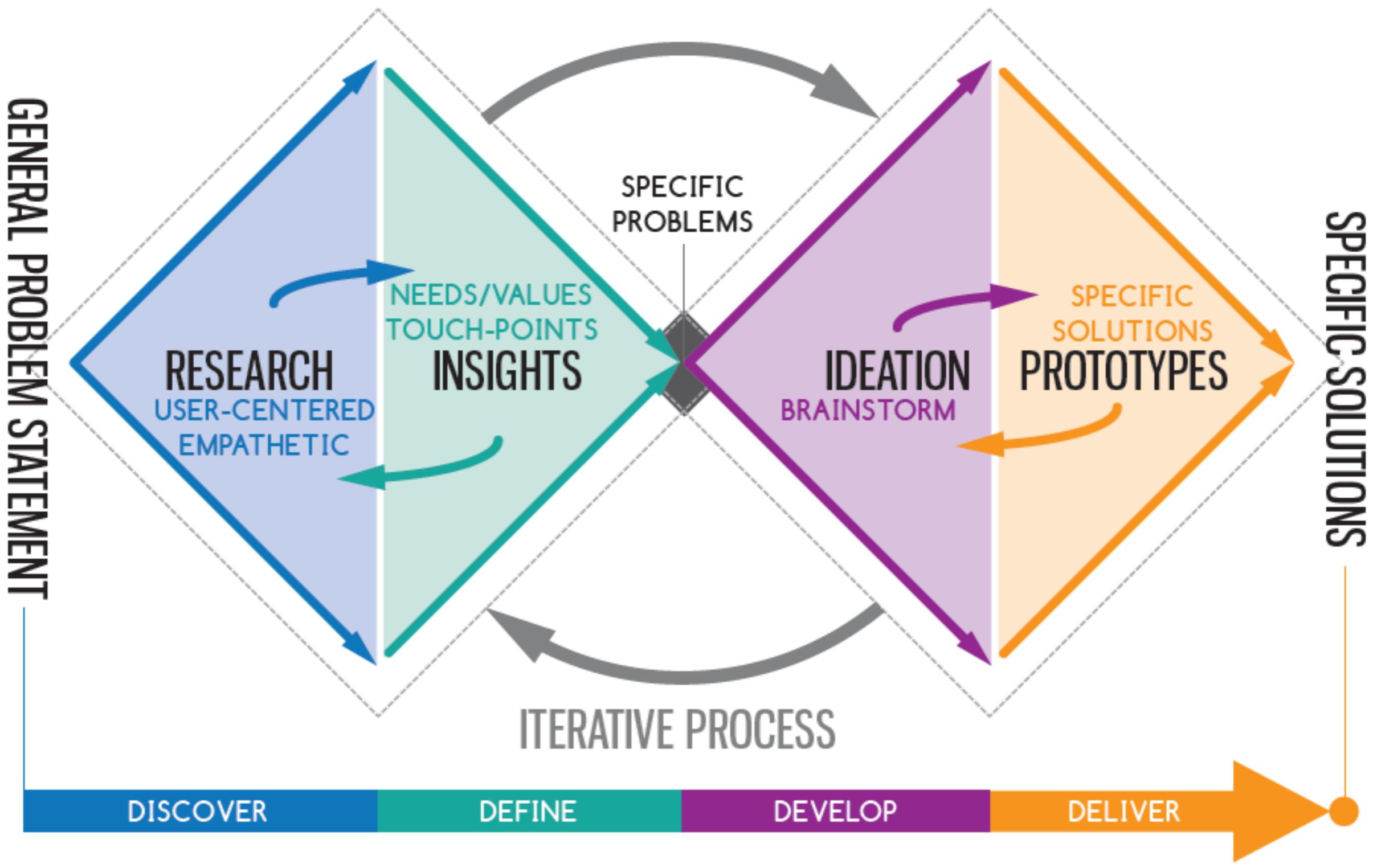


Selection Understand Research

**We hebben nu heel wat
ideeën, maar welke houden we
over?**

Double Diamond DESIGN PROCESS



Selection

HEAT MAP

Democratische manier om een selectie uit te voeren.

- Plaats alle ideeën op een whiteboard/tafel
- Iedereen plaats een bolletje bij een goed idee
- Op die manier krijg je een heat map waarbij de goede (of populaire) ideeën duidelijk worden.



