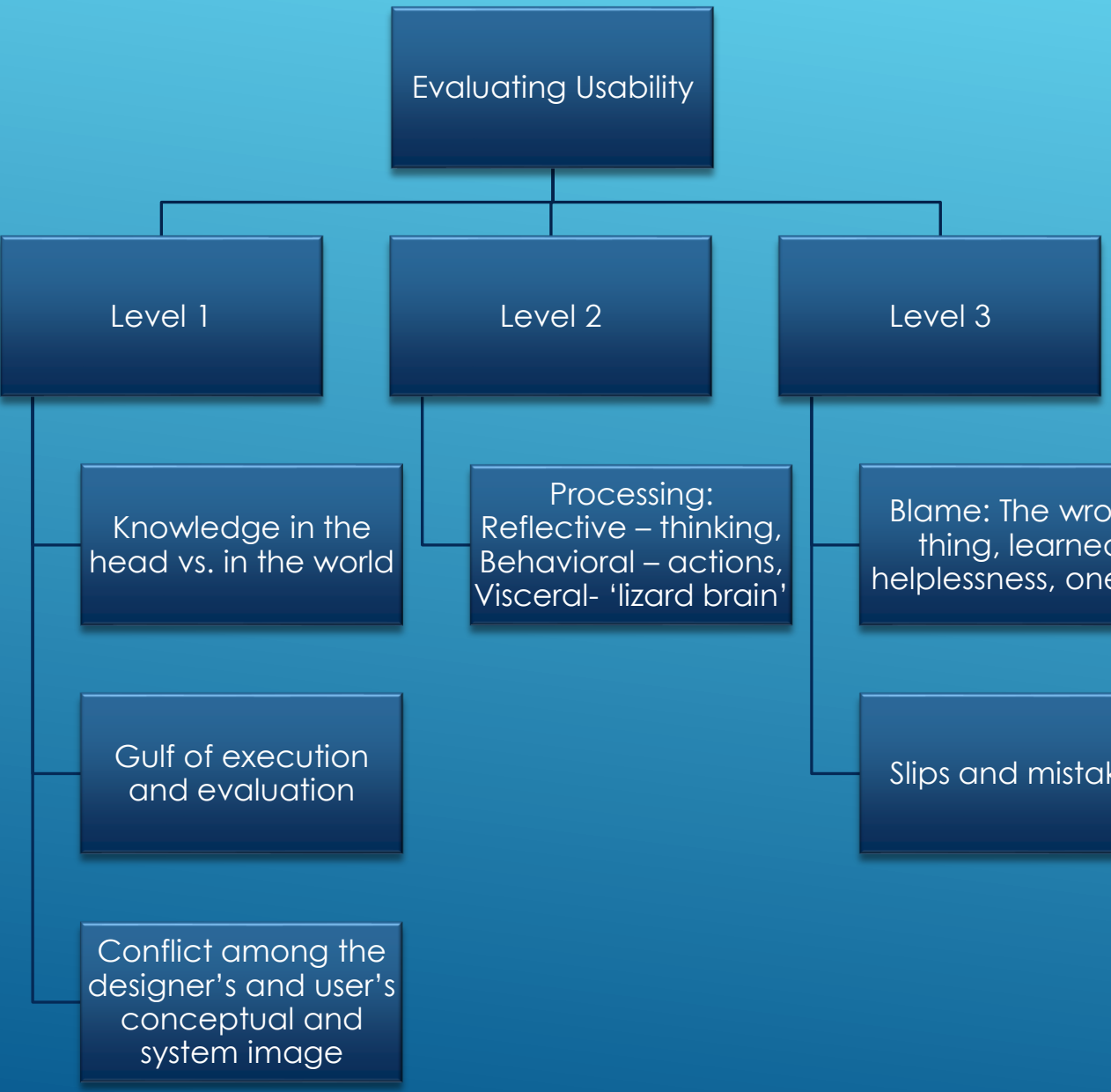
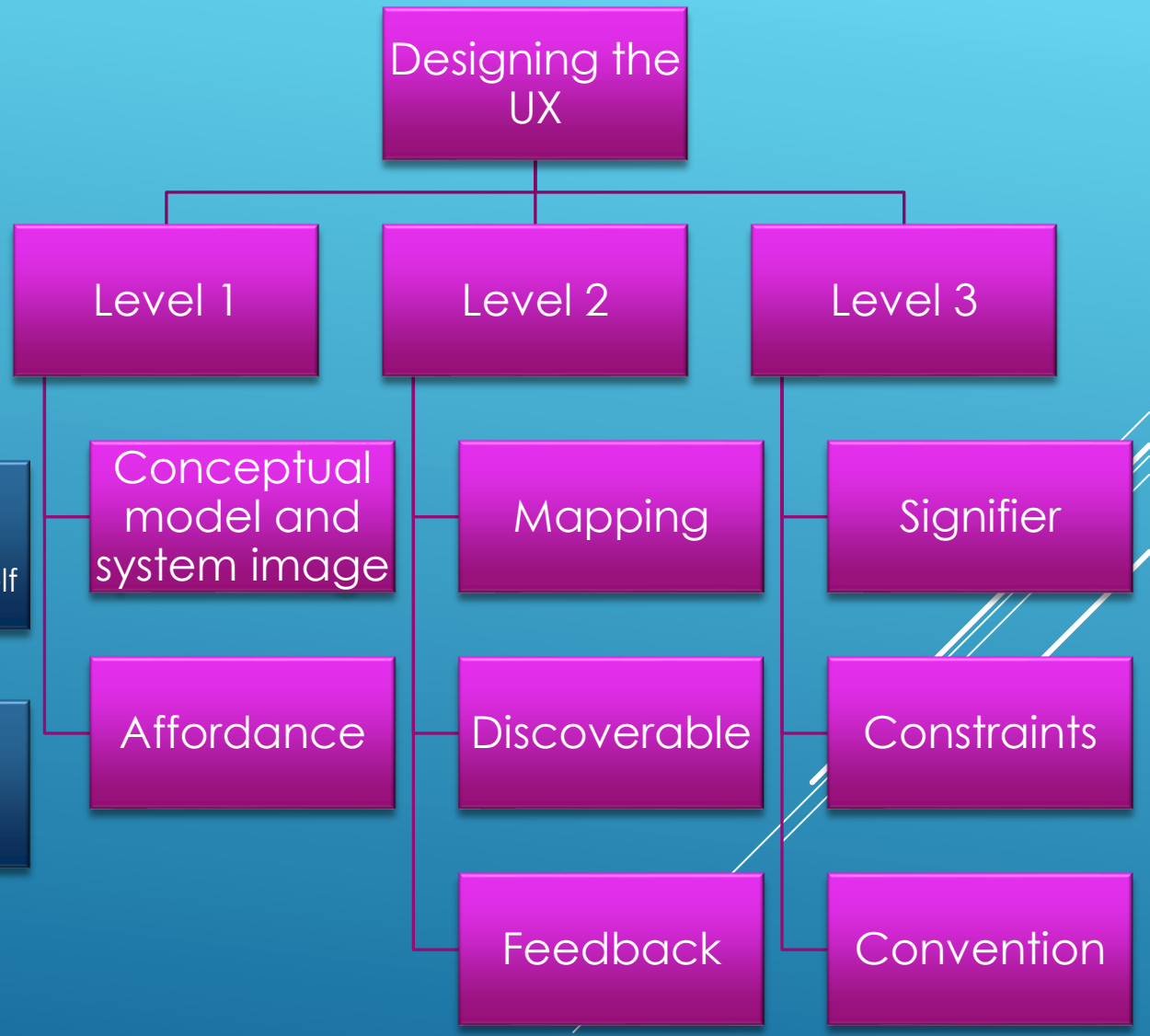
