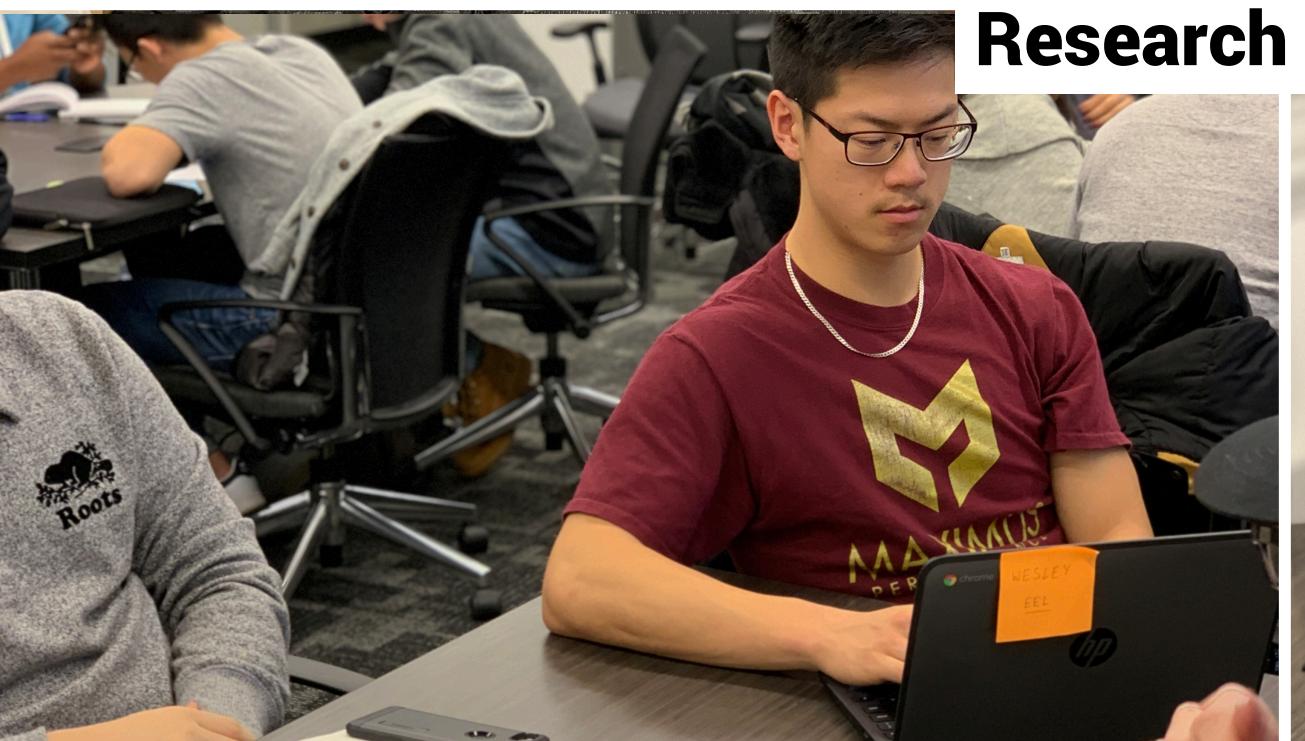




BET 350 - W2 Research Methods



Jan 9	Intro, team building, Mini Design Sprint
Today	Research Methods
Jan 23	Customer Profiles, Emotions & Behavior
Jan 30	Visual Design
Feb 6	Business Strategy & The Role of Design
Feb 13	Customer Journey Maps – part 1
Feb 27	Customer Journey Maps – part 2
Mar 6	Sprint 1: Understand
Mar 13	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations

