

Module -1

UX Research

ENCELIN LOVELY .E
Technical Trainer
Pinesphere Solutions Pvt Ltd

Agenda

- 👉 About UX Research
- 👉 UX Fundamentals
- 👉 Business requirements gathering
- 👉 User Research
- 👉 User Interview Techniques



UX Research

Definition: User Experience (UX) encompasses all aspects of a user's interaction with a company, its services, and products.

Benefits of Good UX:

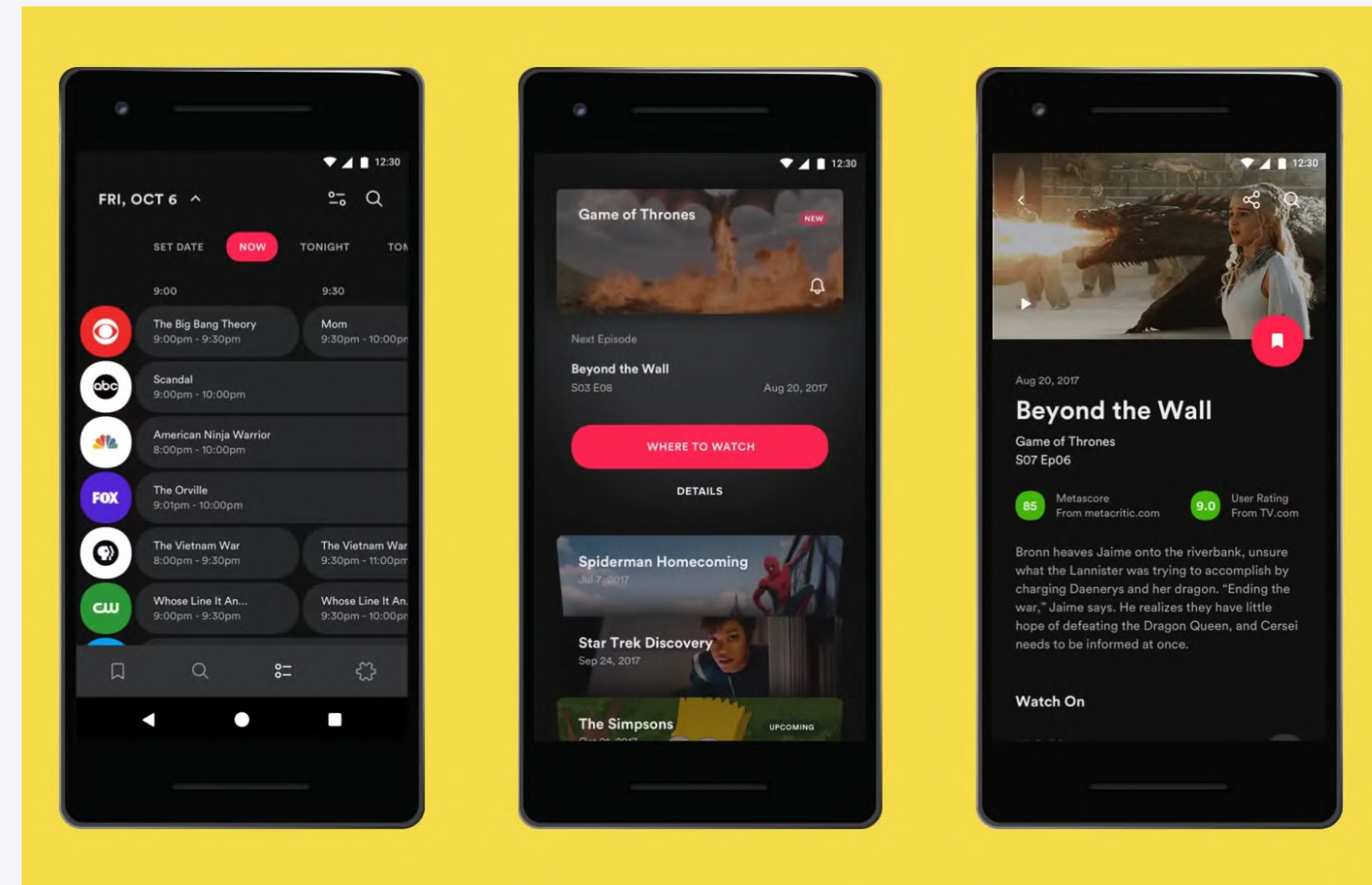
- Improved user satisfaction
- Increased conversions and retention
- Reduced customer support costs

Real Time Example

Addressing the fragmentation of content across channels, this case study sought to redesign how people consume media. The key problems identified included:

- The overabundance of content across various TV and streaming platforms
- The difficulty in discovering and managing content across all platforms

To deliver on the key goals of content personalization, smart recommendations, and offering cross-platform content search, the design process included conducting interviews, surveys, and checking customer reviews.



