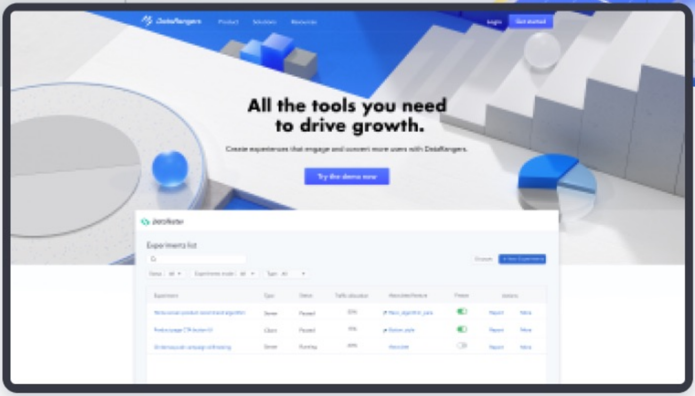
DataRangers Official website design.


DataRangers
Product
Solutions
Resources
Login
Get started
Try the demo now
Experiments list

All the tools you need
to drive growth.

Create experiences that engage and convert more users with DataRangers.

Data rangers 品牌自2018年成立以来，在国内市场已经打开局面站稳脚跟，在国内依托独立站和火山，获取了一定量的曝光和用户留资

用最简单的方式将数据产品进行具象表达，突出产品特点，对于产品关键词的抽取，我们沉淀出多个可以传达中后台数据产品特征的产品形象系列

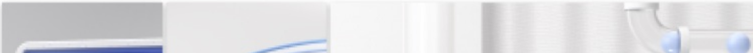
紧跟官网运营策略，我们需要思考和落定属于Data Rangers的品牌特质。通过市场调研和产品定位，组内进行了多次脑爆，锁定了每个产品的核心关键词。

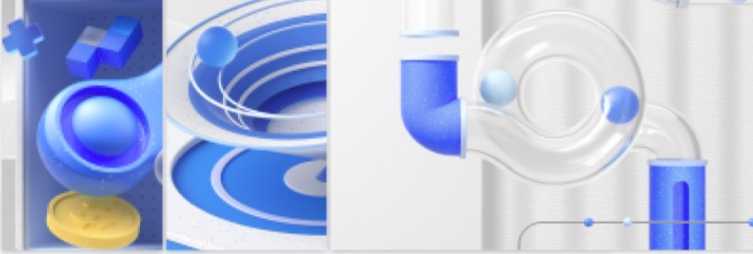
品牌的品质感总是通过一些细节处来潜移默化影响用户的体验与感知，在细节上我们通过光影和材质的微妙变化，运用合理的模块切割，将秩序感和节奏感贯穿在整体的页面设计中，让信息得到更好的归类与传达，无论是功能配图还是banner中的辅助图形，都延续着品牌特有的光影感、几何感、规律化的视觉风格。

通过动态化故事性设计，来触发用户情感，更好传达产品特点和增加视觉趣味性

助力企业实现数据赋能

平衡「用户诉求」「业务策略」与「品牌定位」的艺术，对齐业务诉求的同时，深入海外市场，贴近用户，以“用户”出发，打造“用户诉求”、“业务诉求”和“品牌诉求”之间的平衡，不断地去验证业务、推进业务，从而达到设计策略与业务策略的深度融合。

