



KIROLOS ADEL

UX HEAD

- FREELANCE GRAPHIC DESIGNER
- BRANDING DESIGNER
- MOTION GRAPHIC DESIGNER
- PRODUCT DESIGNER 2020-NOW

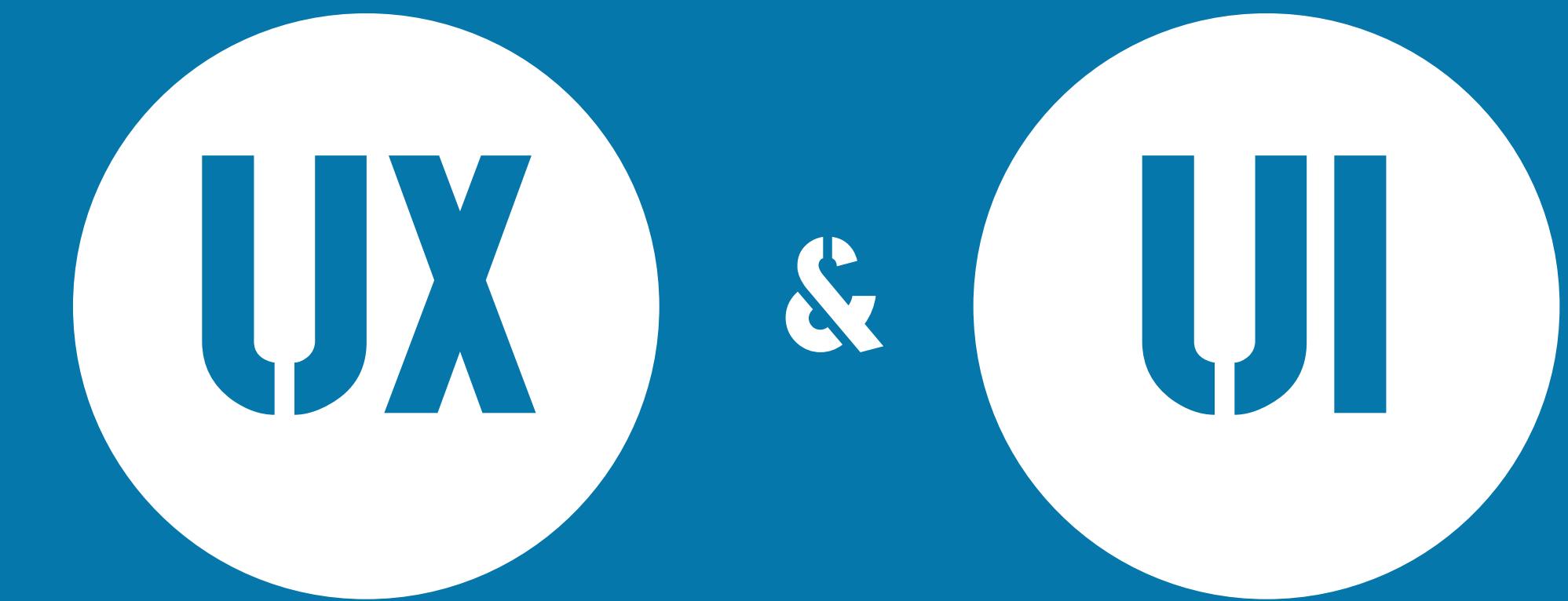


ESLAM MOHAMED

UX VICE

- UI / UX DESIGNER
- +1 YEAR EXPERIENCE
- USED FIGMA & ADOBE XD
- WORK AS UXD FROM 2021

Always remember that what you do is لله رب العالمين



DESIGN

Section one

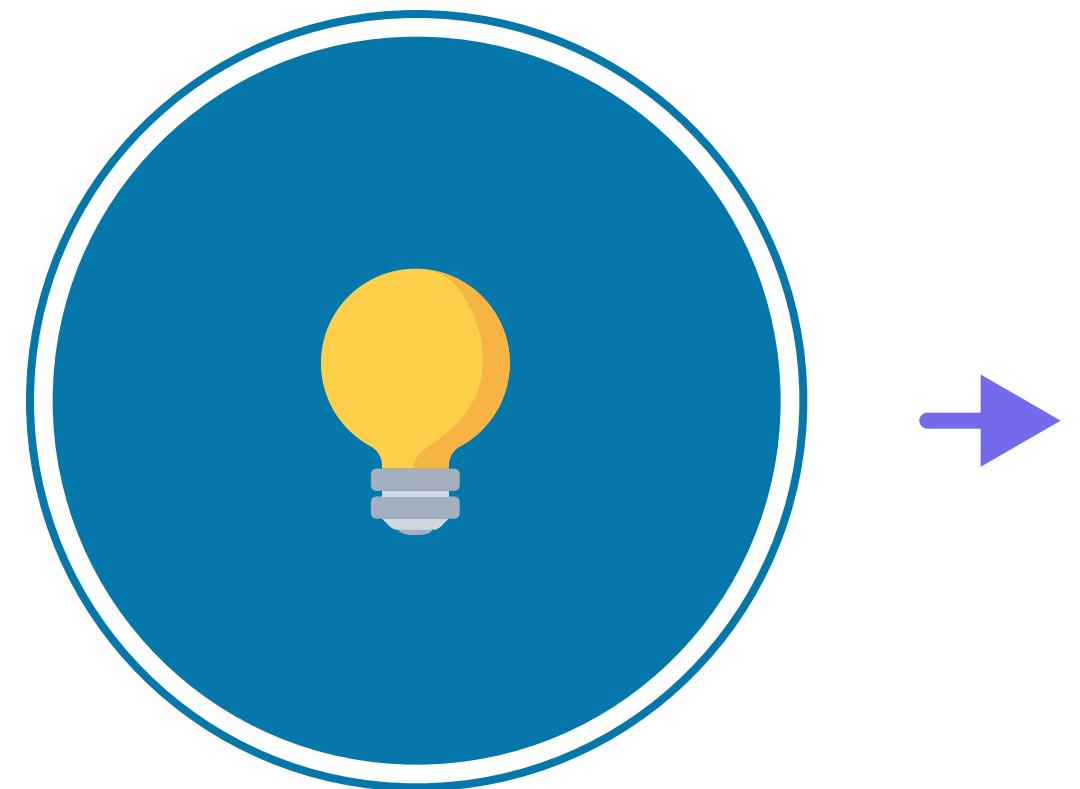
UX Process

Section one

UX Process

Day 1

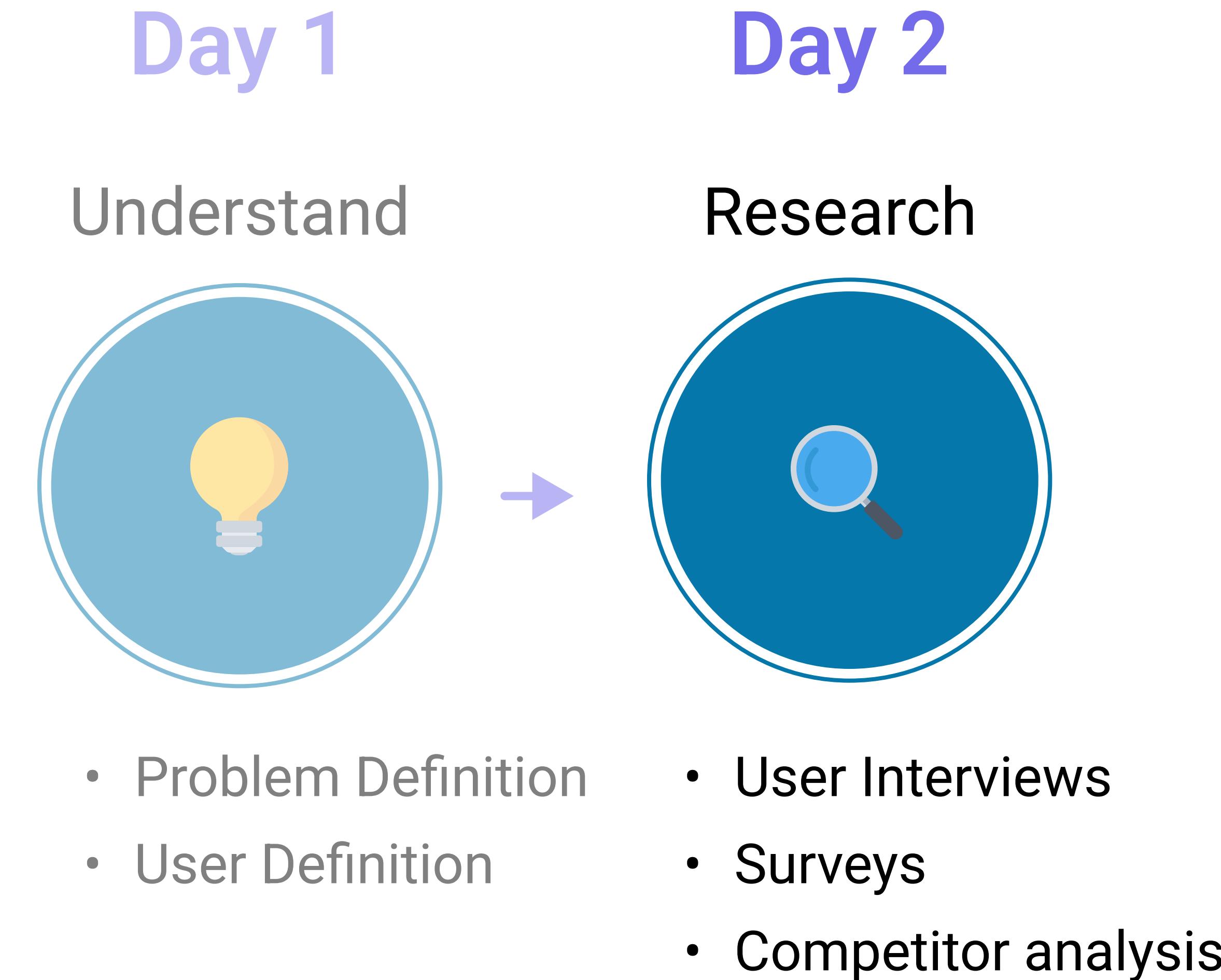
Understand



- Problem Definition
- User Definition

