

User Research

#4: Methodology

Methodology

Methodology means how you choose to approach the research.

Who do you decide to speak to, and why?

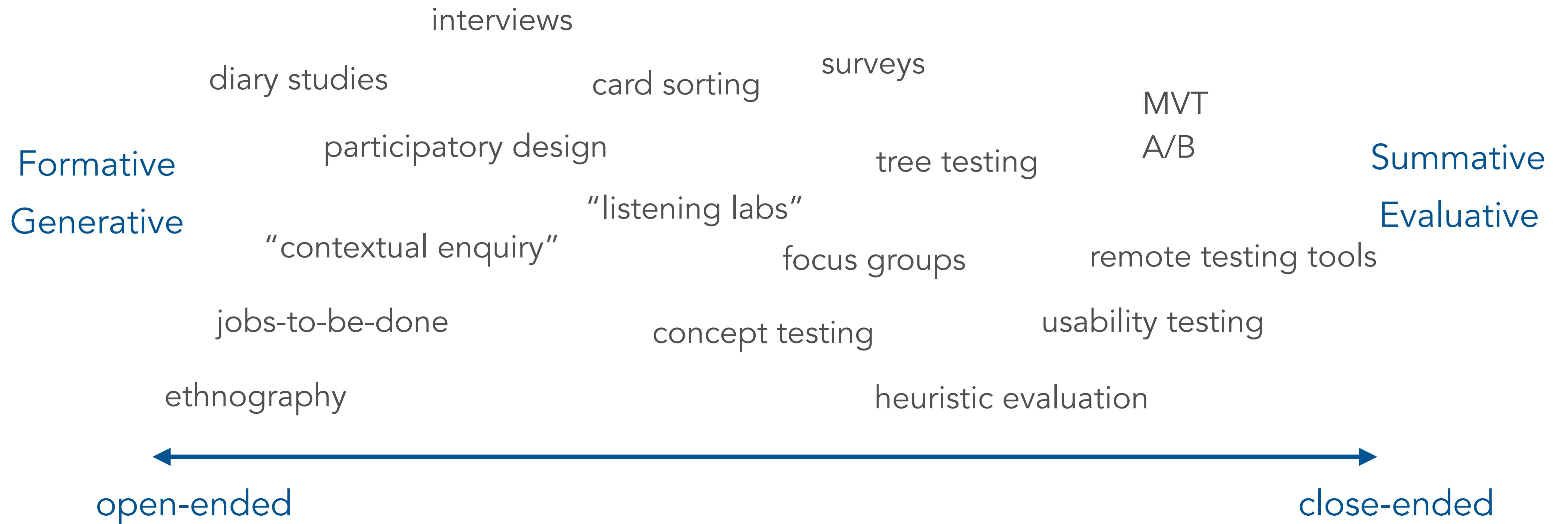
Which methods do you decide to use, and why?

Existing Evidence

Start with any research that may already exist, or you might be able to undertake some quick secondary research.