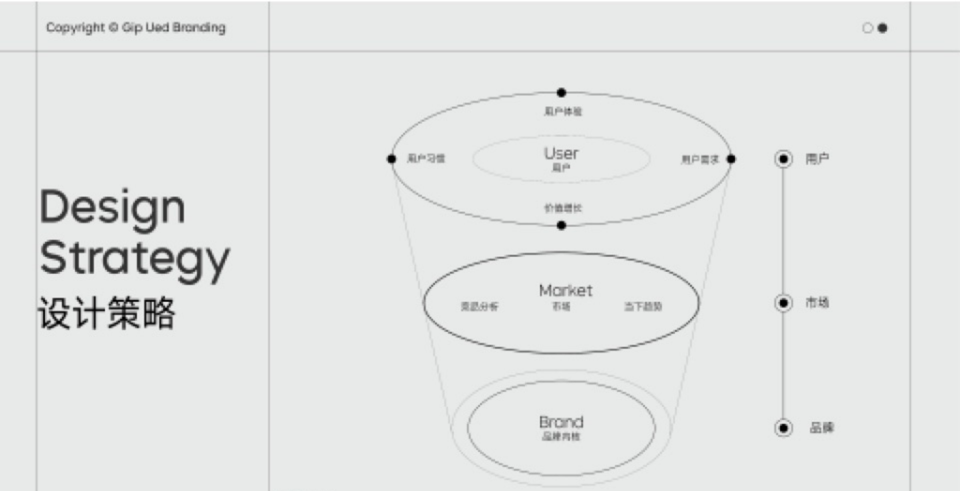




设计策略

了解业务场景 → 洞察海外市场 → 多角色沟通与合作 → UI&平面设计方案 → 线上效果验证走查

> 数据产品的官网，
> 是平衡用户诉求、业务策略与品牌定位的艺术



Copyright © Gip Ued Branding

○●

Design Strategy
设计策略

用户体验
用户习惯
User
用户
用户需求
价值增长
Market
竞品分析
市场
当下趋势
Brand
品牌内核
用户
市场
品牌

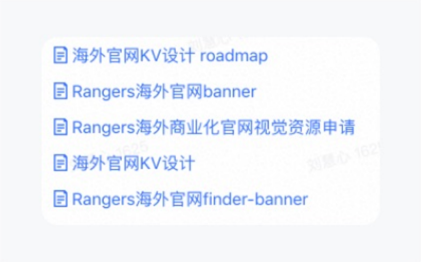
执行方案与业务策略的深度融合

全方位了解产品，关键词抽取

紧跟官网运营策略，我们需要思考和落定属于Data Rangers的品牌特质。通过市场调研和产品定位，组内进行了多次脑爆，锁定了每个产品的核心关键词。

充分的海外市场调研和市场定位

紧跟官网运营策略，我们需要思考和落定属于Data Rangers的品牌特质。通过市场调研和产品定位，组内进行了多次脑爆，锁定了每个产品的核心关键词和品牌调性，落定了设计语言的内核和外在。



- 海外官网KV设计 roadmap
- Rangers海外官网banner
- Rangers海外商业化官网视觉资源申请
- 海外官网KV设计
- Rangers海外官网finder-banner

DataFinder

用户分析和运营平台–面向中小公司，领域第二梯队，具备良好的基础能力，同类竞品中优势在于几类产品的拉通能力

DataTester

A/B实验智能引擎––海外的头部公司 / 领域第一梯队
基于先进的底层算法提供科学分流能力，智能A / B测试和功能管理AB测试和功能标记，提供可靠实验结果辅助业务决策

