

presents

UX Research Masterclass



Data, Research & Consulting

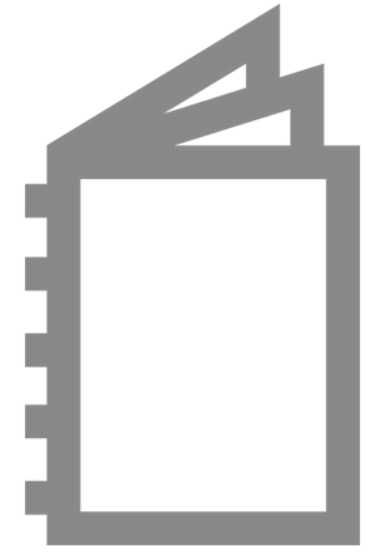
Welcome to our UX research masterclass!

**INDUSTRY EXPERTS IN PRODUCT, CONSUMER,
SOCIAL & MARKET RESEARCH**

Using a scientific approach to conduct quantitative, qualitative & neuromarketing projects.

BUILDING SCALABLE & SUSTAINABLE BUSINESS





User Experience Research

What we'll discuss



What?



Why?



When?



How?
(Methodology)



User Experience Research

“UX (user experience) research is the systematic **study of target users and their requirements**, to add **realistic contexts and insights to design processes**”.

“User research focuses on **understanding user behaviors, needs, and motivations** through observation techniques, task analysis, and other feedback methodologies.”



Why?

- Unearths needs and wants of the target market and highlights which features are important to users in a realistic context
- Shows the user journey as they navigate the solution, uncovering problems and opportunities that allow for optimization and changes
- Ensure your solution is designed for the users and not the creators
- It helps create solutions that respond to human needs, therefore, helping increase the competitive advantage of the solution
- Ensures your solution is designed based on facts and not intuition nor assumption
- Ensures you focus on what really matters



Opportunities

- UX Researcher
- Product Design
- Product Manager

STAGE OF RESEARCH

Ideally, User Experience Research should be carried out before, during, and after the design process.

Why?

1. To avoid making unwarranted assumptions for a design that may not be relevant to users
2. To understand problem user may face when using products
3. To build a product that is suitable for the target market.

When?

TO EVALUATE THE USERS' EXPERIENCE OF PRODUCTS.

Why?

1. To gather insights that will help build products the user will find relevant and enjoyable to use
2. Building of scalable products that appeals to the need and behaviors of users. This helps build loyalty and comfort with the product.

