

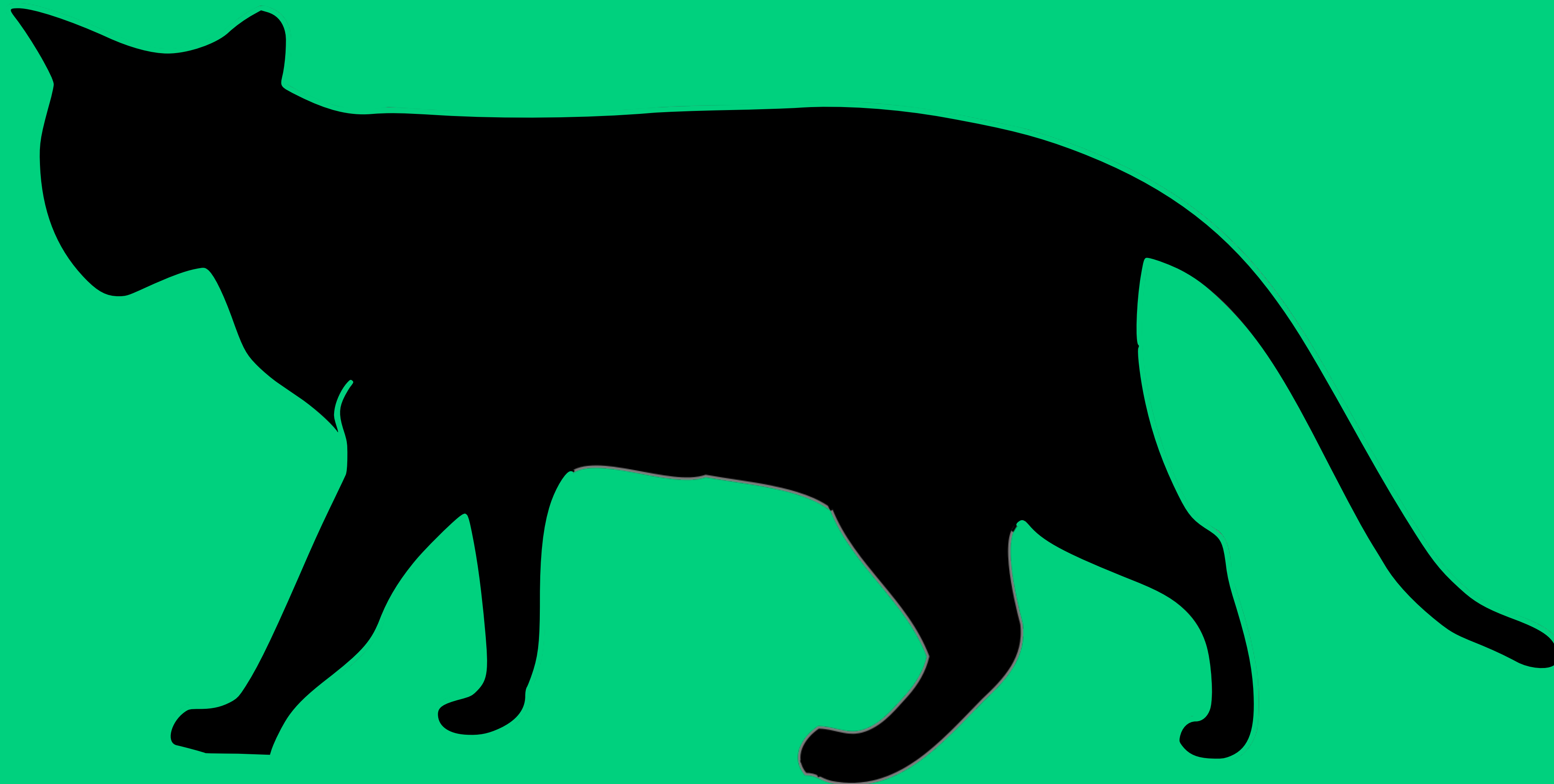
# Egy mérés nem mérés



**Tomi Mester**  
data analyst

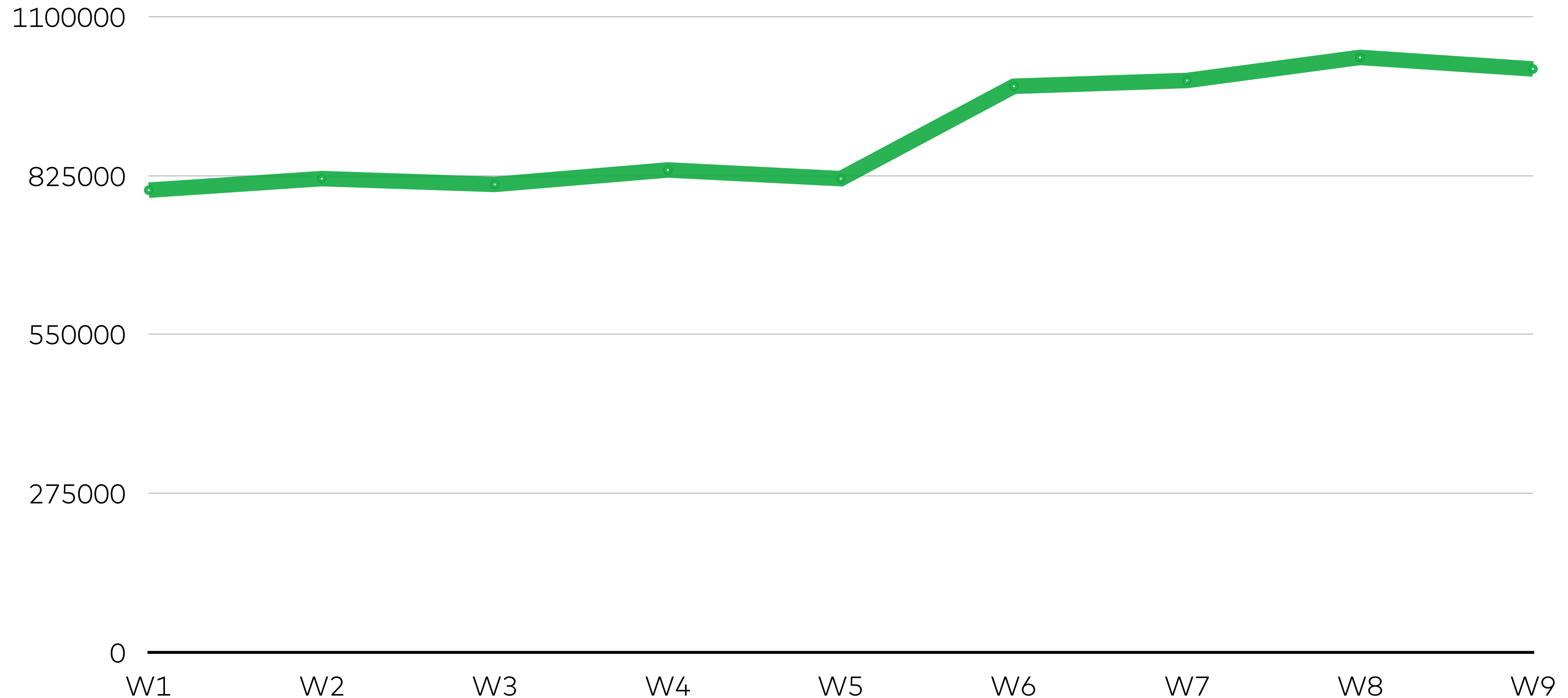
twitter: @data36\_com

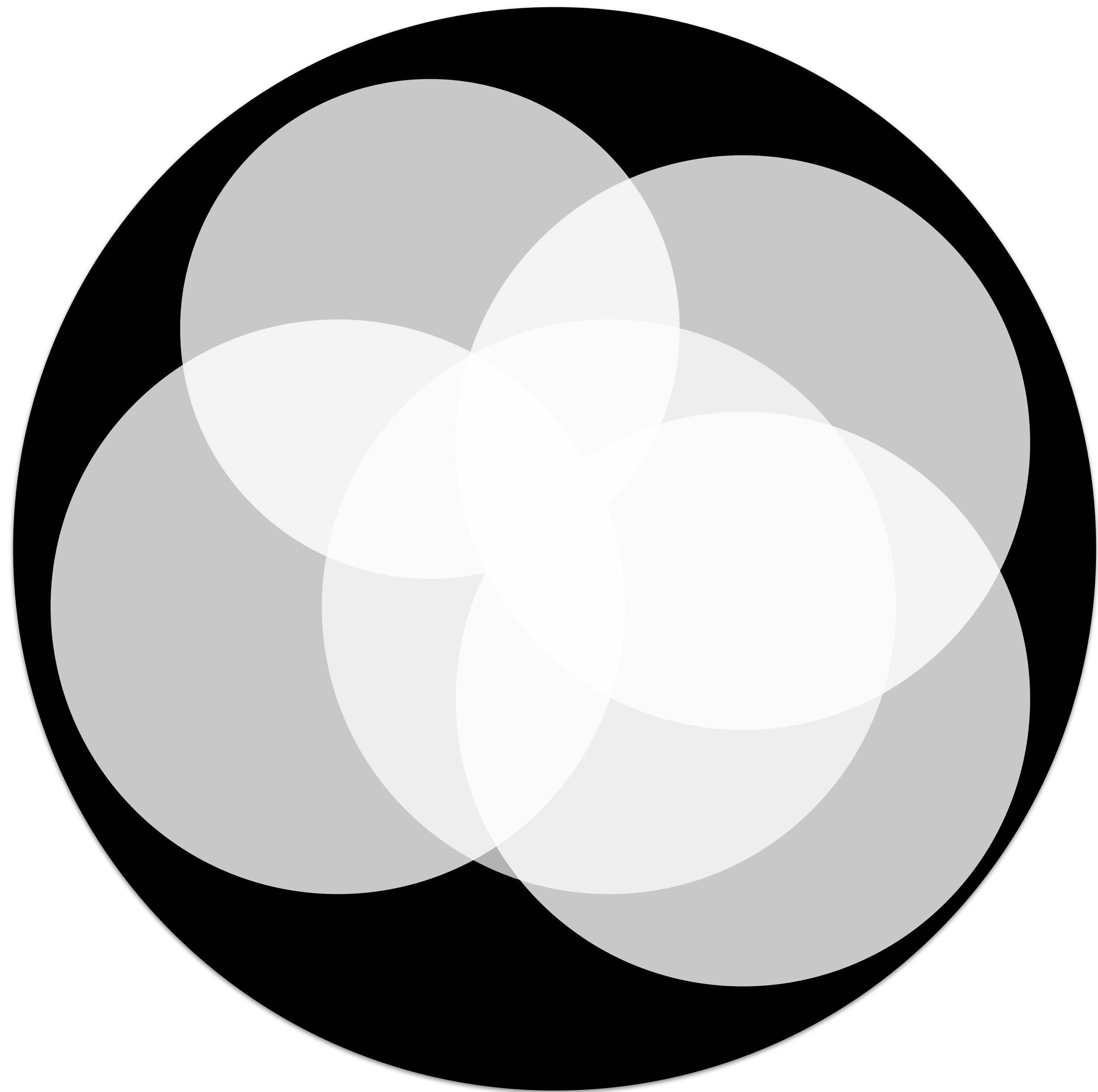
# A 'Falling Cats' sztori



twitter: @data36\_com

# Regisztrációk száma

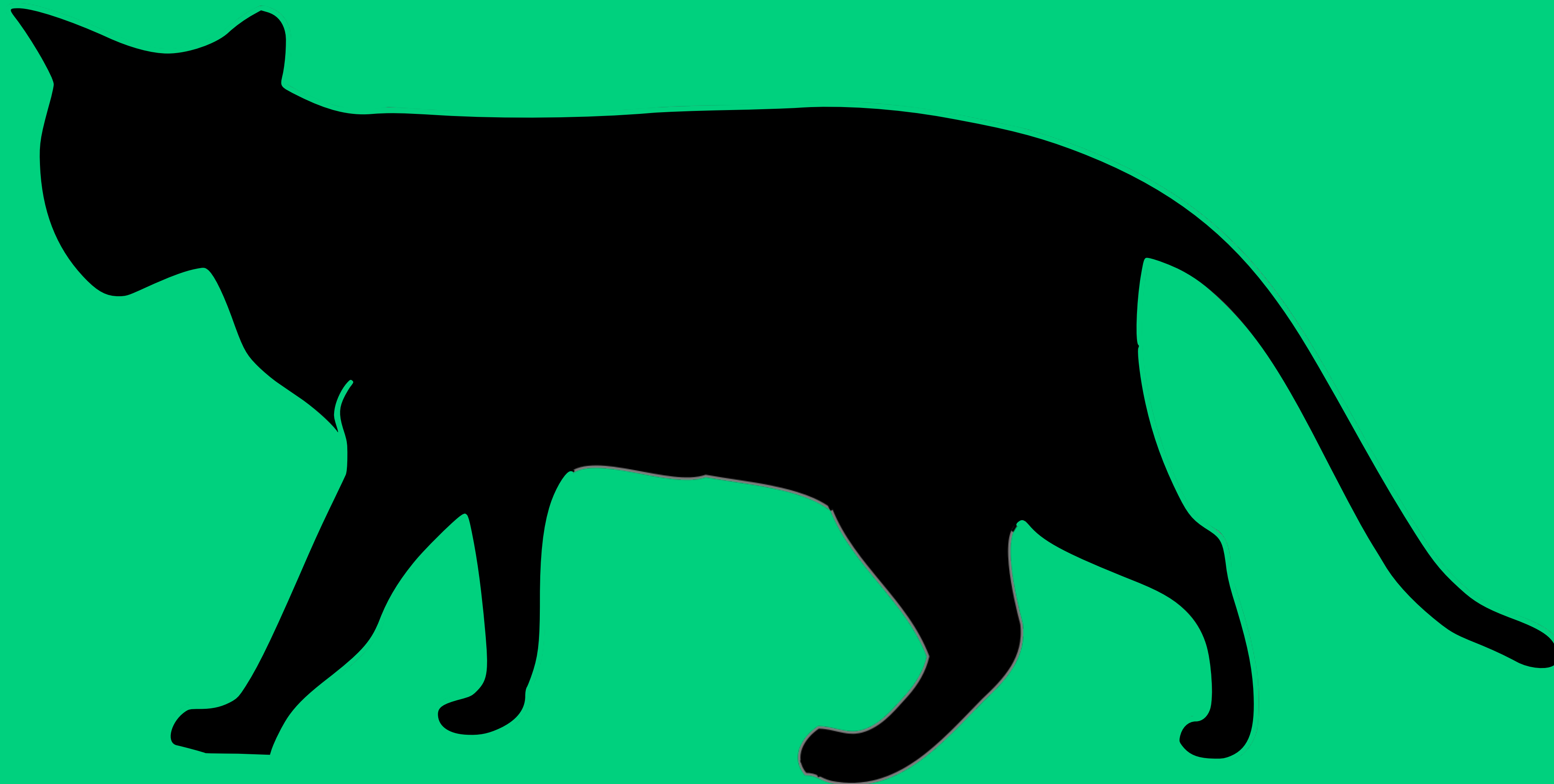






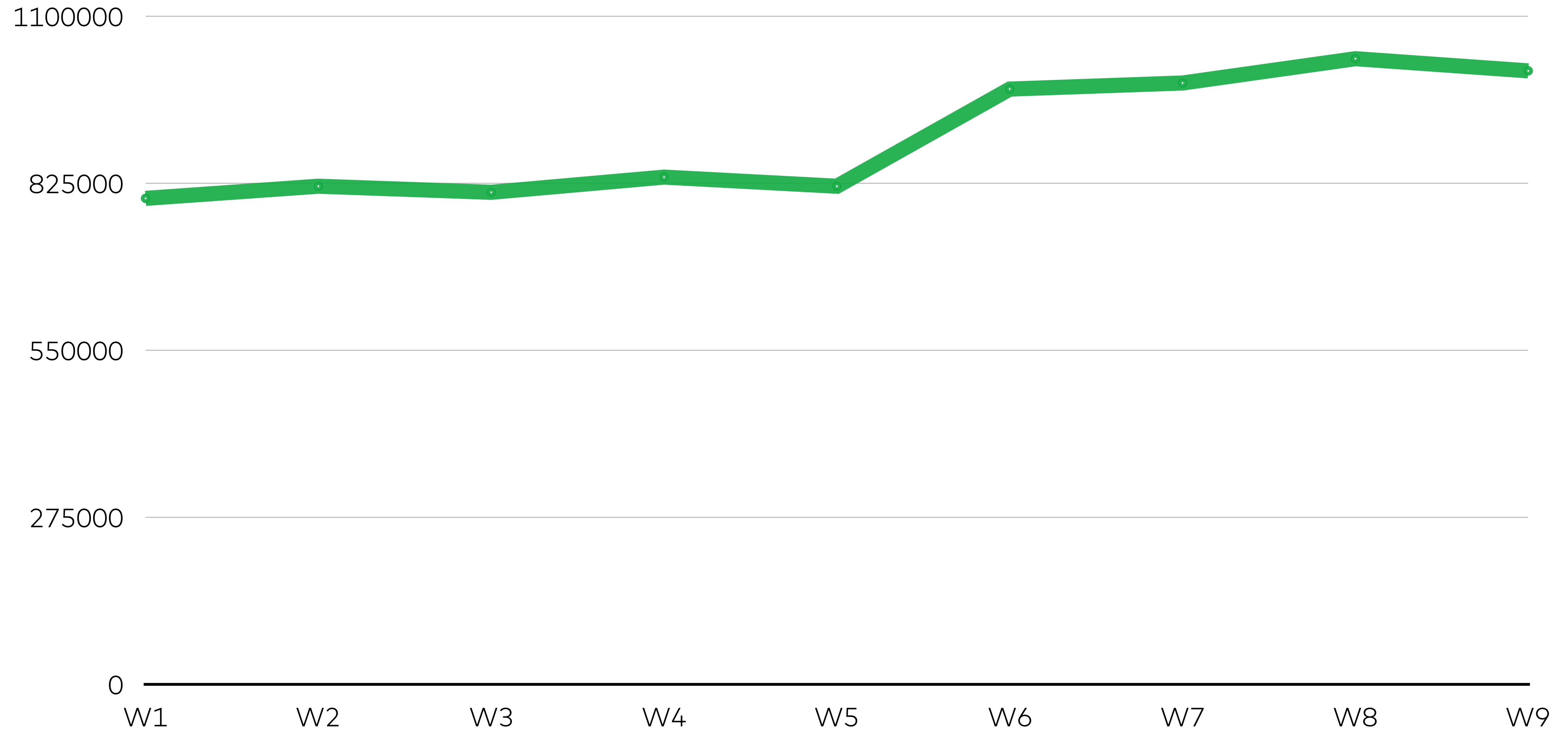
Egy mérés  
nem mérés

# A 'Falling Cats' sztori



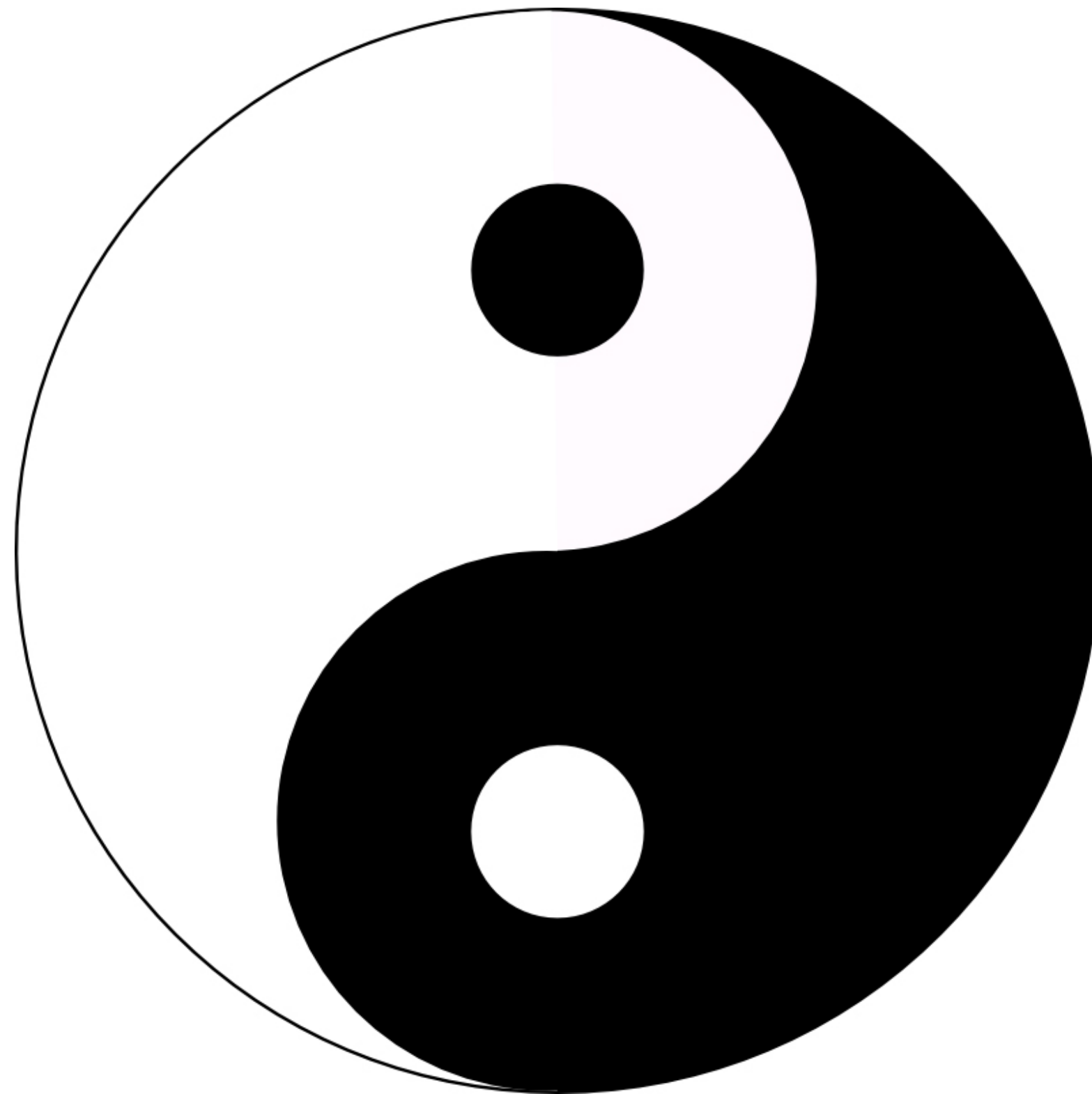
twitter: @data36\_com

# Regisztrációk száma



# Kvantitatív kutatás

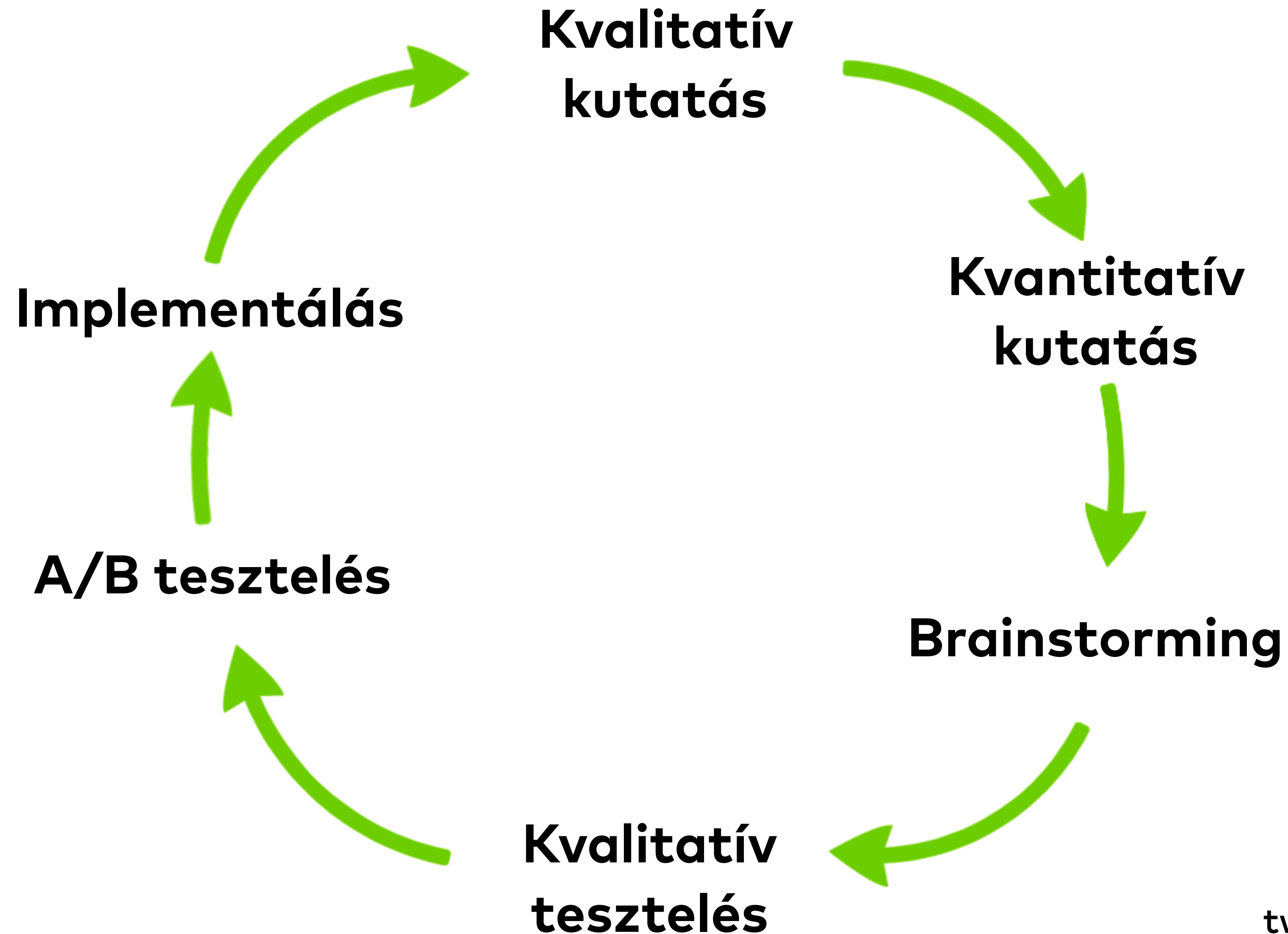
- A/B testing
- funnel analysis
- cohort analysis
- segmenting
- click maps
- etc...



# Kvalitatív kutatás

- UX testing
- user interviews
- 5 second testing
- surveys
- first click tests
- etc...

# Online Kutatás Keretrendszer



# 1. Kvalitatív kutatás

# Usability Tesztelés

iZettle®

CARD READER & ACCESSORIES

PRICING

THE SERVICE

Recording || 04:17 ? Next ▶

Now go to the top menu and try to learn more about what iZettle is! Try to find out, what's iZettle's main product or service.

☐ Keep Open

# Point of Sale as it should be

iZettle gives you all the tools you need to start, run and improve your business.