Selection

A/B VERGELIJKING

Handige manier om slechts 1 idee over te houden.

- Stel je hebt 10 ideeën.
- Vergelijk je eerste idee met het tweede.
- Argumenteer waarom bijvoorbeeld idee 1 beter is dan 2.
- Laat idee 2 vallen.
- Vergelijk idee 1 met idee 3.
- Als idee 3 beter is ga je hiermee verder.
- Ga op deze manier verder tot idee 10.

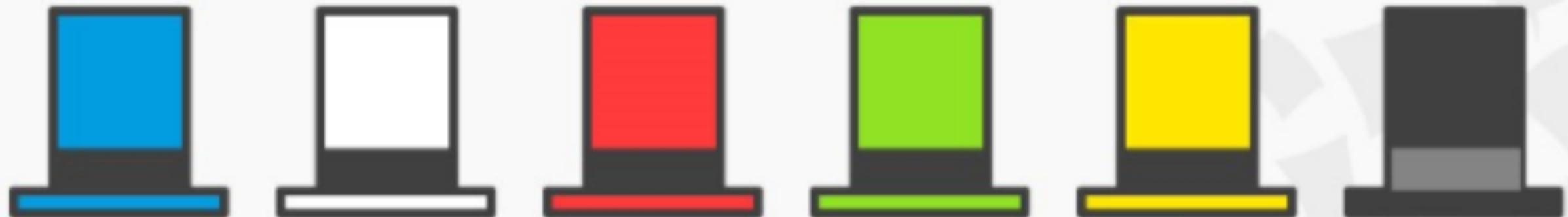
Selection

6 HATS

Ideaal om je idee eens vanuit een ander perspectief te bekijken.

Op die manier belicht je verschillende kanten van je idee en verandert misschien je visie.

6 Thinking Hats



Selection

6 HATS

WHITE: Lijst alle feiten op over je idee.

YELLOW: Wat zijn de grote voordelen van het idee? Wat zijn de positieve aspecten?

BLACK: Speel de advocaat van de duivel. Wat zijn de valkuilen?

RED: Wat voor (buik)gevoel heb je bij dit idee? Welke emoties gaan ermee gepaard?

GREEN: Wat zijn de mogelijkheden? Welke nieuwe ideeën kunnen eruit voortvloeien?

BLUE: Management. Stuur de manier van denken.

Selection

6 HATS - TOEPASSING

- Start bovenaan met de omschrijving van wat je wil bereiken met de app.
- Wit: Welke info hebben we reeds?
- Switch nu naar rood, groen en geel:
Rood: Welke gevoelens koppel je aan de app?
Waarom ben je zo enthousiast?
Geel: Wat zijn de positieve kanten van de app?
Groen: Biedt de app nog nieuwe mogelijkheden?
Welke features zijn er mogelijk?
- Zwart: Wat zijn de valkuilen?
- Blauw: Hoe gaan we dat bereiken?

3 ideas



Facts

white hat 10

Satisfaction survey : 68% of our clients are satisfied

(white hat)

Availability of support: 9 am to 6 pm

(white hat)

Our last satisfaction survey was December 2017

(white hat)

1000

Clients interviewed

(white hat)

Our competitor announced 75% client satisfaction

(white hat)

Weakest rating: account manager availability

(white hat)

32% of clients still need to be convinced

(white hat)

Clients can contact our support line from Monday to Friday

(white hat)

15 topics discussed in our last satisfaction survey

(white hat)

7 people in the team

(white hat)



Propositions

green hat 9

To create an ambassador club for our VIP clients

(green hat)

How could we answer to our clients questions 24/7

(green hat)

Expand the phone support operating hours

(green hat)

Plan a phone support on Sunday

(green hat)

Plan a new weekly meeting in order to discuss our irritants

(green hat)

Publish an account manager job offer

(green hat)



Let's have a suggestion box

(green hat)

Create a new satisfaction survey

(green hat)

Engage account managers for more client feedback

(green hat)



Risks & weaknesses

black hat 4

Competition is very strong in client services

(black hat)

What we did in January didn't work very well

(black hat)



Lack of time

(black hat)

We don't have enough people

(black hat)



Strengths

yellow hat 5

Next step: +20% satisfaction

(yellow hat)

Account managers skills

(yellow hat)

+20%

(yellow hat)

Target revenue

(yellow hat)

Reactivity of HR services

(yellow hat)

we'll have data with the new CRM

(yellow hat)



Emotions

red hat 5

Proud!