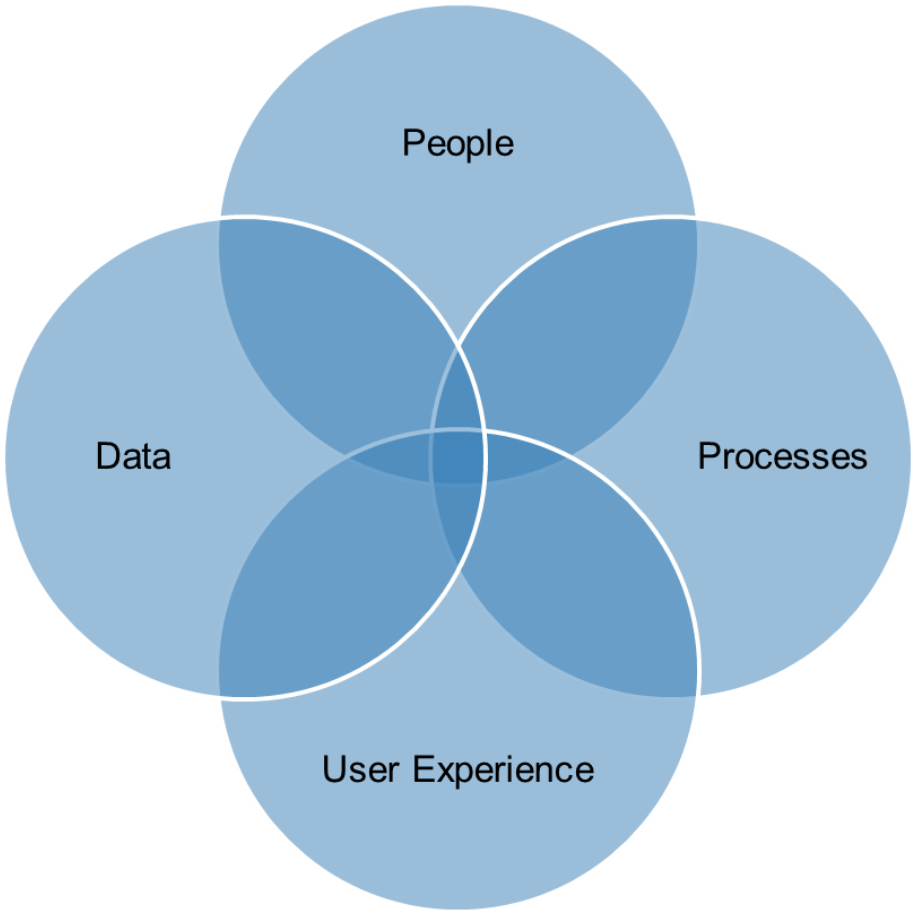
2. PROJECT RESEARCH & PROBLEM/OPPORTUNITY IDENTIFICATION

