

# Superweek Jamaica

REMEMBER THE END USER



Siteimprove

# Ivan Bager

## Senior Product Owner - Siteimprove Analytics

### 16 years of experience in digital analytics

Nordea

VELUX

Coloplast

ADEPTUS

### Certifications

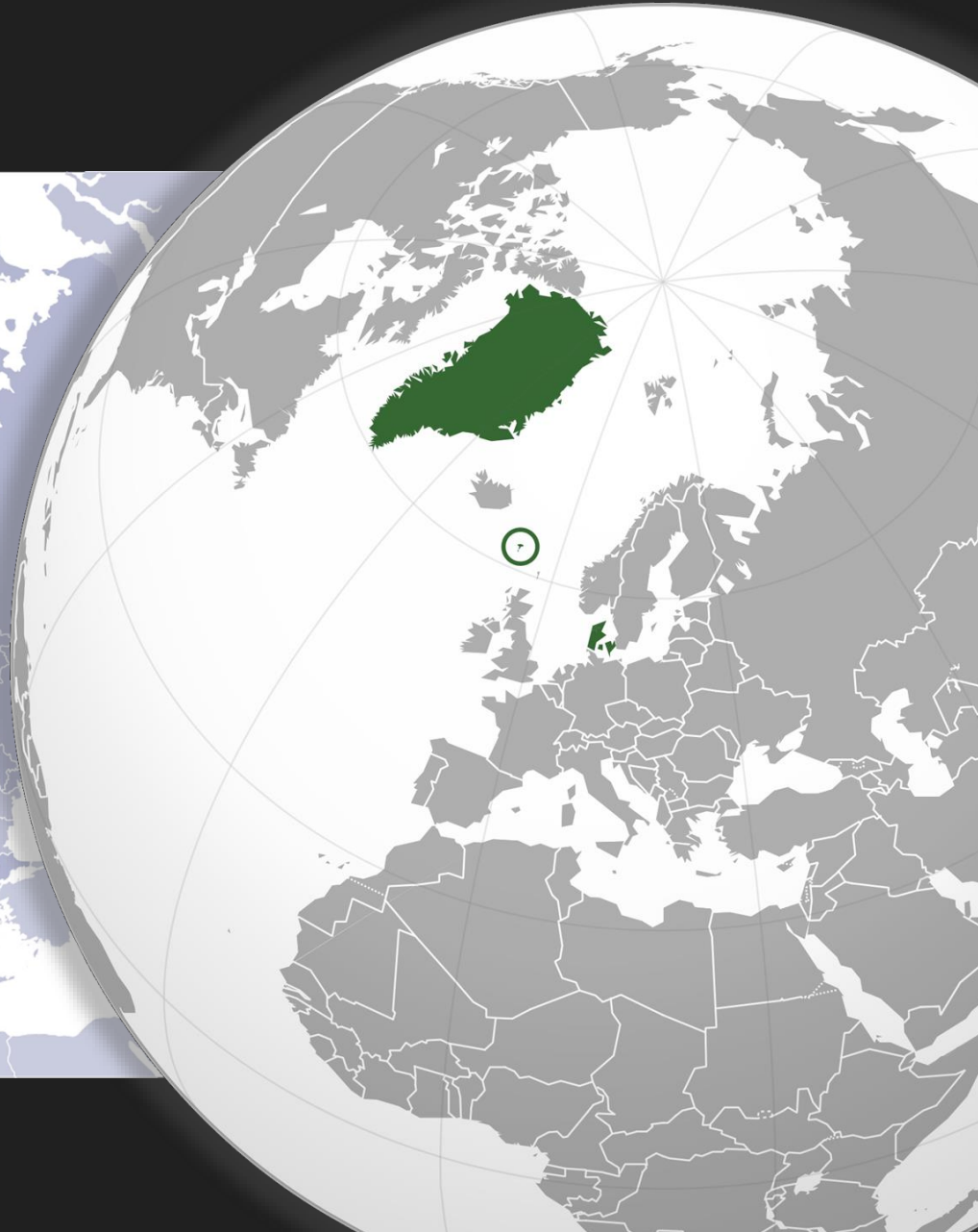
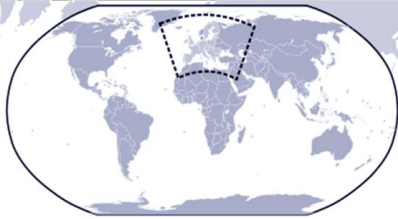
DAA Certified Web Analyst  
Digital Analytics Association

Netminers Certified Analyst

ACE - Adobe Certified Expert

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# ***Background on Siteimprove***



Siteimprove

# Siteimprove Web Governance



Quality Assurance  
Policy, Accessibility, SEO, Response,  
Priority, PDF Checker, and **Analytics**

From catching broken links,  
misspellings, and missing ALT tags to  
providing data on website visitors  
and their journeys,

Siteimprove is the only all-in-one  
software solution that helps you  
meet your web governance goals.

[siteimprove.com](https://siteimprove.com)

***A new hope***



Siteimprove

**Driven by the backlog, bug stomping  
and copy-cat mentality**



# Revitalize

# Reform of devops

***The UX strikes back***



Siteimprove

**Who actually uses the tool**

# Interviews with CSM

# Field studies

# More field studies

# Task analysis



# Organizational analysis

# Behavioral Data Analysis

# *Return of the User*



Siteimprove

# Personas

# Loving and caring for Personas

# Actual user stories

**User needs is an actual argument**

# ***The User Awakens***



Siteimprove



# Minimum Viable Product approach

**Focus on adding tangible value**

**Focus on adding tangible value and joy**

**Never gonna give you up**