(red hat)

I have doubts about the timing

(red hat)

Motivated

(red hat)

GO!

(red hat)

GO!!

(red hat)

GO!!!

(red hat)

I love working with account managers

(red hat)



Action plan

blue hat 7

A group of 3-4 people

(blue hat)



Lola = project manager

(blue hat)

John : meeting with HR

(blue hat)

Meeting every Monday 9 am-10 am

(blue hat)

Test&learn

(blue hat)

Sam : looking for the cost of a new survey

(blue hat)

Organize a presentation with account managers

(blue hat)

**We hebben nu 1 idee waarvan
wij denken dat het geweldig
is...**

Maar is dat wel zo?

Lean UX - veronderstellingen

Bij het eerste idee voor een app ga je uit van veronderstellingen:

- Jonge mensen zijn bereid om via hun smartphone kleine betalingen te doen.
- Een taxi reserveren via een app zou een succes kunnen zijn.

Lean UX - veronderstellingen

Het is normaal dat ideeën groeien vanuit eigen ervaringen of interpretaties, maar kloppen deze veronderstellingen wel?

Hoe kan je dat weten?

Lean UX - veronderstellingen

Om je veronderstellingen concreter te maken kan je gebruik maken van onderstaande parameters:

- **Business outcomes:** dit is het doel dat je wil bereiken.
- **Users:** dit is je doelgroep. Hiervoor gebruiken we o.a. personas.
- **User outcomes:** dit zijn de handelingen die de users moeten doen.
- **Features:** de middelen waarmee je het doel wil bereiken.

Een goede app scoort goed op alle parameters.

Lean UX - veronderstellingen

Bepaal in onderstaande zinnen de 4 parameters:

We willen Digitap toegankelijker maken voor studenten door ze een app aan te bieden.

Lean UX - veronderstellingen

Bepaal in onderstaande zinnen de 4 parameters:

We willen onze omzet vergroten door kleren aan te bieden aan onze bestaande en nieuwe klanten via een nieuwe webshop.

Lean UX - veronderstellingen

Bepaal in onderstaande zinnen de 4 parameters:

We willen verkeersinformatie toevoegen aan onze bestaande navigatie-app voor automobilisten via een user-based meldingssysteem.

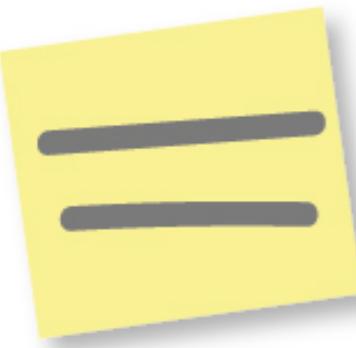
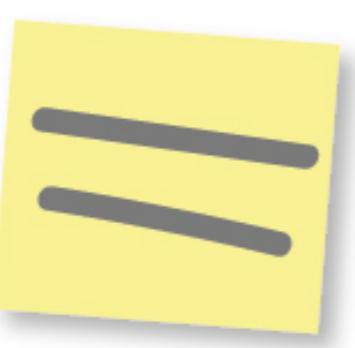
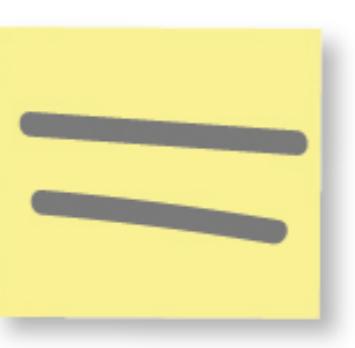
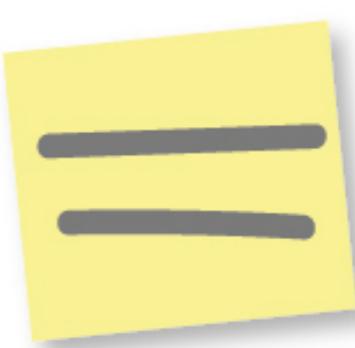
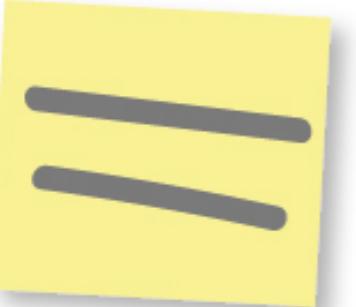
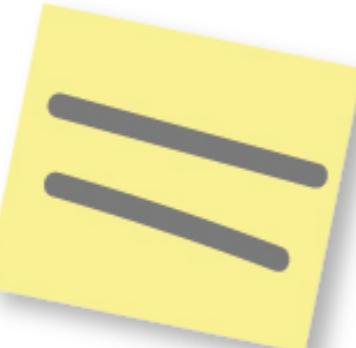
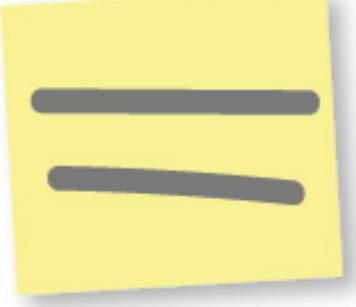
Lean UX - veronderstellingen

