

THE 7 DEADLY SINS OF USER RESEARCH

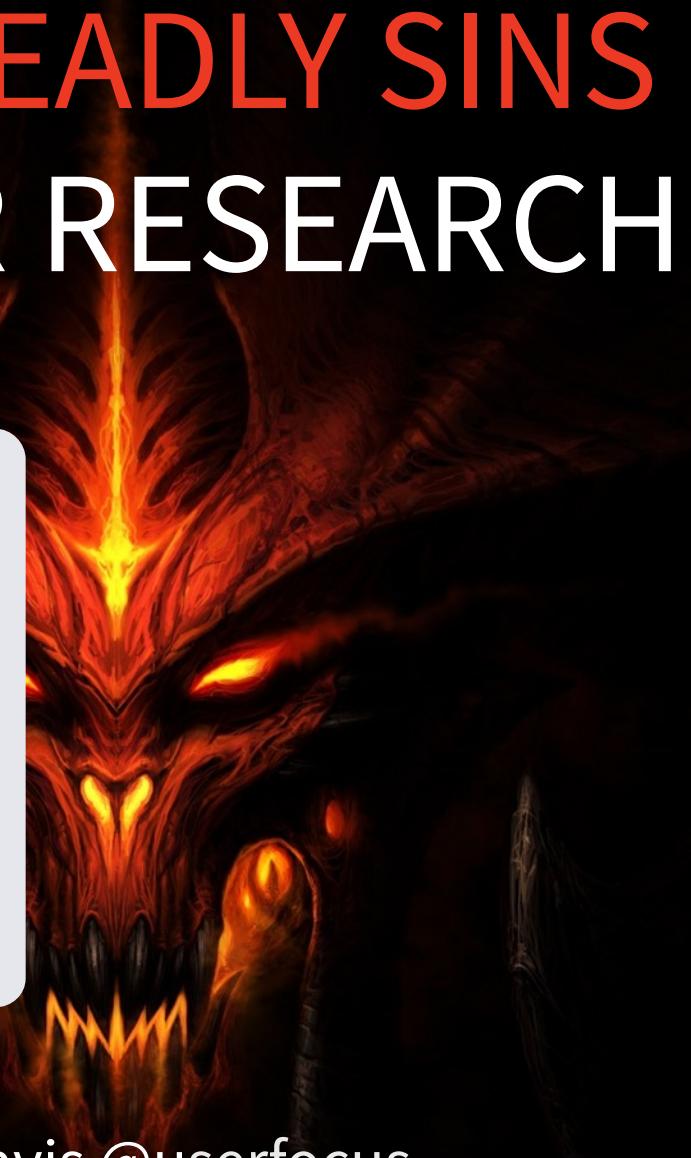
*WHY IS THERE A DISCONNECT BETWEEN
WHAT ORGANISATIONS THINK USERS WANT
AND WHAT USERS ACTUALLY WANT?*

*THE OBVIOUS REASON IS TO CLAIM THAT
FIRMS DON'T DO ENOUGH USER RESEARCH.*

*BUT FIRMS ALREADY DO LOTS OF USER
RESEARCH. SURVEYS, FOCUS GROUPS AND
USABILITY TESTS ABOUND.*

*THE PROBLEM ISN'T WITH THE QUANTITY
OF USER RESEARCH.*

IT'S WITH THE QUALITY.



David Travis @userfocus
#7sins

Good user research provides actionable and testable insights into users' needs.

HERE'S MY DEFINITION OF GOOD USER RESEARCH.

The 7 Deadly Sins of User Research

01

Credulity

02

Dogmatism

03

Bias

04

Obscurantism

05

Laziness

06

Vagueness

07

Hubris

01

Credulity

A COUPLE OF MONTHS AGO I WAS ATTENDING A USABILITY STUDY ON BEHALF OF A CLIENT. I'M THERE BECAUSE THE CLIENT THINKS THAT THE USABILITY TESTS THEY ARE RUNNING AREN'T DELIVERING MUCH PREDICTIVE VALUE. THE CLIENT WAS CONCERNED THEY WEREN'T RECRUITING THE RIGHT KIND OF PEOPLE OR MAYBE THE ANALYSIS WASN'T RIGHT.

AS I SAT IN THE OBSERVATION ROOM, I WATCHED THE ADMINISTRATOR SHOW THREE ALTERNATIVE DESIGNS OF A USER INTERFACE TO THE PARTICIPANT AND ASK: "WHICH OF THESE THREE DO YOU PREFER? WHY?"

ASKING PEOPLE WHAT THEY WANT IS VERY TEMPTING. IT HAS OBVIOUS FACE VALIDITY. IT MAKES SO MUCH SENSE. BUT IT'S SO WRONG.

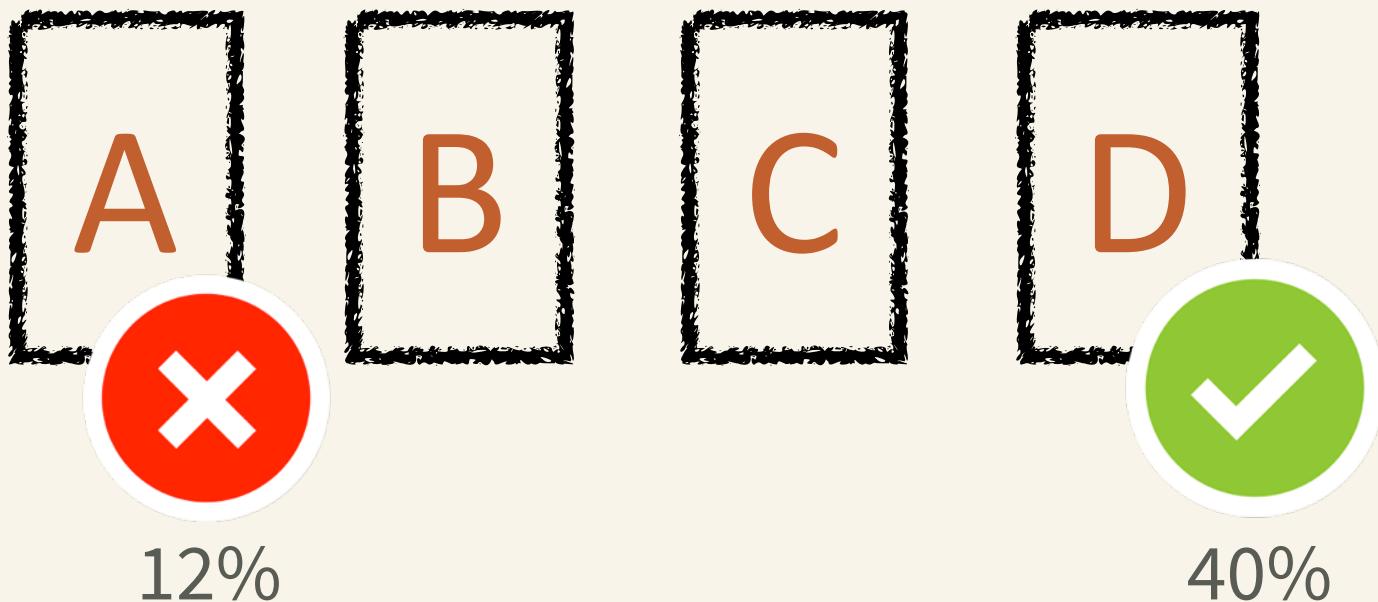
NEARLY 40 YEARS AGO, PSYCHOLOGISTS RICHARD NISBETT AND TIMOTHY WILSON CARRIED OUT SOME RESEARCH OUTSIDE A BARGAIN STORE IN ANN ARBOR, MICHIGAN.

THE RESEARCHERS SET UP A TABLE OUTSIDE THE STORE WITH A SIGN THAT READ, "CONSUMER EVALUATION SURVEY — WHICH IS THE BEST QUALITY?" ON THE TABLE WERE FOUR PAIRS OF LADIES' STOCKINGS, LABELLED A, B, C AND D FROM LEFT TO RIGHT.

MOST PEOPLE (40%) PREFERRED D, AND FEWEST PEOPLE (12%) PREFERRED A.

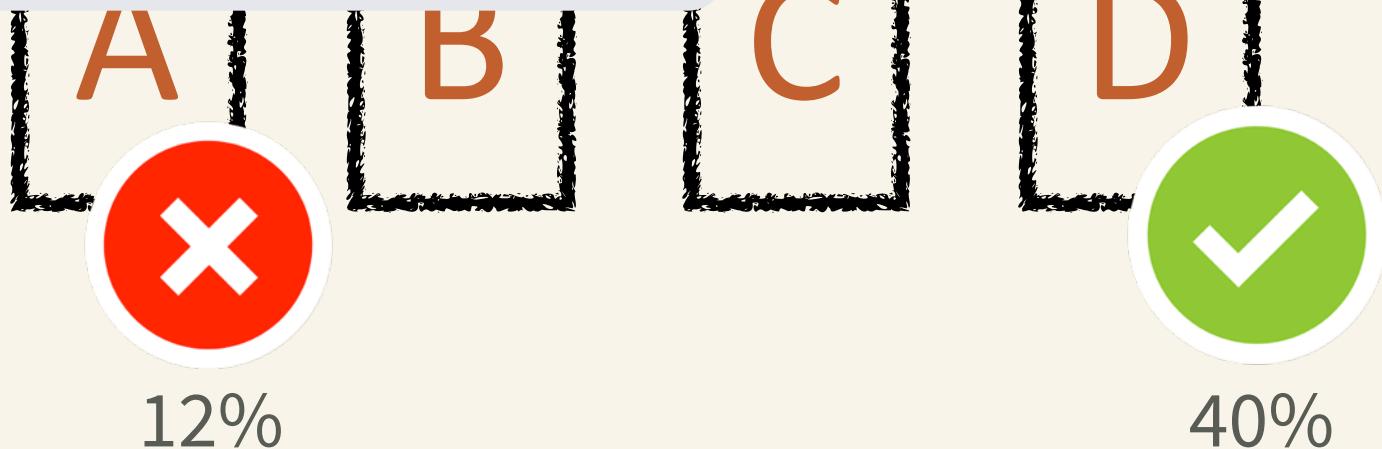
ON THE FACE OF IT, THIS IS JUST LIKE THE USABILITY TEST I OBSERVED.

