Week 2 User research plan

DESN2000 Workshop

Design Next, September 2022

Meet your demonstrator

- About me

- I'm here to answer questions and discuss progress during a workshop

- Outside workshops, feel free post questions to Moodle or the Microsoft Teams Forum channel

- Message me via Microsoft Teams directly for individual matters

Intro	Context mapping (Mandala)	Personas & User Journey	User Research Plan	Wrap-up
5 min	35 min	35 min	40 min	5 min
all	teamwork	teamwork	teamwork	all

Housekeeping

- **Outcomes**: meaningful progress on project deliverables, improving skills

  - Guided workshops to deliver part of your project

  - Skill-oriented workshops to practice with a particular skill

  - Mentor-style workshops for groups to work on project with guidance

- **Attendance**: students are expected to attend all workshops.

- **Participation**: participation in class activities is strongly encouraged so students can practically engage in group work and communication

- **Respect**: students are encouraged and expected to respect both the demonstrator and their peers by actively listening to the demonstrator or peers and not being distracted by other work during the workshop time.

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Today – Making a user research plan

- Introduction: presentation of the Miro's tools (create a profile if are not registered yet)
- Map out project context → gather information and data considering different fields
- Understand your users→ build personas and user journey
- Plan your user research→ who do what where and when

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Overview - Aims

User research help you in scoping the project and in collecting evidences for your decisions
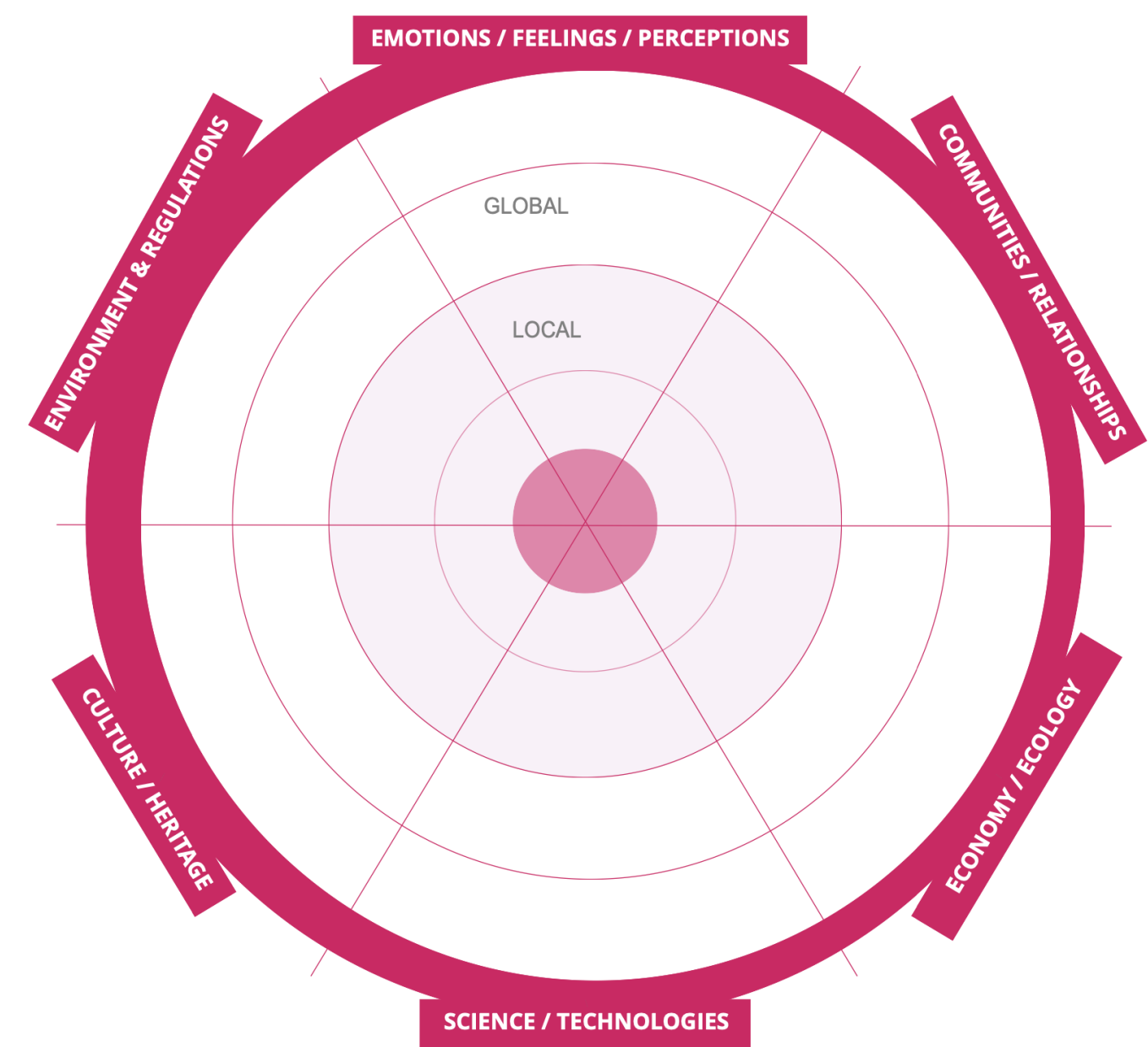
A good plan goes some way towards answering:

