Demystifying UX Research

ICG session, 3rd October 2023

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What we'll cover in this session

1. The state of UX Research
2. UXR Vs. MR – where is the overlap?
3. The digital product lifecycle (Design Thinking)
4. Mastering the language of UX
5. Best practice – a few tips
6. How to make useful UX recommendations

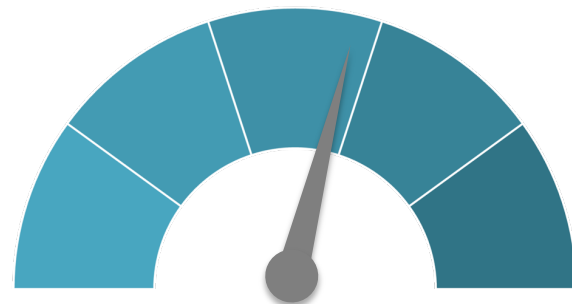# 1. The state of UX Research – a slow start but heading in the right direction

Newer discipline
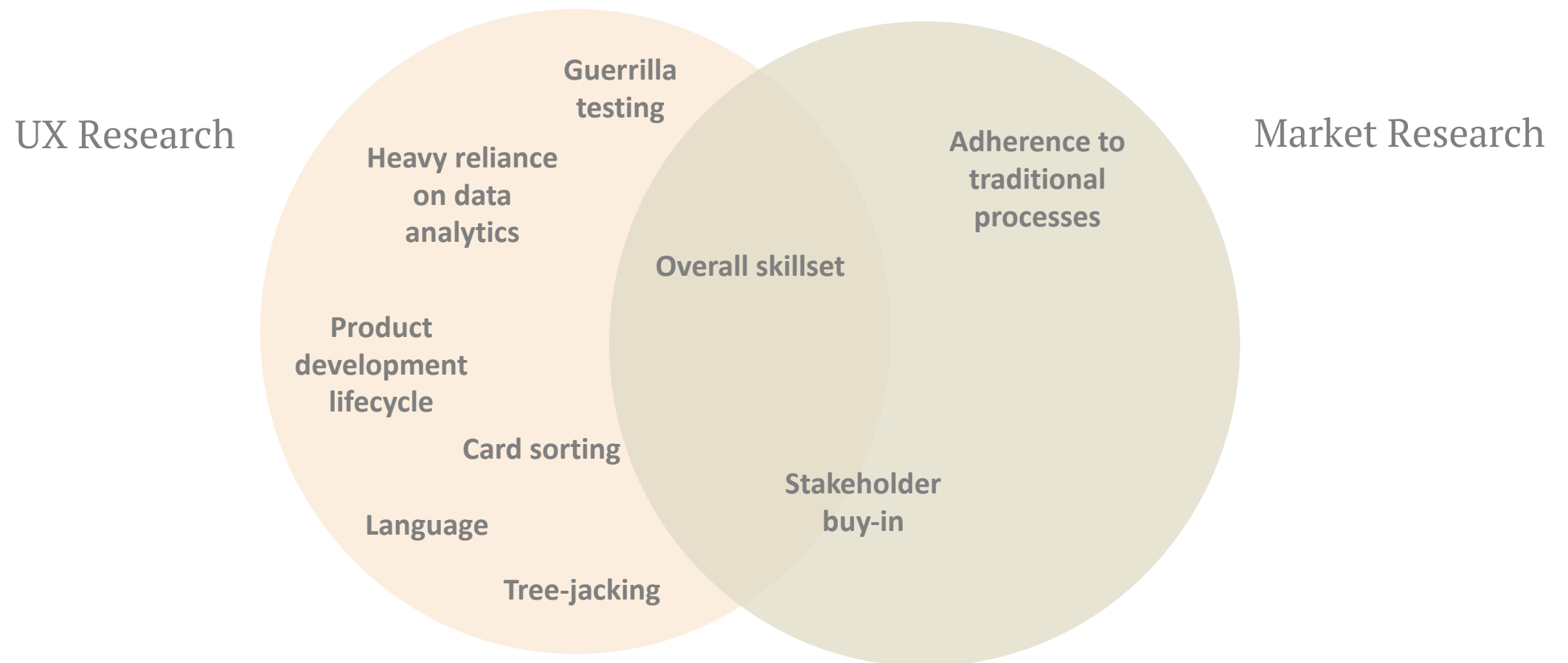
Sometimes undervalued
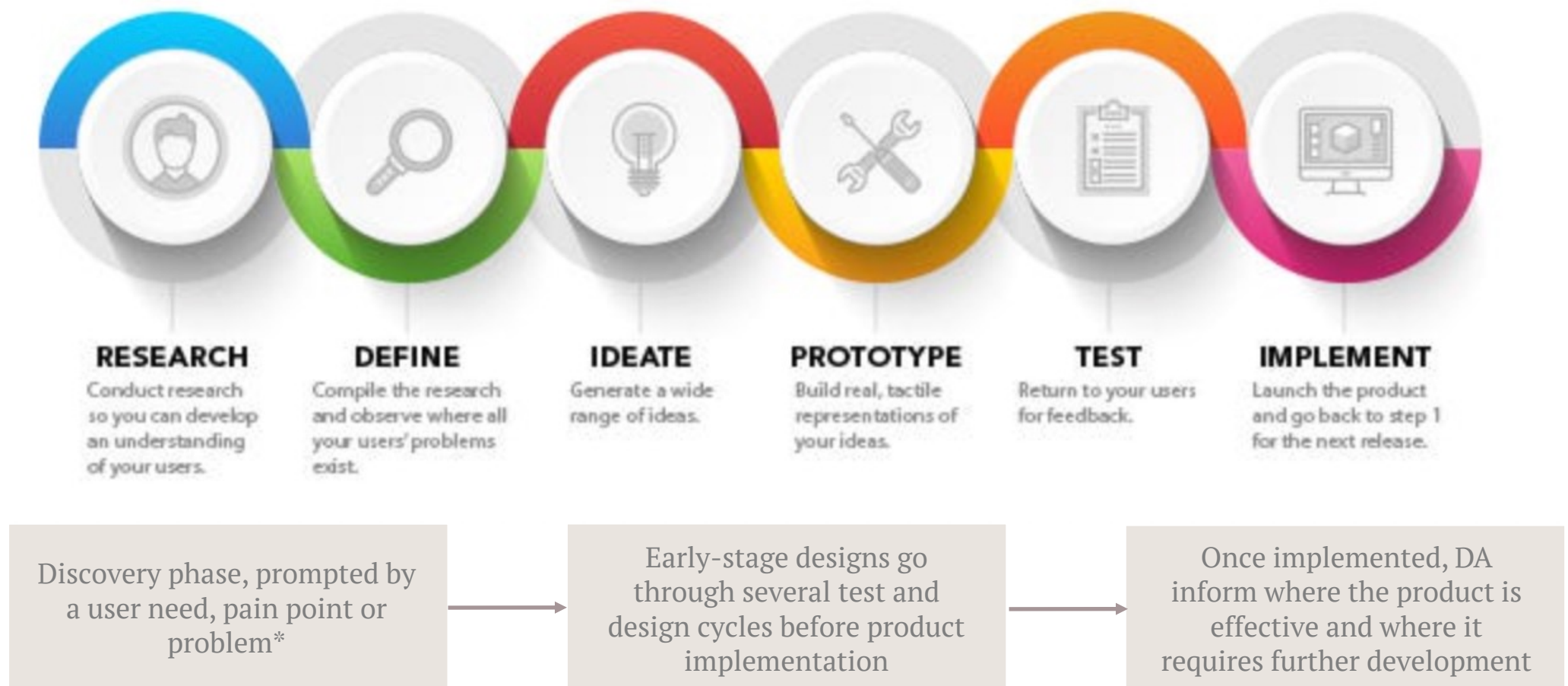
Often retrofitted

