UX TEST

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Questions

1. What should a UX researcher do when designing a new product?
2. Identify target user groups who will use multi-channel CX Analytics. Provide with justification.
3. Design usability testing or other types of inquiry to help understand user needs.
4. Decide what information, components, or graphics should be on the CX dashboard page, which is suitable for a company's marketing team to carry out their duties. Provide with justification
5. Create a mockup of the CX Dashboard page containing those information (point 4). Users should be able to choose to display information according to their preferences.
6. The deliverable format is not specified as long as it is clear and easily accessible.

Answers

01.

What should a UX researcher do when designing a new product?

You can enter a subtitle here if you need it

01.

Objective

For each process, there should be a clear goal. UX research is used to achieve three main benefits. These three benefits can shape the goals of the UX research process. These benefits include : **Product Benefits, Business Benefits, and User Benefits**

02.

Hypothesis

Before starting the research, we need to make assumptions about the research problem. In general, there are three main types of hypotheses, namely : **Attitude-related Hypotesis, Behavior-related Hypotesis, and Feature-related Hypotesis**

03.

Methods

After defining the objectives and hypotheses, this step aims to determine the research methods to be used in UX research. In general, research methods are categorized into two main parts: secondary research **(Secondary Research)** and primary research methods **(Primary Research)** which collects quantitative data or qualitative data. Quantitative data focuses on numbers and accurate measurements while qualitative data focuses on opinions, experiences, and information that cannot be measured. Such as : **Survey Offline& Online, Interview, Focus Group, Observasi**

04.

Conduct

At this stage, the data collected is raw materials and separate information parts that need to be arranged and analyzed in the next step.

05.

Synthesis

At this stage, both qualitative and quantitative data are collected together and the team tries to get an overview of users from the data. This data can be compiled in the form of a persona empathy map that describes what users like and hate about the product, in order to understand the user's emotional relationship with the product.
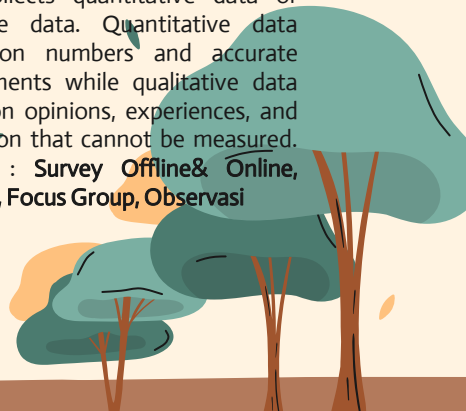
02.

Identify target user groups who will use multi-channel CX Analytics. Provide with justification.

You can enter a subtitle here if you need it

The objective of multi-channel analytics is to monitor interactions across your entire channel presence and analyse them against parameters like specific keywords, tone of voice, interaction context, customer activity, etc. here are some of the things to keep in mind when using multi-channel analytics:

01.
Leverage Real-time And Historical Analytics

Real-time analytics aids in short-term performance, like telling agents how to course correct during a problematic conversation by extracting data from another platform. Historical analytics reveals long-term trends to inform strategic planning

02.
Use Automated Interaction Classification

A properly classified interaction database enables searchability so that you can look up an interaction or refer to cross-channel insights on demand. A classification engine will also power drill-down reports where you can segment interactions based on classifiers to find deeper insights

03.
Identify "Hot Topics" For Self-service

Multi-channel analytics will reveal common themes, problems, and conversation points raised by customers across different platforms. You can tailor your self-service conversational bot to answer these hot topics

04.
Allocate Agents As Per Analytics Recommendations

You can identify the most high-traffic channels and peak periods per channel using multi-channel analytics, realigning your workforce allocation accordingly, so that agent idle time is optimised

05.
Empower agents with multi-channel data

Once the insights from multi-channel analytics are operationalised, it is easy to leave agents in channel silos, giving only team leads/managers visibility into the full picture. Make sure to avoid this to unlock the full potential of multichannel analytics in your contact centre

03.

Design usability testing or other types of inquiry to help understand user needs.

You can enter a subtitle here if you need it

Usability Testing

For usability testing, there are several steps:

1. Determine which part of the system to test
2. Prepare a prototype to make it easier to find out how the response from potential users regarding the system features to be made.
3. Create success parameters, including: **Effectiveness** (ease of users in achieving the goals you want), **Efficiency** (the time it takes the user to achieve these goals), **Satisfaction** (the level of pleasure the user gets during the process to achieve these goals)
4. Prepare test scenarios
5. Determine potential users to be tested using the system
6. Start the testing phase by creating a usability testing table

Usability Testing Cas Study

(Setelah peserta membuka halaman utama website, penguji segera memberikan skenario mengenai apa yang harus dilakukan oleh peserta. Namun, di saat yang bersamaan, peserta justru merasa kebingungan untuk menemukan dimana letak tombol Live Chat yang dimaksud penguji.)

