

UX Research as Strategy

Motivation

- Too much content on “do it yourself” usability testing.
- It’s time to think bigger than this to create usable & effective products that people love
- Research needs to be embedded in the design strategy.

Agenda

- The Nature of User Research
- Philosophy
- Fictitious Scenario
 - Step 1 : Project Meetings
 - Step 2 : Contextual Analysis
 - Step 3 : Usability Goal Setting
 - Step 4 : Work Reengineering
 - Step 5 : Design & Usability Testing
- Conclusion

UX Research as Strategy

- There is no one shoe fits all approach to research.
- This webinar will cover the research needed for a specific context
- Research for projects where new technology is being introduced to meet specific business objectives.


Is to apply research
strategically and
collaboratively to meet
business objectives.

Fictitious Scenario

A person in a dark shirt is standing in a warehouse, looking at a mobile device. The background shows industrial shelving and equipment, slightly out of focus. The right side of the image is overlaid with a dark blue semi-transparent rectangle containing white text.

Client wants a
mobile app to
**facilitate warehouse
operations.**

Project Meetings



Define **business objectives** and identify the **user group**.



User Profile

Information needed for a user profile.

1. Knowledge and experience (e.g., typing skill, task experience)
2. Psychological characteristics (e.g., attitudes, motivations)
3. Job and task characteristics (e.g., frequency of use, daily structure)
4. Physical characteristics (e.g., color blindness)

User Profile

How do I get information for the user profile?

1. Interview knowledgeable personnel
2. Send questionnaires



Rob Strickland

Age: 32

Occupation: Forklift Operator

Education: High school diploma

Rob has been a forklift operator for 12 years and is proud to work for his company. He believes he is good at his job and describes himself as a “hunt-and-peck” typist. He has received lots of on the job training—none of which relates to a computer interface. The only personal computer he owns is an iPhone and is considering purchasing a Mac laptop.

Contextual Analysis

Obtain a **user-centered model** of how the work is currently being performed

Contextual Analysis

Preparing for the Contextual Analysis.

