

Class 1 / August 31, 2022

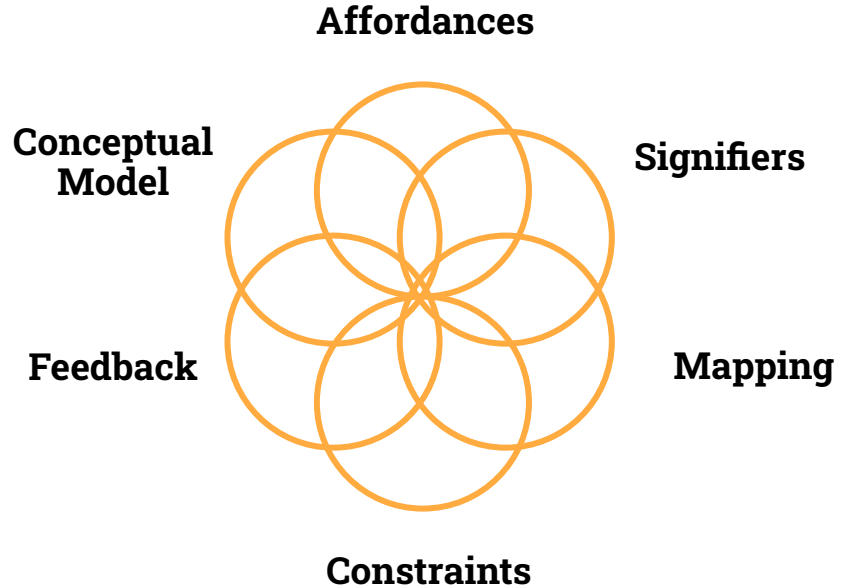
MIS 3506 / SECTION 2

User Experience Design: Project Research



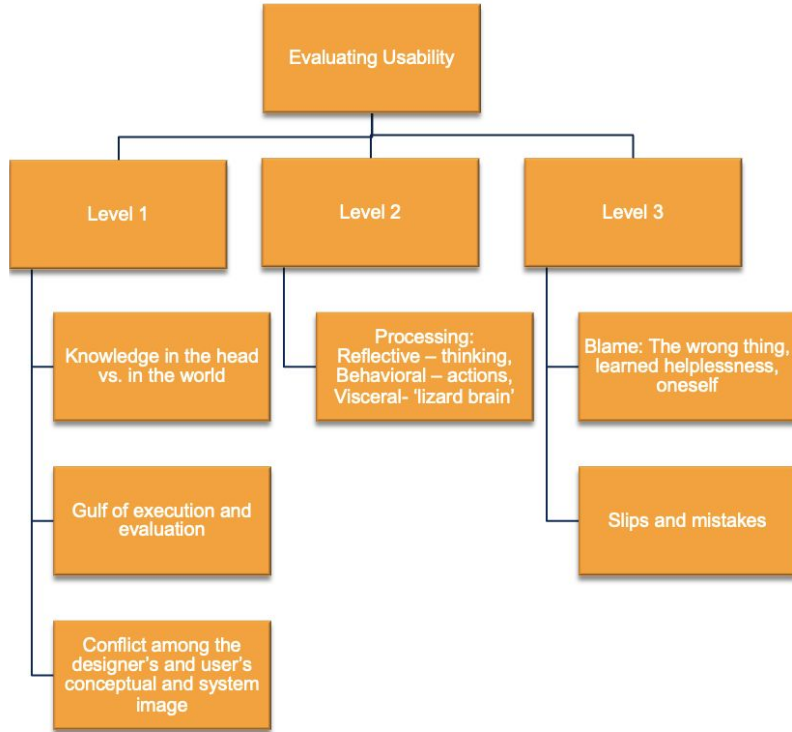
Fundamental Principles of Interaction

Start with
Discoverability & Understanding

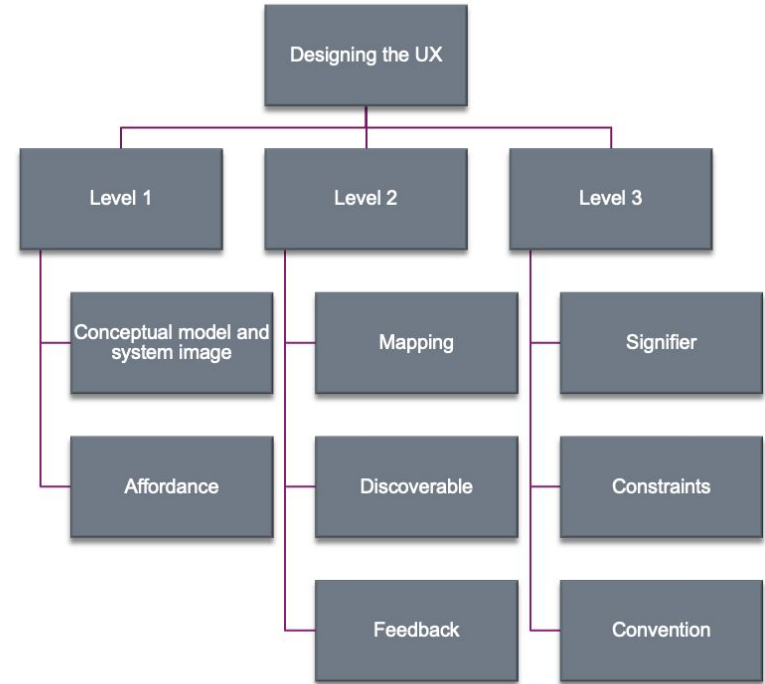


All the combined information available to
us is the **System Image**

Foundation Principles We'll Use Throughout This Course



EVALUATION



DESIGN