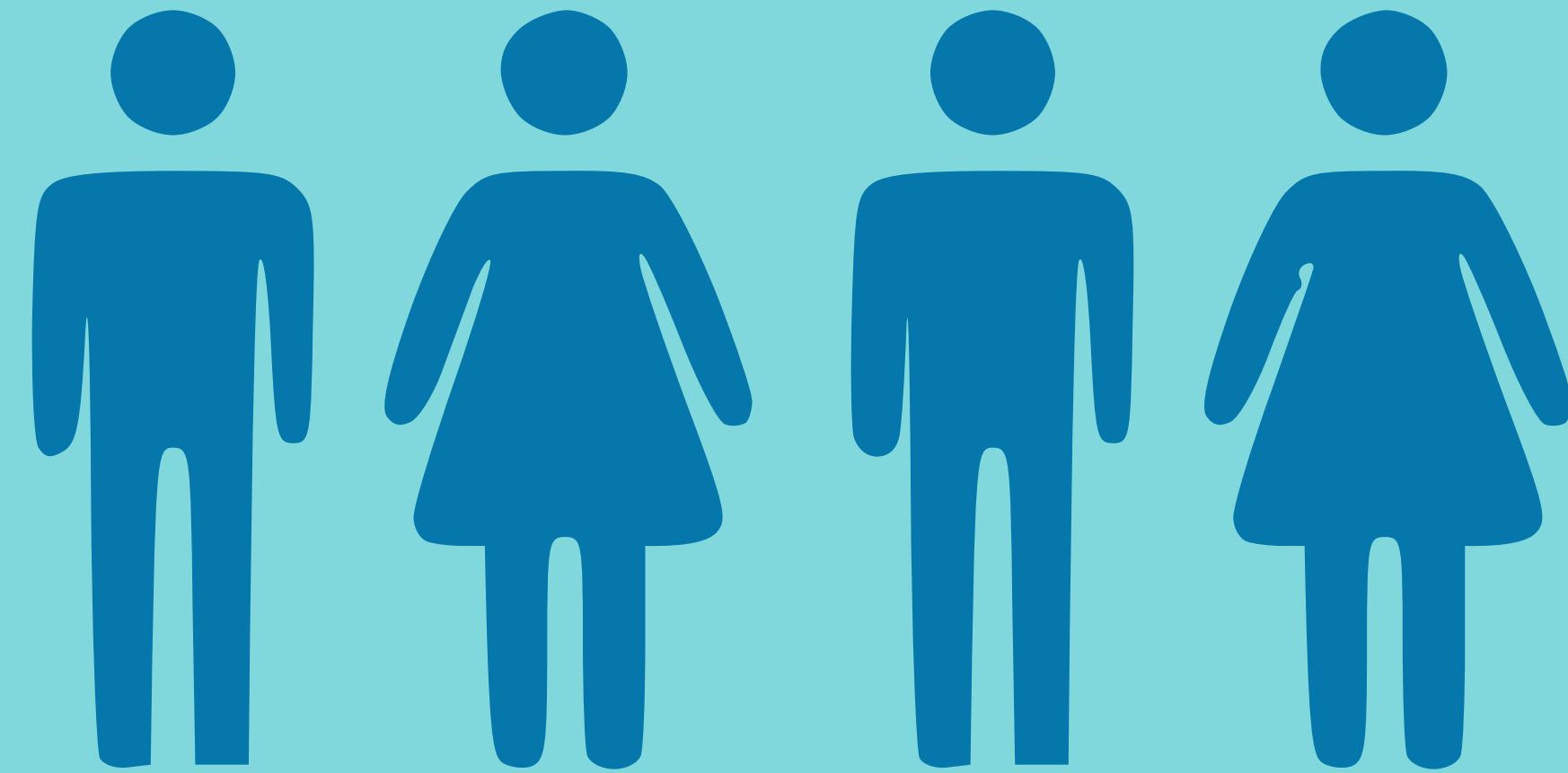
UX Process

Section one



★ AGENDA

- ▲ What Is User Research And Why Is It Necessary ? 01
- ▷ UX Research Methods 02
- ₩ User Interviews 03
- ▶ Surveys 04
- ★ Competitor analysis 05
- ⌚ Questions 07



PEOPLE IGNORE DESIGN
THAT IGNORES PEOPLE.

FRANK CHIMERO



► WHAT IS UX RESEARCH ?

IT IS THE PROCESS OF COLLECTING INFORMATION ABOUT USERS USING DIFFERENT RESEARCH METHODS AND ANALYZING IT INTO CONCLUSIONS AND RESULTS THAT HELP IN MAKING DECISIONS ABOUT DESIGNING THE PRODUCT OR SERVICE THAT WE ARE WORKING TO PROVIDE TO THEM.



