

Introduction to Course 4

Understand the UX research process

Build a UX research plan (part 1)

Build a UX research plan (part 2)

- Video:** Continue building a research plan: Methodology
1 min
- Reading:** Learn more about methodology
20 min
- Video:** Continue building a research plan: Participants
3 min
- Reading:** Recruit a diverse participant pool
20 min
- Practice Quiz:** Practice Activity: Continue building your CoffeeHouse research plan: Methodology and participants
1 question
- Reading:** Activity Exemplar: Continue building your CoffeeHouse research plan: Methodology and participants
10 min
- Reading:** Assistive technology for participants with disabilities
20 min
- Video:** Finish building a research plan: Script
6 min
- Practice Quiz:** Test your knowledge on UX research participants and scripts
3 questions
- Practice Quiz:** Practice Activity: Finish building your CoffeeHouse research plan: Script
1 question
- Reading:** Activity Exemplar: Finish building your CoffeeHouse research plan: Script
10 min
- Reading:** Example UX research plans
20 min

Respect user data and privacy

Week 1 review

Activity Exemplar: Continue building your CoffeeHouse research plan: Methodology and participants

With a well-crafted methodology and your participants defined, your UX research study plan will give stakeholders confidence in your study's results, making them more likely to base design decisions on these results. It also helps you make sure the exact same study can be repeated in the future to verify that both the study and its data are reliable. These details will help your design team:

- Understand research deliverables
- Define user needs
- Ensure data and design quality

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.

Here is an example UX research study plan including filled in methodology and participants sections:

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	<ul style="list-style-type: none">• Unmoderated usability study• Location: United States, remote (participants will go through the usability study in their own homes).• Date: Sessions will take place on February 8 & 9• Five participants complete the collaborative ordering tasks on their own. One of the participants is randomly chosen to submit the group order. Each participant completes a questionnaire on their experience privately.• Each session will last 45 minutes, and will include an introduction, a list of tasks, and a short questionnaire.
Participants	<ul style="list-style-type: none">• Participants are people who place group coffee orders at least twice a month, whether it's a business task or a social task. This could be for office meetings, friend groups, or family.
	<ul style="list-style-type: none">• They don't have to be coffee drinkers themselves• 2 Male, 2 Female, 1 Nonbinary, all aged 20-75 years old<ul style="list-style-type: none">◦ 1 user of assistive technologies (keyboard, screen reader)• Incentive: \$10 CoffeeHouse gift card redeemable at any location or online
Script	

Assessment of exemplar

In this exemplar, the UX research study plan clearly identifies the methodology aspects:

- Procedures for the test
- Time and location
- Who will conduct the test (since it's unmoderated, no one will conduct the test, but this needs to be made clear in the plan)
- Method for conducting the test

With the methodology information clearly defined, the participants details could be decided. The participants section has:

- Primary characteristics of ideal participants
- Incentive for people to participate, and as a means to thank them

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

Have you constructed a UX research study plan methodology that:

- Lists the procedures for conducting the usability test?
- Lists the time and location the test will occur?
- Identifies who will be conducting the test, whether it's moderated or unmoderated?
- Describes the way the test will be conducted?

From your methodology, were you able to decide:

- Your participants' primary characteristics that make them ideal for the test, and ensure you're gathering feedback from people with diverse perspectives and abilities?
- The incentive that makes them want to participate in the study and that thanks them for their time?

If you're able to answer "yes" to each of these questions, fantastic work! If there are questions you were unable to answer "yes" to, then these are areas where you can improve your UX research study plan methodology and the participants needed. Go back and rewrite those elements with these criteria in mind.

Mark as completed

