

The UX Process: User Research

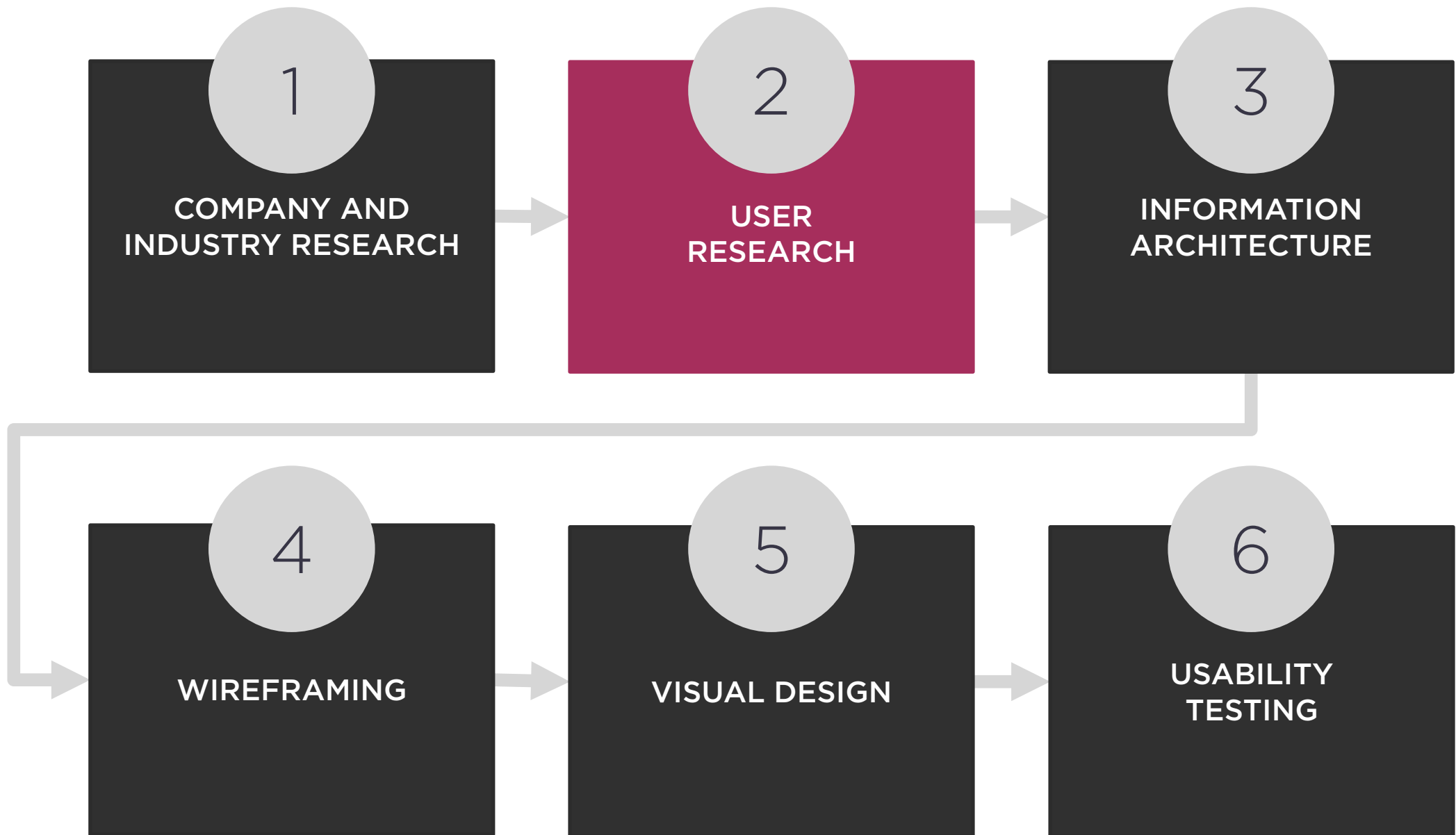


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User Research

Focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.