Concretiseren van onze hypotheses:

We willen (business outcome)...
door (users)...
iets te laten doen (user outcomes)...
via (feature)...

Probeer zelf een idee op deze manier te formuleren.

Lean UX - hypothesis table

We willen business outcome	door users/doelgroep	iets te laten doen user outcomes	via feature
			
			

Lean UX - veronderstellingen

De zwaktes/sterktes van je idee liggen meestal bij één of meerdere van de 4 parameters:

- **Business outcomes:** niet haalbaar
- **Users:** verkeerde doelgroep - geen interesse
- **User outcomes:** men verwacht teveel van de doelgroep
- **Features:** niet realiseerbaar



Women's

Men's

ZOZOSUIT



Size-Free + Shaped By You

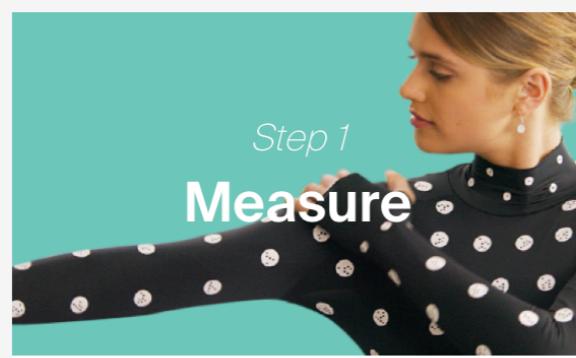
Measure at home and enjoy
the feeling of custom-fit.

Get your free ZOZOSUIT

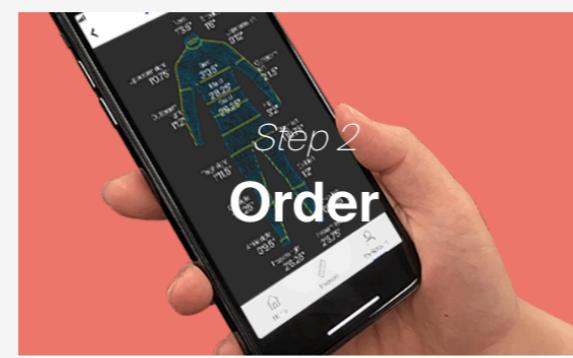


Say goodbye to standard sizes and hello to custom-fit clothes. Our free ZOZOSUIT lets you capture a 3D measurement of your unique body from home. Once you've measured, you can order affordable ZOZO clothing that is made according to your unique measurements and delivered directly to your door.

