Types of Data Personalisation Frame Work in UX Design World



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One : One

Personalisation

NETFLIX

Netflix using viewing history to recommend movies or shows personalised to individual users.

User Profiles: Collecting personal information such as preferences, location, and past interactions.

Behavioural Data: Analysing actions like search history, clicks, and purchases

Dynamic Content Delivery: Serving unique recommendations, targeted ads, or personalised UI elements for each user.

Segment - Based

Personalisation

Flipkart

An e-commerce platform offering tailored product recommendations for young professionals and senior citizens

User Segments: Defining personas or user groups based on characteristics such as age, location, profession, or user behaviours.

Content Matching: Mapping personalised experiences to different segments (e.g., different homepage versions based on age or location).

Testing & Iteration: Continuously testing and optimising the experience for each segment.

Collaborative Filtering

Personalisation



Amazon recommending products based on what "users who bought this item also bought.

User Behaviour Patterns: Aggregating data from users with similar actions (e.g., clicks, purchases).

Content or Product Recommendations: Suggesting content based on what users with similar behaviour interacted with..

Data Scaling: Collaborative filtering improves as more users and behaviours are collected, allowing better accuracy.

Rule Based

Personalisation

A travel website displaying regional promotions based on the user’s current location.

Conditional Logic: Setting up rules like "If the user is from location X, show content Y."

Data Inputs: Using explicit data such as the user’s location, device type, or behaviour to trigger personalised experiences.

Dynamic Adjustments: Automatically adjusting content, layout, or features in real-time based on the rules.

AI Driven

Personalisation



Spotify's personalised playlists (e.g., "Discover Weekly") generated through AI models that predict user preferences based on listening habits.

Machine Learning Models: Using algorithms to analyse patterns in user behaviour.

Predictive Personalisation: Anticipating user needs based on past interactions.

Continuous Learning: AI systems that self-improve over time as more data is gathered.

Contextual

Personalisation



Fitness app suggesting outdoor workouts when the weather is good and indoor activities when it’s raining.

Real-Time Data: Using contextual data (e.g., geolocation, weather) to adapt the interface or content.

Trigger-Based Personalisation: Adjusting the user experience based on specific triggers (e.g., sending weather-based notifications or providing time-sensitive content).

Cross-Device Personalisation: Offering a consistent yet context-aware experience across different devices (e.g., mobile vs. desktop).

Omni Channel

Personalisation



An online retail store that offers personalised product recommendations across web, mobile app, and in-store based on past purchase history.

Cross-Channel Data Integration: Combining data from various touch points like web, mobile, email, social media, and in-store interactions.

Consistency: Ensuring the same level of personalisation on all platforms.

Data Synchronisation: Maintaining up-to-date data profiles so that users have a continuous experience as they switch between devices.

Hybrid

Personalisation



A streaming platform offering personalised content based on collaborative filtering, user profiles, and real-time viewing behaviour.

Multiple Data Sources: Utilising behavioural data, user-input data, and contextual data together.

Layered Personalisation: Applying different levels of personalisation (e.g., segment-based + real-time contextual triggers).

Adaptability: Tailoring experiences based on a variety of data signals to provide a more nuanced experience.

Real Time

Personalisation

ChatGPT

A chatbot personalising responses and offers in real-time as it gathers more information about the user's query and preferences.

Live Data Processing: Continuously monitoring user interactions and updating the interface in real-time.

Responsive UI Adjustments: Changing the content, layout, or features as the user engages.

Immediate Feedback Loops: Adjusting experiences in response to user behaviour (e.g., a real-time recommendation engine).

Behavioral Data

Personalisation



An e-commerce site that offers personalised promotions based on the user's browsing and purchase history.

Behavioural Tracking: Capturing user interactions and using them to inform future experiences.

Engagement Analysis: Identifying patterns of engagement and adapting content or offers accordingly.

Behavioural Targeting: Delivering specific content based on past user actions.