Peserta: "Mas, dari tadi Saya masih belum menemukan gimana caranya untuk menggunakan fitur Live Chat. Saya bingung tombol mana yang harus diklik".

Penguji: "Memang dari tampilan website kami, masih terlalu sulit ya untuk dioperasikan?"

Peserta: "Untuk mencari layanan produknya sih sudah cukup jelas, Mas. Cuma, Saya pribadi masih kesulitan untuk mencari dimana tombol Live Chat nya."

Penguji: "Oke, kalau begitu. Sebenarnya, posisi tombol Live Chat ada di sebelah kiri bawah halaman, Mbak".

Peserta: "Wah, jujur Saya sama sekali tidak menebak kalau posisinya ada di situ, Mas."

Setelah mengetahui pendapat dari peserta, tim penguji pun mulai mengisi laporan sesuai parameter yang sudah dibuat. Dikarenakan pada langkah awal saja peserta gagal menggunakan fitur Live Chat, maka pengisian laporan pada parameter akan terlihat seperti berikut:

	Step 1	Step 2	Step 3
User 1	🔴		
User 2			
User 3			
User 4			
User 5			

🟢 Cepat

🟡 Sedikit Lambat

🔴 Stop

04.

Decide what information, components, or graphics should be on the CX dashboard page, which is suitable for a company's marketing team to carry out their duties. Provide with justification

Components CX Dashboard

1.

Sales Value
Grhapics

2.

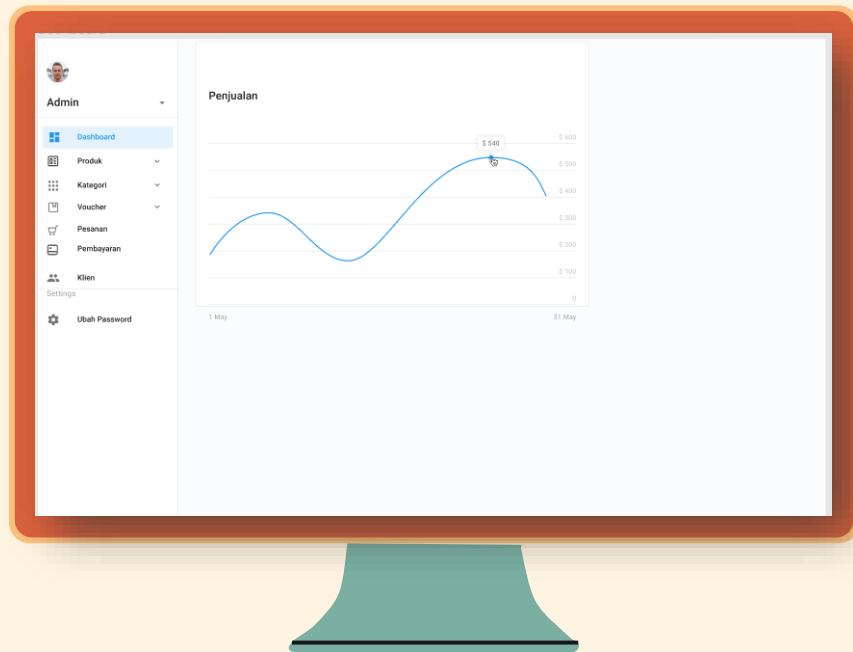Customers
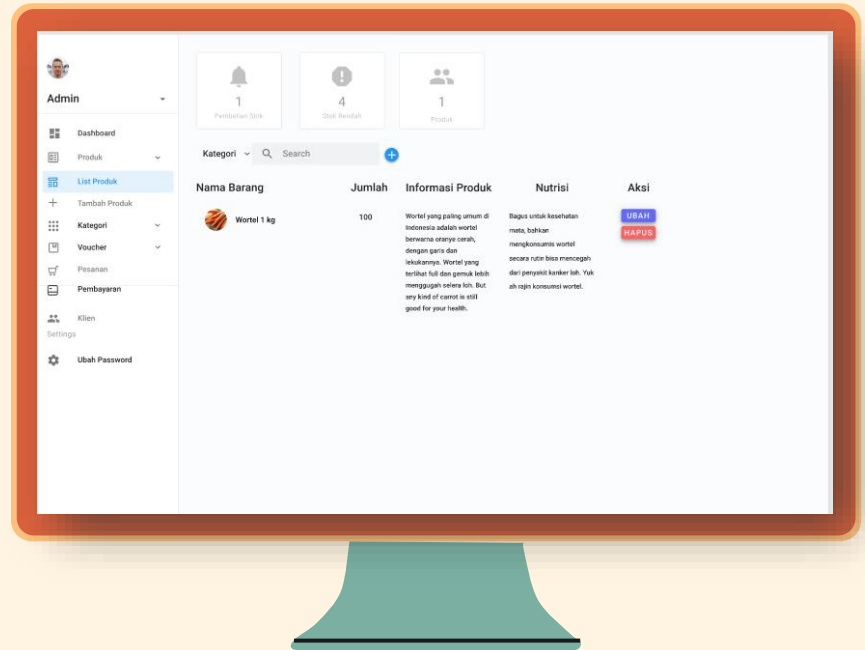(Client)

3.

