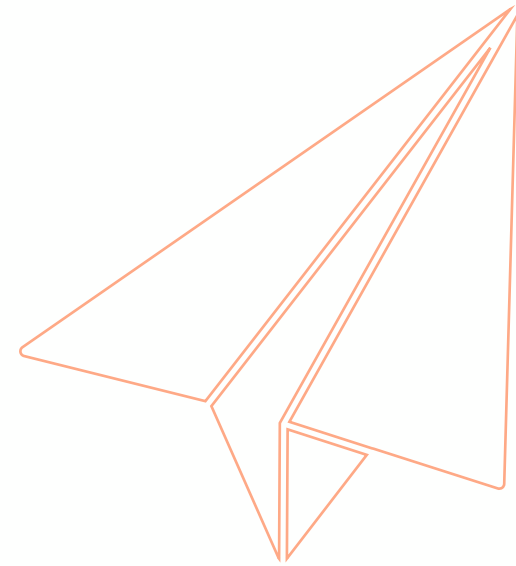
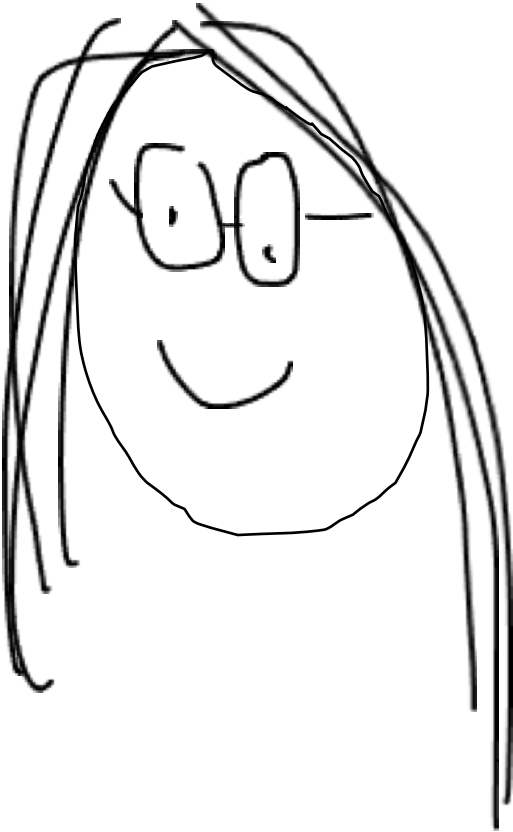


