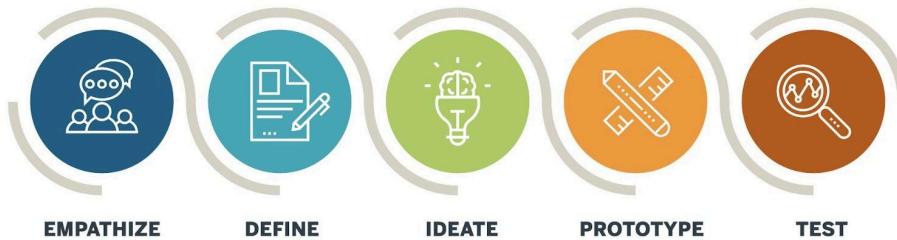


# chapter - 3

## Empathize

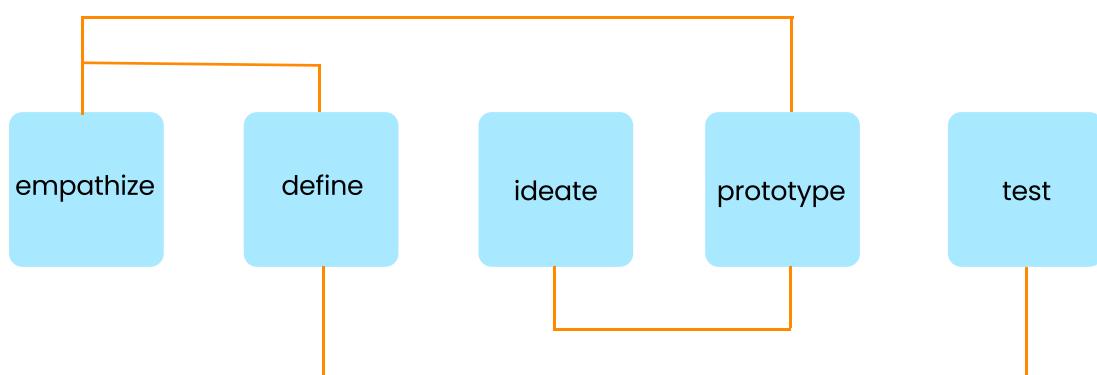
### Design Thinking

The method describes a human-centered, iterative design process consisting of 5 steps



### Design Thinking

A 5 Stage-Process



These stages are not always sequential. Designers will find the stages often occur in parallel and see repeated use on an iterative basis.

## Over view

the first stage of the design thinking process demands gaining an empathic understanding of the problem you're trying to solve , typically through some form of user research.

empathy is crucial because it allows you to set aside your own assumption about the world in order to gain insight into user and their needs

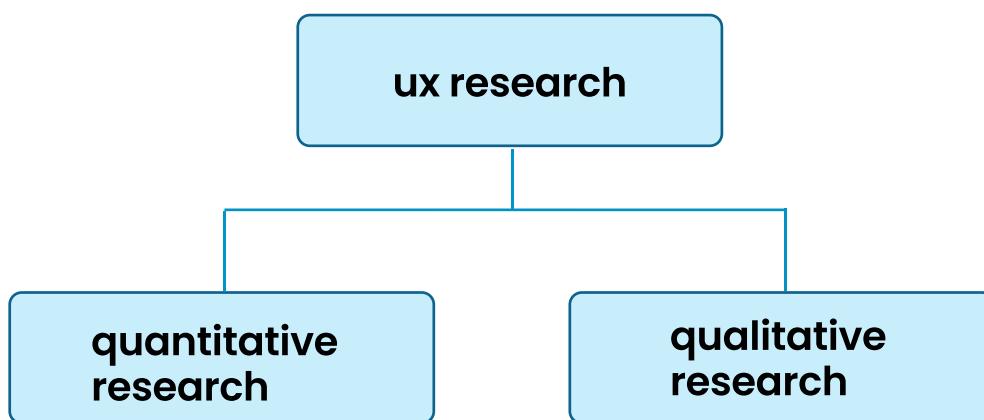
this stage involves entering the realm of the user and, as far as possible, "becoming" them so as to begin work on custom - designing a solution.