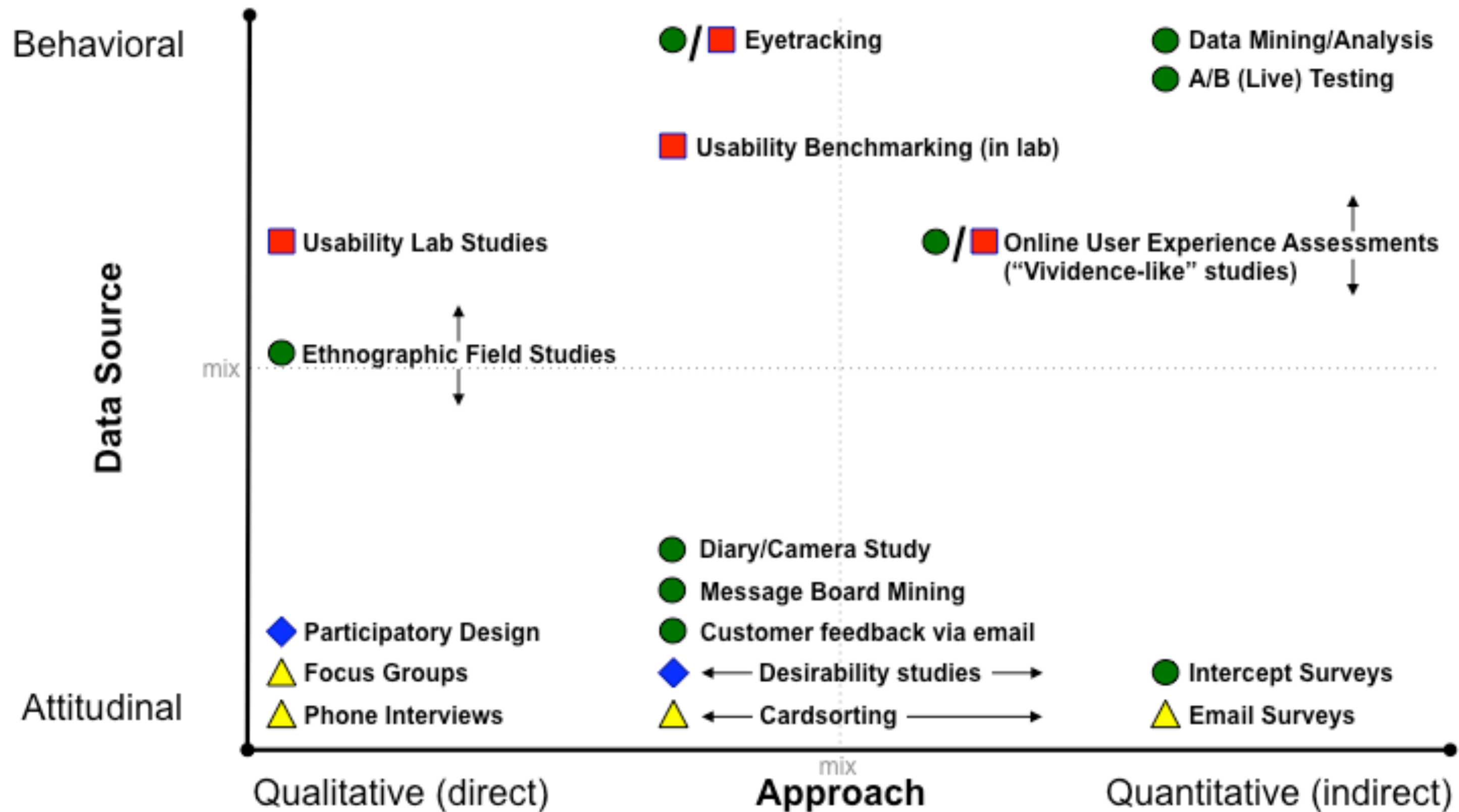
These can include: past usability tests, reports, customer segmentation, market studies, analytics, customer service logs, etc.

Which research method?



Qualitative vs Quantitative

Research methods by **Data Source** vs. **Approach** vs. **Context of Product Use**



Key for **Context of Product Use** during data collection

- Natural use of product
- ▲ De-contextualized / not using product
- Scripted (often lab-based) use of product
- ◆ Combination / hybrid

