

Surveys and Questionnaires:

Distribute online surveys to a broad audience to gather quantitative data.

Include questions about user preferences for design, functionality, and specific features they wish to see in the product.

Utilize platforms like Google Forms or SurveyMonkey for easy distribution and analysis.

User Interviews:

Conduct one-on-one interviews to dive deeper into individual user needs and expectations.

Use semi-structured interviews to allow flexibility in responses.

Target diverse user groups, including job seekers, professionals, and social media managers.

Focus Groups:

Organize focus group sessions with a small group of target users.

Facilitate discussions to gain insights on user opinions and attitudes towards similar existing products and desired features in the new product.

Use the sessions to test preliminary concepts or wireframes.

Usability Testing:

Conduct usability tests with prototypes to observe how users interact with your design.

Use tasks that users would typically perform and gather feedback on the ease of use, intuitiveness, and overall user experience.

Competitive Analysis:

Analyze competitors' products to understand market standards and identify gaps in their offerings.

Evaluate their features, user interface, and user reviews to understand what works well and what doesn't.

Social Media Analysis:

Monitor relevant social media platforms and forums for discussions about portfolio and social media management needs.

Look for trends, pain points, and feature requests that are frequently mentioned.

Web Analytics:

If a preliminary website or product page is available, use web analytics tools to track user behavior, such as page views, bounce rates, and user journey paths.

This data can inform design decisions and identify areas for improvement.