## Ux Research

### over view

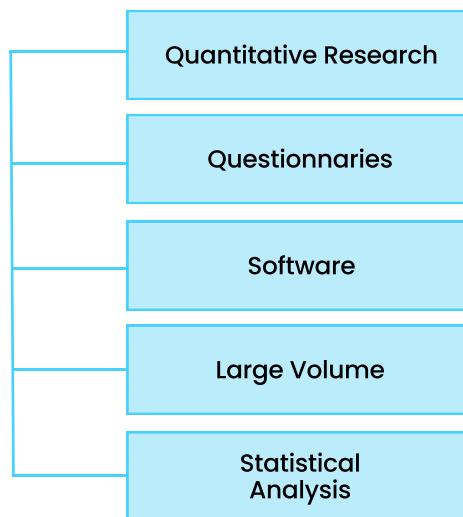
User research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.

- **Quantitative Research**
- **Qualitative Research Overview**



# quantitative research

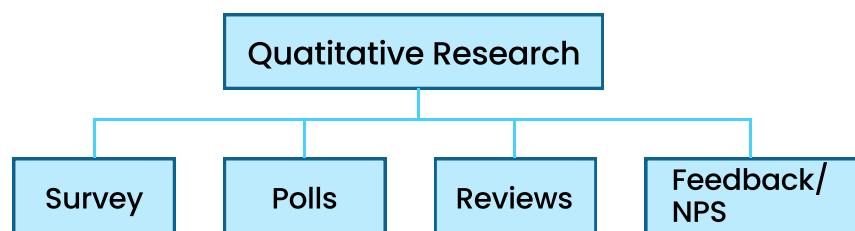
Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.



## Methods

**Quantitative Research Focuses On Gathering Numerical Data And Generalizing It Across Groups Of People Or To Explain A Particular Phenomenon.**

- Survey
- Polls
- Reviews
- Feedback / NPS
- Analytics Tools





## Survey

### Quantitative Research

Surveys are typically question with multiple choice of answers. Users has to choose one answer from the list.

It has to be conducted in large volumes. It can be conduct through

- Paper
- Google Forms
- Survey Monkey and more

		The System Usability Scale Standard Version					
		Strongly disagree	1	2	3	4	Strongly agree
1	I think that I would like to use this system.		<input type="radio"/>				
2	I found the system unnecessarily complex.		<input type="radio"/>				
3	I thought the system was easy to use.		<input type="radio"/>				
4	I think that I would need the support of a technical person to be able to use this system.		<input type="radio"/>				
5	I found the various functions in the system were well integrated.		<input type="radio"/>				
6	I thought there was too much inconsistency in this system.		<input type="radio"/>				
7	I would imagine that most people would learn to use this system very quickly.		<input type="radio"/>				
8	I found the system very cumbersome to use.		<input type="radio"/>				
9	I felt very confident using the system.		<input type="radio"/>				
10	I needed to learn a lot of things before I could get going with this system.		<input type="radio"/>				

## Poll

### Quantitative Research

Polls are typically question with multiple choice of answers. Users has to choose one answer from the list. It helps to make a decision.

It can be conduct through

- Paper
- Instagram, Facebook
- Google Forms
- Survey Monkey and more



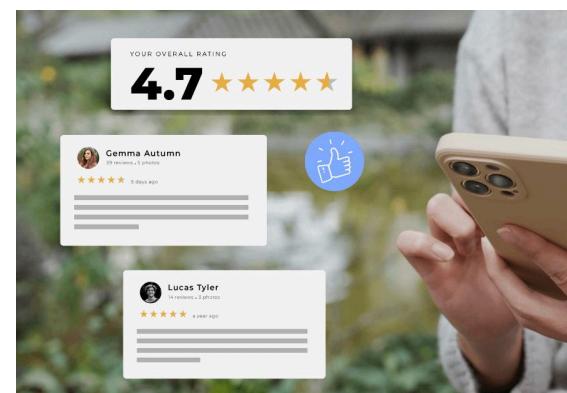
## Reviews

### Quantitative Research

Understands the user pain points from reviews.

It can be conduct through

- Google reviews
- Google Play Store, App Store
- Website Reviews
- Mouthshut and more



# Feedback / NPS

## Quantitative Research

NPS – Net Promoter Score,  
Feedback after using a product  
are also part of UX research.

It can be conduct through

- Paper
  - NPS Tools



# **Analytics Tools**

## Quantitative Research

These tools are capturing various data of a user and their behaviour.

