

User research

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The common goal of all user research is to help place people at the center of your design process and your products.



Why do we do user research?

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"Without understanding what others see, feel, and experience, design becomes a meaningless task."

Tim Brown, CEO of the innovation and design firm IDEO

Types of user research

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Quantitative

- My friend is 1.75 meters tall
- His shoe size is 42
- I have 2 cats
- My home is 20 km away
- My friend has 4 sisters

Qualitative

- My friend has curly hair
- His eyes are green
- My cats are very cute
- My workplace is very depressing
- My friend is a very fun person

Quantitative

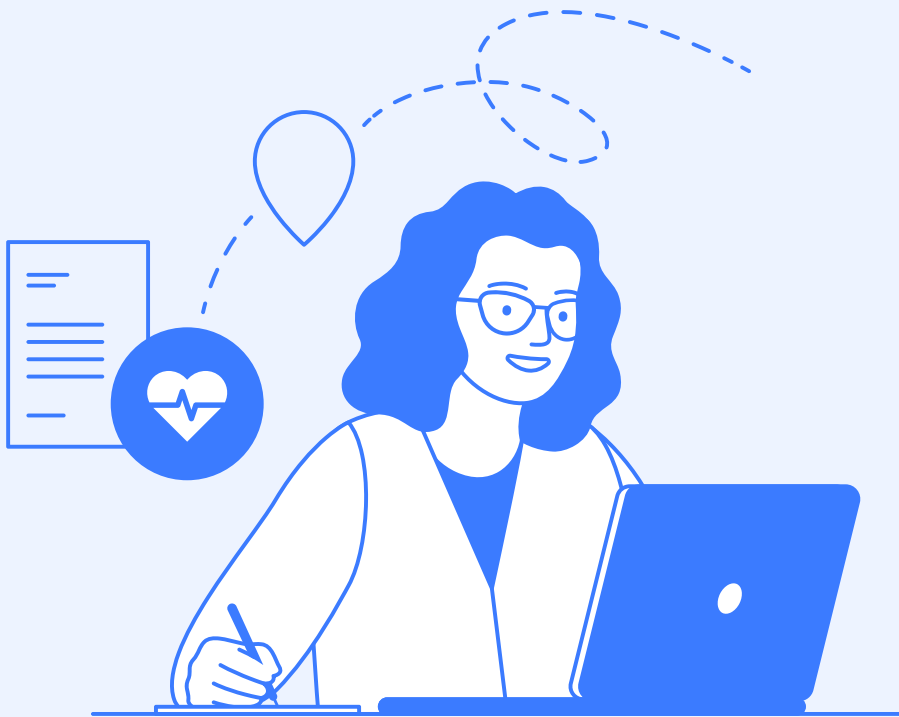
- Surveys
- Web analytics
- A/B tests
- Eye tracking
- Heat map
- NPS
- Click tests

Qualitative

- User interviews
- Usability tests
- Focus group
- Ethnographic studies
- Shadowing
- Card sorting
- Journey maps

Personas

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Personas are fictional characters you create based on your research to represent different types of users who might use your service, product, website, or brand.

Personas



SELINA

AGE : 27

LOCATION : LONDON

GRAPHIC DESIGNER

\$50,000 - \$60,000



ABOUT SELINA

Ava shares her apartment with 2 other flatmates. She is single and like to spend her free time with TV marathons, on facebook or with friend at the local bar.

Ava has a BA in Design, But se feels her work in a design firm is wearing her out and she can barely pays her rent.



GOALS

To find a better job place with a more supportive boss with a salary that will reflect her experience.