Interviews



Contextual Interviews



Personas



Name: David
Occupation: Stock Broker
Age: 32
Location: London, UK

Bio

Goals

Frustrations



Anna Liao



“I never have enough time for everything I want to do.”

OCCUPATION: Insurance Agent

LOCATION: Seattle

STATUS: Single

AGE: 33

PERSONALITY: Ambitious, driven, determined

BIOGRAPHY

Anna is an independent insurance agent who lives and works in Seattle. She caters to clients with high net worth. Her clients tends to demand a lot of time and attention, and in general, she works in a high-stress environment. In her spare time, she enjoys travel, haute cuisine, and entertaining family and friends.

GOALS

- Continue to grow her insurance business
- Decrease the amount of time spent on administrative overhead
- Find a better work-life balance

FRUSTRATIONS

- Eating on-the-go makes it hard to maintain a healthy lifestyle
- It's hard to find time to relax and enjoy simple things, even a good cup of coffee
- Insurance-related technology is often antiquated and difficult to use

TECHNOLOGY

Internet ● ● ● ● ○

Mobile Apps ● ● ● ○ ○

Social Media ● ● ○ ○ ○

Desktop Software ● ● ● ○ ○



Focus Groups



Let's have a discussion...



Surveys

Q: What are your 3 favorite things about the software?

A:

Q: What are your 3 least favorite things about the software?

A:



Card Sorting

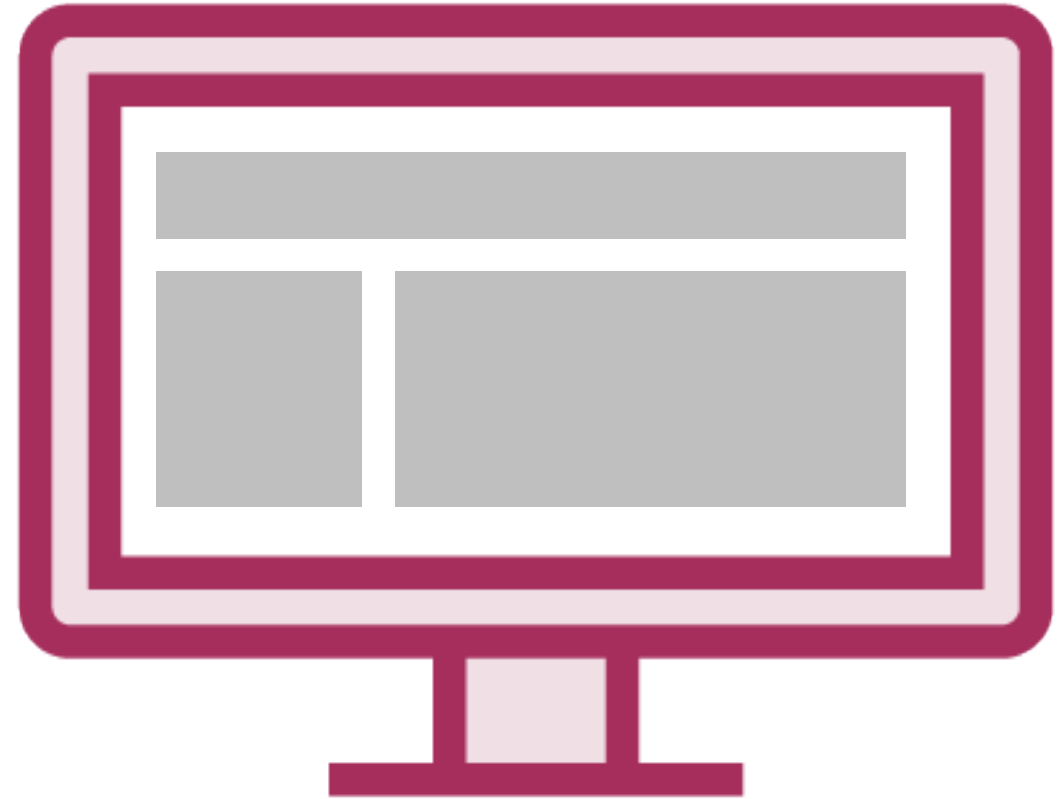
Take the information and organize it in a way that makes sense to you.