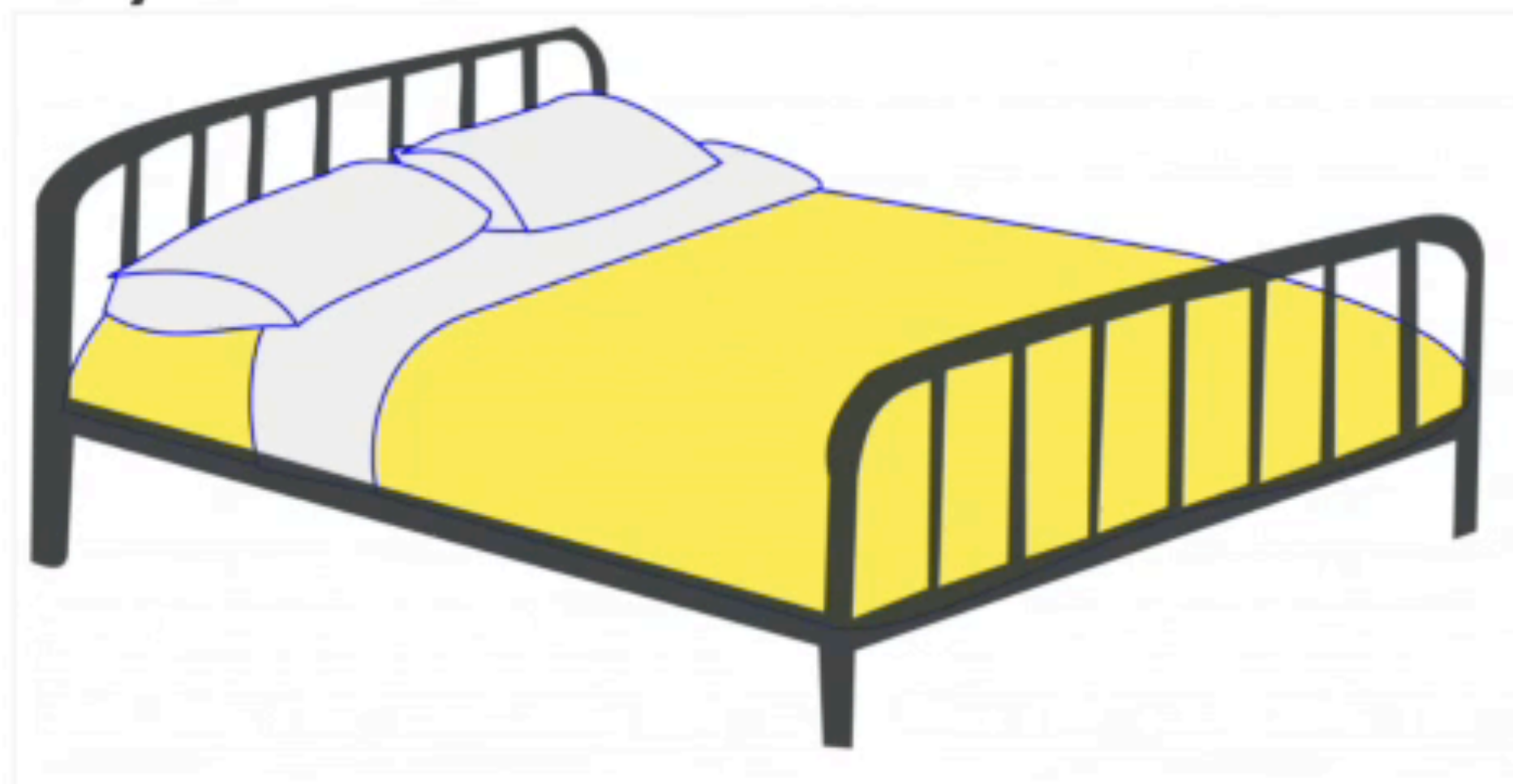
Run your business on a smartphone or tablet





# Kérdőívezés

## Buy this bed!



30.000 SEK

very good!

>> **BUY NOW!** <<

Help your friends see this article:



**Kvalitatív  
kutatás**



**Kvantitatív  
kutatás**

# 2. Adatelemzés



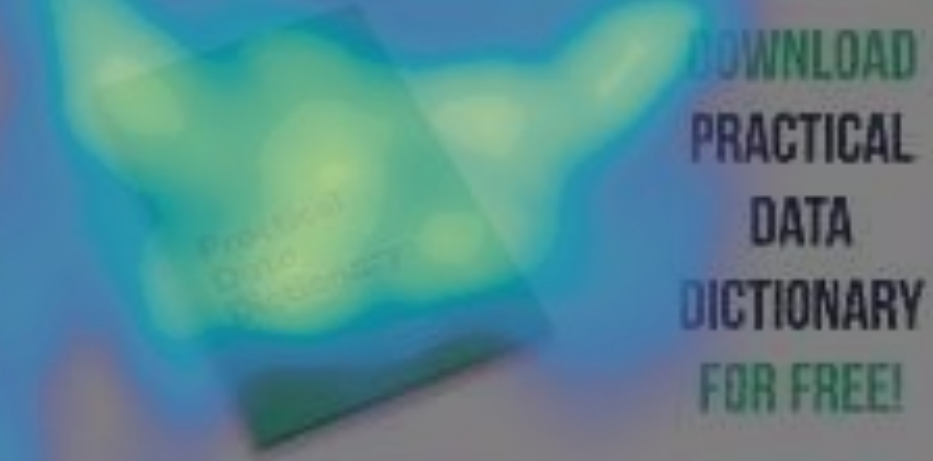


WHY DATA?  
ABOUT ME  
CONTACT  
× BLOG  
DOWNLOAD THE E-BOOK!

Hey, I'm Tomi Mester. This is my data blog, where I give you a sneak peek into online data analysts' best practices. You will find here articles and videos about data analysis, AB-testing, researches, big data and more...

Subscribe for data articles here:

Email Address \*



## Practical Data Dictionary

*I decided to create a dictionary which unifies the most used data expressions and places them within a clear framework. This is an 54 pages handbook and actually it's...*

## Reporting, Optimizing, Predicting – 3 things that you can do with your data

*So there you are: you have millions and billions line of raw data. Reporting, Optimizing, Predicting – 3 things that you can do with your data using to analyze it (Google Analytics, Mixpanel, etc.)*

## Predictive Analytics 101 – Part 1

*Predictive analytics is not a new or very complicated piece of science. As I mentioned before (Reporting, Optimizing, Predicting – 3 things that you can do with your...*

## How data collection works?

*The first step for every data project is data collection, aka.: getting the actual raw data. There are two ways to do this: A) You can pick one...*

## Create a good data research plan! Step by step guide for online businesses.

*Before you touch any of the tools, you have one extra assignment. Create your data research plan! It's really-really important.*

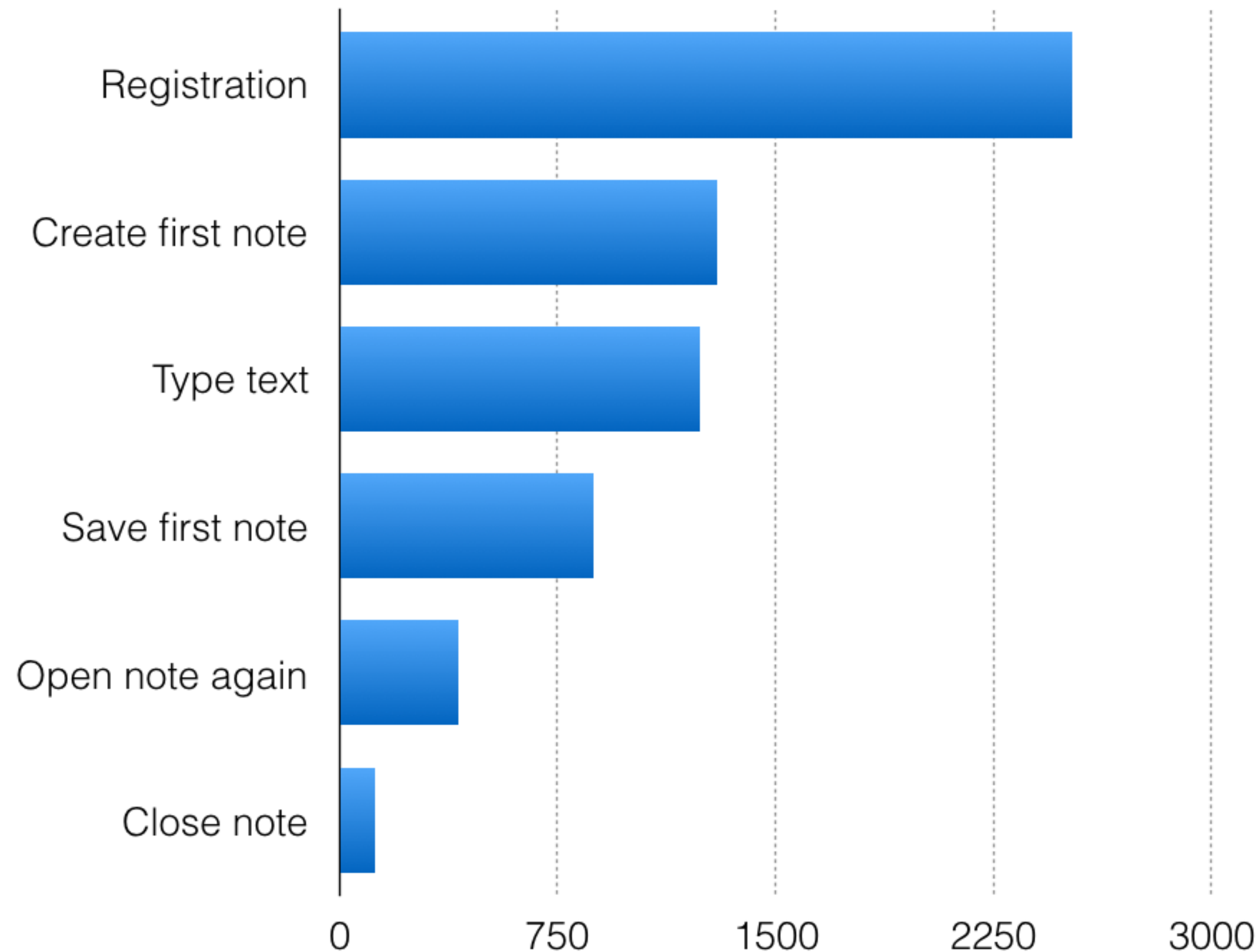
## Data-resistance – How to evangelize the data driven mindset?

*If you are reading this article, then most probably you care about data driven thinking and you like to make decisions backed by data. Bad news! Not everybody...*

