

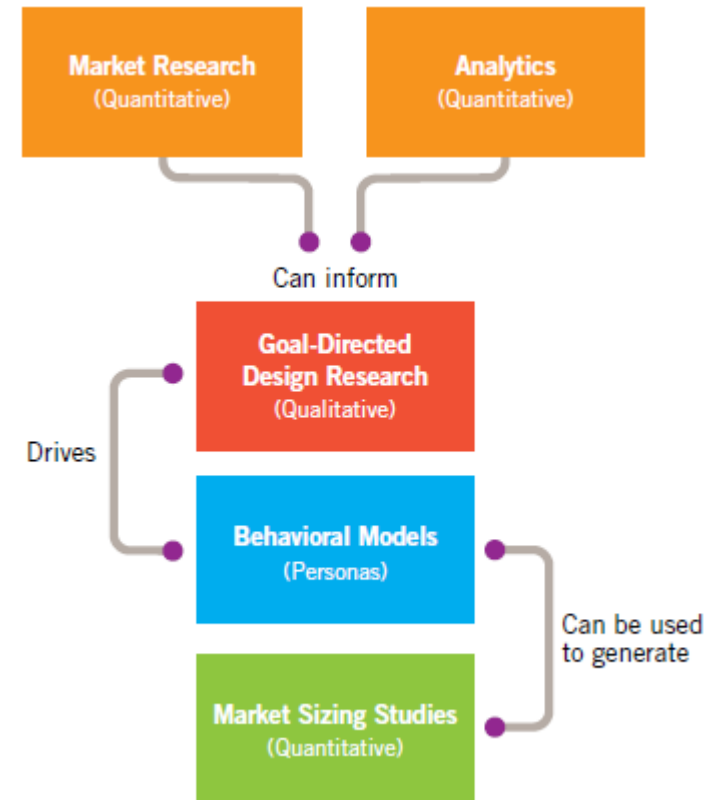
Goal-Directed Design 1 Research

INTERFACE DESIGN



Research

- Gathering **qualitative data** about potential and/or actual users of the website
- Qualitative research techniques:
 - Ethnographic field study (observation, contextual interviews)
 - Competitive product audits
 - Reviews of market research
 - Technology white papers
 - Brand strategy
 - Interviews with stakeholders, developers, subject matter experts and technology experts



Research Activities

- **Literature review**

- Internal documents marketing plans, brand strategy, market research studies, user surveys, technology specifications, customer support data, usability studies and metrics
- Industry reports business and technical journal articles
- Web searches related and competing products, news items, user forums, blog posts, social media discussion topics

- **Product and competitive audits**

- Examining existing versions of the website and of the competition
- It will provide a sense of the state of the art

Research Activities

- **Stakeholder interviews**

- Understanding of the business and technical context
(stakeholder: anyone with authority and/or responsibility for the product)
- Individual, if possible
- Information to gather:
 - Preliminary product vision. It may be different for different departments/stakeholders
 - Budget
 - Schedule
 - Technical constraints (and opportunities)
 - Business drivers. What is the team trying to accomplish
 - Stakeholders' perceptions of the users. It might differ enormously
(e.g., customer support representatives vs. management executives)

Research Activities

- **Subject matter expert (SME) interviews**

- Often expert users, but not designers
- Industry-specialised
- Management perspective

- **Customer interviews**

- Customers: those who decide to purchase a product (e.g., a company's CTO)
- Users: those who use a product (e.g., a company's operatives)
- For websites aimed at the general public, the customer is usually also the user (exception: children's websites)

Research Activities

- **User interviews**

- In order to make them qualitative:
 - Surveys should be avoided
 - Questions should be open-ended
 - Avoid observer bias
- If there is a prototype or preliminary product, the user should be observed as s/he uses it
- The user does the talking
- **Pain points** must be identified