- Who is my user?

- Which of his/her need or problem am I facing and I want to solve with my solution?

- How many factors (social, economic, technological etc.) could influence or drive the design?

- How many stakeholders should I consider in design a solution?

- What can we do as a team, given our abilities, time, and resources?
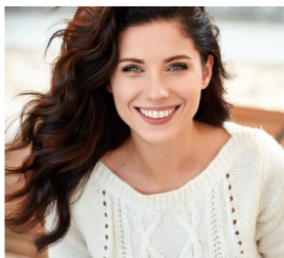
Overview - Method

3 steps 3 tools

Contextual mapping

EMOTIONS / FEELINGS / PERCEPTIONS

ENVIRONMENT & REGULATIONS

COMMUNITIES / RELATIONSHIPS

GLOBAL

LOCAL

CULTURE / HERITAGE

ECONOMY / ECOLOGY

SCIENCE / TECHNOLOGIES

Personas & User Journey

Persona 1

Example

LENA
34 years old

Saint Nicolas, Crete
Brussels

Reporter

Lena is a 34 years old mum. She used to live in a small city in Greece, Saint Nicolas in Crete. After having a child, one year ago she moved to Brussels for business reasons.

NEEDS

- I need an accessory to **carry the child everywhere** with me
- I need accessories that **matches transportability and safety**

DESIRES

- I want a **safe, easy and fast** way to freely move around!

PROBLEMS

- I **can't rely on my parents** to look after my child
- Not fixed schedule due to the nature of the job, have to call the **nanny on the spot**
- In different contexts I need **different accessories**

INTERESTS

- She likes jogging and baking cakes

EMOTIONS

- She feels guilty to **leave the child to the babysitter** too often

HABITS

-Not having a fixed schedule. I don't have a stable babysitter, so

			7am-10am		10am-1pm	
LENA	ACTIONS	She wakes Adrian and prepares him and herself	She takes the car and put Adrian in the car seat	She stucks in the traffic	She drops Adrian off at the kindergarten and goes to work	She's at work
	EMOTIONS	Tired and sleepy	Energized	Frustrated	Stressed	Focused
ADRIAN	ACTIONS	He wakes up	He is trying to get rid of the security belt	He is complaining and trying to move	He's playing	He's playing
	EMOTIONS	Sleepy	Annoyed	Frustrated and upset	Happy	Happy
THOMAS	ACTIONS	He wakes up and prepares for university	He takes the electric scooter and goes to university	He attends the lessons	He attends the lessons	He comes back home for a quick lunch
	EMOTIONS	Tired and sleepy	Energized and hurry	Focused	Focused	Rushed

OPPORTUNITIES — Find a solution to make him more comfortable in order not to waste the time and not get the mum stressed

User research plan

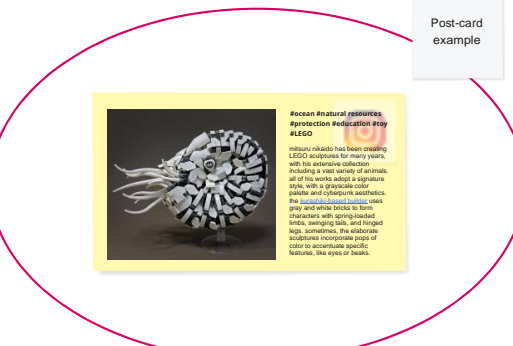|	who		when	where			what (methods)		tools	
Team member 1	young people	drivers	Sat 20th June, Sun 21st June	Web	CBD	Chatswood	Interviews	desk research	survey	Mandala
Team member 2										
Team member 3										
Team member 4										
Team member 5										
Expected outcomes	20 interviews		10 pictures	10 insights						

Context mapping - Mandala

35 minutes

- **Consider factors that can influence behaviours, feelings, needs, activities, decisions of your users and stakeholders**

- **Collect research data and information exploring different fields:**

  - Emotions, feelings perceptions : map the projects, activities that facilitate the user perception, feelings emotions

  - Communities, relationship: map the relationship between your user and the public sphere, stakeholders, collect data on the community of your users

  - Economy, ecology: collect data and information on the use of economic resources and the sustainable approach of your users

  - Science, technologies: map the innovative solutions that are available in your field or in similar sectors

  - Culture, heritage: map the cultural elements that drive decisions of your users (traditions, creativity, mind-set etc.)

