

User Research Strategy Activity

Through research, we aim to learn enough about the business goals, user goals and information design to develop solid strategy.

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Context = www.events.com

Activity Goals: Identify patterns and trends in user behaviour, tasks, preferences, obstacles.

Methodology: Focus Group, Surveys and Interviews

Presentation: 9th December 15

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Your mission is to conduct a thorough User Research to achieve the activity objectives:

- Choose which method to use (**Qualitative** VS **Quantitative**)
- Decide on What, When, How
- If you going **Quantitative** (Random Sample = 100)
 - o Independent/ dependent variables should be identified?
 - o Internal consistency must be imposed
- If you going **Qualitative (Sample 5)**
 - o When and How must be confirmed
 - o Run, Record, Transcript and Analysis everything

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Questions you need to ask?

1. How do you learn about events in your city?
2. What type of events are you interested in?
3. What more important to you?
 - a. Price
 - b. Type of events
 - c. Location
 - d. Date
4. Do you ever need to promote an event?
5. Do you ever invite people to event?

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	Qualitative	Quantitative
Focus of research	• Understand and interpret	• Describe, Explain, and predict
Researcher Involvement	• High → researcher is participant or catalyst	• Limited ; controlled to prevent bias
Research purpose	• In-depth understanding; theory building	• Describe, or predict ; build and test theory
Sample design	• Non probability; purposive	• Probability
Sample size	• Small	• Large
Research design	• May evolve or adjust during the course of the project • Often uses multiple methods simultaneously or sequentially • Consistency is not expected • Involves longitudinal approach.	• Determined before commencing the project • Uses single method or mixed methods • Consistency is critical • Involves either a cross-sectional or a longitudinal approach