User Experience Research In Practice



Who am I? *

* The views I express are my own, and are not necessarily those of my employer



Studied Psychology

Worked in Market Research for 17 years

Pretty involved in The Research Society across that time

Worked in Experience Research for 3 years

Currently looking after a team of 11 researchers

Loves Sci Fi

Drinks LOTS of coffee

Crazy Cat Lady

Foggie



User Experience Research In Practice



Step into the shoes



**User Experience
Research Methods**



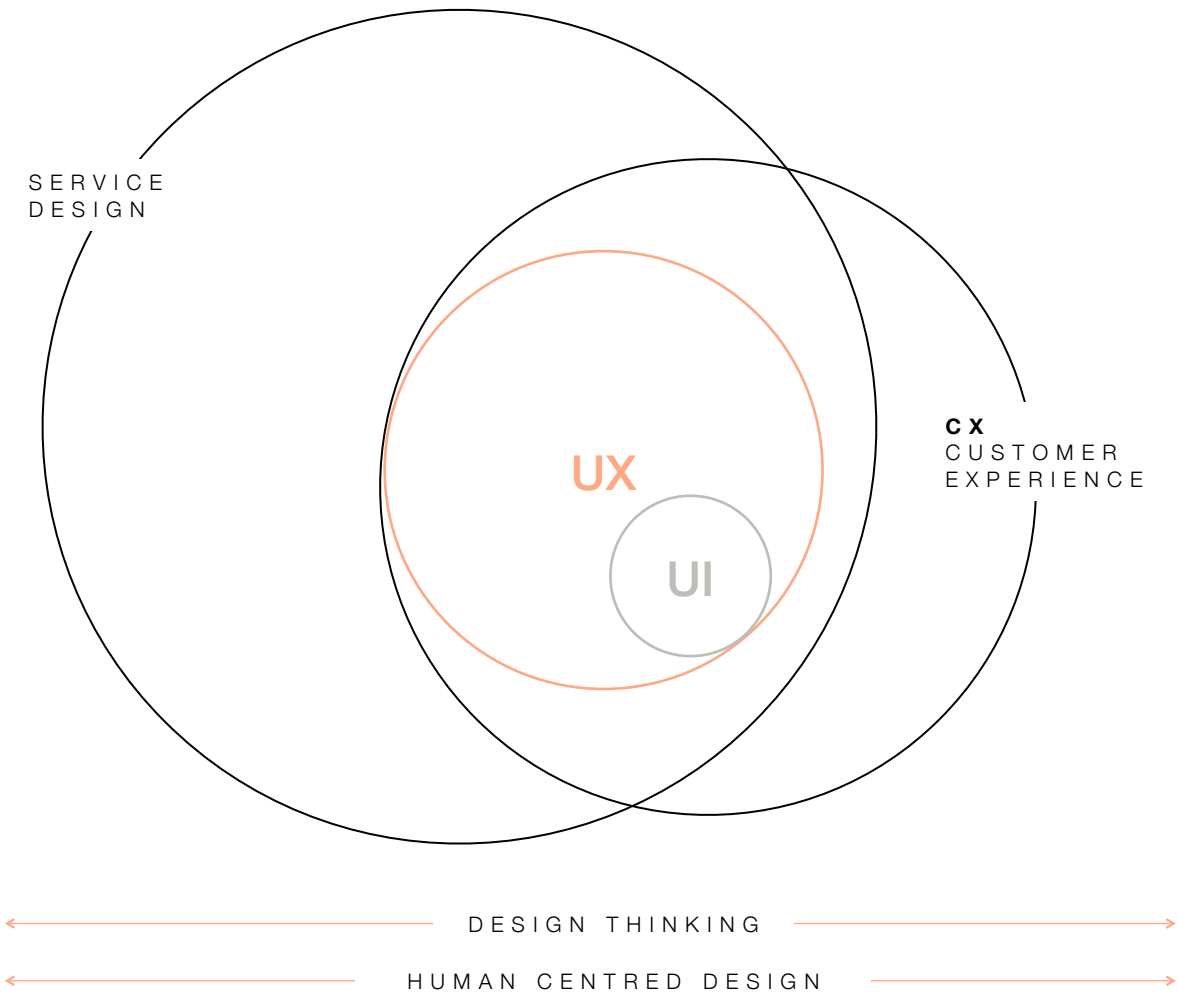
UXR and MR

Step into the shoes

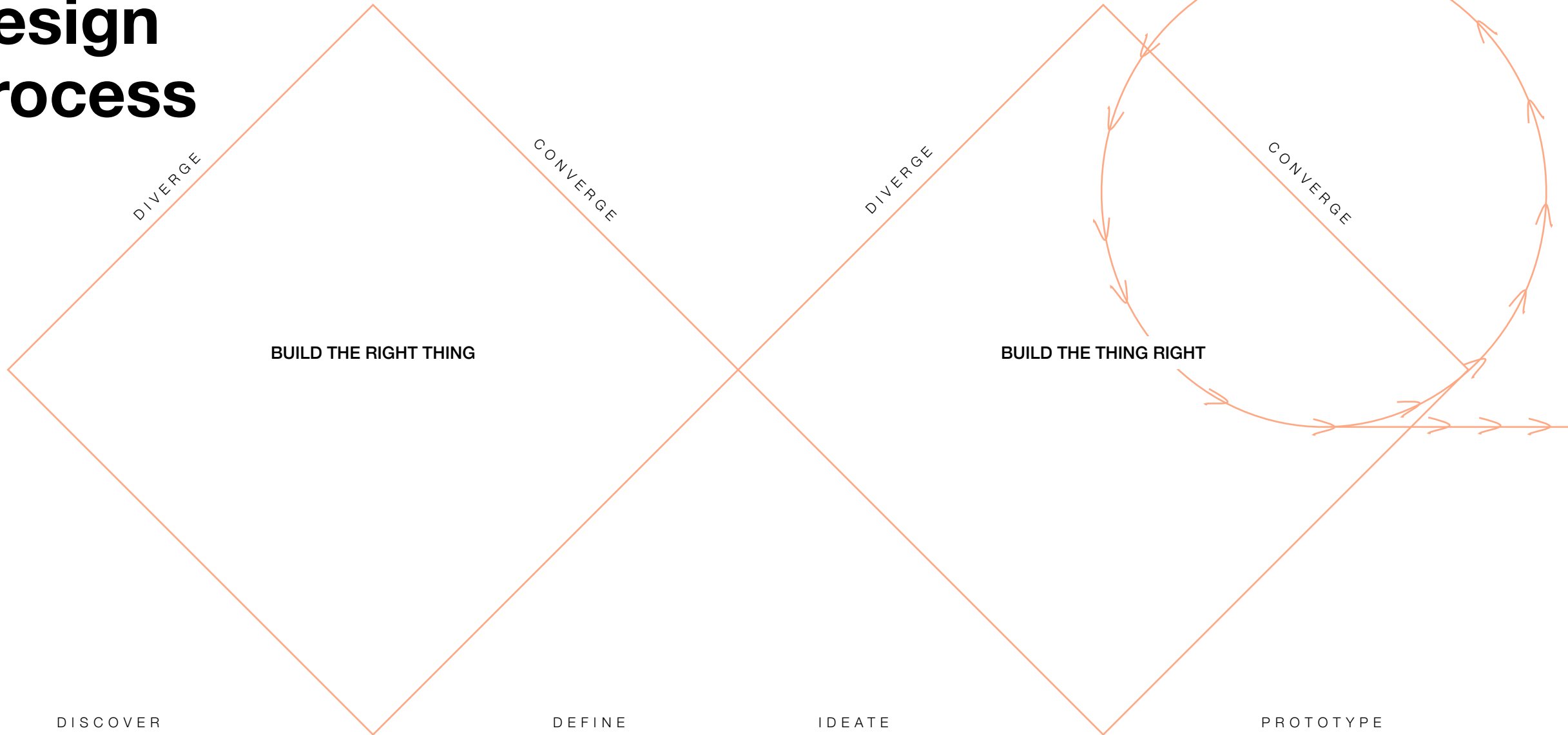


All the X's
The design process
Agile
Waterfall

X?



The Design Process

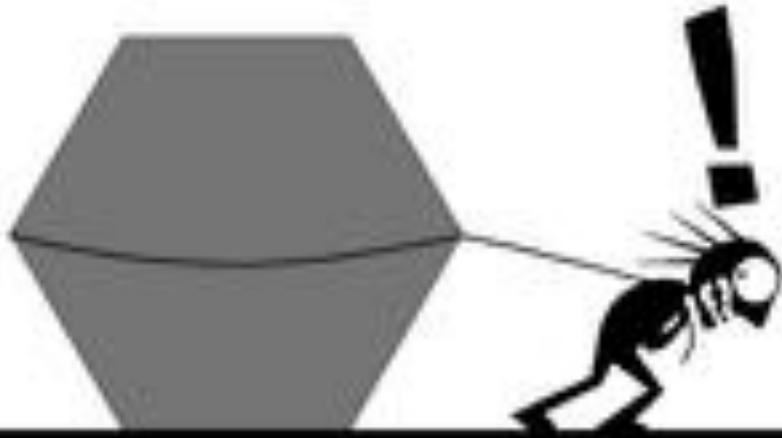


Agile



You keep using that word. I do not think it means what you think it means...