Methods of UX Research

- Discover - Determine what is relevant for users
 -> Contextual inquiries
 -> Dairy Studies
- Explore - Examine how to address all users need
 -> Card Sorting
 -> Customer Journey maps
- Test - Evaluate your Design
 -> Usability testing
 -> Accessibility testing
- Listen - Put issues in perspective, find any new problems and notice trends
 -> Surveys
 -> Analytics



UX Fundamentals

- User-Centricity
- Consistency
- Hierarchy
- Context
- User control
- Accessibility
- Usability

User-Centricity

- User-Centricity is to create products and services that solve user problems.
- It's means putting the user's needs first and making the decisions based on what know about them and what they want from the product.

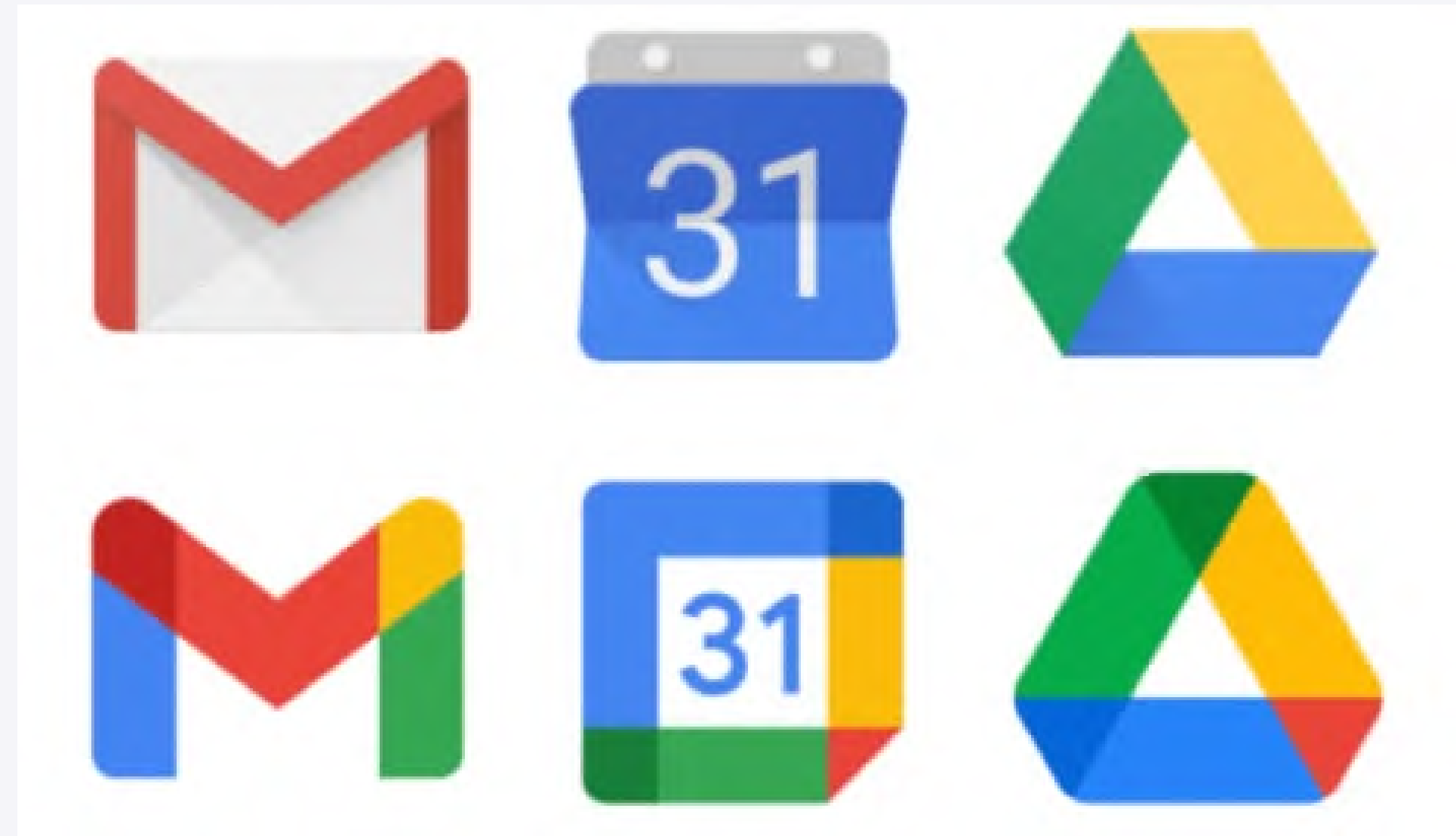
Eg: Ketchup bottle designing



Consistency

- Consistency is to creating products that solve specific user problems.
- You want to keep your designs consistent in terms of how they look and function across all pages/screens and products within the same brand or product family.