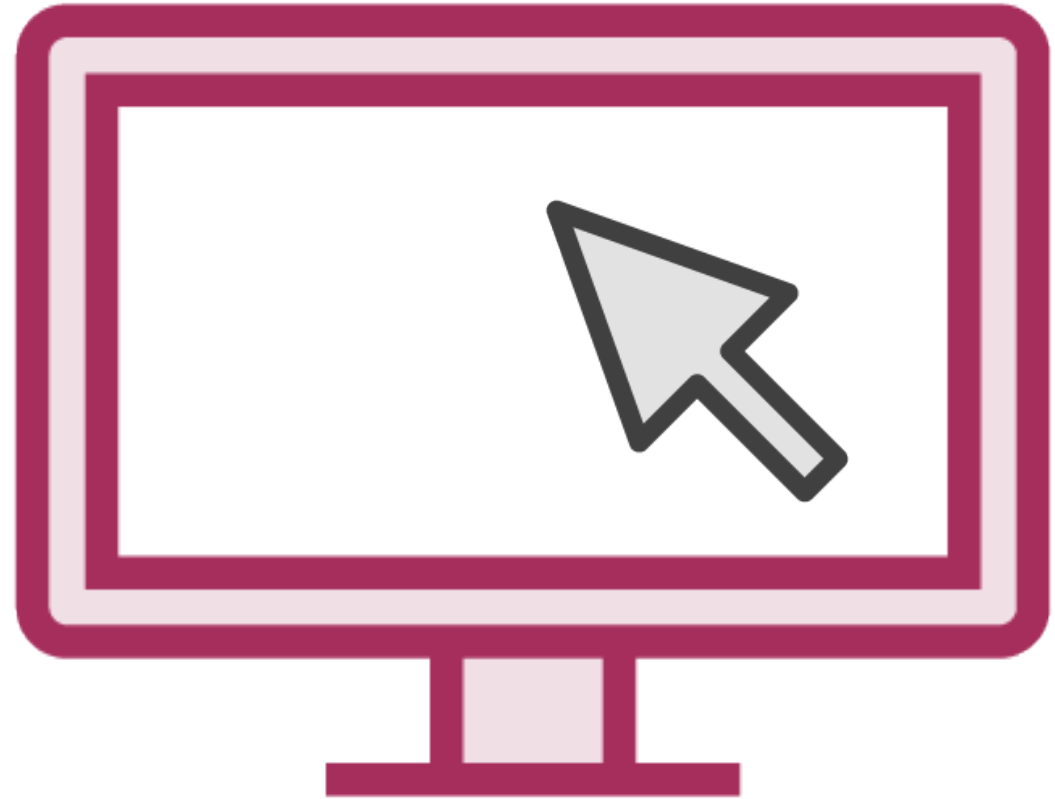
Information	Information
Information	Information
Information	Information
Information	Information



Wireframes



Prototyping



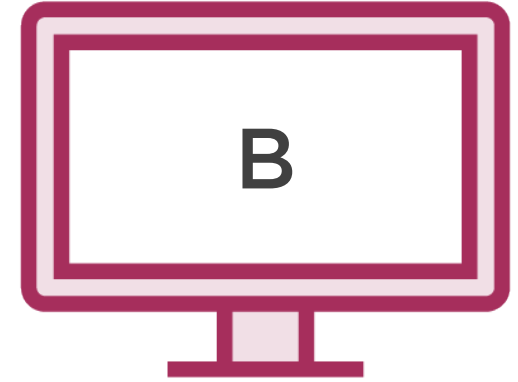
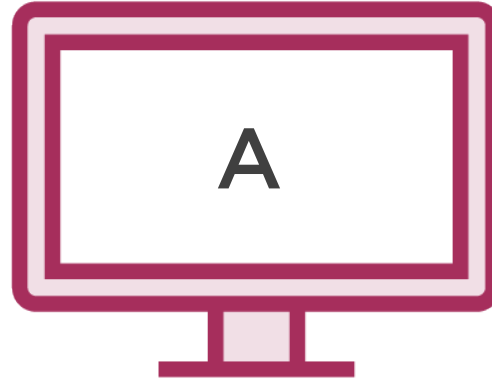
Usability Testing



Do Tasks A, B and C, and
talk me through what
you're doing and thinking.