PROBLEM

An issue that is preventing
the achievement of goals and objectives.

VS

OPPORTUNITY

Initiatives that will assist in reaching
goals and objectives
if implemented appropriately.

Your new boss comes to you and says:

“I keep hearing from the VP of Customer Service that there is an issue, people don’t know how to apply for a loan on our site.”

How do you handle this?

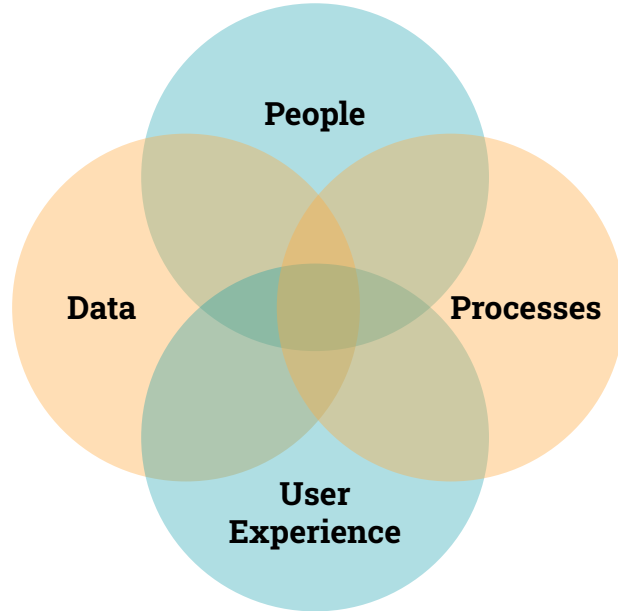
Is this a problem or an opportunity?

