

User Research

#2: What is it?

How would you use this?



Coffeepot
for
Masochists

Jacques Carelman

Thinking about real people

User research seeks to understand people's relationship to products and services in real contexts.

- What are their needs?
- What do we know about their behaviours, motivations, triggers and barriers?
- What causes them to make certain decisions?

Who chooses which?



Who chooses which?



Capturing user needs

User needs statement (also “user story”):

As a { user role / persona }

I need to { do what I need to do }

In order to { accomplish goal }

Capturing user needs

User needs statement (also “user story”):

As a commuter

I need to carry all my things safely

In order to have everything I need for work

Capturing user needs

There are a few variations, e.g.:

As a { who }

I want to { do what }

So that I can { have an outcome (why) }

Capturing user needs

Job story:

When { *situation or context* }

I want to { *do what* }

So that I can { *have an outcome (why)* }

Capturing user needs

Job story:

When I'm commuting

I want to have easy access to my laptop

So that I can get some work done on the way

How would you express your needs?



Exercise:

Practising Job Stories

When { *situation or context* }

I want to { do what }

So that I can { *have an outcome (why)* }

Take 5 minutes to write down two or three job stories about your **bag/backpack** needs.

Product promise

User research seeks to understand people's **relationship** to products and services in a real contexts.

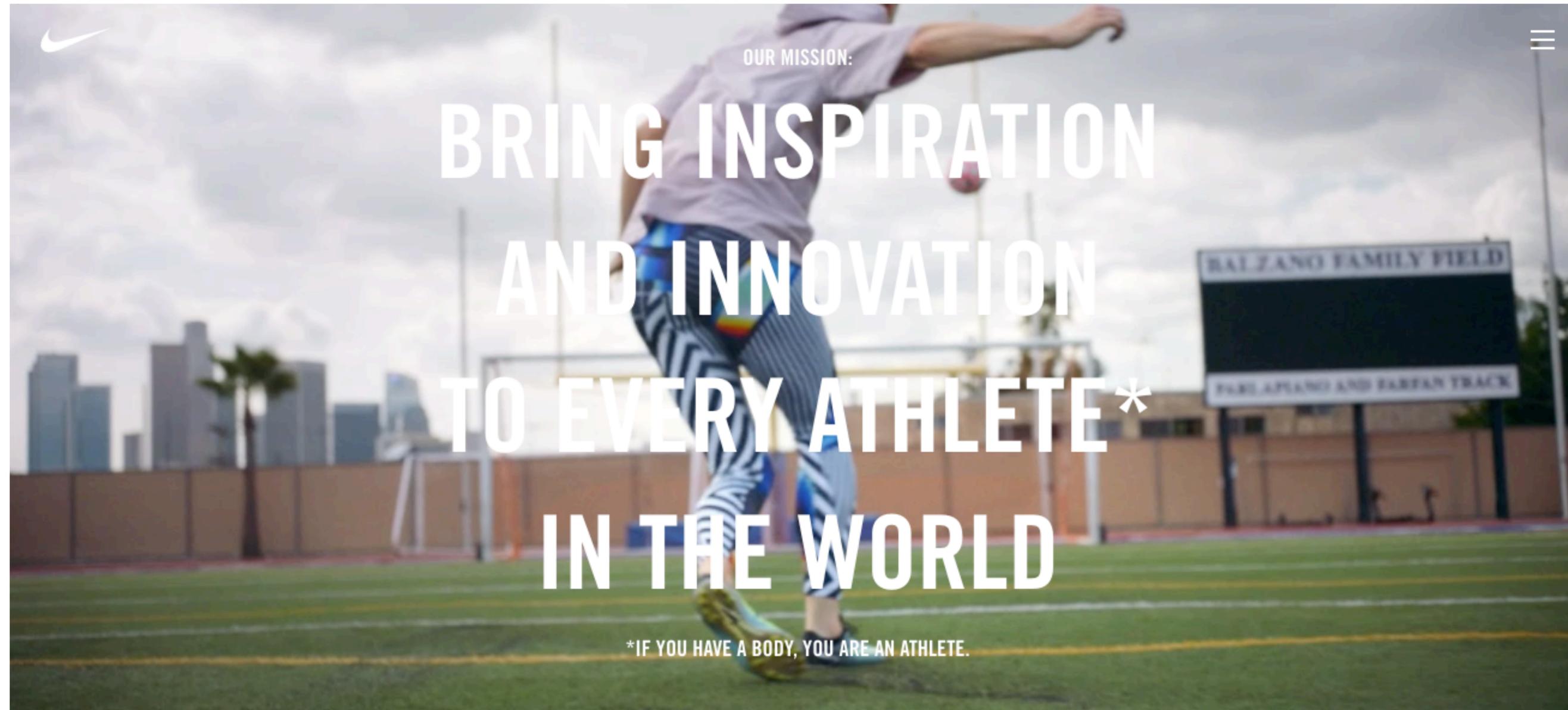
- What is the promise the product/service is making to your users?
- Is it successful at meeting that promise?