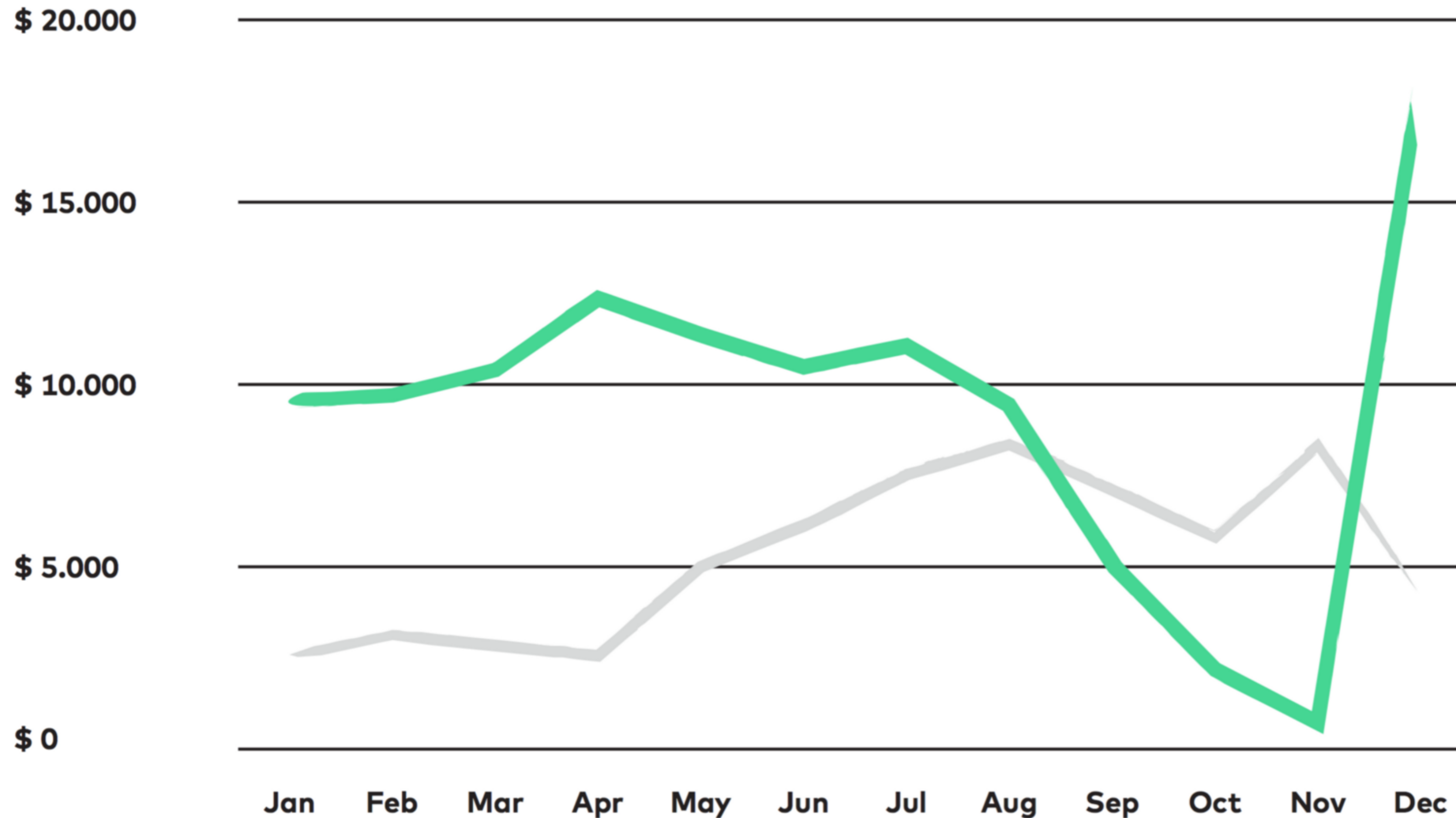
# Heatmapping



# Funnel Analysis



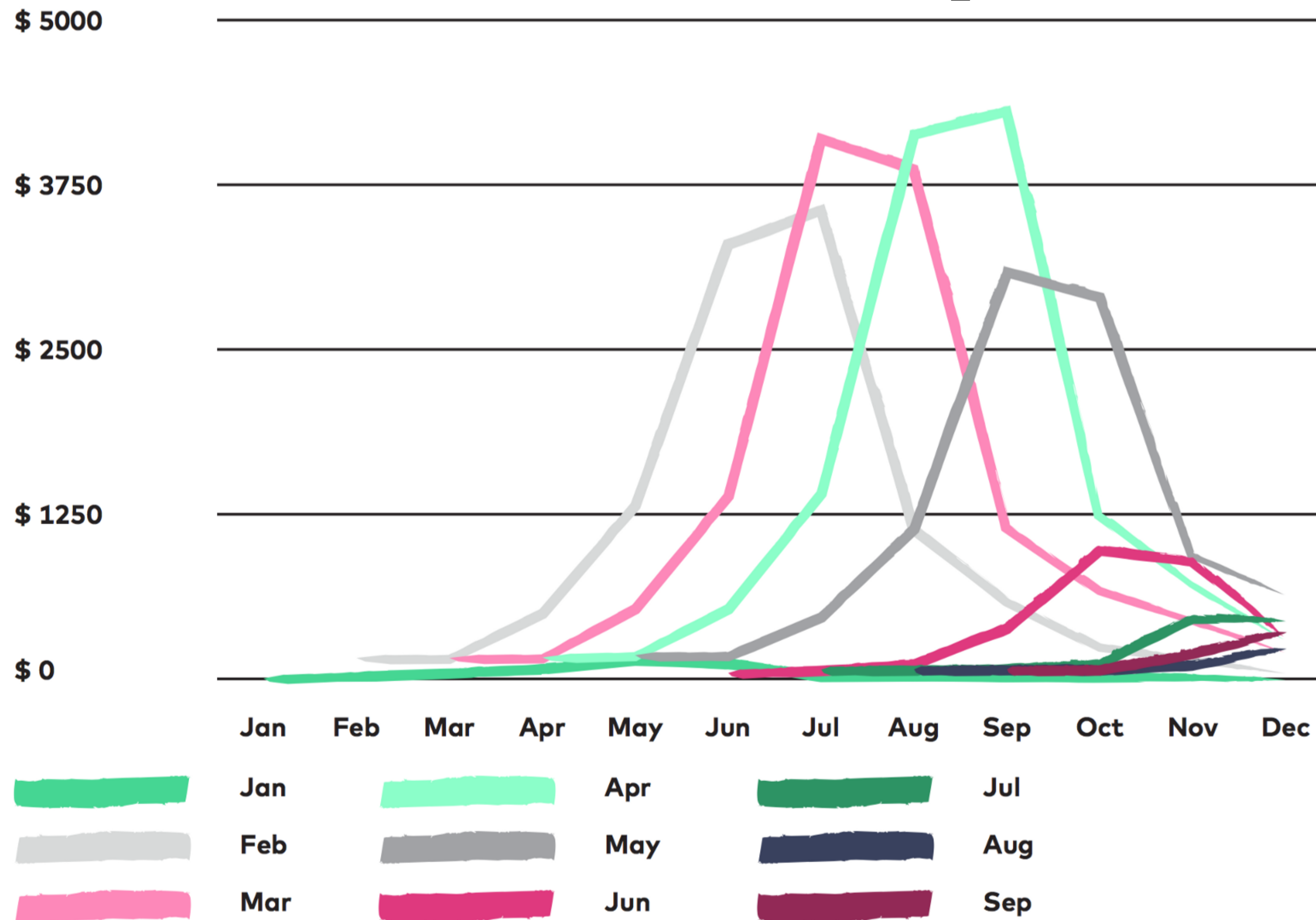
# Segmentation



First payment

Repeat purchase

# Cohort Analysis





**Kvalitatív  
kutatás**



**Kvantitatív  
kutatás**



**Brainstorming**

# 3. Brainstorming

**Kvalitatív  
kutatás**



**Kvantitatív  
kutatás**



**Brainstorming**



**Kvalitatív  
Tesztelés**

# 4. Kvalitatív tesztelés

# Five Second Testing





## Sell smarter

The free iZettle point of sale system empowers you to track every sale and make better business decisions.



## Get paid

The all-new iZettle Reader takes card and contactless payments in seconds—wherever and whenever.

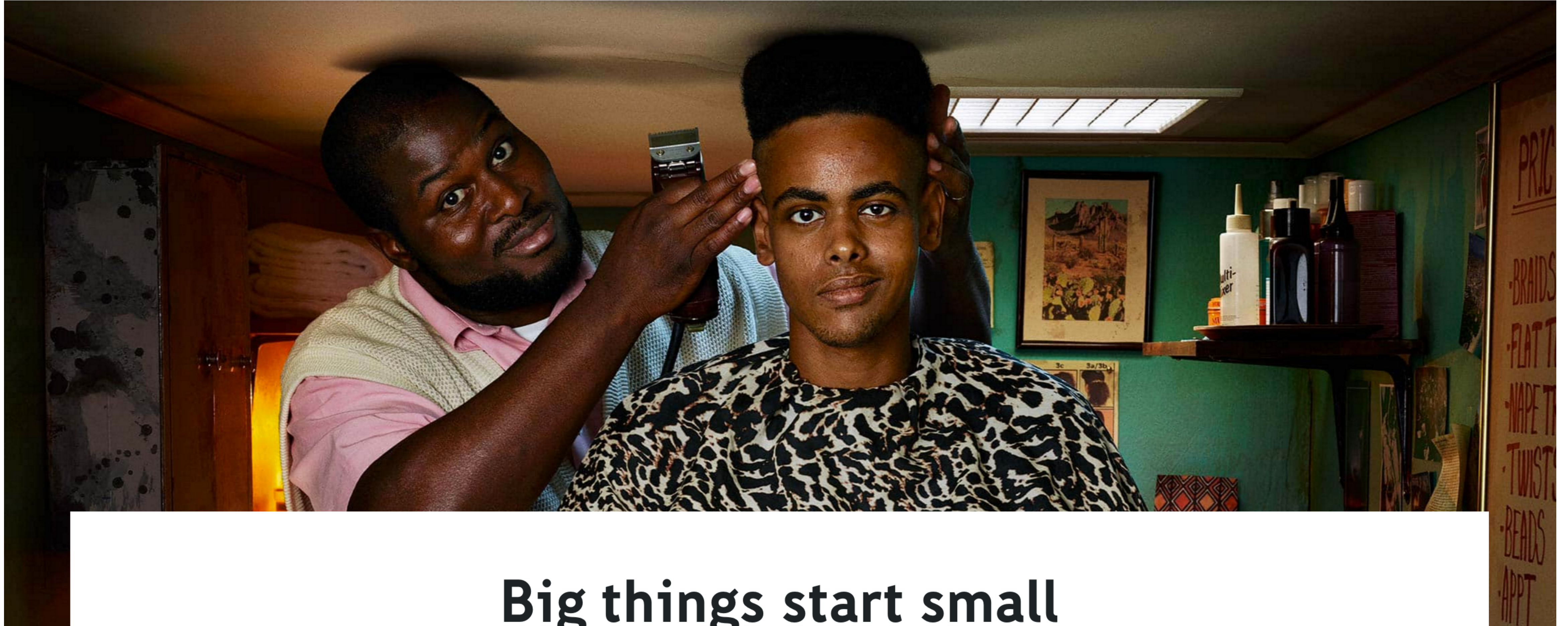


## Grow your business

iZettle Advance offers easy access to funding that can help you expand your business in a big way.







# Big things start small

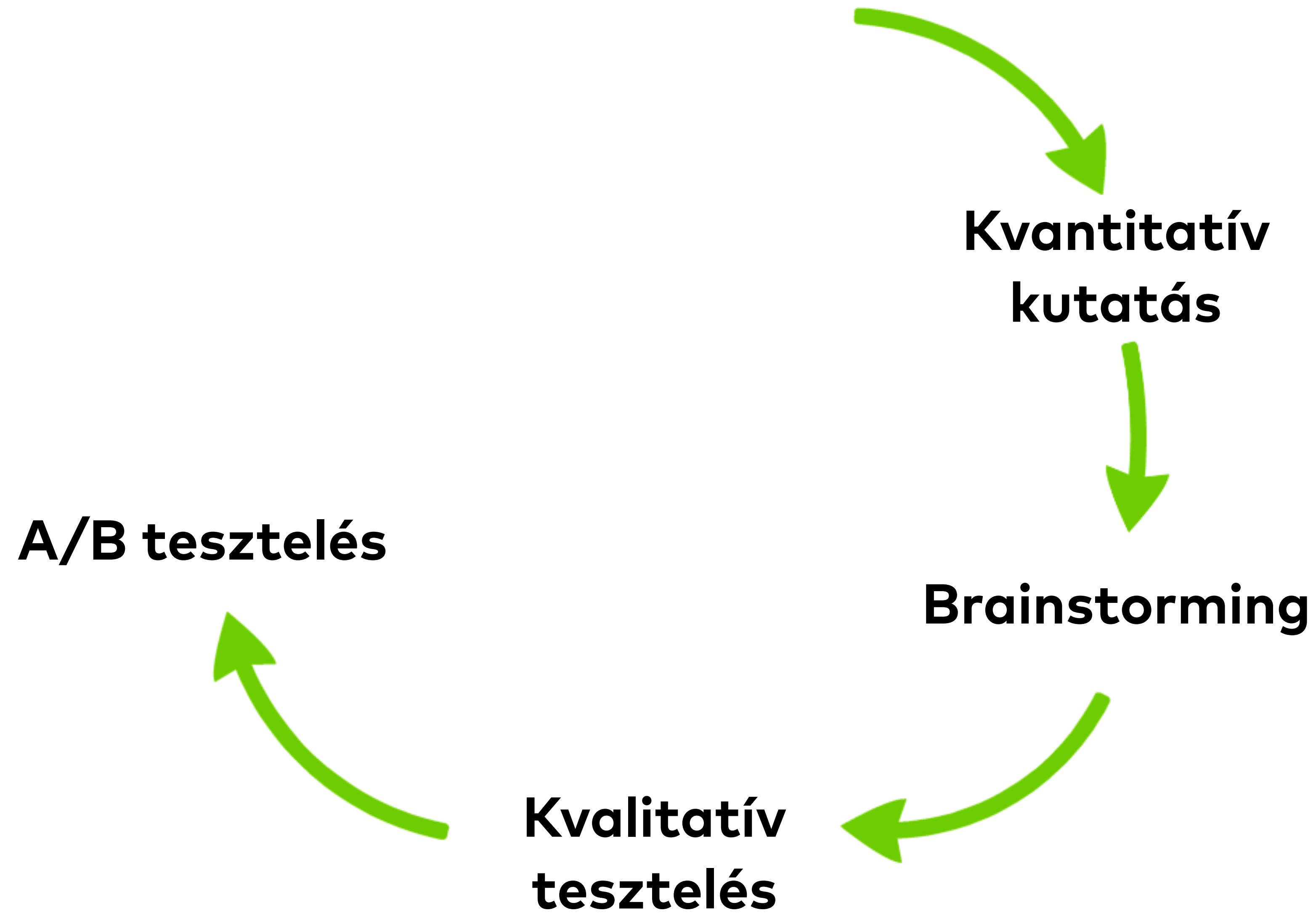
Game-changing payment tools that empower your small business to play on the same turf as the big guys.

---



# Usability tesztelés





# 5. A/B tesztelés

## Help & Support

Find answers immediately. Enter a question or keyword here.



### Getting Started

[Manual](#), [Webinars](#), [Tutorials](#), [Cheat sheets](#), and more.



### Knowledge base

Find answers in our continuously updated article directory.



### Support forum

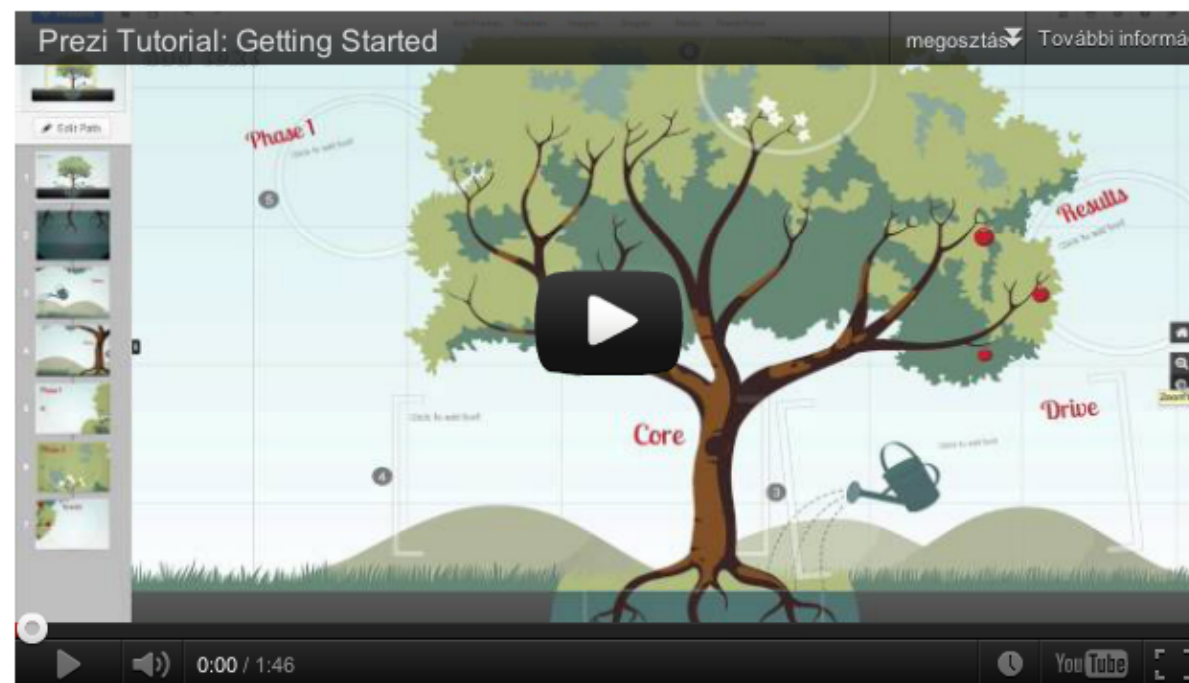
Ask, learn, and share knowledge with thousands of Prezi users.