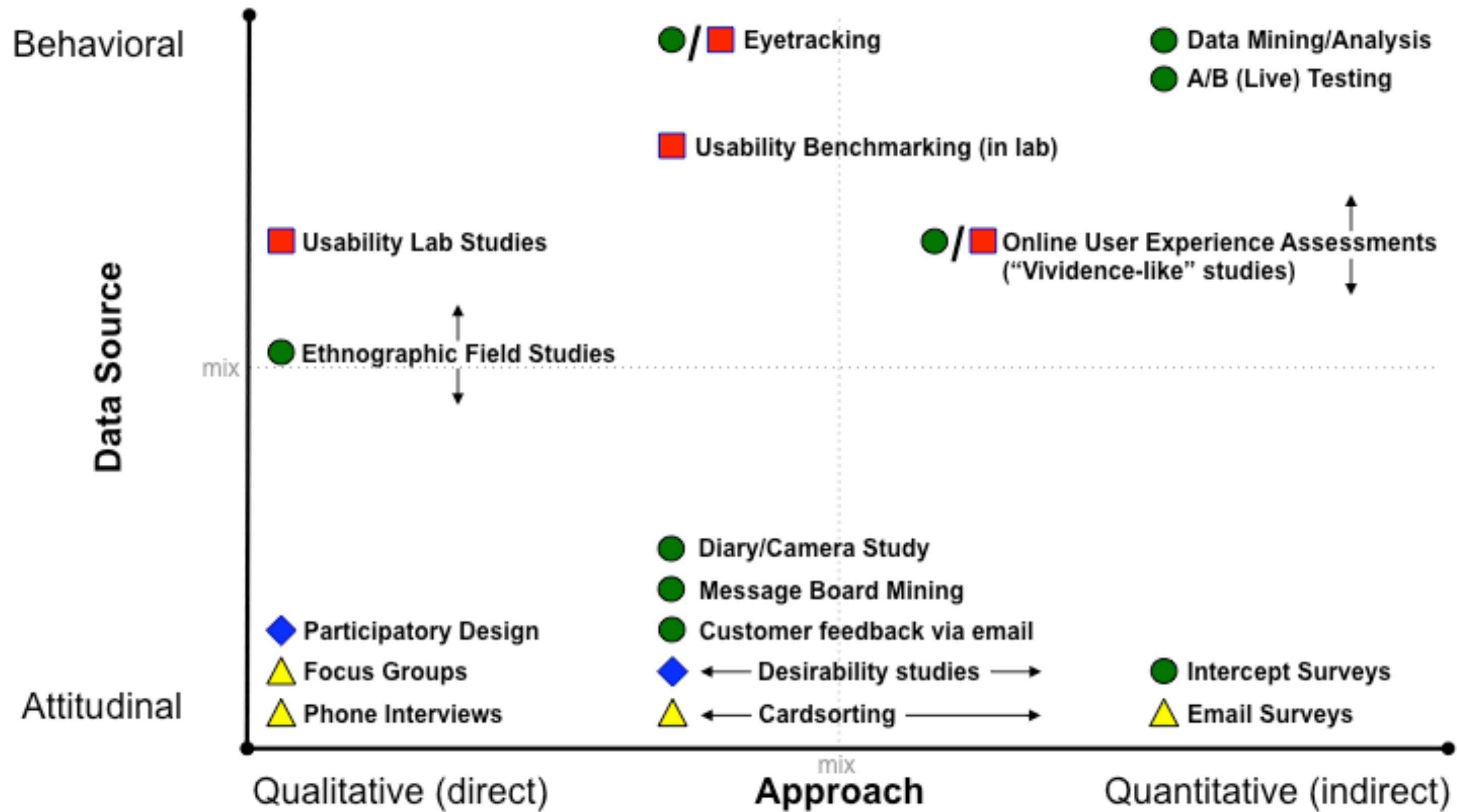
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Behavioural vs Attitudinal

Research methods by **Data Source** vs. **Approach** vs. **Context of Product Use**

how they behave

what they think



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Moderated vs. Unmoderated

Moderated

The researcher facilitates the conversation in real time.

Unmoderated

The participant completes the session without supervision or intervention.

