

It's time to research our designs better. Here's how.

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In this short talk

1. Why and when to conduct research with (future) customers
2. How to prepare
3. Facilitating a research sessions
4. Analysing the data gathered
5. After the research
6. How to thrive when doing research

1/6.

Why and when to
research with customers

Sheets

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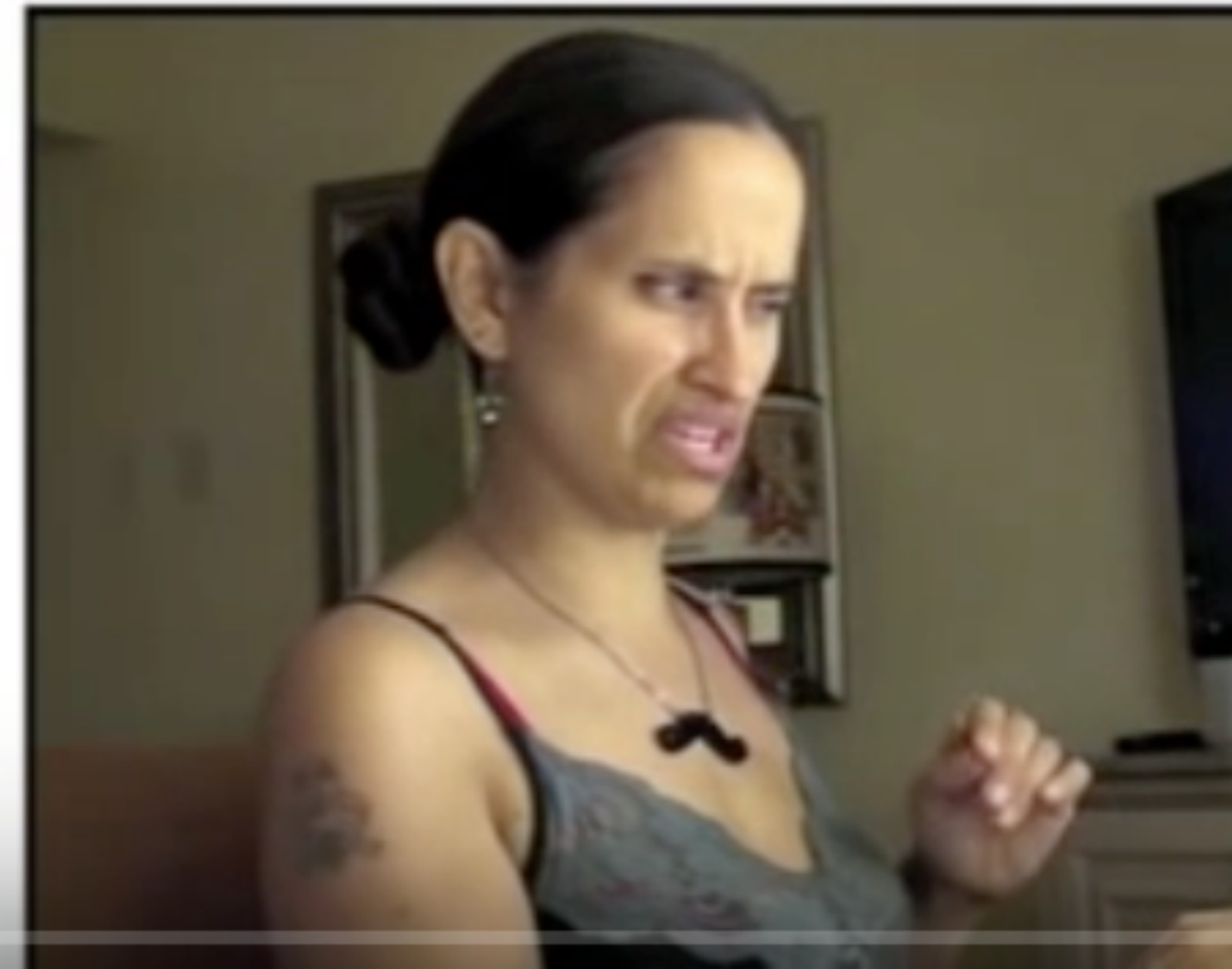
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Test because you need to learn

Test when you need to learn

Examples:

- How digitally-savvy are the users?
- What's their context of use?
- What's their unique purpose or objective?
- What else are they trying to do?

2/6.

How to prepare

Shift your mindset from design to research

- feature
- functionality
- colours, images
- typography, icons



- job
- task
- “I understand /not”
- “I can /not”

