

3

Ethnographic Research

Crash course in UX

Homework Review

3

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The Core Model

Present the Core Model canvas for one of the core pages of your project.

Core page: Indigo Studio Download Page

Business goals (achieve at least one)

Increase number of downloads
Turn more trial users into paid users
Ease users to download the latest version

User tasks

Download a trial
Get pricing information
Find available discounts
Get the full version

Inward paths

Googling Indigo Studio
From a link in a Facebook post
Followed a link in wikipedia
From a link in our blogs

Core content

If you work at an educational institution and want to use Indigo Studio design you can get a special educational offer.

Increase size of text in the buy now button and button background contrast with the page background

<u>Basic</u>	<u>Premium</u>	<u>Ultimate</u>
<u>5 features</u>	<u>25 features</u>	<u>Get it all</u>
<u>\$99</u>	<u>\$299</u>	<u>\$499</u>

Forward paths

Contact sales with a question
Contact sales for educational program
Followed a link in wikipedia
From a link in our blogs

Agenda

- ▶ Ethnographic Research
- ▶ Who? and What?
- ▶ Personas
- ▶ User Stories



Ethnographic Research

- ▶ Solution is not enough
- ▶ Find potential users early in the process
- ▶ Build empathy by getting in where you envision your product to be utilized
- ▶ Motivate them by stressing the importance of their feedback



Ethnographic Research

Users every week

- ▶ **Monday:** Hypothesis to test
- ▶ **Tuesday:** Prepare a prototype
- ▶ **Wednesday:** Prepare the test
- ▶ **Thursday:** Validate and write conclusions
- ▶ **Friday:** Analyze and plan the following week





Profile them:

General info, Tech savviness, Domain expertise, Personality

Who?

3

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Average user:

- ▶ Age 28
- ▶ Advanced user
- ▶ Never went to university
- ▶ Learns from books and his mistakes
- ▶ Rejects technology
- ▶ A loner and free spirit





and What?

3

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His dream is to build the ultimate canoe and sail the Caribbean with it but so far he has been having a hard time to make it not leak and is experimenting with different materials for filling the gaps between the planks that are natural but at the same time robust to make it across sea.

Persona: What is it?

Representation of a particular audience segment for a product or service you are designing, based on various types of qualitative and quantitative research.

3

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Persona:




Why create one?

- ▶ to understand who will actually be using your service or product
- ▶ to make key design and functionality decisions
- ▶ to communicate what the user experience should be like to stakeholders & the team
- ▶ to create realistic user stories & user journeys

3

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Name	Brian	Rachael	Lars
Job Title	Student	Teacher	Artist
Traits	<ul style="list-style-type: none">• Computer Geek - technically savvy• Versed in cloud products• Versed in social networking• Spends a lot of time on line• Frequently collaborates with others online	<ul style="list-style-type: none">• Computer user - mostly for work• Travels frequently for work• Not versed in cloud products• Works remotely• Occasionally will collaborate with colleagues online	<ul style="list-style-type: none">• Computer user for entertainment, music, photos• Not versed in cloud products• Versed in social networking• Likes gadgets and has multiple devices• Does not collaborate online
Quote	"I want to see who is available for chat immediately from my home page."	"I do not want to hang out on-line. I want to edit my work documents."	"I need to know how much storage I have left, and get my files anywhere."
Goals	<ul style="list-style-type: none">• Organize documents and friends by groups easily• View who is online from his cloud homepage• Communicate instantly with chat• Edit multiple document types• Personalize his homepage with desired features	<ul style="list-style-type: none">• Access documents from different locations• Have all documents synchronized without effort• Edit multiple document types• See edits and make notations in documents• Have reminder messages displayed in homepage calendar	<ul style="list-style-type: none">• Have media and files backed up securely without effort• Have generous storage space• Access media and files from multiple devices.
Scenario	Brian is a busy guy with a lot of online friends and projects. He suggests using a cloud collaboration tool to his school mates to work on their projects. They are exchanging, editing and saving multiple file types. Brian is online at	Rachael starts working on a presentation from her home computer for a lecture she is giving out of town. She needs to make a change to the document from the hotel business center's computer. Once at her home page, she is	Lars has just imported 200 pictures to his home computer from his camera to his local cloud folder. He logs into his homepage and he can see that he has 10 MB left of free storage. Later, he wants to show a friend his pictures from his phone.

Persona:

What to include?

- ▶ Goals on your website / service / product
- ▶ Motivations for using it
- ▶ Current pain points or frustrations
- ▶ Demographic data (age / location / sex)
- ▶ A quote that captures their attitude in general, or towards the website / service / product
- ▶ A short bio about their background
- ▶ Technical ability along with which devices they use and how often
- ▶ Other brands or websites they may like
- ▶ A picture that captures that particular persona.

User Story: What is it?

3

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As a user I want to be able to

(functionality / goal)

so that

(motivation / reason)



User Story: Why create it?