LET'S EXPLORE TWO KEY TERMS
YOU'LL ENCOUNTER WHEN
CONDUCTING USER RESEARCH:
QUANTITATIVE AND
QUALITATIVE



Qualitative



Quantitative

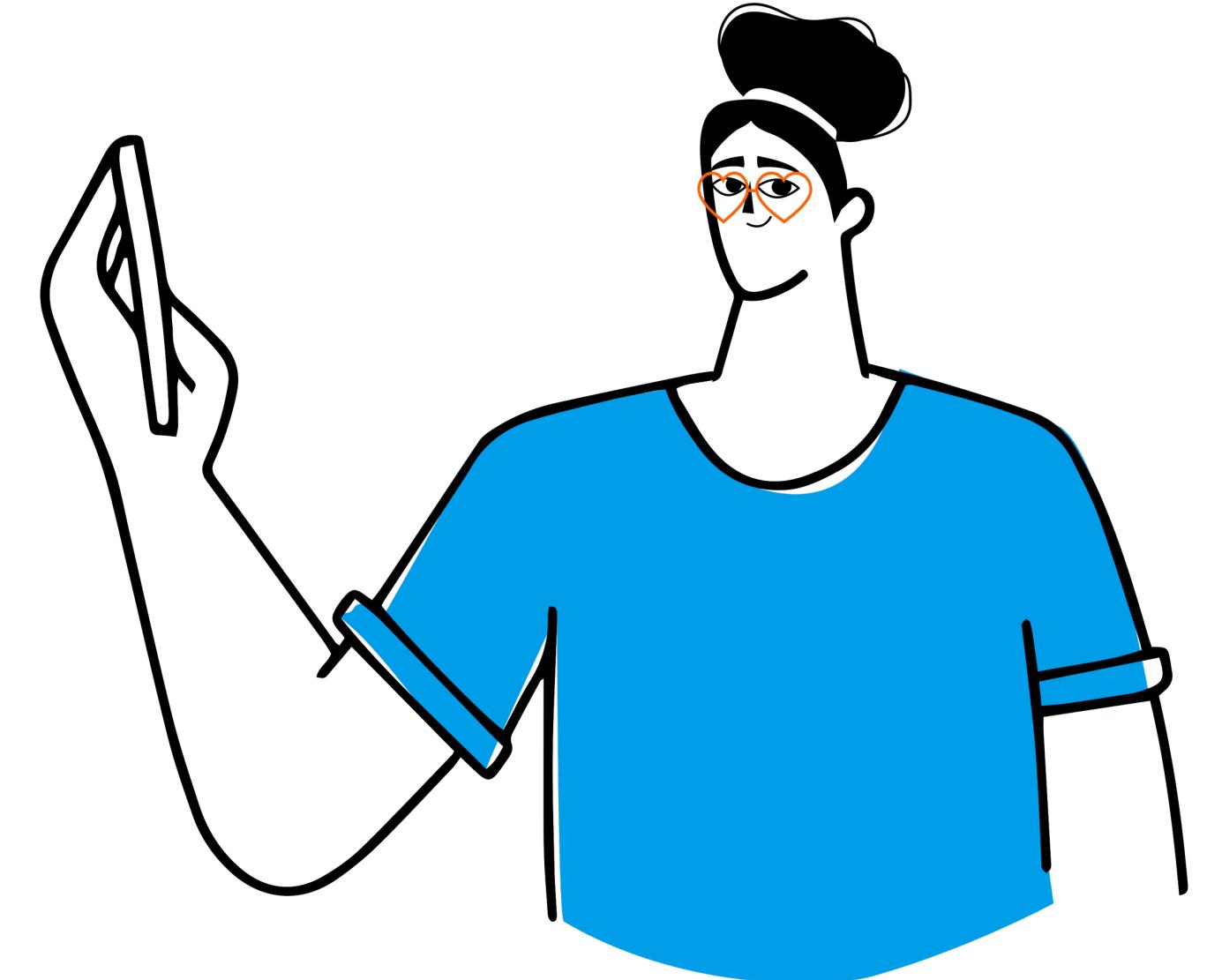
▲ QUANTITATIVE RESEARCH

QUANTITATIVE RESEARCH IS ANY RESEARCH THAT CAN BE MEASURED **NUMERICALLY**. IT ANSWERS QUESTIONS SUCH AS "**HOW MANY PEOPLE CLICKED HERE**" OR "**WHAT PERCENTAGE OF USERS ARE ABLE TO FIND THE CALL TO ACTION?**"

IT'S VALUABLE IN UNDERSTANDING STATISTICAL LIKELIHOODS AND WHAT IS HAPPENING ON A SITE OR IN AN APP.

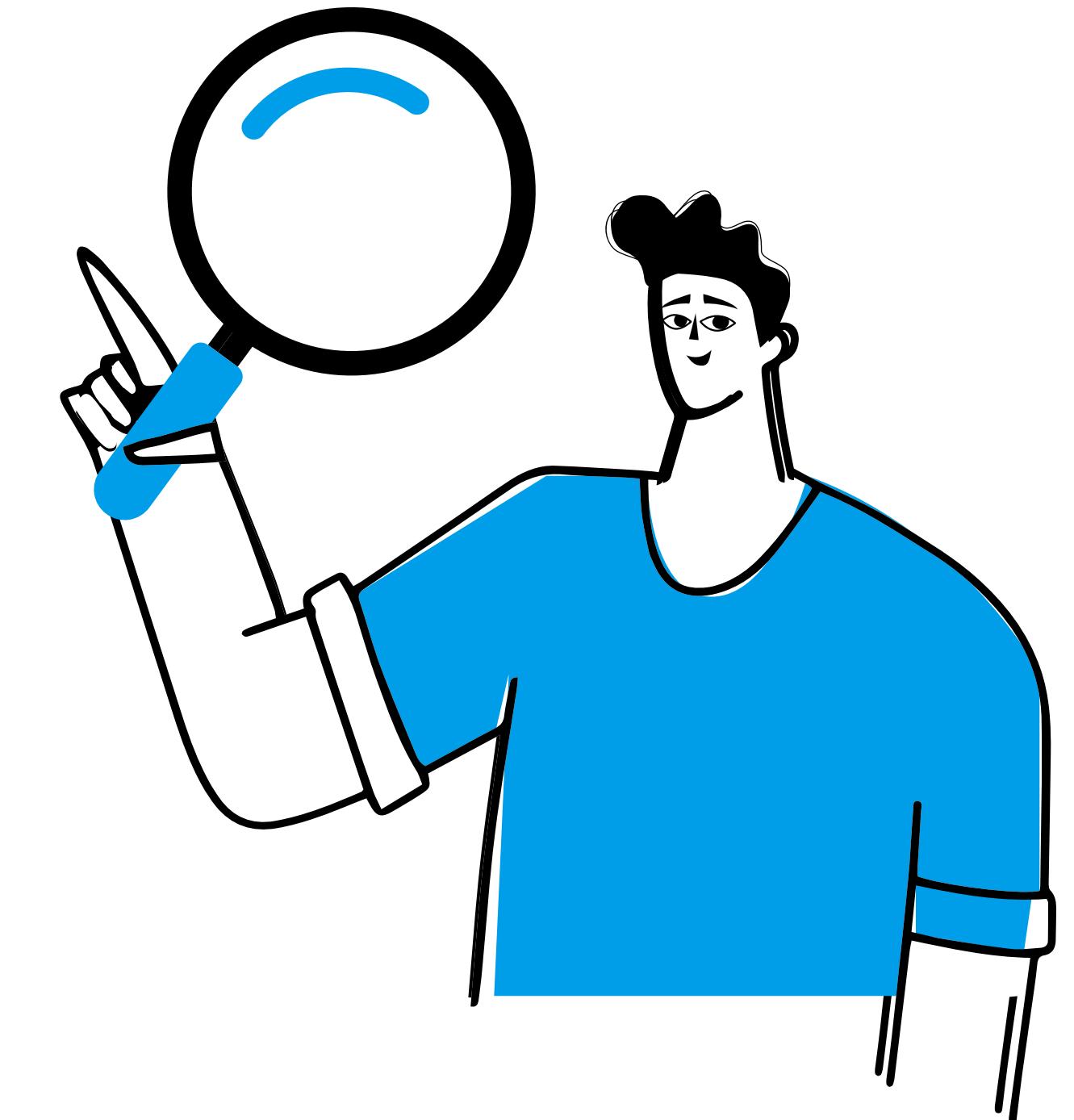
Quantitative data can be collected using either of the following:

- Surveys



QUALITATIVE RESEARCH

QUALITATIVE RESEARCH IS SOMETIMES CALLED "SOFT" RESEARCH. IT ANSWERS QUESTIONS LIKE "WHY DIDN'T PEOPLE SEE THE CALL TO ACTION" AND "WHAT ELSE DID PEOPLE NOTICE ON THE PAGE?" AND OFTEN TAKES THE FORM OF INTERVIEWS OR CONVERSATIONS. QUALITATIVE RESEARCH HELPS US UNDERSTAND WHY PEOPLE DO THE THINGS THEY DO



Qualitative data can be collected using either of the following:

- one-on-one Interviews

WHAT IS THE PURPOSE OF UX RESEARCH?



▲ THE PURPOSE OF USER RESEARCH

- HELP YOU IDENTIFY THE USER PROBLEM YOU NEED TO SOLVE
- BUILD UP A CLEAR PICTURE OF WHO YOUR USERS ARE AND WHAT THEY EXPECT FROM A GIVEN EXPERIENCE
- VALIDATE OR INVALIDATE YOUR ASSUMPTIONS.



ULTIMATELY, UX RESEARCH WILL KEEP YOU FOCUSED
ON THE MOST IMPORTANT PERSON: YOUR USER!

WHY IS IT NECESSARY TO CONDUCT USER RESEARCH?



▲ WHY IS IT NECESSARY TO CONDUCT USER RESEARCH?

WITHOUT UX RESEARCH, YOU'RE ESSENTIALLY BASING YOUR DESIGNS ON ASSUMPTIONS AND **GUESSWORK**. IF YOU DON'T TAKE THE TIME TO ENGAGE WITH REAL USERS, YOU CAN'T POSSIBLY KNOW WHAT NEEDS AND PAIN-POINTS YOUR DESIGN SHOULD ADDRESS.

THE CHANCES ARE, YOU'LL SPEND TIME AND MONEY DEVELOPING A PRODUCT THAT, WHEN LAUNCHED, HAS LOADS OF USABILITY ISSUES AND DESIGN FLAWS, OR SIMPLY DOESN'T MEET A REAL USER NEED. UX RESEARCH ENABLES YOU TO UNCOVER SUCH ISSUES EARLY ON, SAVING YOU TIME, MONEY, AND LOTS OF FRUSTRATION!





