

INTRO TO USER RESEARCH

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OBJECTIVES

- Discover what is user research and the importance of it
- Learn the basics of research and what you need to know
- Perform a user interview to gather insight before designing

AGENDA

- What is User Research?
- User Interviews
- Understanding the Customer Journey
- The 5 W's and 5 Whys
- The Problem Statement

WHAT IS USER RESEARCH?

“If I’d asked people what they wanted, they’d have said faster horses.”

HENRY FORD

GROUP DISCUSSION: ARE USERS LIARS?

2 minutes

- ▶ Let's see what people came up with!

INTRO TO USER RESEARCH

UBER: DEEPER LOOK

“Never get in cars with strangers” = > Uber



INTRO TO USER RESEARCH

AIRBNB: DEEPER LOOK

“People don't want to live with strangers” = > AirBnB



USER RESEARCH: INTERVIEWING

FACEBOOK: DEEPER LOOK

“No, I like meeting people face to face.”
=> *Facebook, every dating site out there*



USER RESEARCH: INTERVIEWING

RENT THE RUNWAY: DEEPER LOOK

“I would never wear another person’s clothes.”
=> *Rent the Runway*



UNDERSTANDING PEOPLE REQUIRES A SKILL CALLED: “ASKING GOOD QUESTIONS”

“Would you ever use my product?”

“Would you ever buy my product?”

“Would you use my rocket ship to travel from A to B?”

“Would you do X, Y, and Z actions on my site?”

“Do you like this design better than this one? Do you like this workflow better than this one? Do you like this copy better than this one?”

“Do you want this feature?”

“What do you think of my design?”

BEWARE OF...

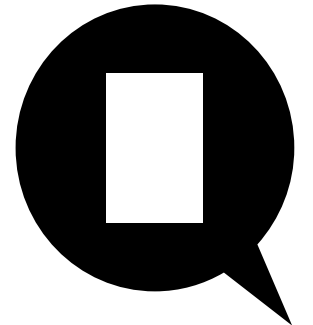
- ▶ **Politeness,**
- ▶ **Aspirational thinking**
- ▶ **Asking them about design**
- ▶ **Asking them if they would want features**
- ▶ **Overestimation**
- ▶ **Avoid asking if they would buy your product**

REALITY: THE ANSWER

CORE PRINCIPLE:

People are opinionated - and are NOT good at articulating their needs and/or problems!
Not good at predicting what they will use.

That is OUR job as designers.



ohhh...
I like that!



how about
this?

USER INTERVIEWS

OVERVIEW OF RESEARCH METHODS

- Interviews
- Contextual Inquiry
- Diary Studies
- Card Sorting
- Surveys
- Eye Tracking
- Data Analysis
- A/B Testing

WHAT WE WILL FOCUS ON NOW

- Interviews
- Contextual Inquiry
- Diary Studies
- Card Sorting
- Surveys
- Eye Tracking
- Data Analysis
- A/B Testing

WHAT IS IT?

- One-on-one conversations between researcher and participant
- Typically 30 minutes to 1 hour
- Qualitative

USER INTERVIEWS



- One-on-one discussion
- Can gather rich, qualitative information
- Flexible, follow ups are OK - can explore tangents or unexpected areas



- Time consuming to organize, run and analyze
- May not represent realistic use of the product
- Making participants feel comfortable
- Listening actively