Test what you need to learn

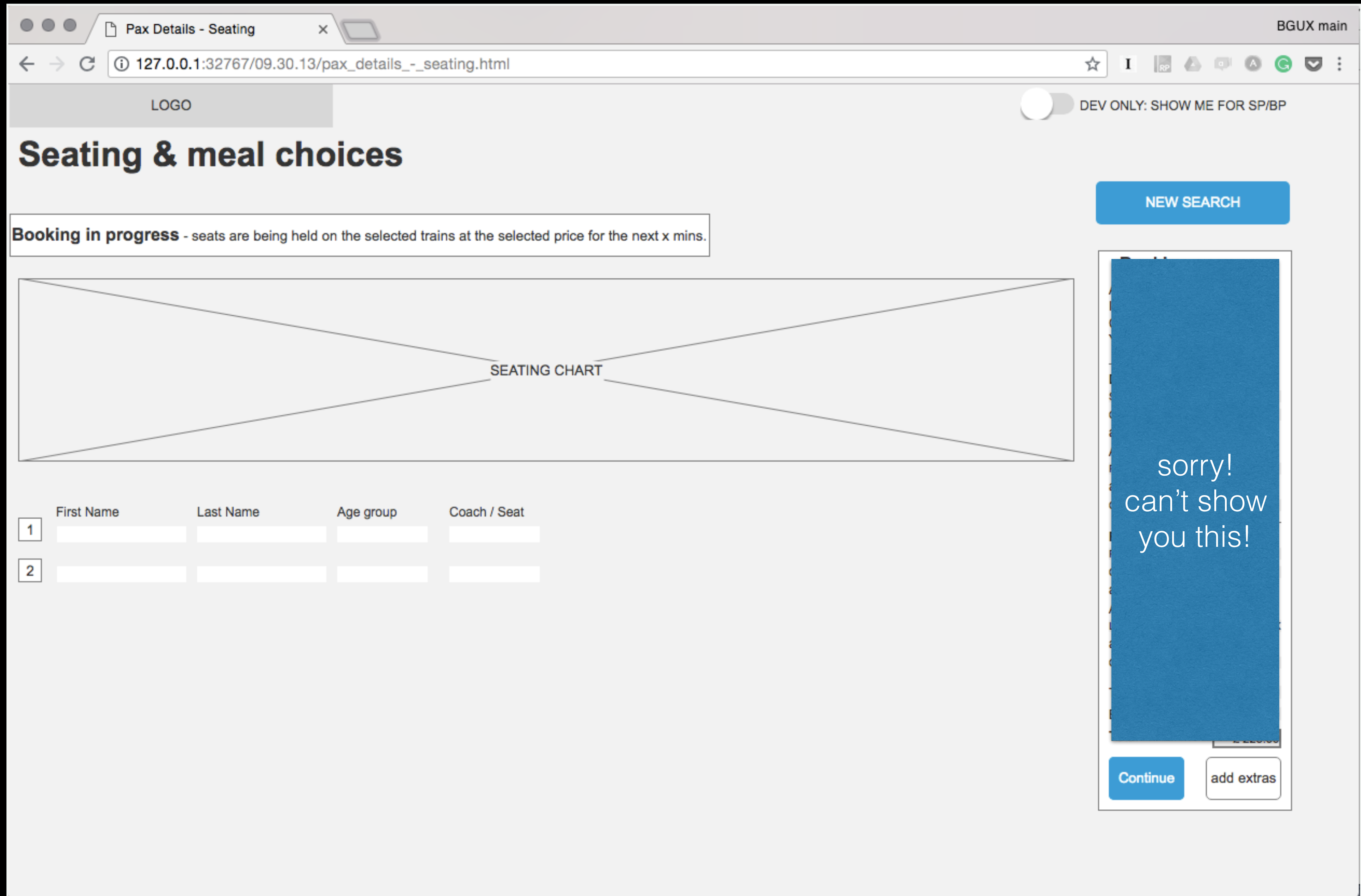
Examples:

- Can the user complete [task] easily and quickly?
- Do they understand what they are doing?
- Are they filling in the correct information?