### Prezi experts

Independent Prezi design and training professionals.

## Get started [Learn more](#)



### Other video tutorials

Learn all you need to know to create a great prezi in just a few minutes.  
[Get Started >](#)

Collaborate in real time with others. When you're done, share it via email or social media.  
[Collaborate & share >](#)

Import your slides into Prezi—one at a time or all at once, with or without a path—with just a few clicks.  
[Import from PowerPoint >](#)

Use frames, grouping, and more to take your prezi to the next level.  
[Go to the next level >](#)

[Submit a new support ticket](#)

Can't find what you need? Let us help you.

#### Company

[About / Team](#)  
[Our Values](#)  
[Jobs](#)  
[Contact](#)  
[Privacy & Terms](#)

#### Product

[Pricing](#)  
[Prezi Online](#)  
[Prezi Desktop](#)  
[Prezi Meeting](#)  
[Prezi for iPad / iPhone](#)

#### Customers

[Prezi for Business](#)  
[Prezi for Conferences](#)  
[Prezi for Education](#)  
[Prezi for Nonprofits](#)  
[Group Licenses](#)

#### Community

[All Communities](#)  
[Blog / Design Blog](#)  
[Facebook / Twitter](#)  
[YouTube](#)  
[Campus Ambassadors](#)

#### Help

[Learn](#)  
[Support](#)  
[Manual](#)  
[Experts](#)

## Help & Support

Find answers immediately. Enter a question or keyword here.



### Getting Started

[Manual](#), [Webinars](#), [Tutorials](#), [Cheat sheets](#), and more.



### Knowledge base

Find answers in our continuously updated article directory.



### Support forum

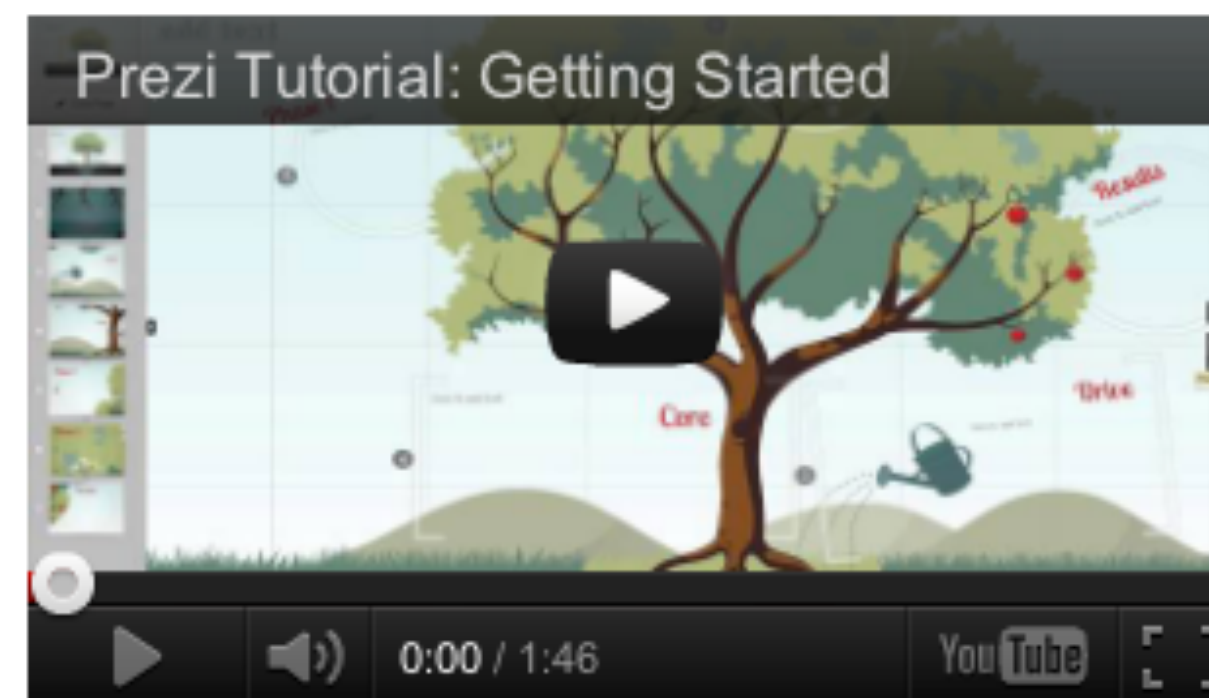
Ask, learn, and share knowledge with thousands of Prezi users.



### Prezi experts

Independent Prezi design and training professionals.

## Get started [Learn more](#)



### Other video tutorials

Learn all you need to know to create a great prezi in just a few minutes.  
[Get Started >](#)

Collaborate in real time with others. When you're done, share it via email or social media.  
[Collaborate & share >](#)

Import your slides into Prezi—one at a time or all at once, with or without a path—with just a few clicks.  
[Import from PowerPoint >](#)

Use frames, grouping, and more to take your prezi to the next level.  
[Go to the next level >](#)

[Submit a new support ticket](#)

Can't find what you need? Let us help you.





**1000 FT AJÁNDÉK HÍRLEVÉL-FELIRATKOZÓINKNAK!**

**KÉREM A KUPONOMAT!**



ÚJDONSÁG

BÚTOROK

LAKBERENDEZÉS

AJÁNDÉKOK

KONYHA ÉS ÉTKEZŐ

FÜRDŐ

DEKORÁCIÓ

AKCIÓK



IRÁNY A KERT!



PIHENÉS A SZABADBAN



GRILLEZÉSHEZ



napfény  
és  
#vidámság  
PIKNIKRE FEL!



LODGE erkély-asztal fehér

Kosárba

14900 Ft



CABOTT COVE tároló 55x8x23cm

Kosárba

6990 Ft



ORIENTAL LOUNGE Napernyő türkiz

Kosárba

48900 Ft



SHOW ME HEAVEN Függőszék kék-  
fehér csíkos

Kosárba

9990 Ft



CAMPAGNE üzenőtábla  
67.5x62x8cm

Kosárba

8990 Ft




**1000 FT AJÁNDÉK HÍRLEVÉL-FELIRATKOZÓINKNAK!**

**KÉREM A KUPONOMAT!**



Adonis Clothing, an eCommerce store dealing in men's fashion, replaced the clean-shaven photo of a model with the one in which the model has a beard. The test was run on a category of product pages. This increased Add to Carts by **49.73%**

**C Control**




**James Perse**  
**Crewneck Jersey T-Shirt**  
Was: GBP 35.85  
**Now: GBP 24.01** Item #363875  
33% OFF

**Size:**

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl)  
5(xxl)

 [Size Chart](#)

**Color:** Torrey

Quantity: 1

[Add to Wish List](#) [Add to Shopping Bag](#)

★★★★★ Write a Review

CLICK ABOVE TO ZOOM [+]  
VIEW LARGER IMAGE

**V Variation**



**James Perse**  
**Crewneck Jersey T-Shirt**  
Was: GBP 35.85  
**Now: GBP 24.01** Item #363875  
33% OFF

**Size:**

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl)  
5(xxl)

 [Size Chart](#)

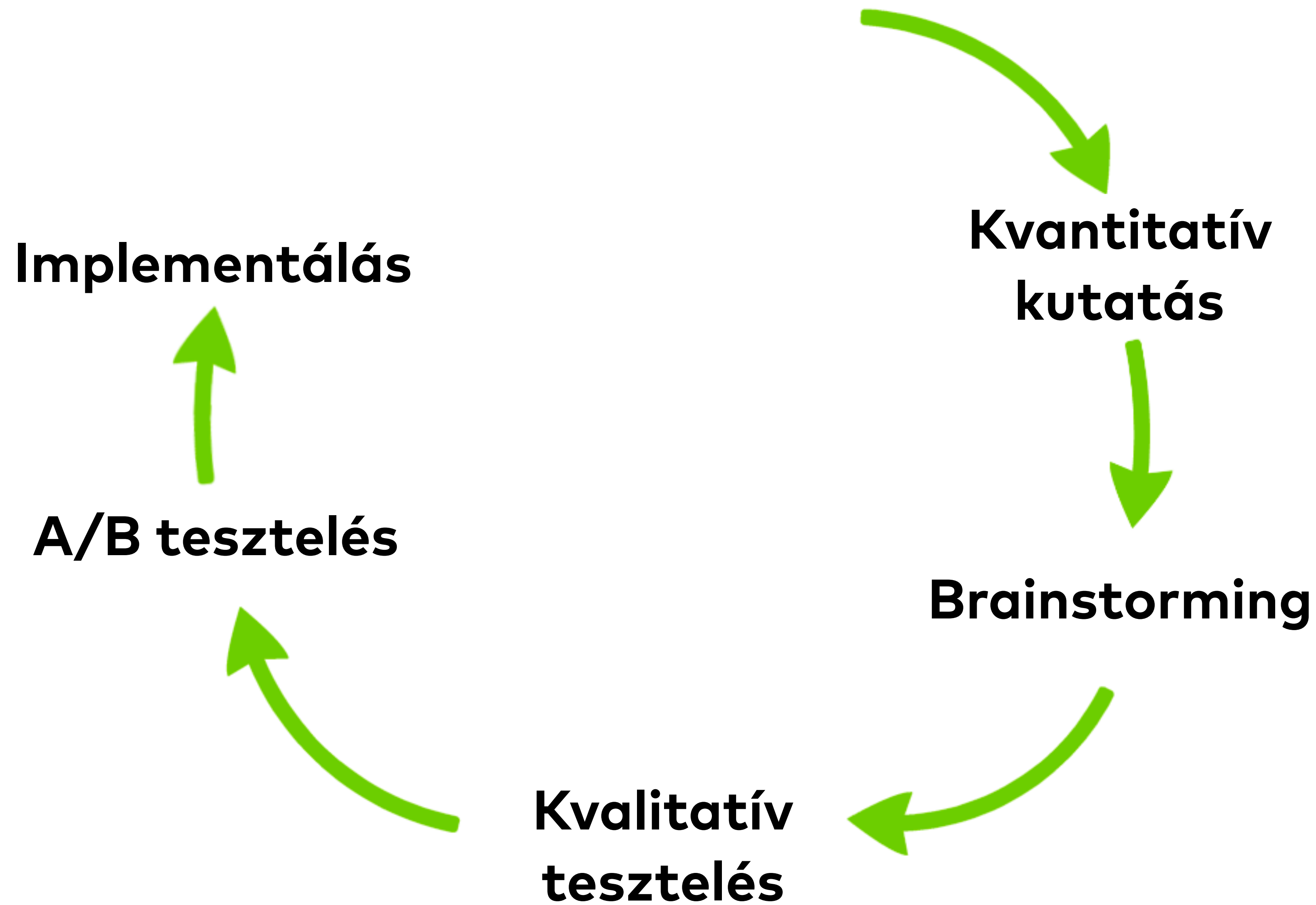
**Color:** Torrey

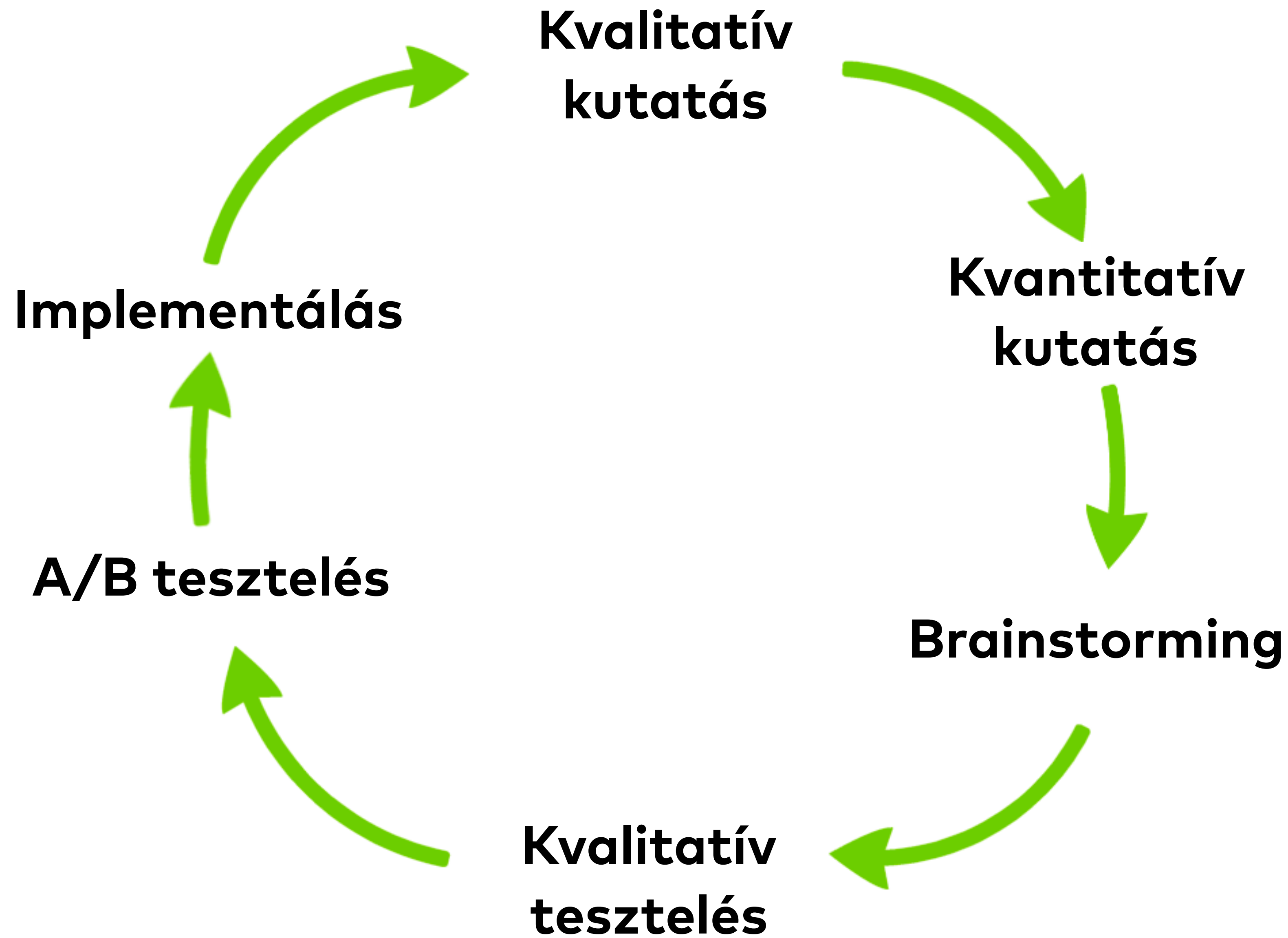
Quantity: 1

[Add to Wish List](#) [Add to Shopping Bag](#)

★★★★★ Write a Review

CLICK ABOVE TO ZOOM [+]  
VIEW LARGER IMAGE







# Egy mérés nem mérés



**Tomi Mester**  
data analyst

twitter: @data36\_com

# Case Study

iZettle website redesign 2016

# New Website Design

Based on what we have learned from the old design.