Step 1: Identify business & research objectives

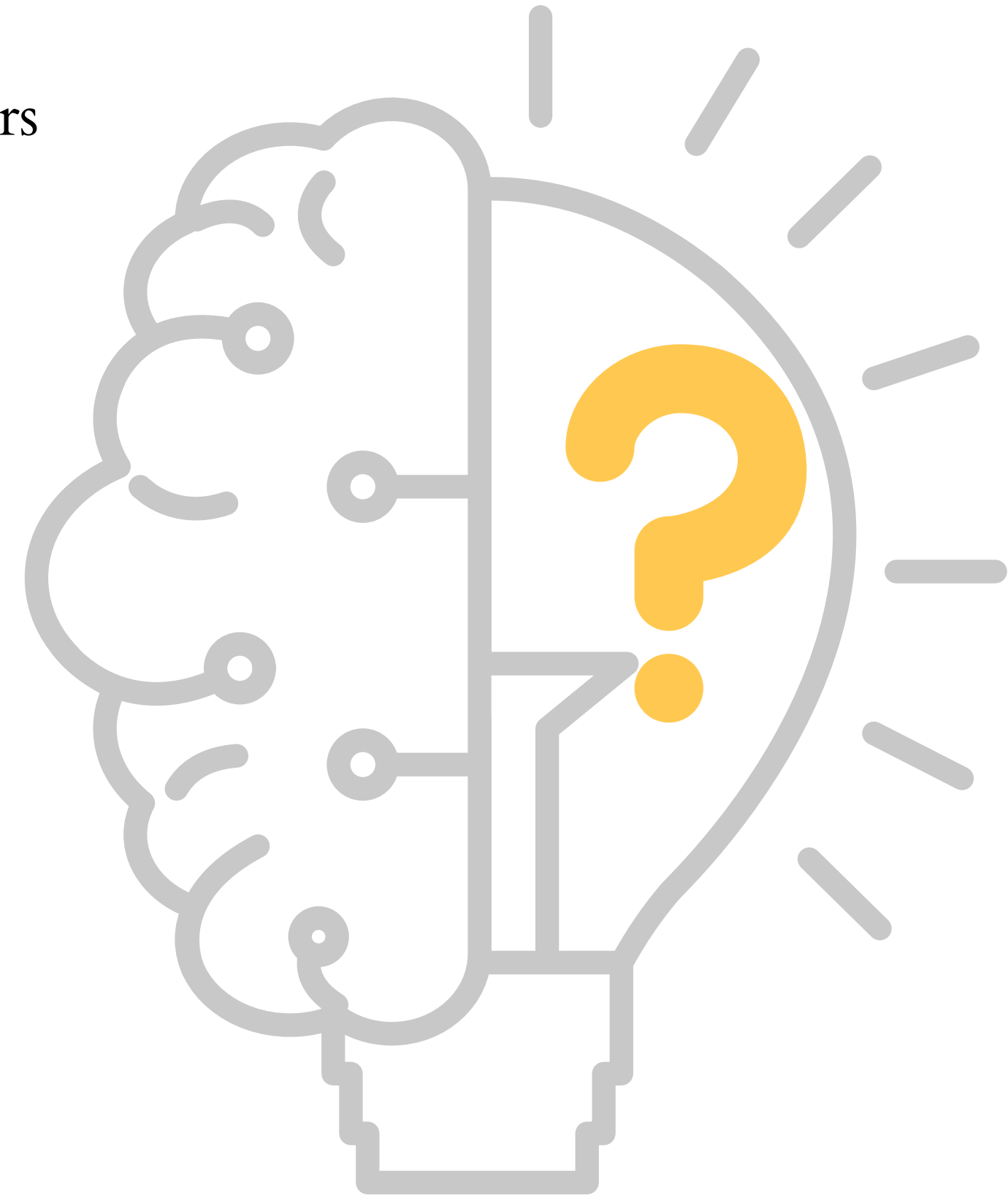
Step 2: Define your target audience

Step 3: Select a research methodology. User Experience Research gathers information as users use the solution. Therefore, use methods such as

- Ethnography
- Diaries
- Group Discussions
- Survey
- Interviews
- A/B Testing
- Eye Tracking
- Card Sorting
- Usability Testing

Step 4: Design protocol guide, and question guide (if needed)

Step 5: Go to the field and speak to people



Business Objective

To understand the experiences of the various types of users of the platform

Research Objective

- Evaluation of the platforms' interface, aesthetics & features
- Evaluation of the process, flow, and speed of the platform
- Evaluation of the user's journey through the platform

Research Plan

Define Target Audience

Your target audience is based on demographic, psychographic factors. It is a segmentation of the population to identify who is more likely to use your product

Methodology

Determine the best Methodology/tool to use to reach your target audience in order to get rich insights

Research Plan

PRE
DATA
COLLECTION

- Identify your business & research objectives
- Design your guide, NDA & Analysis plan
- Recruit your participants
- Schedule the data collection
- Send reminders

DURING
DATA
COLLECTION

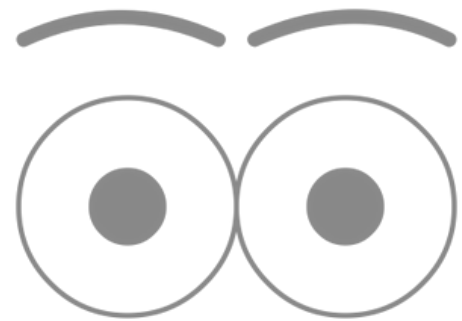
- Explain rules of engagement
- Present NDAs
- Provide refreshments
- Record session
- Show stimuli
- Ask questions/observe behaviors
- Pay incentives

POST
DATA
COLLECTION

- Save recording
- Save all notes
- Get ready for data analysis

User Experience Research Tools (Before)

ETHNOGRAPHY



DIARIES



GROUP
DISCUSSIONS



SURVEY



INTERVIEWS



User Experience Research Tools (During)

A/B TESTING



DIARIES



EYE TRACKING



CARD SORTING



USABILITY
TESTING



User Experience Research Tools (After)

A/B TESTING



GROUP
DISCUSSIONS



EYE TRACKING



SURVEYS



USABILITY
TESTING



A/B TESTING



WHAT

A/B testing (also known as split testing) is the process of comparing two versions of a web page, email, or other marketing asset and measuring the difference in performance