Eg: Icon designing

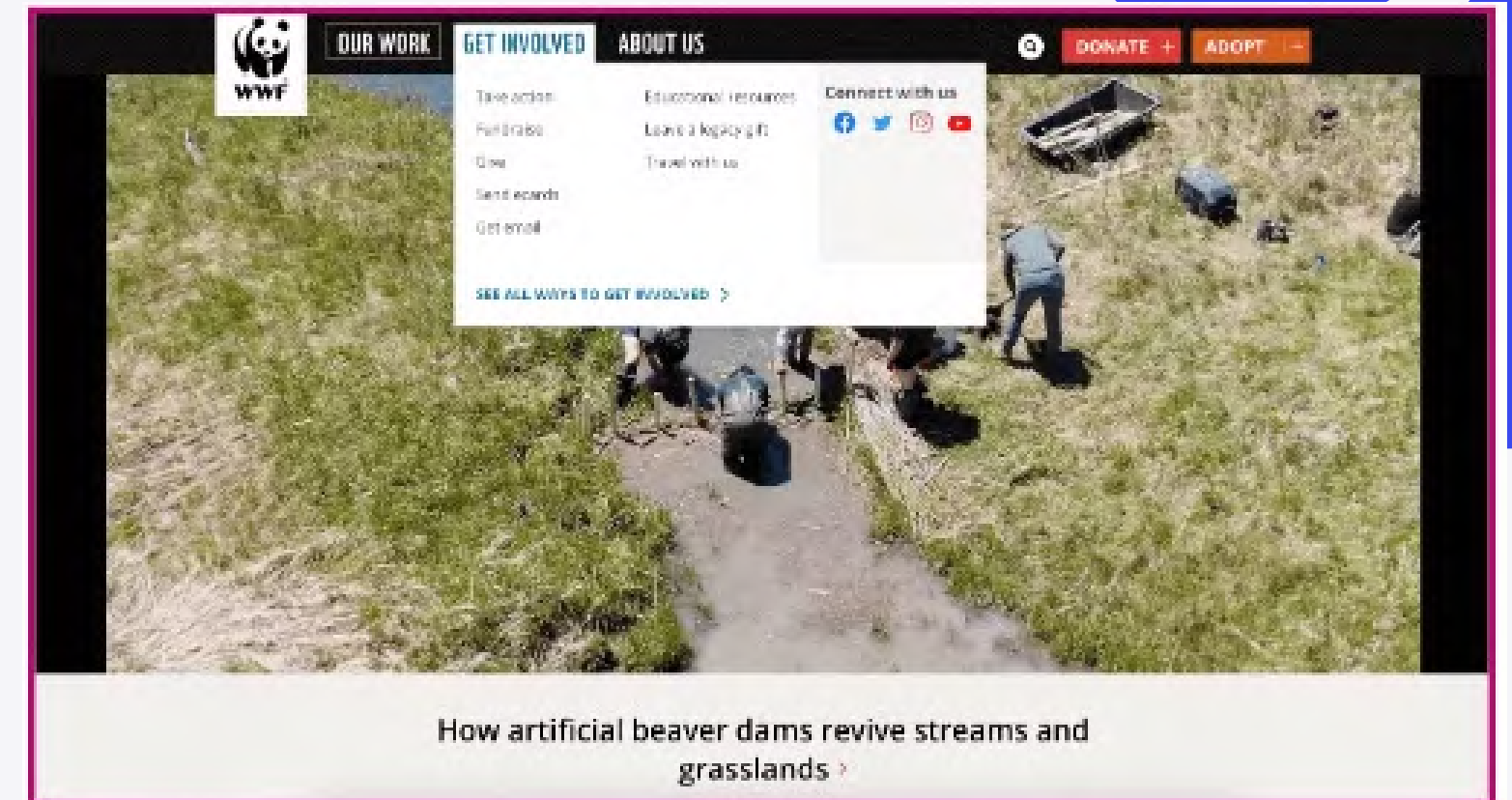


Hierarchy

- Hierarchy, is an important UX principle as it shapes how the user navigates a product
- Hierarchy relates to information architecture as well as the visual hierarchy of individual pages and screens.
- Information architecture refers to the sitemap; the overall structure and organization of your website or app and how the user navigates from one page or screen to another.
- Visual hierarchy considers how individual elements are laid out on a page or screen. More important elements can be emphasized by placing them at the top of the page or screen, using larger font or using different colors to help them stand out.

