

User Research

for Product Managers



Ankit Shukla

We'll learn

**1 Importance of
User Research**

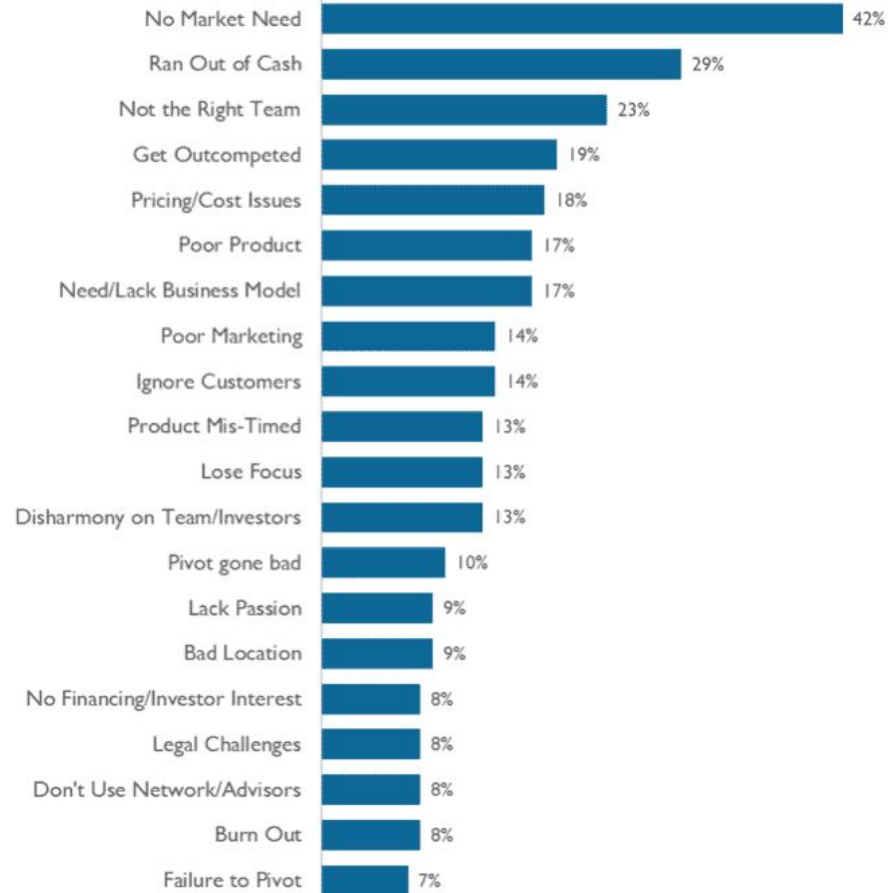
**2 5 reasons why
companies fail at
user research?**

**3 Methods to
conduct user
research**

**4 How to make
the research
usable**

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems

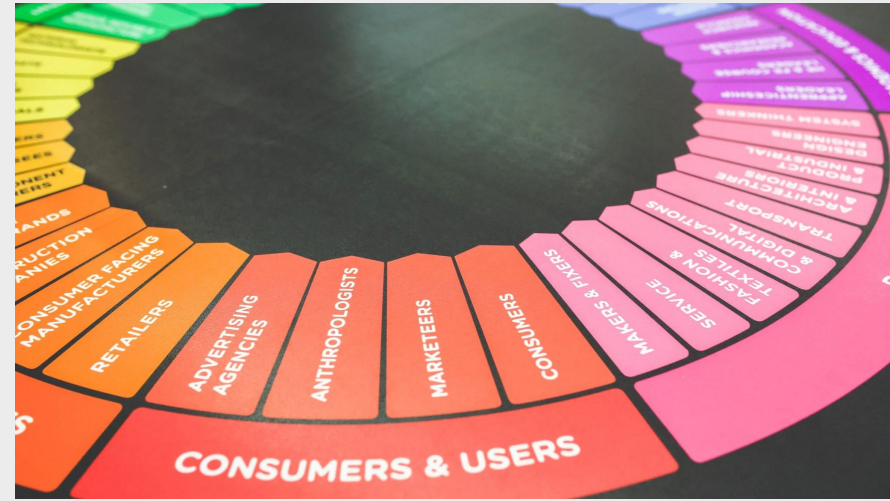


How important is the
need for the user



How satisfied is the user
with existing solution

Methods to conduct User Research



01

Queries,
Complaints and
Reviews

02

User Surveys

03

User Interviews

04

Analytics

effective

How to conduct ^ user research?