MIS3506 * Lavin * Fall 2021

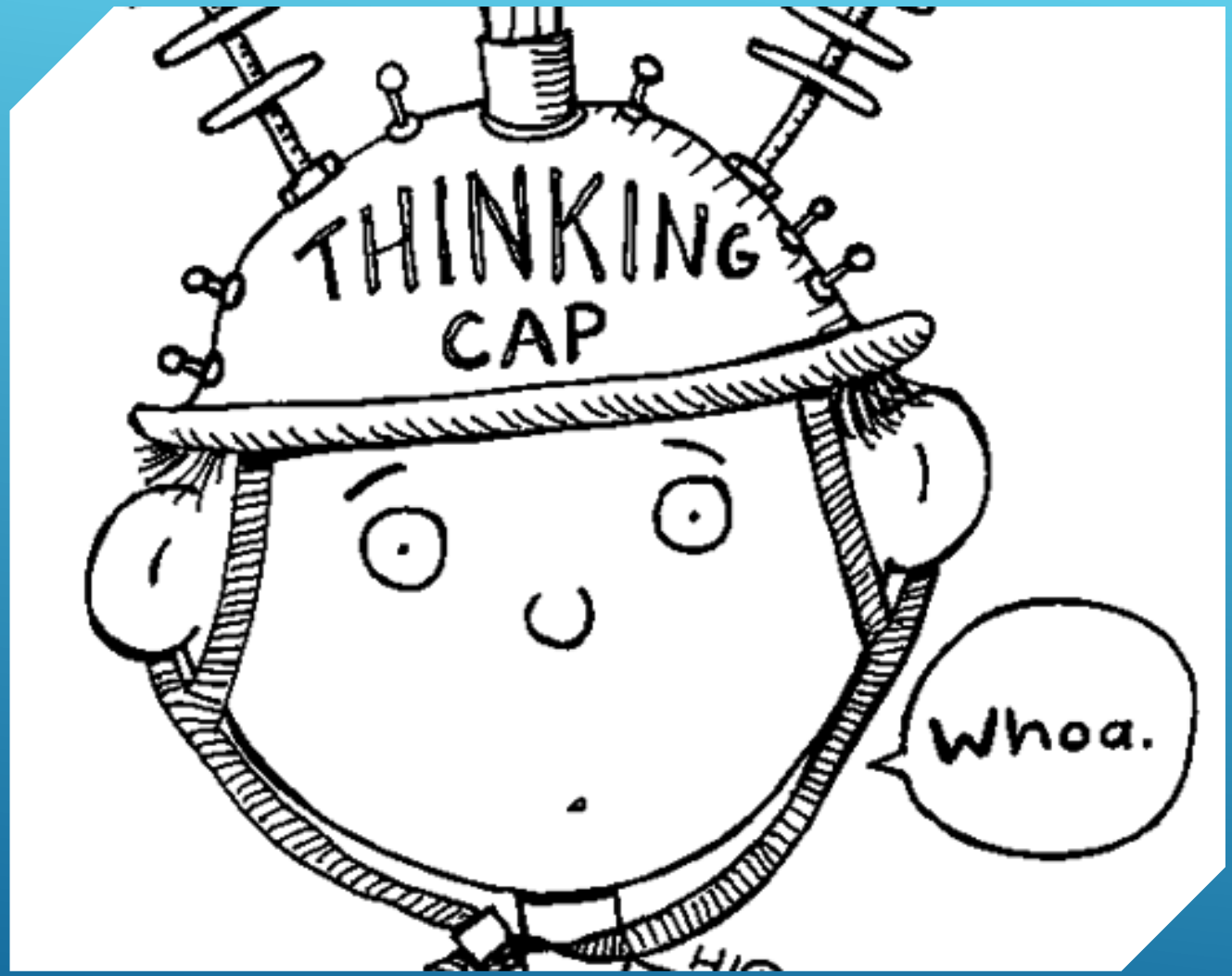

Evaluating Usability
Level 1
Level 2
Level 3
Knowledge in the head vs. in the world
Gulf of execution and evaluation
Conflict among the designer's and user's conceptual and system image
Processing: Reflective – thinking, Behavioral – actions, Visceral- 'lizard brain'
Blame: The wrong thing, learned helplessness, oneself
Slips and mistakes