  - Environment, regulations: collect data and information about regulations and environmental constraints and limitations

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Guidelines and format are on the left side

You can stick your insights inside the Mandala

USER RESEARCH TOOLKIT

STORIES

SOURCES connect the SIGNAL to the source by using the following post-its inside the Mandala

News on Newspapers, Magazines, Blogs

Papers, Books

Movies, Series

Events / Places / Museums

Associations & Institutions

Post on Social Networks (FB, IG, TW)

Product image from Companies or Brands websites

Concept from Competitions / Crowdfunding platforms

Store / Shops

Podcast / audio

Post-card example

EMOTIONS / FEELINGS / PERCEPTIONS

COMMUNITIES / RELATIONSHIPS

ECONOMY / ECOLOGY

SCIENCE / TECHNOLOGIES

CULTURE / HERITAGE

ENVIRONMENT & REGULATIONS

GLOBAL

LOCAL

Personas & User Journey

35 minutes

- Collect as much data and information **about your user** (with observations, interviews, surveys etc.)

- Use **Personas** **to combine details collected from a panel of users** investigated in the research activity and build an archetype. With this tool, it is possible to represent behaviours, needs, problems, feelings and activity profiles that are contextual and specific to the particular application

- Use the **User Journey** **to describe activities, habits and interactions** between your users, the context of use and products and services

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USER'S NEEDS & BEHAVIOURS

USER'S NEEDS & BEHAVIOURS aims at exploring the ecosystem of users that will interact with the product-service you are designing. USER'S NEEDS & BEHAVIOURS is a focus and a deep dive into the daily life/lives of different kinds of users (according to the specific target for your project stream) where specific actions, spaces, emotions and actors are involved.

Guidelines are on the left side

WHY who you design for

Remember who you design for and get inspired by their specific life and challenges.

The more the archetypes assume a realistic feeling (e.g. name, age, household composition, etc.), the more they become real personas.

Avoid enriching their descriptions with details that are not relevant in that context.

WHAT personas

Personas is a user archetype that helps guide decisions in the whole design process. The persona is the target/user of a certain product or service (for whom is it designed for).

Personas represent real users with a combination of details collected from a panel of users investigated in the research activity. With this tool it is possible represent behaviours, needs, problems, feelings and activity profile that are contextual and specific to the particular application.

HOW generations

Consider their souls, actions, behaviour, personalities, habits a starting point or as a reference for further explorations.

NEEDS
DESIRES
HABITS
CULTURE
GOALS
EMOTIONS
TOUCHPOINTS
ACTIVITIES
PROBLEMS
INTERESTS
...

Persona 1

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- In different contexts I need **different accessories**

INTERESTS
- She likes jogging and baking cakes

EMOTIONS
- She feels guilty to **leave the child to the babysitter** too often

HABITS
- Not having a fixed schedule, I don't have a stable babysitter, so I call one when I needs it

Persona 2

Persona 3

You can use the boards to visualise your personas and the user journey

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WHY build experiences

A product-service system is based on overlapping spheres that inevitably collide: actors (people), touchpoints (tools/infrastructures) and encounters (experiences/memories).

Each persona has a personal story to tell: if they interact and encounter, they can start and share multiple stories...

WHAT user journey

The journey map is a visual representation that describes step-by-step how one or more users interact during an experience (with a product and/or with a service). The experience is mapped from **the user perspective**, describing what happens at each stage of the interaction, what touchpoints are involved, what obstacles and emotions they may encounter.

HOW organise data & information

Consider these actions, actors and spaces as a starting point or a reference for further explorations.

DAILY LIVES

SPACES
home
school
office
park
library / museum
[...]

ACTIONS
moving
exploring
imagining
listening
travelling
making
talking
[...]

INTERACTIONS
tools
platforms
app
obstacles
barriers
[...]

ACTORS
adults
youth
scientists
children
workers
students
experts
parents
[...]

RELATIONS
individual
group
family
[...]

WHAT relevant encounters

By exploring the user journey, shared or not among the different personas, try to export and highlight the most relevant moments of the experience

In which moments the personas might be most engaged / involved / active / proactive / positive / live?

