

Introduction to Course 4

Understand the UX research process

Build a UX research plan (part 1)

- Video:** Get to know the seven elements of a research plan
5 min
- Reading:** UX research plan template
10 min
- Video:** Start building a research plan: project background, research goals, and research questions
7 min
- Practice Quiz:** Practice Activity: Start building your CoffeeHouse research plan: project background, research goals, and research questions
1 question
- Reading:** Activity Exemplar: Start building your CoffeeHouse research plan: project background, research goals, and research questions
20 min
- Video:** Continue building a research plan: KPIs
4 min
- Reading:** Learn more about KPIs
20 min
- Practice Quiz:** Test your knowledge on UX research plans
4 questions
- Practice Quiz:** Practice Activity: Continue building your CoffeeHouse research plan: KPIs
1 question
- Reading:** Activity Exemplar: Continue building your CoffeeHouse research plan: KPIs
10 min

Build a UX research plan (part 2)

Respect user data and privacy

Week 1 review

Activity Exemplar: Continue building your CoffeeHouse research plan: KPIs

The more your KPIs inform your research goals, the more you’ll be able to design for your end user. Ultimately, KPIs are an accountability tool to evaluate whether you’re addressing the problem you set out to solve in the first place!


Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.



Exemplar

This is an exemplar using the CoffeeHouse scenario we have been following in this course. Below is an example UX research study plan with the KPI section filled out:

Introduction	<ul style="list-style-type: none">• Title: Creating CoffeeHouse ordering app• Author: Ali, UX researcher, ali@coffeehouse.design• Stakeholders: CoffeeHouse customers, Gael Esparza—CTO, Linda Yamamoto—VP of Design• Date: 12/14/2020• Project background: We’re creating a CoffeeHouse app to help people place and pick up multiple CoffeeHouse orders together at once, so they can skip in-store lines and the payment process is streamlined. Some patrons place orders for groups and ordering individually takes too long.• Research goals: Figure out if collaborative ordering in the app actually saves people time when placing group orders.
Research questions	<ul style="list-style-type: none">• How long does it take for 4-5 people to make a collaborative group order?• What can we learn from the steps users take to order as a group, and on their own?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">• Time on task• User error rates• Conversion rates
Methodology	
Participants	
Script	



Assessment of exemplar

In this exemplar, the UX research study plan clearly identifies KPIs that are relevant to the project’s research goals:

- **Time on task:** How long it takes a user to complete a task
- **User error rates:** How often users make mistakes
- **Conversion rates:** The number of users who reach their goal successfully

The KPIs in the exemplar apply to the CoffeeHouse scenario because they:

- Show how long it takes users to make an individual order and a group order. Using the time on task KPI provides insight into whether the app speeds up group ordering or not.
- Show how often users get lost or make mistakes while making an order. Learning how users navigate and where they get stuck using the user error rates KPI will provide feedback about common sticking points in the design and places that need improvement.
- Show how many users successfully complete their group order. Seeing how many users are able to successfully order using the conversion rate KPI will provide feedback on whether the current checkout process is effective.

These KPIs can be looked at by themselves or combined with other KPIs. The more you find overlapping feedback between KPIs, the more you can identify different insights. For example, if time on task is high, user error rates are high, and conversion rates are low, that is a sign that the current process for group orders is difficult and inefficient for users, causing them to feel frustrated and stop using the product altogether. This kind of feedback is valuable for assessing how well your current design meets the project goal.

Take a look at your work. Have you chosen KPIs that:

- **Measure progress** toward a research goal?
- **Reveal meaningful insights** into user behavior?
- **Provide actionable feedback** about how the design is performing?

If you answered “yes” to each question, great job! It can sometimes be difficult to understand how KPIs apply to your research, but once you apply them they allow you to meet your goals more confidently.

If you didn’t answer “yes” to any of these questions, those are areas where you can refine your KPI selection process. Go back and choose new KPIs with the three questions above in mind.

Mark as completed