Eg of information architecture: World wildlife fund home page

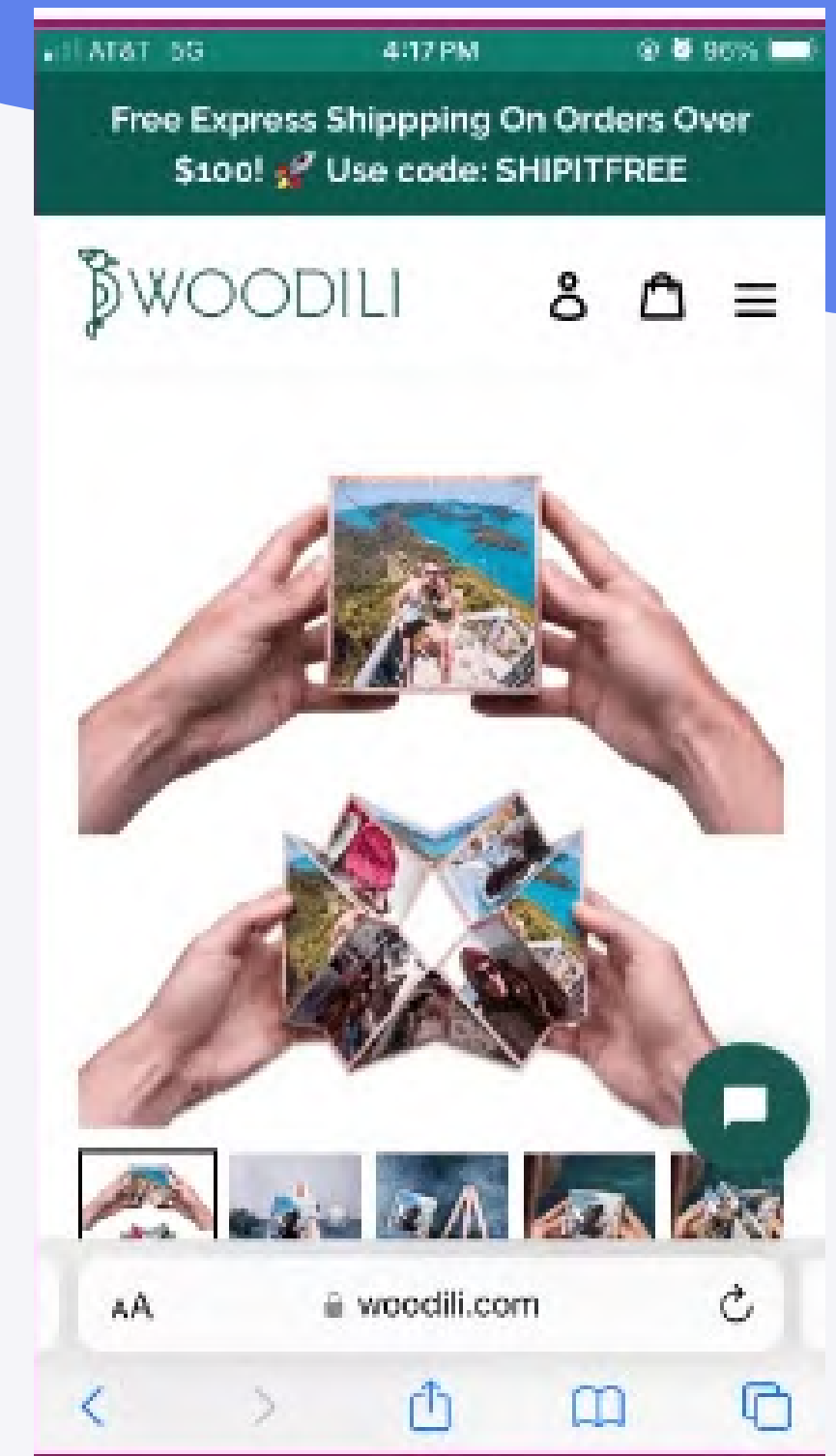
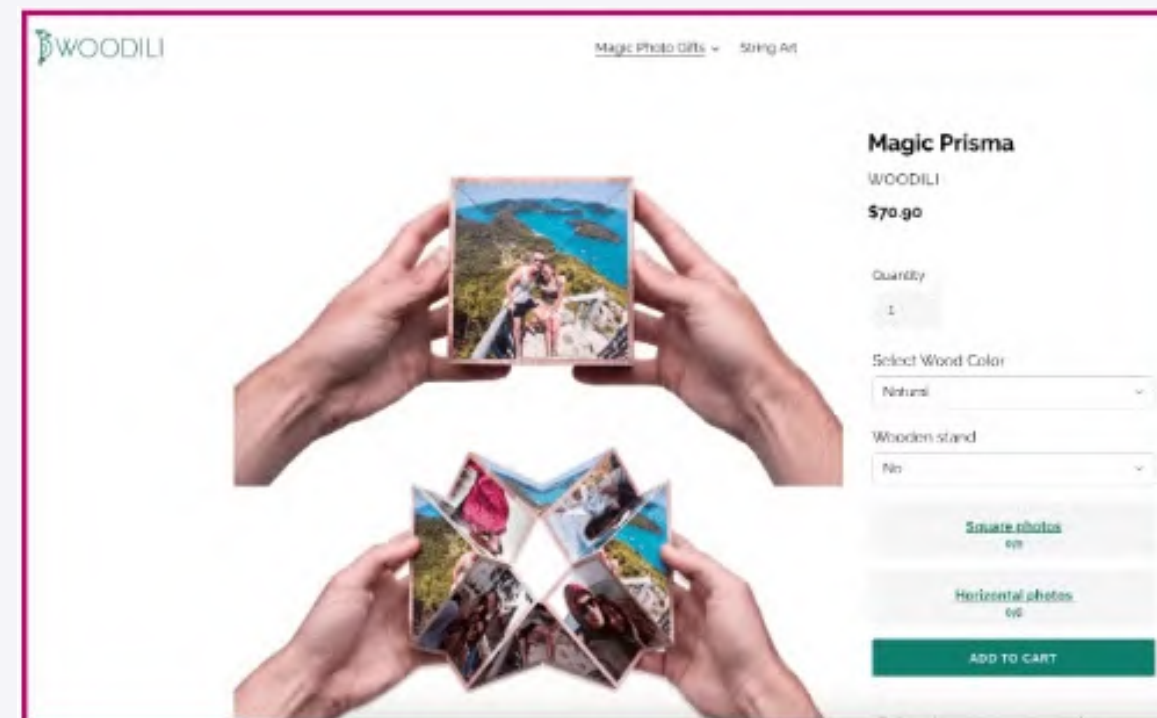
Eg of Visual hierarchy: Charity: water website



