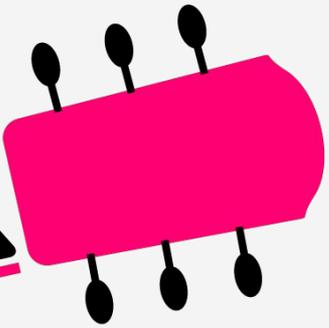


**WEB STOCK** 

**USER RESEARCH**



Hello!

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# Creative Process

**01**

**Business Case & Audience**

**02**

**User Research**

**03**

**Content Strategy**

**04**

**Design Sprint**

**05**

**User Testing**









User research matters.



1

# THE VALUE OF USER RESEARCH

Your Product Will (Probably) Suck Without It

In the web world,  
fostering an  
outstanding user  
experience is our  
ultimate goal.



● This means we must meet user needs in a simple, elegant and joyful way.



We can use research to determine what those needs are and gain insight into how we might meet those needs better than anyone else.





Without observing your users, you can't understand their behaviors, needs or motivations—which means you can't build a product they will love.



2

## A STARTING POINT

The User Experience Questionnaire

The User Experience Questionnaire is a simple list of questions you should ask yourself before you begin your work.





The answers to these questions will inform what's next.



- Your questions should address a standard set of topics.

- Your team.

- Your goals.

- Your target users and the tasks they will perform.

- Your questions should address a standard set of topics.

- Your product's value.

- Your definition of success.

- Important milestones and known risks.

- Your findings can be turned into a Project Brief.

- What is your plan for this project?

- What are you doing?

- Why are you doing it?

- What do you expect to achieve?

## Vision (Why)

We live in a fast-changing world. Modern technology encourages an always-on lifestyle that makes it hard to switch off and experience true rest and rejuvenation. Partial attention and perpetual busyness have become the norm, and work/life balance seemingly a thing of the past.

But it doesn't have to be.

**Equilibrium** is a new offering that uses technology to your advantage to help you make better choices about how you use your time, and to maximize quality time in your life. For people who want to work less and play more, the Good Life Labs Consumer Product helps you become master of your own time.

Unlike to-do lists, complicated productivity systems, or ambitious bucket lists, Equilibrium takes the burden of maintenance off your plate and gives you options that lead to long-term happiness.

## Requirements (What)

**Socially networked.** Integrates with other social networks. Easy for users to import data from other social networks, and easy for them to share what they've been doing in the consumer product with outside networks.

**Device interoperable and mobile enabled.** Designed for mobile first. Smartphone and SMS capabilities create a daily dialog with the user. PC and tablet experiences invite configuration and deeper integration with content.

**Supports formal and informal goal setting.** System suggests and detects possible goals, and also enables users to manually create their own goals.

**Brings in data from a variety of places.** This is the heart of the system. Integrates with tools like Outlook, iCal, Google Calendar, and other productivity software.