Today

- 1 Research Methods**
- 2 Designing for Everyone**

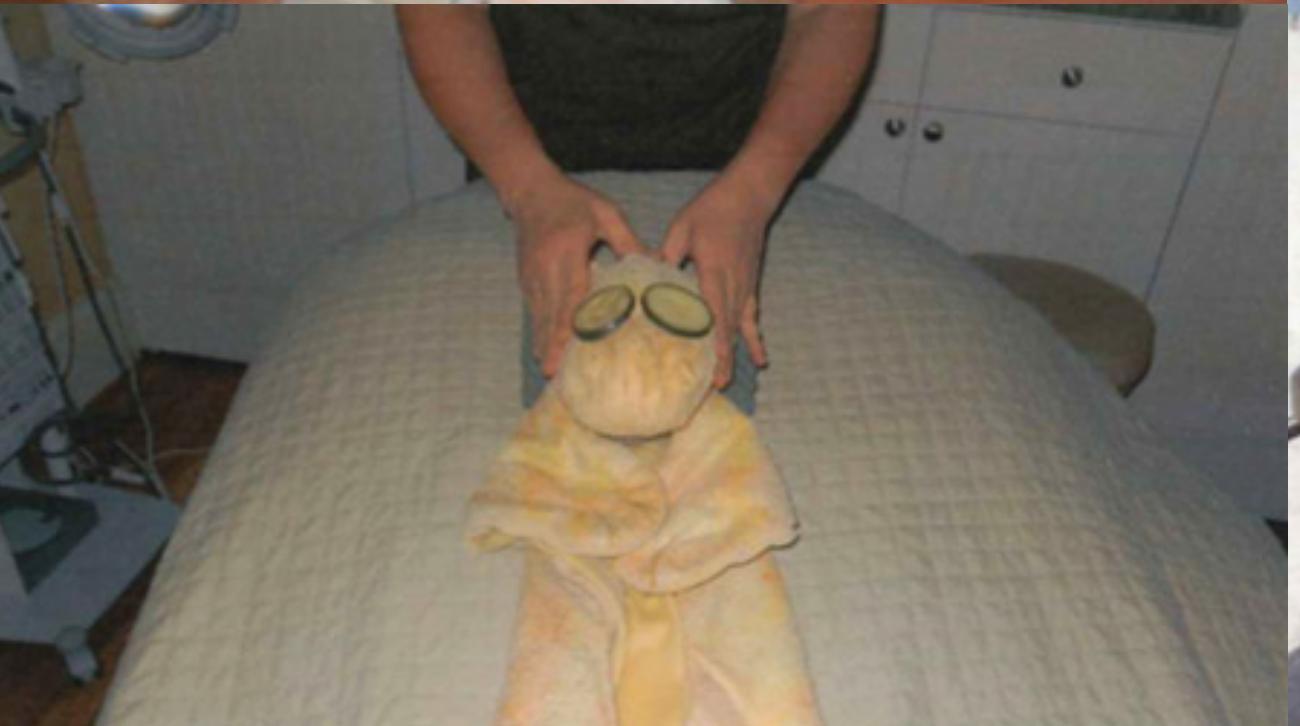
WOW 



Ritz-Carlton Hotel, Amelia Island, Florida

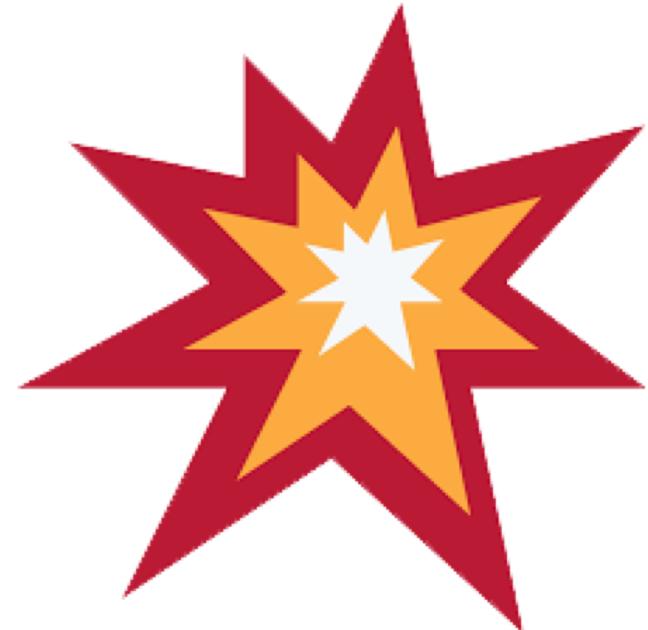






Wow Experiences

Service that goes beyond fulfilling basic customer expectations, and does so in a creative, unexpected way





Employees should not need to be superheroes, bend the rules, or take shortcuts to give customers a great experience.