Context

- Context considers the circumstances in which your product will be used and how certain factors might impact the user experience.
- Understanding the context around the interaction between your product and the end user will help you to factor in potential limitations and design a better user experience.

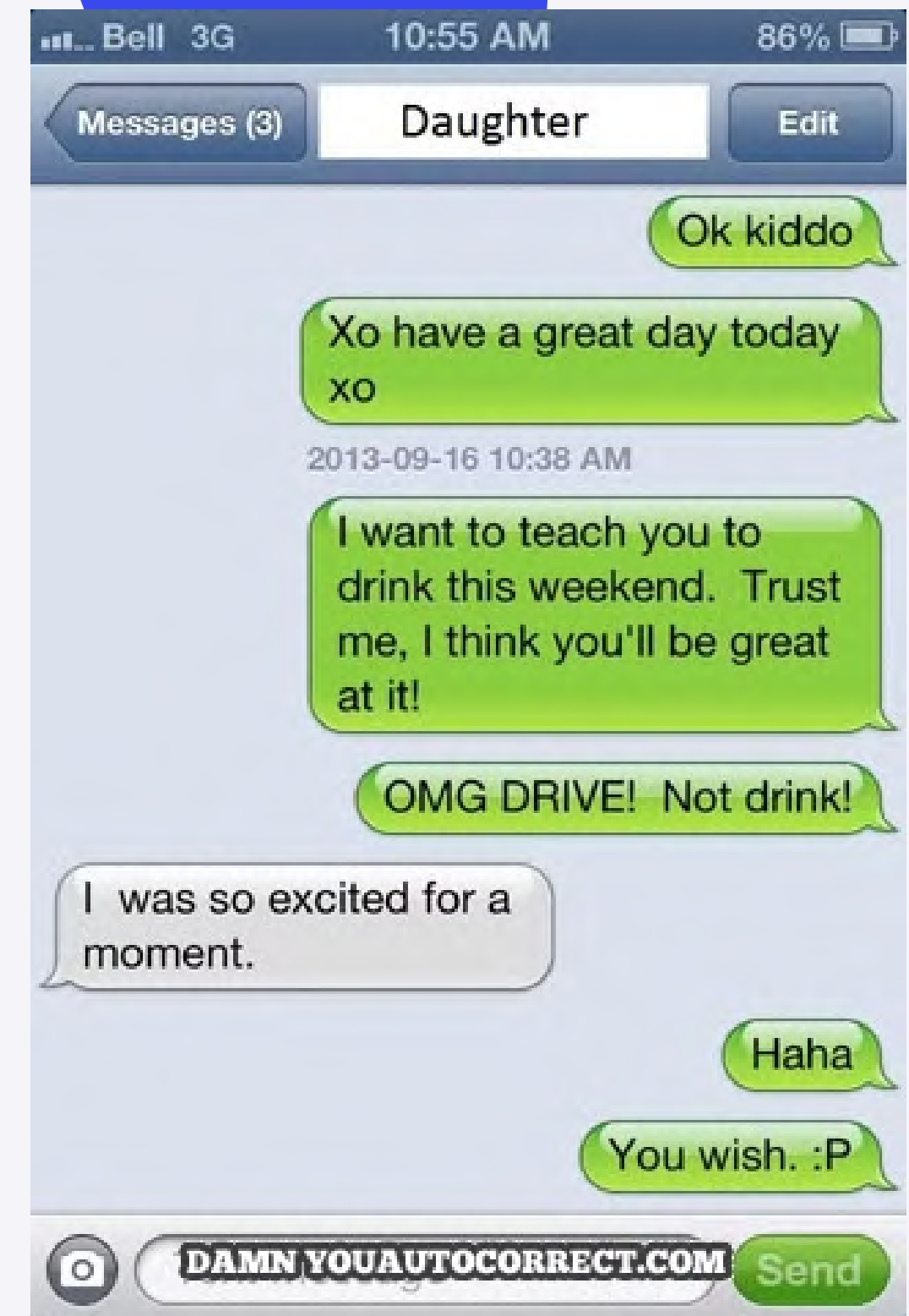
Eg: Woodili web and mobile sites



User Control

- Users often perform actions by mistake. They need a clearly marked 'emergency exit' to leave the unwanted action without having to go through an extended process.
- This is especially true with AI automation. There must be a balance between AI and user control, that gives users the ability to override AI decisions.

Eg: Text autocorrect



Accessibility

- Accessibility is about ensuring your product or service is accessible to and usable for as many people as possible.
- Understanding how different environments or situational factors might impact the user experience.

Eg: Built by silo homepage



Usability

- Usability is to measure of how easy a product is to use
- They are five components: Learnability, Efficiency, Memorability, Errors, Satisfaction.
- The Uber app, below, is extremely usable and easy to get started with, making it simple to get a ride.

Eg: [Uber.com website](https://www.uber.com)