**Rich information visualizations.** Data is repackaged and displayed in surprising and engaging ways.

## Design Principles (How)



**It does the work for you**  
(minimal maintenance required)



**It reflects your passions**  
(mirroring you and what you love)



**It's the opposite of overwhelming**  
(calming and rejuvenating)

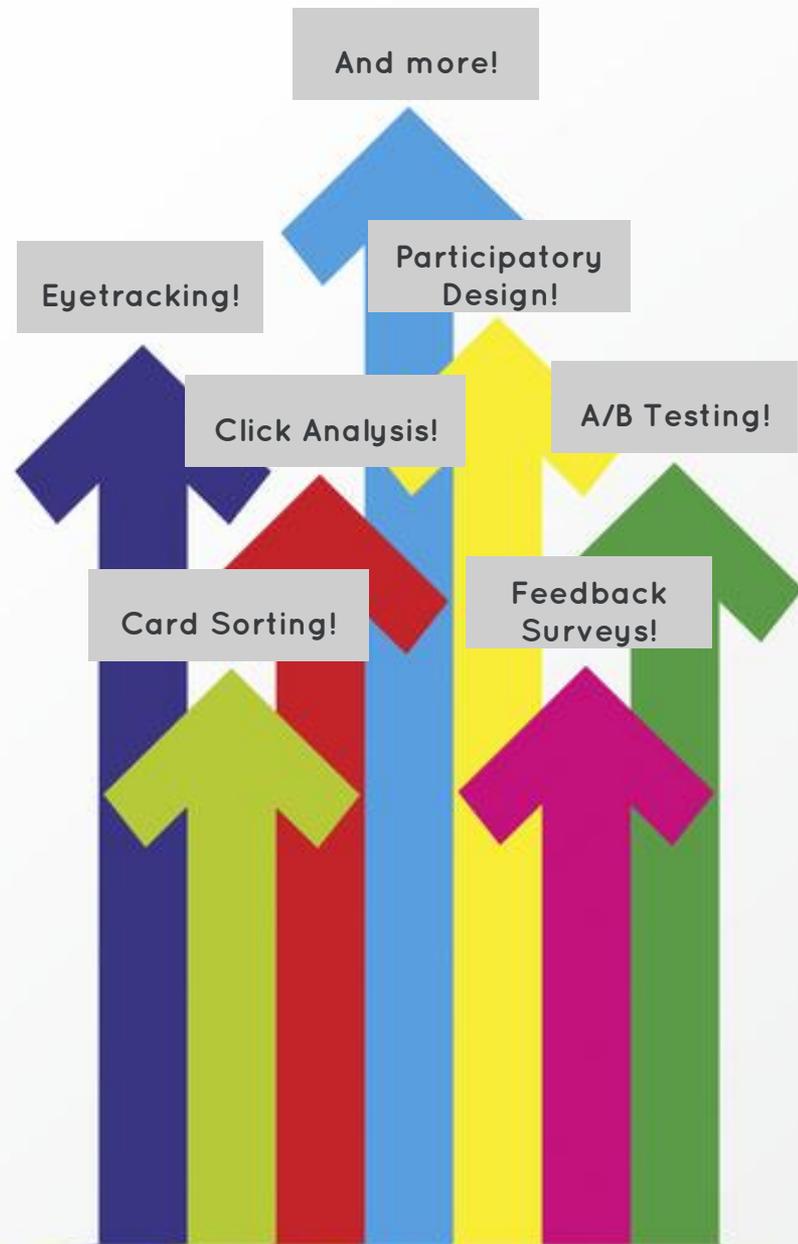


3

## GET IT DONE

Common Research Methods

There are scores of user research methods in the world.



The kind you use will depend on your product, your team, your resources and your timeline.



Different methods  
have different  
strengths and  
weaknesses.

But any user  
research is better  
than no research at  
all.



Today, I will introduce you to the user interview.





User interviews put you face to face with the people your product will serve.

- Find the right subjects.



Look for people who align with the target users you identified earlier in the research process.

Find users among your own contacts or search for subjects in their natural environment.

- Ask the right questions.



Your questions should explore user habits, values and pain points.

*What do users think about the problem you want to solve?*

*How do they work around this problem now?*

*What would make their lives better?*

- Practice classic interview techniques.



Ask open-ended questions.

Pose one question multiple ways.

Encourage subjects to recall real experiences.

Favor natural conversation over a script.

Allow silences.

Always ask why.

● Whichever method you choose, make sure to analyze the data and information you gather and validate your business case.





If a website is opened in a browser window and no one is there to view it...



4

# PULL IT TOGETHER

User Personas



● A persona is a relatable, composite, human profile based on a collection of users. It's fictitious, but drawn from fact.



- Using personas as a reference guide can encourage empathetic, user-oriented thinking.



• The number of personas you develop will depend on the number of distinct audiences you have.

- Your persona can include a number of characteristics.

- Demographics.

- Professional and personal background.

- Web habits.

- Your persona can include a number of characteristics.

- Values and attitudes.

- Challenges and pain points.

- Your promise to them.

stationary SELF-RELIANT

PI SOPHISTICATED  
RESURFICIAL

"SMART"