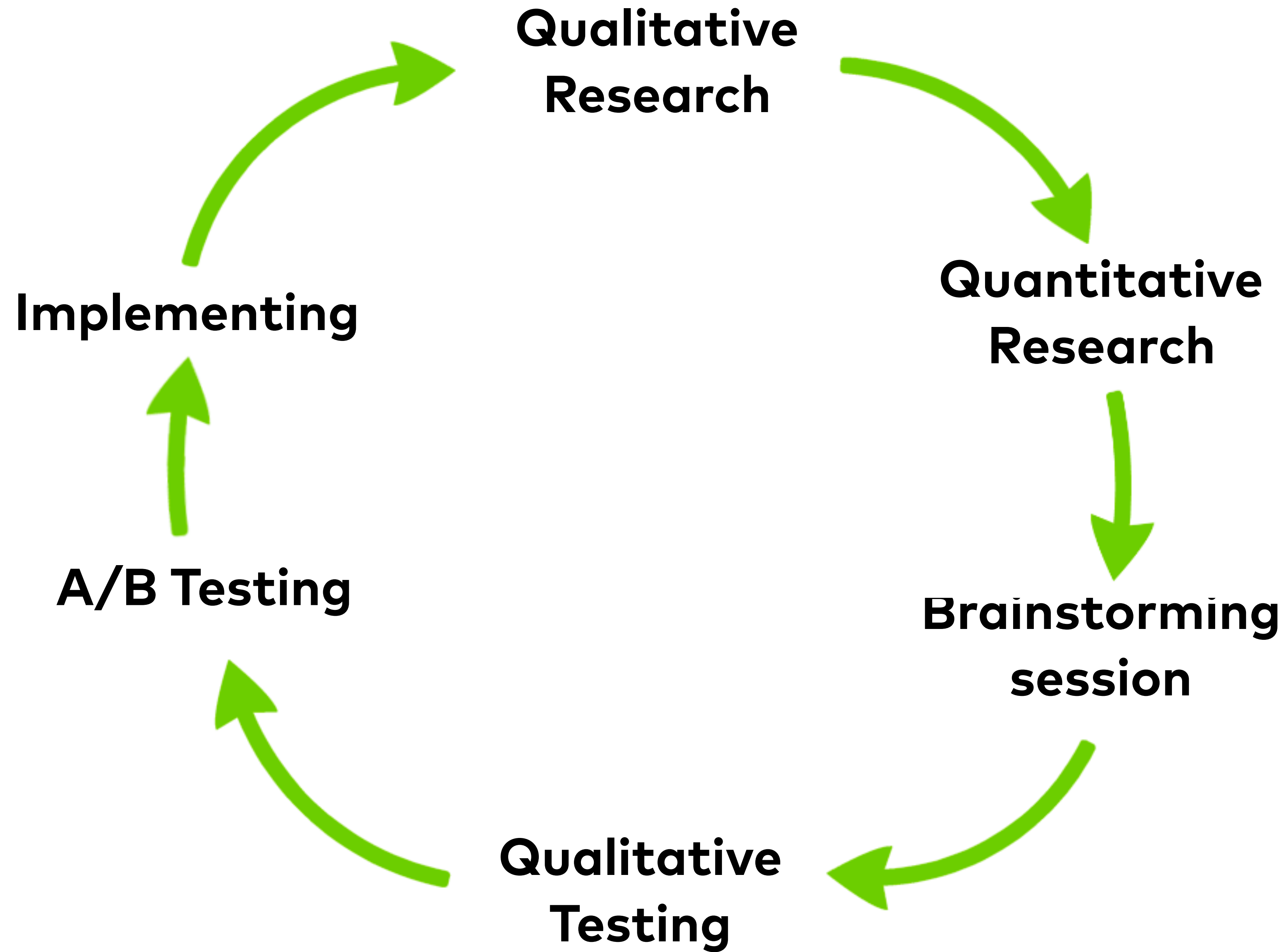




# Big things start small

Clever and easy-to-use tools that help you turn your business dreams into reality.





# Qualitative Research

# Remote Usability Tests

iZettle®

Point of Sale as it should be

iZettle gives you all the tools you need to start, run and improve your business.

Run your business on a smartphone or tablet



twitter: @data36\_com



# Remote Usability Tests

Our potential customers need more specific information from the very first moment.

**Qualitative  
Research**

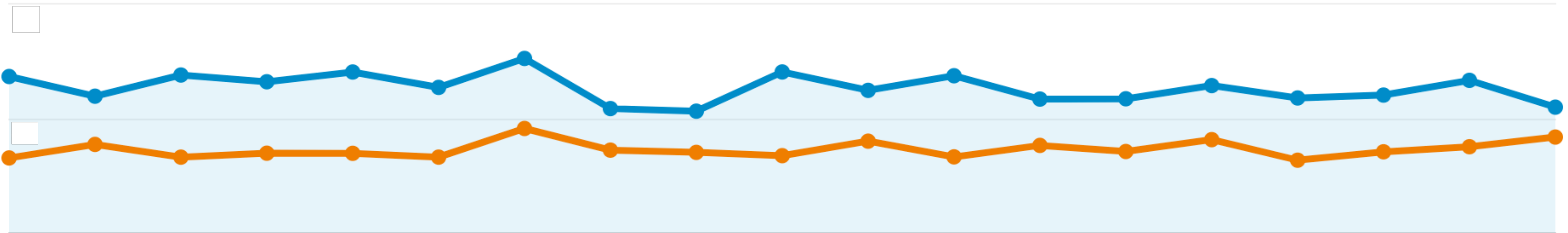


**Quantitative  
Research**

# Data Analysis

Pages/Session ▼ VS [Select a metric](#)

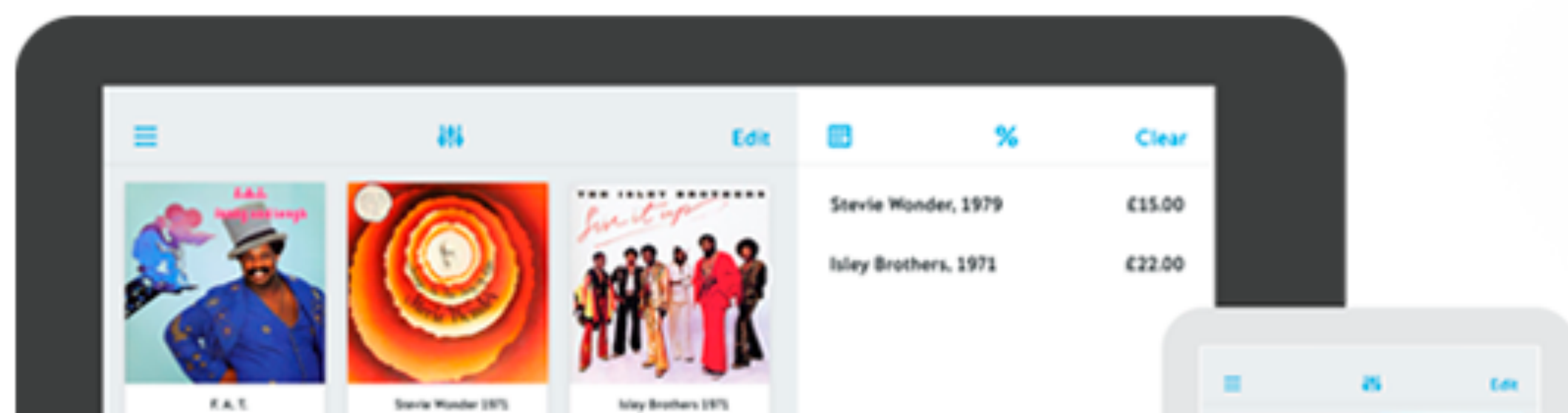
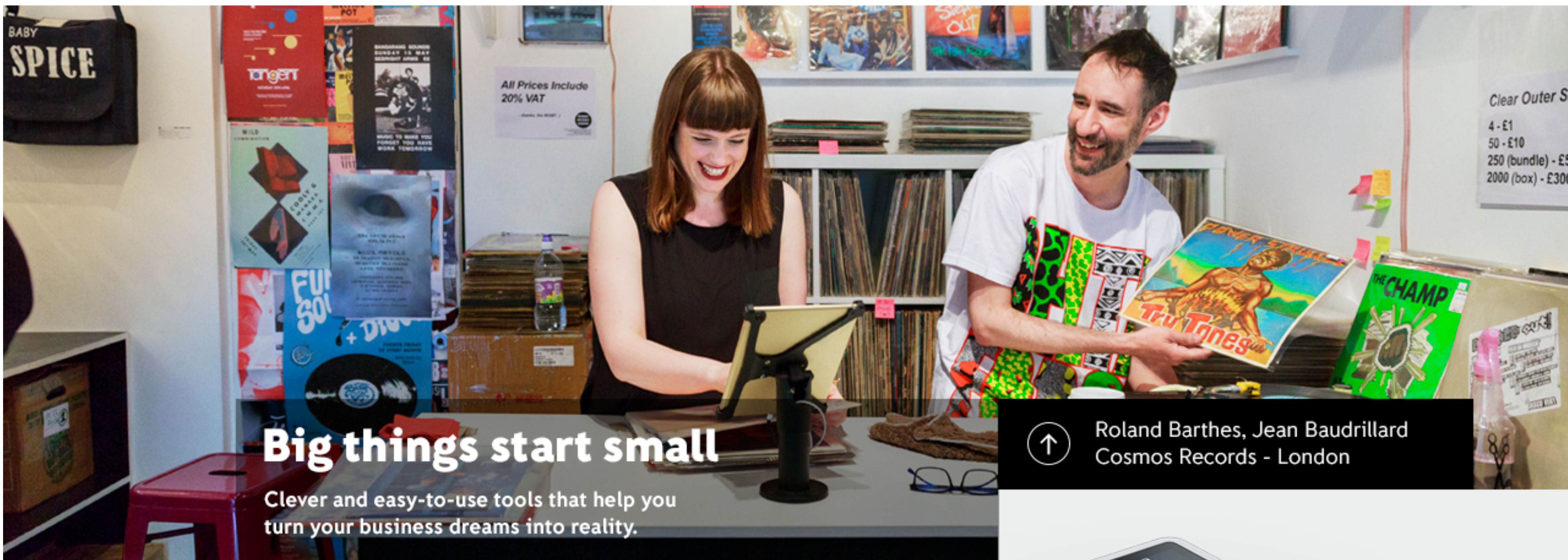
● Pages/Session (Successful Users) ● Pages/Session (Unsuccessful Users)



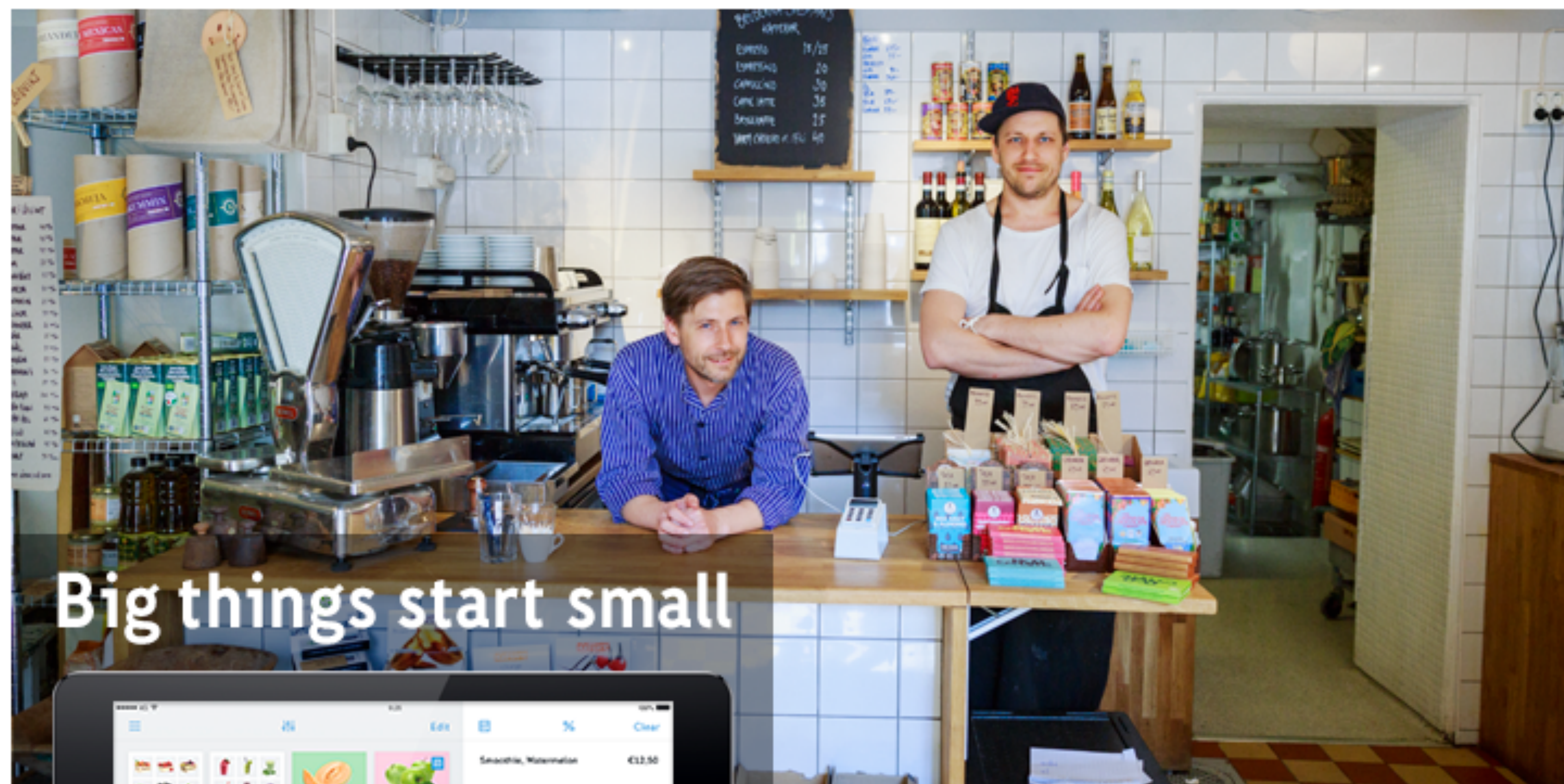
1. number of visited pages
2. number of visited support articles
3. visits on the pricing page