DataPlayer

游戏数据分析 & 玩家运营解决方案––领域第二梯队，具备良好的基础能力，面向更关注变现能力的游戏产品

Copyright © Gip Ued Branding

○●

简单

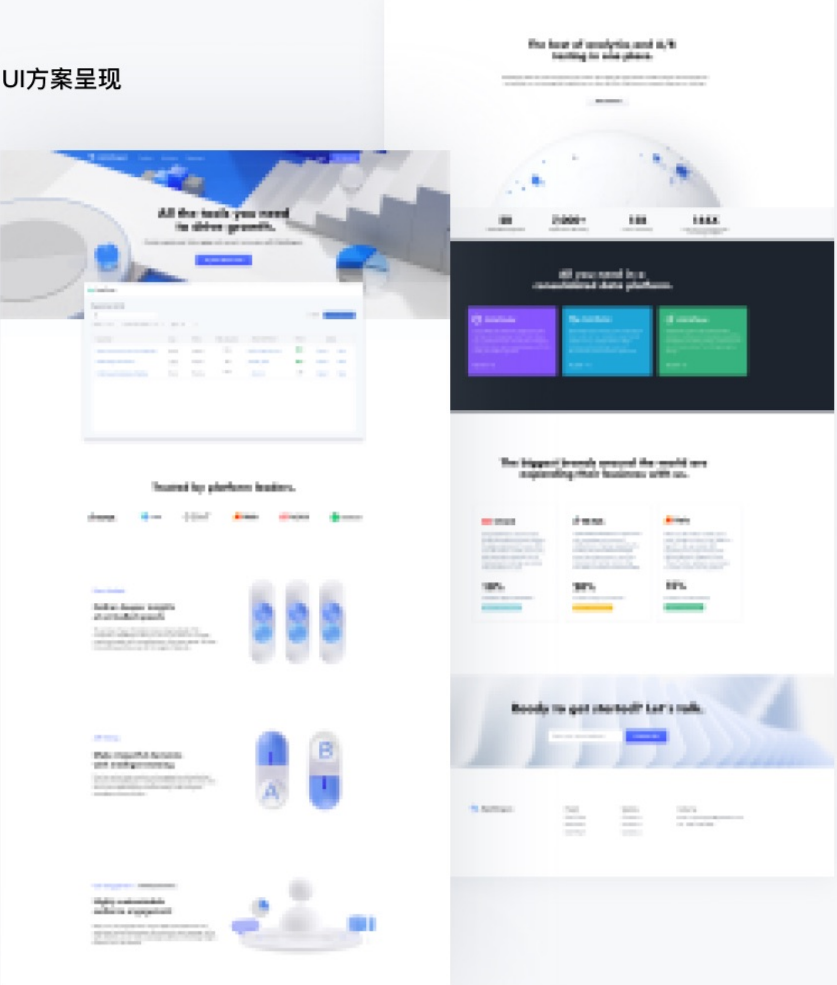
数据的具象化表达

Brand Keywords
品牌关键词

情感化
品质感
增长
简单轻松的用户体验
产品价值最大化

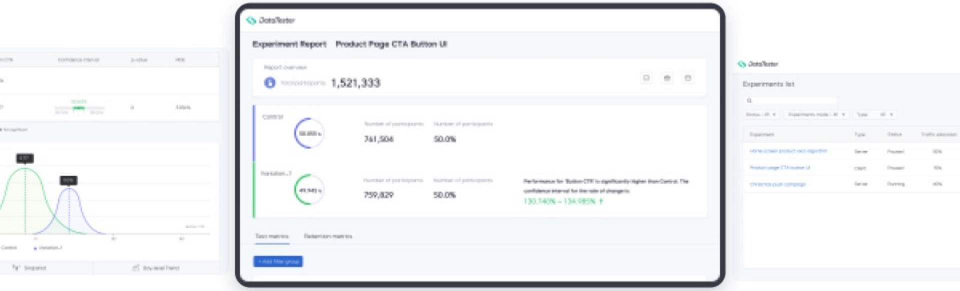
Design by
User experience Design

UI方案呈现



品质感GIF展示，提高核心产品的曝光率

Data tester作为海外核心售卖的产品，在产品设计上具有一定的独特性，实验报告是其产品独特性的核心体现。产品UI的呈现经过了二次设计，既不脱离原有的产品风格，又兼顾了品质感的体现，激发人们的使用欲望，提升转化



DataTester

Experiment Report　Product Page CTA Button UI

1,521,333

761,504　50.0%

759,829　50.0%

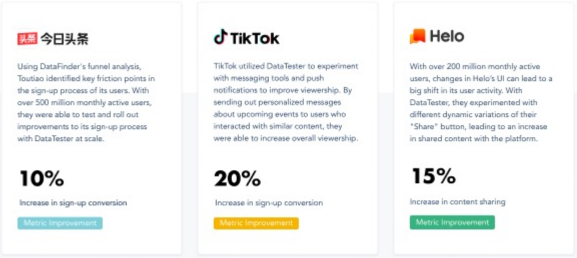
Performance for 'Button CTR' is significantly higher than Control. The confidence interval for the rate of change is:

130.140% – 134.985% ↑

+ Add filter group
DataTester
Experiments list

品牌背书，提升产品可信度

Rangers的产品在国内取得了较好的成绩，相继为几个拳头产品提供了高品质的服务，品牌的背书十分重要，增强用户使用信息和购买欲望



今日头条

Using DataFinder's funnel analysis, Toutiao identified key friction points in the sign-up process of its users. With over 500 million monthly active users, they were able to test and roll out improvements to its sign-up process with DataTester at scale.

10%

Increase in sign-up conversion

Metric Improvement

TikTok

TikTok utilized DataTester to experiment with messaging tools and push notifications to improve viewership. By sending out personalized messages about upcoming events to users who interacted with similar content, they were able to increase overall viewership.

20%

Increase in sign-up conversion

Metric Improvement

Helo

With over 200 million monthly active users, changes in Helo's UI can lead to a big shift in its user activity. With DataTester, they experimented with different dynamic variations of their "Share" button, leading to an increase in shared content with the platform.

15%

Increase in content sharing

Metric Improvement

TikTok　LARK　GOAT　Helo　今日头条　calamansi

指标外露，提升数据曝光

官网是用户浏览和使用产品的开始，也是我们不断精细化 DataRangres产品体验的开始。
在设计升级的背后，是我们对于用户体量、业务体系不断升级的回应，是对品牌的精细化雕琢与受众的精准化匹配的反馈

The best of analytics and A/B testing in one place.