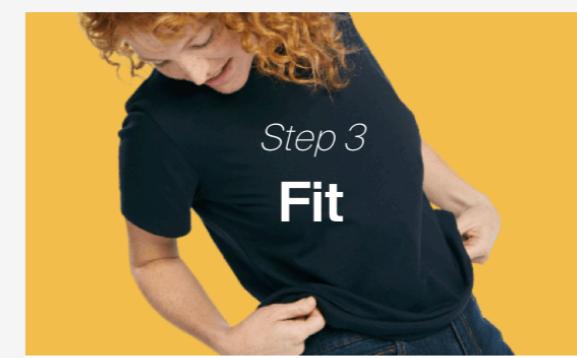
How It Works



Measure in minutes with the ZOZOSUIT and



See yourself in 3D and order custom-fit



Get Your ZOZOSUIT **UNDERSTAND**

UX / UI DESIGN

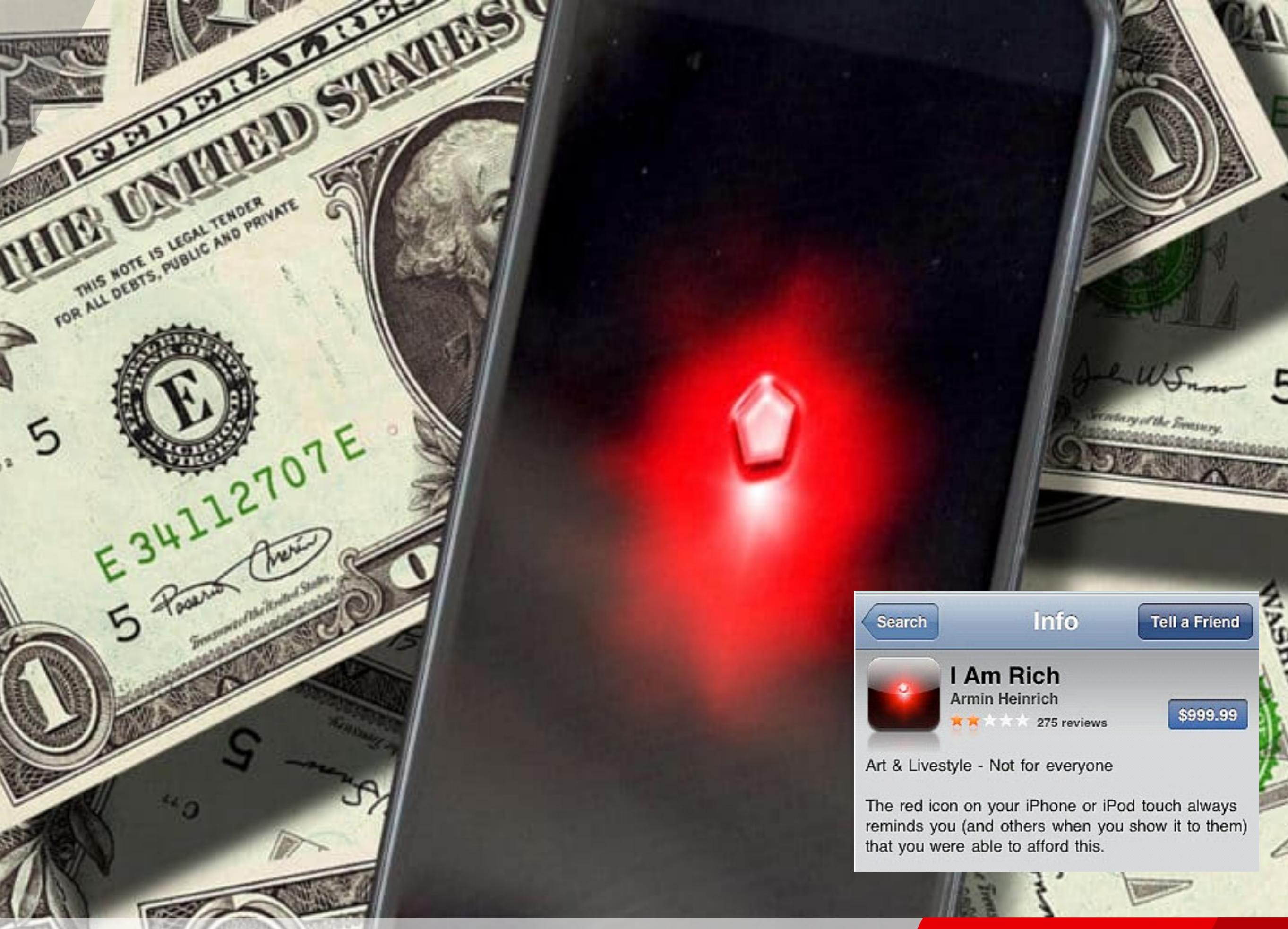




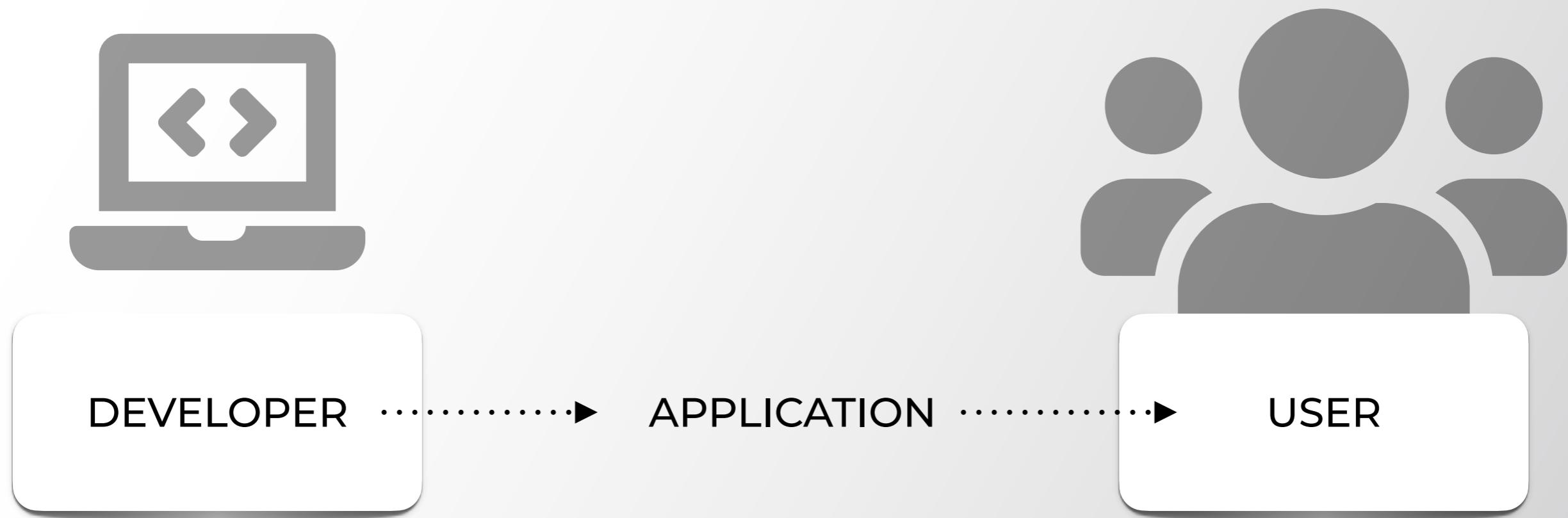
UNDERSTAND

UX / UI DESIGN





You are not the user



**WHEN THEY SAY, "WE DON'T NEED TO DO
USER RESEARCH, WE KNOW WHAT OUR USERS WANT"**

Leer je doelgroep kennen



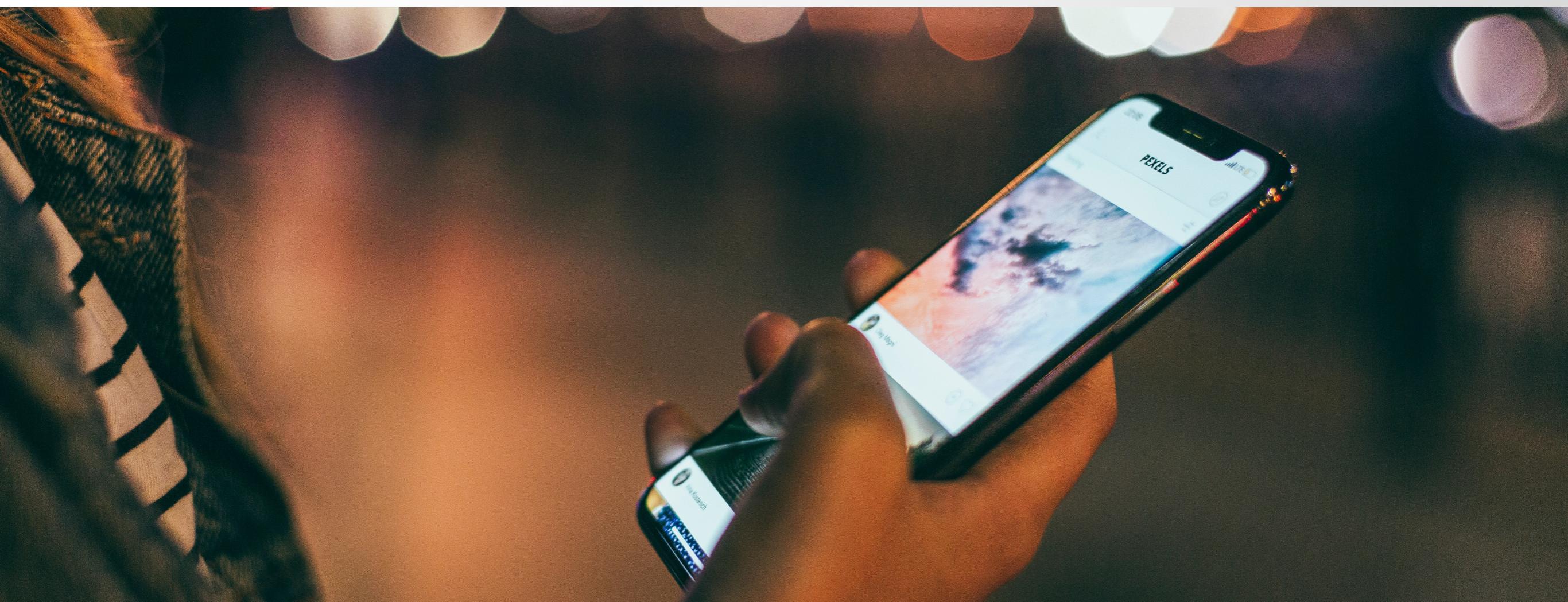
User interviews

Ga op zoek naar potentiële gebruikers en stel hen vragen die je tot betere inzichten brengen.



User interviews

Het doel van de interviews is om je user te leren kennen. Later zullen we de techniek ook gebruiken voor usability-testing.



User interviews

Val niet met de deur in huis, maar bouw je vragen op zodat je ook randinformatie krijgt.

- Introductievragen
(handig voor je persona's)
- Specifieke themavragen
(behandelen het onderwerp, maar niet enkel je idee)
- Productvragen
(specifieke vragen over je idee)

User interviews

Introductie vragen:

Niet gerelateerd aan het onderwerp

- Wat zijn de apps die je het meest gebruikt?
- Wanneer gebruik je je smartphone het meest? (customer journey)
- Wat is je beroep, hobby,...
(persona gegevens)

User interviews