THE WATERFALL PROCESS



*'This project has got so big,
I'm not sure I'll be able to deliver it!'*

THE AGILE PROCESS



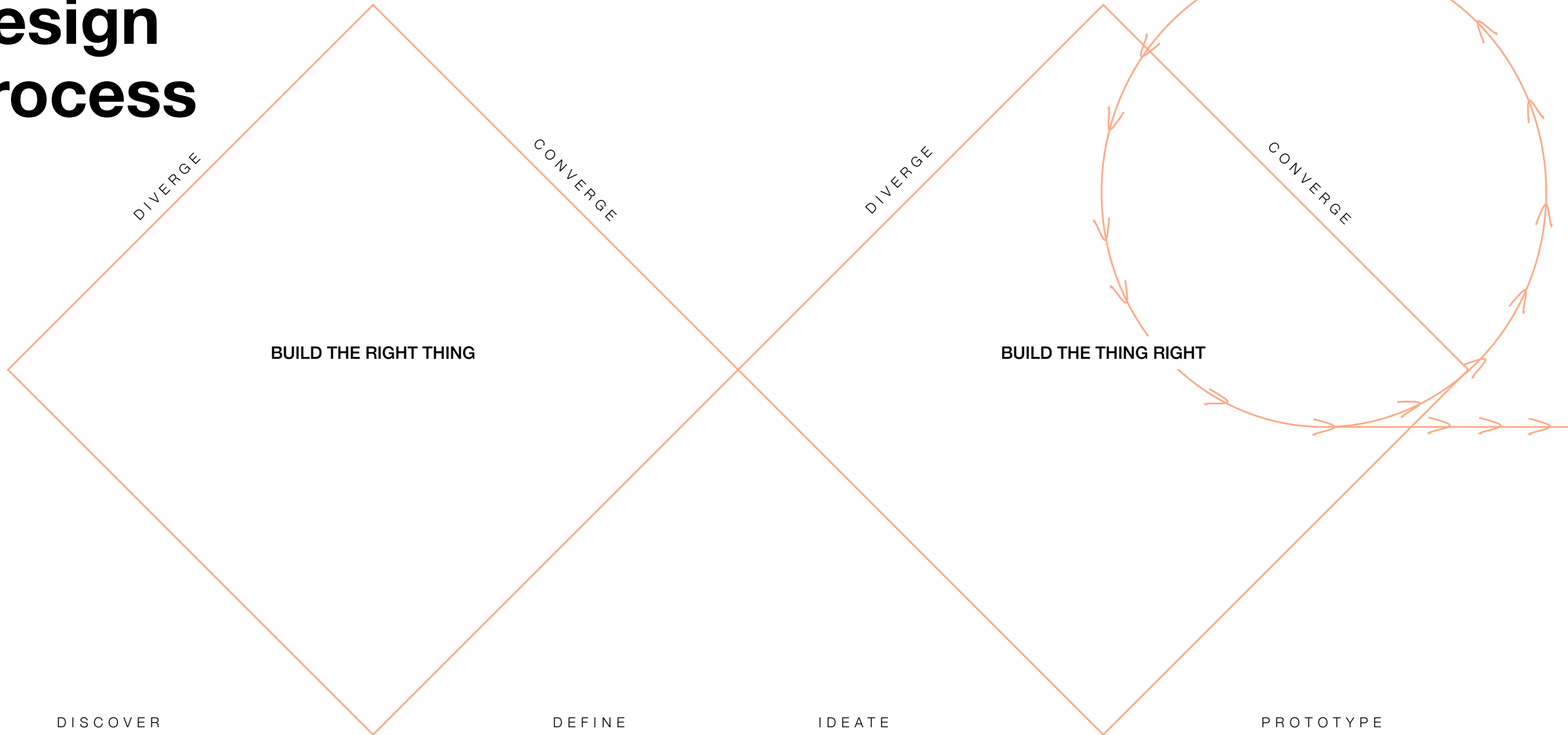
*'It's so much better delivering this
project in bite-sized sections'*

UX RESEARCH



- Heavy qualitative and tactical focus
- Increasing exploratory work
- Simple tactical quant
- More complex quant emerging as need for ROI increases

The Design Process



Build the Right Thing

This phase is about creating a **common understanding** of the problem space that we wish to solve for