UNDERSTANDING THE CUSTOMER JOURNEY

DO NOW 5 min

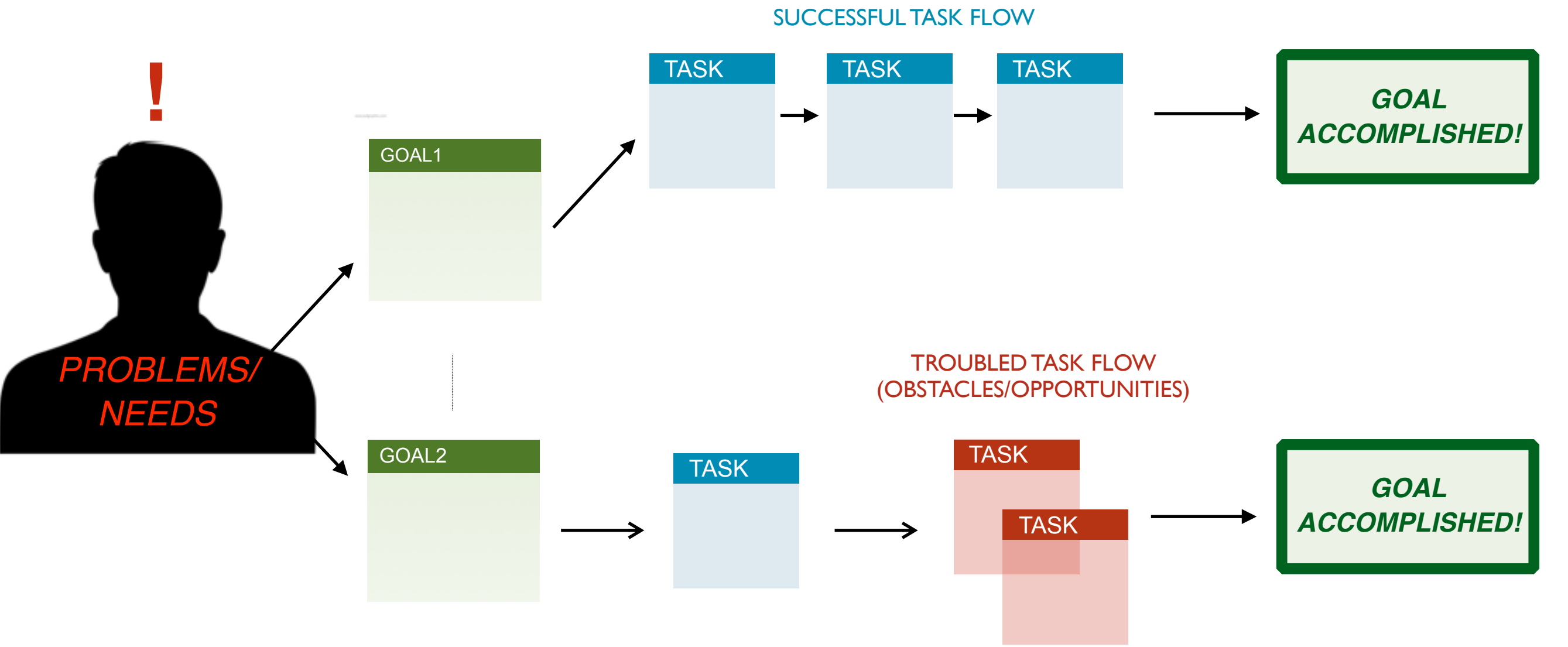
THINK PAIR SHARE



Practice

What do you think are the top 3 pain points of a grocery shopper?

CUSTOMER JOURNEY



HOOKED BY NIR EVAL

“Products that successfully create habits sooth the user’s pain by layering claim to a particular feeling.

To do so, product designers must know their user’s internal triggers — that is, the pain they seek to solve. But finding customer’s internal triggers requires learning more about people than what they can tell you in a survey. It requires digging deeper to understand how your users feel.

The ultimate goal...the user identifies the company’s product or service as the source of relief.”

INTRO TO USER RESEARCH



YOUR MINDSET

Consider your idea a "GUESS" that need to be tested and verified.

YOUR GOAL

You know your user better than they know themselves.

WHEN DO YOU STOP?

When you start to hear repeating responses, anticipate the response

INTERVIEW TO VALIDATE PROBLEMS, NOT SOLUTIONS

- ▶ “You want this solution right?” **WRONG WAY!**
- ▶ “You have this problem, right?” **WRONG WAY!**
- ▶ Interviewing is a process of discovery

