

# Intro to User Research: Backpack

September 13, 2021 / 4:00 PM - 5:00 PM ET

## Description

In this workshop hackers will get an introduction to what user research is and how it helps to build relevant, easy to use products that provide a return on investment. A few methods and tools will be introduced for hackers to use in their own projects.

## Learning Outcomes

- Learn what is user research and when to use it
- List of methods, tools and resources to use in your own projects
- Workshop exercise showing the process of how to decide what method of user research to use

## Prerequisite Knowledge

- N/A

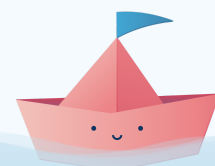
## Pre-Workshop Checklist

Before the workshop, please make sure you complete the following items:

- Be on a desktop or laptop computer
- Bring any questions you want addressed

## Timeline (1 hour)

Time	Module	Description
10 min	Introduction	Who I am, overview of the workshop and what is user research

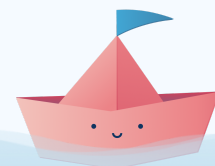


10 min	Getting Started	What are the keys to successful user research? What does it mean to ask the right questions, choose the right tools and recruit the right participants?
10 min	Next Steps	What do you do after conducting research? How to analyze data and share learnings to get the most out of your research
10 min	Toolbox	Overview of some of the methods and tools at your disposal for user research
20 min	Workshop Exercise	At the end of the workshop you should have a clearer idea of what you want to learn from your users and how to find those answers

## Workshop Lead Contact

Joanne lau

me@joannelau.ca



## Additional Resources

### Hack the North Resources

#### [Hack the North 2021 Event Schedule](#)

Check this out to stay up-to-date on activities, workshops, and other key happenings this weekend.

### Resources

#### [The Cognitive Bias Codex](#)

As humans, we all have [cognitive biases](#). When doing user research it's important to be aware of some of the biases you may have and try to avoid them.

#### [When to Use Which User-Experience Research Methods](#)

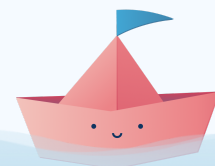
Many projects would benefit from multiple research methods and from combining insights. Unfortunately many design teams only use one or two methods that they are familiar with. The key question is what to do when.

#### [Analyze a research session \(GOV.UK\)](#)

User research activities produce a lot of raw data. You need to filter, organize and interpret this data so you can produce useful insights that will help you design and deliver your service.

#### [Sharing user research findings \(GOV.UK\)](#)

User research is only useful if your team can use what you've learned to improve your service.



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