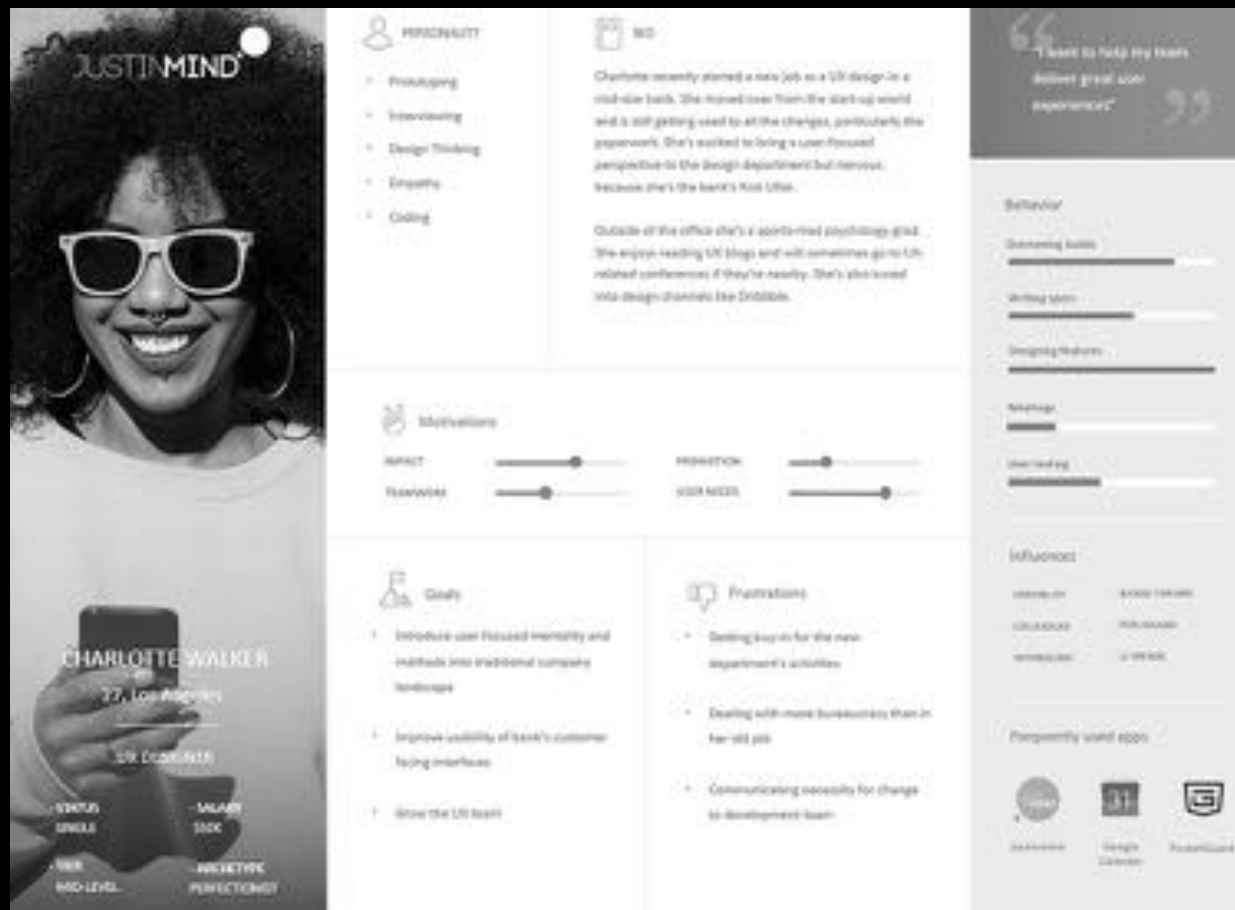
Contextual Inquiry



Exploratory UT

Jobs to be Done





User Personas

**Show your
working...**



Artefacts

Where it counts



Build the Thing Right

This phase is about ensuring that the **design choices we make are correct**, creating products that are intuitive and experiences that are ‘delightful’

Top Tasks

INSTRUCTIONS

A. Select the 8 tasks / resources from the list below that are **MOST IMPORTANT** to you when considering or if you already have products and services from Class.

B. Give a value of 1 through the **MOST IMPORTANT**, through the least important, then a 1, a 2, and a 3. **IMPORTANT! You can ONLY HAVE ONE of the items below. LEAVE ALL THE REST BLANK.**

C. Please mark your first priority and spend no less than 8 minutes on this exercise.

Networking verification equipment (CICR, CCNP, CCNA)

Class's environmental strategy

Support tools (new drivers, patches, software, security)

Vendor / supplier best guides, notes, examples

Productizing drug fees, diagnosis, guides

Install / upgrade / migrate best guides, notes, examples

Order online, Packing

Get / get online with a support person

Press releases

Presentations from Class executives

Reputation and brand control (PR)

Configure / set up a product (best guides, notes, examples)

Class company mission (history, mission, values, management)

End of life, end of sale, end of support

Download software, firmware, drivers, patches, updates

Solutions by industry sector vertical

Follow Class on Twitter, Facebook, YouTube

Promotions, discounts, rebates, incentives, trade-ins

Training (document, website, solutions)

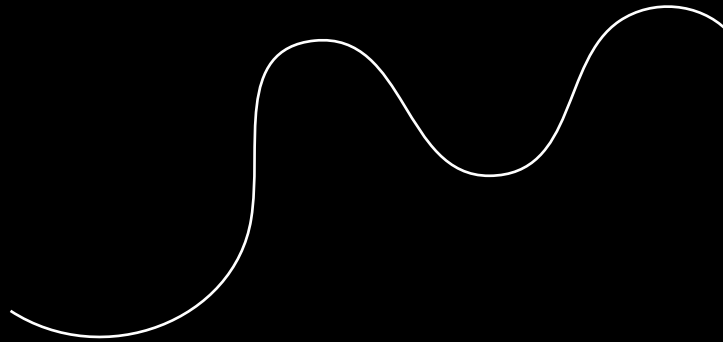
Ensuring to meet business needs could potentially improve productivity, service my business