1. Get Documentation
2. Get copies of objects and artifacts



Contextual Analysis

Analyze the Data

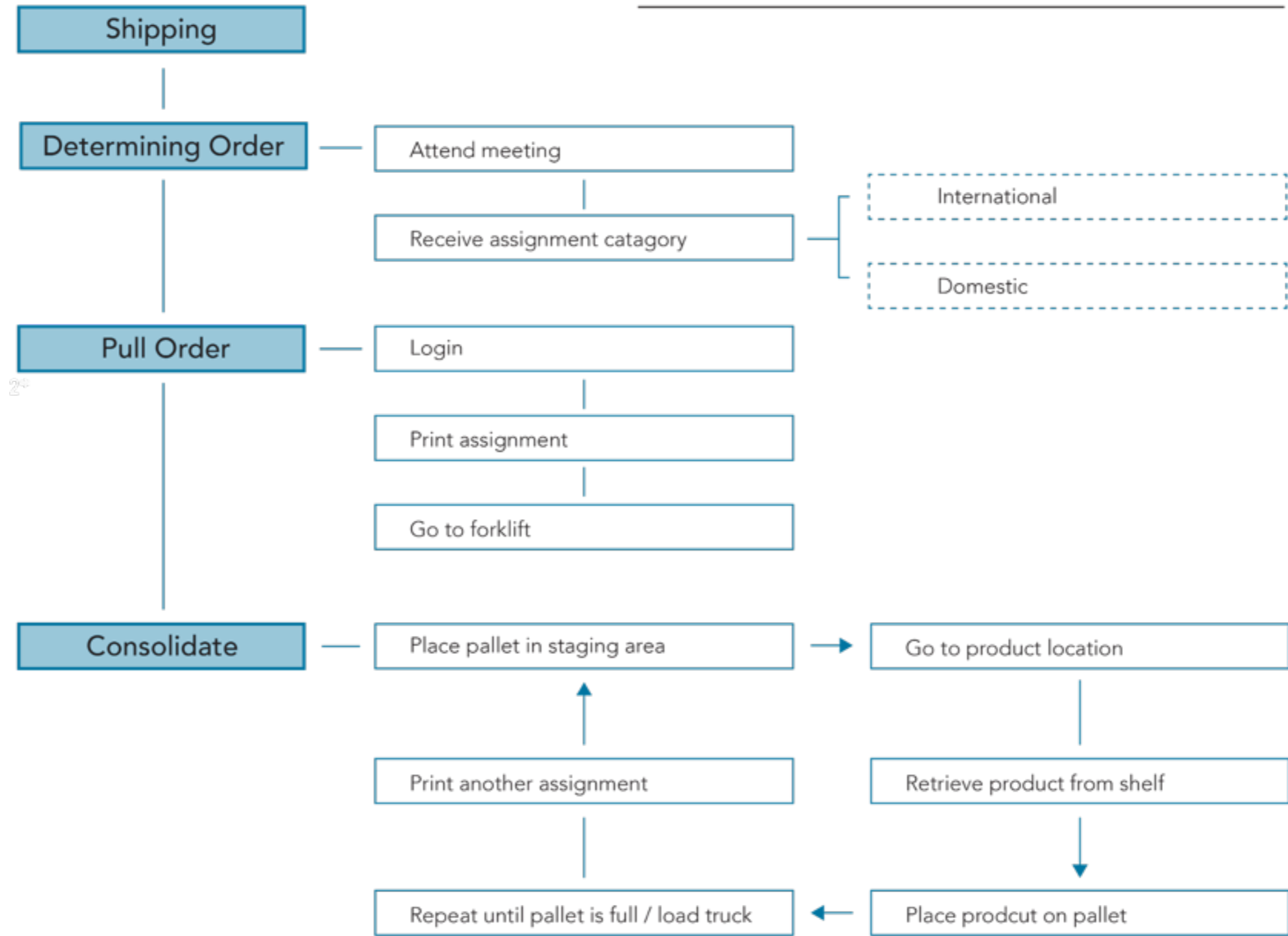
1. List discrete tasks
2. Include task scenarios
3. Work environments
4. Use cases / user stories and task scenarios

Contextual Analysis

Construct a Task Organization Model

1. Sort the discrete tasks into logical groupings
 - "Open card sorting"

Task Organization Model



Usability Goal Setting

Usability Goal Setting

Purpose of Usability Goal Setting

1. Focus design effort
2. Determine Interface Requirements

There are many types of usability Goals

- Qualitative
- Quantitative
- Subjective
- Objective

The Usability Goals for Operators:

- Perceived usability score of 70 SUS points



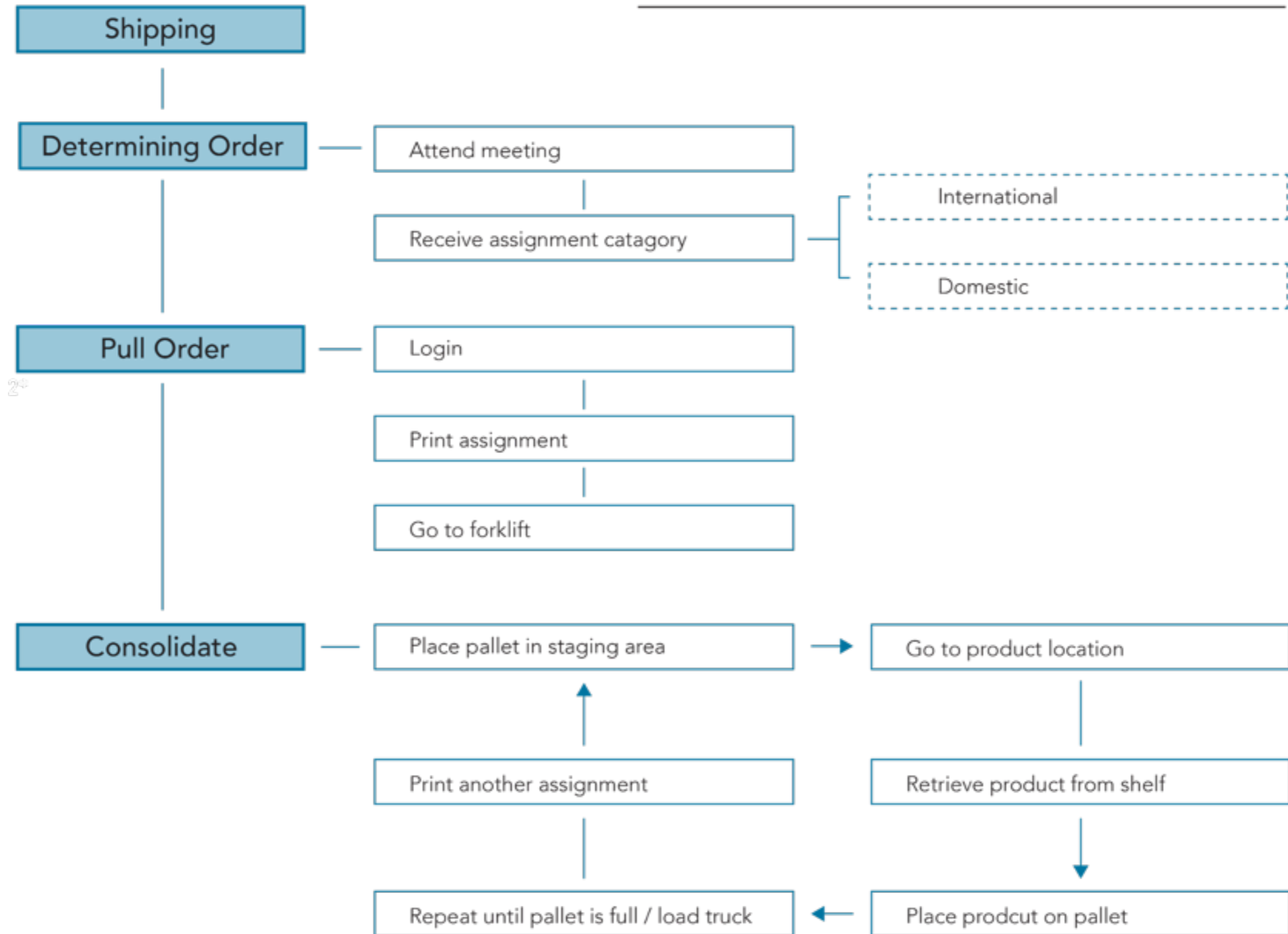
Remember, these **usability goals** should always be driven by the **business needs & grounded in data.**