Wowing customers is great as these are the kinds of stories that people share on social media providing a great marketing force.



1

Research Methods

Design Research

The main goal of design research is to inform the design process from the perspective of the end user.

It is research that prevents us from designing for one user: ourselves.



Design Research

has two parts:
gathering data, and synthesizing that data in
order to improve usability.

At the start of the project, design research is focused on learning about project requirements from stakeholders, and learning about the needs and goals of the end users.

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Quantitative Research

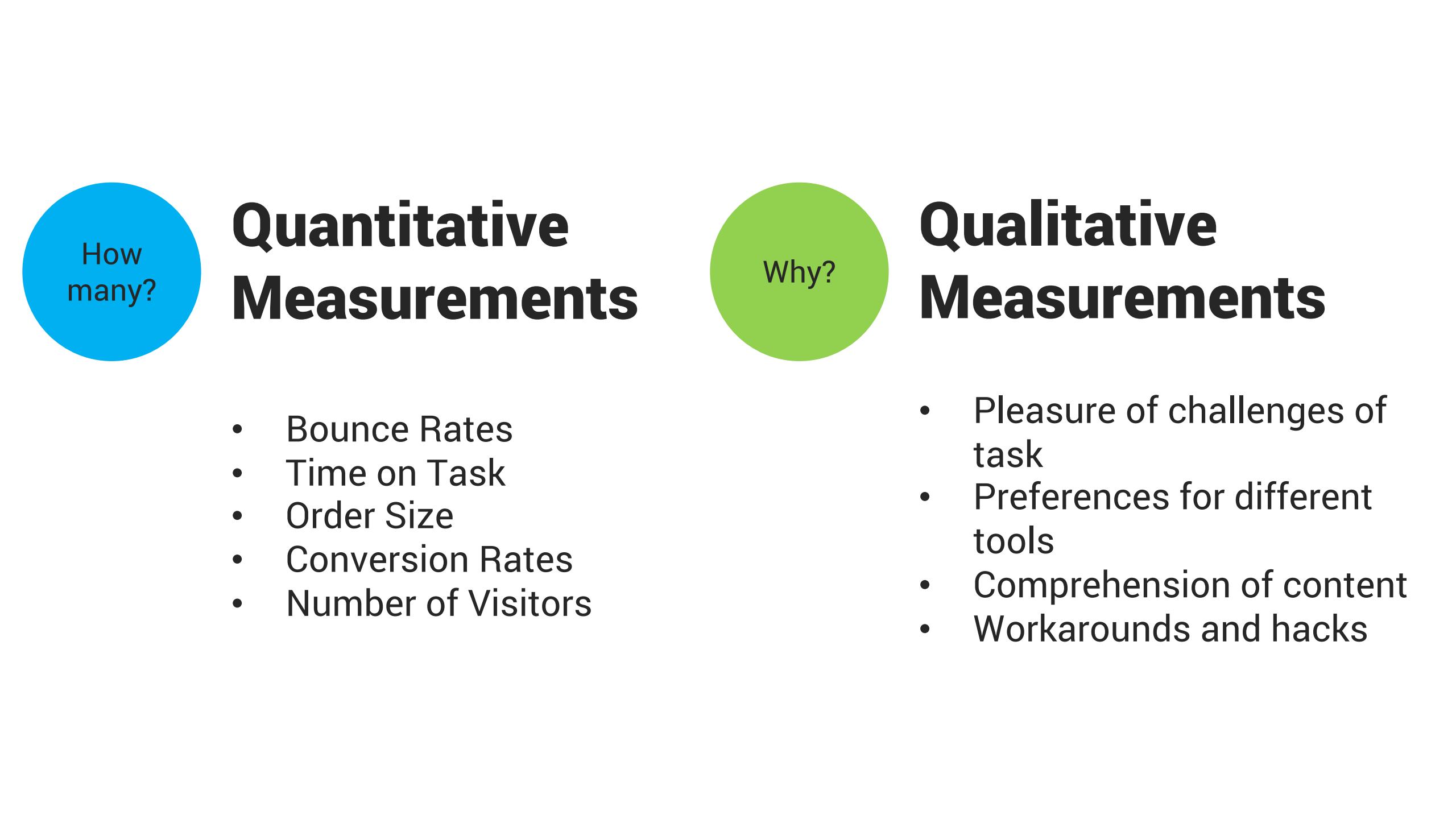
is any research that can be measured numerically. It answers questions such as “*how many* people clicked here” or “*what percentage* of users are able to find the call to action?” It’s valuable in understanding statistical likelihoods and what is happening on a site or in an app.