- Lucky Orange / Fullstory
  - Google Analytics and more
  - Crazy egg
  - Hotjar

# **Competitor Research**

## Quantitative Research

- direct competitors
  - indirect competitors
  - potential competitors

## Direct Competitors

Competitor Research



## In Direct Competitors

Competitor Research



## Potential Competitors

Competitor Research



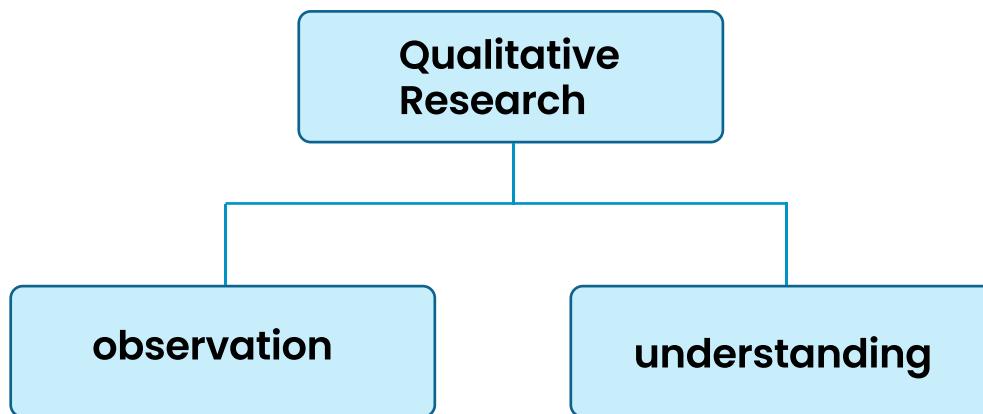
# Qualitative Research

It Is Sometimes Called “Soft” Research. It Helps Us Understand Why People Do The Things They Do, And Often Takes The Form Of Interviews Or Conversations (Observing Them Directly)

## Qualitative Research

### Methodologies

The various types of research range from in-person interviews to unmoderated A/B tests (and everything in between), though they are consistent in that they all stem from the same key methodologies: observation, understanding, and analysis



# Activity

**– Take 3 Different Currency Notes, Close Look And Write Down What You Observe**

# Observation

## quantitative research

Observes below during research

- Brands
- Environment, Ambience, Attire
- Body Language
- Character



body language

# MBTI

## Myers & Briggs Type Indicator

Isabel Briggs Myers was an American author and co-creator with her mother, Katharine Cook Briggs, of a personality inventory known as the Myers–Briggs Type Indicator and based on theories of Carl Jung



carl jung



katherine briggs



isabel briggs-myers



# personality type

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type.  
For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

## 1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

**E**  
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer  
**I**  
Introversion

**ISTJ**

Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.

**ISFJ**

Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.

**INFJ**

Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.

**INTJ**

Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.

**ISTP**

Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.

**ISFP**

Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.

**INFP**

Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.

**INTP**

Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.

## 2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

**S**  
Sensing

then you prefer

**N**  
Intuition

**ESTP**

Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.

**ESFP**

Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.

**ENFP**

Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.

**ENTP**

Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.

**ESTJ**

Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.

**ESFJ**

Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.

**ENFJ**

Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.

**ENTJ**

Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.

## 3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer  
**T**  
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer  
**F**  
Feeling

## 4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer  
**J**  
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous, enjoy surprises and new situations

then you prefer  
**P**  
Perceiving

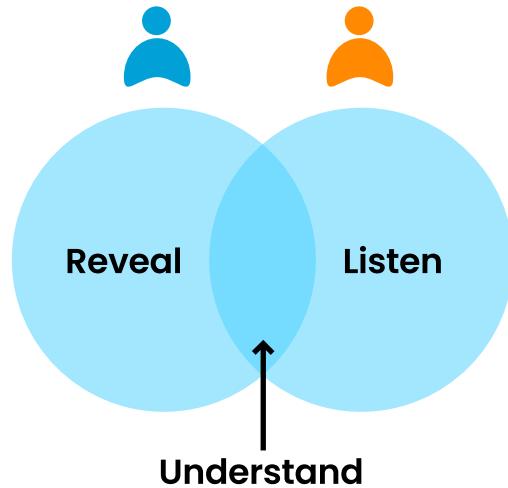
# Activity

- Visit [Https://Www.16personalities.Com/  
Free P Ersónality-Test](https://www.16personalities.com/free-personality-test)  
**Participate A Test And Identify Your  
Personality Type**