Work

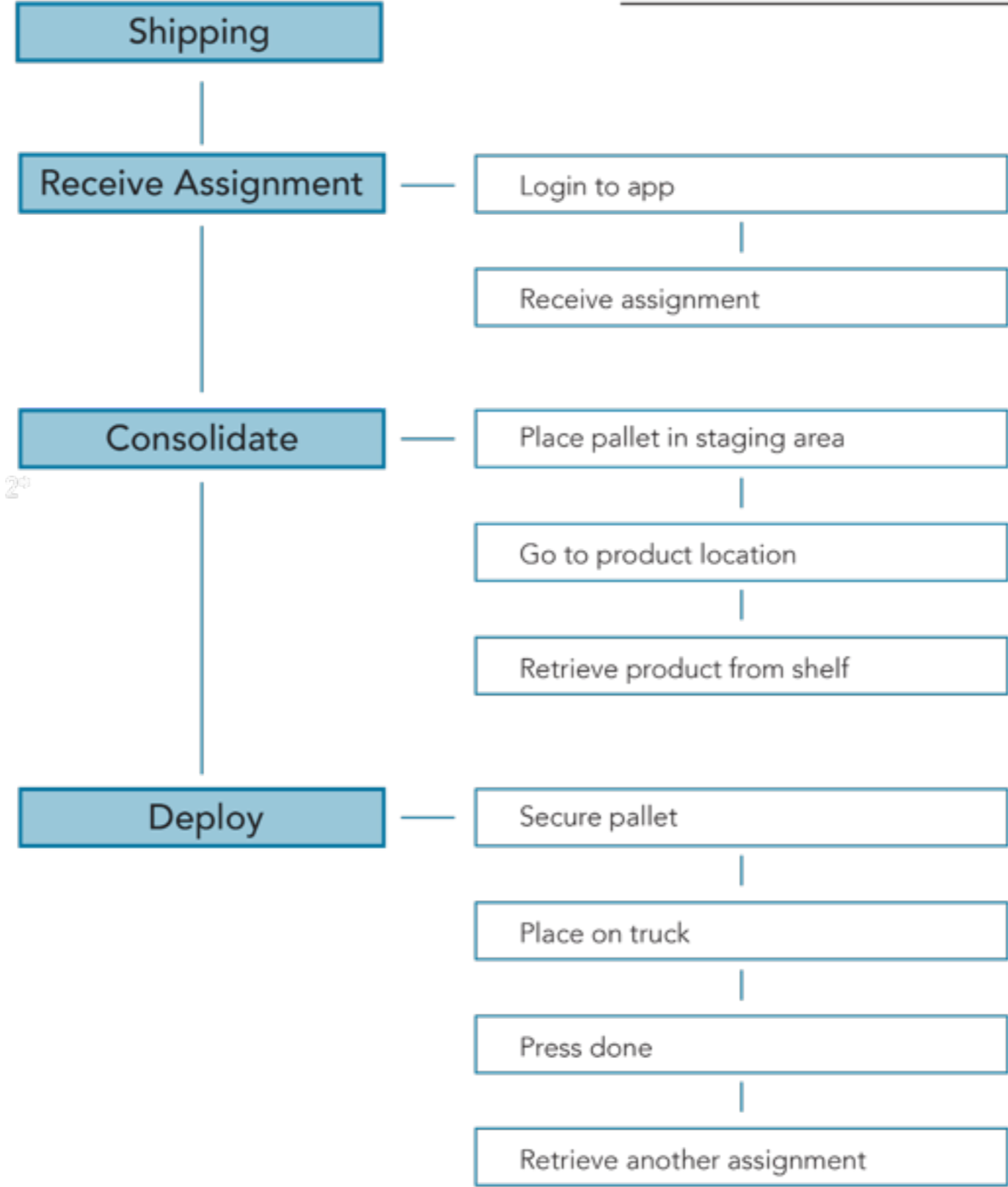
Reengineering

Create a reengineered Task Organization Model to meet the defined objectives.

