

3 Steps to Creating Answer-generating Apps

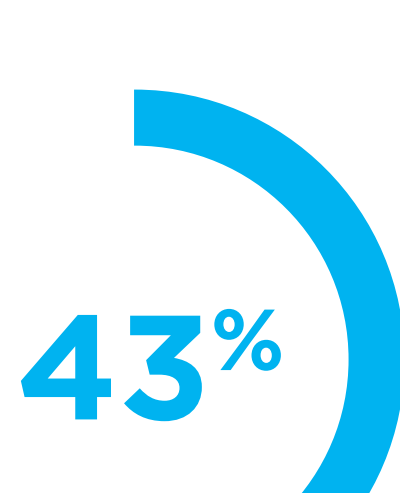
Today, product managers need to do more than just provide data to users. They need to understand users' goals and help them reach those goals with embedded analytics.

Why take a new approach?



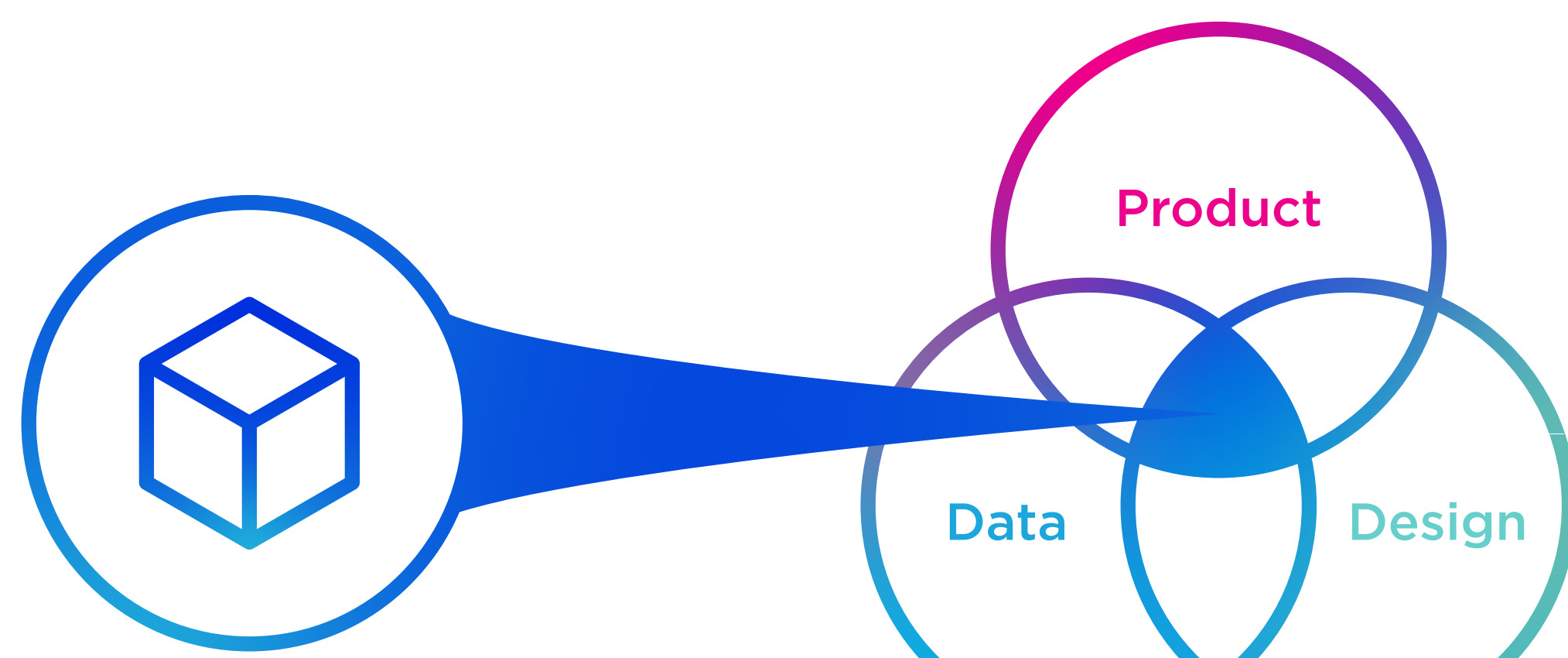
96% of business applications today provide some form of embedded reporting or analytics¹