**THE MORAL OF THE STORY IS SIMPLE: YOU
CAN'T DESIGN A SUCCESSFUL PRODUCT
WITHOUT USER RESEARCH.**

**TAKE THE QUIZ BELOW TO MAKE SURE YOU'VE LEARNED ALL THE
IMPORTANT INFORMATION—AND THAT IT REALLY STICKS!**

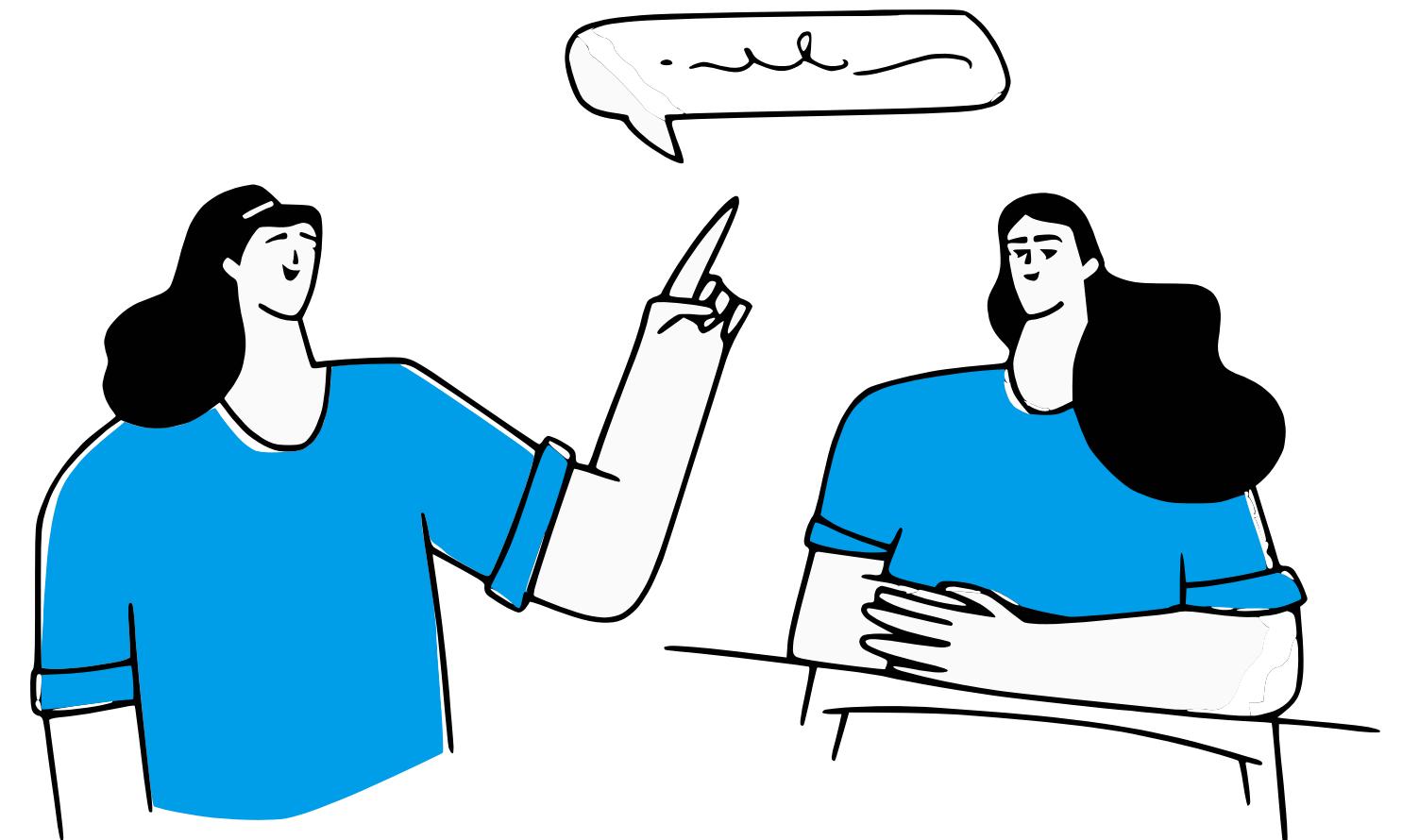
TEST YOUR KNOWLEDGE

USER INTERVIEWS



► WHAT IS USER INTERVIEWS ?

A USER INTERVIEW IS USUALLY A ONE-TO-ONE SESSION DURING WHICH YOU ASK THE USER QUESTIONS AND RECORD OR NOTE DOWN THEIR ANSWERS. WITHIN THE CONTEXT OF UX RESEARCH, USER INTERVIEWS ARE MORE THAN JUST A CASUAL CONVERSATION; YOU'LL NEED TO HAVE A CLEAR OBJECTIVE IN MIND AND ASK A CAREFULLY PREPARED SET OF QUESTIONS.





STEP-BY-STEP GUIDE TO USER INTERVIEWS

WHEN IT COMES TO USER INTERVIEWS, THERE ARE
FOUR KEY ELEMENTS TO CONSIDER:

1. SET GOALS AND OBJECTIVES
2. RECRUIT INTERVIEW PARTICIPANTS
3. CHOOSE YOUR LOCATION
4. WRITE YOUR INTERVIEW QUESTIONS

▲ SET GOALS AND OBJECTIVES

WHAT DO YOU HOPE TO LEARN FROM THE INTERVIEWS ?

SPEAK TO A PRODUCT STAKEHOLDER AND FIND OUT

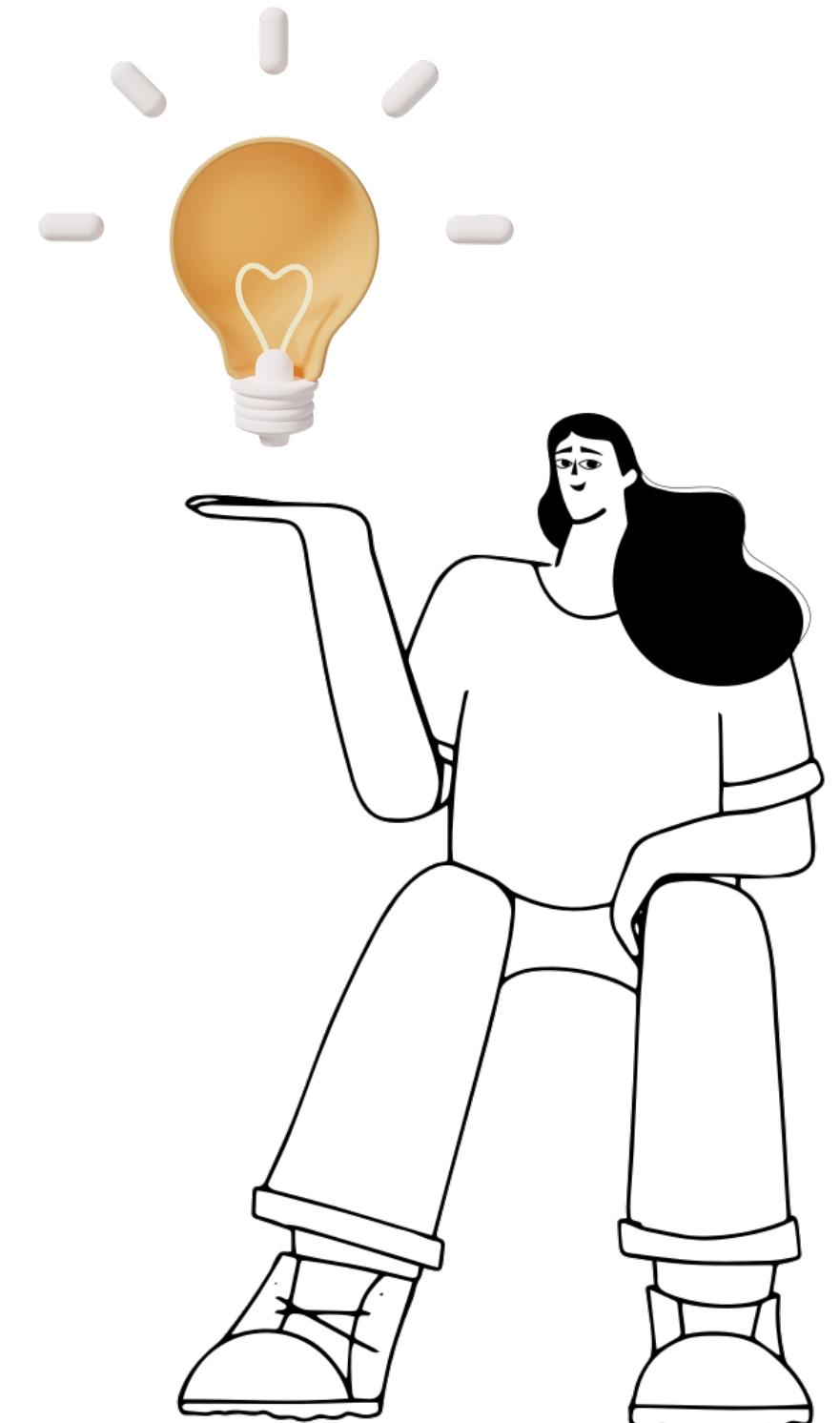
WHAT INSIGHTS THEY'RE KEEN TO UNCOVER

YOUR GOAL SHOULD BE **SPECIFIC** ENOUGH TO

KEEP YOUR INTERVIEW QUESTIONS FOCUSED

LET'S IMAGINE YOU'RE DESIGNING A LANGUAGE LEARNING APP FOR EXAMPLE SOME

- POSSIBLE INTERVIEW GOALS COULD BE TO :
 - UNDERSTAND THE GENERAL ATTITUDE TOWARDS LEARNING A FOREIGN LANGUAGE
 - UNDERSTAND GENERAL ATTITUDES TOWARDS LANGUAGE-LEARNING APPS
 - DISCOVER WHICH APPS PEOPLE CURRENTLY USE TO LEARN A LANGUAGE
 - FIND OUT WHAT FEATURES USERS DESIRE IN LANGUAGE-LEARNING APPS



RECruit interview participants

When recruiting interviewees, it's important to make sure that **they represent your target audience**. So, for your language-learning app, you might look for users who are interested in learning a new language and who have used a language-learning app before.