Gaining traction

More permanent roles

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2. UXR Vs. MR – where is the overlap?

UX Research

Market Research

Guerrilla testing

Heavy reliance on data analytics

Adherence to traditional processes

Overall skillset

Product development lifecycle

Card sorting

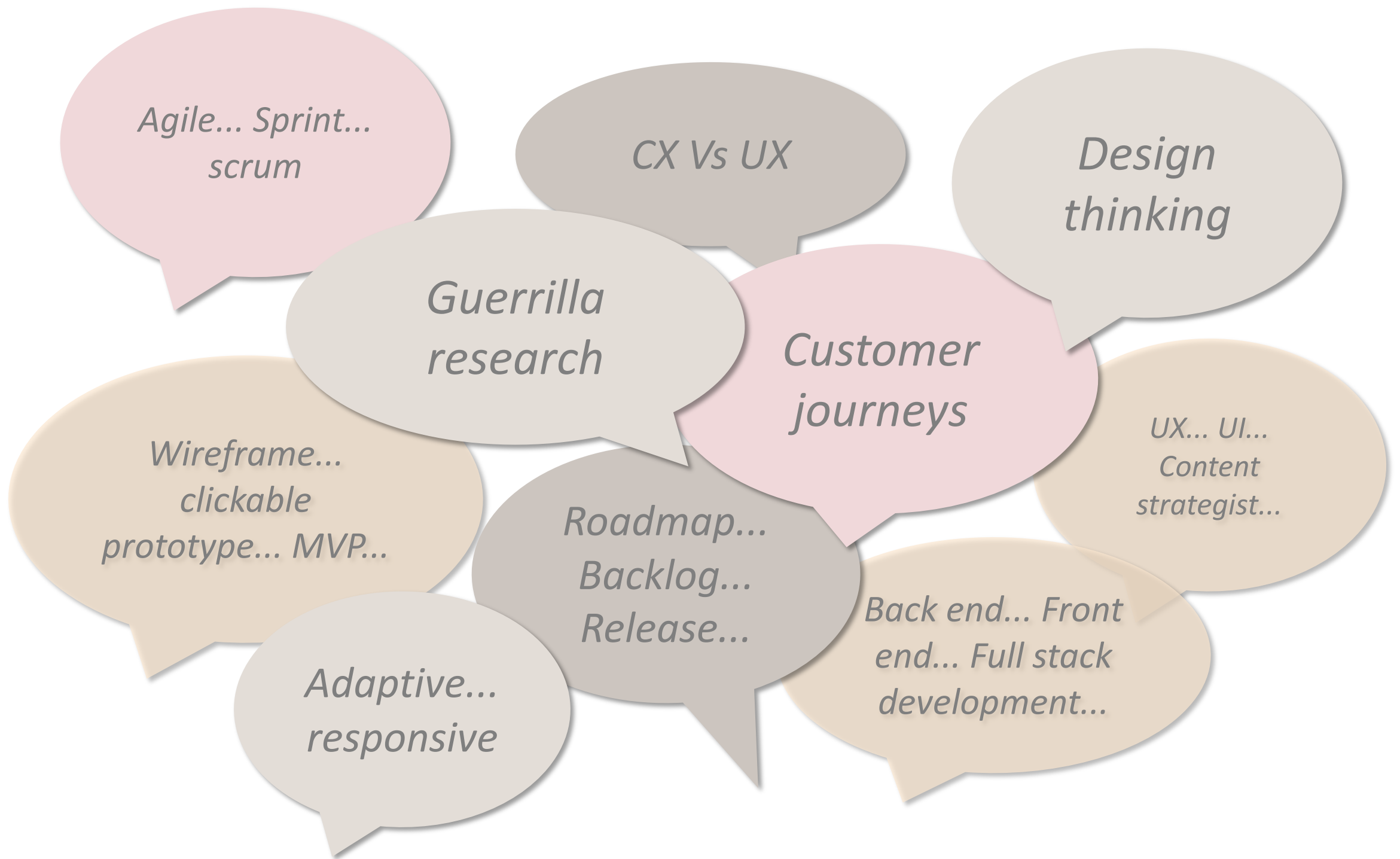Stakeholder buy-in

Language

Tree-jacking

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3. The product development lifecycle

The product development lifecycle is iterative; after implementation, research begins again to inform the next release, and so it continues… This is referred to as *'design thinking'*

RESEARCH
Conduct research so you can develop an understanding of your users.

DEFINE
Compile the research and observe where all your users' problems exist.

IDEATE
Generate a wide range of ideas.

PROTOTYPE
Build real, tactile representations of your ideas.

TEST
Return to your users for feedback.

IMPLEMENT
Launch the product and go back to step 1 for the next release.

Discovery phase, prompted by a user need, pain point or problem*

Early-stage designs go through several test and design cycles before product implementation

Once implemented, DA inform where the product is effective and where it requires further development

*Problems arise when the product design lifecycle is triggered by a design idea rather than a user need, then built and 'validated' rather than tested. This can result in a product being implemented that is of no real use to the user

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4. Mastering the language of UX

Agile... Sprint... scrum

CX Vs UX

Design thinking

Guerrilla research

Customer journeys

Wireframe... clickable prototype... MVP...

UX... UI... Content strategist...

Roadmap... Backlog... Release...

Adaptive... responsive

Back end... Front end... Full stack development...

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5. Best Practice – some tips

Be the Voice of the Consumer in a world where the consumer is rarely heard
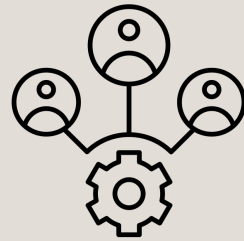
Involve stakeholders from the start to encourage engagement and buy-in

Get design teams on-board and fully briefed as they have the power to affect change

Take a soft stance on research approach (at first)
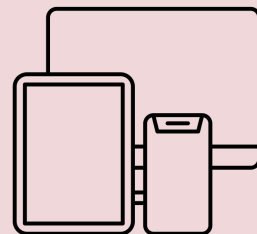
Test on multiple devices and operating systems where relevant

Record screens and faces for optimal observation
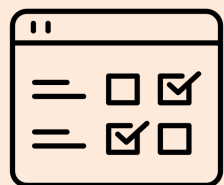
Use SUS if tracking enhancements over multiple dips (build up to a robust sample over time)

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6. How to make useful UX recommendations

1. Recommendations aligned with roadmap / backlog
2. Strategic recommendations & low-hanging fruit
3. Feedback supported by visual aids
4. Adopt language of the design team

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Let's talk...

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Useful references

Glossary of commonly used UX terminology
https://careerfoundry.com/en/blog/ux-design/ux-design-glossary/

Definition of UX and tips for best practice
https://www.hotjar.com/ux-design/

Design thinking
https://www.interaction-design.org/literature/topics/design-thinking

UX Research approaches and techniques
https://uxbooth.com/articles/complete-beginners-guide-to-design-research/

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