01

Jobs to be done

02

Moms Test

03

5W1H

04

5 Whys



Jobs to be done

Users are hiring your product **to do a job** for them **efficiently.**

People don't want a drill. They want a hole.

Actually they don't want a hole either, they want to relive the memory with the painting on the wall.

Jobs to be done

Job to be done

Find information about astrology

Incorporate a company

Romantic night out

Option 1

Go to the library

Ask a lawyer

Go to watch a musical

Option 2

Search on Google

Download a template online

Go to dance salsa

Types of JTBD

- **Functional** Job to be done
- **Emotional** Job to be done
- **Social** Job to be done

Jobs steps and variables

Functional Job: Go from New Delhi to Agra

Job steps	Variables
Decide on flight or train	Cost, Time Taken, Schedule Time, Importance of work, availability
Find a time to leave	Accuracy, availability, traffic
Find a vehicle to airport/station	Cost, Reliability, Time Taken, Safety
Get to right platform	Accuracy, Visibility, Reachability
Find the right seat	Accuracy, Availability, Visibility
Getting informed about journey	Accuracy, Availability

MOM's Test

A set of rules to ask questions, such that even your mom can't lie to you about them.

- Talk about user's life instead of your idea**
- Ask specific's about past, instead of opinions on future**
- Talk less and listen more**

MOM's Test

Bad Questions

What do you think of..?

Do you ever..?

Do you usually..?

Would you consider..?

Good Questions

When was the last time you..?

Talk me through your
process...

How much did it cost?

Will you sign up right now?

5W1H

What - Who - Where - Why - When - How

5 Whys

**Ask why until you get to the root
of the problem**

Problem

Patients don't attend their doctor appointment



Why

The appointment message doesn't alert them before the doctor session



Why

The messages don't have an alert feature



Why

The system doesn't allow repeated messages or link appointment to patient's calendar



