

# User Research Methods

Purpose of this presentation is to expand up on the Research Methods and real world project work where these Research methods were applied and whether or not the desired outcome was achieved in favour of the concerned organization. These slides also aim at expanding up on any lessons learnt and industry best practices too.

Of the phases of Pre-Discovery - Discovery - Alpha - Beta - Live - Retiring the service, the research work during following client assignments, can be grouped as below along with the year in which the research took place.

## **Pre-discovery / Discovery:**

- Tesco Bank Money Manager solution 2011,
- Bench-marked release of Monitise suite of mobile products 2013-14 (Market Research),
- Students Loan Company Payment services 2018 and 2019,
- Ministry of Defence Veterans UK 2019.

## **Alpha:**

- Tesco Bank / Plc Single Sign-on 2013,
- Monitise Mobile Messaging Engine 2013

## **Beta followed by live:**

- Students Loan Company introducing a new grant to existing loan application 2018. Live pages on government website <https://github.com/RaghavanKasthuri/User-Experience-UX-/blob/master/Interactive%20Design/Screens%20designed%20live%20on%20Student%20Finance%20England.pptx>

## **Retiring the service:**

- Not had an opportunity to research during this phase till date.

## 1. Proof Of Concepts (POCs)

POCs to identify a concept and prove if this concept shall work in favour of the organizations goals and suggest alternatives.

Real-life projects

1) October 2013: POC aimed at whether single sign-on between **Tesco Plc and Tesco Bank** **during alpha phase** is feasible and if so, can we go for an in-house development or procure off the shelf single sign-on product

Tesco decided to procure CA Arcot an off the shelf Single Sign On product due to the complexity and risk associated with the security and privacy aspects

## 2. Lab based usability tests & F2F interviews

Lab based usability tests for evidence based qualitative user research with participant users.

Real-life projects

1) October 2018: Lab based usability test at office for students, London next to Chancery Lane tube station for **Students Loan Company during beta phase followed by live**. Researched over 2 days with over 10 participant users from groups: Full time students, Returning students, Part time and potential students looking to apply for student loan.

Outcome was that the newly designed screens went live reducing paper forms. Screen shot of live pages in GOV UK website:

<https://github.com/RaghavanKasthuri/User-Experience-UX-/blob/master/Interactive%20Design/Screens%20designed%20live%20on%20Student%20Finance%20England.pptx>

2) December 2018 and early 2019: Lab based usability test during discovery in iterations while at **Students Loan Company during discovery phase**. This was to have the childcare grant in a centralized place for student parents to login and approve payment requests from child care providers to reduce fraud. Research case study:

<https://github.com/RaghavanKasthuri/User-Experience-UX-/blob/master/UX%20Research/UX%20Case%20Study.docx>

Outcome from 1<sup>st</sup> 2 iterations was: Users preferred a solution with screens that worked out all the calculations and present it for them to approve or decline than asking them to enter free form amounts and other text fields.

Users also didn't understand too much information on screen and felt it to be a cognitive overload.

### 3. Questionnaires and quantitative surveys

Responses from Quantitative surveys and questionnaires to perform detailed analysis answering questions of the organization that resulted in the approach of questionnaires.

#### Real-life projects

1) September 2011: **Tesco Bank's dilemma during alpha phase** of whether to build the Money Manager solution in-house or procure from a 3<sup>rd</sup> party. This resulted in a business / technical / security questionnaire out to 3<sup>rd</sup> parties.

Outcome was detailed analysis of whether it's best to build and maintain this solution in-house or if procured, is it easy to maintain or if we need to buy a cover for a number of years or if we need the 3<sup>rd</sup> party to maintain the solution after go-live.

Discussions also were along the lines of whether the 3<sup>rd</sup> party shall be able to comply with the Bank's security and privacy legislations and in case of any breach who shall be responsible.

2) August 2019: **Ministry of Defence's quantitative survey during pre-discovery and discovery phase** to understand veteran users background and a questionnaire aimed to learn more about the veteran users in context of digital inclusion and assisted digital. This was as well updated on public government blogs to carry out this research in a very public manner.

## 4. Focus Groups

Focus groups to share ideas with representation from various services to avoid duplicating efforts enabling shared services across the company.

Real-life projects:

1) November 2013: Focus Group to assess the idea **during alpha phase** as to whether **Monitise** United States Mobile Messaging Engine could be customized to the needs of the customers across Monitise UK and Europe.

The team from states visited Monitise offices just off Bank Station in Central London to extrapolate ideas.

## 5. Analyse data from various existing sources

Existing data in confluence, intranet, a different service within the same organization gathered and analysed to assess favourable outcomes to assist research work.

Real-life projects:

1) October 2013: To derive new set of requirements for the new version of the **Montise Enterprise platform**. This was based on the existing generic platform of mobile products and the potential new clients requirements and as well existing clients requirements for customizations.

## 6. Management Information / Stats

Constructive criticisms fed in to Management Information that shall form part of the new phase of project and as well perform numerical data analysis for quantitative research.

Real-life projects:

- 1) December 2018: Metrics produced by Google Analytics was shared across all UX Researchers and UX designers at [Students Loan](#) to ensure this is taken in to account while researching and designing.
- 2) February 2010: Performance metrics at [Sky](#) helped focus on the right modules to test for specific data.
- 3) August 2019: Metrics from Operations team to relate to the number of veteran claims during User Research while at [Veterans UK, Ministry of Defence](#)

## 6. Market Research / Market Place:

Understanding the latest in the market to bench-mark and ensure the new release of the products are at or above the market standards and are of interest to the customers.

Real-life projects:

1) August 2018: Understanding the present version of Monitise Mobile Products, and researching existing information in the form of documentation on confluence, and build road map and requirements and Behaviour Driven Development BDD's for the new release of Monitise Enterprise Platform.