To find suitable participants, you can either tap into an existing customer base or advertise your study via social media. User interviews are more time-consuming than some other research methods, **so you'll want to focus on recruiting around five participants who fit your target criteria**.

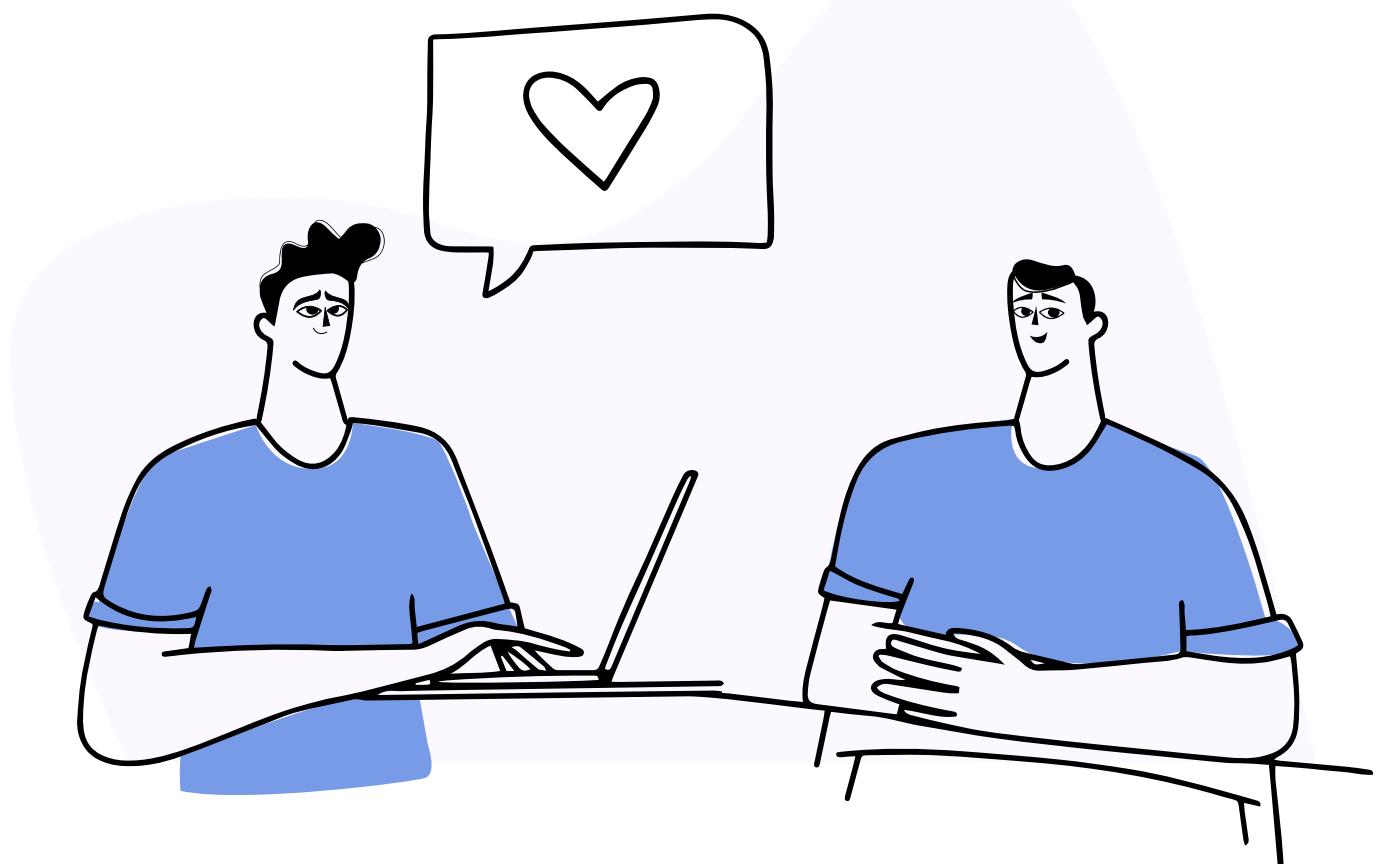


▲ CHOOSE YOUR LOCATION

MOST PROBABLY! TRY TO CONDUCT THE INTERVIEW IN A
RELAXED, NEUTRAL SETTING—BE IT AN UNBRANDED
MEETING ROOM OR A LOCATION OF THE USER'S CHOICE.

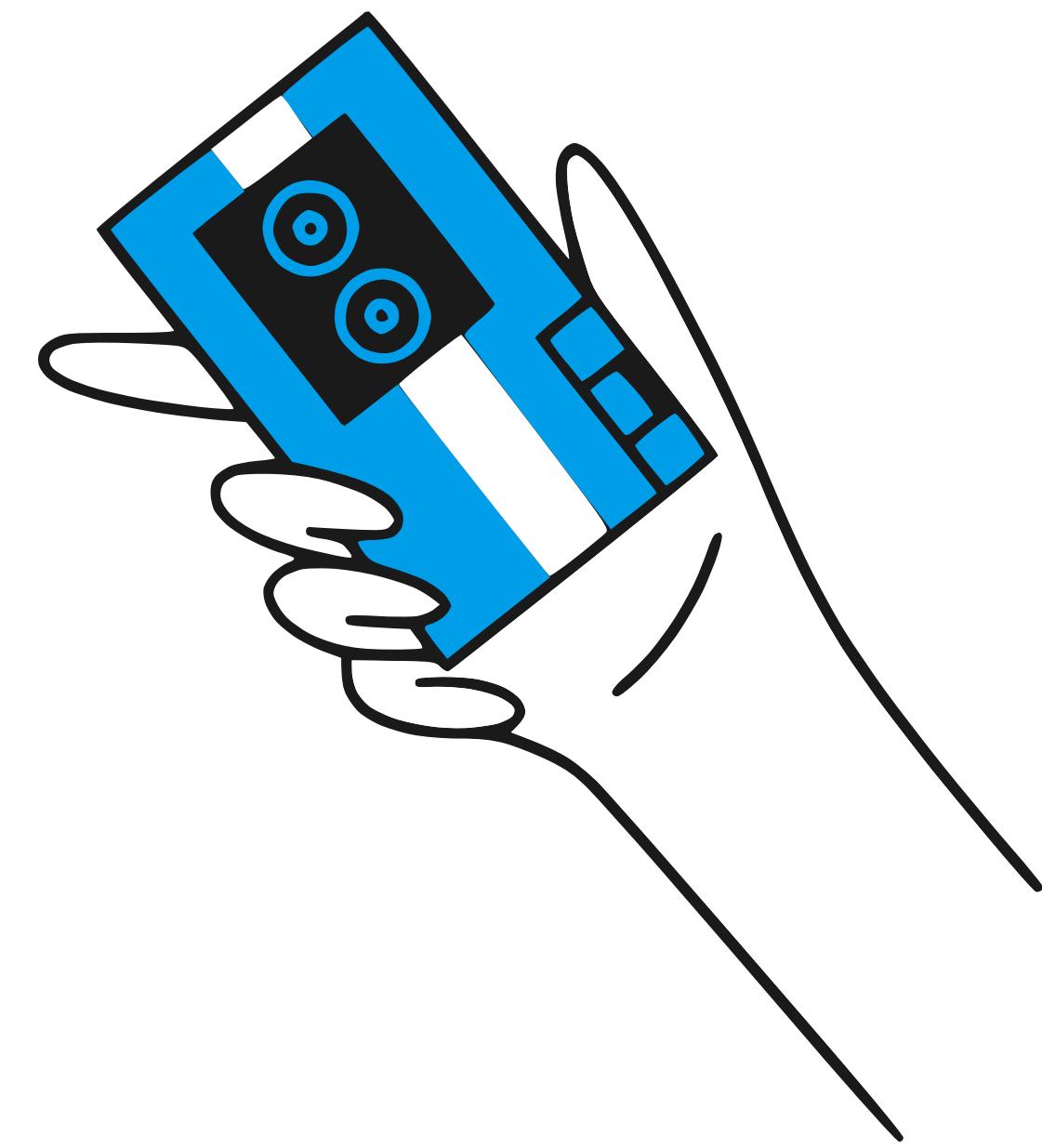
EXAMPLES :