A/B Testing



Try the tasks on Design A,
then try them on Design B.



User research is
really critical, for
a few reasons...



REASON #1

Keeps you from building the wrong product

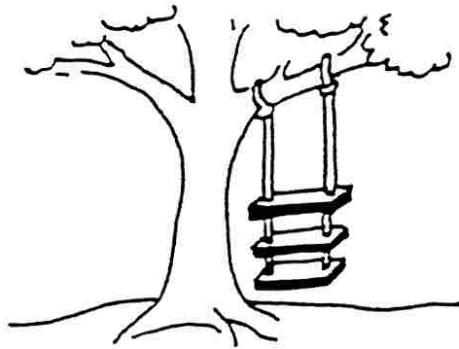


REASON #1

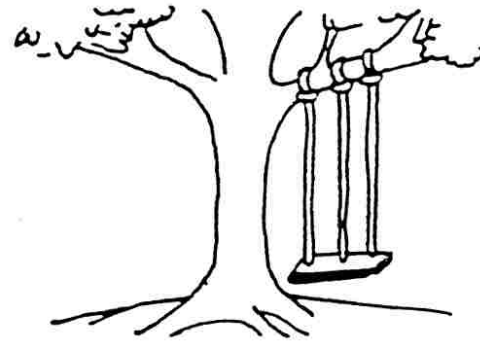
(which ultimately saves time and money)



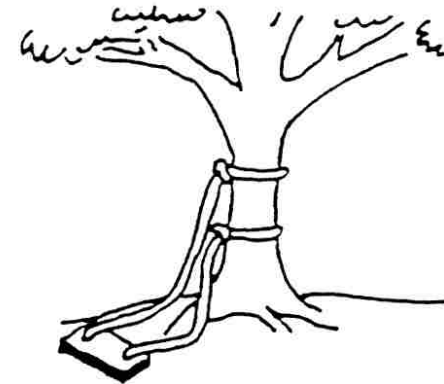
“Problem solving is an art form not fully appreciated by some”