In-person vs. Remote

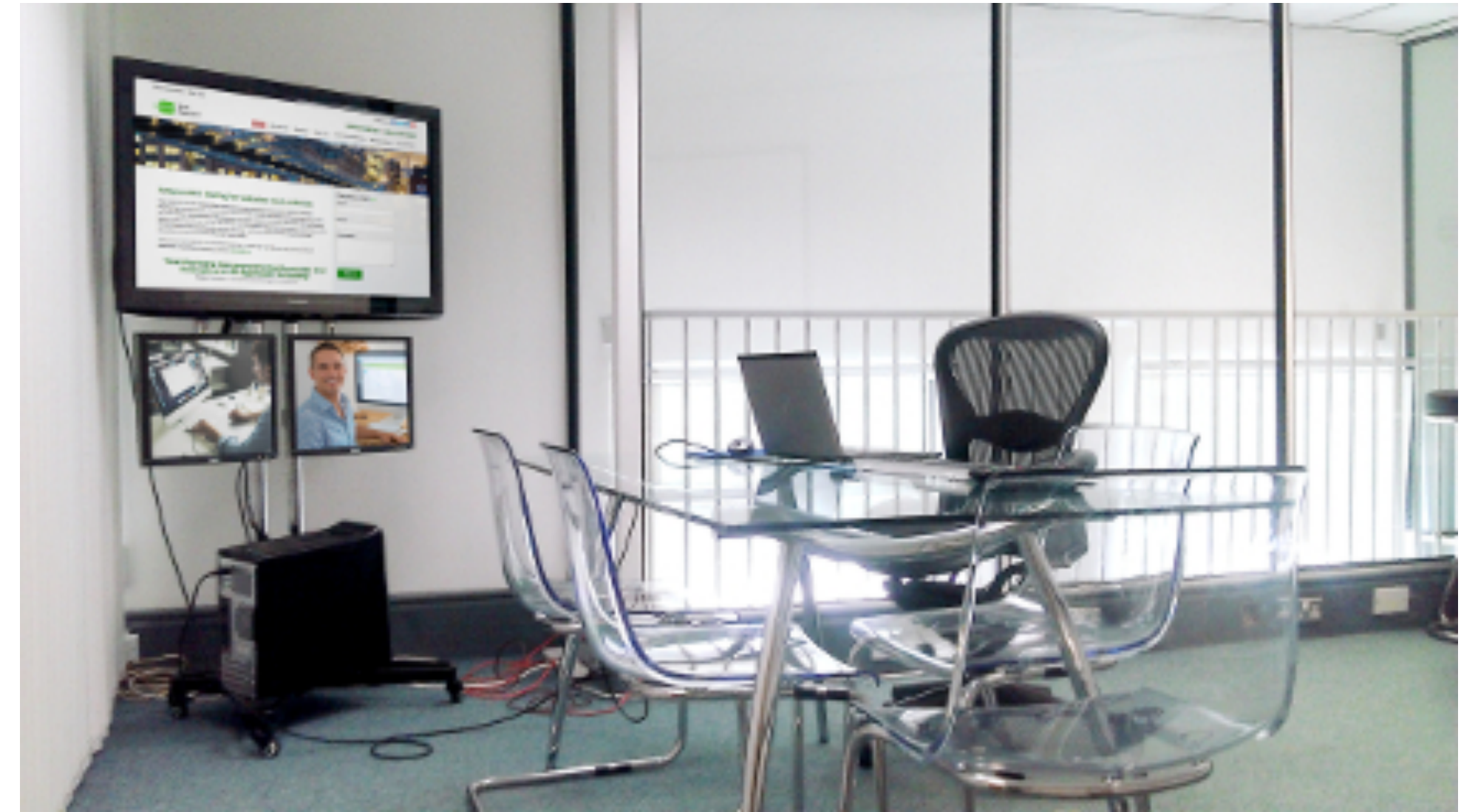
In-person

The researcher and participant(s) are in the same physical space for the session.

Remote

The session is conducted over a video conference or phone call, where the researcher and participants(s) are in different locations.

Testing in a lab



1-1 vs. Group Sessions

1-1 Sessions

The researcher speaks to one participant at a time. These make for highly moderated sessions where there is better control of the conversation.

Group Sessions

These sessions may be focus groups or workshops, where there are multiple participants taking part. The advantage is that participants can interact with each other, which may yield interesting data.

Assumptions & Hypotheses

Assumptions

- *Most of our customers are struggling to do [a thing].*
- *We don't need to provide this functionality because no one would use it.*

Hypotheses or testable assertions

- *Our customers are struggling to do [a thing] because [this reason].*
- *If our customers do [a thing], [another thing] happens.*

Exercise:

What are our assumptions & hypotheses?

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: Assumptions & hypotheses

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

Next:

Research methods