Designing the UX
Level 1
Level 2
Level 3
Conceptual model and system image
Affordance
Mapping
Discoverable
Feedback
Signifier
Constraints
Convention



PROBLEM/OPPORTUNITY IDENTIFICATION

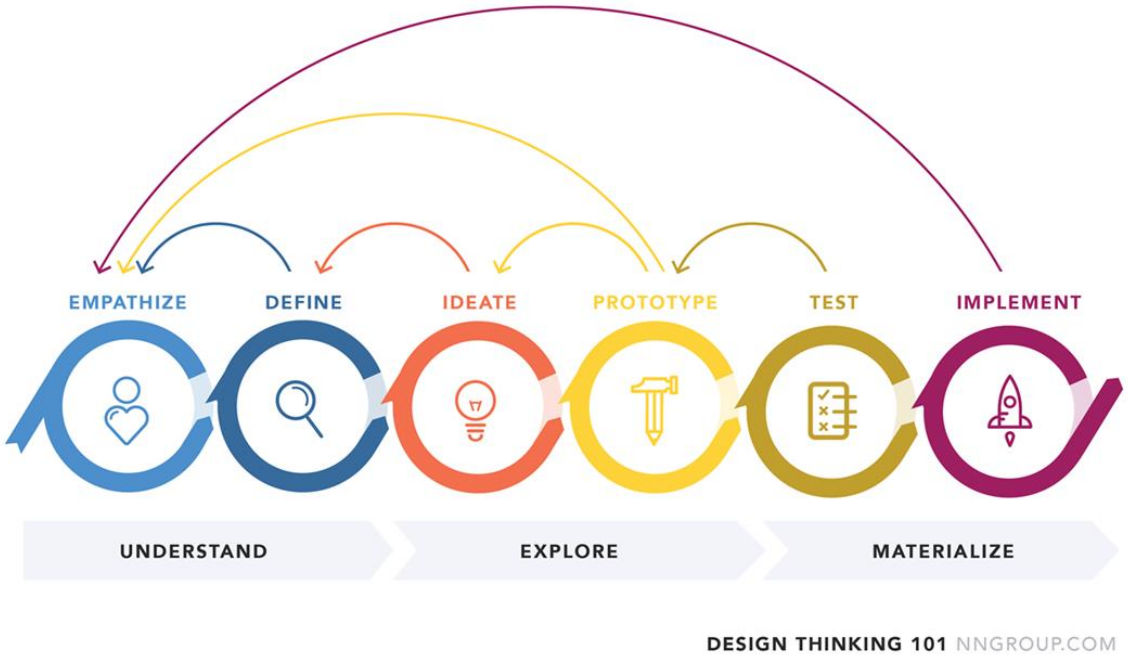
- Is it a problem? Is it an opportunity?
- Both require the same style of research & understanding



PROJECT RESEARCH

- Project research requires several key steps – sometimes you have a lot of information – sometimes not much at all!

- For example…



DESIGN PROCESS:

IS IT A PROBLEM?

IS IT AN OPPORTUNITY?

- Ask the following questions to understand the problem or opportunity:

- **Who** are our intended users?
- **What** do they want? Do they need?
- **Why** do they want?
- **Where** can they get the information?
- **How** do they want to work?
- **When** do they want it?

PROBLEM/OPPORTUNITY IDENTIFICATION: EMPATHY

Answering those questions enables us to

- Understand the problem/opportunity
- Understand the user better
- Enable productivity
- Provide a pleasurable experience

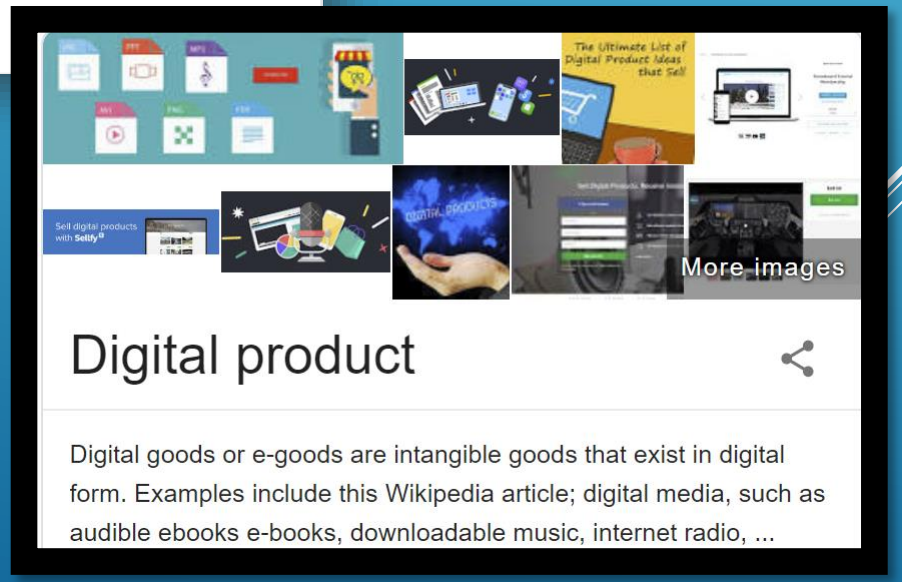
What is a product? What is a project?

