Serve Your Customers Better with User Experience Research

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Overview
What is User Experience?

User Experience (UX) is a term for a user's overall satisfaction level when using your product or system. If it's a good experience, they're happy. If it's a bad experience, your customers don't come back. And they tell their friends...and Google.

What is UX? | FatDUX

What Does a UX Designer Actually Do? - SitePoint
www.sitepoint.com/ux-designer-actually/
Dec 17, 2013 - Before learning the term "UX Designer" even existed, my design process was empirical; my designs looked pretty but often missed the mark.
The mind's eye does not naturally distinguish between individual elements that comprise an interactive system. Parts of the interactive communications/ software vernacular are not experienced separately by the user, but as a complete synthetic language which is apprehended and used as a unified whole.

User Experience Design is the art and science of integrating all of the various elements that comprise an interactive system so that
1) The user's needs, limitations, goals, desires, and expectations are served
2) The publishing organization's objectives are served as a result of serving the user's (#1)
3) The whole is greater than the sum of its parts

*Sound is seldom used in contemporary web apps but is a multimedia element common to other types of web-based software, thus important to UX.
SO, WHAT IS IT YOU WOULD SAY YOU DO HERE?
Understanding the people who use a product or service

Catering how that product is made to fit the needs of said users.
USER EXPERIENCE RESEARCH

Identify the **goals** of people involved with **using** a system or product.

Understand the **context** in which someone uses a product.

Test how well solutions fit users’ needs.
What is Marketing Research?

Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve ..."

Marketing research - Wikipedia, the free encyclopedia
MARKETING RESEARCH

Understand the purchasing decisions of existing or potential customers.

Identify what types of products or services which consumers will buy.

Help determine the best ways to spread the word about a new product or service.
MARKETING

BUYERS

USER EXPERIENCE

USERS
MARKETING

CONTEXT OF PURCHASE

USER EXPERIENCE

CONTEXT OF USE
MARKETING

UNCOVERING MARKET OPPORTUNITIES

USER EXPERIENCE

UNCOVERING PRODUCT OPPORTUNITIES
MARKETING

UNDERSTAND WHAT IS HAPPENING

USER EXPERIENCE

UNDERSTAND WHY THINGS ARE HAPPENING
MARKETING

SERVES THE COMPANY

USER EXPERIENCE

SERVES THE USERS
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Marketing Research = This woman is stressed
UX Research=This woman is stressed because she’s working from home with her sick baby.
Types of Research
User Experience Research Methods

- Moderated usability tests
- Unmoderated usability tests
- Diary Studies
- A/B or multivariate tests
- Eye tracking
- Click tests
- Impression tests
- Usability benchmarking
- Strategy workshops

- Card sorting
- Store intercepts
- Contextual inquiries
- Participatory design
- Interviews
- MROC or panel discussions
- Support log reviews
- Customer feedback reviews
- Desirability tests
- Analytics reviews
- Surveys
- Focus Groups
- Competitive Reviews
Marketing Research Methods

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- Funnel Analysis
- Web Traffic Analysis
- Engagement rate
- Market Analysis
- Pricing Surveys
- Brand Perception Tests
- Segment Analysis
Research Methods

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Unmoderated usability tests
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Quantitative

• LOTS of responses collected indirectly
• Try to identify trends
• Use things like surveys, support logs, card sorts, etc.

Qualitative

• Fewer, more detailed responses collected by a human
• Looking for more detailed information
• Use things like interviews, one on one usability tests, focus groups, etc.
Attitudinal

What people say

- Focus groups
- Surveys
- Interviews
- Preference tests
- Etc.

Behavioral

What people do

- Eye tracking
- Click tracking
- A/B Tests
- Shop alongs
- Etc.
Considerations
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<th>Product Stage</th>
<th>Open Questions</th>
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<td>Strategizing new product or additional features</td>
<td>Are we building the right thing for the right people? What are the market opportunities?</td>
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<tr>
<td>Actively designing and building</td>
<td>Are we building it right?</td>
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<tr>
<td>Assessing the performance of a live product</td>
<td>How’s it going? How do we improve?</td>
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Open Questions

Are we building the right thing for the right people? What are the market opportunities?

Methods

Qualitative and Quantitative | Attitudinal
• Interviews, contextual inquiries
• Surveys, analytics reviews

Mostly Qualitative | Behavioral
• Usability tests
• Card sorts

Mostly Quantitative | Behavioral & Attitudinal
• A/B and Multivariate Testing
• Usability benchmarking

Are we building it right?

How’s it going? How do we improve?
QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL

WHAT PEOPLE DO

WHY & HOW TO FIX

HOW MANY & HOW MUCH

WHAT PEOPLE SAY

ATTITUDINAL

QUALITATIVE (DIRECT)

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QUANTITATIVE (INDIRECT)
A Landscape of User Research Methods

**Behavioral**

- Ethnographic Field Studies
  - Eyetracking
  - Usability Benchmarking (in lab)
  - Usability Lab Studies
  - Moderated Remote Usability Studies
  - Unmoderated Remote Panel Studies
  - Unmoderated UX Studies
  - True Intent Studies

**Attitudinal**

- Participatory Design
  - Diary/Camera Studies
  - Customer Feedback
  - Concept Testing
  - Desirability Studies
  - Card Sorting
  - Intercept Surveys
  - Email Surveys

**Qualitative (Direct)**

- Focus Groups
  - Interviews

**Quantitative (Indirect)**

- Clickstream Analysis
- A/B Testing
Cautionary Tale
The tear that changed 1,000 launches
Takeaways

• What makes someone buy doesn’t make them stay

• Observing users in the real context of their usage is only way to get full story

• Just because a feature isn’t sexy doesn’t mean it’s not important or worth money

• Use emotion to help tell story of why you should do something
QUESTIONS?

Stay in touch!
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