

# An Interdisciplinary Approach to Data Product Adoption

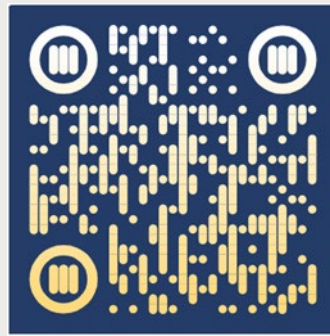
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Mason resident

Data Product Owner (Jackson National Life)

15+ Years of data

Education

 MS Data Science  Executive MBA

 BA Economics  BAS Comparative Religion

Professional Disc Golfer (#80545)



# Why Focus on Customer Engagement?

# The Statistics

77% of businesses report data adoption as a challenge (source)

70% of analytics dashboards fail to see adoption (source)

87% of data science projects will never see production (source)

Gartner predicts 80% of analytics will fail to deliver value (source)

# Leading Causes in Big Data Project Failures

(red color added to highlight project management and organizational issues)



David Becker, 2017 (source)

We're not  
engaging our  
customers  
sufficiently!



“You need to develop a roadmap, to know where you are going, and what to do when you get there.”

*-Brian Atkiss, Director of Applied Intelligence, Anexinet*



Consulting

# Follow The Consulting Process

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## Understand the Problem

- Value Realization  
*Focus not on what the customer wants but on the desired outcome!*

## Find the Opportunity

- What are possible solutions?  
*Look at the context of the situation to determine which solutions are appropriate*

## Build the Strategy

- Blueprint or roadmap  
*Breaking down tangibly the outcomes, actions, and investments*



Google Gemini: "Please generate a hyperrealistic image of the consulting process."

"Putting together a robust strategy that speaks to *everything you can do for a client* will get them a better outcome than taking one-off solutions without an end in mind"



– Allie Lord Walton, Jackson National Life, Business Technology Consulting Manager

# Business Process Engineering

# How Is The Process Impacted?

Step back → Ask if we're solving the right problem

- Map out existing workflow
- What are the existing pain points? → Must talk with end customer!

How will this solution impact existing workflow?

- Streamlining or replacing?

How will users interact with the solution?

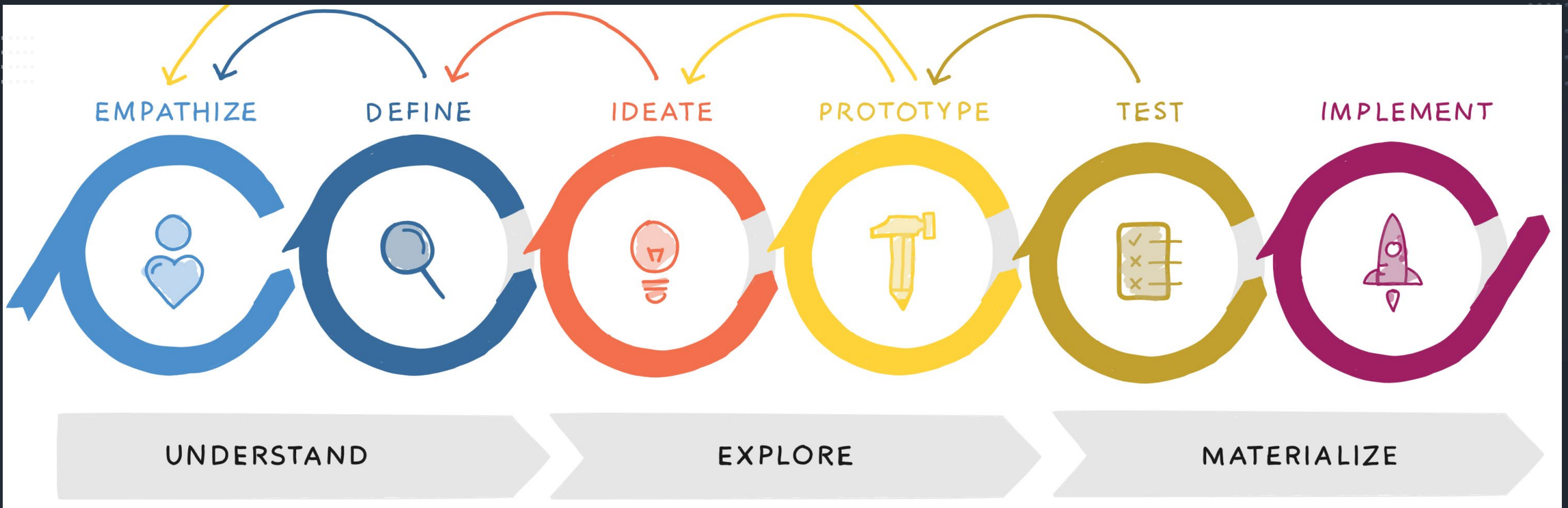
- Which users?
  - Who else downstream will be impacted?
-

"The intention is to demystify process by looking at right problem and approaching problem in the right way. We don't want to waste time and effort."



– Daniel Linarez, Jackson National Life, Business Process Engineering

# User Experience (UX)



# Design Thinking Process

## Understand, Explore, Materialize

- What don't we know?
- Embrace pivoting

## Dialogue with customer before research/data

- Ask open ended questions
- Brainwriting

## Tools

- Knowledge Board
- Brainwriting
- Personas



“Design thinking is a human centric approach to problem solving. By Understanding the customer needs the team focuses on finding the right problem to explore, testing and delivering the best outcome.”



– Bob Rios, Jackson National Life, UX Designer

Pedagogy



# Pedagogy

- Learning modalities
  - Adapting to user's learning styles
- Create an ecosystem for learning
  - Learning is enhanced in group setting
  - Users supporting users
- Feedback mechanism
  - Build in ability for questions and feedback
  - Make it simple and easy

Marketing

# Positioning

Create

- Create the story

Position

- Position customer as the hero

Focus

- Focus on successful transformation



# Change Management

# Change Management

1. Plan & Communicate
2. Find A Champion
3. Show The Benefit
4. Prototype & Train
5. Monitor & Measure



“ People are critical. People don’t buy the dream, they buy the next step but if you have a roadmap, you can guide them.”

– *Jordan Poortenga, VP of Data & Analytics, Mutually Human*



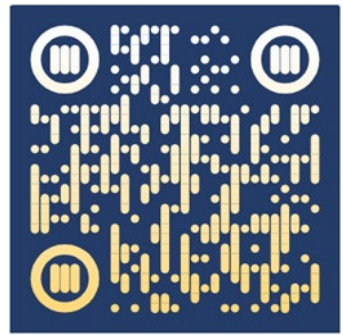


My Insight Gained

Experts weighed in  
heavily on  
disciplines beyond  
their own

# Open Discussion:

## What disciplines do you incorporate?



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