prod·uct

/ˈprädəkt/

noun

1. an article or substance that is manufactured or refined for sale.
   "food products"
2. a thing or person that is the result of an action or process.
   "his daughter, the product of his first marriage"
   synonyms: result, consequence, outcome, effect, upshot, fruit, byproduct, spin-off, legacy, issue
   "her fear was a product of her emotional insecurity"



Project Research

How do we learn about problems/opportunities?

- Leadership
- Social Media
- Customer Service
- Market Research
- …What else?

Listen/Look for statements like…

- I can't complete…
- This is so easy!
- This product sucks!
- Where can I find?
- How do I?
- …What else?

Project Research

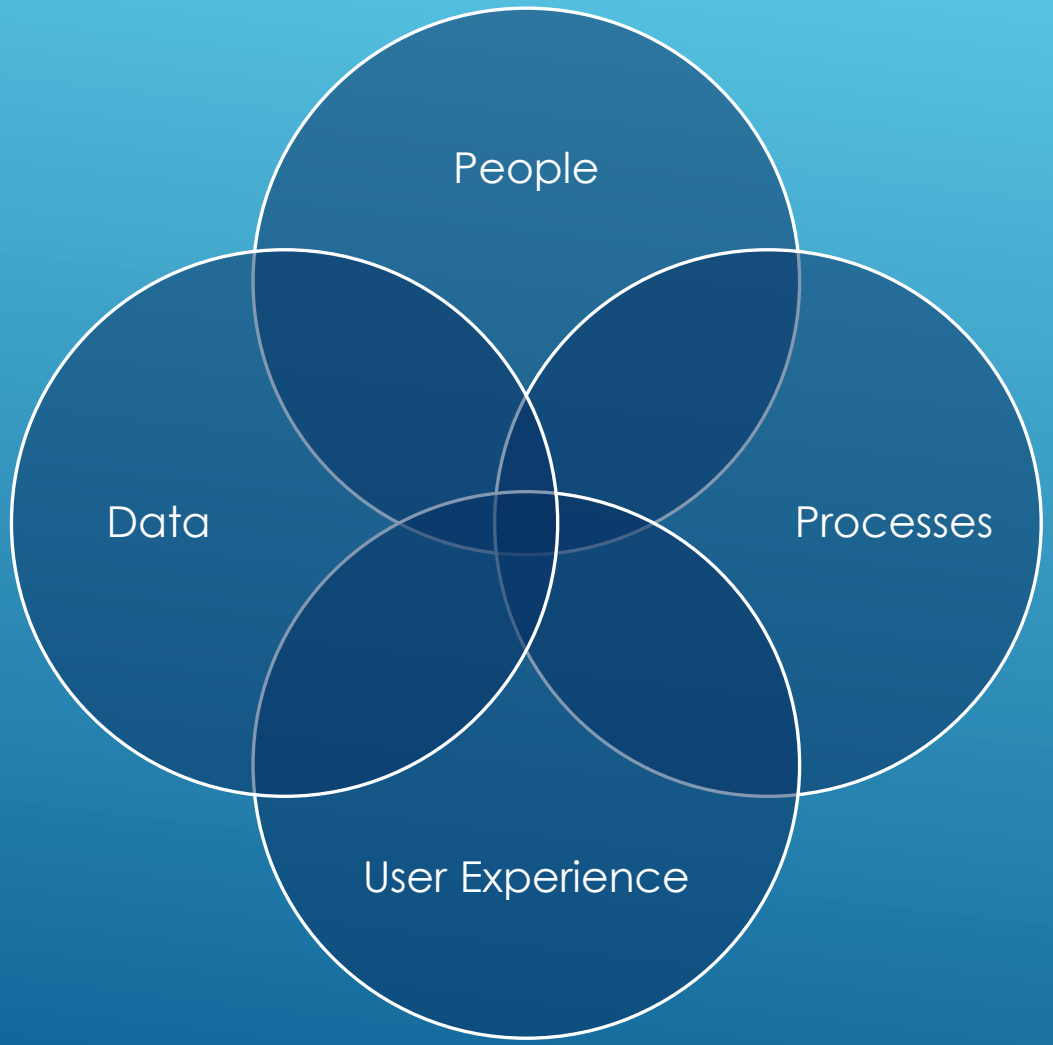
How can we perform this research?