Product

4.

Order

5.

Payment

05.

Create a mockup of the CX Dashboard page containing those information (point 4). Users should be able to choose to display information according to their preferences.
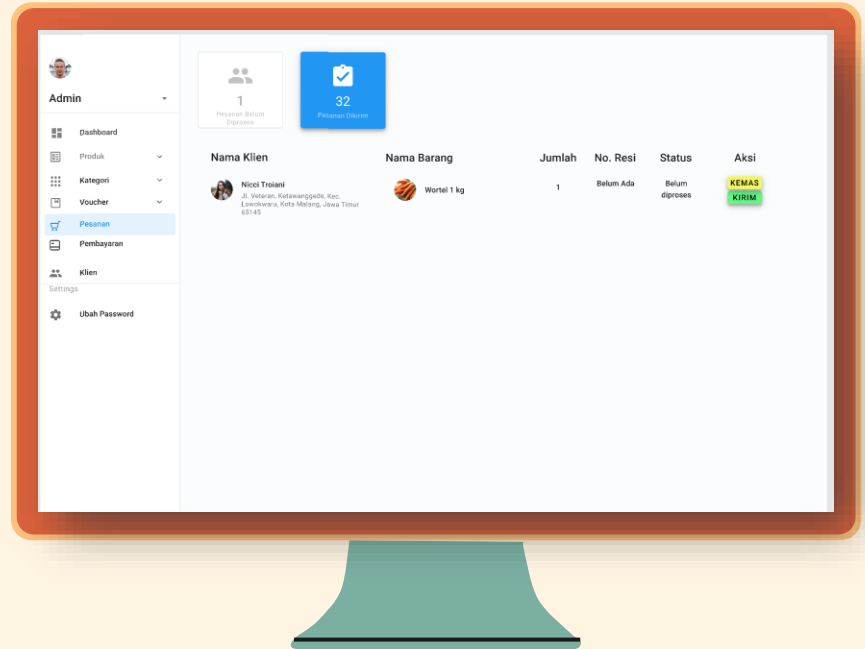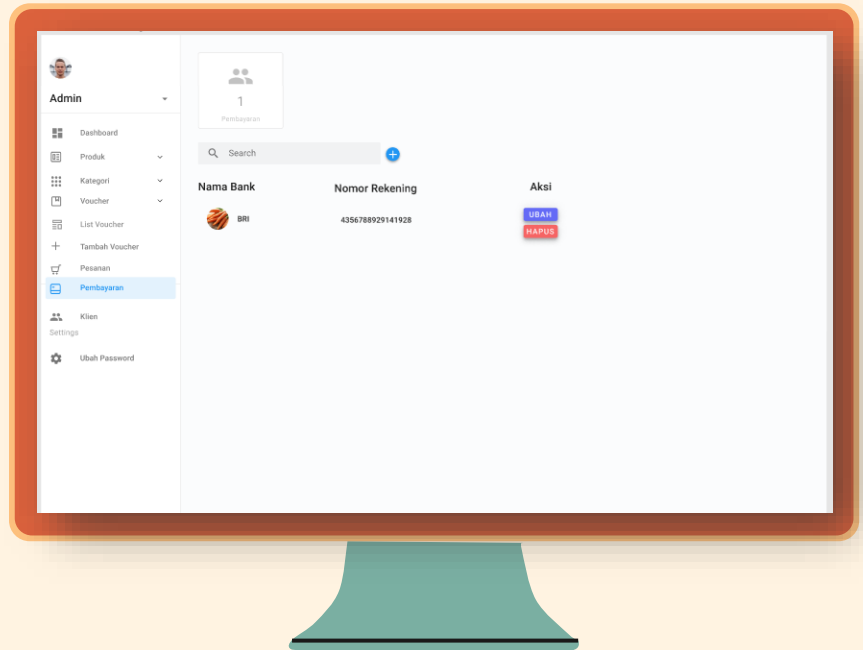
Sales Value Grhapics Mockup

Product Mockup

Order Mockup

Payment Mockup

Thanks!

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