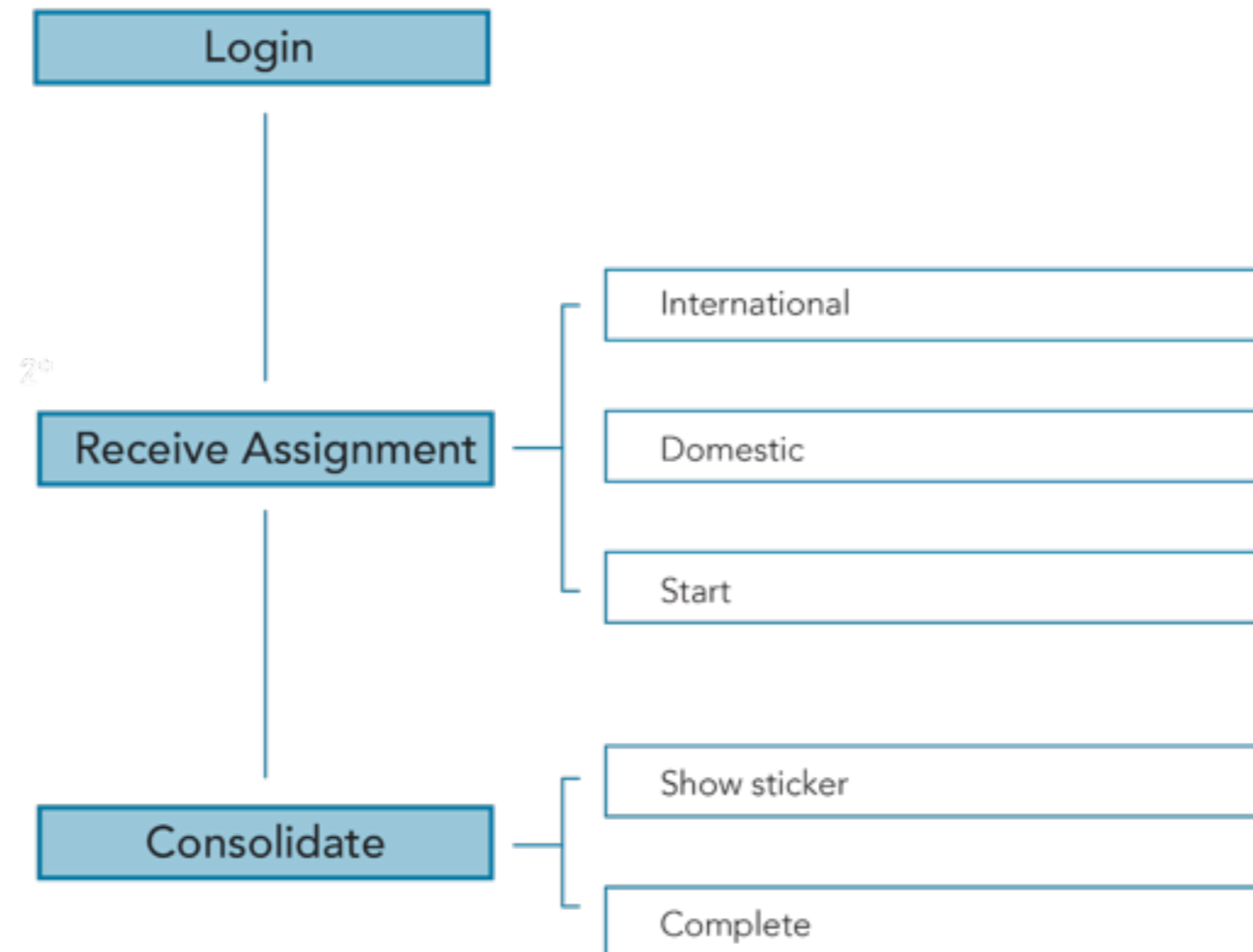
Task Organization Model



Reengineered Model



Information Architecture



Design & Usability Testing



Design & Usability Testing

Make Wireframes

1. Create testing scripts
2. Give representative users tasks to execute
3. Are we moving towards actualizing our goals

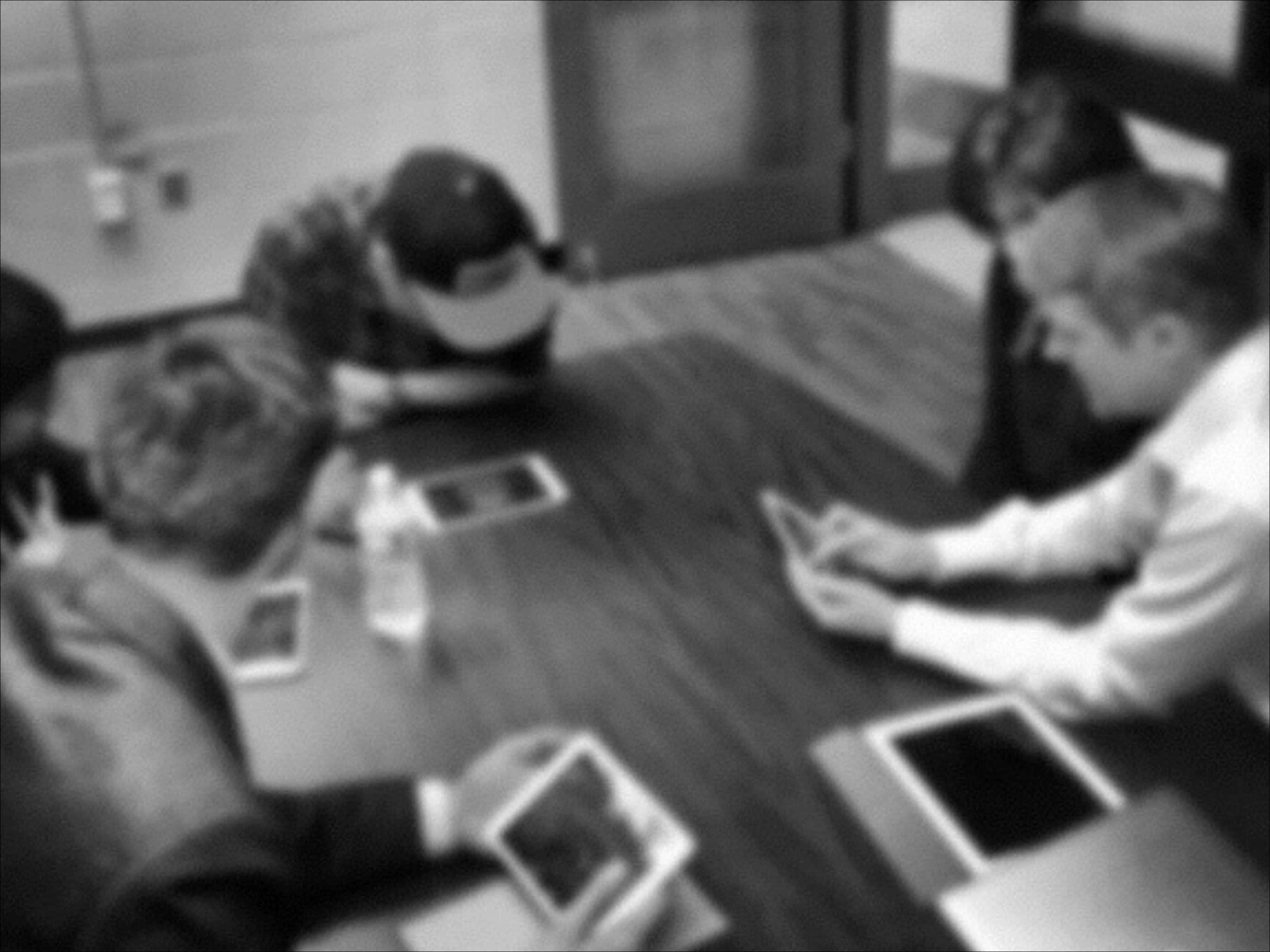


