **ALL** of the following criteria:

App

1



Monster Rush

Criteria

Login Frequency

≥

2

times per day

×

2



Monster Rush

Most recent login

<

30

days ago

×

3



Buster's Boost

Most recent login

<

30

days ago

×

[Add criteria](#)

Cancel

Save


Version 5 (for v2)




Tools: Edit User Segments ?

Duplicate Segment


User Segment Name

This user segment includes:

 Users who match **ALL** of the following criteria:

App	Criteria
 Monster Rush	Number of purchases \geq 1
 Monster Rush	Install date $<$ 2 weeks ago
 Buster's Boost	Number of purchases \geq 1

[Add criteria](#)

 Users who match **ALL** of the following criteria:

App	Criteria
Choose app	Choose criteria

[Add criteria](#)

[Add new section](#)

Cancel

Save


Version 5 (for v2)




Tools: Edit User Segments ?

Duplicate Segment

User Segment Name

This user segment includes:

 Users who match **ALL** of the following criteria:

App	Criteria	Operator	Value	Unit	Action
 Monster Rush	Number of purchases	≥	1		×
 Monster Rush	Install date	<	2	weeks ago	×
 Buster's Boost	Number of purchases	≥	1		×

[Add criteria](#)

 Users who match **ALL** of the following criteria:

App	Criteria
Choose app	Choose criteria

[Add criteria](#)

[Add new section](#)

Cancel

Save

5 Versions and Zero Engineering Work



Momo understands it.*

Chartboost

Tools: Edit User Segments

Duplicate Segment

User Segment Name

1 2

This user segment will include ONLY users who match ALL of the following criteria:

App	Criteria	Operator	Value	Unit
1 Monster Rush	Login Frequency	≥	2	times per day
2 Monster Rush	Most recent login	<	30	days ago

Add criteria

Scott understands it.

Chartboost

DASHBOARD MARKETPLACE HELP CompanyName

Earnings \$110,925.09 Balance \$9,940.94 Tools

Tools: Edit User Segments

Duplicate Segment

User Segment Name

This user segment includes:

Users who match **ALL** of the following criteria:

App	Criteria	Operator	Value	Action
Monster Rush	Number of purchases	>=	1	X
Monster Rush	Install date	<	2 weeks ago	X
Buster's Boost	Number of purchases	>=	1	X

[Add criteria](#)

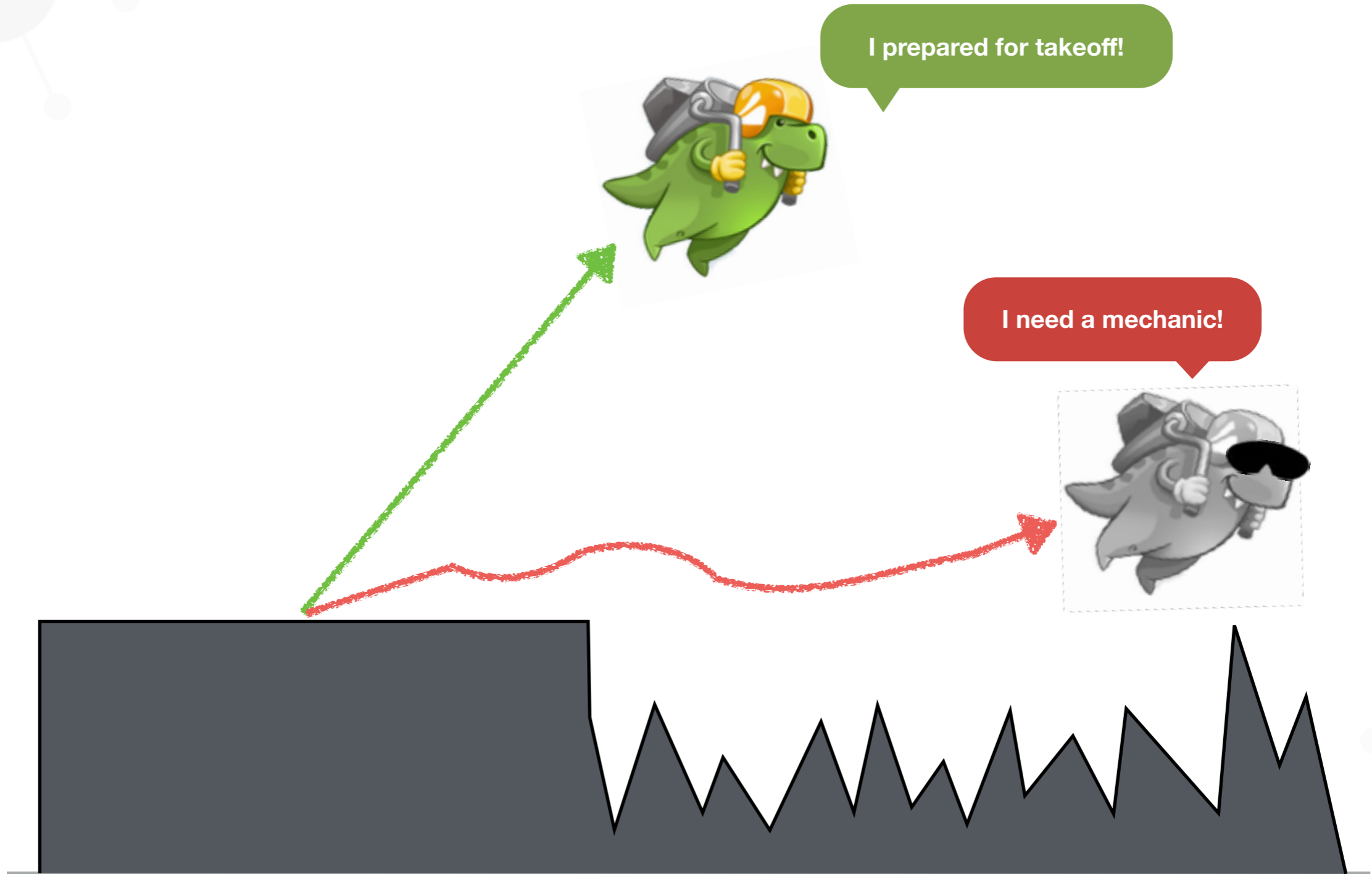
[Add new section](#)

