



USPIN s.r.o.

Address:
Do Dolnic 124
104 00 Praha – Královice

GSM: +420 737 385 475
<http://www.uspin.cz>

Usability Workshop

September 23, 2019

Authors: Josef Pavlíček & Adéla Hamplová – USPIN s.r.o



Welcome the Chinese Hóng Long (Red dragon) company!



Hóng Long's annual turnover is 200M USD. Your position is a Strategic Manager at the Sales Department. Your company is focused on the mobile technology area and partially an AR/VR. You are interested in Huawei mobiles and their future market in the following 3 years. You noticed that there exists a company called IDC, that analyses global market.

You need to find out, what precisely IDC can help with:

Notice: That is typical heuristic approach

Follow next steps:

1. Go to google and find the IDC company
2. Visit the main page. What does the IDC's logo tell?
3. What is the main message in the head banner?
4. Your boss gives you the task to contact the IDC managing director for your region – Asia.
 - a. What is his/her name?
 - b. How many years of experience does (s)he have?
 - c. What was the his/her position prior to joining IDC?
5. What is his/her Twitter contact account?

Answers ID	Fill the answer
2	
3	
4a	
4b	
4c	
5	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					

Despite your main interest is Huawei, you also take Samsung into consideration. With the help of IDC website find out what the market share of the company Samsung currently is.

Notice: That is typical cognitive approach

1. What IDC product do you need to find out the Samsung market share on each continent for the following technologies:
 - a. Smart phones
 - PC Monitors
 - c. TVs

Answers ID	Fill the answer
a	
b	
c	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					

You have to know if IDC provides any services for CIO's and their organizations.

Notice: That is typical heuristic approach

1. Go to <https://www.idc.com/>
2. Go to Products & Services
3. Find the particular service
 - a) How is the “service” called?
 - b) What is the service shortcut?
What are the HOT Topics?
 - d) Where is the Event at October 23-25 located?

Answers ID	Fill the answer
3a	
3b	
3c	
3d	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					

Your boss decided to use IDC for the Digital transformation. You need to define, where you can find the main description – “HOW TO” and define the main question, necessary for this process.

Notice: That is typical cognitive approach. In this case we don't show the participant the way, how to solve the problem. We try to understand, how he/she uses the web and try to recognize, if the web follows the consumer (our customer) needs.

1. Go to <https://www.idc.com/>
How can you navigate into Digital Transformation – DX from the main page
<https://www.idc.com/?>

What are Digital Challenges?

What does the drop menu look like in the DX Performance page?

Answers ID	Fill the answer
2	
3	
4	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					

Your company decided to invest into Augmented Reality. What information you can find at the IDC pages?

Notice: *That is typical cognitive approach*

1. Find the “Worldwide Quarterly Augmented and Virtual Reality Headset Tracker”
2. What is the third area in the article “Geographic Scope”
3. Find the Devices Market Trends page. What does the URL look like?
4. Describe, how to reach the Device Market Trends page

Answers ID	Fill the answer
2	
3	
4	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					

On the IDC web pages find, how much people spend on IT in Asia?

Find the “Regional Markets Overview” paragraph for the “Global ICT Spending”

(Google search: ICT spending regional)

Answers ID	Fill the answer
Answer the question	

You should contact IDC Sales.

1. Go to the <https://www.idc.com>
Which steps you will perform there?

Answers ID	Fill the answer
2	

You have to know if IDC provides services beyond standard products. Can IDC do a specific research for you?

1. Go to the <https://www.idc.com>
2. Go to Products & Services -> Products
Find IDC custom solutions and go in. Write the page URL.
4. What does IDC help you with using proven approaches and research-backed methodologies?

Answers ID	Fill the answer
3	
4	

Fill (by cross) the heuristic attributes (the scale is from 1 to 5 where 5 is the best):

Attribute type	1	2	3	4	5
System status visibility					
System correspondence with the real world					
User control and freedom					
Precision and standards					
Esthetics and minimalist design					
Help and documentation					