Service, support options available for my product

Treejack

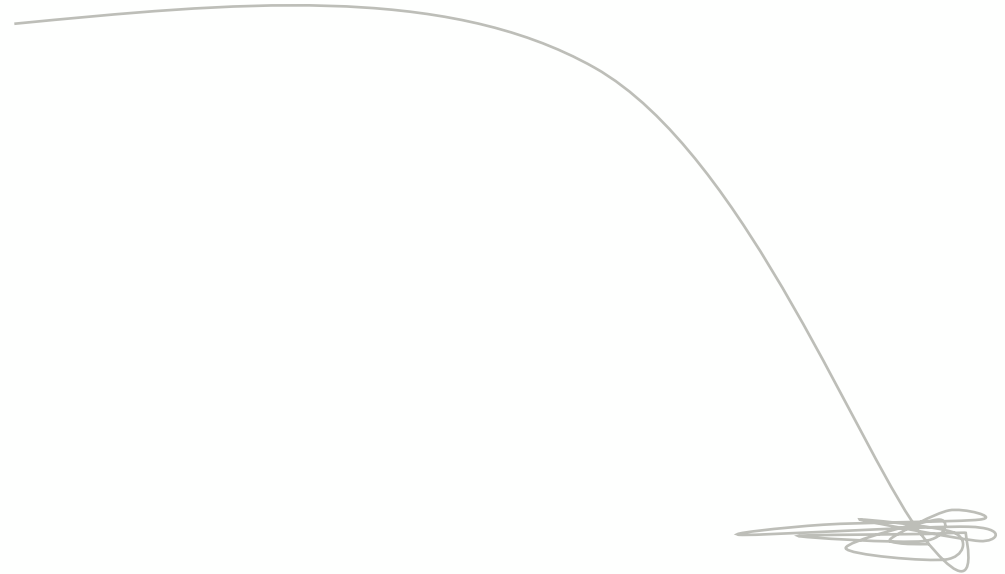


Hypothesis Based Usability Testing



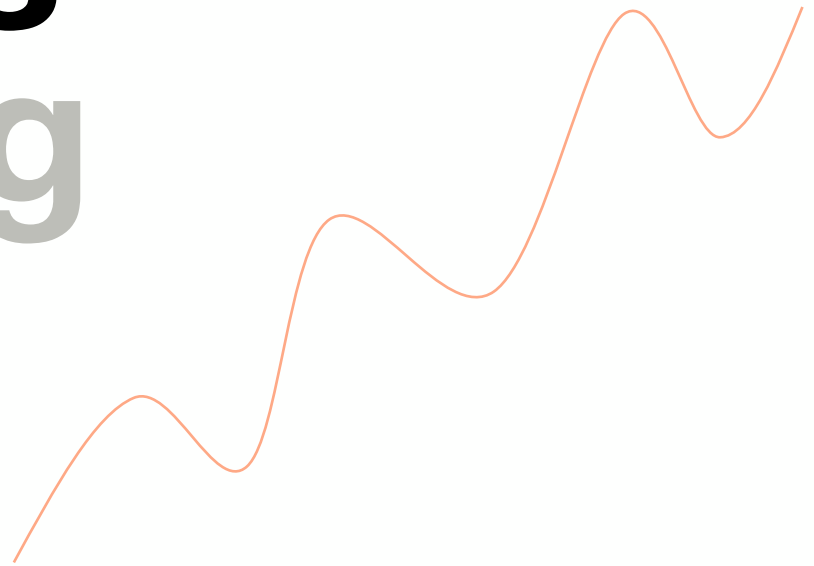
Discoverability
Orientation
Comprehension
Task Success

