UX Research & Formative Research

UX Process

STRATEGY
Stake/holder Discussions
Project Vision/Goals
Brand Strategy
Measure of Success
Project Priority

DISCOVERY
Competitor Analysis
Analytics Review
Content Audit
User Interviews
Surveys
User Testing

ANALYSIS
Use Cases
Persona Creation
Story Boards
Red Route Diagram
Experience Map
Workflow Diagram

DESIGN
Mood Board
Site MAp
Sketching
Wireframing
Prototyping
USer Testing

PRODUCTION
Prototyping
BETA Launch
User Testing
Launch

Why do UX Research?

1. Make informed decisions based on data

"We analyze a lot of metrics to make design decisions. There are multiple factors in the decision process, and (qualitative) user feedback is just one stone of the road. Those different factors are tied to specific data like traffic analytics, chatbot feedback, user surveys, user testing, etc. to help us make decisions. The convergence of all the data, our users' needs, and legislation govern the choices we make."

2. Remove bias from the user experience design process

Confirmation bias happens "when you have an interpretation, and you adopt it, and then, top-down, you force everything to fit that interpretation," says psychologist Daniel Kahneman.

"There are a lot of biases you can implement in your new product, but you have to be humble, optimistic, and informed."

3. Test and validate concepts

Before starting the design process, a team conducts user research using methods like:

- *Face-to-face and remote user interviews*
- *Focus groups*
- *Co-creativity sessions through design sprints, quick prototyping, and hypothesis concepts*
- *User testing*

Create a research plan

Step 1: Define the problem statement

The problem statement should explain what the project is about and give background information about the project. That helps define the research scope with clear deliverables and objectives, which is the next step we'll look at.

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Step 2: Identify your objectives

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Step 3: Choose the right research method/s

Whatever research method you choose, make sure that it helps you achieve your research objectives and delivers the evidence you need to make informed decisions.

Formative Evaluation & Research

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Formative vs Summative Evaluation

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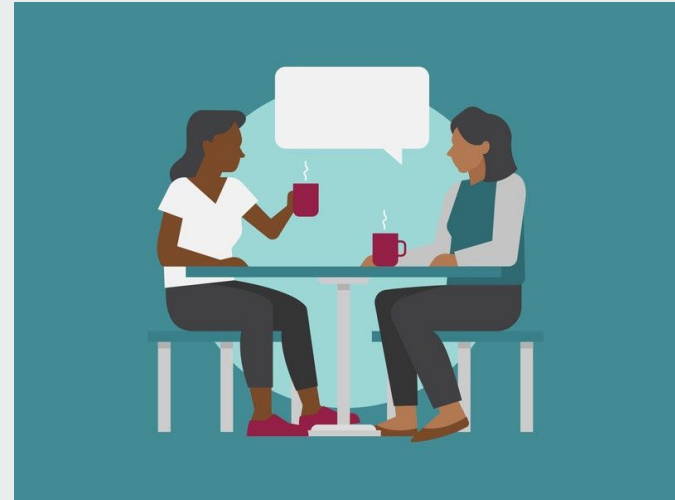
Vs

Summative evaluations which describe how well a design performs, often compared to a benchmark such as a prior version of the design or a competitor.

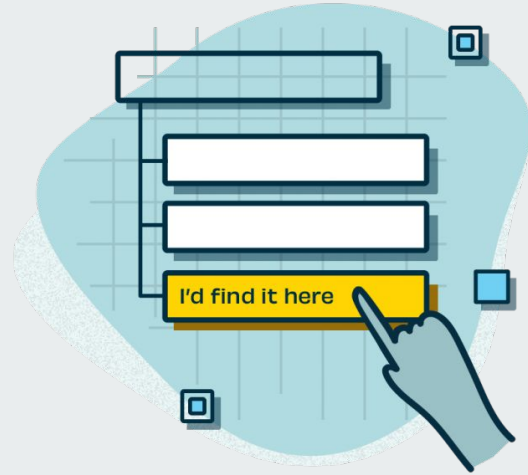# UX Research Types

User Interviews

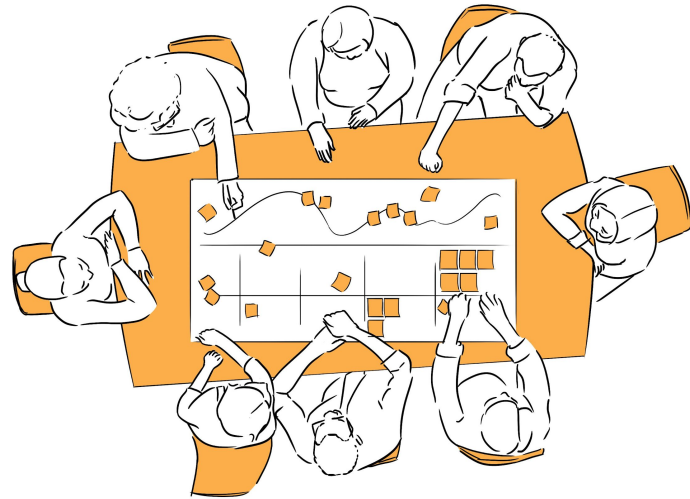# Field Studies

Focus Groups

Surveys

Card Sorting

Tree Testing

Co Creation Session

Usability Testing

5 Second Testing