

Lab 2 - Research Method and Scenario Worksheet

Objective:

To understand and select different UX research methods based on specific UX scenarios and based on the purpose and the information they provide.

Instructions:

For this lab, you will need to complete the following steps below by completing the chart identified on page 2 of this write-up. You can generate your own chart by using external tools such as draw.io, and Microsoft Visio or you can create a Google spreadsheet/Microsoft excel document to recreate the chart listed below.

Step 1: Research the methods listed in the chart below and identify the method(s) that would be useful for each scenario. When selecting the research method consider if the method reveals attitudinal, behavioral, qualitative, or quantitative data.

Step 2: Select the desired outcome(s) for each scenario.

Step 3: For each research scenario, provide 2 -3 goals you would hope to achieve while going through the UX design process.

Step 4: Finally, write a short reflection on the process of identifying the research methods and what you learned about the different types of research methods.

Guidelines:

- You must provide a chart that lists the scenario, research method, UX outcome, and goals.
- Your reflection should be a minimum of 2 paragraphs

Submission:

Submit your chart and response to step 4 prior to the due date and time listed in Sakai. Acceptable submissions include .docx and .pdf extensions.

| Scenario | Research Method(s) User Interview/Field, Study Journey Map Diary Studies Persona Building Card Sorting Accessibility Evaluation Task Analysis Survey Req. Gathering Wireframe/Prototype Competitive Analysis Usability Study Focus Groups Heuristic Evaluation | UX Desired Outcome Useful Usable Desirable Valuable Findable Credible Accessible | Goals Identify 2 - 3 specific goals that align with the desired outcome |
|---|---|--|---|
| <p>Gatorade.com recently went through a redesign of their website in 2020. The UI design is clean and presents the end-user with graphics and imagery. Still, recent site analytics suggest that pages that previously received a lot of traffic are rarely being viewed. Online sales for specific products appear to have dropped since the date of the re-design.</p> | | | |
| <p>MPLSRenters.com is a start-up company looking to help match prospective renters to high-end luxury apartments in the downtown Minneapolis area. MPLSRenters.com is new to this market and plans to use its website as the main source for connecting renters to agents/apartments. They are hoping to use their site to 1) collect initial user data, 2) Provide apartment suggestions based on preference and, 3) Match the prospective renter with an agent.</p> | | | |
| <p>Mall of America hired a company to install store locator kiosk. Video surveillance often reveals mall attendees walking away in frustration by throwing their hands in the air or hitting the kiosk prior to leaving. Shortly after using the kiosk, mall attendees are seen asking others for directions.</p> | | | |
| <p>Marcus from HR notices that employees start the employee satisfaction survey, but the completion rate continues to be low amongst those who open the email using a mobile device. Employees have also expressed discontent about not being able to see or zoom in to see specific survey questions.</p> | | | |