

UX Research Course

The importance of UX research

- The difference between research and UX specific research
- UX research vs. usability research
- Where does research fit in the UX design process
- UX research goes beyond usability
- How research plays a role in the user's satisfaction before, during, and after an experience

Why research

- Discover user goals
- Build for cognitive limitations
- Short-term, working, and long-term memory challenges and how to address them
- Grant permission to invest time in researching

What makes UX research different?

- UX research explores how users interact with a product or service
- Marketing research investigates market trends, consumer preferences, and purchase behavior

Methods Used

- UX: Usability testing, user interviews, field studies, task analysis.
- Marketing: Surveys, focus groups, A/B testing for messaging, market segmentation.
- UX: Design better, more intuitive products.
- Marketing: Understand and influence buying behavior

Building an objective and key results (OKR)

- Uses creative and critical thinking
- Considers cognitive processing

Difference between objective and hypothesis

- Creating a hypothesis vs an objective
- Is it testable, and can it be measured?
- Is it user-centered and invites exploration?

User research methodologies covered

- Researching existing data
- Observing
- Interviewing
- Card sorting
- Journey mapping
- Defining personas

Usability research methodologies covered

- One-click
- Guerilla testing
- Contextual interviews

- RITE testing
- Reverse tree sorting
- A/B Testing
- Cognitive walkthrough

Techniques for coding and recording results

- Mapping, coding, and theming
- Analyzing data
- Articles and reports
- Locating resources
- Sourcing existing studies
- Locating forums, reviews, and other free resources

Tips for recruiting participants

- Methods researchers can use to recruit participants
- Legal rights of participants

Quantitative vs qualitative research

- Understanding the difference in research techniques and results
- Discovering user goals and challenges
- Observation, it's what they do
- Diving deep into conversations

Types of interviews

- Stakeholder-setting expectations
- Field study and contextual interviews-What users do
- Closed interview-Traditional interview
- Stakeholder interviews
- What is the expected timeline in stakeholders' minds?
- Who are the intended users?
- What are the constraints/worries regarding this effort?

Field studies

- Don't trust what people say; watch what they do
- Ethnographic research
- Review of a study checklist

Categorizing and creating themes

- Start with open coding
- Frequency isn't everything
- Cluster Into Themes
- Look for consistent keywords
- Look for repeated challenges
- Create an affinity map to categorize what you have discovered

Creating "How might we?" statements

- "How Might We" Questions shift from problems to solutions
- Translate your themes into opportunity statements:

- Deliverables after an interview
- Observations for each session
- Notes common needs and challenges
- A hierarchical visual of user needs, a mind map, an affinity chart, and a picture of post-its on a wall

Sketching solutions

- Brainstorm ways to fix or enhance the experience. Start rough!
- Preparing for an interview
- Recruit a representative sample of potential users
- Prescreening is important

Creating interview scripts

- Explain the purpose of the interview – what are you trying to achieve?
- Explain how the person's data will be used
- Keep leading questions to a minimum
- Keep it reasonably short

The master-apprentice model

- The interviewer treats the user as the master while the interviewer is the apprentice
- Analyzing interview data

Surveys

- Source of quantitative information
- Inexpensive research and relatively easy
- Provides clear and powerful information

Creating survey questions

- Ensure your survey questions are neutral. Learn more about how to prevent bias from impacting your surveys.
- Creating a balanced set of answer choices
- Doing a test drive
- Using and analyzing Likert scales

Analyzing survey data

- Closed questions provide quantitative data that can be viewed as data visualizations
- Qualitative resources for textual responses in surveys

Card sorting

- Find out how your users think, vocabulary, groups, and more.
- Open card sorting and its benefits
- Open card sorting provides insight into how people think about content, including the following:
- Mental models for the content
- Collecting and analyzing card sort results

Journey maps

- Helps you see patterns by grouping and surfaces themes
- It's visual and collaborative

- It declutters the chaos and leads to design decisions

Creating a Persona

- Describing a context or situation
- Illustrates challenges
- Launching point for design discussion and engages the imagination

Examples of personas

- Old school vs. discreet personas

Scenario vs. Features

- Scenarios: Goals that users want to achieve using your app/website
- Features: The “means to an end” but not the ultimate goals
- Aligning features with scenarios
- Putting scenarios in order of hierarchy

Usability tests

- Start testing with an MVP
- Building a minimum viable product

Guerrilla usability testing

- A fast and informal approach to user testing
- Works well in an Agile environment as you can test at any stage
- Used in early design exploration
- Hypothesis validation: A quick way to test assumptions about user behavior.
- Identifying critical issues: helps uncover major usability problems that could impact the user experience.

Key benefits of first-click testing

- Insights into user behavior
- Quick and efficient
- Provides early feedback
- Tools for the first click test
- Analyzing the results of a one-click study

5-second test

- A simple usability testing method used to gauge a user’s first impression of a design
- Used in early design stages to test design options
- Marketing material design to assess message clarity and memorability

Rapid iterative testing and evaluation (RITE)

- Evaluate a solution to a usability problem multiple times in a rapid and iterative manner
- How the RITE method works
- Performing a RITE study
- Use wireframes or high-fidelity prototypes. Both can come from Figma

Contextual interviews

- Process for running a contextual interview

- Benefits and drawbacks

Discovering and describing requirements

- Market requirement
- Organizational requirement
- User requirement

Presenting results

- Presenting important findings first
- Creating a deck presentation
- Creating an APA-formatted report
- Heuristics guide design decisions
- Some of Nielsen's 10 Usability Heuristics include:
- Visibility of system status