BUSY

front desk

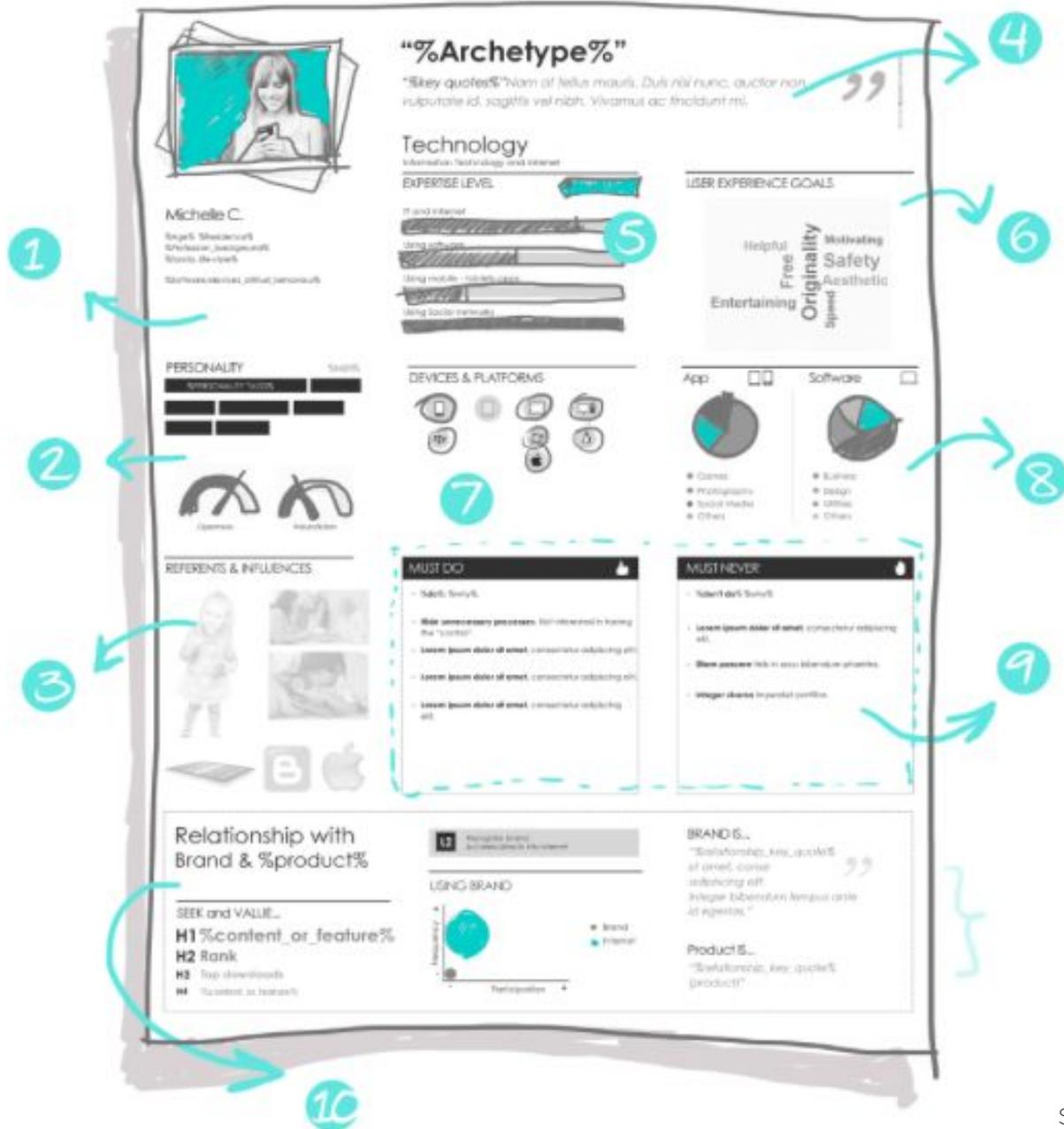
US  
JACK  
SMITH

GREETING



-ADA-  
RECEPTIONIST

# 10 elements for User Persona



# PERSONA PROFILE



## INTERESTS:

What does she spend her time on?  
What enlivens her?  
What does she read, watch, listen to?

## POWERS:

What Resources does she control?  
What can she do, muster?  
Who does she have influence over?

## Name:

Fictionalize it

## Profession:

Be very specific

## Age:

Choose a number,  
Not a range

## Personal

## BG:

Mini Life story -  
Hometown, Family,  
Schooling, Work, etc

## NEEDS:

What does she need,  
in her life, in her work?  
What's essential for her,  
what does she require?  
What's missing?

## BEHAVIORS:

What are her  
ROUTINES  
BUYING  
Free Time  
Rituals

## VALUES:

What carries meaning for her?  
What's her moral compass?  
What makes her indignant,  
satisfied, frustrated?  
What does she want for the world?

## ASPIRATIONS:

What kind of person  
do they want to be?  
Brands?  
Spending patterns?  
Life Dreams? Heroes?  
Role Models?



5

## SET YOURSELF APART

Elevator Speech



An elevator speech explains what your product is, who it serves and why it's unique.

- The basic elevator speech includes four elements.

- Our product [describe essential function].

- We help [target users] [perform tasks].

- By [describe what sets you apart]...

- ... we help users [describe users' ultimate experience].

6



## ● How Many People Are in Space Right Now?

Our product tells you how many people are in space right now.

We connect people on earth with astronauts in low earth orbit.

By providing our users with accessible information about astronauts...

...we help citizens understand that real people have made real commitments to scientific research by spending time in space.



Look! Now you know what you do, whom you do it for and why you are so special.

**Thanks to user research!**



# ANY QUESTIONS?

You can find me at  
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## WANT TO LEARN MORE?

- [Usability.gov](https://www.usability.gov)
- [Nielsen Norman Group | nngroup.com](https://www.nngroup.com)
- [UX Magazine | uxmag.com](https://www.uxmag.com)