WHY

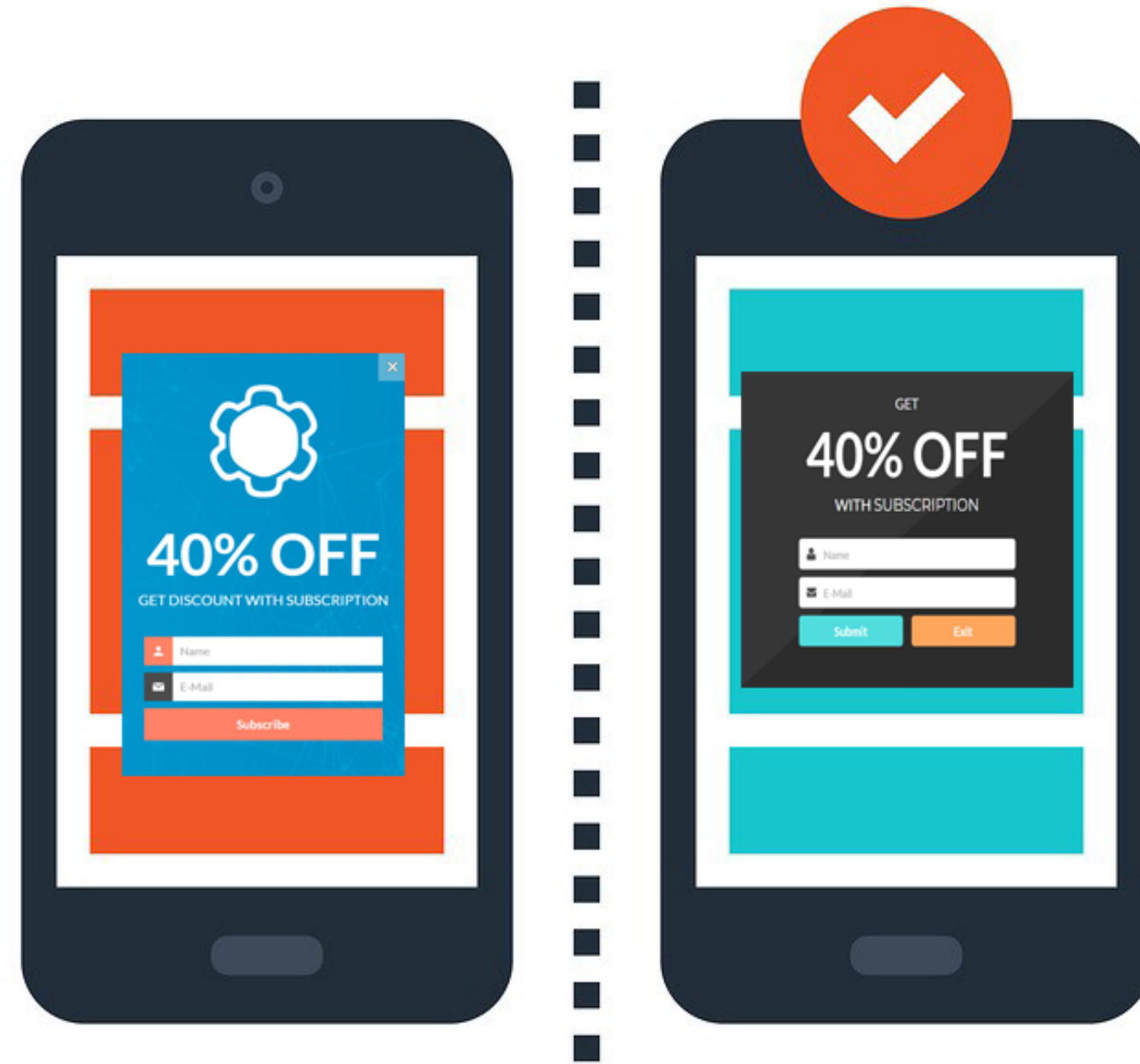
To demonstrate the efficacy of potential changes, enabling data-driven decisions and ensuring positive impacts.

HOW

Different variations of a product is created and given to different groups to test to see which one of the variation come on top and how they each perform



A/B TESTING



A / B TESTING

Image from Supsysitic

Diaries



WHAT

Self-reporting by participants over an extended period of time

WHY

Contextual information about participant's real-time real-life behaviours and experiences.
Longitudinal data.