How
many?

Qualitative Research

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. Common questions include “*why* didn’t people see the call to action” and “*what else* did people notice on the page?”

Why?



How
many?

Quantitative Measurements

- Bounce Rates
- Time on Task
- Order Size
- Conversion Rates
- Number of Visitors

Why?

Qualitative Measurements

- Pleasure of challenges of task
- Preferences for different tools
- Comprehension of content
- Workarounds and hacks

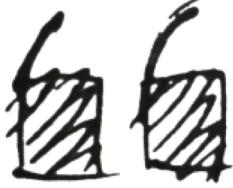
What Quantitative Research is not:

It doesn't tell us how to fix things, as it's only a historical representation. Numbers do not consider context of use.

Doesn't tell us why things happen. Why did a user click on this button?

It only shares information we ask for.

**For the purpose of this
course, we will be
working mostly with
qualitative research
methods**



Qualitative research has roots in ethnography, anthropology, and psychology. The study of human behaviour is, at its core, qualitative research.

- UX Research, O'Reilly

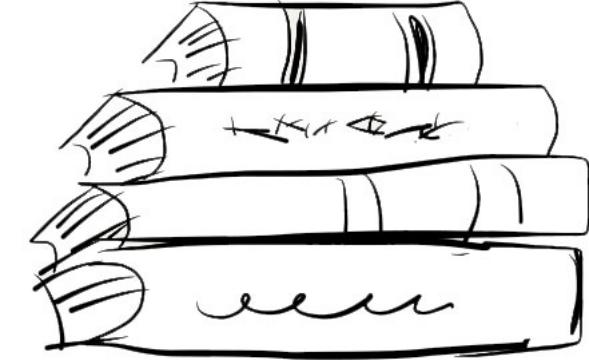
Where to start...



1

Research Methods:

Secondary Research



Consists of information collected and synthesized from existing data, rather than original material sourced through primary research with participants.

Sources may include books, research papers, journal articles, and conference papers, as well as statistics from government, NGOs or any online sources (blogs, white papers). Also, don't forget the UW library for resources like Factiva etc!

2 Research Methods: **Online Safari**



Use this method to get a sense what current TELUS customers are complaining about or praising the company for with regards to the project topic.

What conversations are they having? What kind of pictures do people post on Twitter? Are there any vlogs or YouTube channels that cover similar topics? How popular are they? What trends can you find? What about the competition? Do customers have similar issues?

