

High Level Research Process

- Establish Expectations and Discuss individual Strengths / Obstacles with Team
- Think Broadly About The Challenge / Problem
- Narrow Study Scope & Design Study / Protocol
- Perform Exploratory / Discovery Research
- Share Data and Perform Affinity Mapping
- Develop Personas Based on Themes in Motivations, Behavior
- Brainstorm Relationships to Emotions
- Share Research with Stakeholder and Gain Feedback
- Go Broad to Reframe Challenge
- Narrow in to Define the Real Problems
- Brainstorm Solutions with Emotions and Mental Model in Focus
- Produce and Present Ideas and Exemplary Solutions to Client
- Reflect on Project Process and Congratulate the Team!

Detailed Research Process



The Engagement Project: What is keeping people from contributing?

The Engagement project was to research and propose a high-level design solution that would help novice contributors overcome the barriers to sharing content with their professional circle online.

The following slides explain the research process used for the project in detail.

Study Existing Design & Research

| | |
|----|--|
| 1 | |
| 2 | Big Research Question: |
| 3 | Why aren't people sharing, liking, posting on LinkedIn? |
| 4 | |
| 5 | TIPS |
| 6 | At any point if something seems very relevant or they get excited with emotion (good or bad), say "tell me more about that..." |
| 7 | If they ask "What do you mean by _____", respond with, "What do you think I mean _____" or "What do you think?" to any question like that. |
| 8 | |
| 9 | Me P1 P2 |
| 13 | What role do these communities play in your life? |
| 14 | What level of involvement do you have in these communities? |
| 15 | Professional development/communities |
| 16 | How do you grow as a professional? |
| 17 | Where do you look for inspiration when it comes to your career? |
| 18 | Do you feel like you are a part of a professional community? |
| 19 | What role does this community play in your life? |
| 20 | What level of involvement do you have in this community? |
| 21 | LET'S SWITCH GEARS |
| 22 | Social Media |

USER RESEARCH: UNDERSTAND THE PROBLEM

Use this when you're in the beginning stages of a project and you want to make sure you're solving the right problem.

Interviews

User interviews can tell you a lot about the situation you're working with and the problem you're trying to solve. Interviewees can be stakeholders, potential users, or people who live or work in the environment you're investigating. Even a small sample of interviews can generate a wealth of data.

One person should do the interviewing, and one person should take notes. Remember to keep questions open-ended so you don't unintentionally lead your interviewee to any specific answer.

Interviewee: RT

Interviewer: Andrea

Note-taker:

Date + time:

Question

Answer

Community

Professional Group

Professional Community

Involvement

Social Media

Community

Professional

Growth

Professional

Community

Involvement

Community

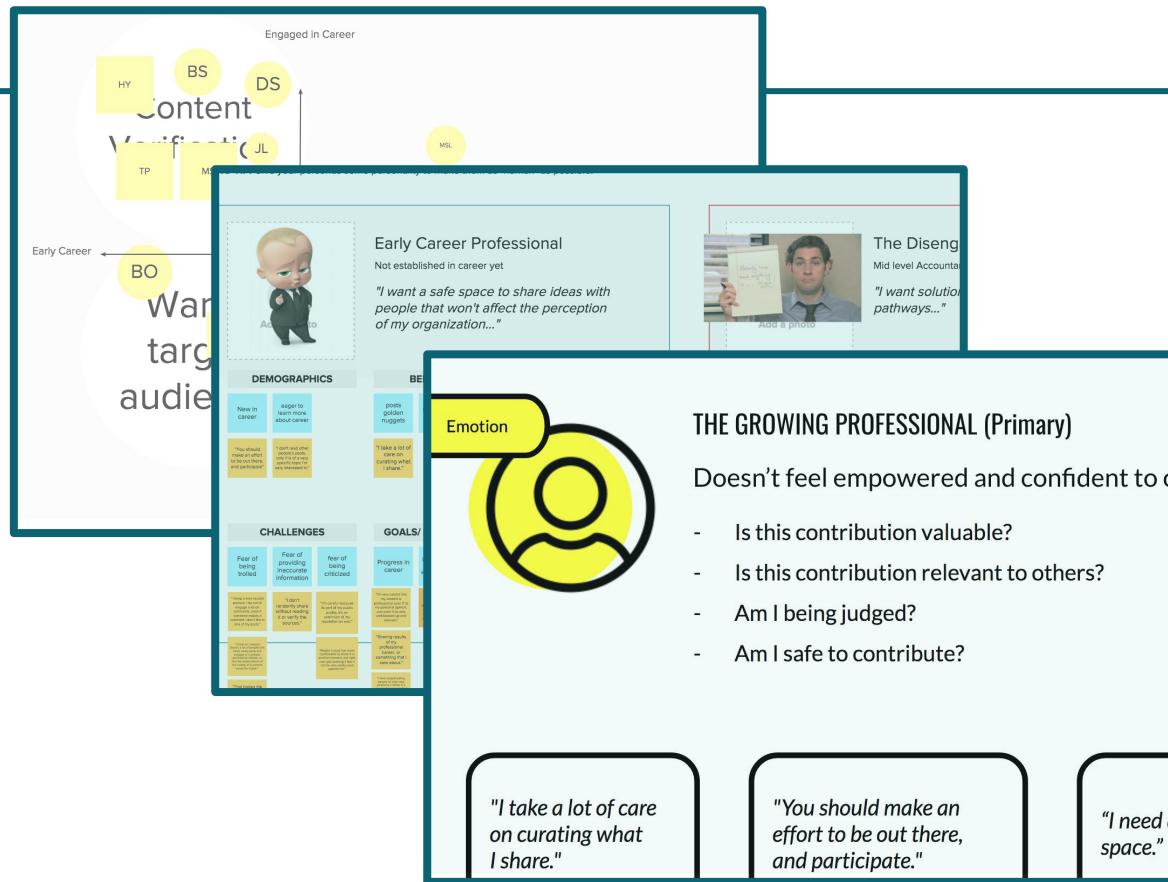
Professional

Affinity Mapping and Problem Definition

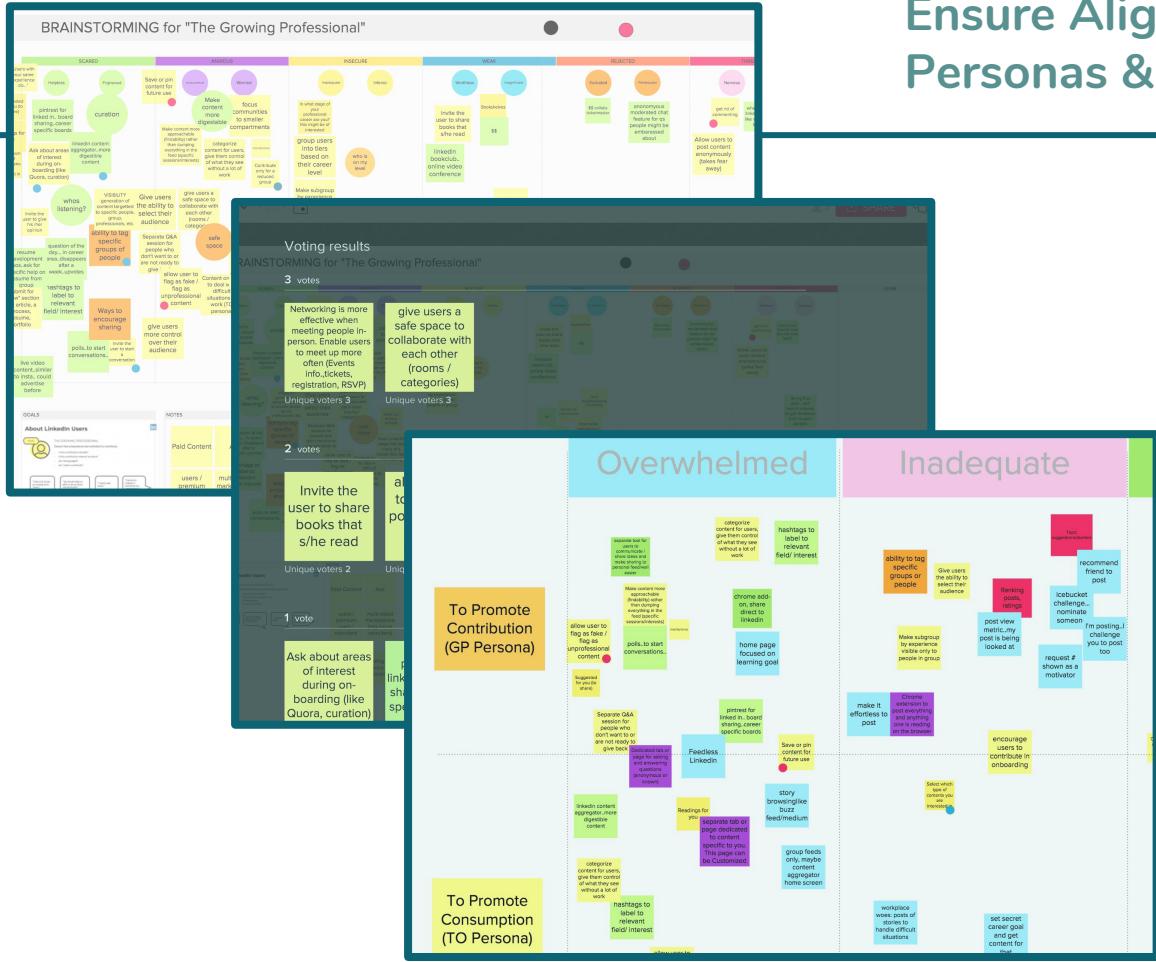
- Organized and grouped data to narrowed down themes with affinity mapping
 - Redefined problem using fishbone diagram



Develop Persona & Involve Stakeholder in Process



Ensure Alignment on Problems, Themes, Personas & Focus for Solutions



Present Solutions & Facilitate Discussion with Stakeholder

3. Post Requests

Analogous Experiences

CHALLENGE
ACCEPTED



Mitigating Barriers to Engagement

Feeling overwhelmed by too much random content

Curation

Feeling inadequate for sharing irrelevant content

Empowerment

Feeling exposed by their actions

Control

Mental model not aligned with value proposition

Motivation

- Developed a number of unique solutions to help cultivate an engagement ecosystem where Consumption, Contribution, and Reaction feed off of themselves

Summary

- Presented Ideas and Analogous Experiences to help illustrate how the engagement problem can be solved
- Kept our presentation relatively short to facilitate more time for discussion which we believe was the final step of collaboration
- As next steps, we recommend continuing with the exploratory research on the themes we've discovered as well as definition research to understand how users might perceive and interact with the solutions we presented