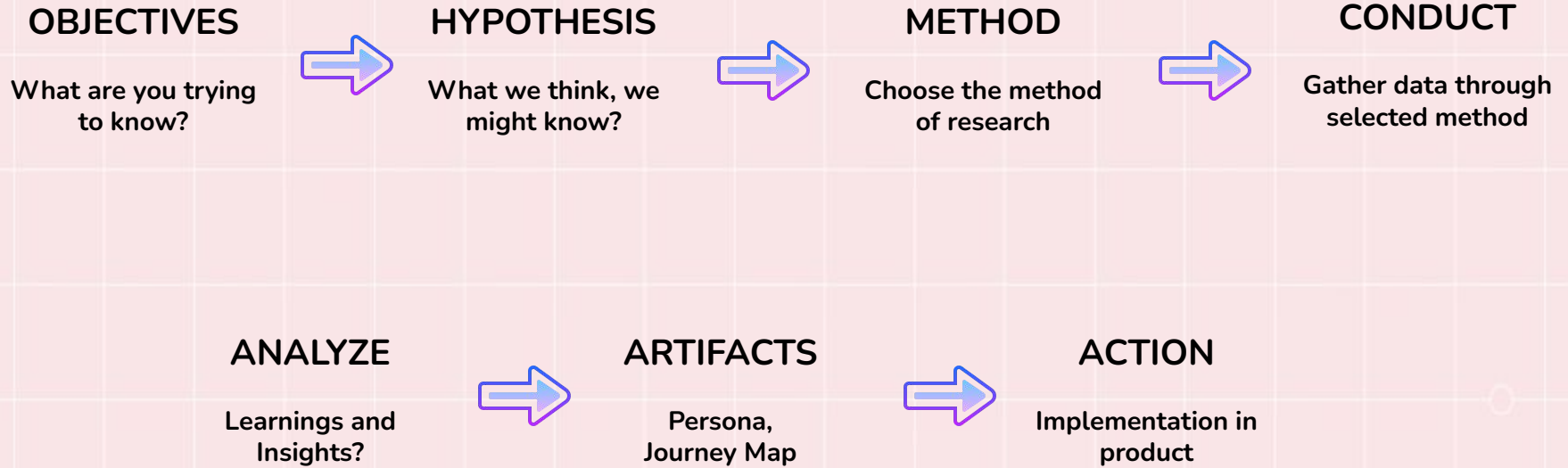
Why

The system doesn't include an alerting or follow-up feature

Methods of user research

PRIMARY RESEARCH	SECONDARY RESEARCH
QUALITATIVE RESEARCH	QUANTITATIVE RESEARCH
USER PERSONA	JOURNEY MAPPING
SURVEYS	USER INTERVIEWS
A/B TESTING	ANALYTICS