Quality?



BUT THERE'S A TWIST. ALL THE PAIRS OF STOCKINGS WERE IDENTICAL. THE REASON MOST PEOPLE PREFERRED D WAS SIMPLY A POSITION EFFECT: THE RESEARCHERS KNEW THAT PEOPLE SHOW A MARKED PREFERENCE FOR ITEMS ON THE RIGHT SIDE OF A DISPLAY.

BUT WHEN THE RESEARCHERS ASKED PEOPLE WHY THEY PREFERRED THE STOCKINGS THAT THEY CHOSE, NO-ONE POINTED TO THE POSITION EFFECT. PEOPLE SAID THEIR CHOSEN PAIR HAD A SUPERIOR KNIT, OR MORE SHEERNESS OR ELASTICITY. THE RESEARCHERS EVEN ASKED PEOPLE IF THEY MAY HAVE BEEN INFLUENCED BY THE ORDER OF THE ITEMS, BUT OF COURSE PEOPLE LOOKED AT THE RESEARCHERS LIKE THEY WERE BONKERS. INSTEAD, PEOPLE CONFABULATED: THEY MADE UP PLAUSIBLE REASONS FOR THEIR CHOICE.

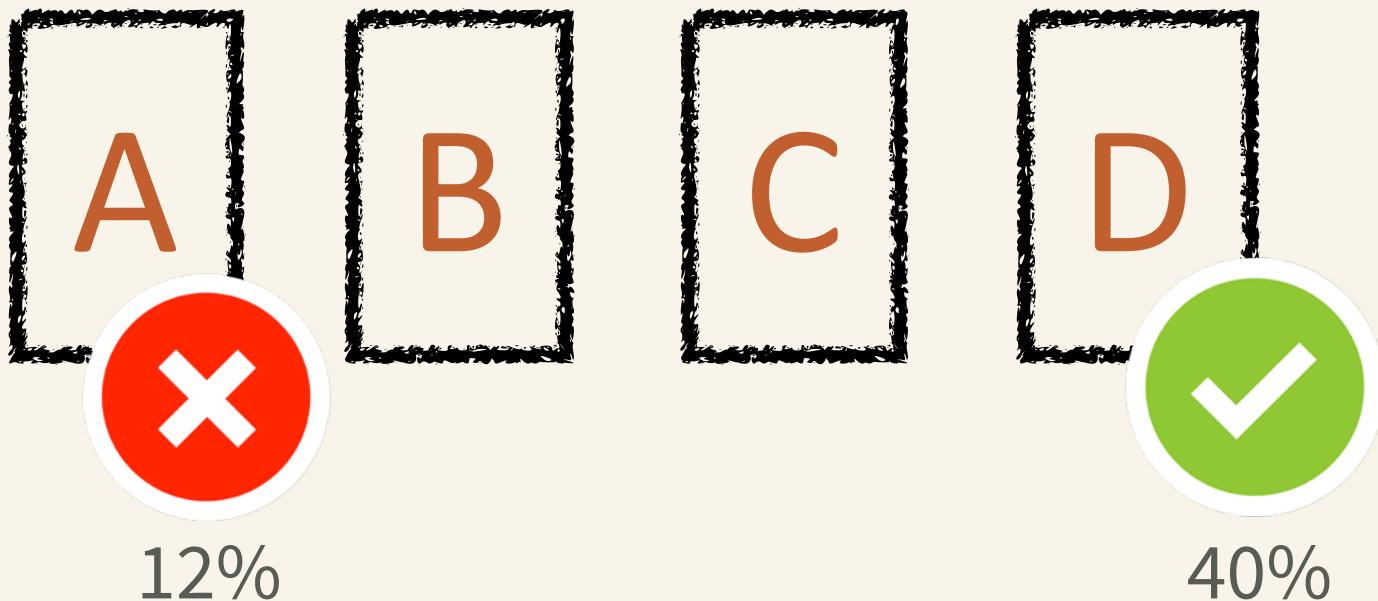


Best Quality?

THERE'S AN INVISIBLE THREAD JOINING THE STUDY BY NISBETT AND WILSON AND THE USABILITY TEST I OBSERVED. THE REASON I CALL THE THREAD 'INVISIBLE' IS BECAUSE FEW USER RESEARCHERS SEEM TO BE AWARE OF IT — DESPITE THE FACT THAT THERE'S A WHOLE SUB-DISCIPLINE OF PSYCHOLOGY CALLED PROSPECT THEORY DEVOTED TO IT — AND THAT DANIEL KAHNEMAN WON A NOBEL PRIZE FOR EXPLORING THE EFFECT.

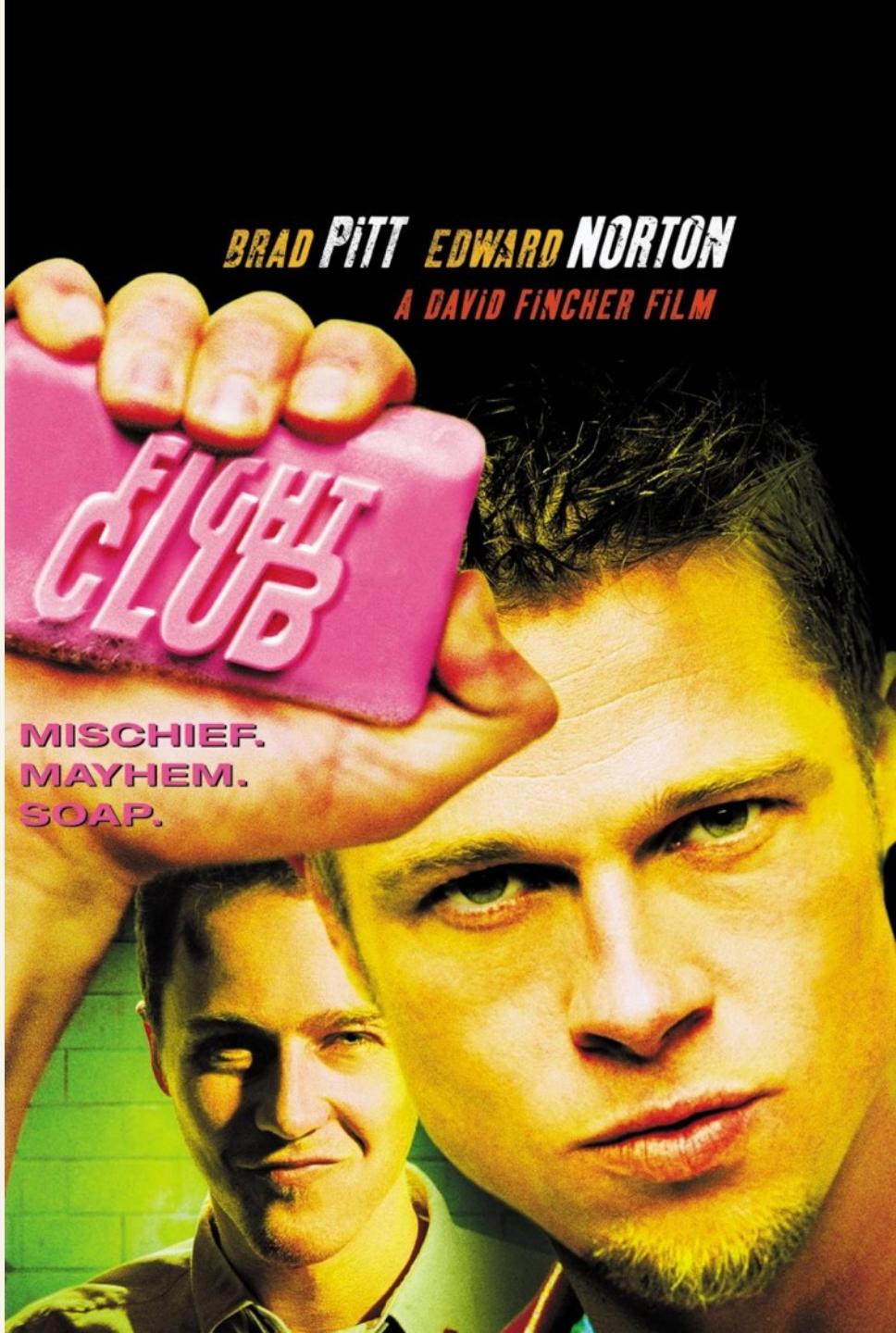
PEOPLE DON'T HAVE RELIABLE INSIGHT INTO THEIR MENTAL PROCESSES, SO THERE IS NO POINT ASKING THEM WHAT THEY WANT.

Test Quality?



The first rule of finding out what people want:

Don't ask people what they want



SO THE BEST WAY OF UNDERSTANDING USERS' NEEDS IS NOT TO ASK, BUT TO OBSERVE. YOUR AIM IS TO OBSERVE FOR LONG ENOUGH SO THAT YOU CAN MAKE A DECENT GUESS ABOUT WHAT'S GOING ON. ASKING DIRECT QUESTIONS WILL ENCOURAGE CONFABULATION, NOT TELL YOU WHAT IS ACTUALLY GOING ON.

THERE ARE TWO WAYS TO OBSERVE. WE CAN OBSERVE HOW PEOPLE SOLVE THE PROBLEM NOW. OR WE CAN TELEPORT PEOPLE TO THE FUTURE AND GET THEM USING YOUR SOLUTION (A PROTOTYPE) TO SEE WHERE THE ISSUES WILL ARISE.

H

THE MOM TEST

How to talk to customers and learn if your business is a good idea when everyone is lying to you.



“Trying to learn from customer conversations is like excavating a delicate archaeological site. The truth is down there somewhere, but it’s fragile. While each blow with your shovel gets you closer to the truth, you’re liable to smash it into a million little pieces if you use too blunt an instrument.”