DataRangers features tools that speak to one another. By bridging the gap between modern analytics and advanced A/B testing tools, you can leverage key insights from your users and their experiences to constantly improve your offerings.

Get started

2B
Total MAU Supported

7,000+
Experiments Run Daily

15B
Events Tracked Daily

144X
Faster Data Processing Speeds Than Google Analytics

All you need in a consolidated data platform.

DataFinder

From deep user behavior analytics to A/B testing and messaging, DataFinder allows you to easily discover and extract important data from your users, equipping you with the tools you need for growth.

Try now ⟶

DataTester

Experiment both on the server-side and the client-side with our scalable experimental infrastructure, targeted feature flags, industry-leading testing tools, and AI-powered personalization capabilities.

Try now ⟶

DataPlayer

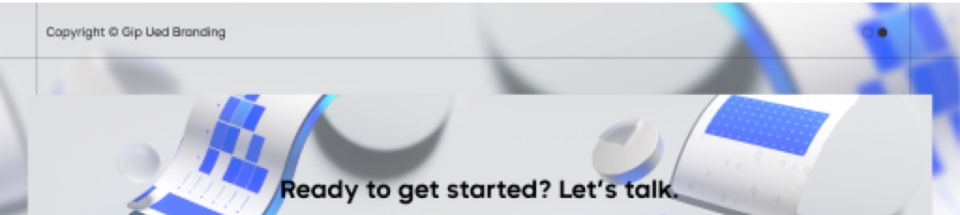
Build better games through powerful analytics, testing and messaging capabilities. DataPlayer provides gaming companies with an all-in-one solution for intelligent game design.

Try now ⟶

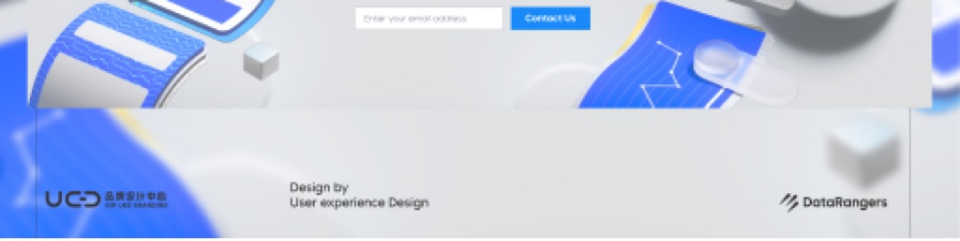
随处可见的留资入口，带来更多用户转化

首先他是关注用户全生命周期，不仅仅是获客、变现。还需要关注怎么激活用户，让用户用起来，留存下来，传播出去
另外，增长不是一个单打独斗的独行侠，而是体系化的，以团队共创聚焦的方式来推动增长
强调数据和实验：从数据分析中洞察，提出假设，循环实验的过程

Copyright © Gip Ued Branding

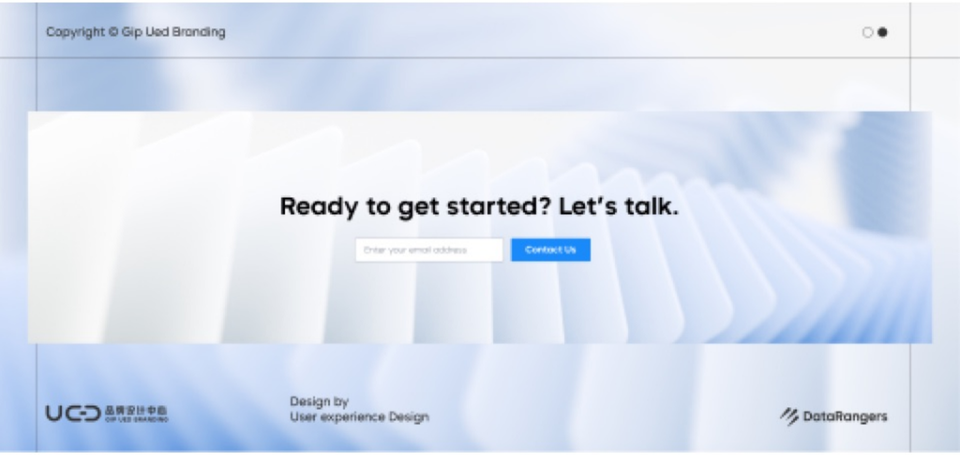


Ready to get started? Let's talk.