User Research Flow



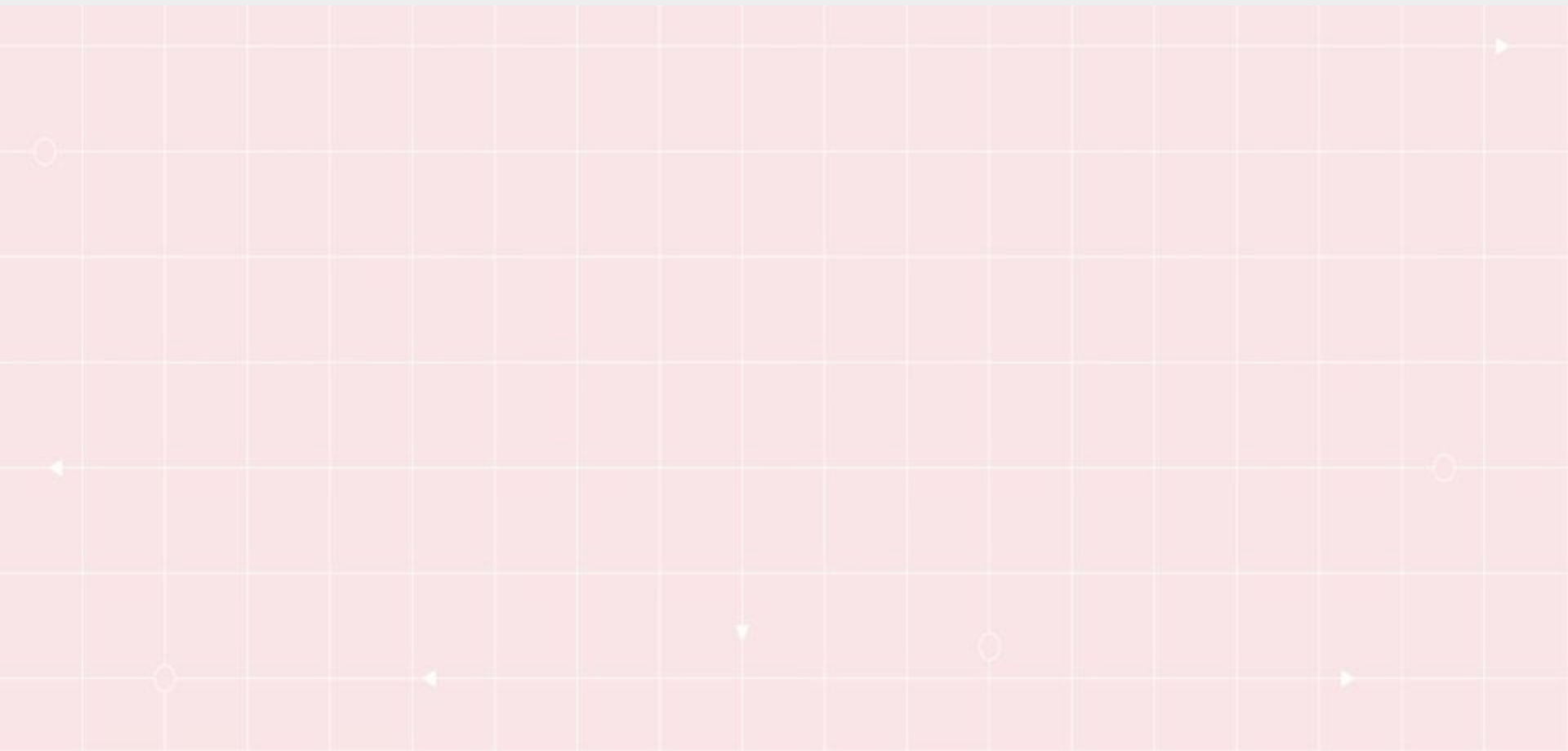
Objective

To find out whether people understand our value props from the homepage or not?

To find out how users manage their money?

To find out what CTA works better for our audience?

Hypothesis



We believe **{target market}** will
{do this action / use this solution}
for **{this reason}**.

We believe **{target market}** will
{do this action / use this solution} for **{this reason}**.

We believe **{People who have investments across places}**
will **{use our Networth Tracking}** for **{saving time and
hassle of going through multiple apps}**.

We believe that **{change}** will
{impact} for the **{target user}** by
{how much} in **{this much time}**

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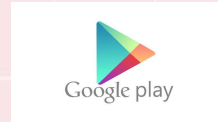
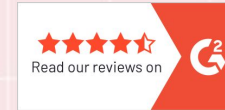
We believe that **{improving the messaging of home-page}** will **{grow our rate of conversion}** for the **{people landing on homepage}** by **{20%}** in **{1 week}**

Primary Research

- **Surveys**
- **User Interviews**
- **A/B Testing**
- **Internal Behavioral Data**
 - **Cohorts**
 - **Segmentation**
 - **Event analysis**