Promise, brand & value proposition



The Nike Court Vintage Premium embodies '80s tennis at its best—laid-back and stylish. The smooth leather upper combines with micro-branding for a relaxed look and feel, while the cushioned sockliner provides comfort for every step.

Promise, brand & value proposition



<https://about.nike.com/>

Promise, brand & value proposition

WOOL RUNNER-UP MIZZLE HIGHLIGHTS



Thick Wool High
Top For The
Cold



No-Slip Natural
Rubber Grip



Designed To
Repel The
Weather

CORE FEATURES

- Renewable Materials
- Machine Washable
- Minimises Odour
- Flexibly Conforms To Your Movements

DESCRIPTION

Our wet-weather high top is made with ZQ Merino wool and a bio-based water repellent shield, so your feet stay dry and cozy no matter what the day brings. Made in Busan, South Korea



Cosy High Top, Stormy Weather

Promise, brand & value proposition



SIMPLICITY IN DESIGN

No flashy logos. No senseless details. Just the world's most comfortable shoes, made naturally and designed practically. It's that simple.

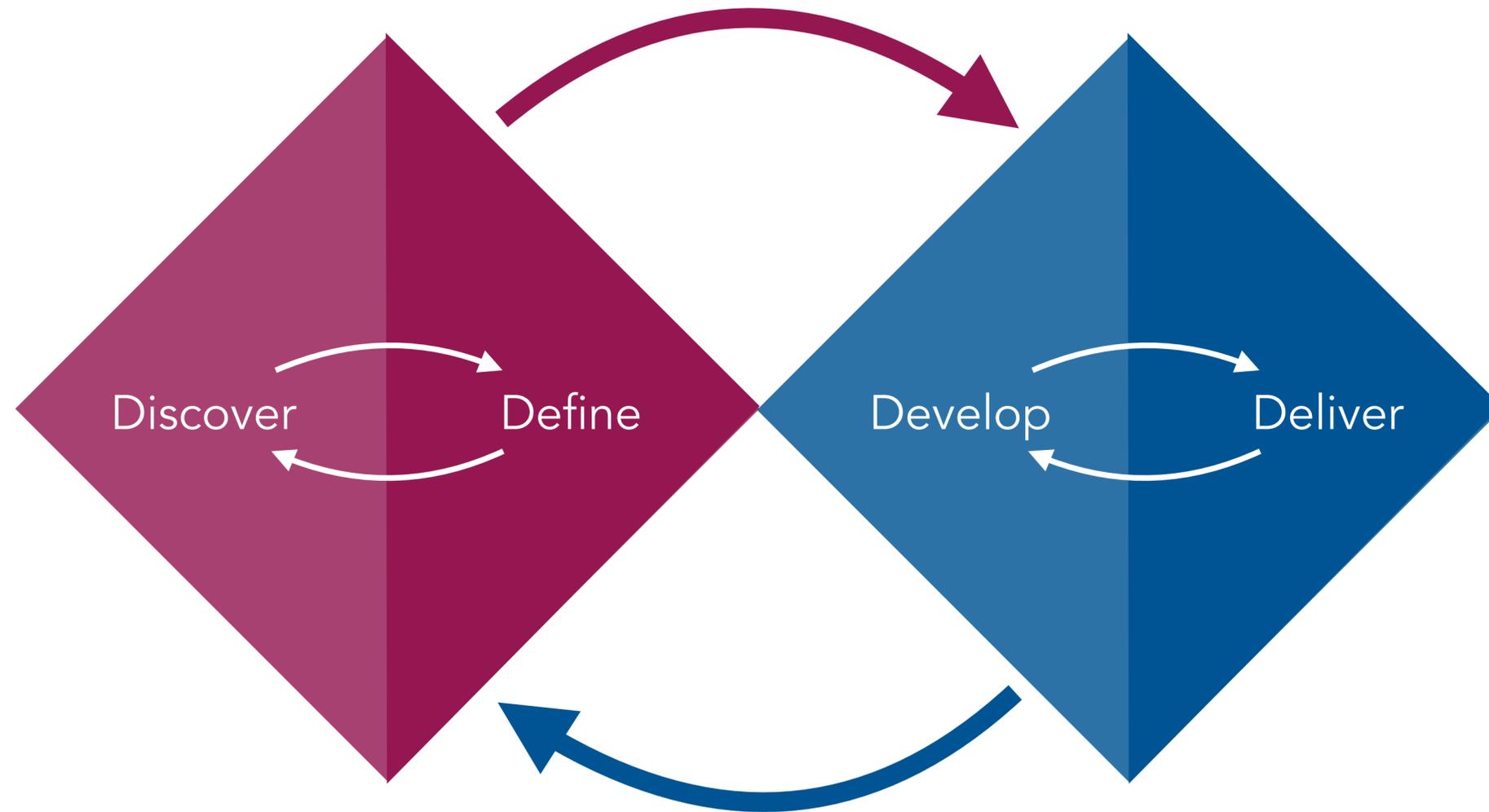
CONFIDENCE IN COMFORT

Trying is believing. Give our shoes a shot for 30 days, and if you're not walking on cloud nine, we'll take them back—no questions asked.

