Happy Friday Morning!
Research is not just for the UX team
Strategies for everyone to understand end-users

#Agile2015
@MandaLaceyS
What is UX?

User Experience (UX) is a term for a user's overall satisfaction level when using your product or system. If it's a good experience, they're happy. If it's a bad experience, your customers don't come back. And they tell their friends...and Google.

What is UX? | FatDUX

What Does a UX Designer Actually Do? - SitePoint
www.sitepoint.com/ux-designer-actually/
Dec 17, 2013 - Before learning the term “UX Designer” even existed, my design process
Understand the people involved with using a system or product.

Assess existing state and uncover opportunities to improve.

Flesh out and test new ideas.
SO, WHAT IS IT YOU WOULD SAY YOU DO HERE?
USER EXPERIENCE

RESEARCH

DESIGN AND RESEARCH

THREE FIVE TWO / @MANDALACEYS
UX Research

• Understand business models and goals

• Understand end-user goals, needs, and behaviors

• Understand how well we’re serving those users
We are not our users.
The tear that changed 1,000 launches
I want to capture someone crying too!
Now what?
UX Research Types
Research Methods

Moderated usability tests
Unmoderated usability tests
Diary Studies
Surveys
A/B or multivariate tests
Focus groups
Eye tracking
Click tests
Impression tests
Usability benchmarking
Competitive Reviews

Card sorting
Store intercepts
Contextual inquiries
Participatory design
Interviews
MROC or panel discussions
Support log reviews
Customer feedback reviews
Desirability tests
Analytics reviews
Strategy workshops
ERMAHGERD
“...Your job, is like, so much harder than I thought.”

-My developer friend Scott
PROTIP

It’s not going to be not hard.
PROTIP

It’s not going to be not hard.

You’ll probably mess up.
PROTIP

It’s not going to be not hard.
You’ll probably mess up.
That’s ok!
It’s not going to be not hard.
You’ll probably mess up.
That’s ok.
Some research is always better than none.
Step 1

Determine research goal
Consider Product Lifecycle

**Product Stage**
- Strategizing new product or additional features
- Actively designing and building
- Assessing the performance of a live product

**Open Questions**
- Are we building the right thing for the right people?
- Are we building it right?
- How’s it going? How do we improve?
PROTIP

The more specific your goals, the easier it will be to figure out what method to use.
Step 2

Determine research category
Quantitative

What’s happening?

• LOTS of responses collected indirectly
• Try to identify trends
• Use things like surveys, support logs, card sorts, etc.

Qualitative

Why is something happening?

• Fewer, more detailed responses collected by a human
• Looking for more detailed information
• Use things like interviews, one on one usability tests, focus groups, etc.
<table>
<thead>
<tr>
<th>Attitudinal</th>
<th>Behavioral</th>
</tr>
</thead>
<tbody>
<tr>
<td>What people say</td>
<td>What people do</td>
</tr>
<tr>
<td>• Focus groups</td>
<td>• Eye tracking</td>
</tr>
<tr>
<td>• Surveys</td>
<td>• Click tracking</td>
</tr>
<tr>
<td>• Interviews</td>
<td>• A/B Tests</td>
</tr>
<tr>
<td>• Etc.</td>
<td>• Etc.</td>
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Step 3

Cheat
Step 3

Rely on Experts
Experts to rely on...

- Ask your team members
- Reach out to local UX groups
- Use all the resources!
  - uxmatters, UX Mag, on and on
- Here’s a cheat sheet you should all bookmark: http://www.nngroup.com/articles/which-ux-research-methods/
<table>
<thead>
<tr>
<th>Product Development Phase</th>
<th>Strategize</th>
<th>Execute</th>
<th>Assess</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal:</strong></td>
<td>Inspire, explore and choose new directions and opportunities</td>
<td>Inform and optimize designs in order to reduce risk and improve usability</td>
<td>Measure product performance against itself or its competition</td>
</tr>
<tr>
<td><strong>Approach:</strong></td>
<td>Qualitative and Quantitative</td>
<td>Mainly Qualitative (formative)</td>
<td>Mainly Quantitative (summative)</td>
</tr>
<tr>
<td><strong>Typical methods:</strong></td>
<td>Field studies, diary studies, surveys, data mining, or analytics</td>
<td>Card sorting, field studies, participatory design, paper prototype, and usability studies, desirability studies, customer emails</td>
<td>Usability benchmarking, online assessments, surveys, A/B testing</td>
</tr>
</tbody>
</table>
Questions answered by research methods across the landscape

What people do

Why & how to fix

How many & how much

What people say

Behavioral

Attitudinal

Qualitative (direct)

Quantitative (indirect)

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A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

- Eyetracking
- Clickstream Analysis
- A/B Testing
- Usability Benchmarking (in lab)
- Usability Lab Studies
- Moderated Remote Usability Studies
- Unmoderated Remote Panel Studies
- Unmoderated UX Studies
- Ethnographic Field Studies
- True Intent Studies

ATTITUINAL

- Concept Testing
- Diary/Camera Studies
- Customer Feedback
- Participatory Design
- Focus Groups
- Desirability Studies
- Card Sorting
- Intercept Surveys
- Email Surveys

QUALITATIVE (DIRECT)

- Interviews

QUANTITATIVE (INDIRECT)
Step 4

Do it
You’ll never really be ready.

Do it anyway.
Um, excuse me? Who do I test with?
That’s ok!

• Many cheap tools to help you recruit participants and get results quickly
  • Usability hub, usertesting.com, Optimal Workshop, etc.

• Tap into existing user base

• Find “representative enough” users

• Bake
One more thing. I still have no idea what method to use.
That’s ok!

Try a usability test.

• Many cheap tools that even have suggestions for getting started

• Answer a broad range of qualitative questions (and can sneak in numerics)

• You don’t have to have final design/product. You don’t even have to test your own stuff.
Keys to Research Success
Ask the right questions

• Craft neutral, non-leading questions
• Choose the right level of precision
• Ask questions that people can answer
• Avoid yes/nos
Ask questions the right way

- Be friendly but neutral
- Echo (What do you think?)
- Reply to questions with more questions
- Don’t interrupt
- Be comfortable with silence
It helps to shut your mouth.
Practice Logistics

• Test prototypes, logins, environments on multiple devices, operating systems, etc.
• Charge batteries, bring extra cords, and have alternate software solutions.
• Test your test with non-participants
NO

How much do you like...?

Should the button be red?

Here's how you do it...

BETTER

How do you feel about...?

What actions could you take here?

What would you do?
Step 5

Incorporate
None of this matters if you don’t use the information.
WHAT DOES IT MEAN?
Use emotion.
Totally easy, right?
QUESTIONS?

Hit me.

Stay in touch!

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