Secondary Research

- **News**
- **Research Papers**
- **Reviews for similar/own products**



- **Forums**



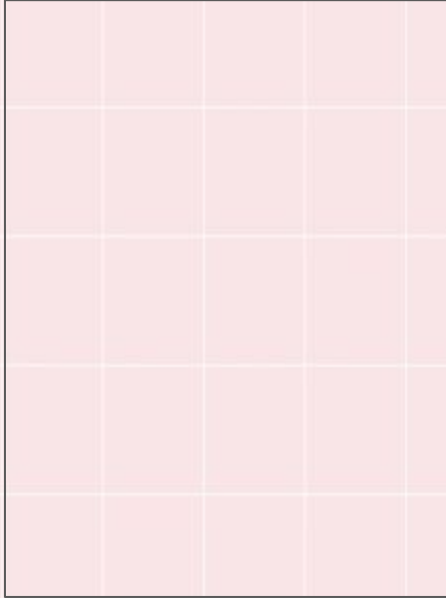
Quantitative Research

- **Surveys (Quantified Data)**
- **Analytics**
- **A/B experiment**

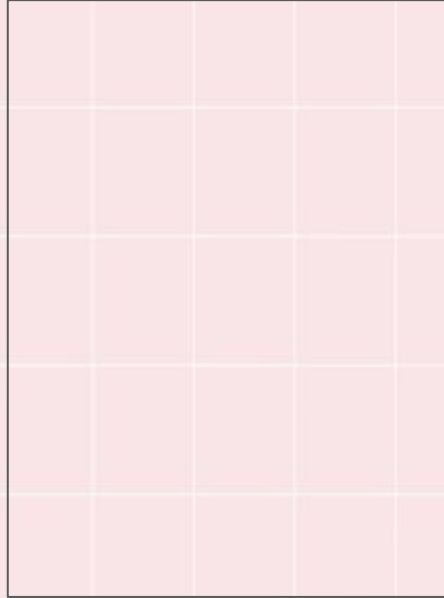
Qualitative Research

- **Insights from reviews**
- **User Interviews**

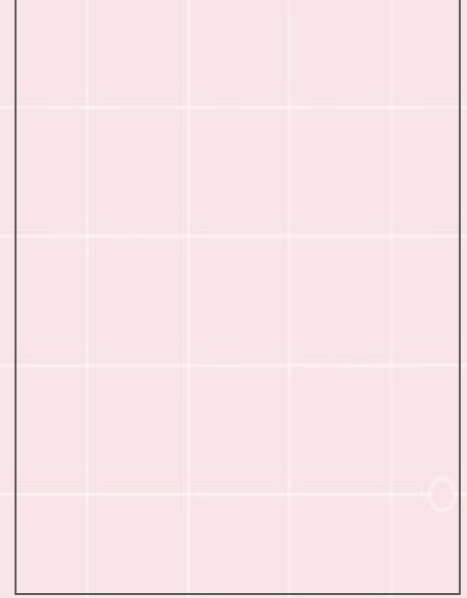
Scenarios



Entirely New Product

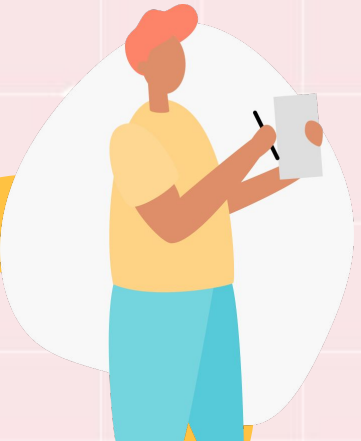


Minimum Viable Product



Mature Product

User Research Best Practices



Include **right people** in research

Create Screeners

Who do you want to talk to?	What screening questions will you ask?
Range of age should be 25 - 60	Age? __
Should earn more than 15 LPA	Range of annual income: 0 - 5, 5 - 10, 10 - 15, > 15
Should use high end mobile phone	<i>Can be found automatically</i>

Finding people for research

1 Social
(Linkedin/Twitter)

2 Discord/Slack groups

3 Paid Ads

4 Places where your
customers hang-out

5 Internal Users



On User Interviews

Start Broad

Keep questions open-ended

Talk less listen more

Be aware of behavioral biases

Ask/Deduce Why?



On Surveys

Make the questions unbiased



Do you like our website (Y/N?)



How would you rate our website (1 - 5)?

Limit open ended questions



Best/Worst part of your experience? (Text box)



How would you rate the usability of our website (1 - 5)?

Include neutral questions

Limit to 5 mins

Be mindful of default options

Contextual Inquiry

Give a scenario and observe

Find things that the user may not be able to report accurately.