Opportunity Case Study Example



Watch Video: <https://youtu.be/L8UTASNDzw0>

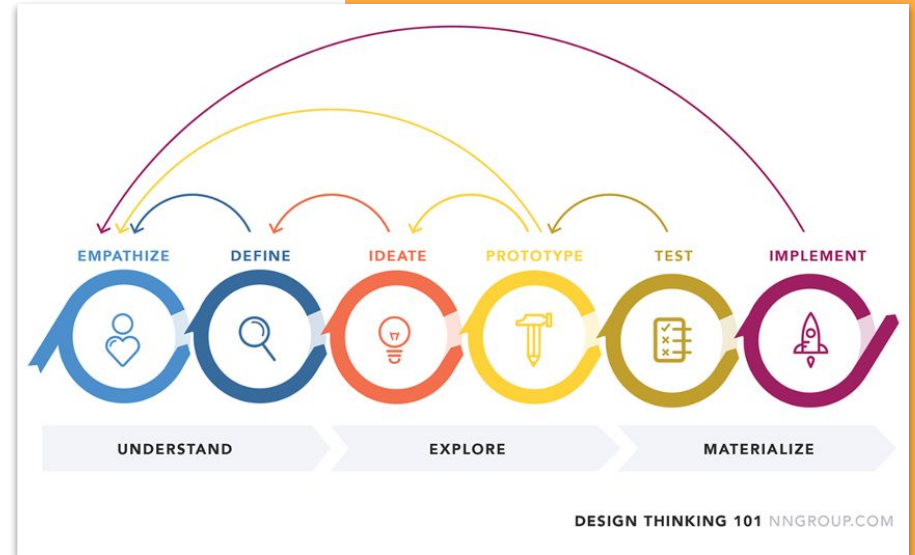
Is it a PROBLEM or an OPPORTUNITY



Both require the same style of research & understanding

Design Process

Problem/Opportunity identification in the UX process requires empathy and an understanding of what the user's issue or dilemma is – OR what opportunities are available



Understanding

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?



Understanding

Answering the previous questions allows us to:

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



Analyzing Problems and Opportunities

A problem or opportunity statement is a concise description of user issues or unmet needs that need to be addressed.

Business Opportunity Statement	
We will improve the experience of	What problem needs solving or improvements?
for	Which person is most effected by this?
The user struggles today because	What are some of the pain points?
Solving this will be good for our business because	What is motivating the company to solve this problem?
IBM Garage	IBM

Analyzing Problems and Opportunities

A problem or opportunity statement is a concise description of user issues or unmet needs that need to be addressed.

Business Opportunity Statement

We will improve the experience of	Getting the right income tax forms from the Federal Government.
for	Non tax savvy individuals looking to file their personal tax returns.
The user struggles today because	Finding the right form requires you to understand tax-code terminology and form numbers. Getting simple to understand answers to simply stated questions is near impossible.
Solving this will be good for our business because	<p>Our department's mandate is to make it as easy as possible for people to correctly file their taxes.</p> <p>The easier answers are to find, the fewer people need to call our call center, meaning lower wait times.</p> <p>People accurately filing their taxes means lower auditing costs for the government.</p>
IBM Garage	IBM

In Class Exercise

Create a Business Opportunity Statement

Brainstorm

- ❑ Choose a problem or opportunity that you can identify that could make Temple University better.

Analyze

- ❑ Use the steps in the BOS to outline how you would address this problem or opportunity.

Present

- ❑ We'll discuss together as a group.

Business Opportunity Statement

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Which person is most effected by this?

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What are some of the pain points?

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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?

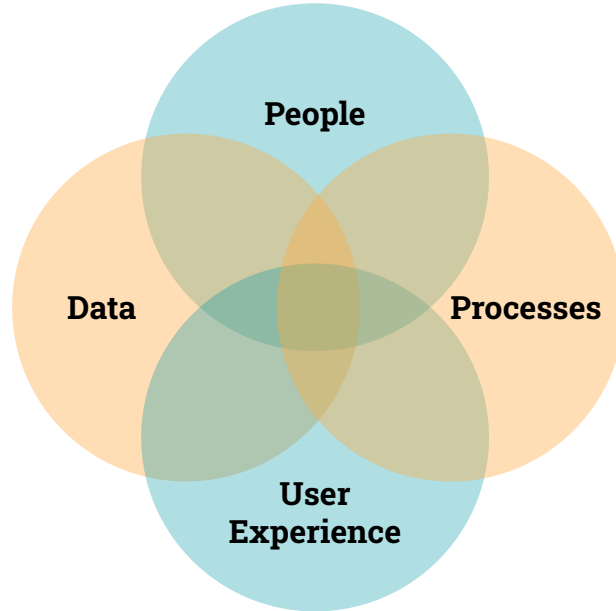
- Interviews
- Usability Studies
- Internet Research
- Data Analysis
- ...What else?

What tools can we use?

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



Is it a PROBLEM or an OPPORTUNITY



Both require the same style of research & understanding

Intended Users

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

- Leadership
- Customers
- Competition
- Investors/Stakeholders



Intended Users

How do we obtain knowledge about the people involved?

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



PEOPLE

How do you develop a persona for your users?



How do you develop a persona for your users?

Things to consider...

- Are they novice vs. expert users
- Assumption personas – data you have, assumptions about your base
 - ◆ Remember to validate these assumption later, through usability testing
- Describe actual users and behaviors, task oriented
- Make personas personable & believable
- Product Design: What are the design implications for users
- Product Goals: Speed & Efficiency? Visibility? Needs and Desires?