# 5 second testing

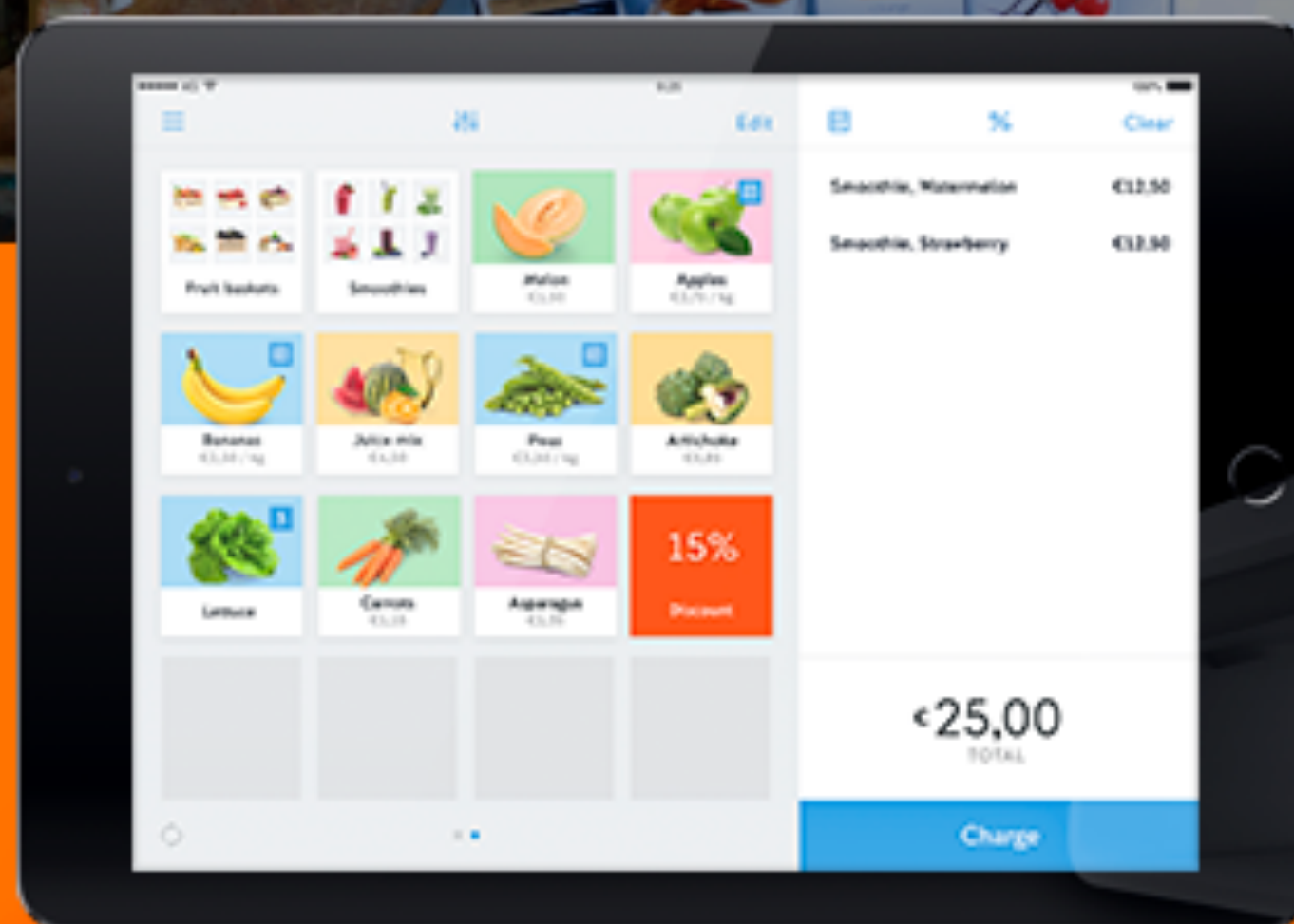








# Big things start small



## Sell smarter

Clever and easy-to-use tools that help you turn your business dreams into reality.

[Learn more about the iZettle app](#)



## Get paid

Enjoy faster payments and all-day battery life in a beautiful new package

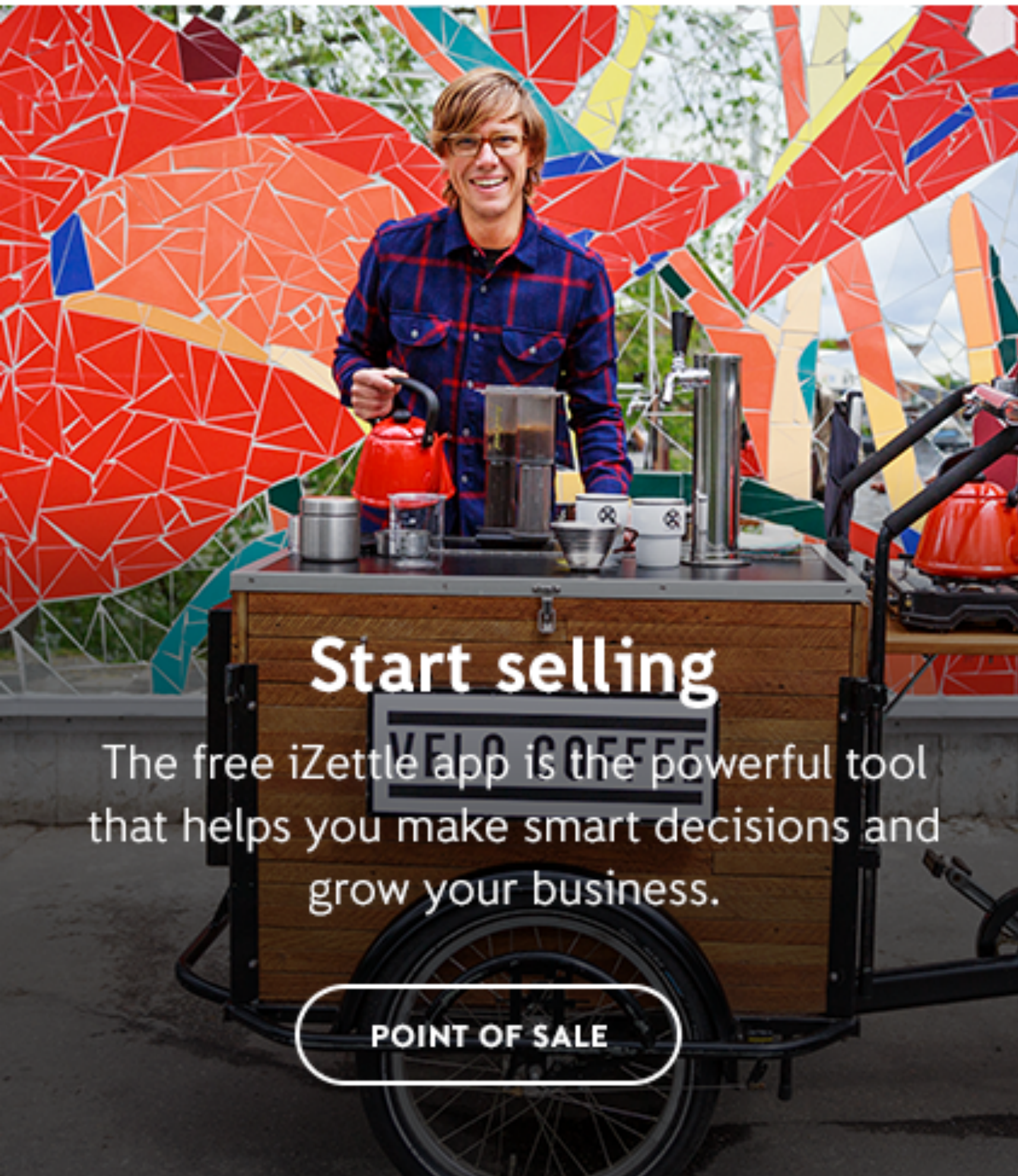
[Learn more about the Card reader](#)

## Grow your business

Easy access to capital that can help you expand your business.

[Learn more about Advance](#)

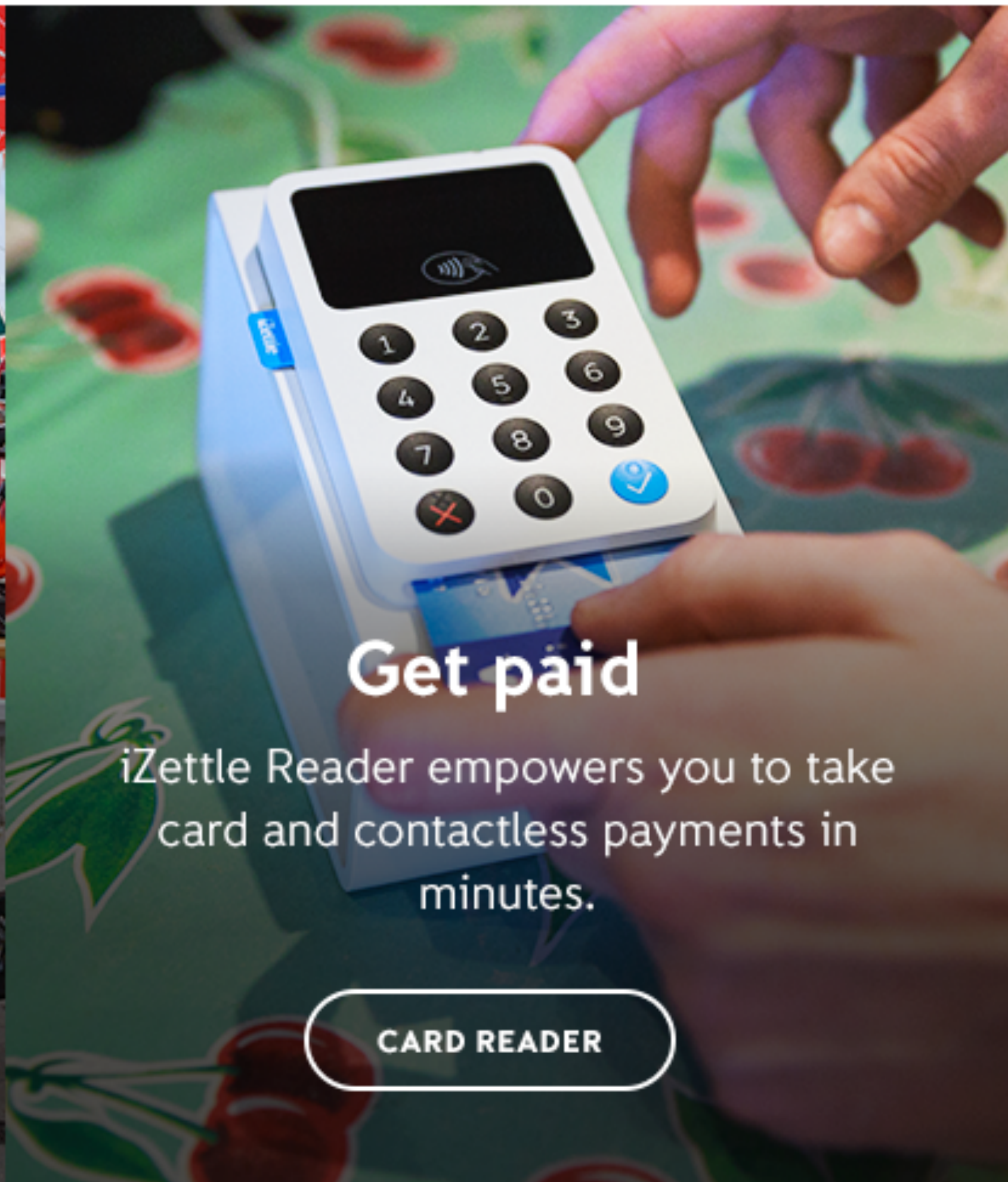




## Start selling

The free iZettle app is the powerful tool that helps you make smart decisions and grow your business.

POINT OF SALE



## Get paid

iZettle Reader empowers you to take card and contactless payments in minutes.

