# UX

IMMERSION

2.3: User Research Analysis

Goal: Analyze user needs and pain points

by Inga Marx | April 30th 2019

1 ORGANIZING DATA

1. In the first step, I documented the results of the online survey (green notes) focused on collecting the quantitative data.

2. Next, I documented each interview for my reference based on the recordings and created a compact A4 sheet for each participant. The overview shows all 13 questions and user answers, plus their quotes.

3. Finally, I used color-coded sticky notes to record the most relevant quotes, behaviors, goals, frustrations of my interview partners. While collection the notes, I have already tried to group them into clusters to prepare the affinity mapping in the next step.
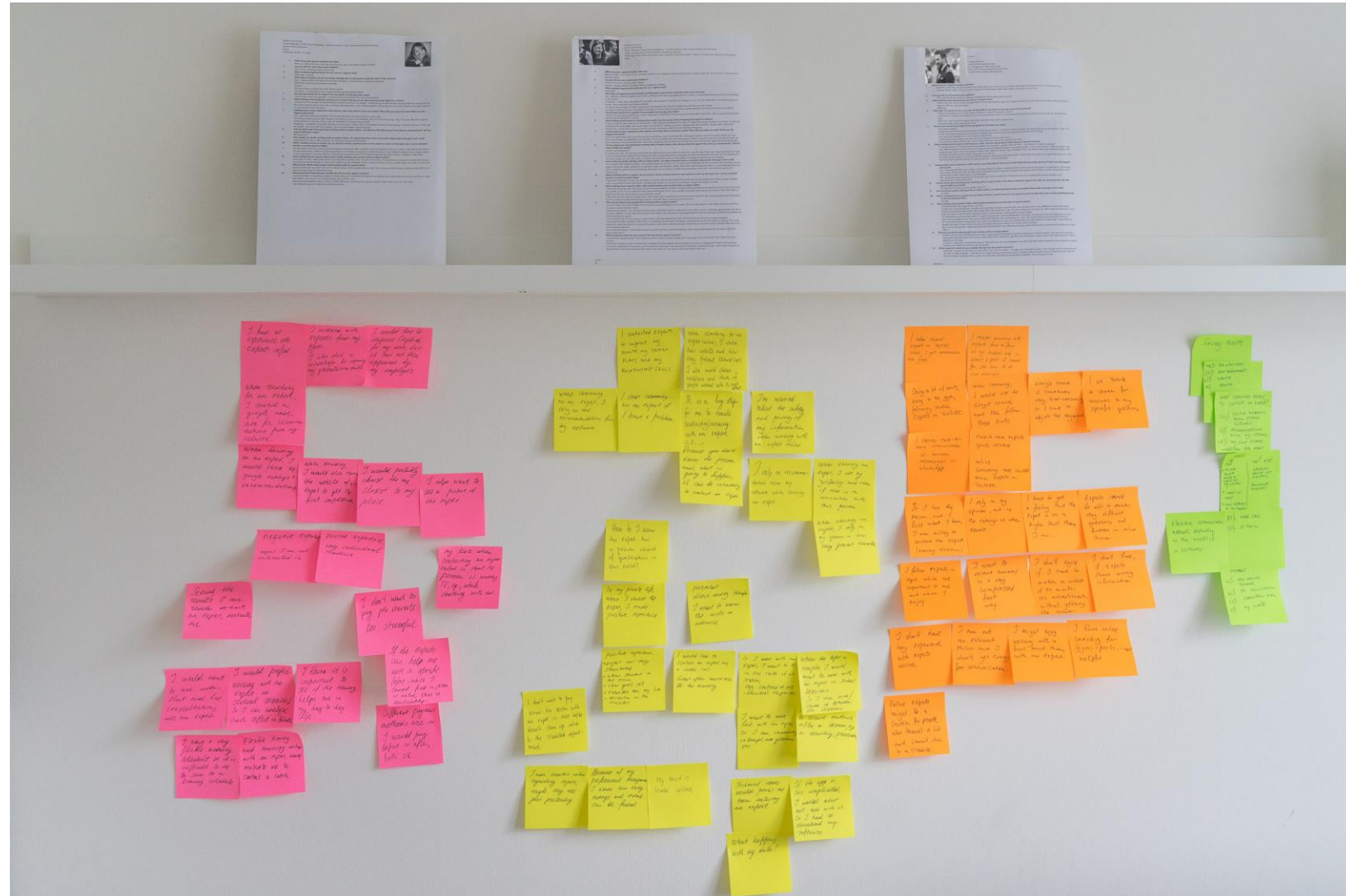
2 AFFINITY MAPPING

3 SYNTHESIS

FINDINGS

- Users don't want to pay per minute when working with an expert. They prefer paying per consultation or in a pre-defined package.

- The majority of users tend to need experts in the field of self-development or business/job.

- When searching for an expert, users often rely on their personal opinion and recommendations from their network.

- Some users have not worked with an expert online before.

- The majority of users prefers contacting and communicating with an expert via a video chat.

- When talking about experts online, users listed a variety of fear and frustration points. However, these are not based on their real experience with experts, but are instead derived from their general understanding of the topic and things that "could go wrong."

INSIGHTS

- Contacting an expert (online) is a big step for the target audience and comes together with a commitment to work on a specific question/problem.

- Users want to be sure, that an expert deserves to be called an expert and has a proven record of qualifications.

- Users often rely on the recommendations from their network as this helps them to make sure the expert delivers high-quality training/consultations.

- Before contacting experts, users want to see photos/videos of the expert and get an overall feeling of how this person is and if they like him/her. They seem to spend some time browsing on the expert's website, subscribe to the newsletter, go through the ratings to make sure they get to know the expert as good as possible.

- Some users are reluctant to contact an expert online as they have lower trust in online experts, are afraid of faked ratings and poor quality, when, e.g. an expert is watching TV while working with a client in a chat. For this reason, users might prefer working in a video-chat, where they are 100% sure about the focus of an expert.

- Overall, users report positive experiences when working with an expert. Especially the individual approach and possibility to ask questions related to users' lives was pointed out to be a decisive factor. Seeing changes and positive results in real life also motivates users when working with an expert.

- Some users are concerned about data safety and privacy when working with an expert online.

Thank you

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