Business Requirements Gathering



Goals

Define clear project goals



Needs

Understand user needs



Alignment

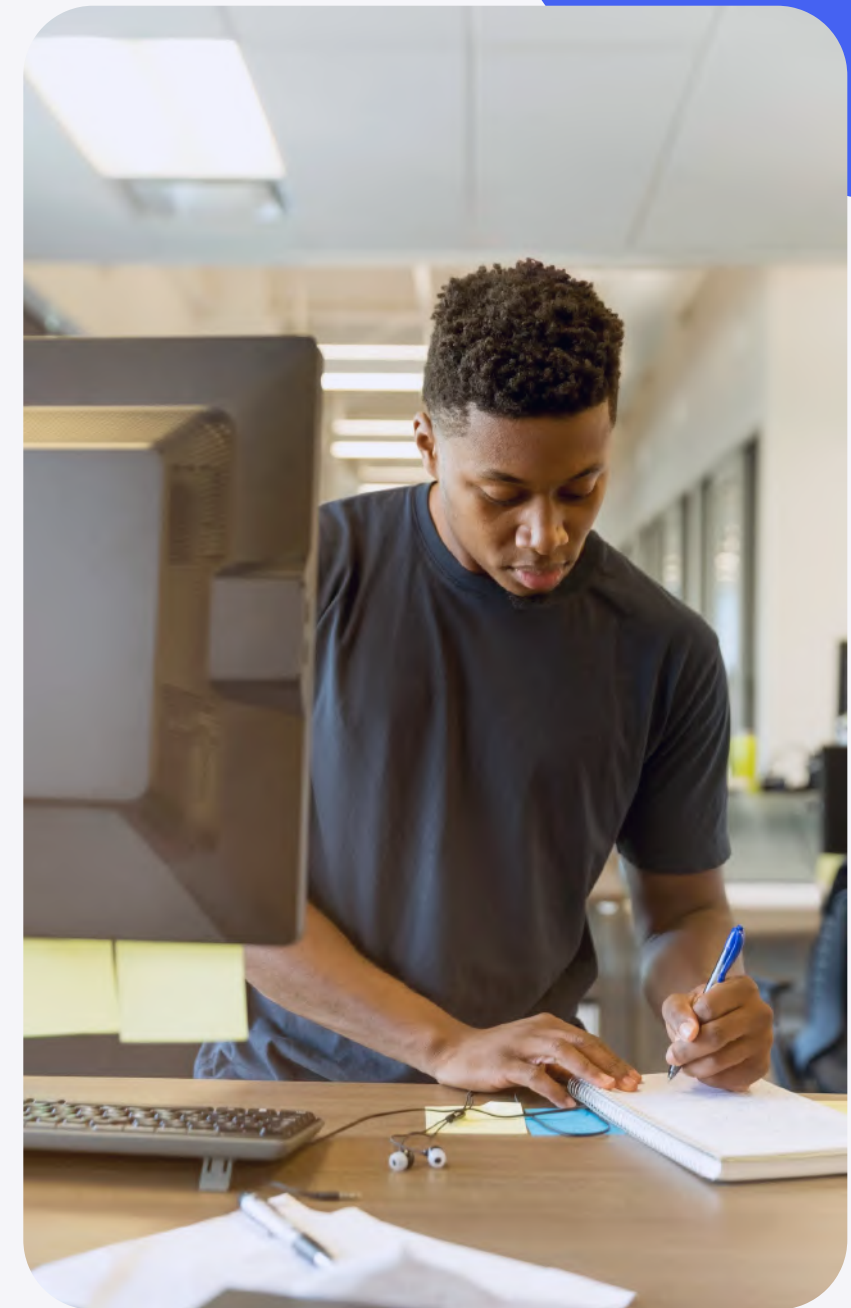
Align with business objectives

What is Business Requirements Gathering?

Definition: The process of collecting and documenting stakeholders' needs and expectations to shape product development.

Techniques for Gathering Business Requirements

-➤ Stakeholder Interviews: Speak directly with business leaders to understand goals.
-➤ Workshops: Collaborative sessions to clarify business objectives.
-➤ Document Analysis: Review existing product documentation, user feedback, and market research.



User Research

What is User Research?

Definition: A process of understanding users' behaviors, needs, and motivations through observation and feedback.