CARD READER



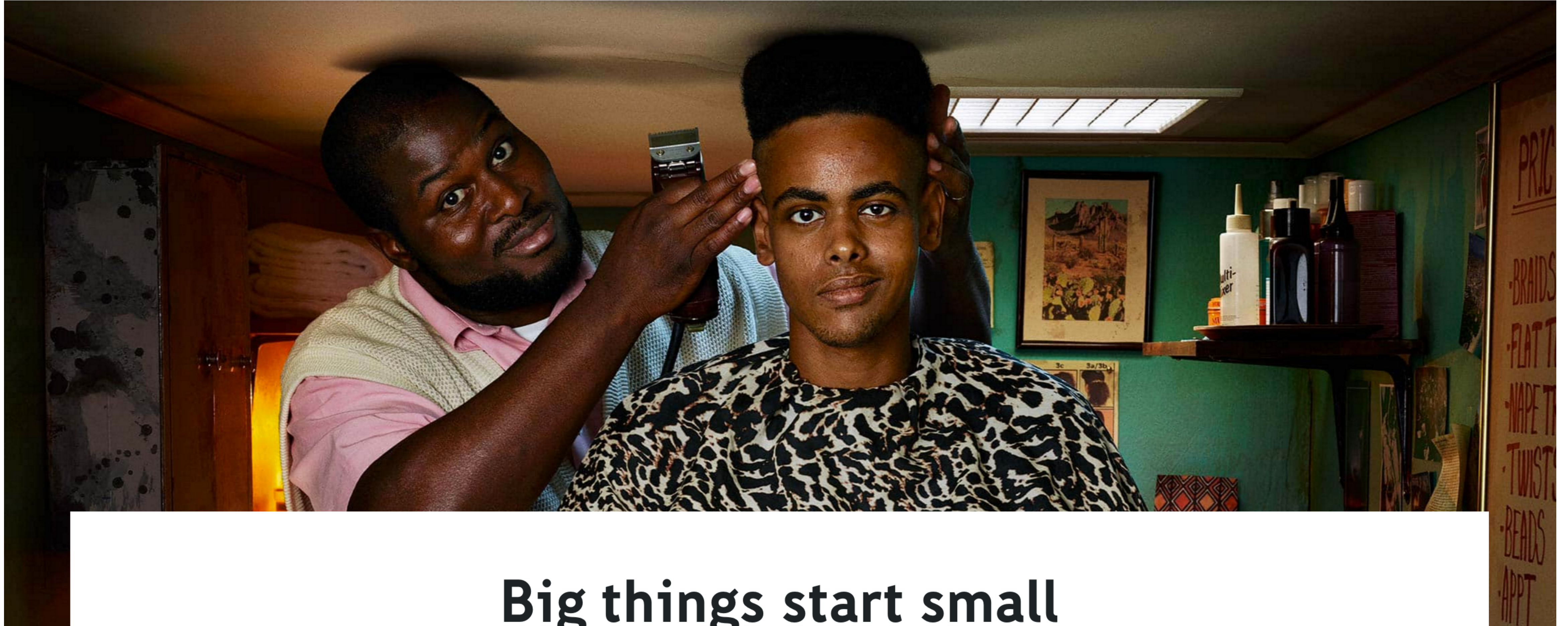
## Grow your business

iZettle Advance offers easy access to capital that can help you expand your business.

IZETTLE ADVANCED

# Big things start small



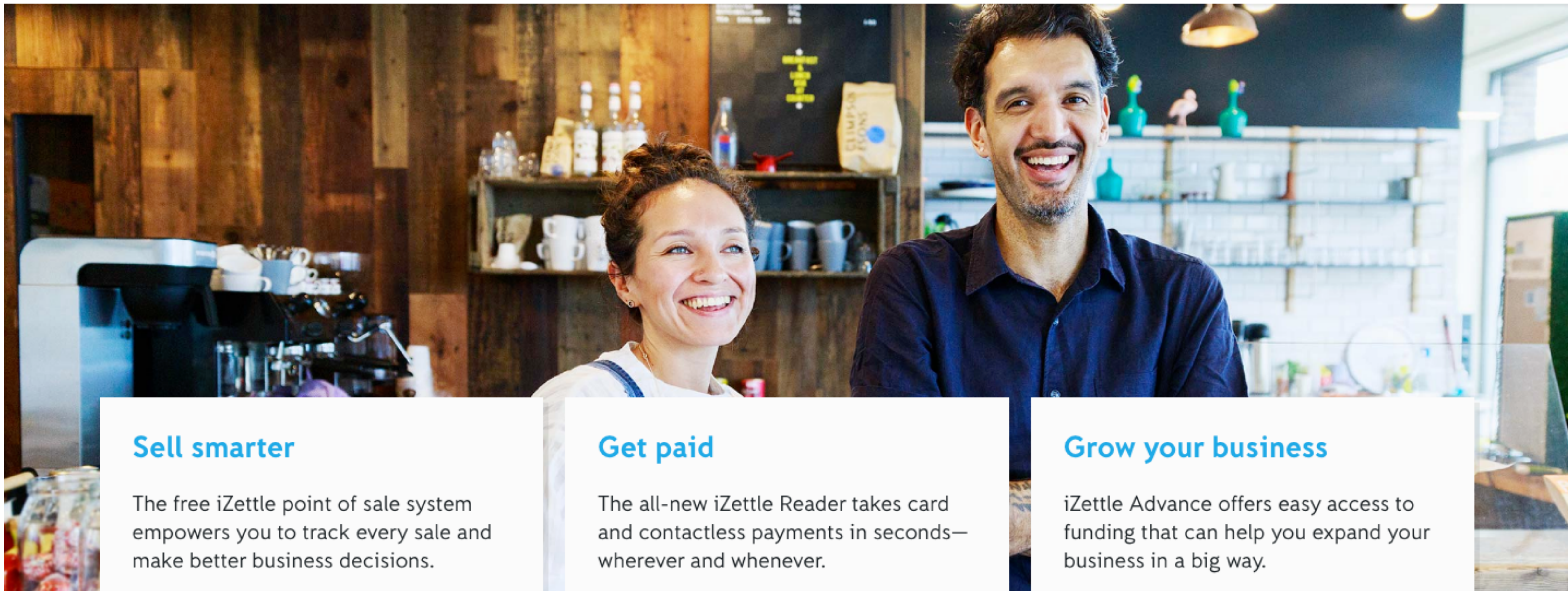


# Big things start small

Game-changing payment tools that empower your small business to play on the same turf as the big guys.

---





## Sell smarter

The free iZettle point of sale system empowers you to track every sale and make better business decisions.



## Get paid

The all-new iZettle Reader takes card and contactless payments in seconds—wherever and whenever.



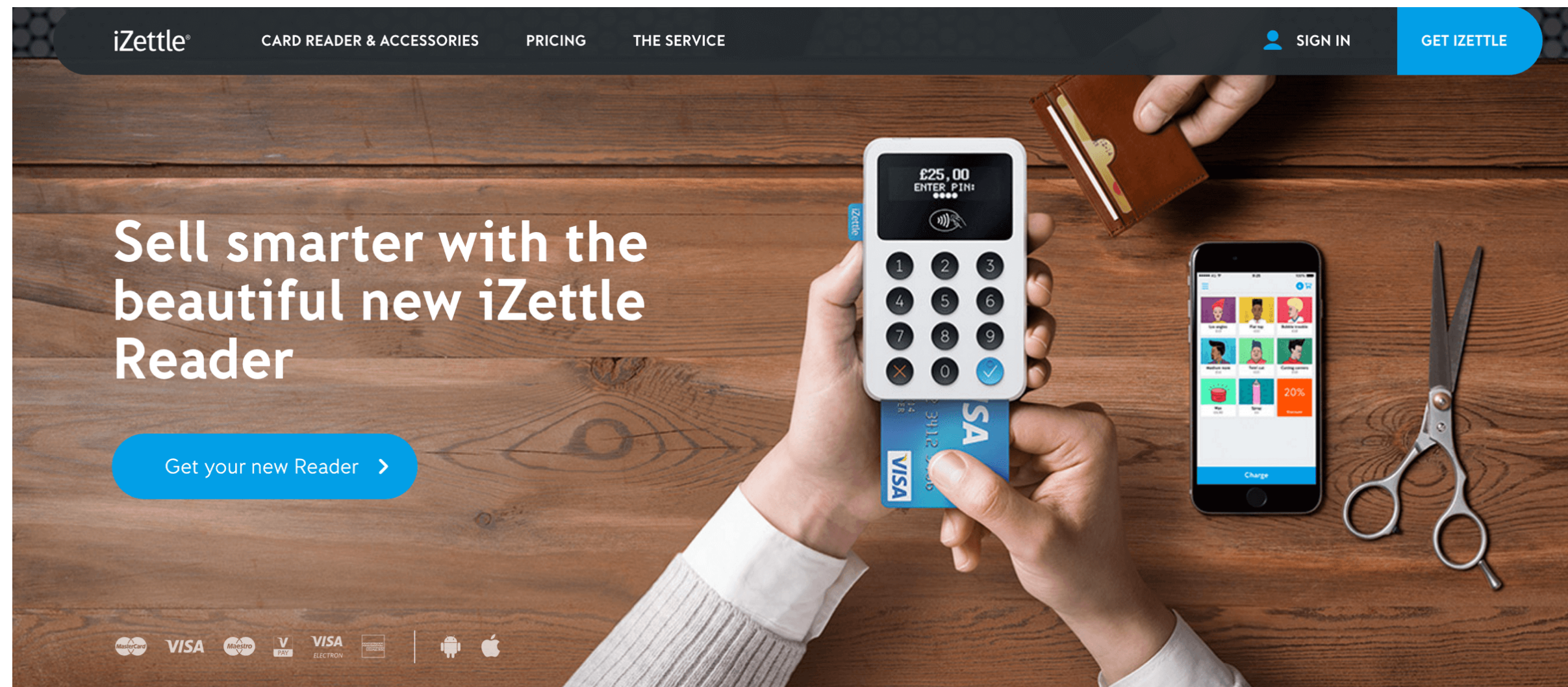
## Grow your business

iZettle Advance offers easy access to funding that can help you expand your business in a big way.








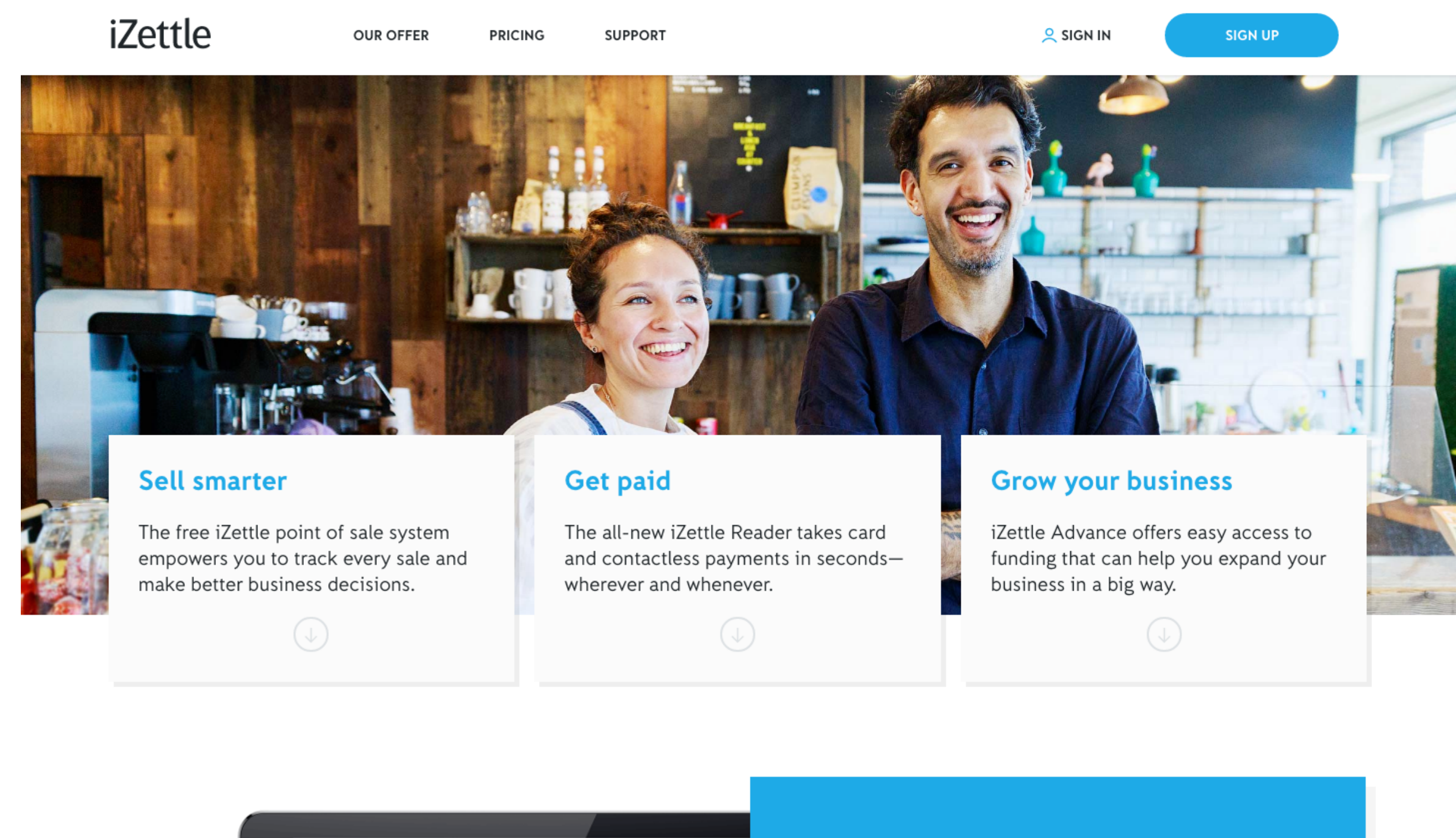
# A/B testing



Get the Black Cab bundle and go contactless

Start taking contactless payments in your cab with our TfL-approved bundle. It includes the iZettle contactless reader, a receipt printer and two mounts. Pay all £299 now or pay a little extra on each fare. [Get started right away.](#)

-  **Accept card payments**  
The more you sell, the less you pay: 2.75%-1%. That's it, no other costs.
-  **Sell on the go or in your store**  
Run your business on a smartphone or tablet.
-  **Save time with great tools**



twitter: @data36\_com











# Egy mérés nem mérés



**Tomi Mester**  
data analyst

twitter: @data36\_com