Visual data is processed **60,000x** faster than text²

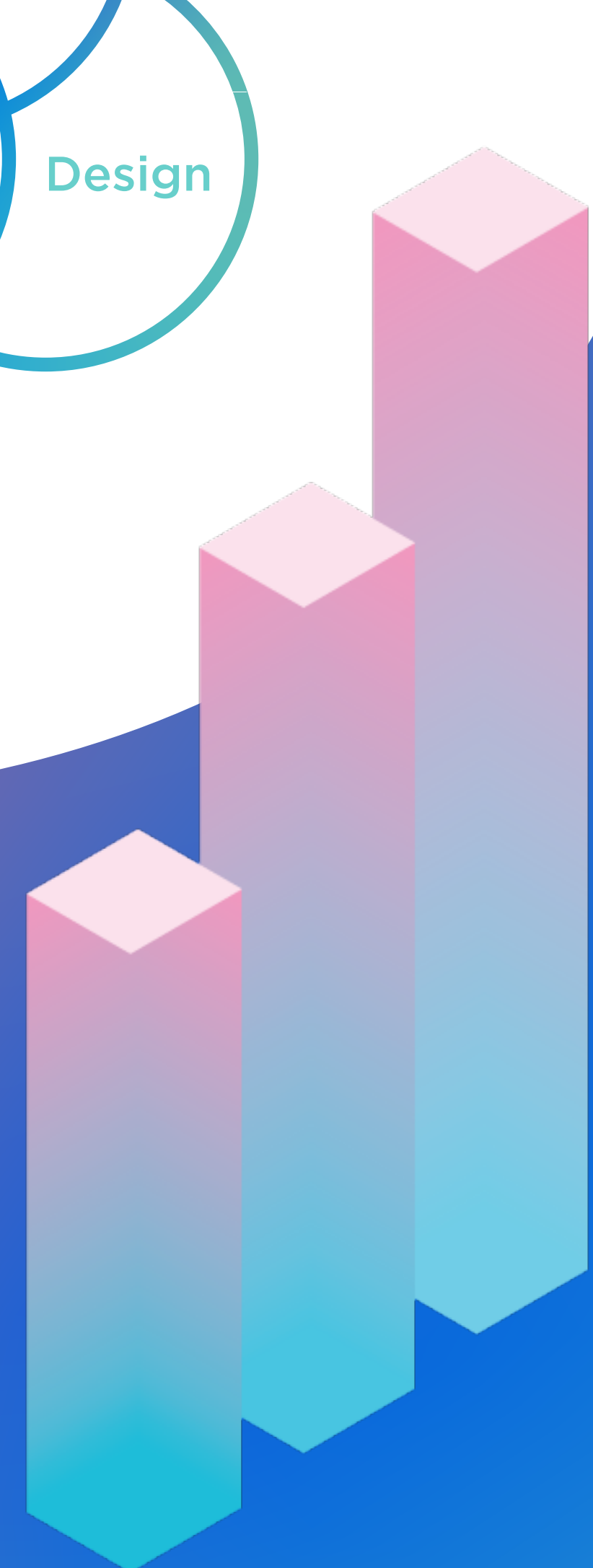


Software vendors report 43 percent greater value of applications with embedded analytics.³

Data as a feature is the act and process of treating data as a core feature of an application to deliver maximum value to the end user.



Building an actionable data feature means embedding analytics into applications:



STEP 1

Understand the goals and motivations of users.

Don't start with data. Start with your users. To complete step 1, practice goal thinking. Identify the needs of your users and work backwards to the data experience that will best help them achieve their goals. You need to ask the right questions:

- Who are my users?
- What are their goals?
- What data is needed to achieve those goals?
- Where does the data need to come from?
- How should it be collected?
- How and in what context should the data be presented to users?

STEP 2

Design with a user-first strategy.

With your new understanding of users, you can now design valuable data experiences in your application.

Key considerations to design with data as a feature:

1. Make It Intuitive: easy to understand
2. Make It Convenient: accessible in the right context
3. Make It Customizable: viewable in ways unique to each user
4. Make It Actionable: easy to apply insights to produce intended outcomes

By designing according to these principles, you can deliver excellent application UX and intuitive data visualizations for users inside your application.

STEP 3

Develop user-first products.

Now it's time to execute on your design and create actionable, data-driven experiences in your applications. There's a lot to consider, but the biggest question is whether to build or buy embedded analytics.

Why build?

- **Control:** Get exactly what you want.
- **Niche functionality:** Maybe your specialist requirements aren't supported by embedded analytics tools.
- **Less administration:** Building avoids licensing and royalty negotiations.
- **No need to wait:** If you have limited requirements, then it may be quicker to build.

Why buy?

- **Focus on your strengths:** You're not a BI specialist, so don't divert precious resources to building and maintaining BI.
- **Best in breed:** Working with a BI specialist instantly adds best-of-breed features, which continue to enhance the product.
- **Simplicity:** It can be much simpler to buy BI, while achieving more functionality. For example, it's difficult to build self-service analytics from scratch.
- **Time to market:** Embedding a BI solution accelerates time to market.

Experience Data as a Feature in Action

If you truly understand **why** users want data, you can better design and develop valuable applications. Want to see an application that treats data as a feature? Check out the [data as a feature demo application](#) from TIBCO Jaspersoft software and try it for yourself.

1 SaaS Pricing Study based on Montclare SaaS 250. <http://montclare.com/saas-250/>.
2 Christman, Courtney. (2014, May). 14 User Experience Statistics. Retrieved from <https://www.mainstreethost.com/blog/14-user-experience-statistics-mshunderreview/>
3 Eckerson, Wayne. (2018, Feb.). The Ultimate Guide to Embedded Analytics. Retrieved from <https://www.eckerson.com/register?content=the-ultimate-guide-to-embedded-analytics-keys-to-product-selection-and-implementation>