3

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▶ to promote cooperation between team members

▶ to help prevent feature creep and design dead-ends

▶ to keep products user focused

	A	B	C	D	E	
1	ID	Overall Fawcett Value	As a	I want to	So that	Acceptance Criteria / Conditions of S
2	US01	1	Journalist	Find and learn about Fawcett's position on a current news story	I can source Fawcett in my article.	- I can find the info I need quickly - I feel like I have found all the relating info I ne - If I haven't found what I want, there is a way to
3	US02	2	Journalist	Receive Fawcett updates on a current news story	I can easily update the info on a running news story I am working on	- Signing up has to be easy to instate and switc - I want to know it's worth doing, it will actually
4	US03	1	Journalist	Get a response from Fawcett on a specific quote or statement	I can have an exclusive quote in my article	- I want to get the quote quickly. A quick YES/N media institution. - I want a contact phone number to get a quick
5	US04	0	TV Journalist	See if FS has anyone that will work for a TV slot I am trying to fill	I can get a good, compelling interview/debate/response video/audio piece	- I want to speak with the person, and explain v - I want to quickly confirm if they will be availab - Know I'm getting someone that will work well - See the Fact Sheet associated with the perso - I want to know I have FAST contact details for - I want key info about Fawcett
6	US05	1	Journalist/Researcher	Understand what Fawcett do, who they are, their credibility and media weight	I can make a value judgement on whether I need them in my piece	- I will be impressed with their media value if I some high-profile exposure. My ass will be cov - See proof FS are influential, listened to, autho - See an overview of FS media activities over p - I want to see proof of FS credibility, reliability, - I want to see a list of areas that Fawcett can p - I want a single place to view the key stats of F mentions etc)
7	US06	2	Journalist	Find out if there are any upcoming news events, hot news items coming up on the equality agenda	I can be the first reporting on this	- See when FS responses to current hot media - See when any important reports/press releas - Sign up to a hotline of upcoming big equality - Feel like I have a privileged line with FS on h
8	US07	1	Journalist/Researcher from a Right Wing/Populist media outlet	Build a media relationship with Fawcett	I can source a reputable source on an equality piece I'm working on.	- I need to know the 'left labelled' FS will work - Are FS even willing to work with me?
9	US08	1	Journalist	Get hold of a good/applicable case study relevant to the equality story I'm working on	I can write my story with a strong, clear example of an issue	- I want to know that my case study hasn't been - I want to find case studies based on theme, to - I may need a case study for a hot news story.
10	US10	1	Journalist / Blogger / MP / Campaigner	Attend a background briefing session (inter-personal) to get a deep understanding of the current Equality issues, or specific quality issues	I can attend a session to get up to speed on equality issues in a fast-tracked, interactive, ask-my-own questions, group learning with the pros way.	- I have a schedule that the session has to fit in - I want to make sure certain questions I have, - I want the organisation of this to be easy and
11	US11	3	Journalist	I want to get a quote/response from academics, MP's, equality fight leading figures on an issue	I can get a solid quote from an authoritative, celebrity, political source	- I want fast access to a leading figure for a qu - I want to learn who I can go to for this - I may want to get some unusual options for in - I could use a canned quote if I was short on ti - I am willing to supply release info for my piec online audience to read, interact and share my - I want to know FS audience actually matters t - If my piece is inline with Fawcett's positio, I w out to their network.
12	US12	1	Journalist	Get more people to interact with my story on social media and the publishing site	My article gains instant credibility and value	- It will save me time if Fawcett provides jum

User Story: How to create it?

3

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- ▶ Paper cards
- ▶ Spreadsheet
- ▶ Online tools




Assignment

Start creating
Personas and User
stories for your
product.

3

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Financial Analyst

31
lives with his girlfriend

2 years of experience
3 months in Deloitte

Bachelor in Economics

MICHAEL SMITH
ORGANIZE THE HIERARCHY

I must evaluate a third party company for one of our clients for a merger deal. They have their own document management system and all financial documentation resides in one folder with hardly any structure. My task is to organize the documentation according to the industry standards and extract the relevant data for my analysis.

Create a structure from flat data (files & folders)*

I need to create empty folders or drag one file on top of another to place them both in a newly created folder. This needs to be reflected to the data so that next time I open the system the structure is preserved.


Reorganize hierarchical data (files & folders)*

I need to be able to drag files on top of existing folders, which would place them inside those folders. This needs to be reflected to the data so that next time I open the system the structure is preserved.

*Scenario that was outlined by a participant in the brainstorming session.

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married with two kids

9 years of experience
3 years with IDEO

Master of Arts

MELISSA JENKINSON
MULTIPLE SELECTION

"I usually search for items that I add to a selection group, which is then manipulated in one way or another"

Search and select in a multiple selection context*

I often need to select multiple items from a very long list and invoke an operation upon them. Discovering what I look for is extremely hard by scrolling sequentially through the list even if it is sorted. Search is very useful but when I enter the name of the second item I look for and hit enter, my current selection is cleared and I cannot carry it over to add the second item to it.

Using the keyboard

I use a graphic tablet extensively in my daily work but my hand often gets tired from drawing. Therefore, for tasks that need less precision I prefer to use the keyboard e.g. for selecting a number of layers in my graphics editing software. I often need to select multiple layers and change one of their properties (visibility, colors or apply a filter). I usually prefer to perform this with the keyboard irrelevant if it is a sequence of layers or randomly distributed ones in the list.

*Scenario that was outlined by a participant in the brainstorming session.

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- ▶ Finish your personas and user stories.
- ▶ Find a real person that represents a persona as much as possible.
- ▶ Find more real people, they will be involved in testing during the whole UX process!