Types of User Research:

Qualitative (e.g., interviews, In-lab testing, Card sorting)

Quantitative (e.g., surveys, Web analytics, A/B testing)

Two Approaches to User Research

1. Attitudinal
Listen to what
users say.



2. Behavioral
Observe what
users do.

Qualitative methods



Interviews

One-on-one interviews that follow a preset selection of questions prompting the user to describe their interactions, thoughts, and feelings in relation to a product or service, or even the environment of the product/service.



In-lab Testing

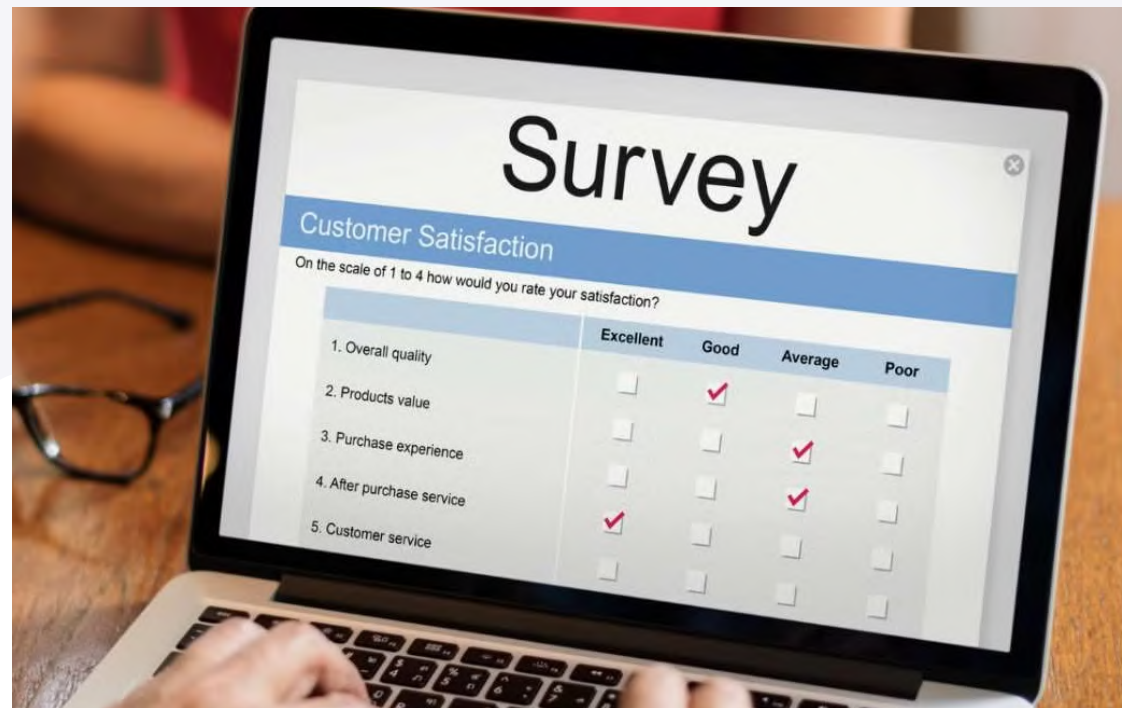
Observations of users completing particular tasks in a controlled environment. Users are often asked to describe out loud their actions, thoughts, and feelings and are videoed for later analysis