Refine Wireframes if Needed

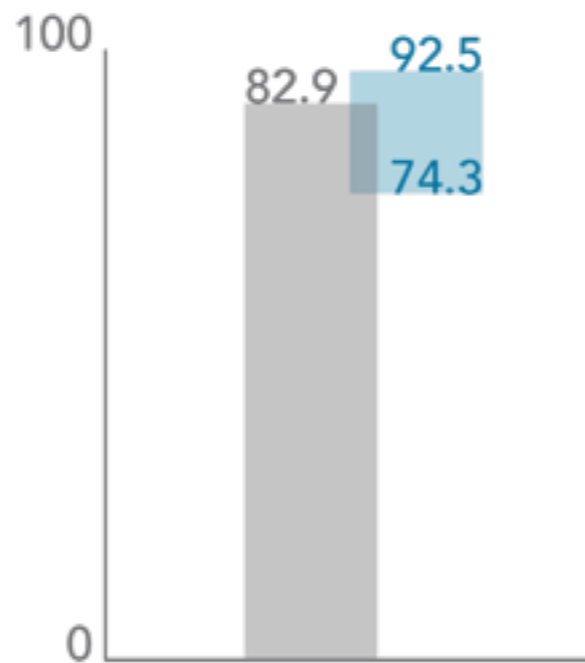
Most likely going to be things related to language or other "cosmetic" issues.

High Fidelity Comps

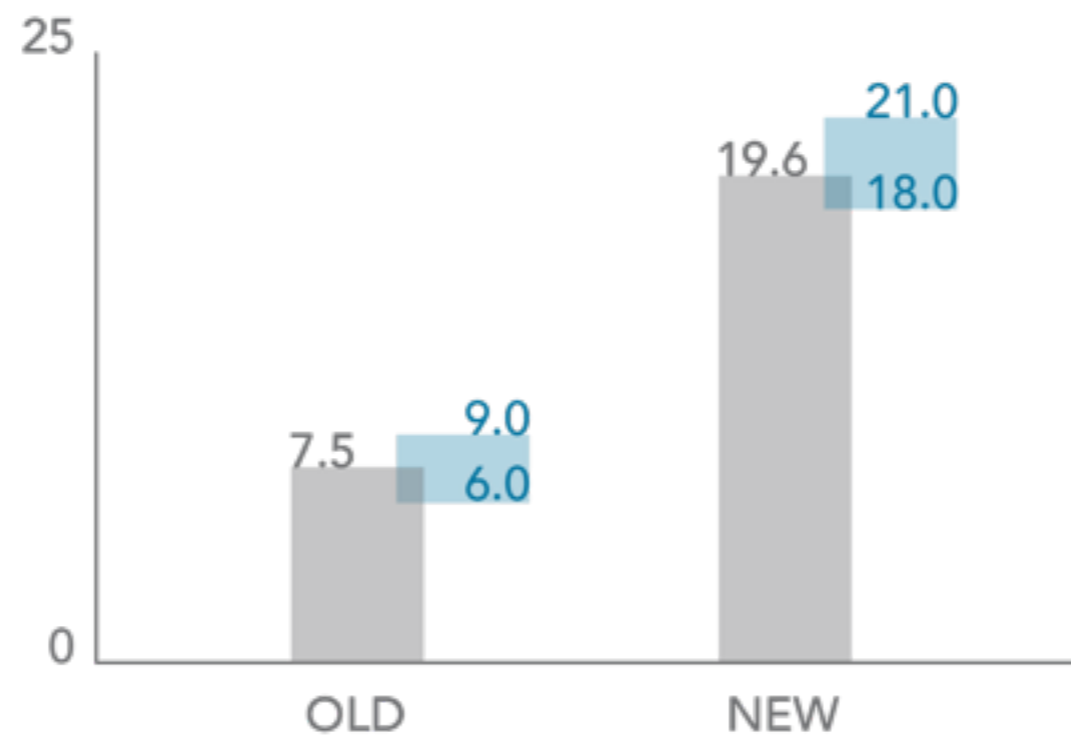
All revisions and designs should be grounded in user data and directed towards meeting goals.



Average SUS Score



Significant Increase in Warehouse Product Movement



Once you've met all of your **goals** with **summative research**, you are ready to launch the product.

Build and Release

Conclusion

Research needs to be a strategic engagement to ensure that you are meeting defined business objectives and creating high usable products.

Thank You!