HOW

- Participant is asked to keep a diary and log specific information about activities being studied
- Can last for a few hours to days to years



Diaries

Physical Activity Diary

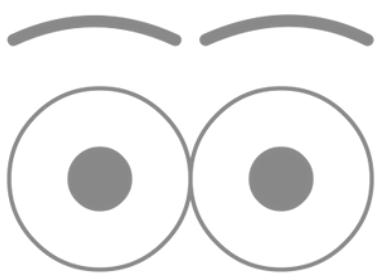
Start date ____ / ____ / ____

Day of week	Start time	End time	Type of activity	Location	Who with



DAPA Measurement Toolkit

Ethnography



WHAT

The actual behavior of people are observed in their natural environment

WHY

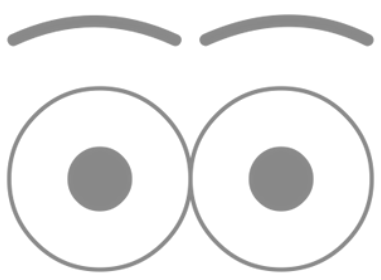
Understanding the how in relation to the setting. Allows you the opportunity to experience first hand

HOW

- Conducted in the location relating to what the research is about
- Can last for a few hours to days to years
- Record what you have seen, heard, or encountered.



Ethnography



upBOARD **Ethnographic Research Template**
Everyone **up** to speed and on **BOARD!**

Start Date: Enter Date Here **Research Issue:** Enter Issue Here
End Date: Enter Date Here **Site Location:** Enter Location Here

	Customer Type 1	Customer Type 2	Customer Type 3	Customer Type 4	Customer Type 5	Customer Type 6
Persona	•	•	•	•	•	•
Needs/Wants	•	•	•	•	•	•
Feeling	•	•	•	•	•	•
Notes	•	•	•	•	•	•