There is not a pre-fixed format, you are free to use your format

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Define one or more user journey maps considering actions / feelings / needs / interactions

Example

		7am-10am			10am-1pm		1pm-4am		4pm-7pm	
LENA	ACTIONS	She wakes Adrian and prepares him and herself	She takes the car and put Adrian in the car seat	She stucks in the traffic	She drops Adrian off at the kindergarten and goes to work	She's at work	She is at work	She leaves work and takes the car	She takes the stroller to go to the supermarket with Adrian and then takes the shopping cart	She prepares dinner while Adrian is on his high chair
	EMOTIONS	Tired and sleepy	Energized	Frustrated	Stressed	Focused	Focused	Tired	Tired and hungry	Exhausted
ADRIAN	ACTIONS	He wakes up	He is trying to get rid of the security belt	He is complaining and trying to move	He's playing	He's playing	He is looking around while is on the stroller. He goes out the stroller and runs all over at the park	He wants to come back on the stroller and then he falls asleep	He wiggles on the shopping cart seat	He is playing with the toy the mum gave him
	EMOTIONS	Sleepy	Annoyed	Frustrated and upset	Happy	Happy	Enthusiast and hyperactive	Tired	Looking for attention	Hungry but distracted by the toy
THOMAS	ACTIONS	He wakes up and prepares for university	He takes the electric scooter and goes to university	He attends the lessons	He attends the lessons	He comes back home for a quick lunch	He takes the electric scooter to go to Lena's house	Leaves the scooter at Lena's house and takes the stroller	He arrives to the kindergarden and take Adrian to the park	He comes back home with Adrian
	EMOTIONS	Tired and sleepy	Energized and hurry	Focused	Focused	Rushed	Hurry	A little worried	Little worried to manage the child	Tired
OPPORTUNITIES			Find a solution to make him more comfortable in order not to waste the time and not get the mum stressed				Find the solution to make easier the changing between different means of transport	Find solution to match the enjoyment and the motor activities of both of them	Find a solution to have different means of transport to do various things	Find a solution to get him entertained also during the transportation journey

User research Plan

40 minutes

- **Now you are aware about what you need to better understand your users!** Plan your user research defining time, activities and responsibilities for your team

- For each team member plan:
  - Who to investigate: which users and stakeholders you can reach
  - When: when you can develop the activities considering the timeframe of the course
  - Where: online and/or offline
  - What: which activities you can do to collect data and information
  - Tools: which tools you can use (if you use the same tools you can cluster and compare data and information)

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STEP 3

USER RESEARCH PLAN

UNSER RESEARCH PLAN aims to support the teamwork in setting
up the right plan for the implementation. Time is a constraint and it
is important that in the team everyone is aware on what activities
might be done, when, where and why.

Guidelines are on the left side

WHY	plan your reserach

Manage your tasks in the timeframe you have.
Organise the activities before start. Every team member might be have specific
tasks and goals

WHAT	planning

There are several tools you can use for the research planning. This matrix
supports you in the planning of each team member with an overview of the
whole team activities.

HOW	team management

Consider personal attitudes, competences and ability to better set
up the plan for your team

WHO
WHAT
WHERE
WHEN
HOW
WHY

	who	when	where	what (methods)	tools
Team member 1					
Team member 2			You can stick post-it on the board		
Team member 3					
Team member 4					
Team member 5					
Expected outcomes					

Wrap-up

5 minutes

- **Brief reflection**

  - How did the group go?

  - What will you work towards?

- **A few tips :**

  - Remember it is a qualitative approach

  - Collect data and information exploring the use of different tools and methods

  - Reflect on your insights to build pieces of evidence

  - Visualisation is part of the research: empowers the team perspective and the assessment!

Intro	Context mapping	Identify uncertainties	Develop questions	Plan data gathering	Wrap-up
5 min	15 min	15 min	15 min	15 min	5 min
all	group	group	group	group	all

FOUNDERS
MAKE CHANGE HAPPEN

Pitching Support

Coach and Connect

Connect with Pitching Experts for 1:1 Feedback on your presentation assessment.

Anytime (Monday - Friday)

Coach and Connect SIGN UP

EVENT: Preparing a Pitch For a Live Assessment

In this bespoke workshop, with MECHSoc and MTRNSoc, learn what makes a good live presentation (Slides and presenting skills)

Week 8 - Date and Time TBC.

EVENT: Pitching Showcase

Top teams pitch in front of Faculty Academics Live on stage with Prizes up for grabs

Late Exam Period - Date and Time TBC.