MOTIVATION

- Easy & fast process
- Social sharing
- Positive feedback
- Promissing result



FRUSTRATIONS

- Little patience
- Lack of faith
- Distraction of home

PERSONALITY

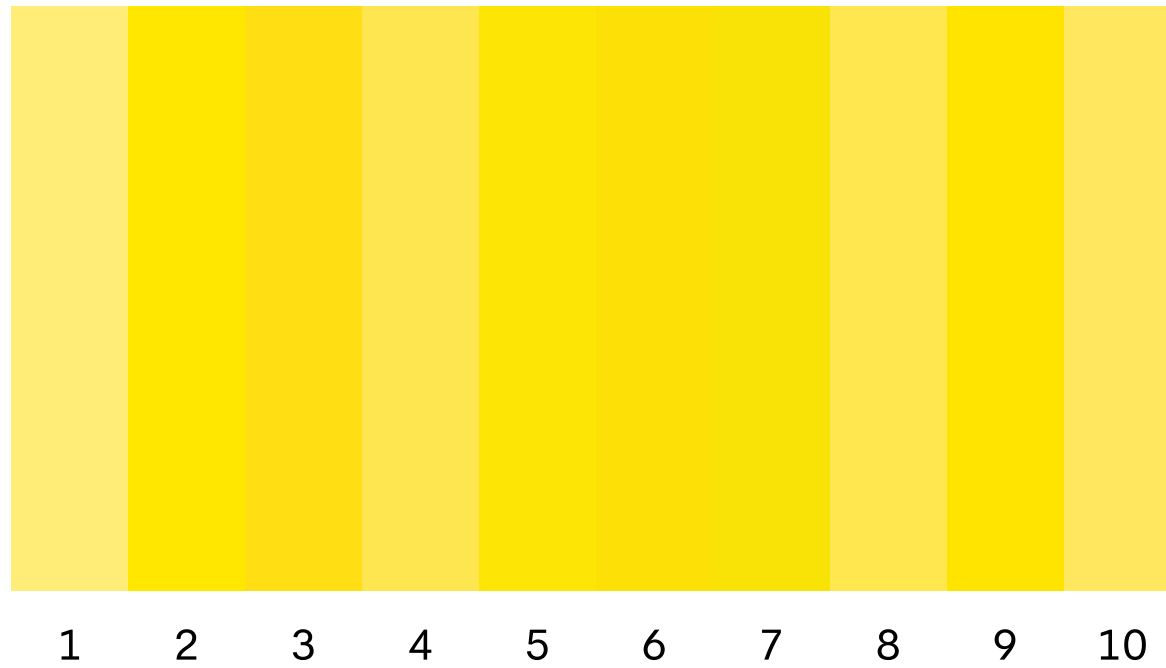
- Insecure
- Need feedback
- Creative
- Give up easily

BRANDS



Design systems

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Design systems

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Mesaj Gönder

Ara

Mesaj Gönder

Devam Et

Gönder

Teslimat Adresi Seç

Ana Ekrana Dön

Araç Hasar Sorgula

Param Güvende ile Satın Almak İstiyorum

Fiyat Bildirimlerini Özelleştir

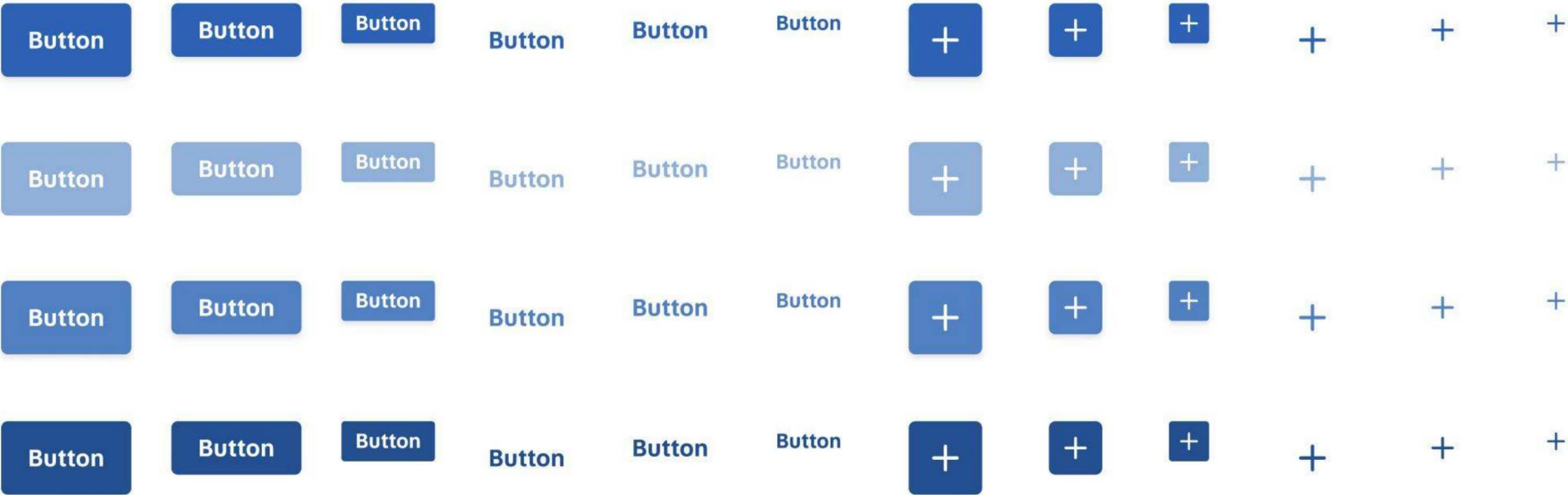
Vazgeç

Gönder

Vazgeç

Kaydet

Kaydet



***Good UX means designing for people,
not for screens!***

It's not about making things pretty. It's about making them clear, easy,
and helpful.