3 Research Methods:

Territory Maps

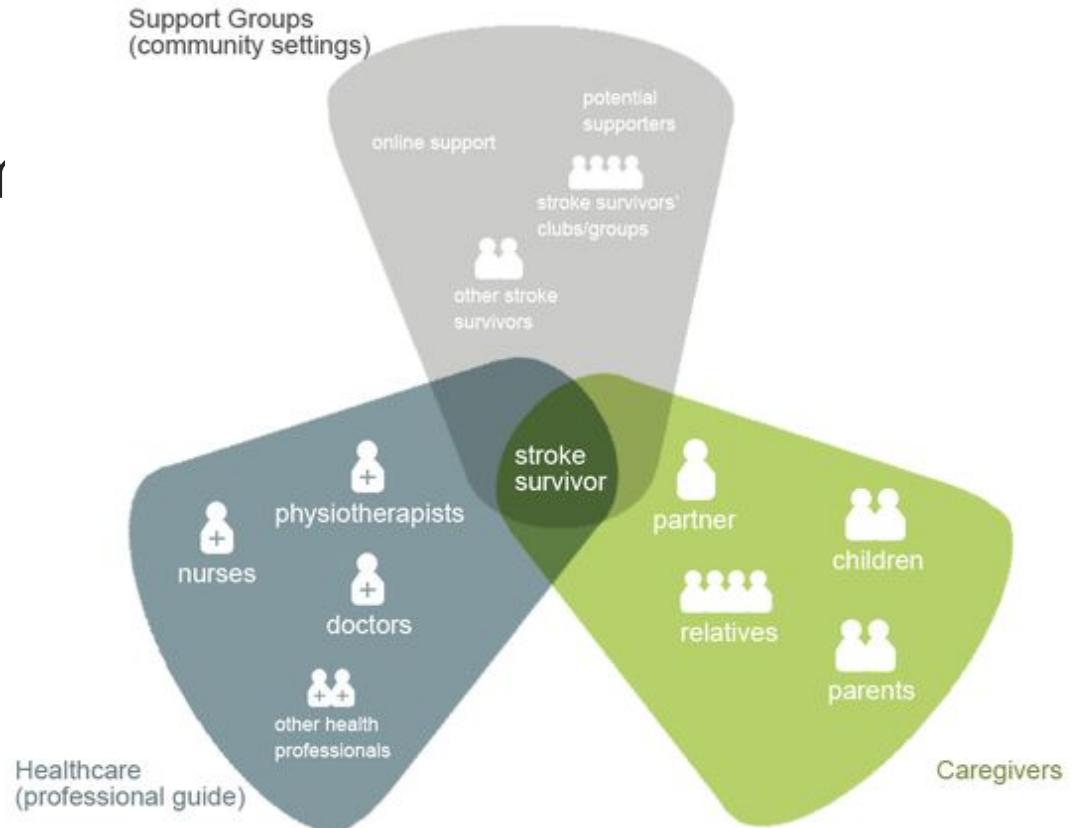
A territory map consists of the stakeholders, environments, interactions, and assumptions about the design project. This a first step at understanding the problem space.

The territory map combines a speculative vision of the future as agreed upon by the team, including the key people who may be involved in the design landscape about to be explored.

Research Methods:

Territory Maps

It's best for each member to consider their contributions first on their own, and then bring them together as a group.



4 Research Methods:

Be a fly on the wall

A good way to think about observation is to act like a fly on the wall, observing people in their natural habitat, finding key moments in their lives.

The decisions your customers make **on a daily basis** are the important ones. After all, it's their decisions that lead them not only to do what they do today, but also will affect what they choose to do tomorrow.

Research Methods:

Be a fly on the wall

Before you head out to observe your users, you'll need to do a bit of planning.

Define the subject of your observation before you go. What people and activities or behaviors do you plan to observe?

Where will your customers be at different times of the day? Don't forget to bring materials to record your findings!

5

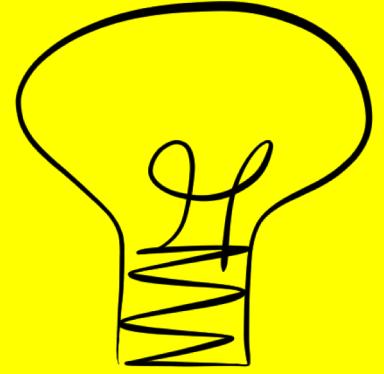
Research Methods:

Master Questioning

Observing your users in their natural habitat will tell you a lot about what they do, what they care about, and what decisions they make.

However, observing your users won't necessarily tell you **why** they make the decisions they make. In fact, observing your users without questioning them will eventually lead to compounding assumptions.

**Whenever possible,
observe and question
the same user**



5

Research Methods:

Questioning: Rules of Thumb

- People will lie to you if they think it's what you want to hear
- Opinions are worthless. Opinions change based on context and offer no proof of what's real.
- People know what their problems are, but they don't know how to solve them.
- Watching someone do a task will show you where the problems and inefficiencies are, not where the customer thinks they are.