Card Sorting

Used to help understand Information Architecture and naming conventions better. Can be really handy to sort large amounts of content into logical groupings for users.

Quantitative methods



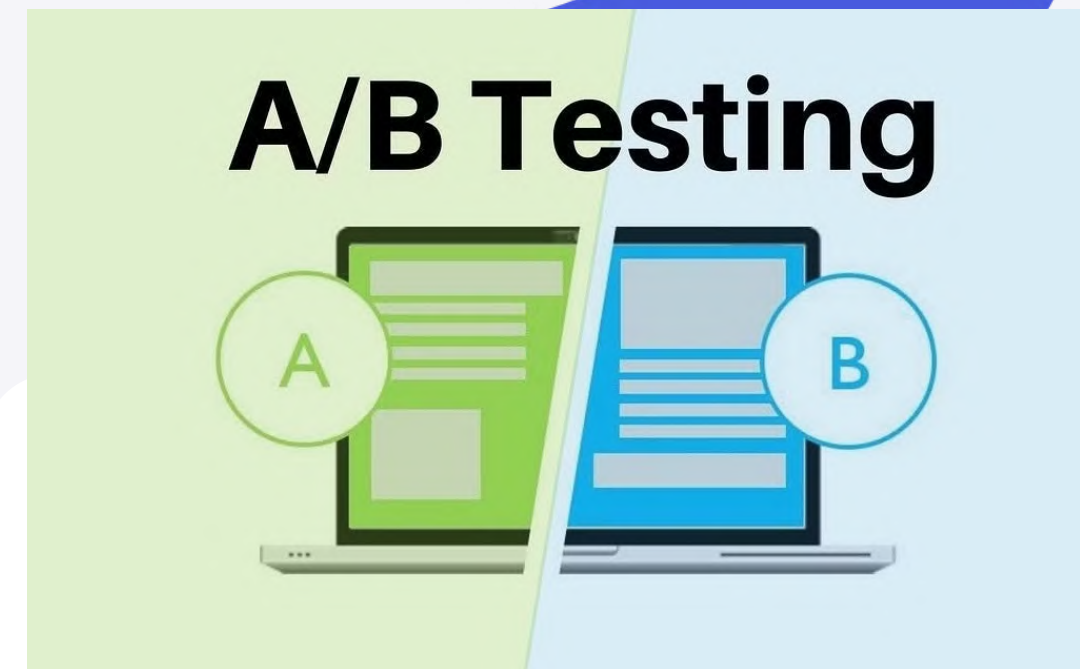
Surveys

Questionnaires with a structured format, targeting your specific user personas. These can be a great way to get a large amount of data. SurveyMonkey is a popular online tool.



Web analytics

Data that is gathered from a website or prototype it is integrated with, allowing you to see the demographics of users, page views, and funnels of how users move through your site and where they drop off. The most well-known online tool to integrate would be Google Analytics.



A\B testing

Comparing two versions of a web page to see which one converts users more. This is a great way to test button placements, colors, banners, and other elements in your UI.

User Interviews

Definition: A qualitative method where researchers ask users about their experiences with a product, often to uncover pain points and needs.

Purpose: To gather in-depth insights on user behavior, needs, and motivations.





Insights

Discover user needs and expectations



Fundamentals

Use empathy to understand user perspective



Gathering

Essential for product development success



Techniques

Gain insights through qualitative data

Conducting a Successful User Interview

Do 's:

- Build rapport with the participant.
- Ask open-ended questions: "Can you walk me through how you use this feature?"
- Listen actively and follow up with clarifying questions.

Don'ts:

- Avoid leading questions that suggest an answer.
- Don't interrupt or offer suggestions during the interview.



Q&A?

Open floor for questions and discussions



Address

Pinesphere Solutions Pvt Ltd
Kalapatti, Coimbatore.

Email

encyebi0412@gmail.com



Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

Create a presentation (It's free)