How do you develop a persona for your users?

Clark Andrews

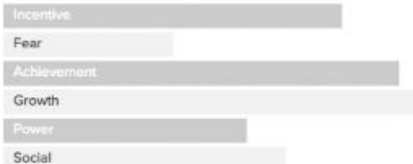
AGE 26
 OCCUPATION Software Developer
 STATUS Single
 LOCATION San Jose, CA
 TIER Experiment Hacker
 ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations



Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

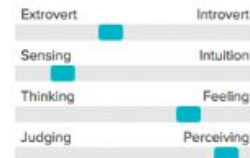
Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



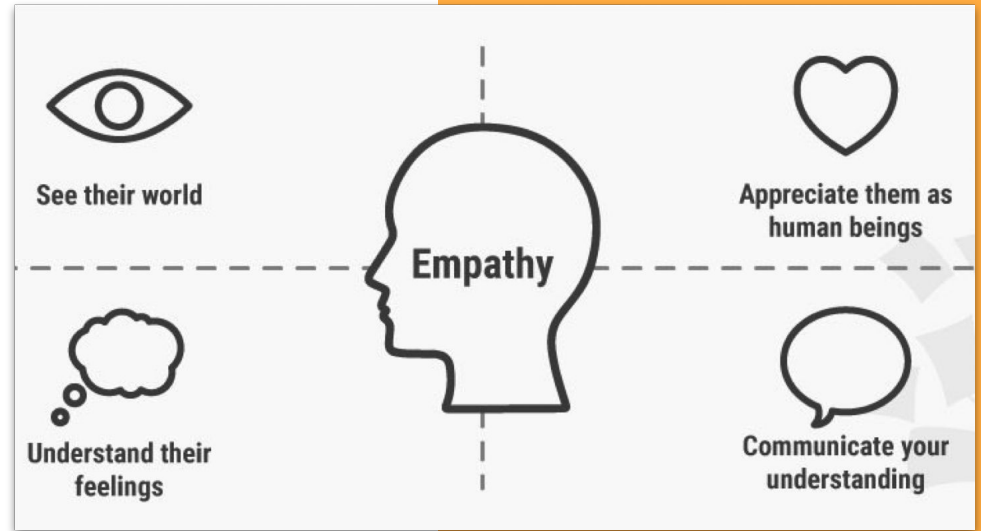
Brands



Empathize with Users

Ask the following questions to understand the problem or opportunity

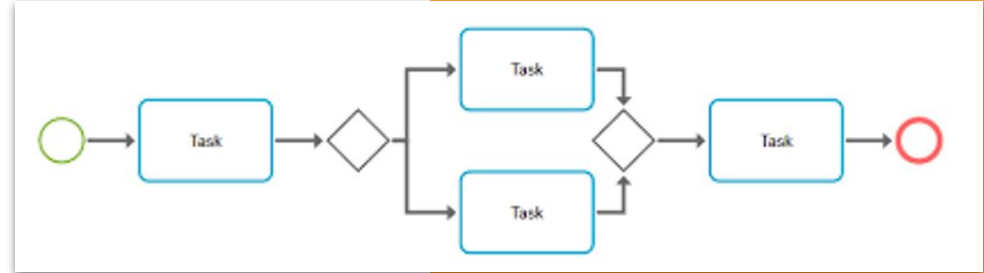
- See their world
- Appreciate them as human beings
- Understand their feelings
- Communicate your understanding



How do we learn about processes?

Ask the following questions to understand the problem or opportunity

- Primary Research
- Secondary Research
- Observation
- Interviews



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 all the details...

- **Make a list of critical findings**
- **Persona map**
- **Data requirements documented and structured visually**
- **Visuals**
- **Collaboration tools**

TIP: Make it easy to read.

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 Exercise

Preparing for
Assignment 1, Part 1



Research

- Begin researching your company
-

Analyze

Start thinking about 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?
-



Discuss

We'll review ideas so you know if the direction you are picking is a good one.

Due Next Week...

Reading (Due Wednesday for Class)

- ❑ **Book:** Norman, Chapter 5
- ❑ **Article:** Conducting a Heuristic Evaluation

Project - Part 1 (Due Sat., Sept 10 @ 11:59 p.m.)

- ❑ **You can build off of the company from the in class activity or pick a new company**
- ❑ **Complete all items in part 1 with your group**