Specifieke thema vragen:

Gerelateerd aan het onderwerp

Stel open vragen - liefst geen ja/nee vragen

- Hoe sta je tegenover (onderwerp)?
- Wat vind je leuk/onaangenaam aan (onderwerp)?
- Hoe los je momenteel (probleem) op?
- Welke apps gebruik je om (onderwerp)?
- Wat vind je goed/slecht aan deze apps?
- ...

User interviews

Product vragen:

Gerelateerd aan het idee / de app

- Wat zou je denken van deze app (omschrijving)?
- Ken je gelijkaardige apps? Welke?
- Zou je deze app gebruiken?
- Zou je voor deze app willen betalen?
Hoeveel?
- Kan je aanbevelingen geven voor dit product?
- ...

Doelgroep / Persona

Persona's zijn een archetypische voorstelling van potentiële gebruikers van je app of je website.

Doelgroep / Persona

Eigenschappen:

- Leeftijd
- Foto
- Naam
- Geslacht
- Inkomen
- Likes/Dislikes
- Skills
- Features van app die aanspreken
- ...

Doelgroep / Persona

Je app zal meestal gebruikt worden door verschillende users. Daarom is het handig om een aantal persona's aan te maken.

Smartschool wordt o.a. gebruikt door:

- leerlingen
- ouders
- leerkrachten
- directie



Drew

Influencer

ABOUT

- 👤 Age 25-34
- 💰 \$50K-75K
- 💻 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS

Finding the time to attend events and staying on budget.

39%

Total Universe GTV

12

Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.



Kayla

Planner

ABOUT

- ⌚ Age 25-34
- (\$) \$50K - \$75K or <\$20K
- 💻 Medium - High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Go to fewer events but plan them far in advance, more likely to travel nationally or regionally for an event.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Buying and planning activities well in advance - right when an event is announced or tickets released. Care about the quality of an event and coordinating with social group.

CORE NEEDS

Pre-sale options, notifications for ticket sales, planning event outings for groups with budgeting and scheduling tools.

PAIN POINTS

Events selling out quickly, finding events that fits everyone's budget and schedule when planning for a group.

65%
Total Universe GTV

4 - 6
Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.



Rory

Procrastinator

ABOUT

- 👤 Age 25-34
- 💰 All Incomes
- 💻 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers, like to buy tickets later, likely to post publicly on social media about an event to gain interest from friends.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Like to go to a lot of events, but on a budget. Motivated by adventure and learning, and not worried about events selling out.

