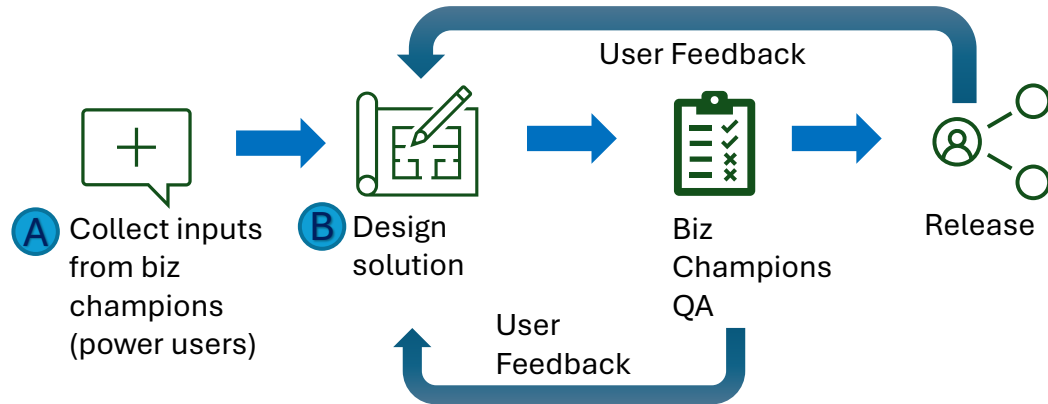


“Democratizing Data” → Empowering Better Decisions

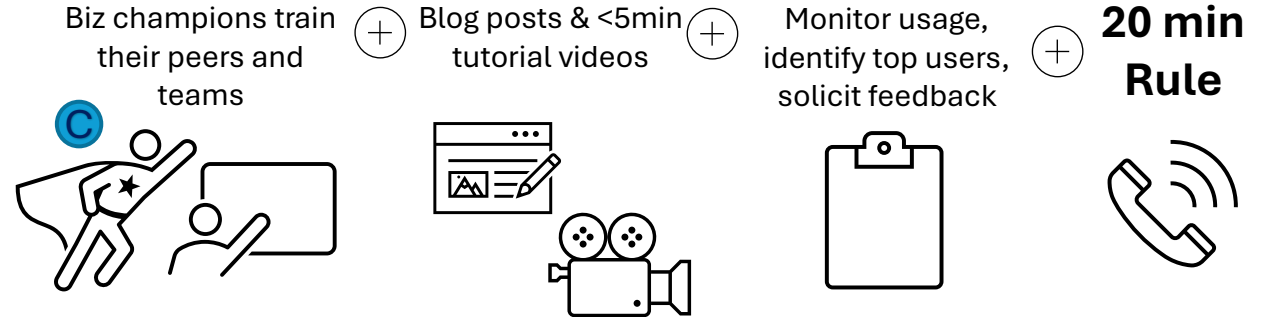
We Data People's Mission: **Easy** Access to **Useful** Data

Design Process



D

Drive User Adoption



A Clarify expectations early on

1. What are deal breakers?
2. What are Ok to live without?

Always job shadow current process.

B Don't boil the ocean

1. Roll out a **good-enough** product
2. Let people test
3. Get feedback to improve

C Find your champions, they are:

1. Hungry for something better
2. Enjoy playing with new things and teach others
3. Honest and reasonable in constructive feedback

D Meet people where they are

1. Use different strategies for different persona of users
2. Focus on training champions (15% users)
3. Have champions train peers (60% users)
4. Let the rest follow along at their pace (25% users)

Team Structure: ‘Sales’, Engineer, ‘Customer Service’.

Team Traits: CARE -- **C**urious, **A**ccountable, **R**esponsive, **E**mpathetic.