# **Understanding** qualitative research

Key factors of understanding

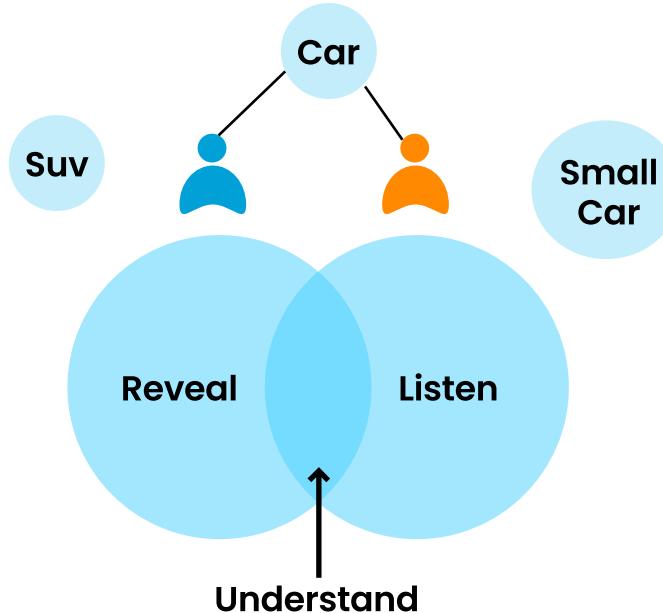
- Listen and Understand
- Mental Modelr



## **Mental Model** Qualitative Research

A mental model is the image that someone has in their mind when they think of a particular phrase or situation.

For example, if someone owns an SUV, their mental model of "car" will likely differ from the mental model of the owner of a smart car.



# Activity

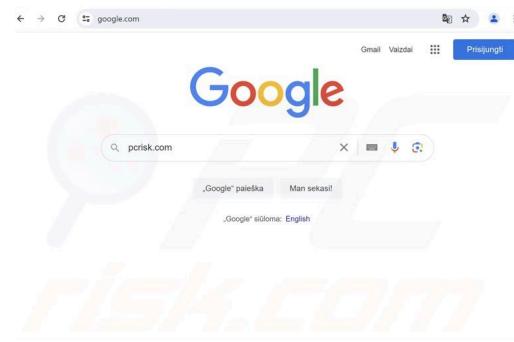
**Understands Mental Model Topic – Car**

## Mental Model

### qualitative research

Many users seem unable to distinguish between the search field on Google and the URL entry field in a browser.

These users will use Google to search for the name of a well-known website in order to click the link rather than simply entering the name plus ".com" in the URL bar



## In-Depth Interviews

### Qualitative Research

Researchers conduct in-depth interviews by speaking with participants in a one-on-one setting.

Sometimes a researcher approaches the interview with a predetermined list of questions or topics for discussion but allows the conversation to evolve based on how the participant responds.



# Activity

**Conduct Sample Qualitative Research  
Product – Biriyani**

# User Interviews

## User Interviews

### Best Practices

User interviews are where a researcher asks questions of, and records responses from, users.

They can be used to examine the user experience, the usability of the product or to flesh out demographic or ethnographic data (for input into user personas) among many other things.



The ideal interview takes place with two UX researchers and one user. The first UX researcher focuses on asking questions and guiding the interviewee through the interview. The second takes notes.

The ideal interview takes place with two UX researchers and one user. The first UX researcher focuses on asking questions and guiding the interviewee through the interview. The second takes notes.



# Prepare Interview Questions

## 1. Ask open ended – Questions

### Best Practices

Don't try for Yes or no answers and help the user to tell more about the situation. Don't Ask : Do you Use Perfumes?

Don't aim for very short answers too. Don't Ask : What do you like about using Perfumes ?

Aim for a Brief answer Ask : Tell Me your experience in using Perfumes

Open End	Close End
1. How Do You Get To Work? 2. Tell Me About Your Relationship With Your Boss	1. Do You Get To Work By Driving Bus Or Walking? 2. Do You Get On Well With Your Boss ?