- Interviews
- Usability Studies
- Internet Research
- Data Analysis
- …What else?

What tools can we use?

- Google Analytics
- Websites
- User Stories
- Interviews
- …What else?

Project Research – Gathering Requirements



Intended Users – “People”

People

Why is it important to learn about the people involved? What can be learned from these groups?

- Leadership
- Customers
- Competition

Intended Users – “People”

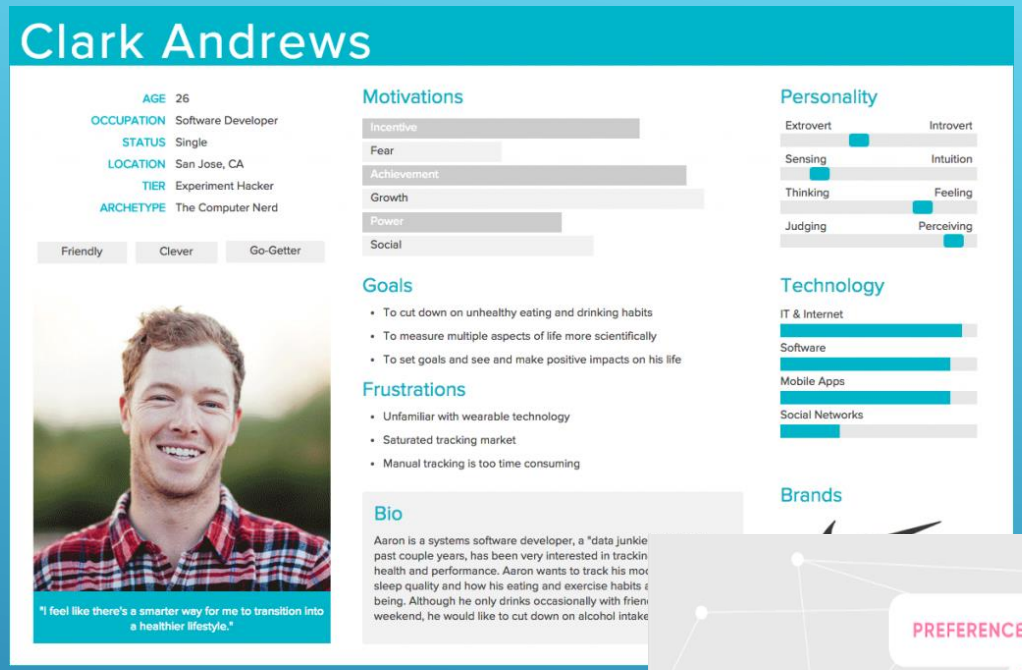
How do we obtain knowledge about the people involved?

- Interviews
- Observations
- Secondary Research
- LinkedIn, Social Media Channels

How do you develop a persona for your users?

PERSONAS

- Use what you know, clearly define – prioritize features
- Provides focus for the prototype
  - Novice v Expert users, just in case users, product streamline
  - Assumption personas – data you have, assumptions about your base
    - Validate later, through usability testing
- Describe actual users and behaviors, task oriented
- Personable & Believable
- Design Implications
- Goals – Speed & Efficiency? Visibility? Needs and Desires?



