



Levelling up our UXR knowledge

Growth Team | March 2024

Role of UX Research

UX Research ensures products meet user needs by understanding user behaviors and preferences. It's essential for making informed design decisions, increasing confidence, and reducing risk in product development.



Role of UX Research

- What can we learn from the Owlet project?

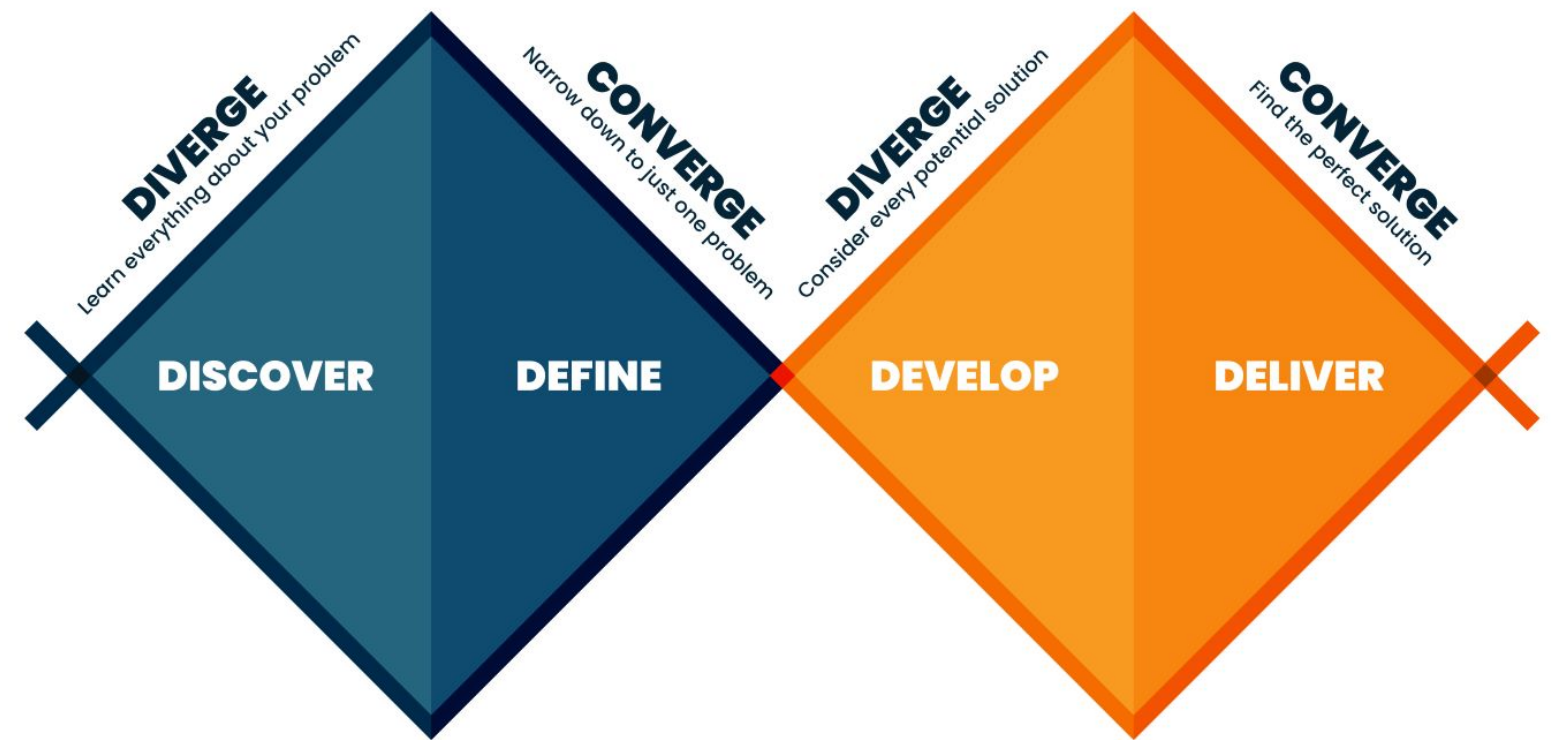
Double Diamond

The Double Diamond illustrates the process of divergent and convergent thinking in design.

- **Consists of 4 stages**

- 1 exploration & selection of opportunities

- 2 exploration & selection of solutions



Double Diamond

- What questions might you have at different stages?
 - How might you answer those questions?

- Why do you think it might be important to 'diverge' and explore many ideas before 'converging' on a solution in the design process?




Generative & Evaluative Research

Imagine you're planning to create a new app or product but aren't sure what features it should have or what your potential users really need.

