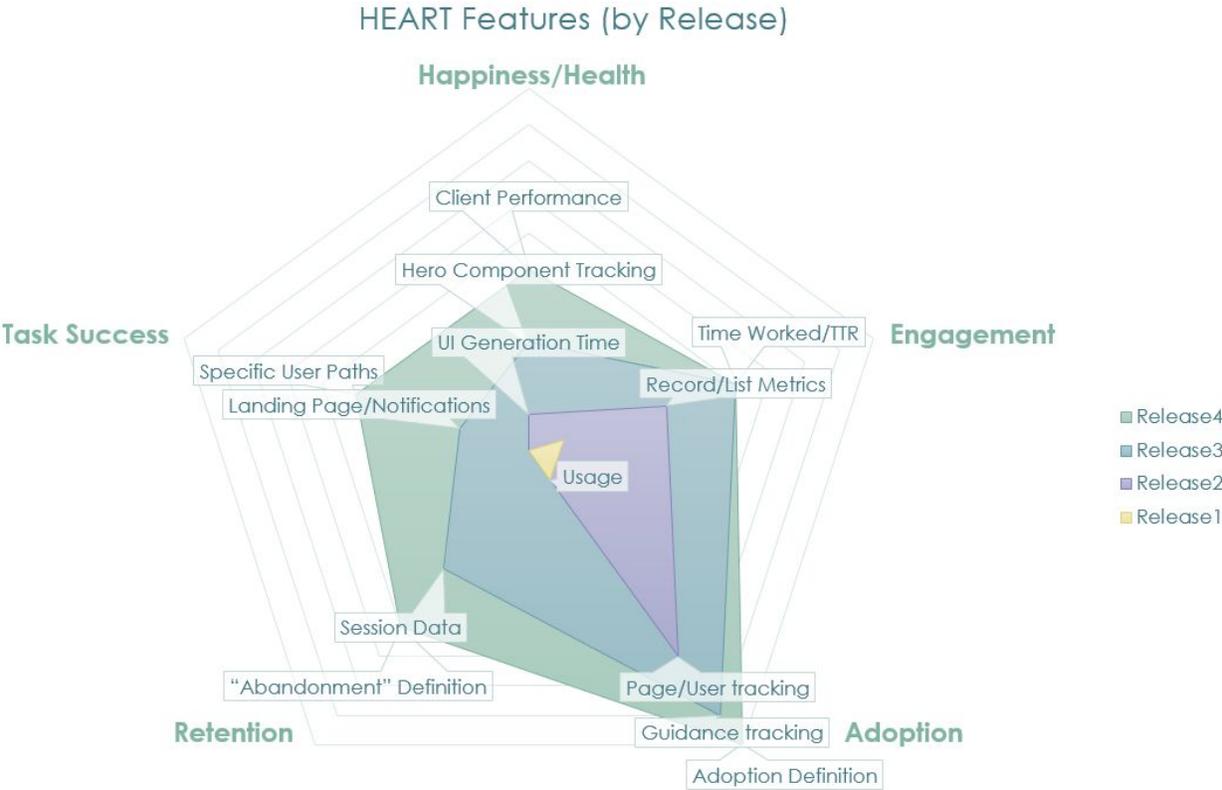


# New UX Product Analytics

**My Role:** Product Manager of UI Admin

**Outcome:** Created and proposed a 4-release roadmap for using the [HEART Analytics Framework](#) to build a robust set of product analytics for a new UX platform of products. Executed on first release and began the second before handing off.



**Process:**

- Identified critical product gap: the new UX product went live without any analytics to track if people were using it
- Researched Product Analytics
- Worked with internal team responsible for licensing/analytics to create requirements
- Gained Leadership alignment on Release 1 plan
- Created Epics/Stories and worked with development to implement and test
- Ran HEART Analytic workshop for all Stakeholders (PMs, UX, Leadership, Engineering) of the new UX platform of products
- Categorized and prioritized the ~30 requests into the HEART framework and by feature





## UI Products are all HEART

The HEART UX Analytics framework provides a standard categorization to measure and drive improvements for the best User Experience

- Happiness
- Engagement
- Adoption
- Retention
- Task Success