Fail FAST



Quick Answers

Lean Reporting

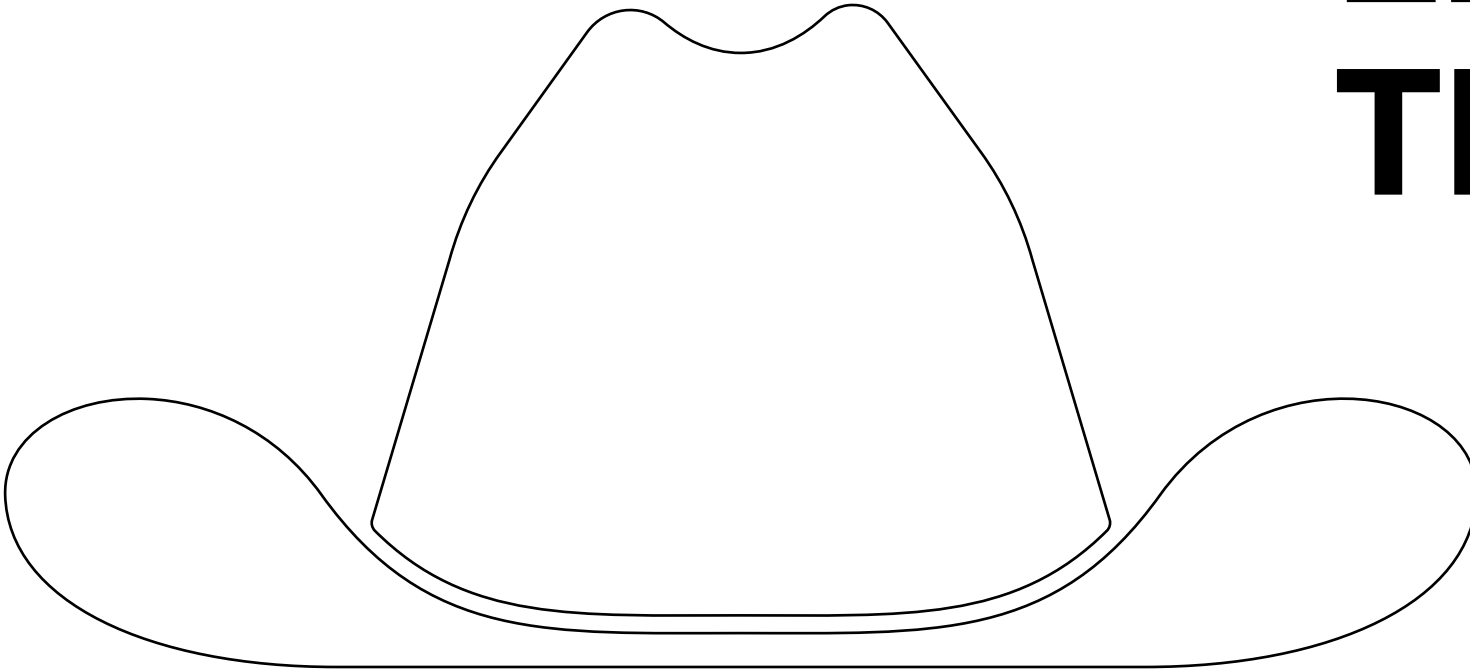


UXR and MR

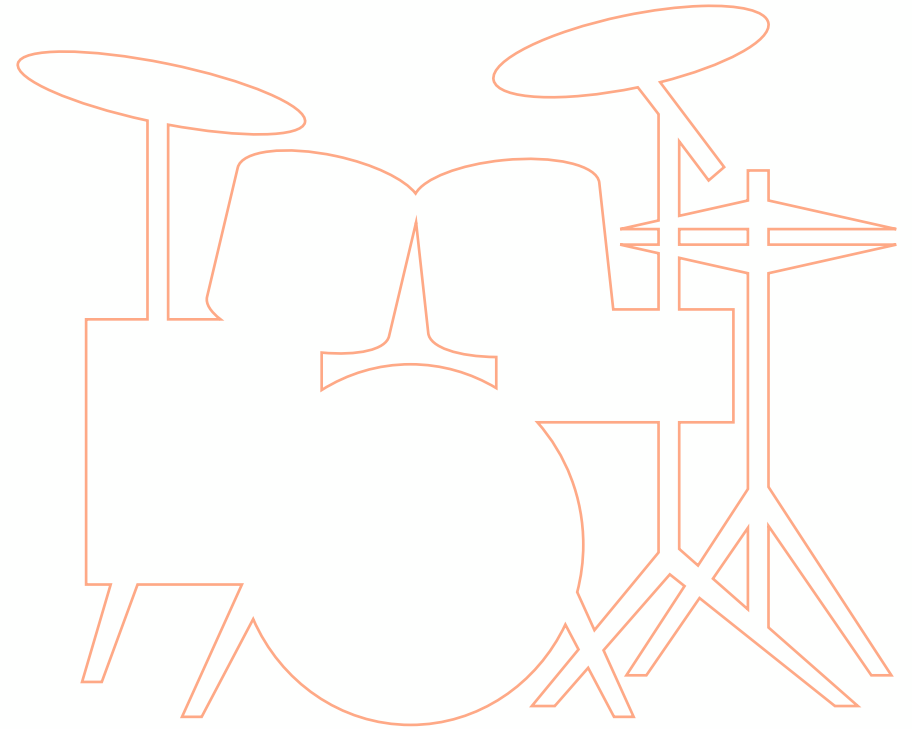


- Learning the lingo
- Letting go of ownership
- Pragmatism over purity
- Create a portfolio of your work