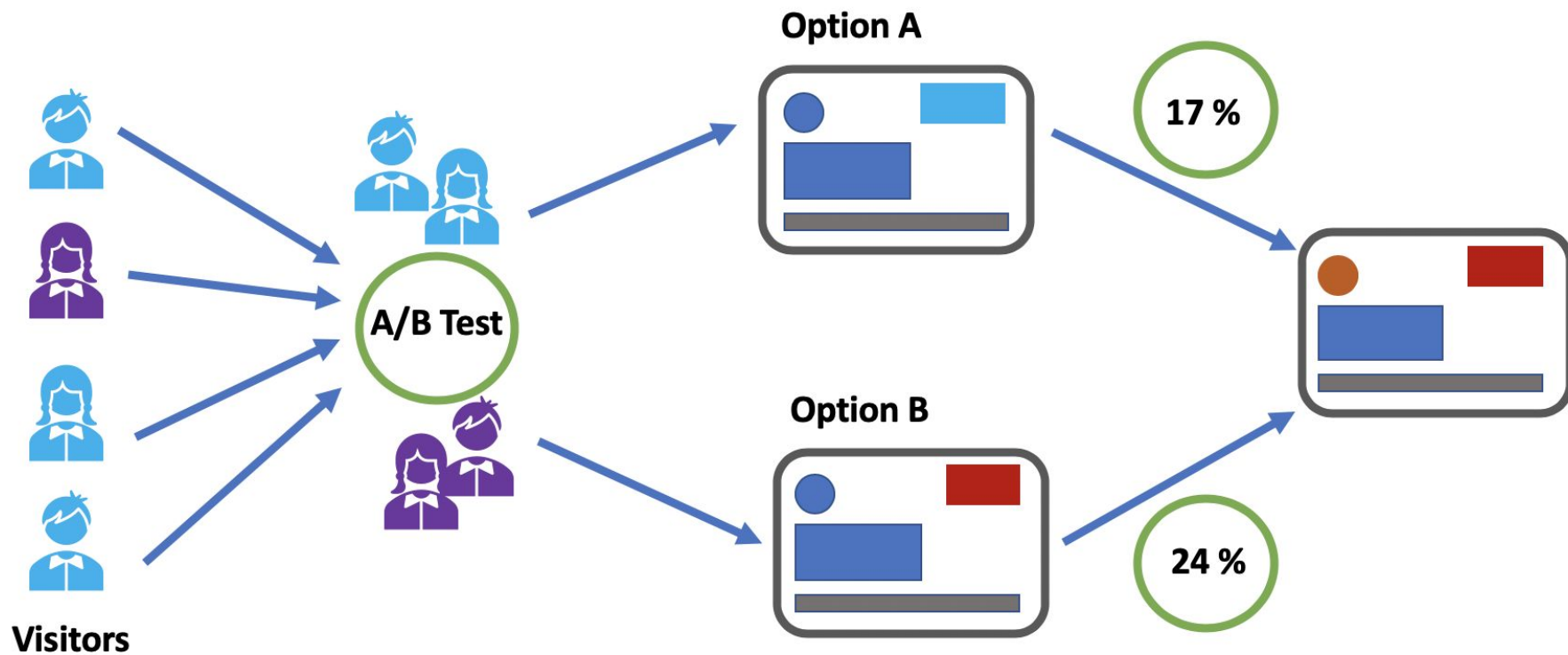
KhataBook

Make an entry for me
in your ledger book

Remind me about
payment

You got a new credit customer,
what would you do?

A/B Testing



User Personas

Importance of User Personas



Inspires Empathy

Thinking from user's perspective



Easy Consensus

Everyone has one understanding for user

What to include in user persona?

1 Personal Info

2 Goals/Aspirations

3 Influencers

4 Challenges, Fears
& Frustrations

5 Behaviours



Buyer / User Persona



Brian - Top Manager

Rational

Goals

Brian is looking for a software product that will boost the team's productivity and help bring better results in the long run

Motivations

- Decrease the time spent for doing routine operations
- Flat learning curve

Frustrations

- Low ROI
- The product takes way too much time to integrate and learn

User Persona



Christina - CRM Specialist

Artisan

Goals

The main goal is for the product to be easy in use and not a road block when trying to solve a particular problem.

Motivations

- Intuitive interface
- Easy to learn and use

Frustrations

- Messy navigation
- Not clear what to do at each stage.

Buyer Persona



Kevin - IT Specialist

Guardian

Goals

To get a product that is easy to integrate into the current IT infrastructure, that doesn't require intensive support.