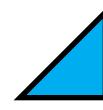
- COMPANY HEADQUARTERS
- PUBLIC PLACES (SUCH AS CAFES)
- PLACES OF THE USER (SUCH AS HIS WORKPLACE OR HOME)
- REMOTELY (USING VARIOUS APPLICATIONS SUCH AS GOOGLE MEET)



► **HOW YOU'RE GOING TO RECORD THE INTERVIEW ?**

YOU'LL ALSO NEED TO THINK ABOUT HOW YOU'RE GOING TO RECORD THE INTERVIEW. AS THE INTERVIEWER, YOU MUST BE COMPLETELY ENGAGED AND TUNED IN TO WHAT THE USER IS SAYING, SO YOU CAN'T BE DISTRACTED BY TAKING NOTES. IT'S A GOOD IDEA TO HAVE SOMEONE WITH YOU TAKING NOTES, OR TO RECORD THE SESSION – JUST MAKE SURE YOU GET THE USER'S PERMISSION TO DO SO.





WRITE YOUR INTERVIEW QUESTIONS ?

THE QUESTIONS YOU ASK AND HOW YOU ASK THEM WILL HAVE A HUGE IMPACT ON THE SUCCESS OF THE INTERVIEW, SO SPEND SOME TIME PREPARING YOUR INTERVIEW QUESTIONS BEFOREHAND. THE KEY TO A SUCCESSFUL USER INTERVIEW IS TO ASK

1. OPEN QUESTIONS

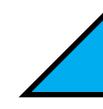
2. NON-LEADING QUESTIONS

– TWO CONCEPTS WHICH WE'LL EXPLAIN NOW.

1. OPEN VS. CLOSED QUESTIONS

A CLOSED QUESTION REQUIRES A SIMPLE “YES” OR “NO” ANSWER, WHILE AN OPEN QUESTION PROMPTS THE PARTICIPANT TO GO INTO MORE DETAIL. INSTEAD OF ASKING THE USER “DO YOU LIKE USING APPS TO LEARN A NEW LANGUAGE?”, YOU MIGHT ASK “HOW DO YOU FEEL ABOUT USING APPS TO LEARN NEW LANGUAGES?” CAN YOU SEE HOW THE SECOND QUESTION INVITES THE USER TO ELABORATE?





2- LEADING VS. NON-LEADING QUESTIONS

A LEADING QUESTION IMPLIES OR HINTS AT A DESIRED ANSWER, PROMPTING THE USER TO THINK AND RESPOND IN A CERTAIN WAY. LEADING QUESTIONS CAN RESULT IN BIASED OR FALSE ANSWERS, AND MAY PREVENT YOU FROM UNCOVERING VALUABLE NEW INSIGHTS—SO AVOID THEM AT ALL COSTS WHEN CONDUCTING USER INTERVIEWS!

TO STICK WITH THE LANGUAGE-LEARNING APP EXAMPLE, LET'S IMAGINE YOU WANT TO FIND OUT WHAT APPROACHES PEOPLE TAKE TO LEARNING A NEW LANGUAGE. YOU COULD ASK “WHAT APPS DO YOU USE TO LEARN A NEW LANGUAGE?” HOWEVER, THIS ASSUMES THAT THEY DO USE LANGUAGE-LEARNING APPS, AND STEERS THEM TO FOCUS THEIR ANSWER PURELY ON APPS. A MORE OPEN, NON-LEADING QUESTION MIGHT BE “CAN YOU TALK ME THROUGH YOUR APPROACH TO LEARNING A NEW LANGUAGE?”



TIPS FOR WRITING INTERVIEW QUESTIONS

- 1. PREPARING YOUR QUESTIONS**
- 2. PREPARE A BRIEF OPENING STATEMENT.**
- 3. MAKE THE USER FEEL HEARD.**
- 4. TAKE YOUR TIME**
- 5. AVOID INDUSTRY JARGON.**
- 6. DEBRIEF THE INTERVIEWEE.**

1. PREPARING YOUR QUESTIONS

PREPARING YOUR QUESTIONS IN ADVANCE WILL HELP TO AVOID UNINTENTIONALLY LEADING THE USER DURING THE INTERVIEW. TRY TO PREPARE MORE QUESTIONS THAN YOU THINK YOU'LL HAVE TIME TO ASK, AND HAVE SOME FOLLOW-UP PHRASES READY, TOO. YOU CAN PROMPT THE USER TO ELABORATE BY SAYING THINGS LIKE “CAN YOU TELL ME MORE ABOUT THAT?” OR “CAN YOU EXPLAIN THIS IN MORE DETAIL?”

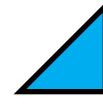




2. PREPARE A BRIEF OPENING STATEMENT.

THIS CAN BE AS SIMPLE AS A FEW LINES INTRODUCING YOURSELF AND EXPLAINING THE PURPOSE OF THE INTERVIEW. FOR EXAMPLE:

"HI, I'M JAYE. I'M CONDUCTING RESEARCH AS PART OF MY PROJECT TO DESIGN A LANGUAGE-LEARNING APP, AND I'D LIKE TO ASK YOU SOME QUESTIONS ABOUT YOUR EXPERIENCE OF LEARNING A NEW LANGUAGE. YOU DON'T HAVE TO ANSWER ANY QUESTIONS YOU'RE NOT COMFORTABLE WITH, AND THERE ARE NO RIGHT OR WRONG ANSWERS! DO YOU HAVE ANY QUESTIONS BEFORE WE BEGIN?...OK, LET'S MAKE A START."



3. MAKE THE USER FEEL HEARD.

AS THE INTERVIEW FACILITATOR, IT'S IMPORTANT TO ENGAGE WITH THE INTERVIEWEE AND REALLY LISTEN TO WHAT THEY'RE SAYING. MAKE FREQUENT EYE CONTACT, NOD ALONG, AND ACKNOWLEDGE THEIR ANSWERS. AVOID TAKING EXTENSIVE NOTES—THIS IS EXTREMELY DISTRACTING FOR BOTH YOU AND YOUR RESEARCH PARTICIPANT. LET THE RECORDER DO ITS JOB WHILE YOU GIVE THE USER YOUR UNDIVIDED ATTENTION; THEY'LL FEEL MUCH MORE COMFORTABLE.



4.TAKE YOUR TIME

IF THE INTERVIEW FEELS RUSHED, YOU WON'T GET THE KIND OF LONG, DETAILED ANSWERS THAT YOU NEED. ALLOW THE USER PLENTY OF TIME TO THINK ABOUT EACH QUESTION, AND DON'T BE AFRAID OF SHORT SILENCES. WHILE IT'S TEMPTING TO BREAK THE SILENCE BY REPEATING THE QUESTION, YOU'LL JUST BE PUTTING THE INTERVIEWEE UNDER PRESSURE, SO HOLD BACK IF YOU CAN.