Cancel Save

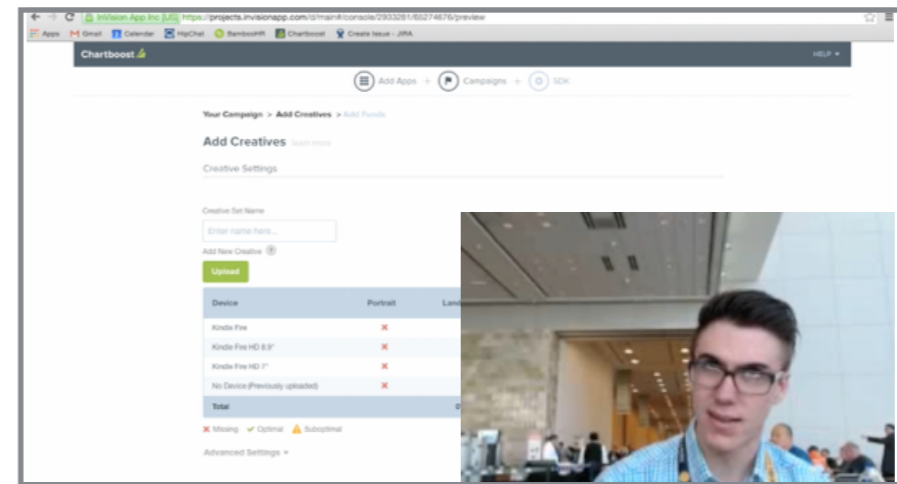
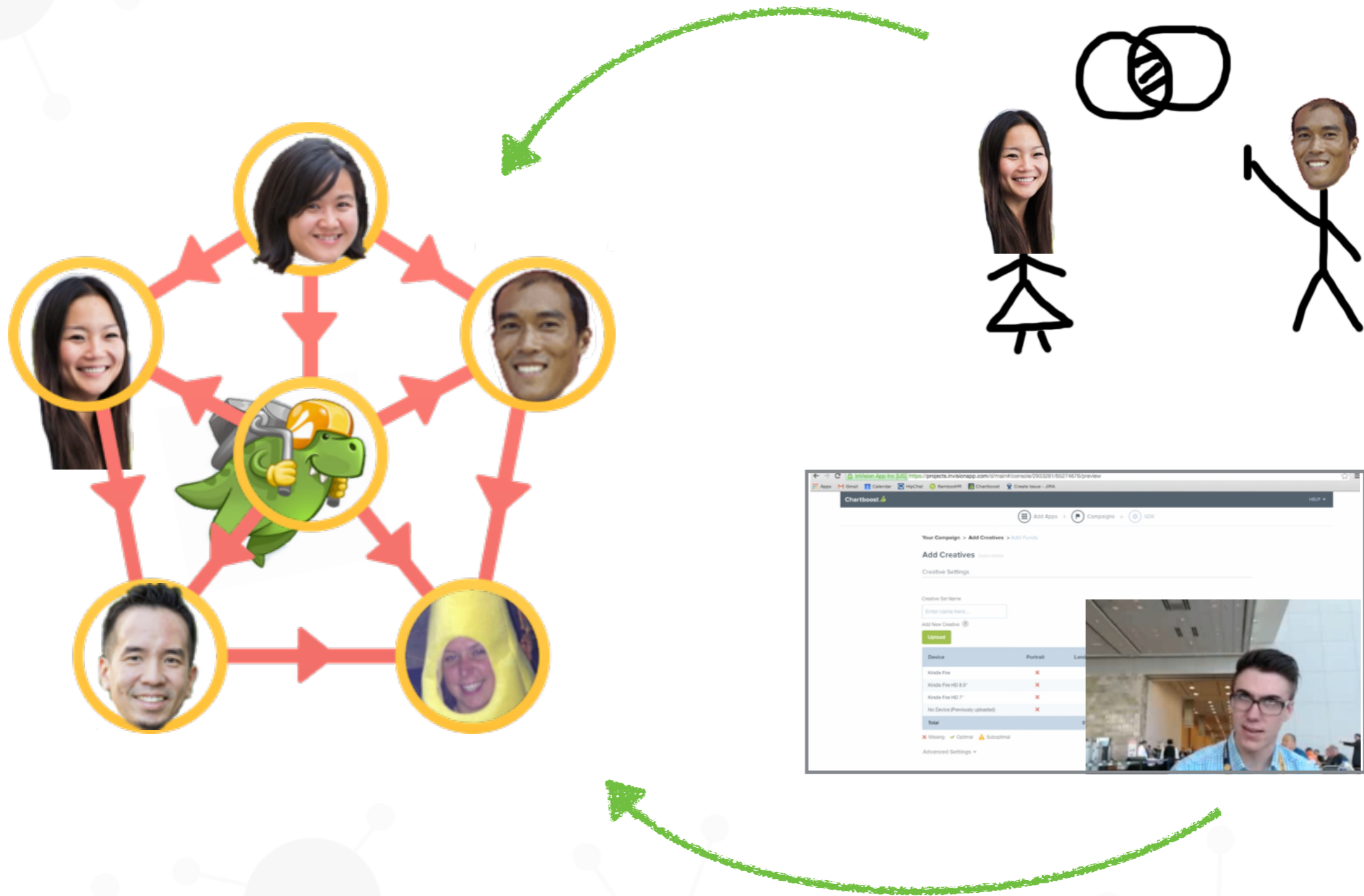