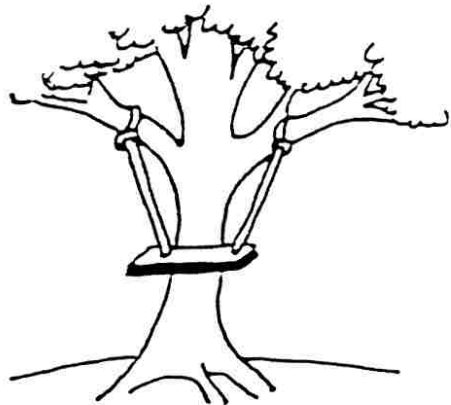
*As proposed by
the project sponsors*



*As specified in
the project request*



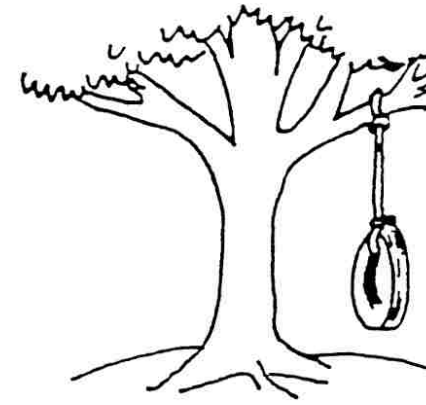
*As designed by
the senior analyst*



*As produced by
the programmers*



*As installed at
the user's site*



*What the user
wanted*

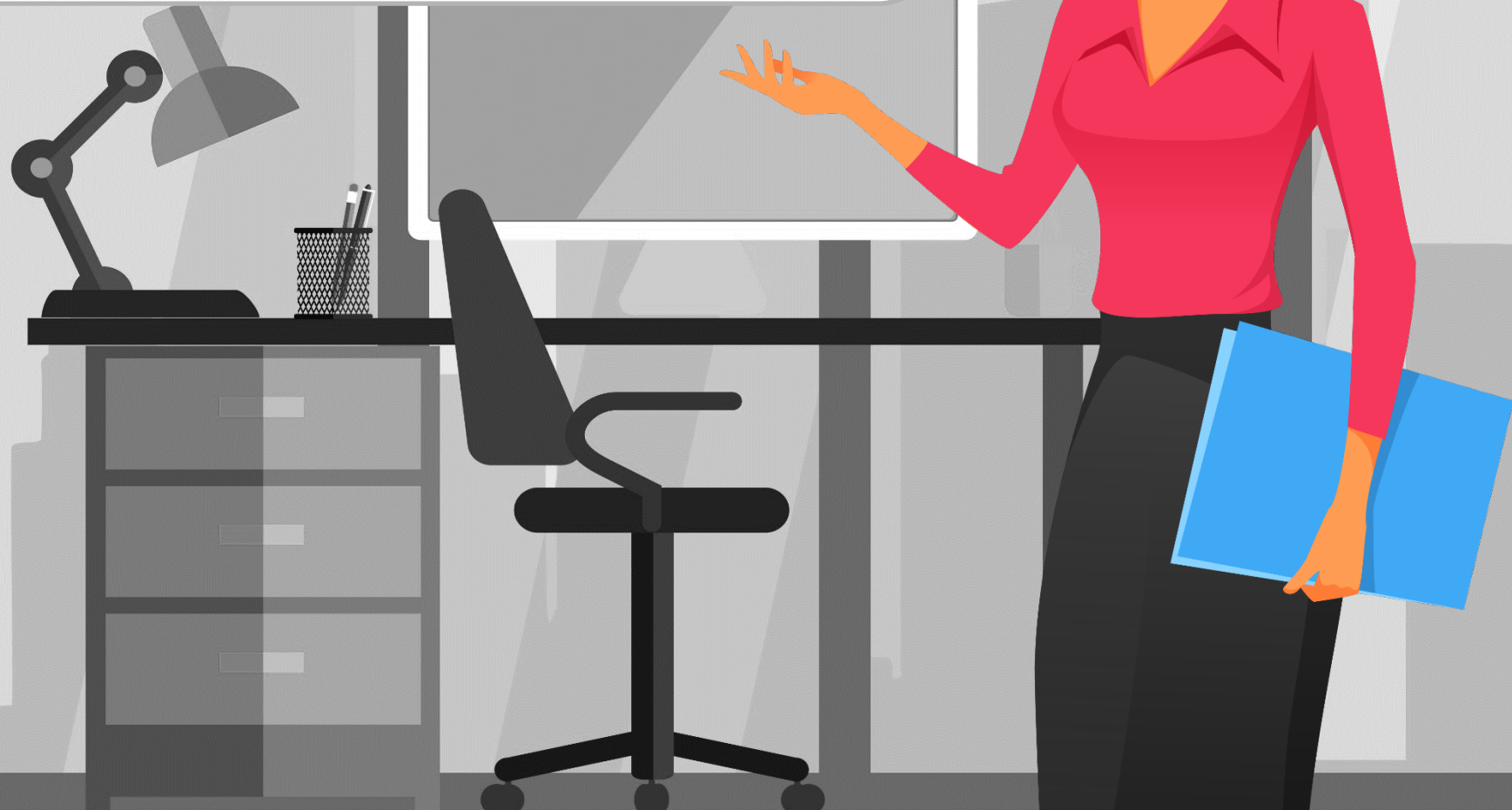
Tree Swing graphic by S. Hagh 1993 - from Businessballs.com/treeswing.htm 2013

REASON #2

Removes assumptions from the design process



In other words, you
have hard facts that
can drive the design.