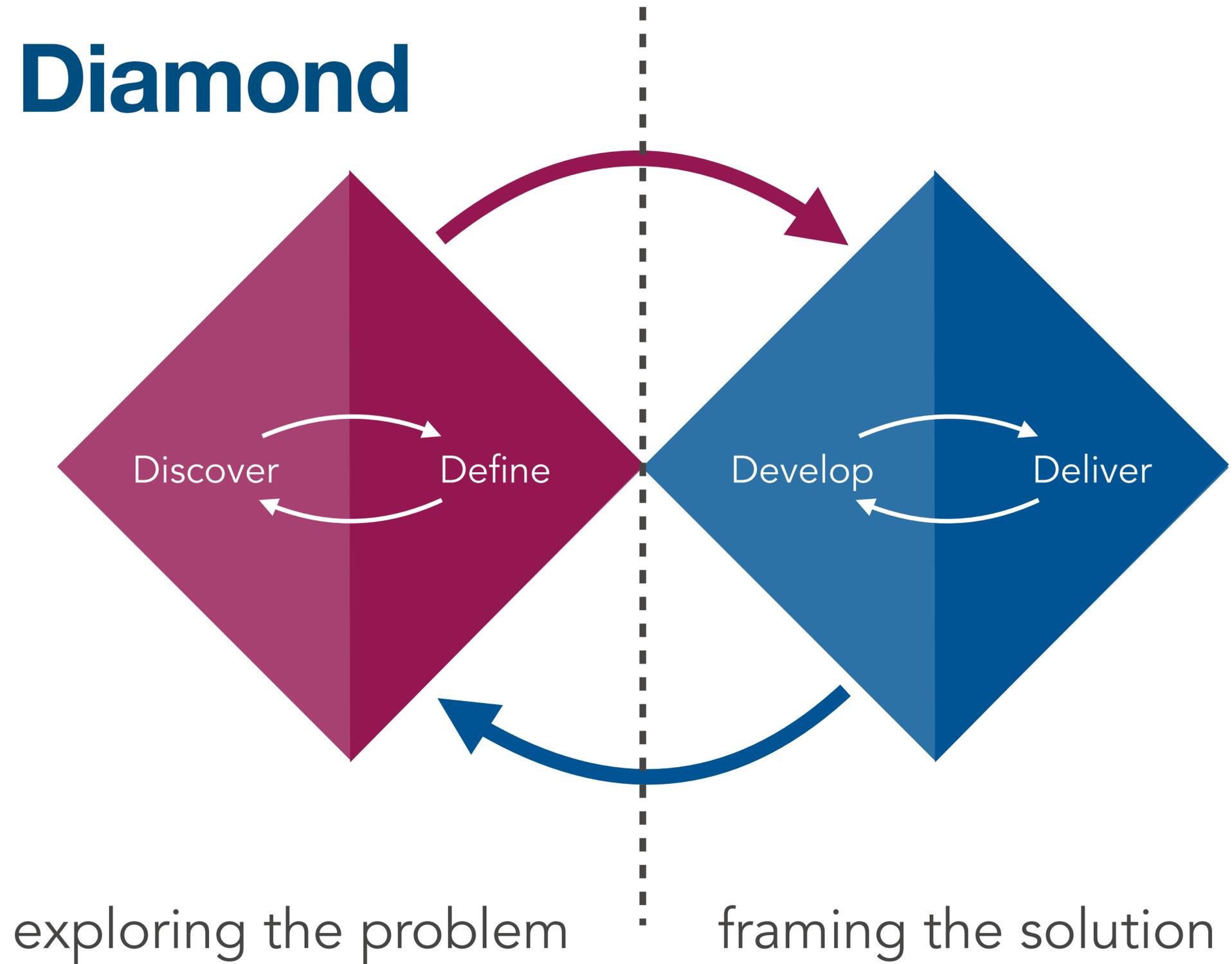
MADE FROM NATURE

The footwear industry often overlooks Mother Nature's materials in favour of cheaper, synthetic alternatives. We think it's time to change that.