Enter your email address
Contact Us

Design by
User experience Design



Copyright © Gip Ued Branding

○●

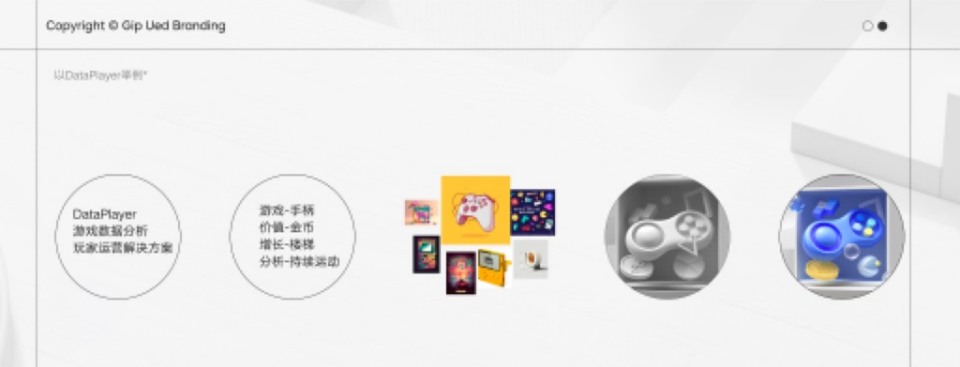
Ready to get started? Let's talk.

Enter your email address
Contact Us

Design by
User experience Design

视觉设计推导

「简单-最简单的内容传达」、「情感化-让设计触发用户情感」、「品质感-通过质感传达品牌感受」、「增长-增长体现品牌价值」四大关键词，体现了DataRangers技术的领先性和设计的独特点，并成为本次首页改版视觉升级的核心观点，给以风格的指引和设计的推导。



Copyright © Gip Ued Branding

以DataPlayer举例*

DataPlayer
游戏数据分析
玩家运营解决方案

游戏-手柄
价值-金币
增长-楼梯
分析-持续活动

产品功能
文字描述

创意关键词抽离

情绪版绘制

草图

静态文件

UCD 品牌设计中心

Design by
User experience Design

DataRangers

Copyright © Gip Ued Branding

○●

首页

761504
50%
759829
50%

模拟实验

尾页

UCD 品牌设计中心

Design by
User experience Design

DataRangers

Copyright © Gip Ued Branding

○●

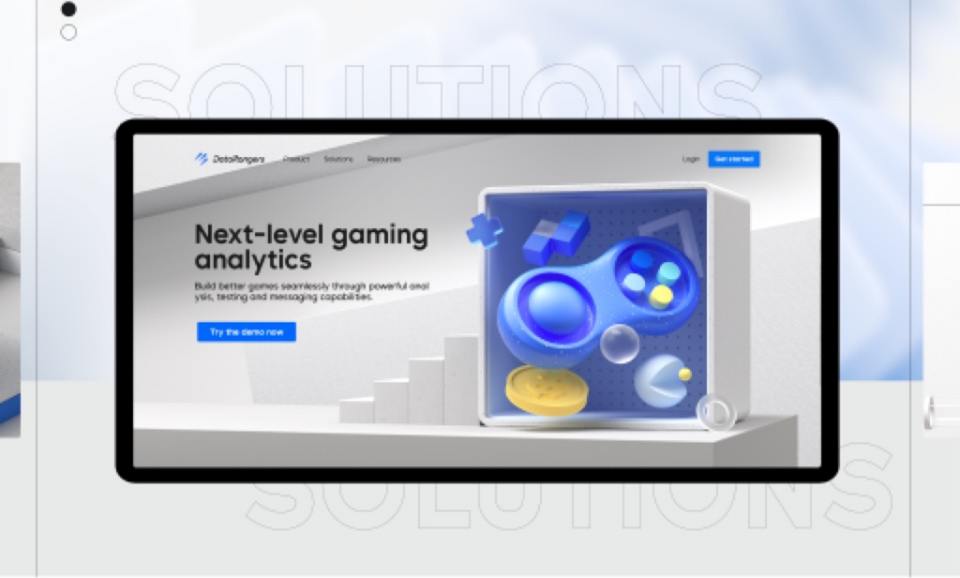
UCD 品牌设计中心

Design by
User experience Design

DataRangers

Copyright © Gip Ued Branding

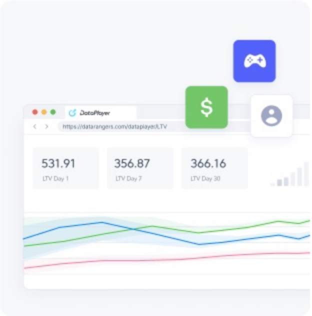
DataRangers

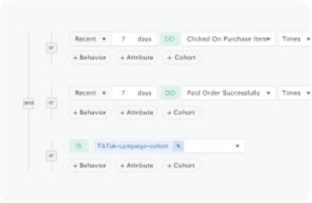

SOLUTIONS
DataRangers
Product
Solutions
Resources
Login
Get started
Next-level gaming analytics
Build better games seamlessly through powerful analysis, testing and messaging capabilities.
Try the demo now
SOLUTIONS