Summary

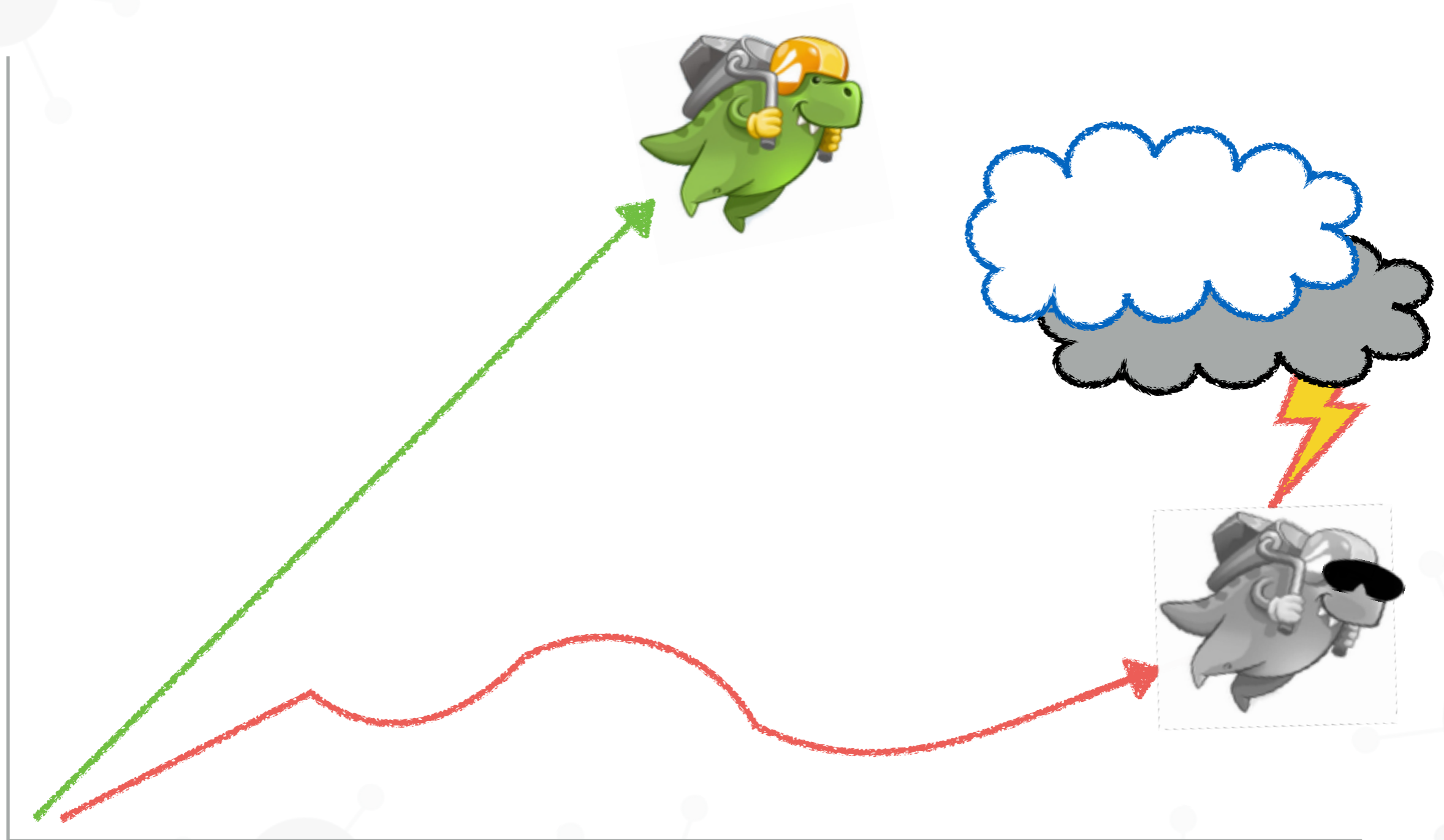
Moral #1: Chalk is cheap.



Moral #2: Never design alone.



Moral #3: Use the Data-Driven UX Force.



Resources on Confluence

UX Research studies are under Product > User Experience

Chartboost Spaces People Create

Product

SPACE SHORTCUTS

- Jira Boards
- Chartboost.com Dashboard
- Product Dropbox
- MixPanel
- Resources
- Mobile 3rd Party SDK Work
- Tableau
- Retrospectives

PAGE TREE

- Q1 2015 Product Roadmap
- <DEPRECATED> Product Bug and Imp
- Q1 2015 - Product Process and Templa
- Product Release Notes
- Competitive Intelligence
- Retrospectives
- BoostBeat
- Product / Project Launch Templates
- The Product Backlog
- Product Team Individual OKRs
- Archived Product
- User Experience
 - Heuristic Evaluation | Campaign Crea

Pages / Product Home / User Experience

User Testing | Segment Builder

Created by Mitch Joe, last modified about an hour ago

March 2015

Summary

We tested Segment Builder concepts before the first build.

Segment Builder v1 (AND/OR)
<https://projects.invisionapp.com/d/main/console/3206051/70669723/preview>

Segment Builder v2 (ANY/ALL)
<https://projects.invisionapp.com/d/main/console/3227452/71096198/preview>

Segment Builder v3 (ANY/ALL)

Key Findings

- "AND/OR" is confusing to people. Even if they understand that "AND" makes their target smaller in 1 app, they think that "AND" makes the target
- "ANY/ALL" is more readily understood in the 2-app context.
- Venn diagram graphic seemed to help people understand.
- People wanted to choose apps that were not theirs in order to target similar users who might like their games.

User Sessions

Drew Fung - Pocket Gems (San Francisco, CA)

Notes
<https://www.dropbox.com/s/n2wup0ab4om0rz6/Drew%20Fung%20-%20Pocket%20Gems.docx?dl=0>

Video (52 min)



Let me know if you have any research needs.



End