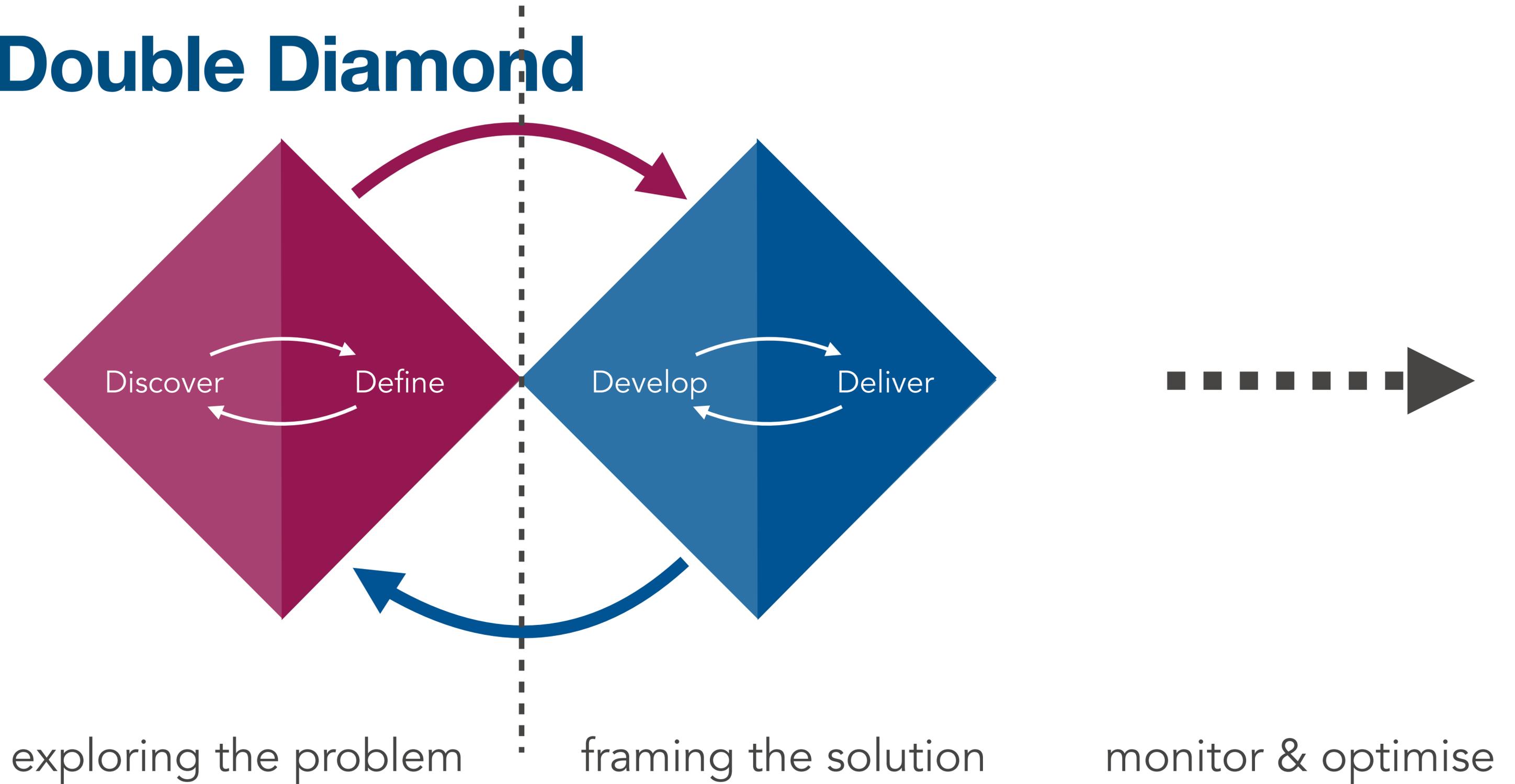
Double Diamond



Double Diamond

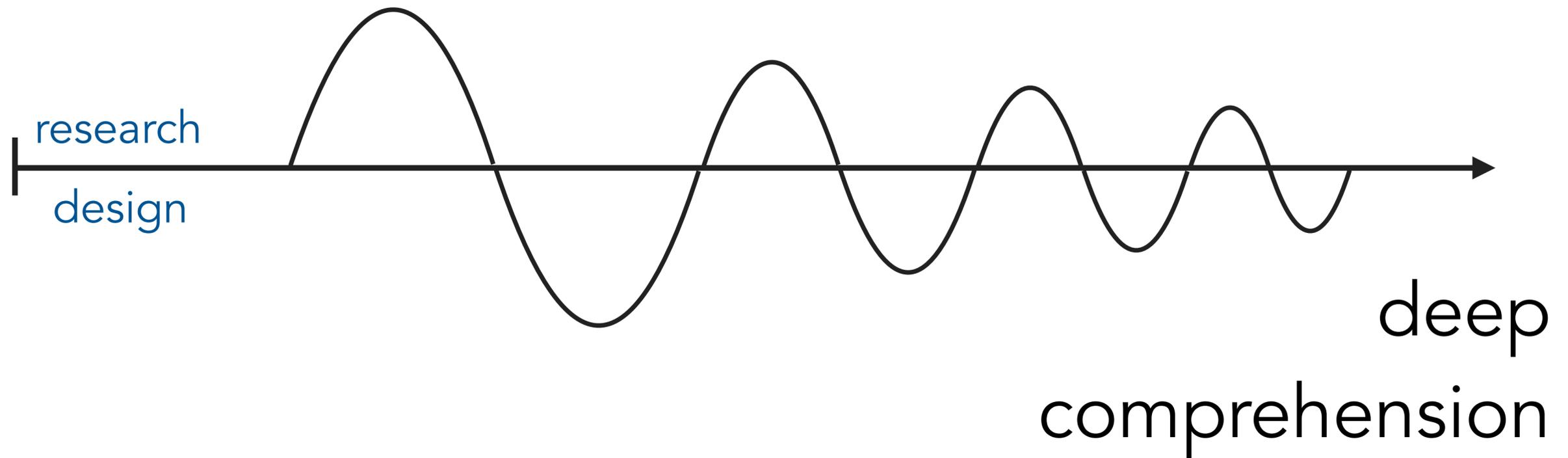


Double Diamond

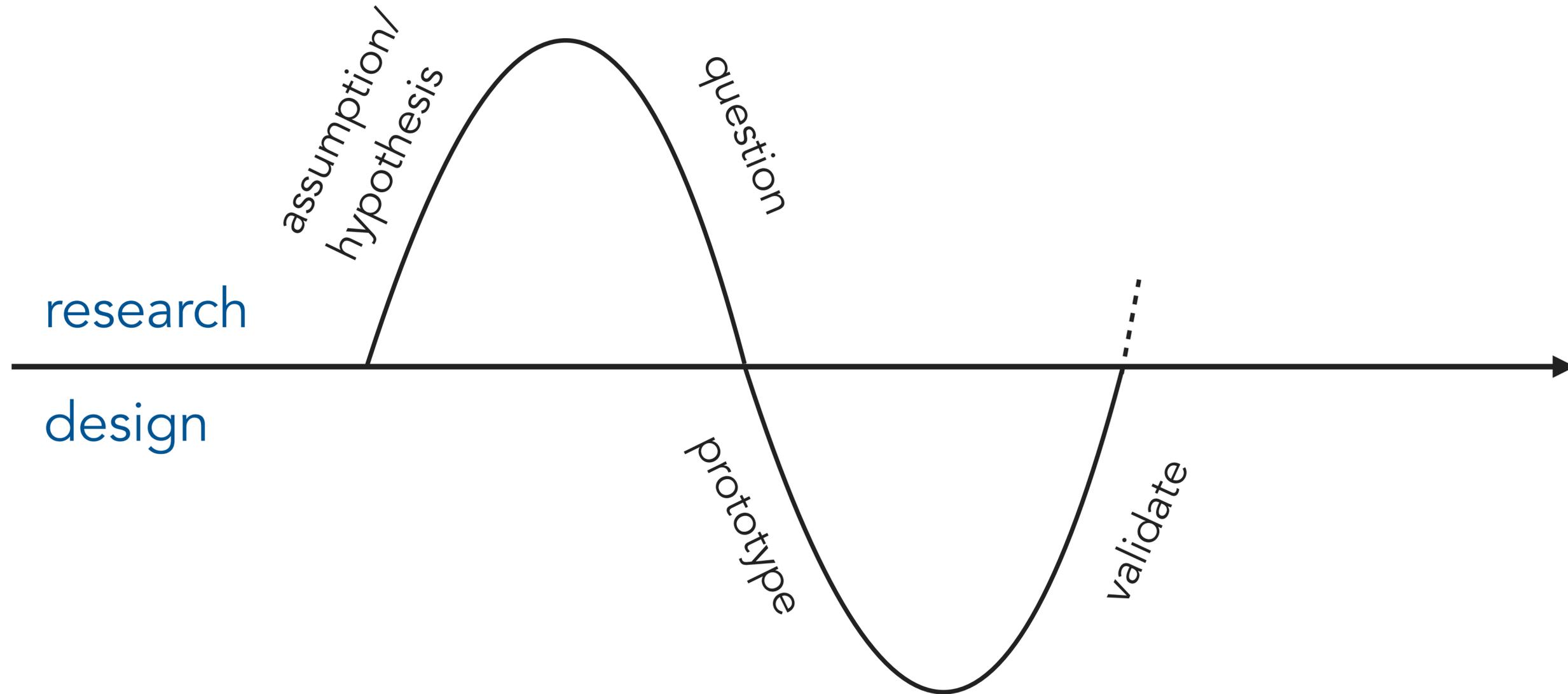


Research & Design work in tandem

broad
understanding



Research & Design work in tandem



Research & Design work in tandem

Good design is hypothesis-
and evidence- driven.

Key User Research Skills

1. Pinpoint the real goals of the research
2. Identify what we want to learn
3. Identifying assumptions & hypotheses
4. Designing the research & define the methodology
5. Determining the most appropriate audience and sample
6. Designing research sessions
7. Run the research 🙌
8. Analysing and synthesising
9. Presenting and sharing insights

Next:

Setting research objectives