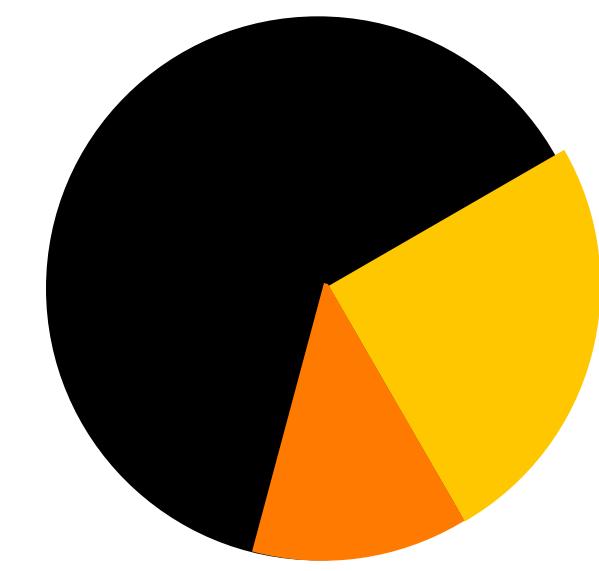
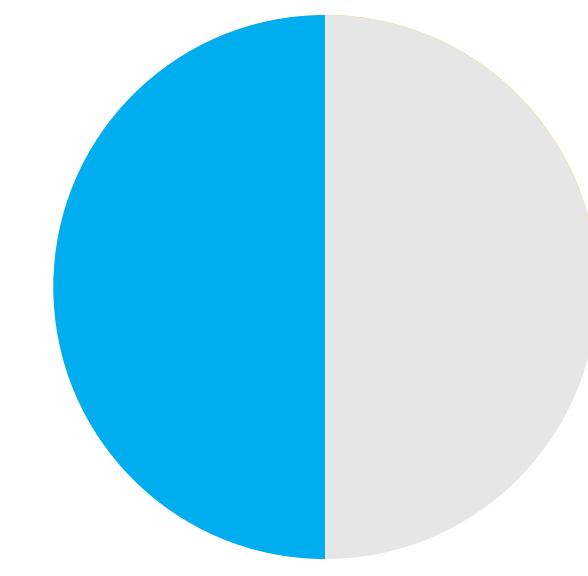
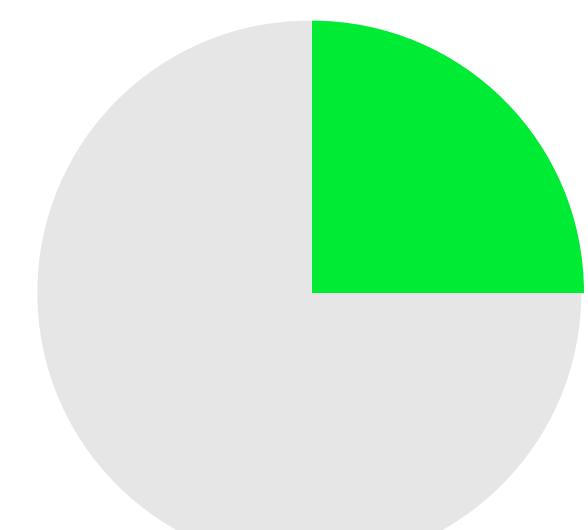
6. DEBRIEF THE INTERVIEWEE.

ONCE THE INTERVIEW IS OVER, IT'S IMPORTANT TO DEBRIEF THE PARTICIPANT. THANK THEM FOR THEIR TIME AND ASK THEM IF THEY HAVE ANY QUESTIONS OR ANYTHING ELSE THEY'D LIKE TO ADD. A QUICK, GENERAL CHAT AT THE END MAY REVEAL FURTHER INSIGHTS THAT DIDN'T COME UP DURING THE SESSION. FINALLY, LET THEM KNOW WHAT YOU'LL DO WITH THEIR INTERVIEW AND HOW YOU PLAN TO USE IT.

**TAKE THE QUIZ BELOW TO MAKE SURE YOU'VE LEARNED ALL THE
IMPORTANT INFORMATION—AND THAT IT REALLY STICKS!**

TEST YOUR KNOWLEDGE

SURVEY



▲ WHAT IS SURVEY ?



SURVEYS AND QUESTIONNAIRES ARE A KEY USER RESEARCH METHOD, ALLOWING YOU TO COLLECT LOTS OF DATA WITHOUT INVESTING TOO MUCH TIME OR MONEY. WE'VE FEATURED JUST ONE OF OUR FAVORITE SURVEY TOOLS HERE ([TYPEFORM](#)), BUT THERE ARE PLENTY MORE OPTIONS TO CHOOSE FROM, INCLUDING [SURVEYMONKEY](#), [GOOGLE FORMS](#), AND [SURVEYNUTS](#).

▲ WHY WE DO SURVEY ?



1-UNCOVER THE ANSWERS

2-EVOKE DISCUSSION

3-BASE DECISIONS ON OBJECTIVE INFORMATION

4-COMPARE RESULTS

ONLINE SURVEY ?



AN ONLINE SURVEY IS A SET OF STRUCTURED QUESTIONS THAT THE RESPONDENT COMPLETES OVER THE INTERNET, GENERALLY BY FILLING OUT A FORM. IT IS A MORE NATURAL WAY TO REACH OUT TO THE RESPONDENTS.

IT IS LESS TIME-CONSUMING THAN THE TRADITIONAL WAY OF GATHERING INFORMATION THROUGH ONE-TO-ONE INTERACTION AND IS LESS EXPENSIVE. THE DATA IS COLLECTED AND STORED IN A DATABASE, WHICH AN EXPERT IN THE FIELD LATER EVALUATES.

AS AN INCENTIVE FOR RESPONDENTS TO PARTICIPATE IN SUCH ONLINE RESEARCH, BUSINESSES OFFER REWARDS LIKE GIFT CARDS

Advantages of an online survey

ADVANTAGES OF ONLINE SURVEY ?

THE ADVANTAGES OF TAKING SURVEYS
ONLINE ARE ENDLESS. THIS METHOD
ALLOWS YOU TO COLLECT
INFORMATION FROM A LARGE NUMBER
OF PEOPLE IN A CONCISE TIME.



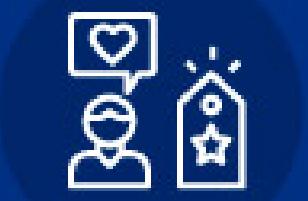
Accuracy

In an online research study, the margin of error is low, as the respondents register their responses by easy selection buttons.



Easy and quick to analyze

Since all the responses are registered online, it is straightforward to analyze the data in real-time.



Great branding exercise

Using logos and similar brand language gives the companies an advantage as respondents can connect better with the brand.



Ease of participation

Respondents can choose the appropriate time and place to record their responses.



Respondents can be honest and flexible

Respondents are honest with their answers and can omit questions or respond to a more neutral option.



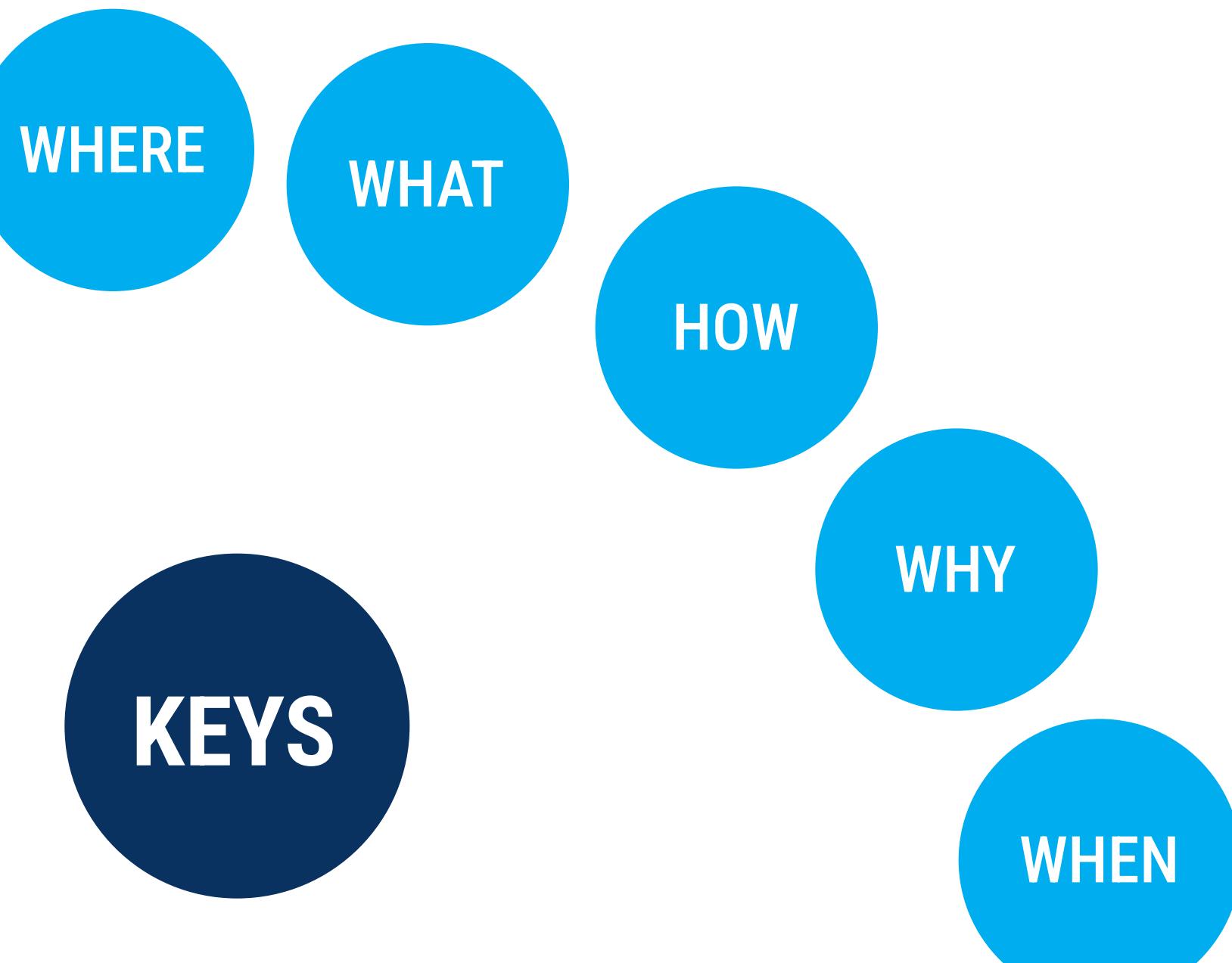
Survey templates

Leading online research tools have expert-designed ready survey templates that make it easier for researchers to choose from and conduct their research study.

