

# User Research

## #3: Setting Research Objectives

Stephanie Troeth // University of Greenwich // March 2021

# Understand the context for research

- Why is this research needed?
- What will the research outcomes be?
- Who do the research outcomes affect?
- What impact do we hope to achieve?

# Why research objectives?

Research objectives state **a clear goal** for what you are looking to achieve.

Not only will it guide you in designing the research, it is an instrument for you and your team to **align on research outcomes**.

# Why research objectives?

Research objectives also help you determine the **appropriate methodology.**

# **Examples of Research Objectives**

# Example 1: Close-ended

*“Hidden Cities” is a website that showcases curated experiences of several popular travel destinations by experts.*

The objective of this research is to verify if that “Hidden Cities” is understood and to evaluate the user experience. More specifically to:

- Assess **ease-of-use**: interactions, behaviours, navigation, pain points or usability issues;
- Understand **how engaging the site is**;
- Investigate how well users **understand the purpose** of “Hidden Cities”;
- Understand how clearly users **attribute** the “Hidden Cities” experience to the correct brand
- Understand some **context** of how users might use this service.

# Example 2: Semi-open ended

*This product looks to make receiving/sending digital gifts are more memorable experience.*

The main goal of this activity is to unearth design parameters for the proposed product.

We aim to:

1. **Validate any existing assumptions** we have about how people want to give or receive digital gifts
2. Arrive at a clear idea of **how people would like to interact** with digital gifts beyond current technology
3. Look for **opportunities** to give the product a **unique edge**

# Example 3: Open-ended & exploratory

The core objective of this research is to **explore** and **understand** how the [product] concept may work in different physical locations and contexts.

This research is generative in nature and looks to identify **early indicators** of how, when and why people may understand the **[product] proposition** and if certain contexts may lead potential users to become a subscriber.



## Exercise:

# How do you balance user vs. business needs?

You've just been employed by a new startup. The CEO is focused on **minimising single-use plastic bottles**, and they are **open to developing new products, or services to support their vision.**

You will also have to think about **how this product/service generates revenue** for the company.



## **Exercise:**

# **How do you balance user vs. business needs?**

Today, we will work on understanding what the user needs are through **research**. The insights you gathered today will help you in the design workshop.

**What do you need to find out in order to inform potential designs that are good for the user, as well as for the business?**

# Introducing: Research Canvas

<b>Research Context</b> Why are we doing this? What impact do we hope to achieve?		<b>Research Objectives</b> What do we want to learn?	
<b>Assumptions</b> What do we think we know?	<b>Hypotheses</b> What do we think will happen?  How will we know when it's proven?		
<b>Existing Evidence</b> What current research exists? E.g. analytics, market research, past insights.		<b>Target Audience</b> Who is our target audience for this research?	
<b>Methodology</b>			
Which research method do we use?		What does this prove or validate?	Which are relevant participant profiles?

# Exercise:

## Research context & objectives

<b>Research Context</b> Why are we doing this? What impact do we hope to achieve?	<b>Research Objectives</b> What do we want to learn?	
<b>Assumptions</b> What do we think we know?	<b>Hypotheses</b> What do we think will happen?	How will we know when it's proven?
<b>Existing Evidence</b> What current research exists? E.g. analytics, market research, past insights.	<b>Target Audience</b> Who is our target audience for this research?	
<b>Methodology</b>		
Which research method do we use?	What does this prove or validate?	Which are relevant participant profiles?

**Next:**

Methodology