X

Some bad questions:

- **Do you think this is a good idea?**
- **Would you buy a product which did X?**
- **How much would you pay for X?**



Some better questions:

- Why do you bother?**
- What are the implications of that?**
- Talk me through the last time that happened.**



**Talk about the user's life
instead of your idea.**

**Ask about specifics in the past
instead of generalities or
opinions about the future.**

Talk less and listen more.

6 Research Methods: **AEIOU**

An organizational framework to organize data under the following sections:

Activities / Environments / Interactions / Objects / Users

The goal of using this framework is to make interpreting and analyzing data easier, while visually mapping the significant relationships and interactions between categories.

Find worksheets on LEARN 

7

Research Methods:

Simulation Exercises

Are deep approximations of human or environmental conditions, designed to forge an immersive, empathic sense of real-life user experiences.



Age Gain Now Empathy System (AGNES) – developed at MIT.

Calibrated to simulate the dexterity, mobility, strength, and balance of a 74-year old.



Create a terrible customer experience

With the students at your table, discuss and pick one of the following industries:

Finance | Education | Health Care | Hospitality

Then design **the absolutely worst** customer experience for that context. Think of multiple channels (phone, web, mobile, social media, brick-and-mortar etc)



2

Designing for Everyone

Accessibility for Ontarians with Disabilities Act (AODA)

The goal of AODA is to develop a fully accessible Ontario by the year 2025.

Find AODA Guidelines on LEARN



In order to reach this goal, AODA has defined standards in the following key areas:

- General provisions
- Customer service
- Information and communications
- Employment
- Transportation
- Built environment

The Accessibility Standards for Customer Service were the first to be passed in 2008.

In 2012, the general provisions and accessibility standards for information and communications, employment and transportation became law and will be implemented gradually.

Standards for the design of public spaces were adopted in 2012.

**Let's do
an experiment**

Group 1:

Put on sunglasses and gloves. Tape cardboard or paper over you knees.

Walk (!) downstairs to the E7 lobby. Try to interact with the world. Take pictures with your phones without taking glasses or gloves off.



Group 2:

Plug your ears with ear plugs or paper.

Engage somebody in the building in a conversation. Ask them for instructions on how to use the elevator, find a washroom, etc



Ich
verschtah
nuet!

Group 3:

Try to communicate without using English.