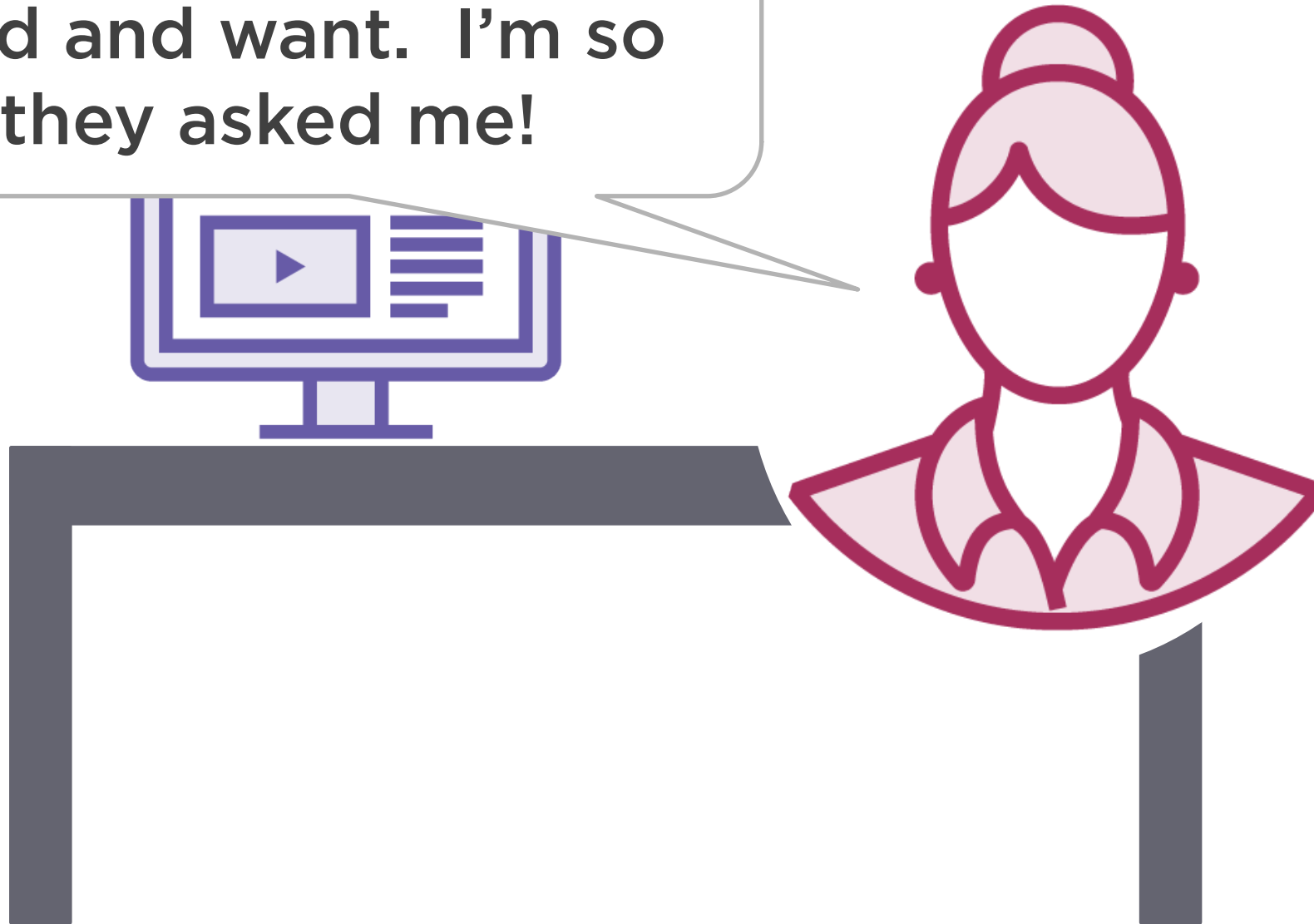


REASON #3

Users will appreciate it, and be able to use it



Yes! This is exactly what I need and want. I'm so glad they asked me!



Summary



User research is critical for a successful project

There are many methods available

- Interviews/contextual interviews
- Personas
- Focus groups
- Surveys
- Card sorting
- Wireframing
- Prototyping
- Usability testing
- A/B testing



Coming up next...