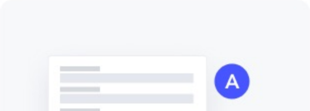
数据的具象化表达

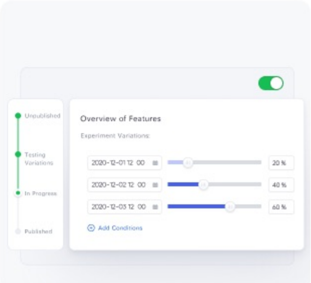
将数据产品进行具象表达，一直是我们在研究的课题，经对于产品关键词的抽取，我们沉淀出多个可以传达中后台数据产品特征的产品形象系列

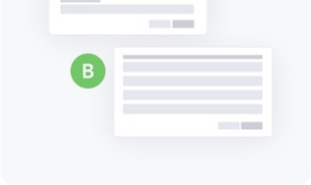
作为首页焦点图，数据产品形象结合形成了全新的虚实视觉体验；不仅帮助提升了视觉体验，也进一步提高了首焦区块的点击率。

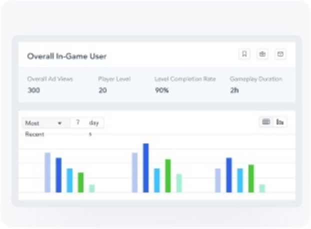

DataPlayer
https://datarangers.com/dataplayer/LTV
531.91
LTV Day 1
356.87
LTV Day 7
366.16
LTV Day 30


Recent
7
days
DO
Clicked On Purchase Item
Times
or
+ Behavior
+ Attribute
+ Cohort
and
Recent
7
days
DO
Paid Order Successfully
Times
or
+ Behavior
+ Attribute
+ Cohort
IS
TikTok-campaign-cohort
or
+ Behavior
+ Attribute
+ Cohort




Unpublished
Testing Variations
In Progress
Published
Overview of Features
Experiment Variations
2020-12-01 12 00
20 %
2020-12-02 12 00
40 %
2020-12-03 12 00
60 %
Add Conditions




Overall In-Game User

Overall Ad Views	Player Level	Level Completion Rate	Gameplay Duration
300	20	90%	2h

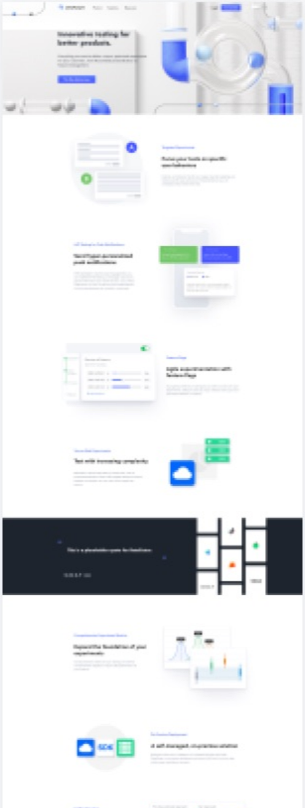
Most
Recent
7
day

子产品主页展示

子产品的能力展示是抓住用户的关键，在banner的设计上，需要更大胆、更有张力的形式去体现产品特性，激发用户的使用欲望。
在功能配图的设计上又是克制而精准的，必须高度匹配核心功能，强化能力特性，同时能够拔高产品价值，不脱离系统UI风格

Next-level gaming analytics.

Understand your customers better.
Ready to get started? Lets Talk.


Innovative testing for better products.

增长，从这里开始

官网是用户浏览和使用产品的开始，也是我们不断精细化 DataRangres产品体验的开始。
在设计升级的背后，是我们对于用户体量、业务体系不断升级的回应，是对品牌的精细化雕琢与受众的精准化匹配的反馈

26
7,000+
156
544X
All the tools you need to drive growth.
evel gaming
ics
Underst
custom
Innovative testing for better products
Next-le
analyt