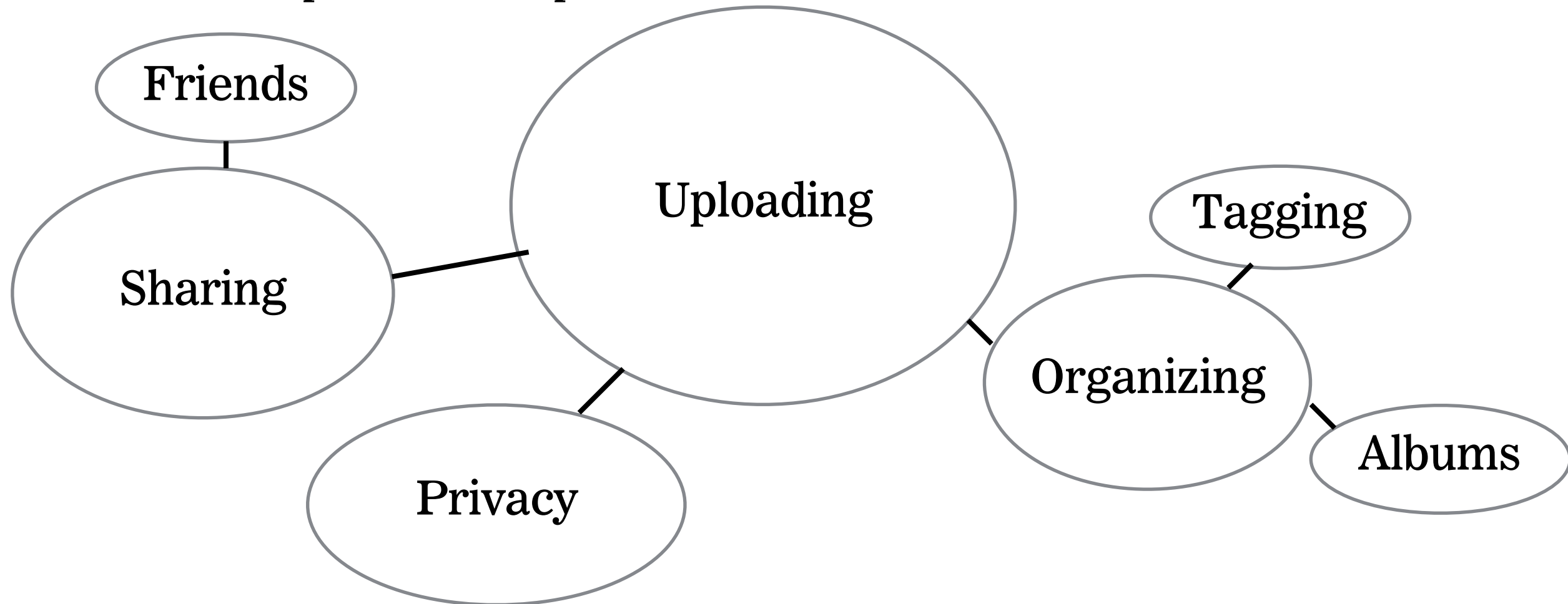
THE 5 W'S & THE 5 WHYS

RECAP: ASK GOOD QUESTIONS!

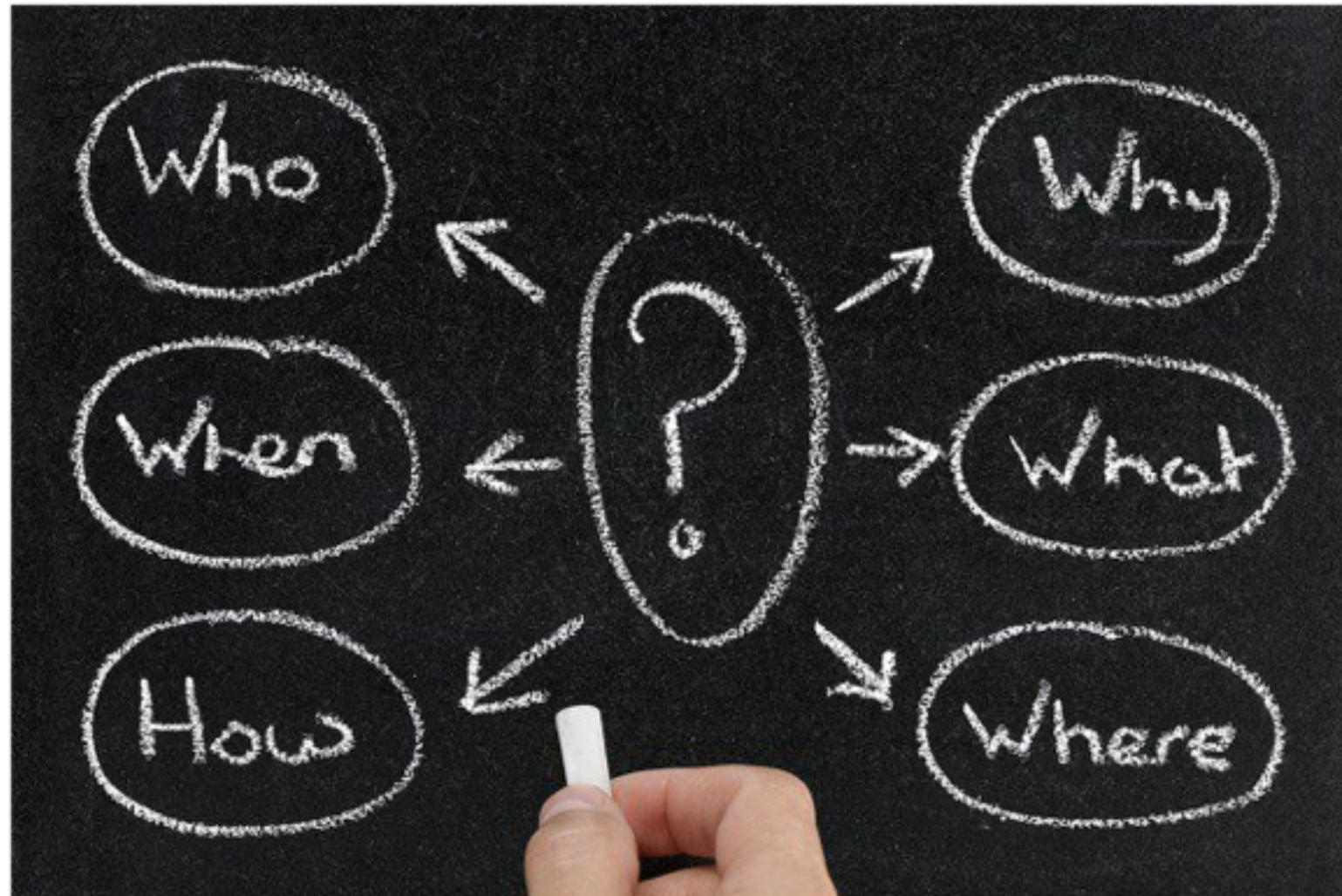
- Ask open-ended questions
- Ask about actual behavior, not intention
- Avoid leading questions
 - Avoid compound questions
 - Avoid pointing out specific issues