- **How might you go about understanding these needs and ideas from scratch?**

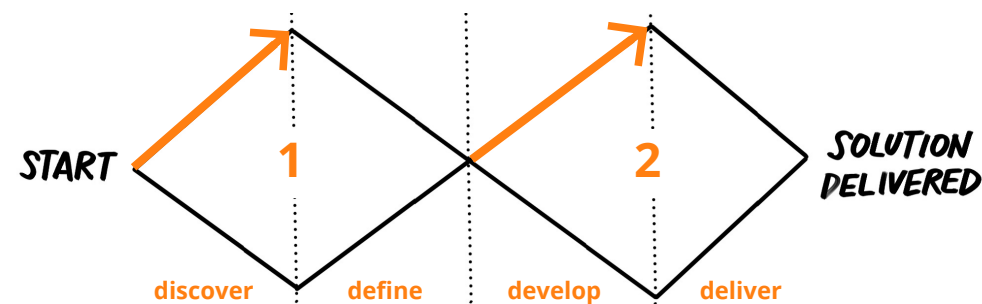
Now, think about a situation where you already have a prototype or a version of your product.

- **How would you test its effectiveness and usability with actual users?**
 - **How do you think feedback at this stage could influence the final product?**
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Generative & Evaluative Research

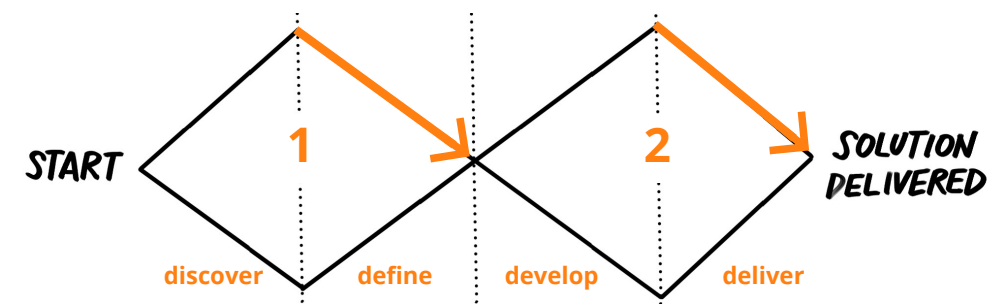
Generative

- exploring and understanding user needs, behaviors, and motivations
- generate insights to inform design and development of problems or solutions.



Evaluative

- helping to narrow down on opportunities to go after, or solutions to implement



Generative & Evaluative Research

Generative

Evaluative

Market		Product	
Who is our customer? What are their pains? What job do they need done? Is our customer segment too broad? How do we find them?	Customer Interviews Data Mining Diary Studies Ethnographies	How can we solve this problem? What form should this take? How important is the design? What's the minimum feature set? How should we prioritize?	Tree Testing Card Sorting
Are they really willing to pay? How much will they pay? How do we convince them to buy? How much will it cost to sell? Can we scale marketing?	Prototype Tests Surveys In Page Questions	Is this solution working? Are people using it? Which solution is better? How should we prioritize? What people like/dislike? Why do they do that with our product/service?	Usability Tests Live Website Tests Preference Tests

Types of UX Research

- **What research would you do if you were building a vending machine for blind people?**
- **What type of research is this? Generative or evaluative? Product or market? What types of research can you do?**

Types of UX Research

Prototype Test User Interviews Tree Testing
5 Second Test Live Website Test
Preference Test Card Sorting



"How might organizing things into categories help us understand someone's thinking?"



"Why would we want to test if people can find information easily on a website or app?"



"What might be some benefits of talking directly to people when trying to design something for them?"



"What might be some reasons to observe how people use a website that's already live?"



"Why test a simulation instead of waiting to test the final product?"




"What can we learn from someone's first impression of a website or app?"



"How could asking people to choose between options help in designing a product?"



Moderated vs Unmoderated Research

- What do you think could be the difference of having a guide during a research session versus letting participants complete tasks on their own?
 - In what situations might you prefer to observe someone's behavior without intervening?
- 



Moderated vs Unmoderated Research

Moderated

1. **Interaction:** Involves a moderator who guides participants through the research session, asking questions and facilitating the activities.
2. **Flexibility:** Allows for real-time adjustments based on participant responses or to explore interesting topics in more depth.
3. **Qualitative Insights:** Often yields rich, qualitative data as the moderator can probe deeper into participant thoughts and feelings.
4. **Cost and Time:** Generally more resource-intensive in terms of time and cost due to the need for qualified participants.

Unmoderated


1. **Interaction:** Participants complete tasks or answer questions without real-time guidance from a moderator.
2. **Consistency:** Offers more standardized conditions across sessions since the absence of a moderator reduces the variability introduced by human interaction.
3. **Quantitative Insights:** More suited for quantitative data collection, such as completion rates, time on task, and other metrics that can be easily automated.
4. **Scalability:** Easier to scale to a larger number of participants across diverse locations since it can be distributed widely and completed at the participant's convenience.

