

# 103: USER RESEARCH AND PLANNING

## UX RESEARCH

Observation of user's behaviours, requirements and motivations.

Aim - Gather info with a systematic approach using qualitative + quantitative approaches.

Info is interpreted to collect data.

Take place in 2 stages

- Ideation (Generative)
- Validation (Evaluative)

Unearths

- Real customer needs
- The problem
- Reason for the problem
- Solutions

Phases

Before project → Design → Development → Production

Research can be done in any phase.

Select research method based on data type (Qualitative / Quantitative)

## Myths

Developer / designer is the user.

Developer / designer knows user needs.

Research is not affordable.

Research does not have a ROI.

Inufficient time for research.

## Methods of CONDUCTING

### How TO CONDUCT : STEPS

1. Goal - Purpose of the research
2. Research questions - Specific questions
3. Method - Specific method to learn about questions
4. Participants - User profile
5. Protocol - Method of conducting the research sessions.

Goal should be SMART — Timely

Specific ✓ | | Realistic

Measurable Achievable

### How TO CONDUCT : SELECTING RESEARCH METHOD

#### Consideration factors

1. Attitudinal vs. behavioral

2. Qualitative vs. quantitative

3. Context of use. (S/W, H/W, Service etc.)

## HOW TO CONDUCT : METHODS

### 1. Usability lab - studies.

Stakeholders are brought to a specific place.

Given a set of user cases / tasks and monitor user's activity to measure how well they are learning and do they learn.

### 2. Ethnographic field studies

Research user in the user's natural environment, in which product will be used.

### 3. Participatory design

User is given creative materials (Icons, colours, text etc.. etc) to gain opinion

### 4. Focus groups

Group of 3-12. Discuss, thinking to determine user needs.

Discussion about specific topics and gain feedback.

### 5. Interviews

One-on-one discussions with users

Popular

- Affordable

- Simple

- Effective

- Can be done in multiple phases (Design, development etc.)

Should

- Have a correct sample

- Have a script

- Take notes

- Be short and simple

### 3 types

- Structured

- Unstructured: to explore user need

- Semi-Structured

## 6. Eye tracking

Use a device to device interaction hot zones of user.

## 7. Usability benchmarks

Scripted usability studies

Several participants with precision and measures of performance which are pre-defined

## 8. Moderated remote usability studies

Remote usability with a moderator.

at (e.g.) Unmoderated remote usability studies can provide an insight

Remote usability without a moderator.

## 10. Concept testing

Test with an approximation of product.

## 11. Diary / camera studies

Record participants' feedback in mechanisms.

## 12. Customer feedback

## 13. Desirability studies

Offer multiple visual alternatives.

Gain feedback

## 14. Card sorting

Participants group items.

Identify user's mental model.

## 15 Clickstream analysis

Record and analyse of user's clicks