Design just enough

- Most common case
- Minimal branding when testing functionalities

the less you know, the less you design



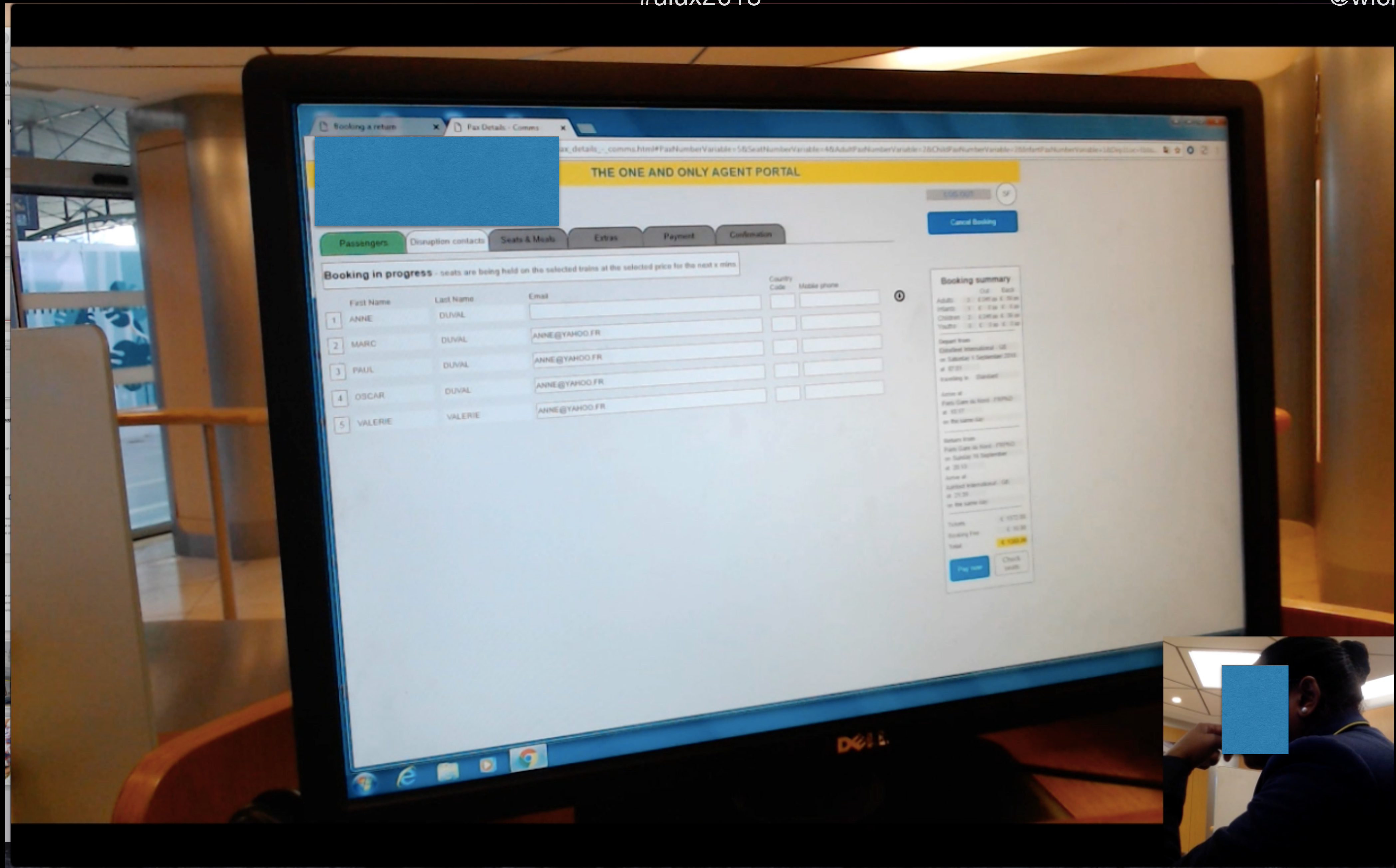
Have ready

1. An end-to-end task and key questions
2. Forms for permission to record
3. Recording kit
4. Curiosity and willingness to be wrong

3/6

Facilitating a research session





Very important

- The recording **WILL FAIL**
- Take notes!

[illegible]

[illegible]

Facilitate the session

Examples of introductions:

- “It’s a prototype that helps us talk about what’s needed, it’s not the final product”
- “It’s ok to try things, they may not work”
- “you cannot be wrong, we know it’s not 100% good yet, this is why we need you to tell us what’s not working for you”

East/West

- Everyone will generally try to be nice and say intelligent things
- Westerners: not afraid of bad mouthing designs (but do they mean it?)
- Eastern users: not afraid of being very creative in their polite answers (but what do they really mean?).

Handle limiting beliefs

(1)

“Tell me of a recent occasion when you tried to do [*this thing my product should help you do*], what happened?”

Handle limiting beliefs

(2)

“What needs to be changed to make this work better for you?”

Handle limiting beliefs

(3)

“That’s an interesting suggestion, can you tell me more about when you last needed *[what they just said]*?”

Good facilitators are ok with

- Things going wrong
- The user getting confused or frustrated or unsure
- Helping the user (re)gain confidence
- Having no opinion during research sessions

4/6.

Analyse your research

We don't talk about it

facilitating well is very hard, yet it's not the hardest thing

Analysis is the hardest part

- The better the notes, the better the analysis
- Observe and understand the data - rather than think of solutions
- Come back to why you are testing - stay focused
- You must be able to explain your method

Put your findings together

- Create a table or chart:
 - importance / severity of the issue
 - type of issue: usability? cognition? other?
- Prioritise findings: must fix now/later, main/edge case, needs more design/more research, remove

What about the research report?

- write just enough
- nobody reads them after page 2
- never try to transform qualitative data into quantitative data

5/6.

After the research

A close-up, top-down view of a dark-colored bowl filled with fluffy, white and yellow popcorn. The popcorn is piled high, with some pieces showing a golden-brown hue. The bowl is set against a light blue, textured background.

Make a show of your
research

6/6.

How to thrive when doing
research

Remember this

The designer may know better
yet the user is always right

How to thrive when researching your designs

1. Be curious
2. Be ok with being “wrong”
3. Research when you still have time to change the design!
4. It takes practice to become a good researcher, be patient!

One last thing

“How many users must I test with to have good insights?”

Usability issues: you will find 80% of problems with 6-8 users

Everything else: test until you find a pattern (hear the same things) - the more the better.

That's it folks!

- Book me to train/coach your team in user research and UX
- Get in touch with me on LinkedIn: Sophie Freiermuth
- Email me at sophie@baguetteUX.com
- I will publish these slides on SlideShare
- Follow me on Twitter and ask me questions: @wickedgeekie