— Rob Fitzpatrick

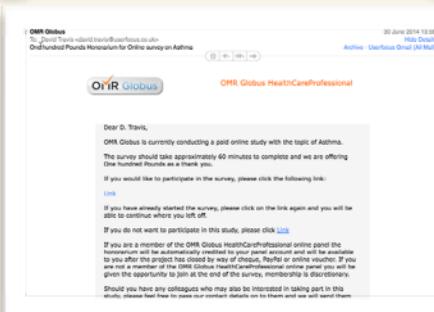
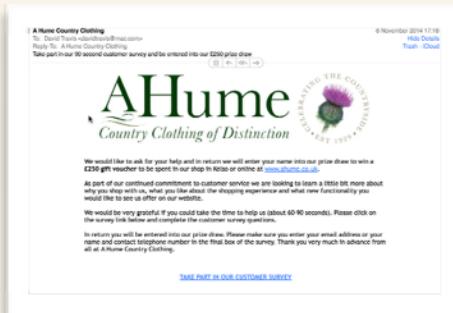
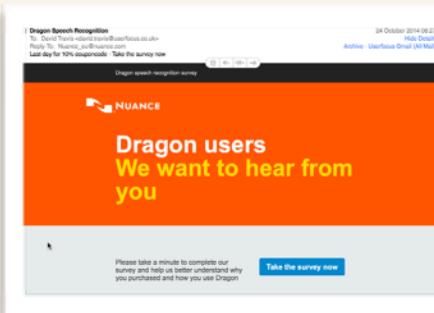
02

Dogmatism

DOGMATISM IS THE TENDENCY TO LAY DOWN PRINCIPLES AS UNDENIABLY TRUE, WITHOUT CONSIDERATION OF EVIDENCE OR THE OPINIONS OF OTHERS.

THE FORM THIS TAKES IN USER RESEARCH IS BELIEVING THERE IS ONE 'RIGHT' WAY TO DO RESEARCH.

Surveys are so much fun!



I'M SURE WE'VE ALL WORKED WITH CLIENTS WHO THINK THAT A SURVEY IS THE RIGHT WAY TO UNDERSTAND USER NEEDS. PERHAPS BECAUSE WE HEAR ABOUT SURVEYS EVERY DAY IN THE NEWS, PEOPLE TEND TO THINK OF THEM AS BEING MORE RELIABLE OR USEFUL. HERE ARE SOME I FOUND IN MY JUNK FOLDER — I'M SURE YOU GET LOTS OF THESE TOO.

THE NOTION OF USING AN ALTERNATIVE METHOD, LIKE A SITE VISIT OR A CUSTOMER INTERVIEW, DOESN'T HAVE THE SAME FACE VALIDITY BECAUSE THE SAMPLE SIZE IS COMPARATIVELY SMALL.

BUT SADLY, HAVING A LARGE NUMBER OF RESPONDENTS IN A SURVEY WILL NEVER HELP YOU IF YOU DON'T KNOW THE RIGHT QUESTIONS TO ASK. THAT'S WHERE SITE VISITS AND CUSTOMER INTERVIEWS COME IN.

A close-up photograph of a person's hands writing in a lined notebook with a blue pen. The person is wearing a light-colored shirt. In the background, another person is visible, looking upwards. The scene suggests a focused work or study environment.

SITE VISITS AND CUSTOMER INTERVIEWS ARE A GREAT WAY TO GET INSIGHTS INTO YOUR USERS NEEDS, GOALS AND BEHAVIOURS. BUT THESE AREN'T THE ONLY SOLUTION EITHER.

SITE VISITS AND CUSTOMER INTERVIEWS GIVE YOU SIGNPOSTS, NOT DEFINITIVE ANSWERS. IT'S BOARD BRUSH STUFF, A BIT LIKE THE WEATHER FORECAST. THERE MAY BE SOME PATTERNS IN THE DATA, BUT THESE AREN'T AS USEFUL AS THE CONVERSATION YOU HAVE WITH USERS AND THE THINGS YOU OBSERVE THEM DO. THIS IS BECAUSE A GAP BETWEEN WHAT PEOPLE SAY AND WHAT THEY DO IS OFTEN A DESIGN OPPORTUNITY.

BUT THERE COMES A POINT WHEN YOU NEED TO VALIDATE YOUR FINDINGS FROM SITE VISITS AND CUSTOMER INTERVIEWS.

QUALITATIVE (Observation leads to insights)

	Field studies	Formative usability testing
	Diary studies	
User interviews		Paper prototyping
Focus groups		Eye tracking
OPINIONS & ATTITUDES (What people say)		BEHAVIOURS (What people do)

TRIANGULATION IS THE COMBINATION OF METHODOLOGIES IN THE STUDY OF THE SAME PHENOMENON. QUANTITATIVE DATA TELLS US WHAT PEOPLE ARE DOING. QUALITATIVE DATA TELLS US WHY PEOPLE ARE DOING IT. WITH USER RESEARCH, IT'S BEST TO HAVE A COMBINATION OF QUANTITATIVE AND QUALITATIVE DATA.

rting

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**QUANTITATIVE
(Statistics leads to validation)**

Summative usability testing

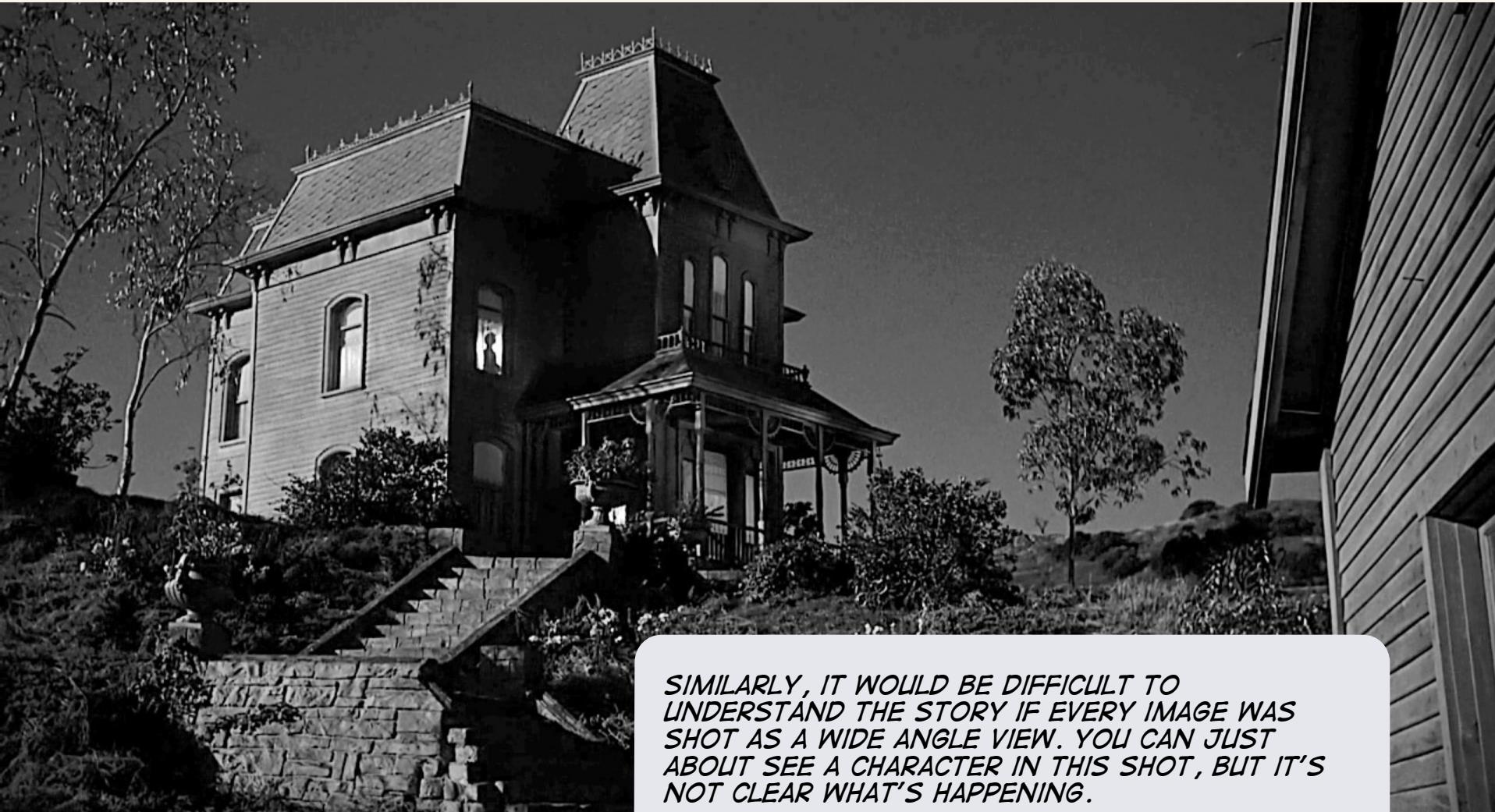
Search logs

Web analytics

A/B testing



TRIANGULATION IS LIKE HAVING DIFFERENT CAMERA ANGLES IN A MOVIE. IT WOULD BE HARD TO UNDERSTAND THE FULL PICTURE OF WHAT IS GOING ON IN "PSYCHO" IF EVERY FRAME WAS SHOT LIKE THIS AS A CLOSE-UP.



SIMILARLY, IT WOULD BE DIFFICULT TO UNDERSTAND THE STORY IF EVERY IMAGE WAS SHOT AS A WIDE ANGLE VIEW. YOU CAN JUST ABOUT SEE A CHARACTER IN THIS SHOT, BUT IT'S NOT CLEAR WHAT'S HAPPENING.

LIKE MOVIES, YOU WANT YOUR RESEARCH TO SHOW THE CLOSE-UPS BUT YOU ALSO WANT TO SEE THE BIGGER PICTURE.

03

Bias

*BIAS MEANS A
SPECIAL INFLUENCE
THAT SWAYS ONE'S
THINKING, ESPECIALLY
IN A WAY CONSIDERED
TO BE UNFAIR.*

USER RESEARCH IS A CONTINUAL FIGHT AGAINST BIAS. THERE ARE THREE MAIN KINDS OF BIAS THAT MATTER IN USER RESEARCH.

Bias



SAMPLING BIAS



METHOD BIAS



RESPONSE BIAS

SAMPLING BIAS OCCURS WHEN YOU DON'T COVER ALL OF THE POPULATION YOU'RE STUDYING.

