**Experiment 5**

**PART A**

**A.1 Aim**

*To perform User Research for a given problem. (an application /website)*

**A.2 Prerequisite**

An understanding of how to conduct the various user research techniques like interviewing, contextual inquiries, competitive analysis etc.

**A.3 Outcome**

After experimentation, students will be able:

* To carry out various user research methods efficiently.
* To conduct contextual inquiries and interview sessions to identify the problems of the users.
* To perform a comparative analysis of at least 3-5 dominant competitors to your product/service in the market.
* To gather user frustrations, challenges, needs and expectations from the solution.
* To show that how we can overcome problems according to user needs.

**A.4 Theory**

User research is the methodic study of target users—including their needs and pain points—so designers have the sharpest possible insights to work with to make the best designs.

User researchers use various methods to expose problems and design opportunities, and find crucial information to use in their design process.

Examples include user interviews, focus groups, contextual inquiries, and competitive analysis.

It's important to use a mixture of both quantitative and qualitative methods to come to a holistic understanding of the user and problems to be solved.

**A.5 Tasks to perform**

* 1. Visit the following link for understanding user research methodology.

<https://medium.com/@megmcneilly/case-study-connecting-hotel-guests-and-the-value-of-contextual-observations-8350390cb0f3>

[https://blog.prototypr.io/bringing-the-artys-store-experience-online-a-ux-case-study-36ecad498cb3https://blog.prototypr.io/bringing-the-artys-store-experience-online-a-ux-case-study-36ecad498cb3](https://blog.prototypr.io/bringing-the-artys-store-experience-online-a-ux-case-study-36ecad498cb3)

* 1. Conduct User interviews using following guidelines:
  + Set a goal for the interview (What you want to learn)
  + Selecting representative participants to talk to.
  + Select a skilled interviewer who knows how to make interviewees feel more comfortable, asks questions in a neutral manner, listens well, and knows when and how to probe for more details
  + Make the user feel as comfortable as possible. Create a rapport with the user.
  + Prepare questions before the interview.
  + Anticipate different responses, and construct follow up questions based on your research goals.
  + Getting permission to tape the sessions and have one or more note takers.

3.Perform Competitive analysis with atleast 3-5 dominant competitors in the same industry. Compare using following criteria:

* + Service offered
  + Price
  + Target audience
  + Age of audience served
  + Number of features
  + Style and design
  + Ease of use
  + Type and number of warranties
  + Customer support offered
  + Product quality
  + Product marketing
  + Strengths
  + Weakness

**(PART - B)**

(TO BE COMPLETED BY STUDENTS)

(Students must submit the soft copy as per following segments within two hours of the practical)

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| --- | --- |
| Sem/Year : Btech CSBS | Batch:1 |
| Date of Experiment :9/23/2022 | Date of Submission:9/23/2022 |
| Grade -- |  |

**B.1: Task assigned:**

1. List out the various questions asked and the answers collected from the various interviewee.
2. Prepare the competitive analysis table as shown below.

| Sr. No. | Comparison criteria | Competitor 1 | Competitor 2 | Competitor 3 |
| --- | --- | --- | --- | --- |
| 1 | Service offered |  |  |  |
| 2 | Price |  |  |  |
| 3 | Target Audience |  |  |  |
| 4 | Age of audience served |  |  |  |
| 5 | Number of features |  |  |  |
| 6 | Style and design |  |  |  |
| 7 | Ease of use |  |  |  |
| 8 | Type and number of warranties |  |  |  |
| 9 | Customer support offered |  |  |  |
| 10 | Product quality |  |  |  |
| 11 | Product marketing |  |  |  |
| 12 | Strengths |  |  |  |
| 13 | Weaknesses |  |  |  |

* Support the comparison with screenshots wherever applicable.

**B.2 Observations and Learnings:**

**B.3: Conclusion:**

(Students must write the conclusion as per the attainment of individual outcome listed above and learning/observation noted in section B.2)