CORE NEEDS

Ticket fees built into the display price on events, sorting by price.

PAIN POINTS

Extra ticket fees after deciding to make a purchase.

35%
Total Universe GTV

12
Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

Sasha

SMART SHOPPER

GOAL: Shopping smart to get more for her money.

"I don't have stacks of money so I need to make the most of what I have.

REINFORCING: Shopping to believe she's found the best price.

"I often spend looking, looking for the best price on something, because satisfied that he got the cheapest price.

GOALS: Getting one up on others.

"I enjoy saving as much it's starting to feel like a game. I love beating the system.

ASTUTE, CONFIDENT,
MISY KNOWLEDGEABLE



20%



ASDA
Sainsbury's
Waitrose
John Lewis

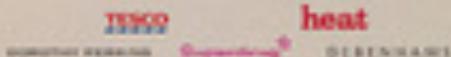
£151.37
£177.88
£151.37
£254.47



10.4%

Sasha is 34. She is married and has a 2 year old child. She currently works as a part-time office manager for a sales company and lives in the suburbs of Bristol.

HER FAVOURITE BRANDS



Isobel

IMPULSE SHOPPER

GOAL: Getting a good deal on everything.

"I really like shopping and bargain hunting. I'm guilty of buying things I don't need because they're cheap.

REINFORCING: Discounts.

"I like shopping in-store to find a bargain, rather than getting lost working out the best deals online.

GOALS: Getting a deal or a bargain.

" Even shopping, even if it's not for me, I've got two cupboards full of gifts to give.

MATERIALISTIC, GENEROUS,
SPONTANEOUS, IMPULSIVE



20%



ASDA
Sainsbury's
Waitrose
John Lewis

£161.37
£177.88
£151.37
£254.47



11.2%

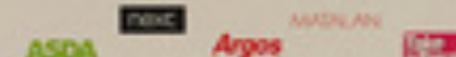
PERCENTAGE OF
CUSTOMER BASE

WEEKLY ONLINE
SPEND

ANNUAL HOUSEHOLD
INCOME

Isobel is 36. She lives with her partner and 6-month-old child in the suburbs of Newcastle. She works part-time as a shop assistant in a department store.

HER FAVOURITE BRANDS



Julia

CAREFULLY CONSIDERED SHOPPER

GOAL: Being careful with the monthly budget.

" It's my responsibility to make sure everyone in my family has what they need and our money stretches.

REINFORCING: A lack of cash to use for non-essentials.

" I don't really trust deal sites, I worry that the quality of what I buy will be compromised.

GOALS: Having money left over at the end of the month.

" When I have money left over from the monthly budget, I like putting some away for savings and gifts.

RESERVED, CAUTIOUS,
PLANNED, WARY



20%



ASDA
Sainsbury's
Waitrose
John Lewis

£161.37
£177.88
£151.37
£254.47



11.3%

PERCENTAGE OF
CUSTOMER BASE

WEEKLY ONLINE
SPEND

ANNUAL HOUSEHOLD
INCOME

Julia is 47. She's married with three children aged 16, 13 and 11. She lives in the suburbs of Leamington Spa and works full-time as a maternity nurse at the local hospital.

HER FAVOURITE BRANDS



Rob

COMFORTABLE CLASSIC SHOPPER

GOAL: Shopping quickly of trusted brands.

" Saving money is too much hassle, I don't have time to hunt around for deals.

REINFORCING: Too many irrelevant offers.

" I don't know what I need and I just buy it. No point worrying about a few quid here and there.

GOALS: Shopping and saving quality - on a weekly basis.

" I thought I was online and 30% was taken off automatically. No hunting for the discount.

TIME-POOR, SAFE,
IMPATIENT, HABITUAL

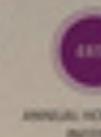


20%



John Lewis
Sainsbury's
Waitrose
Asda

£161.37
£177.88
£151.37
£254.47



11.3%

Rob is 44. He's married with two children aged 9 and 7. He lives in a large village near Basingstoke and works full-time as a deputy head teacher at a local primary school.

HER FAVOURITE BRANDS



AP



- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

* Personas shouldn't be about demographics.
Personas should be about the problems & challenges people face.

Get out there & do some research



@dealhunter_ux

@edesign22_23

@Blockx_en_zeunekes