START WITH A TOPIC MAP

Shows relationships between topics.



REMEMBER THE 5 W'S



DO NOW 5 min

TOGETHER...



Practice

Create a topic map for interviewing a grocery shopper.

USING 5 WHYS

How it works: **Why, Why, Why, Why, Why**

- › **5 WHYS can be used with any problem OR a goal a user has to get to a root cause: pain, emotion, need.**
- › Practice asking, “What is your biggest challenge with [ANY TOPIC]?”, then ask Why, Why, Why... go deeper!

PRACTICE WITH YOUR PARTNER!

6 minutes (3 minutes each)



EXERCISE

- › Get to know your partner and explore an area of interest to them.
- › Practice the 5 Why's

OUR AIM: THE PROBLEM STATEMENT

PROBLEM STATEMENT

A clear concise description of the issue(s) that needs to be addressed by your design/product.

PROBLEM STATEMENT

A good way to think about:
What keeps your user up at night?
What's a BIG PAIN they are experiencing?



THE STRUCTURE



+



+



USER/GROUP
and their goal(s)

AN OBSTACLE
preventing them
from reaching
their goal

**A RESULTING
PROBLEM**
(what you're
ultimately solving)

EXAMPLE PROBLEM STATEMENT: BUSINESS & PLEASURE

Extremely busy business travelers have to manage their stay at many hotels digitally, however, the lack of communication with the front desk causes a stress on time, resources, and happiness.

EXAMPLE PROBLEM STATEMENT: BUSINESS & PLEASURE

Group and their goal



Extremely busy business travelers have to manage their stay at many hotels digitally, however, the lack of communication with the front desk causes a stress on time, resources, and happiness.

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An obstacle

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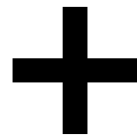
Resulting problem

WELL ARTICULATED PROBLEM STATEMENTS ANSWER...

Who?



USER/GROUP
and their goal(s)



Why?



AN OBSTACLE
preventing them from
reaching their goal

(So) What?



**A RESULTING
PROBLEM**
(what you're
ultimately solving)

EXAMPLE PROBLEM STATEMENT: BREEZE

Tourists in Santa Monica want to explore the city but fumble through the rental process because the complicated system is designed with locals in mind.

EXAMPLE PROBLEM STATEMENT: BREEZE

Group and their goal



Tourists in Santa Monica want to explore the city
but fumble through the rental process because the
complicated system is designed with locals in mind.

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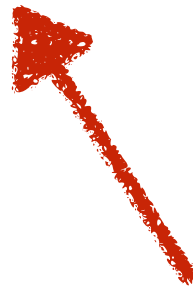
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An obstacle

EXAMPLE PROBLEM STATEMENT: BREEZE

Tourists in Santa Monica want to explore the city but fumble through the rental process because the complicated system is designed with locals in mind.



???

EXAMPLE PROBLEM STATEMENT: BREEZE

Tourists in Santa Monica want to explore the city but fumble through the local-focused rental process causing them to miss out on enjoying Santa Monica.



Resulting problem

LET'S TRY IT

KEY OBJECTIVE(S)

Practice interviewing skills by interviewing your partner

AGENDA

- Workshop Time*
1. Create a topic map

2. Write unbiased interview questions

3. Interview your partner and use the 5 whys to go deeper

4. Be interviewed by your classmate

5. Create a problem statement

DELIVERABLE

Notes from your user interview

RESOURCES

Pen and paper