METHOD BIAS IS WHERE YOU COLLECT DATA USING JUST ONE TYPE OF RESEARCH METHODOLOGY, LIKE SURVEYS.

RESPONSE BIAS IS CAUSED BY THE WAY IN WHICH YOU COLLECT DATA. LET'S LOOK MORE AT THIS.



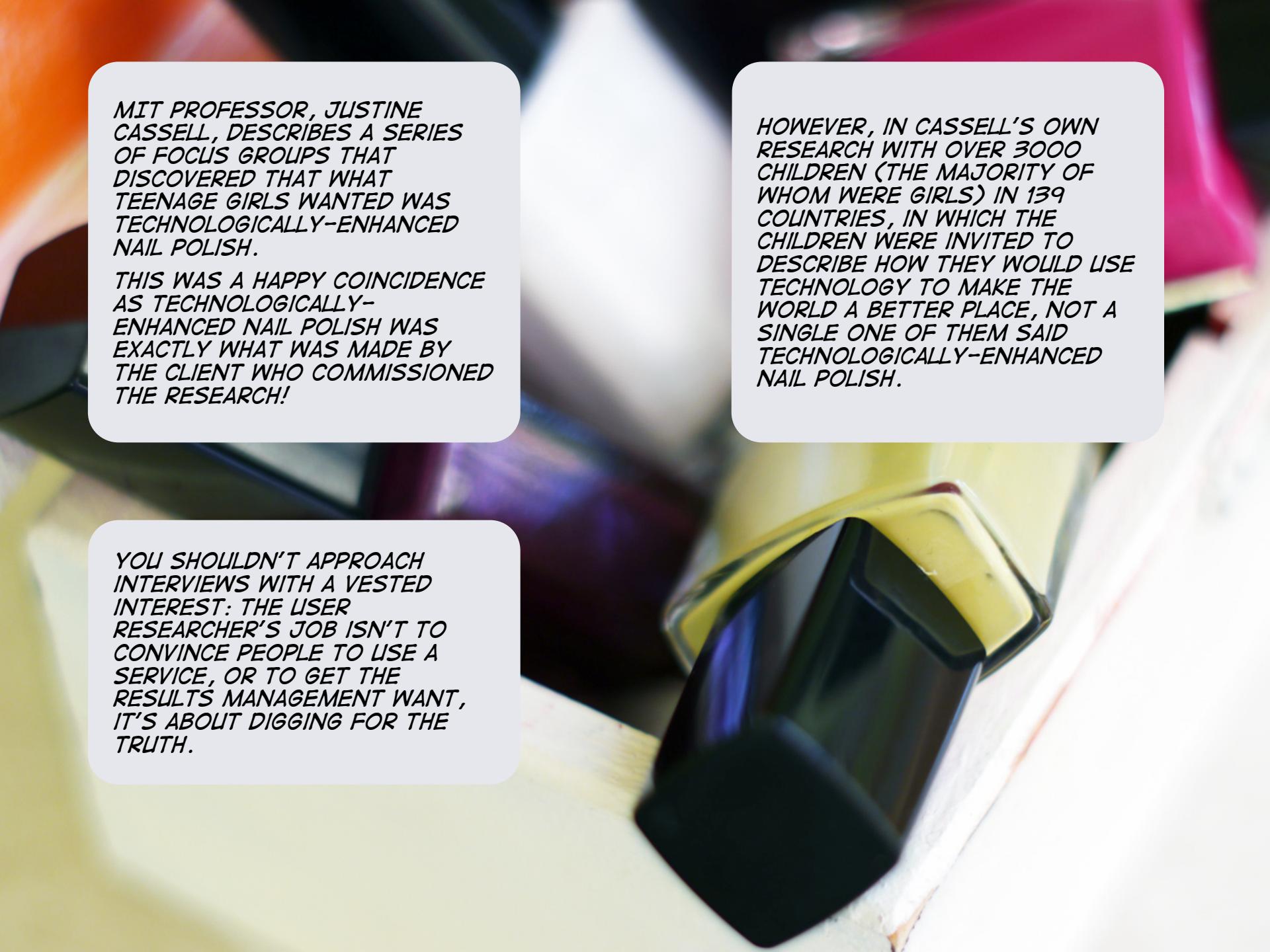
WHAT WOULD BE
THE BEST WAY TO
DESIGN THIS?

HERE ARE SOME "BAD" QUESTIONS. YOU
CAN CORRECT THIS BIAS BY TEACHING
PEOPLE TO ASK THE RIGHT QUESTIONS.



BUT THERE'S AN EVEN
MORE PERNICIOUS TYPE
OF RESPONSE BIAS
THAT'S MUCH HARDER TO
CORRECT.

THIS HAPPENS WHEN THE DESIGN
TEAM CARRY OUT THE RESEARCH AND
FIND THAT PEOPLE DON'T REALLY
HAVE A NEED FOR THE PRODUCT OR
SERVICE, BUT THEY HAD THE
RESULTS FROM MANAGEMENT.



MIT PROFESSOR, JUSTINE CASSELL, DESCRIBES A SERIES OF FOCUS GROUPS THAT DISCOVERED THAT WHAT TEENAGE GIRLS WANTED WAS TECHNOLOGICALLY-ENHANCED NAIL POLISH.

THIS WAS A HAPPY COINCIDENCE AS TECHNOLOGICALLY-ENHANCED NAIL POLISH WAS EXACTLY WHAT WAS MADE BY THE CLIENT WHO COMMISSIONED THE RESEARCH!

HOWEVER, IN CASSELL'S OWN RESEARCH WITH OVER 3000 CHILDREN (THE MAJORITY OF WHOM WERE GIRLS) IN 139 COUNTRIES, IN WHICH THE CHILDREN WERE INVITED TO DESCRIBE HOW THEY WOULD USE TECHNOLOGY TO MAKE THE WORLD A BETTER PLACE, NOT A SINGLE ONE OF THEM SAID TECHNOLOGICALLY-ENHANCED NAIL POLISH.

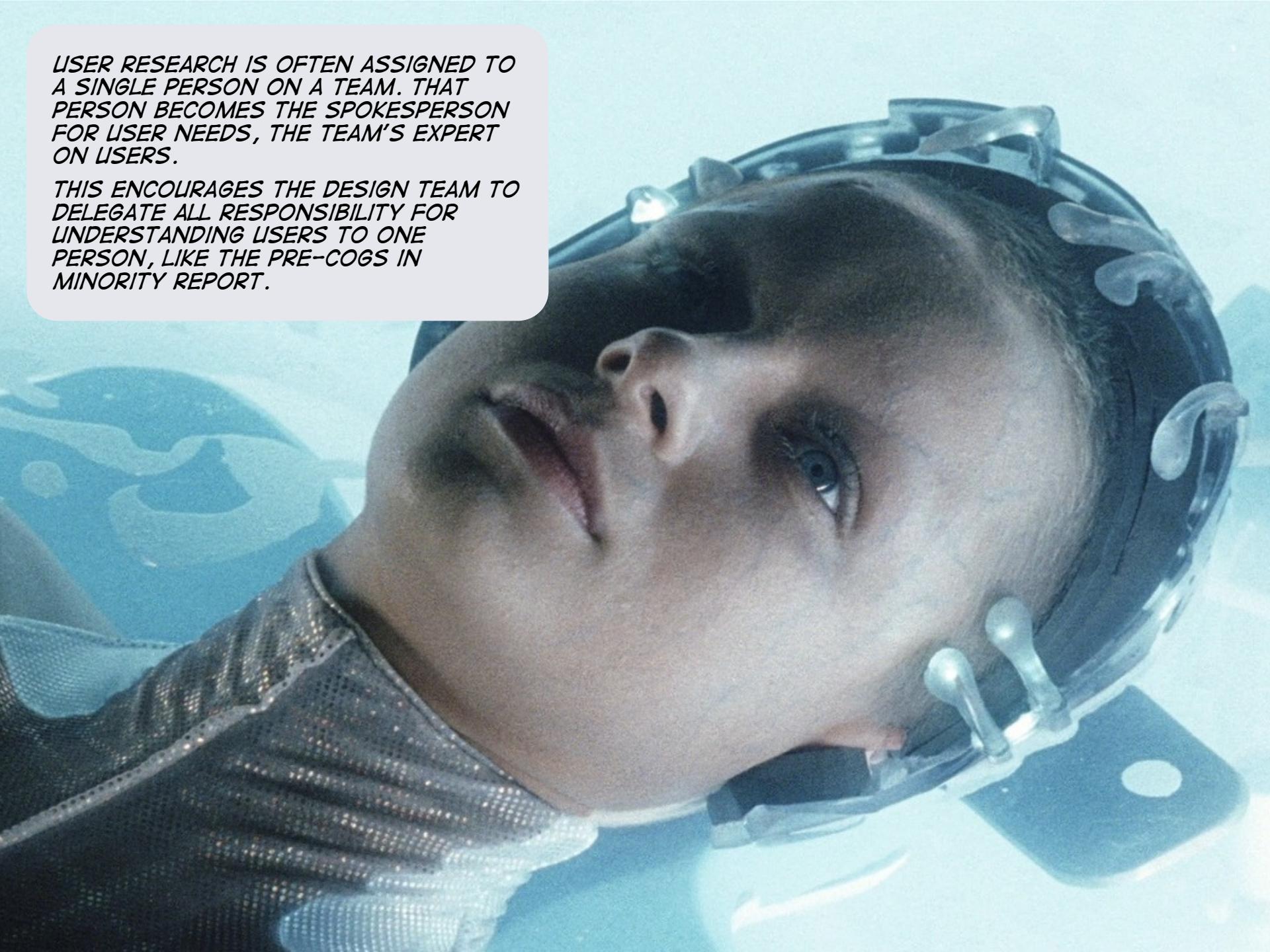
YOU SHOULDN'T APPROACH INTERVIEWS WITH A VESTED INTEREST: THE USER RESEARCHER'S JOB ISN'T TO CONVINCE PEOPLE TO USE A SERVICE, OR TO GET THE RESULTS MANAGEMENT WANT, IT'S ABOUT DIGGING FOR THE TRUTH.