LEARNING THE LINGO

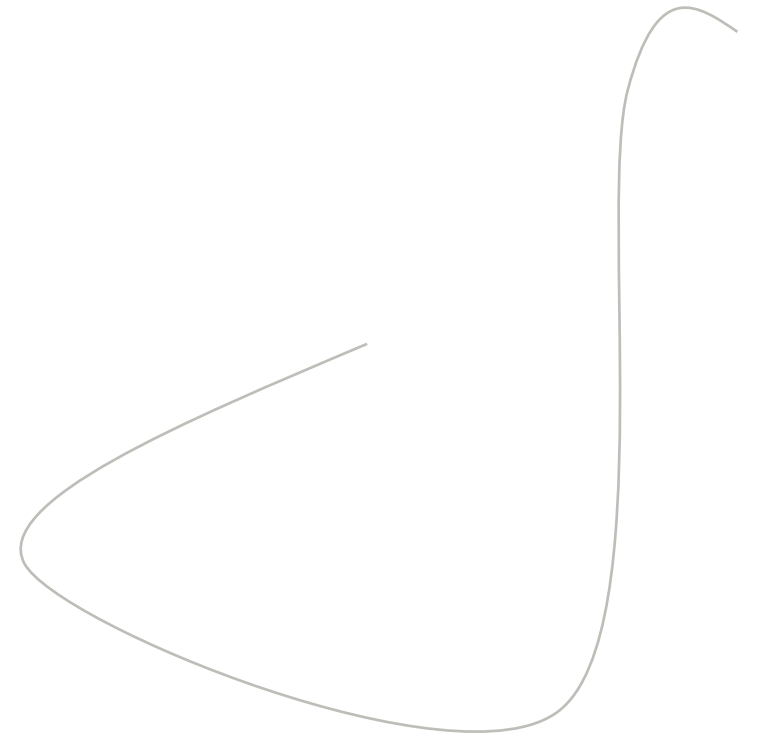


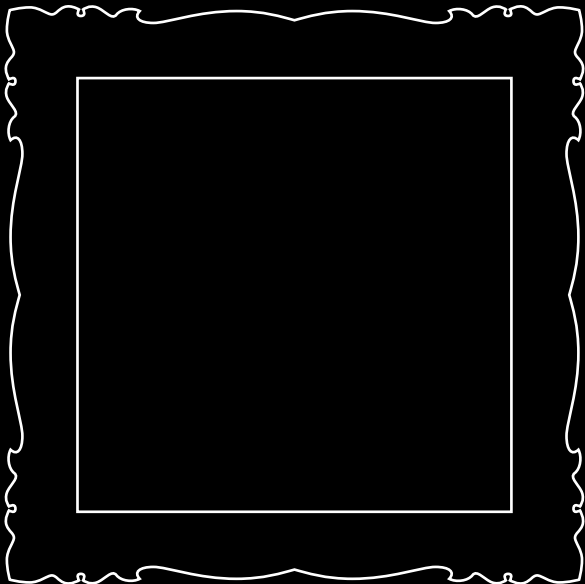
Letting go of ownership



Pragmatism

Purity





The Portfolio

<https://medium.com/@userfocus/how-to-wow-me-with-your-ux-research-portfolio-2867001aec18>



Where to find more info

Books

The Design of Everyday Things, Don Norman

Think like a UX Researcher, David Travis, Philip Hodgson

Interviewing Users, Steve Portigal

Remote Research, Nate Bolt & Tony Tuluthimutte

Lean UX - Applying Lean Principles to Improve UX, Eric Ries

Top Tasks: A How-to Guide, Gerry McGovern

Jobs to Be Done: Theory to Practice, Anthony W. Ulwick

Jobs to Be Done, A Roadmap for Customer-Centered Innovation, by Stephen Wunker, Jessica Wattman, David Farber

Blogs

<https://www.nngroup.com/>

<https://dscout.com/people-nerds>

<https://designthinking.ideo.com/>

Medium



UX Collective



UX Planet

Meet Ups

<https://ixdasydney.org/category/meetup/>

Training

[General Assembly](#)

[Academy Xi](#)

[IDEO U](#)

Other Resources

<https://www.atlassian.com/team-playbook>

<https://www.ideo.com/pages/design-thinking-resources>

Watch this space...

The Research Society **Experience Research Special Interest Group**

Q_{**S**}



Thank you

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