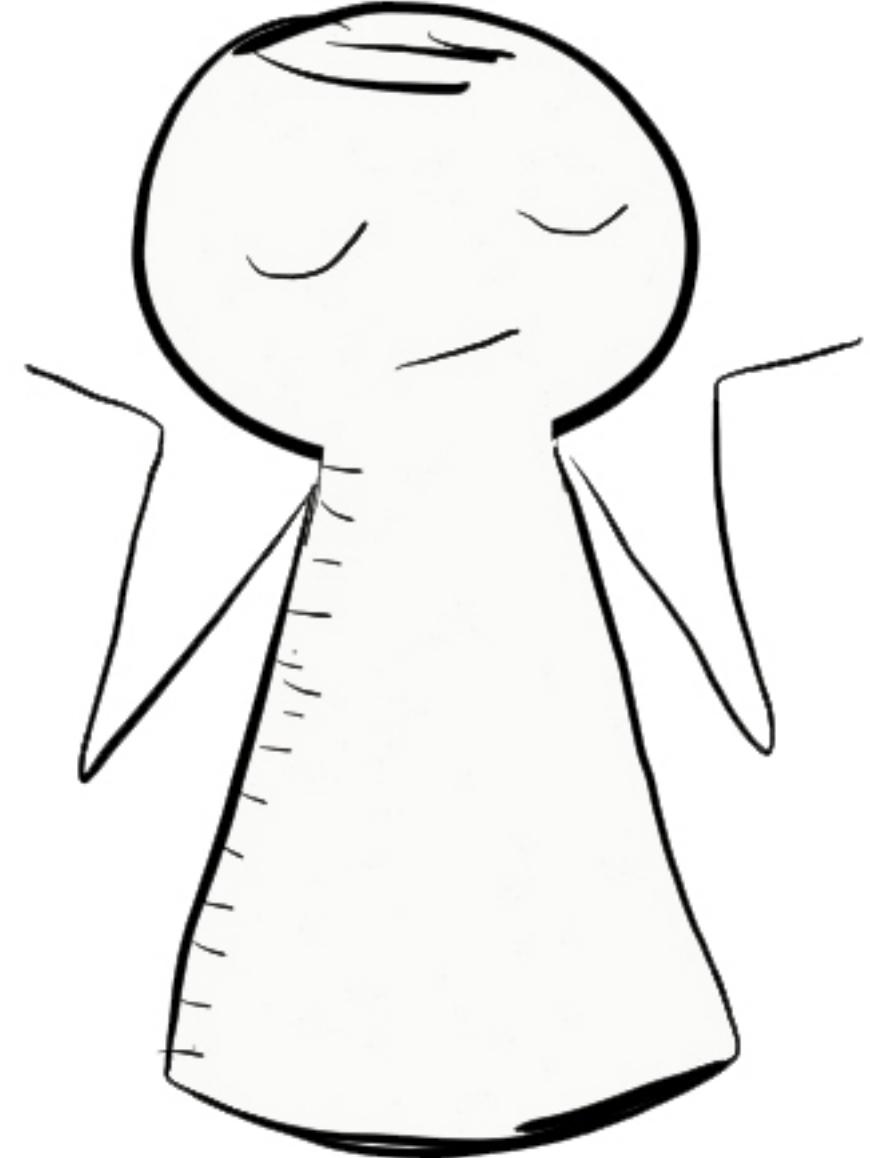
Ask if anybody has a phone charger you can borrow.
Ask for the location of the washroom. Ask for instructions on how to get a cup of tea or coffee.



Group 4:

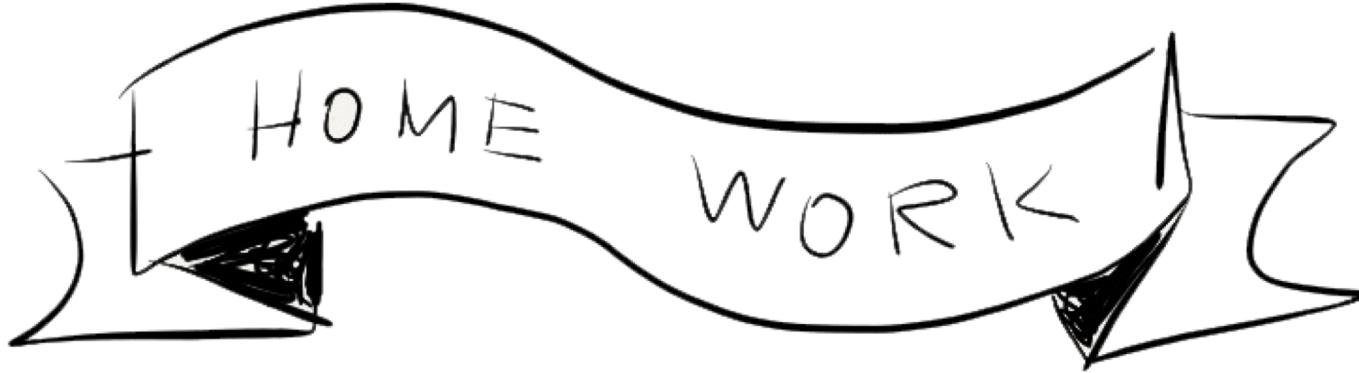
In pairs, grab a chair with wheels. One person pushes the other, switch roles.

Take the elevator downstairs, grab a coffee (without getting up) and come back up. Or go to the washroom. Or try to navigate through the Conrad Hub.





Today we talked about...



Individually, think about one aspect of the industry project that interests you the most (interface design, building a new product, radically improving an existing one, improving presentation skills, working with an industry partner etc), **and post it on SLACK #qotw**