04

Obscurantism

OBSCURANTISM IS THE PRACTICE OF DELIBERATELY PREVENTING THE FULL DETAILS OF SOMETHING FROM BECOMING KNOWN.

THE FORM THIS SIN TAKES IN USER RESEARCH IS KEEPING THE FINDINGS IN THE HEAD OF ONE PERSON.

A close-up photograph of a woman's face, looking slightly upwards and to the right. She is wearing a dark, futuristic headgear with several glowing blue circular lights attached to it. The headgear appears to be a communication or monitoring device. The background is a soft-focus blue.

USER RESEARCH IS OFTEN ASSIGNED TO A SINGLE PERSON ON A TEAM. THAT PERSON BECOMES THE SPOKESPERSON FOR USER NEEDS, THE TEAM'S EXPERT ON USERS.

THIS ENCOURAGES THE DESIGN TEAM TO DELEGATE ALL RESPONSIBILITY FOR UNDERSTANDING USERS TO ONE PERSON, LIKE THE PRE-COGS IN MINORITY REPORT.

CAROLINE JARRETT HAS
CAPTURED IT WELL IN THIS
TWEET.



Caroline Jarrett

@cjforms

+ Follow

User researcher's fallacy: "My job is to learn about users". Truth: "My job is to help my team learn about users". #ux



RETWEETS

53

FAVORITES

45



3:03 AM - 4 Jul 2014

AN EVEN WORSE EXAMPLE IS WHERE YOU DELEGATE YOUR USER RESEARCH TO AN OUTSIDE FIRM. WHEN YOU DO THIS, IT PREVENTS CRITICAL KNOWLEDGE ABOUT USERS FROM BEING EMBEDDED IN THE ORGANISATION.



Design consultancy Adaptive Path has been acquired by Capital One



809
SHARES

1
COMMENT

<http://tnw.to/s3MT>

Save to ▾

Adaptive Path, a user experience and design consulting firm, has announced an unexpected acquisition by Capital One.

Joining a bank seems like an odd fit for Adaptive Path, but Chief Creative Officer Jesse James Garrett described Capital One as:

THERE'S SOME EVIDENCE CLIENTS ARE GETTING THIS. IN THE LAST MONTH, ADAPTIVE PATH HAS BEEN ACQUIRED TO ACT AS AN INTERNAL DESIGN TEAM FOR CAPITAL ONE.

*...re that shares and v...
s us to continue do...
ie helping others do...
e have learned.*

...ame and continue

consulting business will close as it focuses on helping drive user experience



JOSH ONG

2 October '14, 10:10pm

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I'M NOT SAYING THAT THE INDUSTRY IS ABOUT TO COLLAPSE, BUT I DO THINK WE HAVE REACHED "PEAK AGENCY". IN THE NEAR FUTURE, WE'LL SEE A TREND TOWARDS COMPANIES MOVING THEIR UX WORK IN HOUSE.

NUMBER OF
USERS TESTED
SINCE INCEPTION

136

PARTICIPANTS

DAYS ELAPSED
SINCE LAST
USABILITY TEST

4

DAYS

% OF TEAM
OBSERVING A
USER SESSION IN
LAST 6 WEEKS

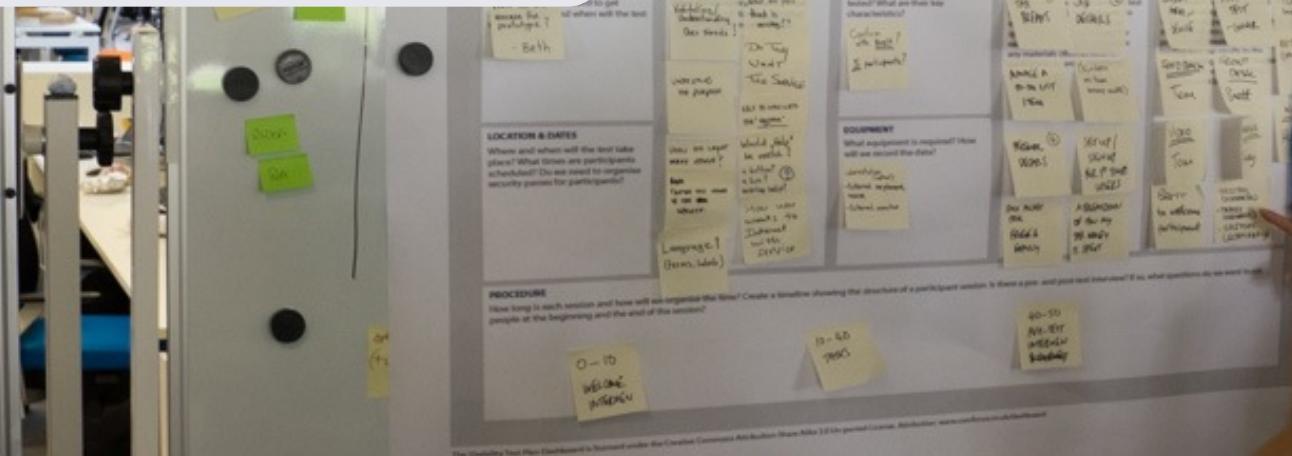
95

PER CENT

ONE WAY YOU CAN PREVENT
THIS SIN ON YOUR OWN
PROJECT IS TO ENCOURAGE
EVERYONE ON THE TEAM TO
GET THEIR "EXPOSURE HOURS".

ANOTHER WAY TO ACHIEVE THIS IS TO GET THE TEAM INVOLVED IN PLANNING THE RESEARCH, CARRYING IT OUT AND ANALYSING THE DATA.

THIS PICTURE SHOWS A TEAM OF DEVELOPERS, BUSINESS ANALYSTS, USER RESEARCHERS, DESIGNERS, EVEN THE SCRUM MASTER PLANNING A USABILITY TEST USING A 1-PAGE USABILITY TEST PLAN DASHBOARD



05

Laziness

LAZINESS IS THE STATE OF BEING UNWILLING TO EXERT ONESELF.

THE FORM THIS TAKES IN USER RESEARCH IS IN RECYCLING OLD RESEARCH DATA AS IF IT'S BOILERPLATE THAT CAN BE CUT AND PASTED INTO A NEW PROJECT.



MY FAVOURITE EXAMPLE OF THIS COMES FROM THE WORLD OF PERSONAS. I'M OFTEN ASKED BY A CLIENT IF THEY CAN RE-USE THEIR PERSONAS ON A NEW PROJECT.

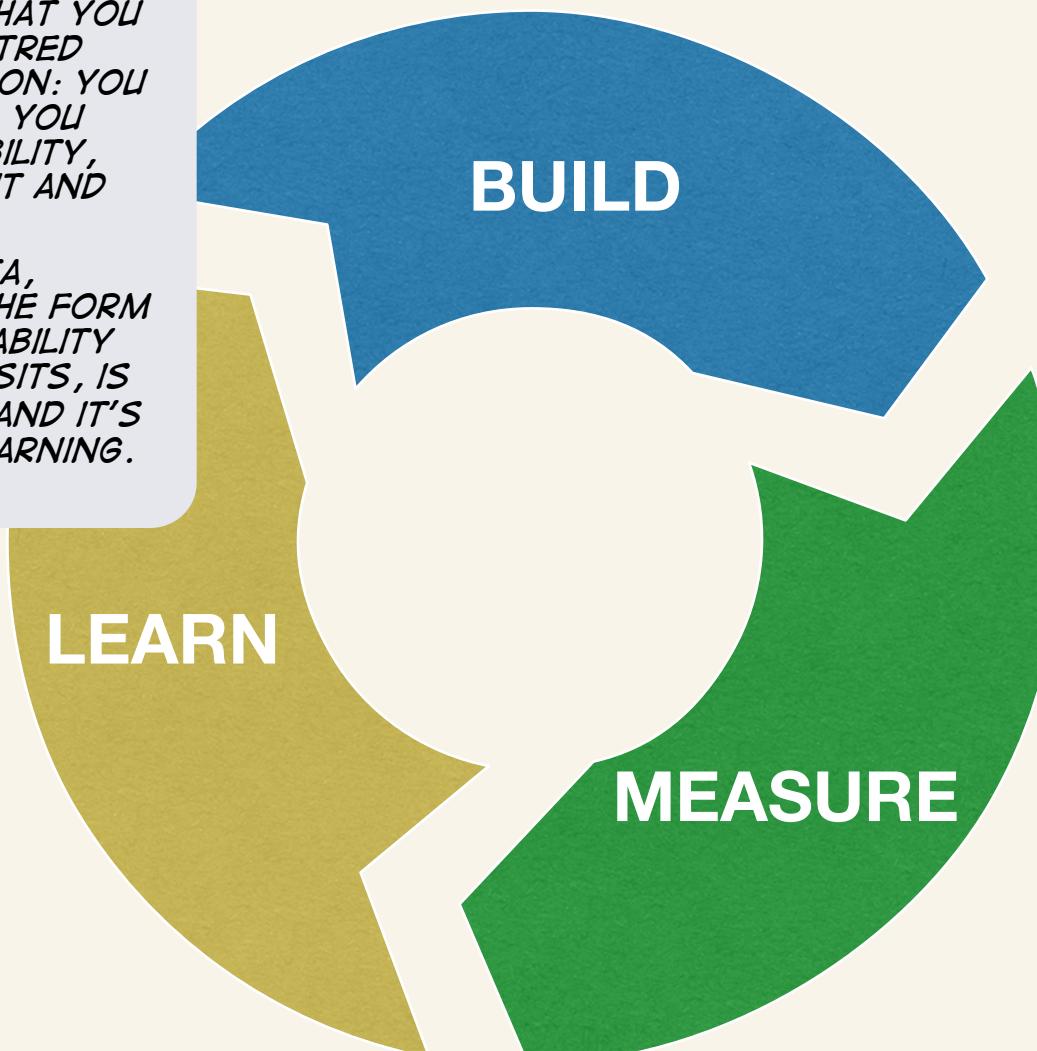
-ADA-
RECEPTIONIST



THIS IDEA SO MISSES THE POINT OF WHAT USER RESEARCH IS ABOUT THAT IT SERVES AS A GOOD EXAMPLE. HERE'S A SECRET MANY PEOPLE DON'T KNOW: YOU DON'T NEED TO CREATE PERSONAS TO BE USER CENTRED.