Motivations

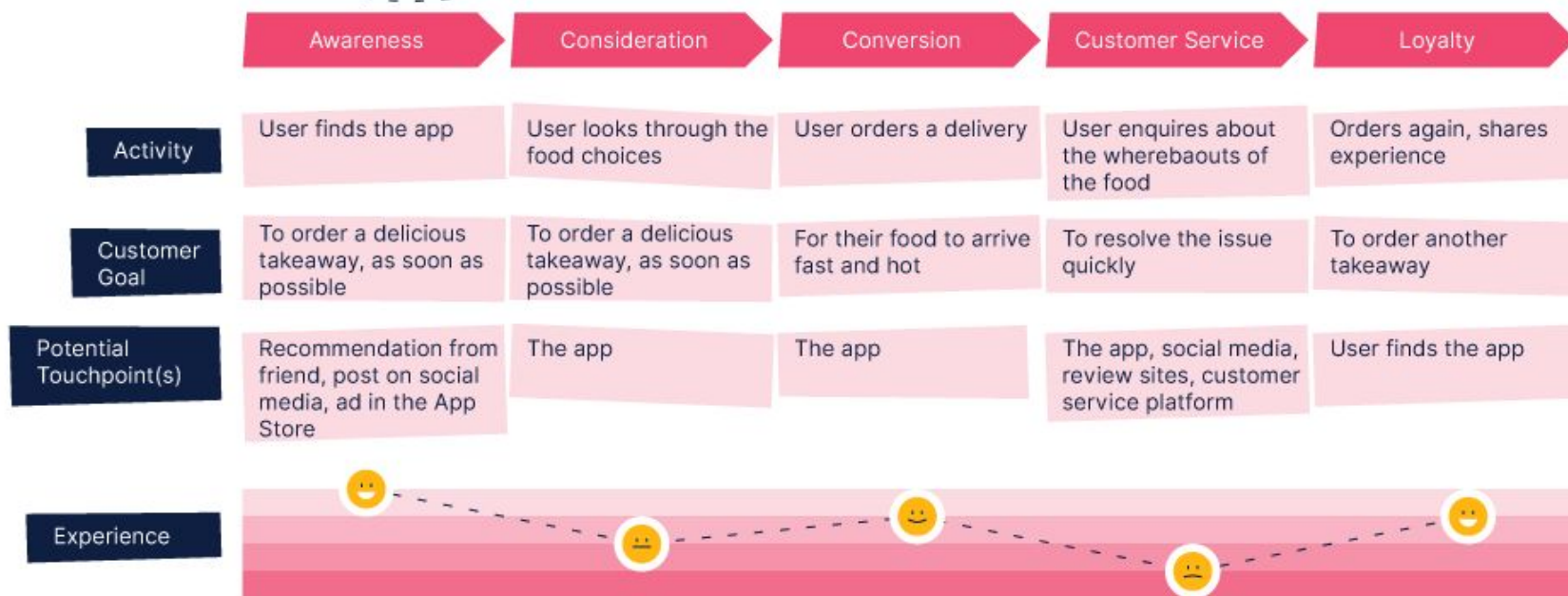
- Easy integration with current infrastructure
- Secure

Frustrations

- Requires a lot of support

Overview	Survey	Interviews	Others	User Persona
Target Market	Questions	Questions	Contextual Inquiry	Demographic
Target Audience	<ul style="list-style-type: none">- Screener	<ul style="list-style-type: none">- Open ended		
Objectives	<ul style="list-style-type: none">- Quantifiable	<ul style="list-style-type: none">- Non leading	A/B Testing	Goals
Hypothesis	<ul style="list-style-type: none">- Objective			
0 -1 problem	<ul style="list-style-type: none">- Easy to understand	Audience	Heat Map Analysis	Pain Points
1 - n problem	Audience	<ul style="list-style-type: none">- Existing- New	Internal Analytics	Behavioural
	<ul style="list-style-type: none">- Network			
	<ul style="list-style-type: none">- Hot places	Tools		Influencers
	<ul style="list-style-type: none">- Ads	<ul style="list-style-type: none">- One-on-One- Calls		
	Tools			
	<ul style="list-style-type: none">- Google Forms- Type Form- SurveyMonkey	Analyze		
	Analyze			

Food delivery app



	Finds another person using app >	Onboards on the app >	Adds his first entry >	Sends his first message
User Goals				
User Expectations				
Process				
Experience				
Touch Points				
Pain Points				
Ideas				