Type of Data Obtained

	Moderated Research Richness	Unmoderated Research Quantity
Type of Data	Qualitative (deep insights, thoughts, and feelings)	Quantitative (metrics, completion rates, etc.)
Depth of Insights	Rich, detailed, and nuanced	Broad, surface-level, and standardized
Feedback	Direct and interactive feedback; can explore nuances	Indirect; limited to predefined questions/tasks
Adaptability	High (can adjust focus based on responses)	Low (fixed tasks/questions)
Interaction Level	High (active guidance and probing)	None or minimal (participants work independently)
Scalability	Limited by resources and participant availability	High, easier to reach a larger audience



Guidelines for Choosing the Right Method

- **What do you think a hypothesis is in the context of UX research, and why might it be important to formulate one before starting our research?**
 - **How can it help us in defining our research objectives and choosing the right UX research methods?**
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Guidelines for Choosing the Right Method

How to define a test:

Step 1: hypothesis We believe that:	If we simplify the product detail page layout, then user engagement will increase, leading to higher sales conversions."
Step 2: test To verify that, we will:	A/B Test users who are shown the simplified product detail page layout versus users who are shown the current/complex product detail page layout.
Step 3: metric We will measure:	Engagements metrics and conversion metrics
Step 4: validation We are right if:	Increased time spent on the page, page views per session, and interactions per visit indicating higher engagement with the product detail page.

Guidelines for Choosing the Right Method

A well defined hypothesis:

- help narrow down the research focus
- makes easier to select methods suited to test the hypothesis
- sets a clear objective for what the research aims to discover or validate
- research process gets more efficient and focused.

Example: E-commerce Website Redesign

Background: An e-commerce company plans to redesign its product detail page to improve user engagement and increase sales. The design team suspects that the current layout might be too cluttered, leading to information overload and, consequently, a higher bounce rate.

HYPOTHESIS

"If we simplify the product detail page layout, then user engagement will increase, leading to higher sales conversions."

Target Audience Importance

- Why do you think understanding the target audience is crucial for designing products or services?

Target Audience Importance

Research designed with the target audience in mind:

- address specific needs, preferences, and challenges of the intended audience, making the findings more applicable and valuable.
- is more likely to influence decision-making, change behaviors, or inform policy in ways that positively affect the audience.
- helps in interpreting data with their context in mind, leading to insights that are directly applicable to their situations or problems.

Our target audience

- US Based
- Responsible for headcount budget of developers
- High level roles (C levels, directors)
- Responsible for choosing and approving outsourcing development partners

Observation vs Synthesis

Observation

Involves noting specific details or facts:

- *There are 100 cars in the parking lot.*
- *The temperature is 25°C.*
- *Customer complaints have increased by 20% in the last month.*

Synthesis

Involves combining observations to form a cohesive understanding or interpretation:

- *Based on the number of cars in the parking lot, it appears to be a busy day.*
- *The temperature of 25°C suggests mild weather.*
- *The increase in customer complaints may indicate a problem that needs to be addressed.*

Best Practices in UX Research

- What would you consider as a best practice in UX Research?

Best Practices in UX Research

Clear Goals

- fundamental to guiding the study, ensuring that outcomes are relevant, actionable, and aligned with both user needs and business objectives.

Minimize Bias

- allows for the creation of user-centered designs that truly meet user expectations and improve their experience.

Understand Your Users

- allows for the creation of user-centered designs that truly meet user expectations and improve their experience.

Communicate Findings Effectively

- ensures that insights gained from the research are understandable and can be acted upon by stakeholders, including designers, product managers, and developers.

Quiz

1. The Double Diamond model of design consists of four phases.

Which of the following is NOT one of those phases?

- A. Discover
- B. Define
- C. Develop
- D. Distribute

Answer



Quiz

2. Generative research may be conducted to:

- A. Evaluate the usability of a prototype
- B. Understand the user's needs and generate ideas
- C. Compare two different design concepts
- D. Measure the success of a live website

Answer



Quiz

3. What is a key difference between moderated and unmoderated research?

- A. Moderated research is always conducted online, while unmoderated is in-person
- B. Moderated research involves direct interaction between the researcher and participants
- C. Unmoderated research is less time-consuming and more expensive
- D. Moderated research cannot be used for usability testing

Answer



Quiz

4. When choosing a UX research method, what factor should NOT influence your decision?

- A. The stage of the product development
- B. The budget for the research
- C. Personal preference for one method over another
- D. The research objectives

Answer



Quiz

5. How does formulating a hypothesis help in the UX research process?

- A. It eliminates the need for research
- B. It provides a clear direction and focus for the research
- C. It guarantees the success of the product
- D. It replaces the need for user testing

Answer