Want more tools and templates? Visit <https://upboard.io/>

EYE TRACKING



WHAT

The tracking of eye movements of participants during a range of activities

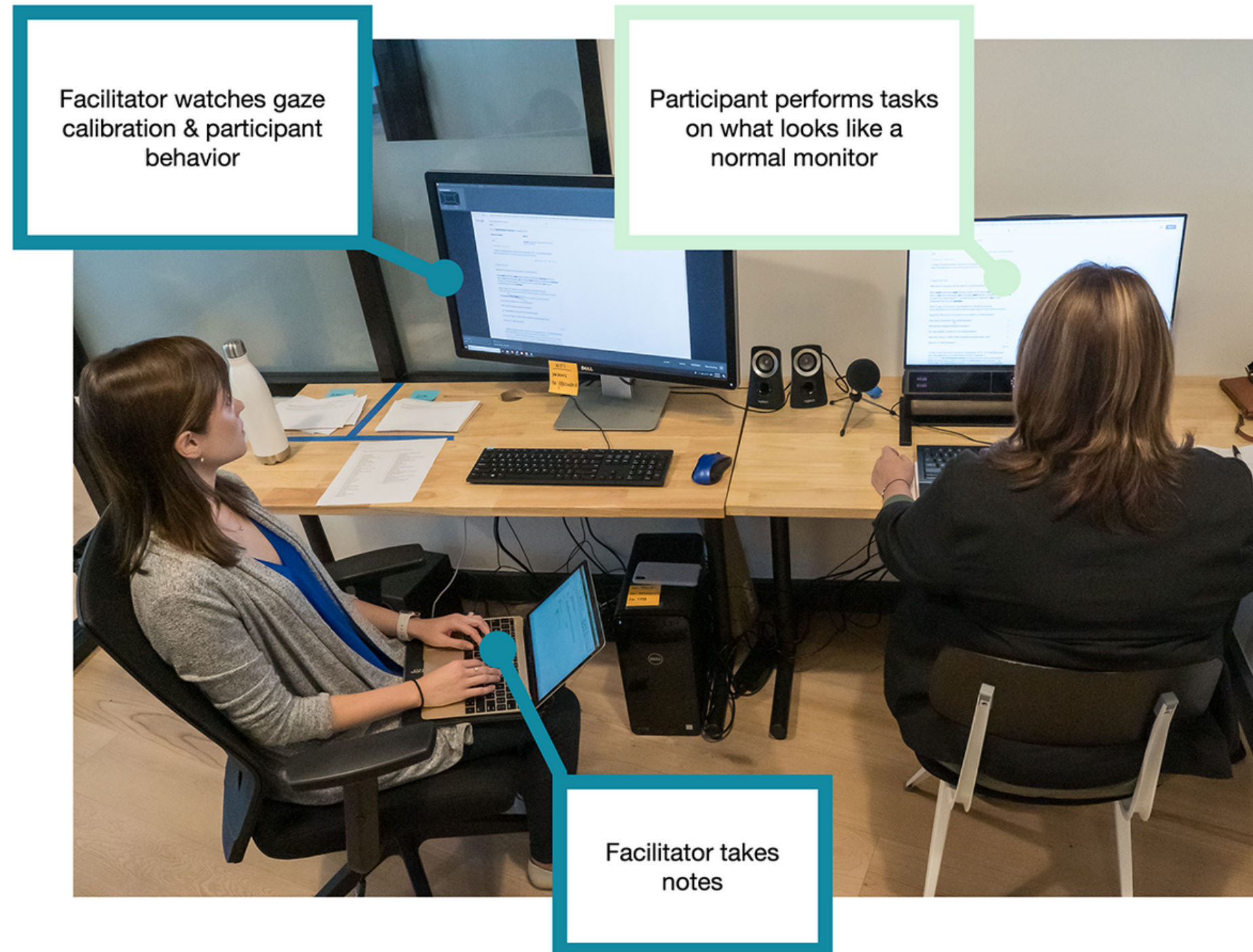
HOW

An eye-tracker is used to capture eye movements which makes it possible to measure and study visual behaviour and fine eye movements, as the position of the eye can be mapped multiple times a second. How quickly an eye tracker is able to capture these images is known as its frequency

WHY

Eye tracking allows you to uncover usability problems without disturbing natural user behavior

EYE TRACKING

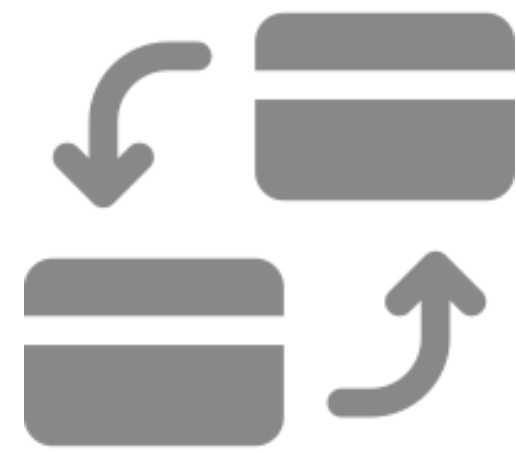


NNGROUP.COM **NN/g**

Nielsen Norman Group



CARD SORTING



WHAT

The process of users organizing information or topics in logical order according to how it makes sense to them

HOW

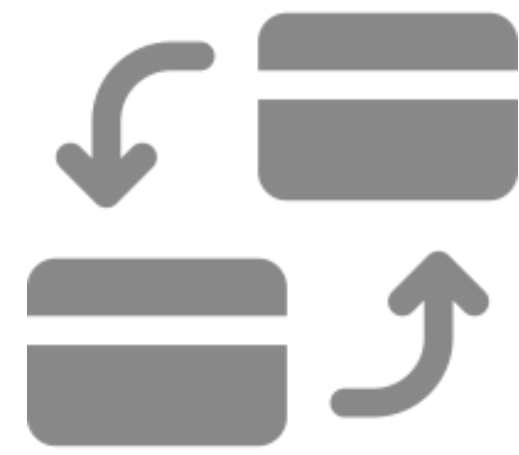
- Organize a set of topics
- Users are to group these topics into appropriate logical order as they deem fit
- Users are to name the groups and explain the reason behind it
- Conduct card sorting with multiple groups to establish a pattern or reason

WHY

To understand how users think of your content or design



CARD SORTING



Cary-Anne olsen-Landis

USABILITY TESTING



WHAT

Testing exercise (involving interface, product, or service) with individuals or a group of people

WHY

- To identify problems
- To test relevance of product
- To discover opportunities for improvement of design
- To understand target user persona needs, preferences, and behaviours

HOW

- The facilitator ask participant or a group to perform a task, usually with an interface, or a product and then observes users behaviour while they perform the task, an also listens for feedback



USABILITY TESTING

Remote Unmoderated: Flow of Information



UsabilityTesting.my



Thank you!
Q & A