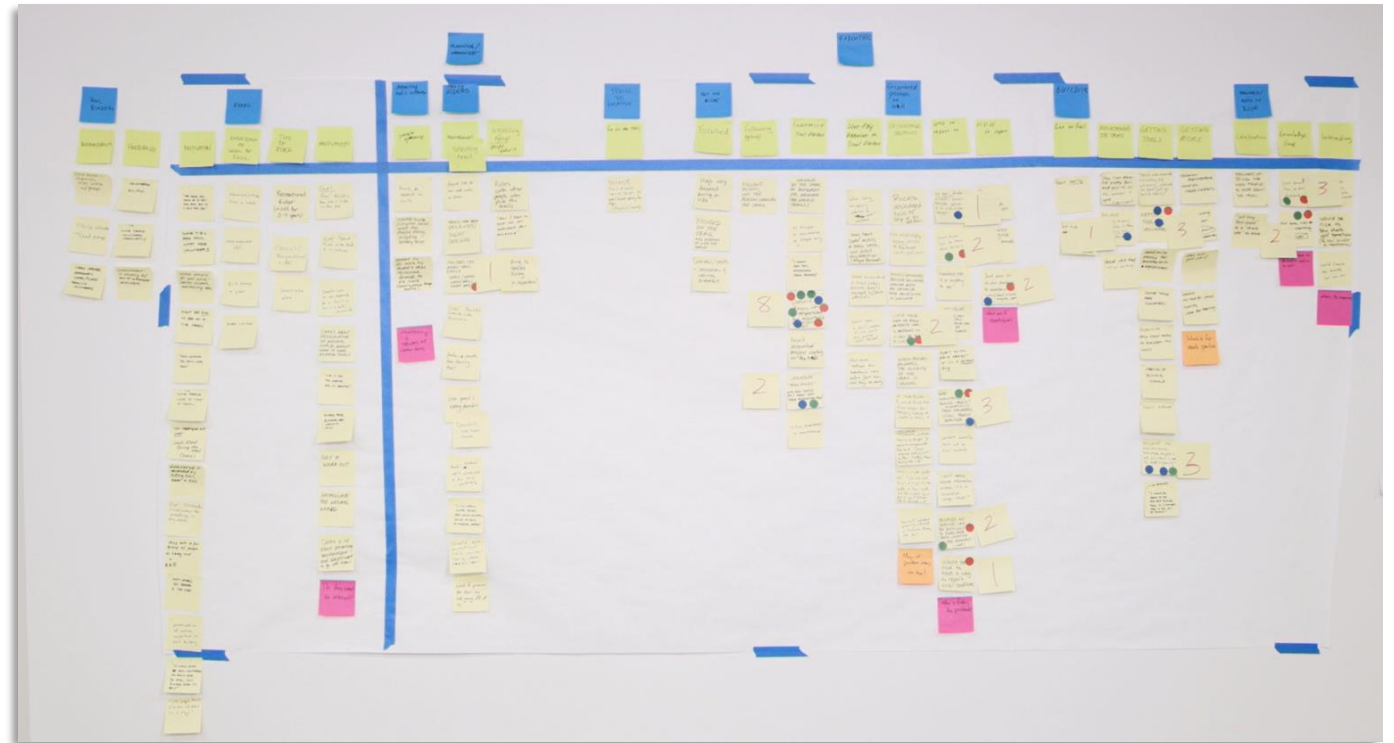
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Experience Map

- Tool that allows to register and categorise input from a user interview
- Each observation from the interview is copied to a sticky note
- Sticky notes are classified into:
 - **Direct quotes.** What the user said verbatim. Most notes should belong here
 - **User goals.** What the user was trying to achieve
 - **User actions.** Observations of how the user went through achieving his/her goals
 - **Pain points.** Things that stopped the user from doing what s/he wanted
- Sticky notes are set on the wall under each category
- Within each category, sticky notes are set chronologically in regard to the interview

Experience Map Analysis

- Once all sticky notes are in place:
 - Pain points are identified
 - Goals are set for the team
 - Sticky notes are grouped into tasks
 - If necessary, tasks are grouped into activities
 - If questions arise, add them to the wall in sticky notes with a different colour



Research

- Field observation and user interviews raise **behaviour patterns**:
 - Identifiable behaviours that help categorise modes of use of a potential or existing website
 - They will help create *personas* in the Modelling phase
 - Market research will help select and filter personas that fit business models



Sources

- **Cooper, Alan, *et al.*** *About Face: The Essentials of Interaction Design*. Indianapolis, IN: John Wiley & Sons, Inc., 2014. ISBN: 9781118766576
- **Nodder, Chris.** *UX Design: 2 Analyzing User Data*. LinkedIn Learning, 2016
- Cover picture by **Lukas** from Pexels