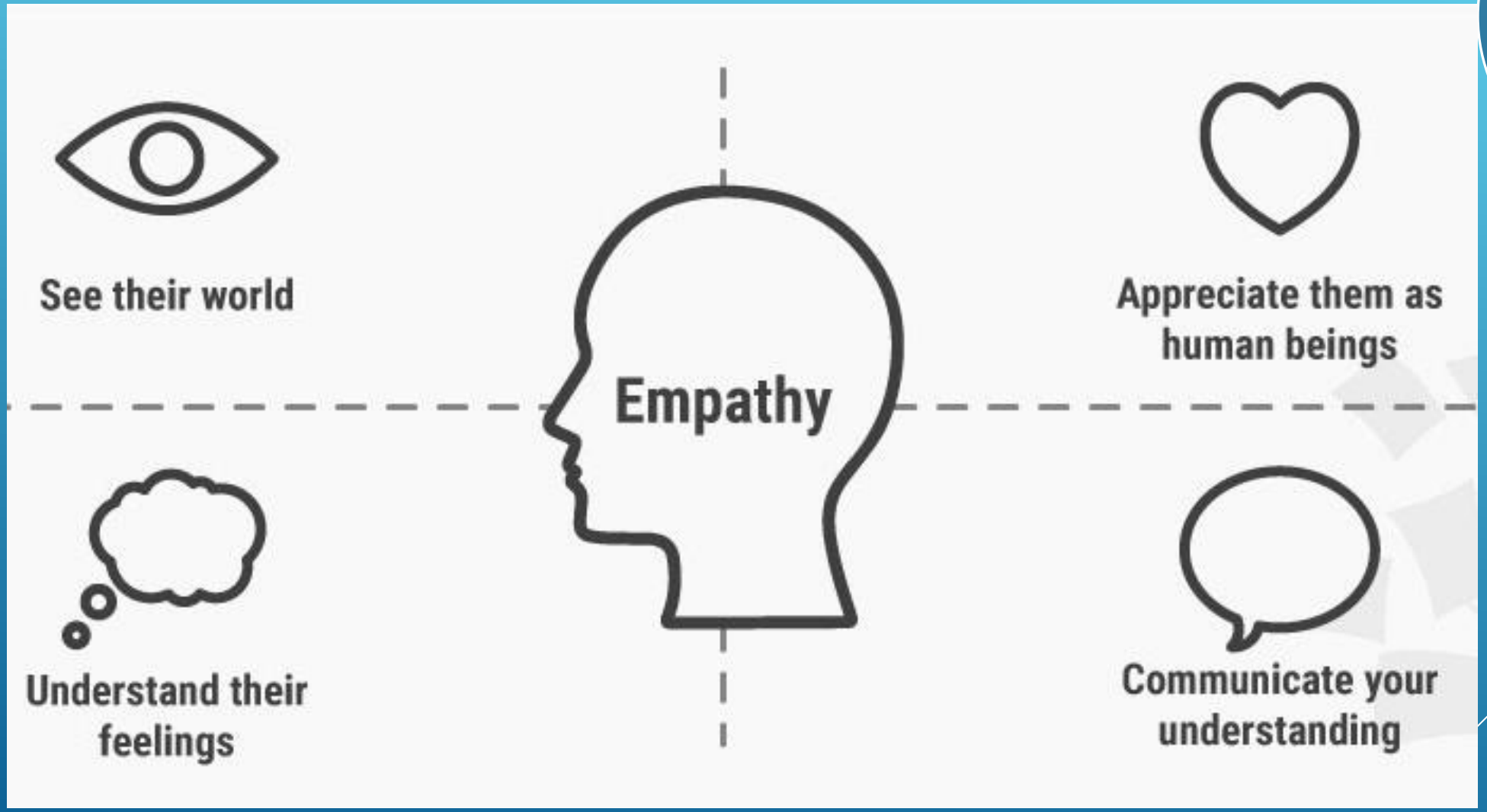
People

Developing a Persona:

Why?
What should be included?
Comfort with technology?

Empathize with Users

People



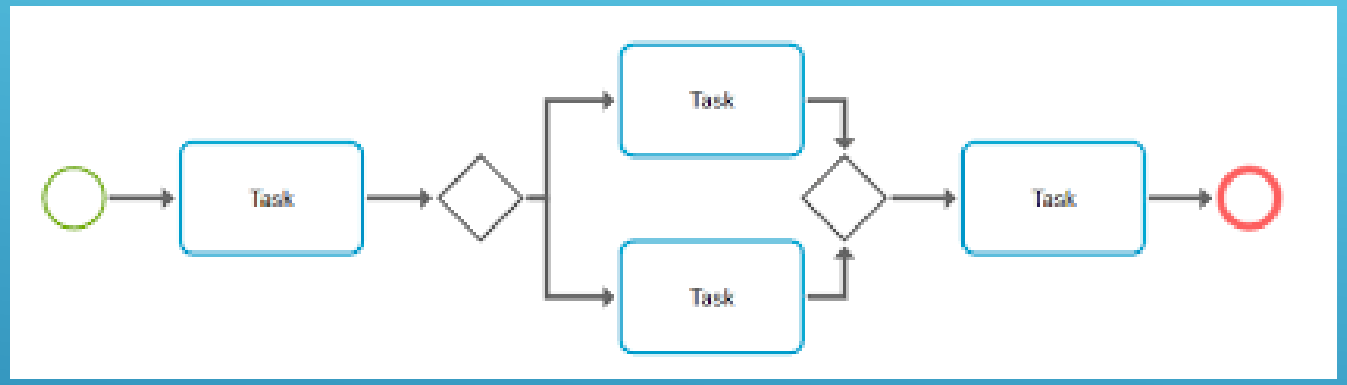
Source: https://www.interaction-design.org/literature/article/stage-1-in-the-design-thinking-process-empathise-with-your-users

Processes

How do we learn about processes?

- Primary Research
- Secondary Research
- Observation
- Interviews

Do I need to keep all this research in my head?



Processes

Data

Data

How do we gather information about data?

- Go to the site or app – what is being collected
- Sign up for the mailing list – what information is generated
- Think of the processes – what data might be needed to complete them

Compiling the details…

- Make a list of critical findings
- Persona map
- Data requirements documented in an ERD structure
- Visuals
- Collaboration tools

No one wants to read a long report!