USER CENTRED DESIGN IS NOT ABOUT PERSONAS. IN FACT, PERSONAS REALLY DON'T MATTER. CREATING PERSONAS SHOULD NEVER BE YOUR GOAL — UNDERSTANDING USER NEEDS SHOULD BE YOUR GOAL.

-ANDRE-
DEVELOPER



WE'VE KNOWN FOR A VERY LONG TIME NOW THAT YOU ACHIEVE USER CENTRED DESIGN BY ITERATION: YOU BUILD SOMETHING, YOU MEASURE ITS USABILITY, YOU LEARN FROM IT AND YOU REDESIGN.

RE-USING OLD DATA, WHETHER IT'S IN THE FORM OF PERSONAS, USABILITY TESTS OR FIELD VISITS, IS NOT ITERATING — AND IT'S CERTAINLY NOT LEARNING.

06

Vagueness

VAGUENESS MEANS NOT CLEARLY OR EXPLICITLY STATED OR EXPRESSED.

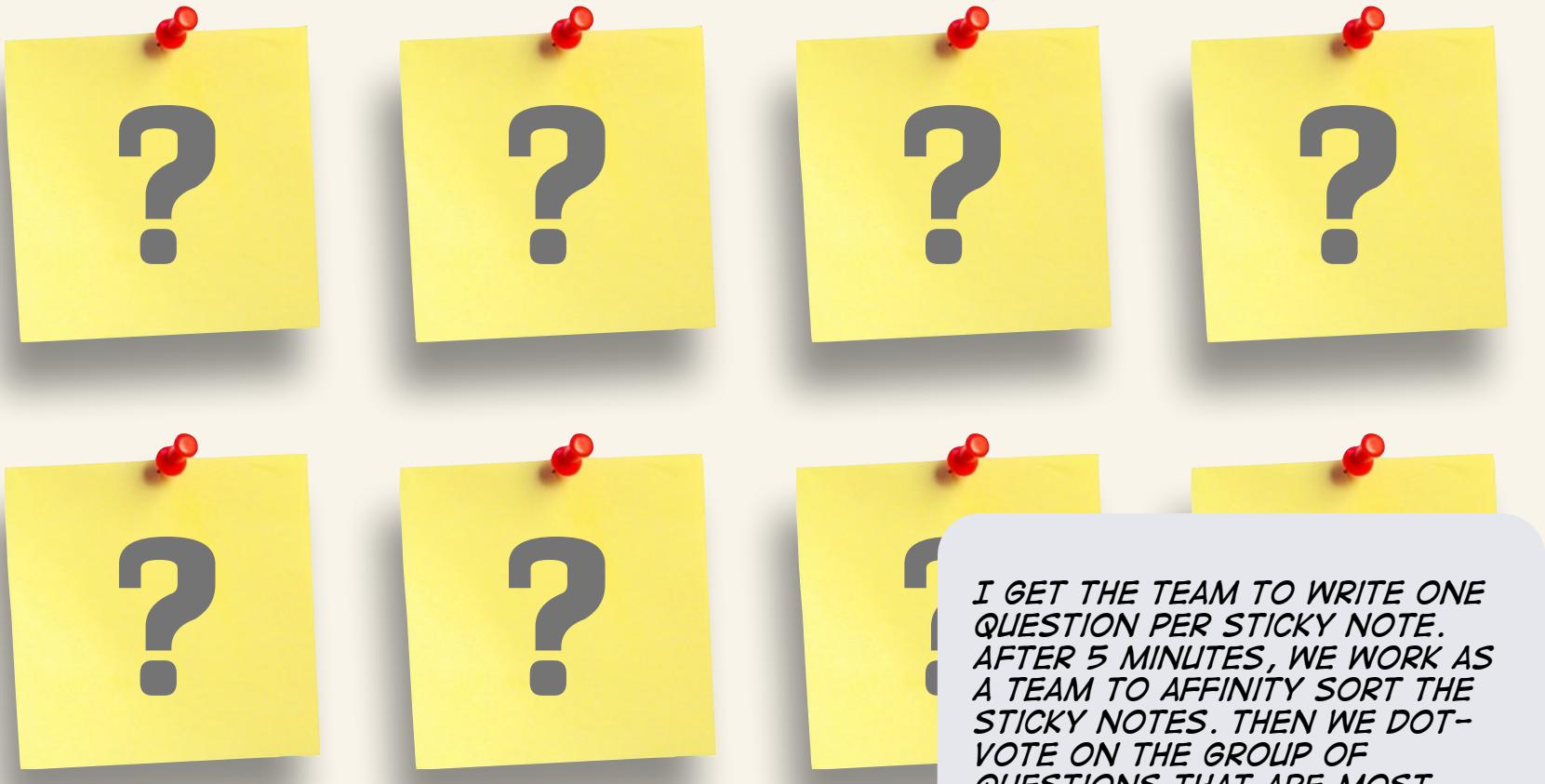
IN TERMS OF USER RESEARCH, I SEE IT WHEN A TEAM FAILS TO FOCUS ON A SINGLE KEY RESEARCH QUESTION AND INSTEAD TRIES TO ANSWER SEVERAL QUESTIONS AT ONCE.

YOU CAN LEARN AN IMPORTANT LESSON ABOUT USER RESEARCH FROM A DISHWASHER.

IF YOU CRAM A LOT IN, NOTHING GETS VERY CLEAN.

HERE ARE TWO EXERCISES YOU CAN DO TO DISCOVER YOUR FOCUS QUESTION.

Imagine that we have an all-knowing, insightful user outside the room who will answer truthfully any question we throw at them. What questions would we ask?



I GET THE TEAM TO WRITE ONE QUESTION PER STICKY NOTE. AFTER 5 MINUTES, WE WORK AS A TEAM TO AFFINITY SORT THE STICKY NOTES. THEN WE DOT-VOTE ON THE GROUP OF QUESTIONS THAT ARE MOST URGENT TO ANSWER.

The Premortem

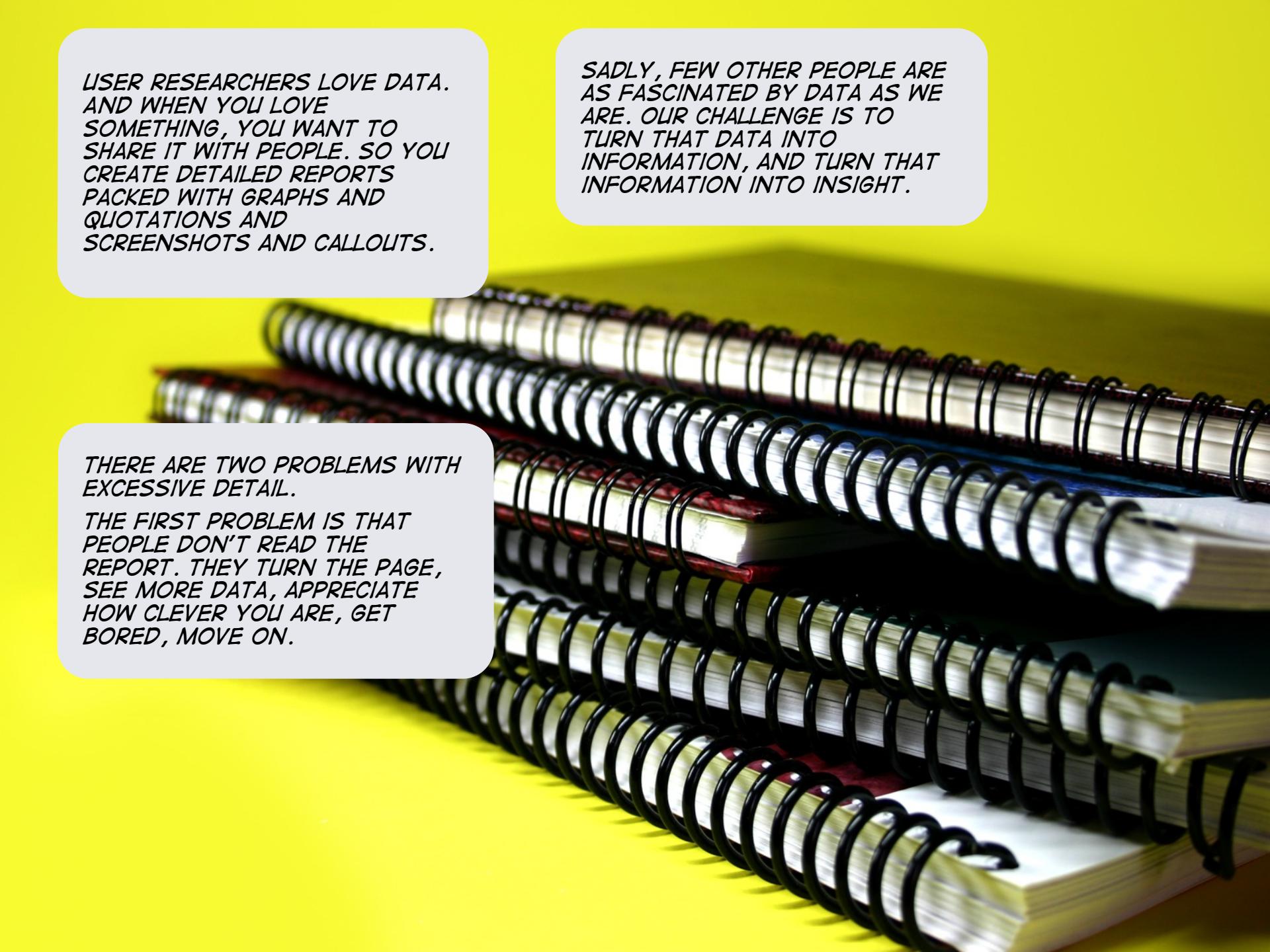
*IMAGINE A FUTURE IN WHICH
THE PRODUCT OR SERVICE YOU
ARE WORKING ON RIGHT NOW IS
AN ABJECT FAILURE. WHY DID
THE PRODUCT OR SERVICE FAIL?*

07

Hubris

HUBRIS MEANS EXTREME PRIDE OR SELF-CONFIDENCE.

