

HOW TO DO USER RESEARCH

The quick start guide to user research.

WHAT TO THINK ABOUT

As mentioned in the video, user research can help us get to the bottom of what users want and need in an app you're thinking of designing. If you're naturally curious about people and how they think you may find you really love chatting with people and learning about what they want. Interviews are a cheap, potent (you get more than what you ask for) and efficient (You only need to talk to 5 people).

But good interviewing takes practice.

The first rule of user research: Never ask anyone what they want” – Erika Hall, Just Enough Research

Asking people what they want will only lead to the wrong insights. You won't discover the root cause of the problem but rather what they envision as being the solution. Henry Ford never asked what drivers want when they made the Model T. If he had they would've said a faster horse. It's important to get the root cause of the problem not the solution they want.

The Complete Mobile Design Course

WHAT TO THINK ABOUT

Before you start keep in mind that you are trying to discover what's causing people to not be able to do what they want with the tool(s) they currently have. How is the tool(s) letting them down? That way you can design for an entirely new experience or incremental improvement that helps them get the job done.

QUESTION PHRASING

So what you need to focus on is questions that relate to the following:

- What are you trying to get done? (Gather Context)
- How do you currently do this? (Analyze Workflow)
- What could be better about how you do this? (Find opportunities)