▲ TYPE OF SURVEY ?

- **OPEN-ENDED QUESTIONS:** OPEN-ENDED QUESTIONS HELP COLLECT QUALITATIVE DATA IN A QUESTIONNAIRE WHERE THE RESPONDENT CAN ANSWER IN A FREE FORM WITH LITTLE TO NO RESTRICTIONS.

OPEN ENDED QUESTIONS



Examples of open-ended questions

1

Open-ended interview
questions

How could we improve our
online store for you?



If hired, how would you use your
skills to grow the company?

2

Open-ended customer-facing
questions

3

Open-ended technical
questions

What is your age?



Can you please explain the back-end
Javascript code template used for this
webpage?

4

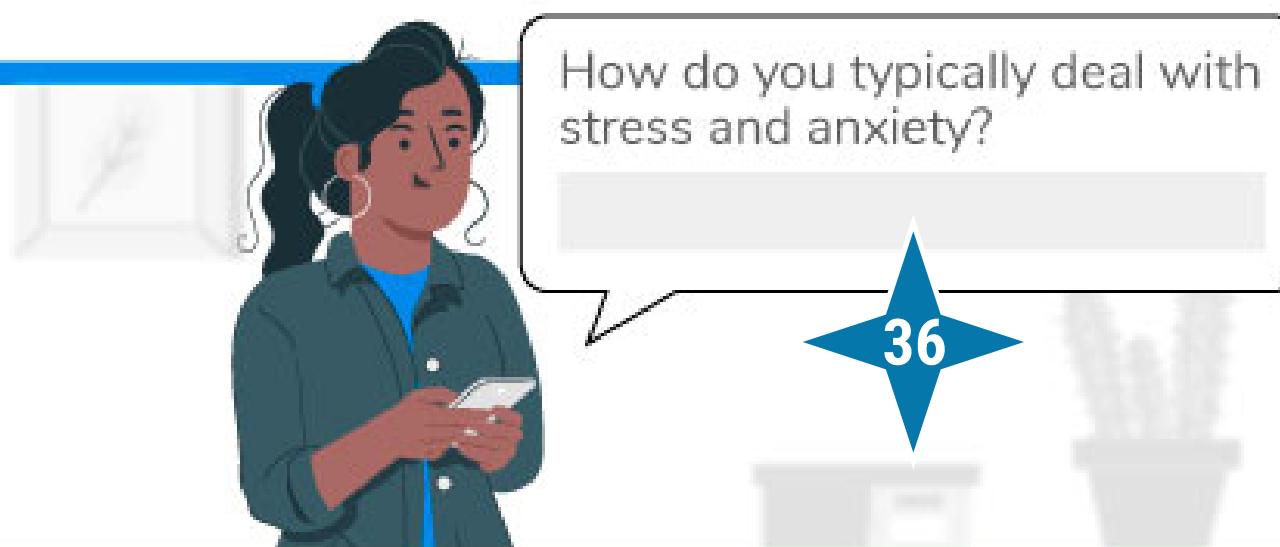
Open-ended demographic
questions

5

Open-ended Personal /
Psychographic questions

How do you typically deal with
stress and anxiety?

36



▲ TYPE OF SURVEY ?

- **CLOSED ENDED QUESTION:** THIS TYPE OF QUESTIONS IS GENERALLY A “YES/NO” THIS QUESTION IS USUALLY USED IN CASE OF THE NEED FOR NECESSARY VALIDATION. IT IS THE MOST NATURAL FORM OF A QUESTIONNAIRE.

Do you agree with our new privacy policy?

Yes

No

OPEN VS CLOSED QUESTIONS



CLOSED ENDED QUESTIONS

DO YOU PREFER FEATURE OF HIDE CAR IN UBER
BEFORE START JOURNEY

YES

NO

WHAT YOU PREFER UBER OR INDRIVER

UBER

INDRIVER

OPEN ENDED QUESTIONS

WHY YOU PREFER FEATURE OF HIDE CAR IN UBER
BEFORE START JOURNEY

ANSWER HERE...

TELL ME THE BEST REASON MAKE YOU PREFER INDRIVER

ANSWER HERE...

LET'S SEE EXAMPLES IN SURVEYS TO BE READY TO MAKE IT AS TASK

GOOGLE FORMS, SURVEYNUTS.

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS



WHAT IS COMPETITIVE ANALYSIS ?

A COMPETITIVE ANALYSIS IS A STRATEGY THAT INVOLVES RESEARCHING MAJOR COMPETITORS TO GAIN INSIGHT INTO THEIR PRODUCTS, SALES, AND MARKETING TACTICS.



◀ COMPETITIVE ANALYSIS ?

A COMPETITIVE ANALYSIS CAN HELP YOU LEARN THE INS AND OUTS OF HOW YOUR COMPETITION WORKS, AND IDENTIFY POTENTIAL OPPORTUNITIES WHERE YOU CAN OUT-PERFORM THEM.

BENEFITS OF COMPETITIVE ANALYSIS ?

- HELPS YOU IDENTIFY YOUR PRODUCT'S UNIQUE VALUE PROPOSITIONS AND WHAT MAKES YOUR PRODUCT DIFFERENT FROM THE COMPETITORS', WHICH CAN INFORM FUTURE MARKETING EFFORTS.
- ENABLES YOU TO IDENTIFY WHAT YOUR COMPETITOR IS DOING RIGHT.

BENEFITS OF COMPETITIVE ANALYSIS ?

- TELLS YOU WHERE YOUR COMPETITORS ARE **FALLING SHORT** – WHICH HELPS YOU IDENTIFY AREAS OF OPPORTUNITIES IN THE MARKETPLACE, AND TEST OUT NEW, UNIQUE MARKETING STRATEGIES THEY HAVEN'T TAKEN ADVANTAGE OF.
- LEARN THROUGH CUSTOMER REVIEWS WHAT'S MISSING IN A COMPETITOR'S PRODUCT, AND CONSIDER HOW YOU MIGHT ADD FEATURES TO YOUR OWN PRODUCT TO MEET THOSE NEEDS.
- PROVIDES YOU WITH A BENCHMARK AGAINST WHICH YOU CAN MEASURE YOUR GROWTH.

▲ HOW DO COMPETITIVE ANALYSIS ?

- ----- ●
- 1. DETERMINE WHO YOUR COMPETITORS ARE.
- 2. DETERMINE WHAT PRODUCTS YOUR COMPETITORS OFFER.
- 3. RESEARCH YOUR COMPETITORS' SALES TACTICS AND RESULTS.
- 4. TAKE A LOOK AT YOUR COMPETITORS' PRICING, AS WELL AS ANY PERKS THEY OFFER.
- 5. ENSURE YOU'RE MEETING COMPETITIVE SHIPPING COSTS.
- 6. ANALYZE HOW YOUR COMPETITORS MARKET THEIR PRODUCTS.

▲ HOW DO COMPETITIVE ANALYSIS ?

- TAKE NOTE OF YOUR COMPETITION'S CONTENT STRATEGY.
- LEARN WHAT TECHNOLOGY STACK YOUR COMPETITORS' USE.
- ANALYZE THE LEVEL OF ENGAGEMENT ON YOUR COMPETITORS' CONTENT.
- OBSERVE HOW THEY PROMOTE MARKETING CONTENT.
- LOOK AT THEIR SOCIAL MEDIA PRESENCE, STRATEGIES, AND GO-TO PLATFORMS.
- PERFORM A **SWOT** ANALYSIS TO LEARN THEIR STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS

QUIZ

**LET'S SEE EXAMPLES IN COMPETITIVE ANALYSIS TO BE READY TO MAKE
IT AS TASK**

CLICK HERE TO GET TEMPLATES

THANK YOU