IN USER RESEARCH, IT TAKES THE FORM OF TAKING UNDUE PRIDE IN YOUR REPORTS. ALL USER RESEARCHERS SUFFER FROM THIS TO SOME EXTENT, BUT THOSE WITH PHDS ARE THE WORST. AND I SAY THAT AS SOMEONE WITH A PHD.

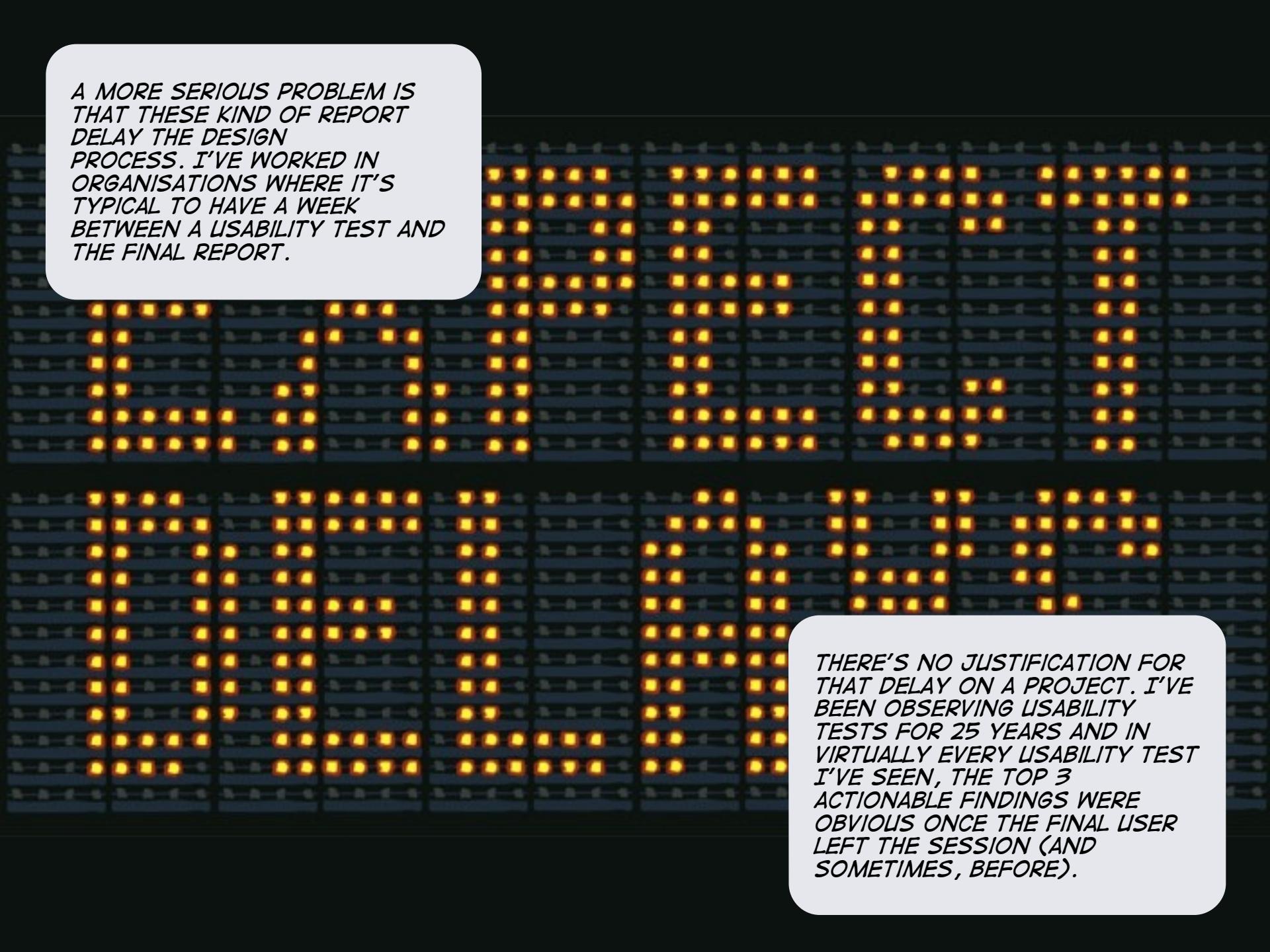
The background of the image is a bright yellow surface. In the foreground, there is a stack of several spiral-bound notebooks. The spines of the notebooks are visible, showing various colors like black, white, and red. The spiral rings are made of metal and are visible along the edges of the pages.

USER RESEARCHERS LOVE DATA. AND WHEN YOU LOVE SOMETHING, YOU WANT TO SHARE IT WITH PEOPLE. SO YOU CREATE DETAILED REPORTS PACKED WITH GRAPHS AND QUOTATIONS AND SCREENSHOTS AND CALLOUTS.

SADLY, FEW OTHER PEOPLE ARE AS FASCINATED BY DATA AS WE ARE. OUR CHALLENGE IS TO TURN THAT DATA INTO INFORMATION, AND TURN THAT INFORMATION INTO INSIGHT.

THERE ARE TWO PROBLEMS WITH EXCESSIVE DETAIL.

THE FIRST PROBLEM IS THAT PEOPLE DON'T READ THE REPORT. THEY TURN THE PAGE, SEE MORE DATA, APPRECIATE HOW CLEVER YOU ARE, GET BORED, MOVE ON.

A large server rack filled with blue server units, each featuring a grid of small orange LED lights. The lights are illuminated in various patterns across the entire surface of the rack.

A MORE SERIOUS PROBLEM IS THAT THESE KIND OF REPORT DELAY THE DESIGN PROCESS. I'VE WORKED IN ORGANISATIONS WHERE IT'S TYPICAL TO HAVE A WEEK BETWEEN A USABILITY TEST AND THE FINAL REPORT.

THERE'S NO JUSTIFICATION FOR THAT DELAY ON A PROJECT. I'VE BEEN OBSERVING USABILITY TESTS FOR 25 YEARS AND IN VIRTUALLY EVERY USABILITY TEST I'VE SEEN, THE TOP 3 ACTIONABLE FINDINGS WERE OBVIOUS ONCE THE FINAL USER LEFT THE SESSION (AND SOMETIMES, BEFORE).

Information radiators

INSTEAD, YOU NEED TO CREATE INFORMATION RADIATORS TO GET TEAMS UNDERSTANDING THE DATA SO THEY CAN TAKE ACTION ON IT. AS A GENERAL RULE, IF PEOPLE NEED TO TURN THE PAGE, IT'S TOO LONG. SO ASK YOURSELF: HOW CAN WE CAPTURE THE RESULTS IN A SINGLE GLANCE?

Personas

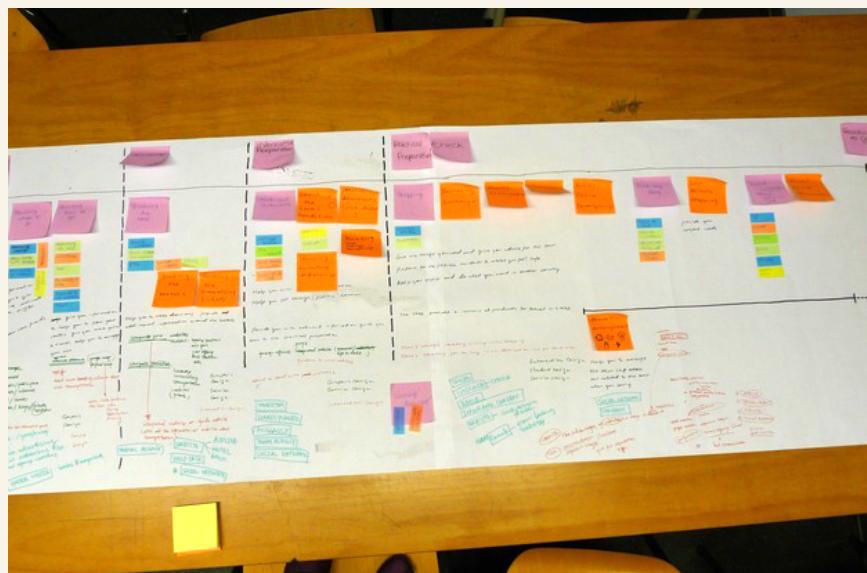
Usability dashboards

User journey maps

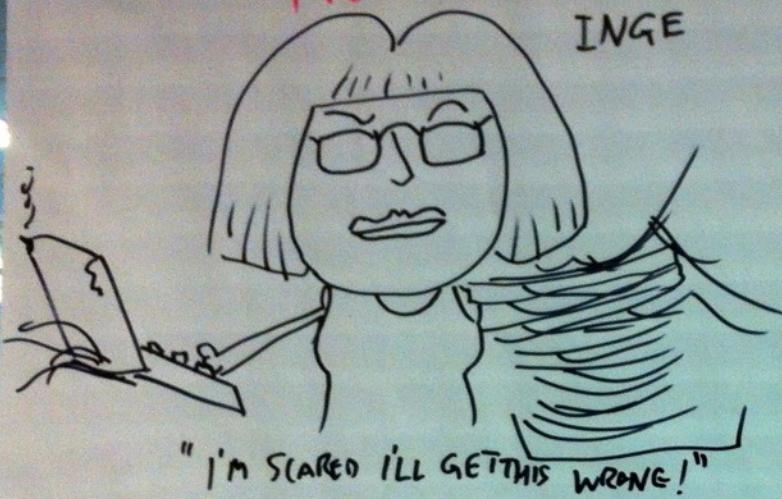
Usability Test Infographic



HERE'S SOME EXAMPLES OF JOURNEY MAPS I'VE CULLED FROM A WEB SEARCH. THE POINT I WANT TO MAKE HERE IS THAT THESE ARE WORKING DOCUMENTS — THEY HAVEN'T BEEN PERFECTLY FINISHED.



PICTURE



ADMINISTRATOR

BEHAVIOURS

PRESSED
BY
BOSS

CHASES
PEOPLE
UP

DRIVEN
BY
DEADLINES

COMPLAINS
ABOUT LITTLE
THINGS

MAIN
CONT
LIS

OR A PERSONA.
PERSONAS DON'T NEED
TO BE BEAUTIFUL. THINK
OF THEM AS DESIGN
TOOLS TO TEST YOUR
HYPOTHESES.

