3 Steps to Creating Answer-generating Apps

Building an actionable data feature means embedding analytics into applications:

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.

**STEP 1**

**Design with a user-first strategy.**

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.

**STEP 2**

**Design with a user-first strategy.**

Identify the needs of your users and work backwards to the data experiences that will best help them achieve their goals. You need to ask the right questions:

- **Why am I here?**
- **What is my goal?**
- **What data do I need to reach my goals?**
- **How do I want to see it?**
- **How should it be collected?**
- **Where does the data need to come from?**
- **How and in what context should the data be presented to users?**

**STEP 3**

**Develop user-first.**

Build this understanding into your development process. As you design, implement, and test your application, make sure you're following these principles:

- **Make it intuitive:** Easy to understand.
- **Make it convenient:** Accessible in the right context.
- **Make it customizable:** Viewable in ways unique to each user.
- **Make it actionable:** Easy to apply insights to produce intended outcomes.

Experience Data as a Feature in Action

If you truly understand your users and data, you can better design and develop usable 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.