## 2. Curious Commands

### Best Practices

Encourage the participant to tell you specific information by starting with these prompts.

- Tell me about...
- Describe a time...
- Share with me...
- Talk some more about...
- Help me to understand how...
- Explain what you're seeing here...
- Show me what you would do next...
- Share with me what you were thinking...

## 3. Scenario Prompts

### Best Practices

Asking questions that get the participant to tell you a story of how they would behave in a scenario is a great way to learn how users think from start to finish.

- Imagine you just got a budget to hire a new designer. How would you go about advertising the job?
- Tell me how you would work with your hiring team on this job?
- Can you demonstrate how you use this website to check the performance of your job post

## 4. Do Follow Up Questions

### Best Practices

If your interviewee mentions something that is particularly relevant to your research, simply ask them to expand on it. It's often tempting to paraphrase what they've said.

Don't Ask : "You mentioned this is hard. Why?"

Aim to get better understanding on what situation the user felt bad Ask : "You mentioned using the X feature. Could you tell us more about that?"

## 5. Avoid Jargons

### Best Practices

- Don't use industry terms or UX Terms to the user.
- Build conversation using simple language and don't use or break the conversation using hard words
- If you have expertise on a particular domain, Don't Expect your user to know all the industrial terms of your domain

## 6. Embrace Awkward Silence

### Best Practices

- One technique often used by investigative journalists is to embrace moments of silence, because sometimes the best answers come after a pause.
- Maintaining a few minutes of silence between the conversation may induce users to tell more about something.

## 7. React Neutral and Don't Reveal solution

### Best Practices

- Try to avoid reacting strongly to people's answers, because it's likely to change how they'll respond next.
- Don't Reveal the core of the interview by asking the validating questions. If you are willing to ask, ask for the feedback.

## 8. Make users feel comfortable

### Best Practices

- Let the user know that these questions are not meant to test the user in any way
- Assure them that they can feel at ease and these questions are asked to improve their experience regarding a product
- This is done to avoid getting answers that users don't mean.

## 9. Ask Direct Questions

### Best Practices

To understand the user's technology capability, and favorite brands, you can ask direct questions. These questions help us to understand the user's technology behaviour.

- Are you using bank online?
- If yes, do you prefer system or mobile?
- Are you buying goods online? If yes, do you prefer system or mobile?
- What is your favorite e-commerce company?
- Are you using social media? If yes, do you prefer system or mobile? What is your favorite social media platforms?
- Are you ordering food / grocery online? If yes, do you prefer system or mobile? What is your favorite?
- Are you booking a cab online? If yes, do you prefer system or mobile? What is your favorite?
- Do you transfer money / bill payments online? If yes, do you prefer system or mobile? What is your favorite?
- What is your favorite brand?

## 10. Don't Ask Direct Questions

### Best Practices

**Don't ask direct questions about**

- Age
- Salary
- Religious
- Political
- Caste
- And personal.

**Don't ask binary answer questions.**

Eg: Answers are single words. Either Yes / No or like it / Don't like it

# Activity

Prepare A Questions Based On The Best Practice-Conduct Research With Minimum Of 3 To 5 Users

# Stakeholder Interview

A first step of gathering information about the product starts with the stakeholder interview.

We can always find someone that is a valuable source of information on the client side. Information that will be our starting point for further actions.

## Why should we conduct?

- Client is very often an expert in the field we're stepping into, therefore he sees a lot of issues and needs in the area of the project.
- Informations that we can get from that person are priceless for our work and let us to quite quickly familiarize with the topic.

## Stakeholder Interview

General Questions

## Project Vision

- What is your vision for this offering?
- What defines success for this project?
- What are the potential pitfalls (i.e. what keeps you up at night about this project)?
- What defines success? (if an experience goes well, what happens, commission? bonus?)
- What are bad results? (If an experience doesn't go well, what happens?)

## Users

- Different types of users (salesperson vs supervisor vs analyst)
- Who is primary?
- Role(s)?
- Typical Background?
- Defining Attribute?

## Value Proposition

- What problems do users have that this offering solves?
- What is the core value prop of the offering?
- What are the main marketing messages?
- What similar tools are in use today?
- Target Market? Value Proposition?
- What are their relative strengths/weaknesses?
- How is this offering different?

# Activity

- Conduct Stakeholder Interview For Your Project (If Possible)