Project Research

Gathering Requirements and getting the big picture is critical to understanding your goals!

IN-CLASS ACTIVITY

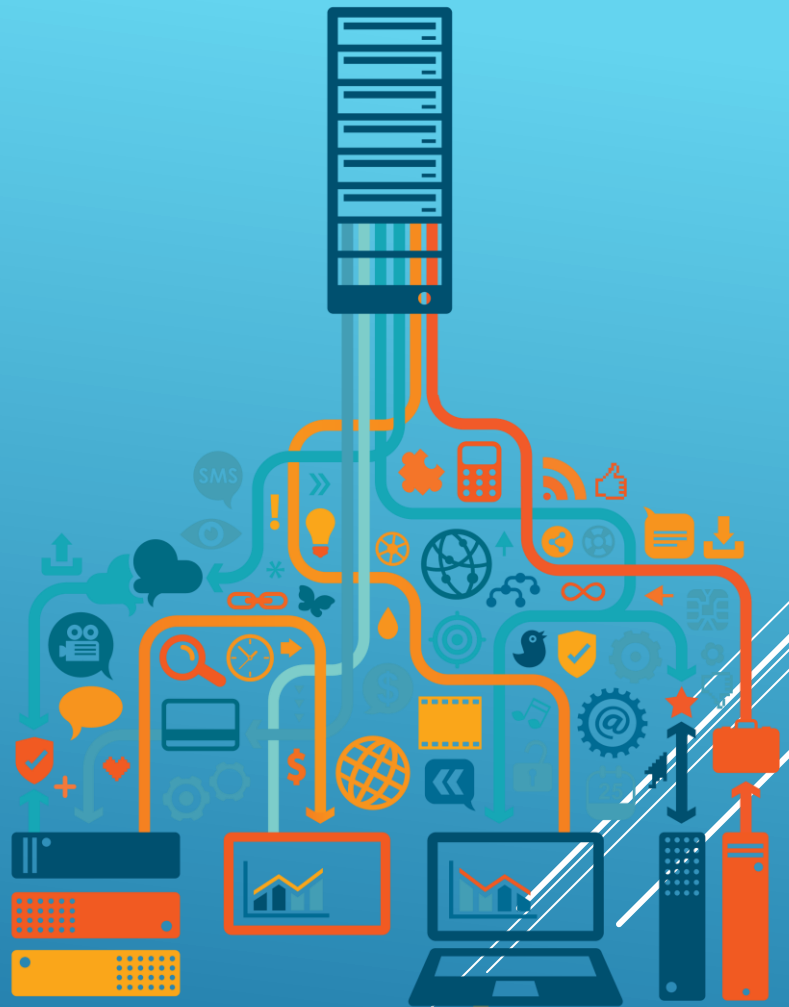
Researching your project

Breakout – In Class Activity

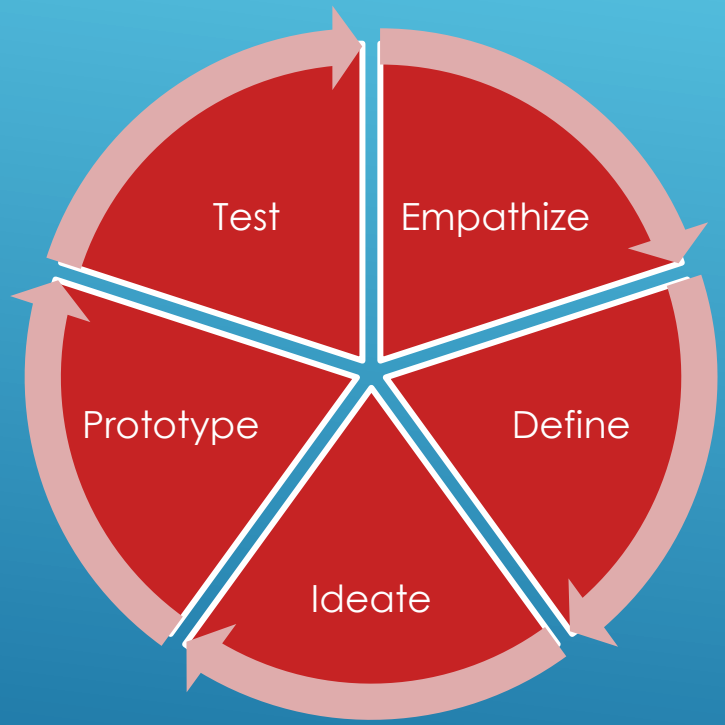
Pick a Company

Be able to answer the following questions:

- Provide basic company information
- What is the goal of your company?
- Who is the target market/user?
- Why is this company attractive?
- Who are your main competitors?
- What goals should users accomplish?
- Why would users pick your company?
- What would a persona of your typical user look like?



- **Prepare a 3 minute – 3 slide presentation of your findings**


Test
Empathize
Prototype
Define
Ideate