FACTS

LIKES DAY
JOB, BUT
FORCED TO BE
ADMINISTRATOR

REPORTING
MANAGER

SALARY
28000£

33

LIKES
SOCIALISING
TWICE A
WEEK

NEEDS & GOALS

WANTS
MORE
AUTOMATION
OF HER JOB

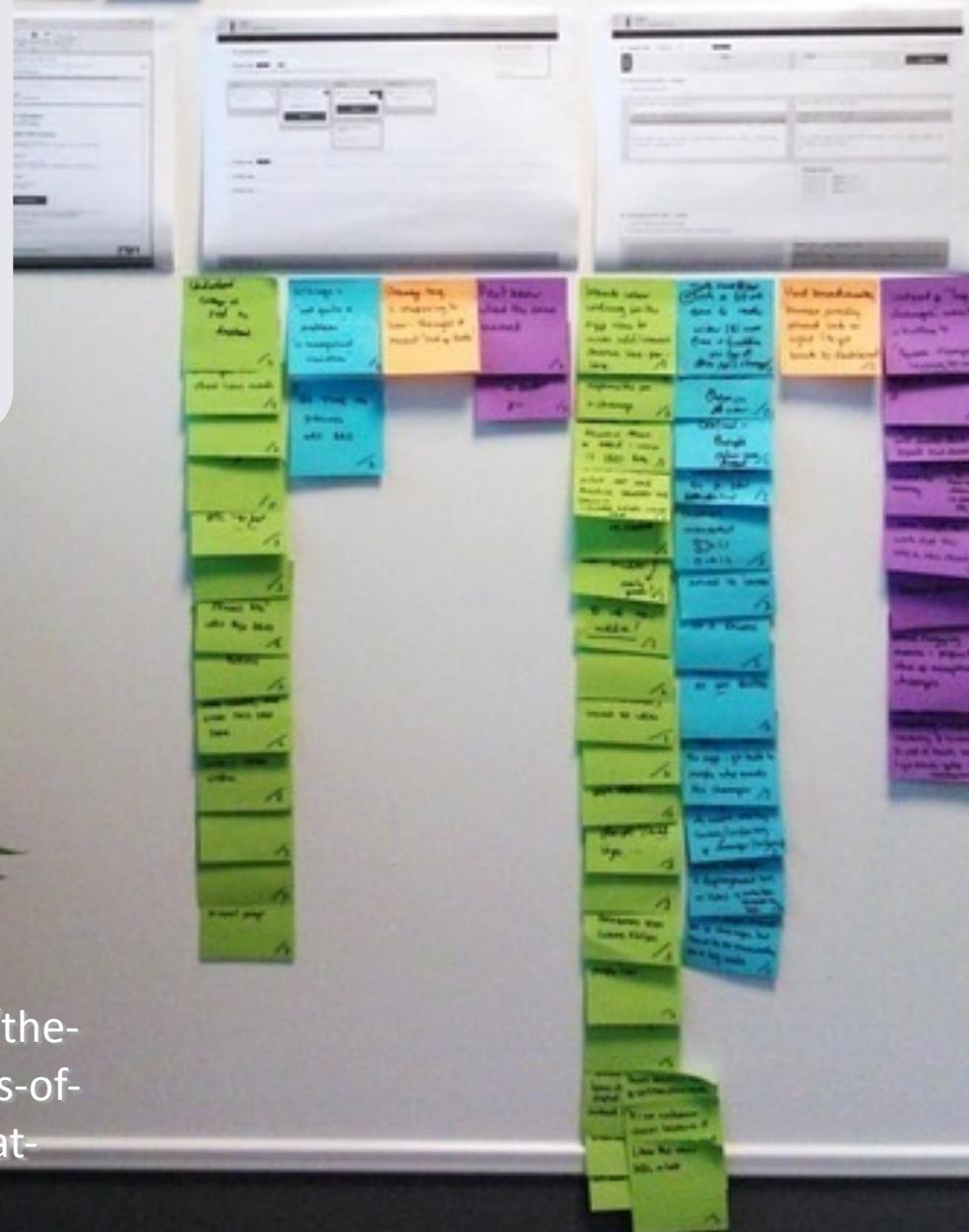
HOPES FOR
MINIMAL
ADMIN

WANTS STUFF
DONE ON
TIME
(OTHER USERS)

WOULD LIKE
ADVANCE
NOTICE OF
CHANGES

NEEDS
BETTER
DATA
QUALITY

OR IN THIS EXAMPLE OF A USABILITY DASHBOARD FROM RED GATE SOFTWARE, THEY HAVE SIMPLY LISTED THE PROBLEMS ON STICKY NOTES BELOW THE SCREEN THEY APPLY TO. AT A GLANCE YOU GET TO SEE THE PROBLEMATIC AREAS THAT NEED TO BE FIXED.



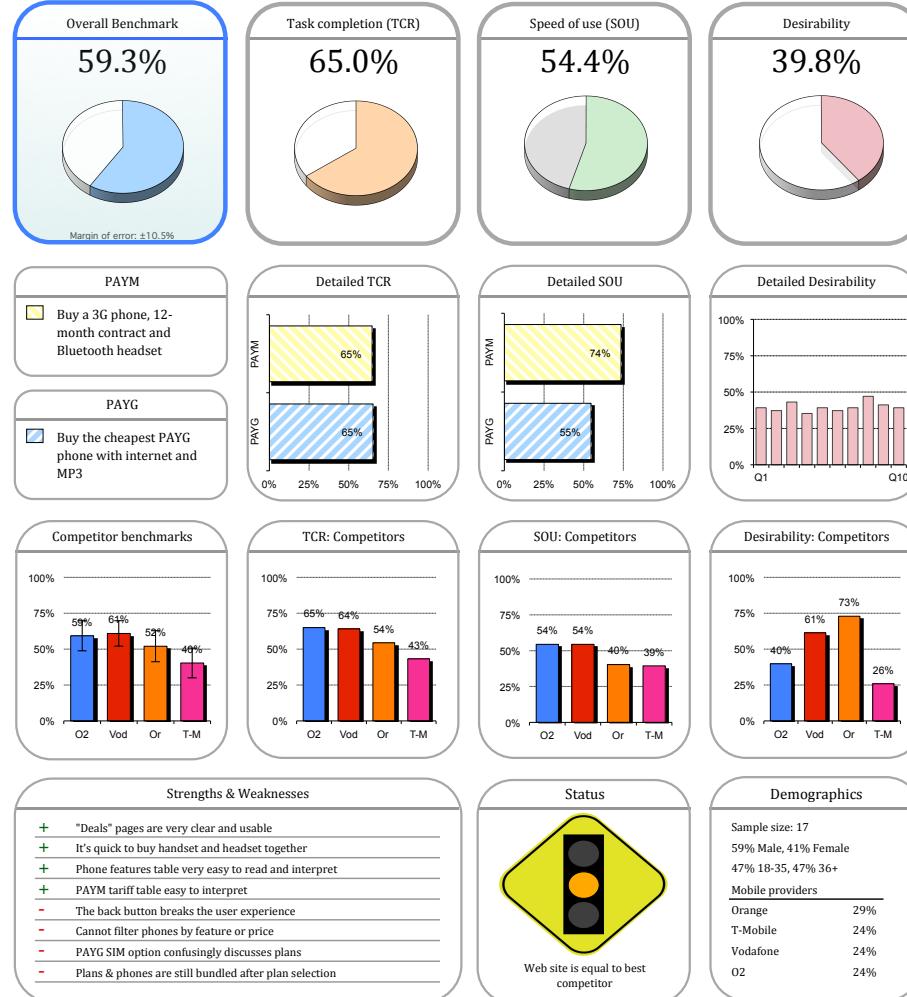
<http://blog.red-gate.com/the-unexpected-consequences-of-compiling-user-feedback-at-collection/>

ALTHOUGH THIS LOOKS A BIT MORE SWISH, THIS REPORT TOOK ABOUT 10 MINUTES TO CREATE. IT'S BASED ON AN EXCEL TEMPLATE WHERE WE ENTER THE KEY RESULTS FROM THE SESSION AND HEY PRESTO IT'S READY FOR RELEASE. THERE'S ZERO DELAY BETWEEN RUNNING THE TEST AND PUSHING THE BUTTON TO SHARE THE RESULTS.



Web Usability Dashboard

This report compares the usability of O2.co.uk with three competitors
Report date: 20th Sept 2014. Test date: 11th-15th Sept 2014.



For more details about the data in this report, contact David Travis • david.travis@userfocus.co.uk • Design © Userfocus 2014

AS I'VE REVIEWED THESE SINS, YOU MAY HAVE NOTICED THAT MANY OF THEM APPEAR TO HAVE A COMMON CAUSE: THE ROOT CAUSE IS AN ORGANISATIONAL CULTURE THAT CAN'T DISTINGUISH GOOD USER RESEARCH FROM BAD USER RESEARCH.

COMPANIES SAY THEY THEY VALUE GREAT DESIGN. BUT THEY ASSUME THAT TO DO GREAT DESIGN THEY NEED A ROCK STAR DESIGNER.

Dogmatism

03

Bias

04

Obscurantism

f Use

BUT GREAT DESIGN DOESN'T LIVE INSIDE DESIGNERS. IT LIVES INSIDE YOUR USERS' HEADS. YOU GET INSIDE YOUR USERS HEADS BY DOING GOOD USER RESEARCH: RESEARCH THAT PROVIDES ACTIONABLE AND TESTABLE INSIGHTS INTO USERS' NEEDS.

GREAT DESIGN IS A SYMPTOM. IT'S A SYMPTOM OF A CULTURE THAT VALUES USER CENTRED DESIGN.

06

Vagueness

07

H

AND BAD DESIGN IS A SYMPTOM TOO. IT'S A SYMPTOM OF AN ORGANISATION THAT CAN'T DISTINGUISH GOOD USER RESEARCH FROM BAD USER RESEARCH.

AND PERHAPS THAT'S THE DEADLIEST SIN OF THEM ALL.

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