

# User research course

Module 1: Why do user research?



# Course outline

## Module 1 – Why do user research?

*Monday 6 March, online*

## Module 2 – Evaluative research

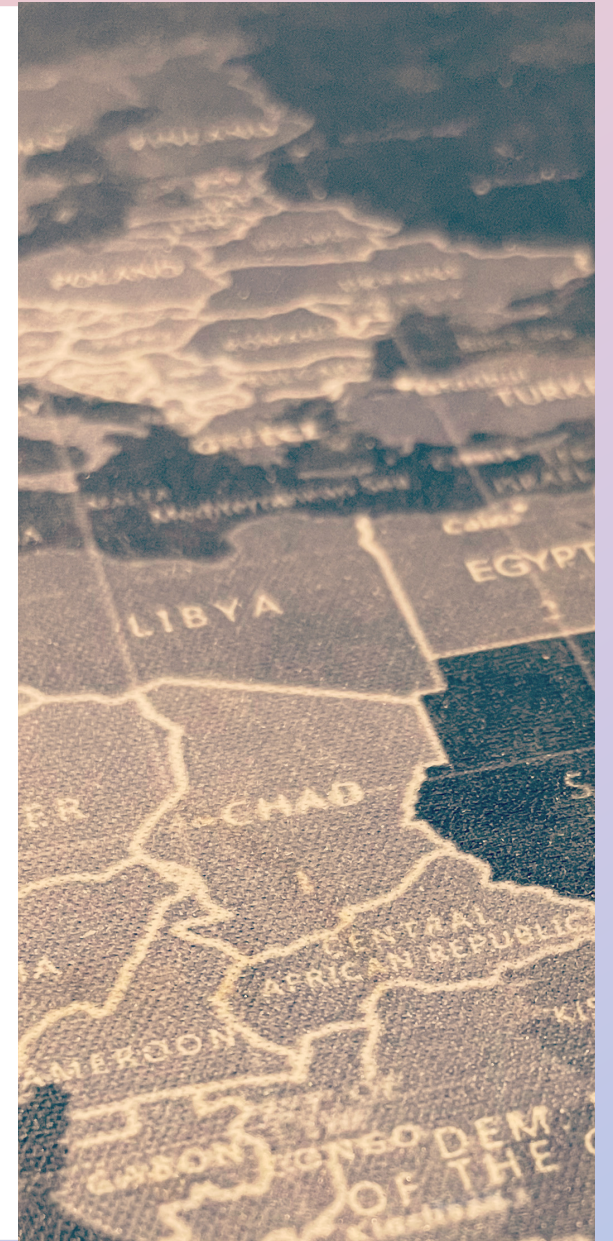
*Tuesday 7 March, online*

## Module 3 – Other types of user research

*Wednesday 8 March, online*

## Module 4 – Putting it all together

*Friday 10 March, Iasi*



# Why do user research?

Before we discuss how to do user research, let's talk about why.





# Agenda: module 1

1. A little bit about me
2. User-centred design and user research
3. How insight drives innovation
4. The main research methodologies
5. Hands-on: How could a previous project have included user research?
6. The cost of doing user research - and not doing it!
7. Case studies - how user research has enhanced the user experience
8. Building a user research team and capability
9. Hands-on: Add research to that project!



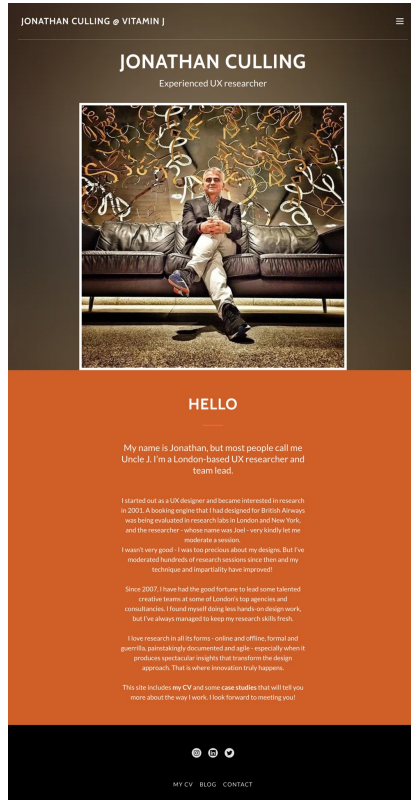


# A little bit about me

I promise!



# A little bit about me



- Before 2000, I was a producer, designer and developer creating **CD-ROMs, websites** and **kiosks** for clients such as Disney and Marks & Spencer.
- In 2000, I got my first **user experience design** role at Agency.com – we called ourselves information architects.
- For our client British Airways, I redesigned their **flight booking engine** and observed while the designs went through user research – I was hooked!
- From 2007, I held team leadership roles, which included a stint at **Endava** from 2016-2019. I didn't get many opportunities to do hands-on design, but always managed to keep my user research skills fresh.
- In 2019, I decided to become a contractor and formed **Vitamin J**. Since then, I've been working mostly for the **U.K. government**.
- I'm a mentor on the **UXPA scheme**, helping people get their first job in UX.

# My approach to this course

- I'd love you to come away from this course eager to get started with **user research** – by getting involved yourself, including it in your planning, or hiring user researchers to add to your teams.
- I won't be talking all the time, because I believe that the best way to learn is **by doing**. Each of the first three (online) modules has **practical tasks**, and the final module in Iasi will be mostly a chance for you to put your new knowledge into practice.
- The **case studies** dotted around the course are all projects that I've worked on. These are a mixture of Endava projects – which you may be familiar with – and other projects, to give you a flavour of how things can be done differently.
- I'm happy to **answer questions** at any time, but I'll stop at the end of each section and ask if there are any before we move on.



# Please introduce yourself...

- It would be really useful for us all to know who is in the **audience**.
- Please can you **introduce** yourself in the chat, letting everyone know:
  - Your **name**
  - **Where** you're based
  - What you'd like to **learn** from this course.
- I'll **do my best** to cover most of what you request!

# User-centred design and user research

As Frank Sinatra sang:  
“You can’t have one without the other”



# What is user-centred design?

User-centred design (UCD) is an iterative approach to developing new solutions to problems... The process begins with human beings and ends with solutions tailored to their individual needs.

First you have to understand the **people** you're trying to reach, and then you begin designing from **their perspective**. UCD is all about empathising with the individuals you're designing for.

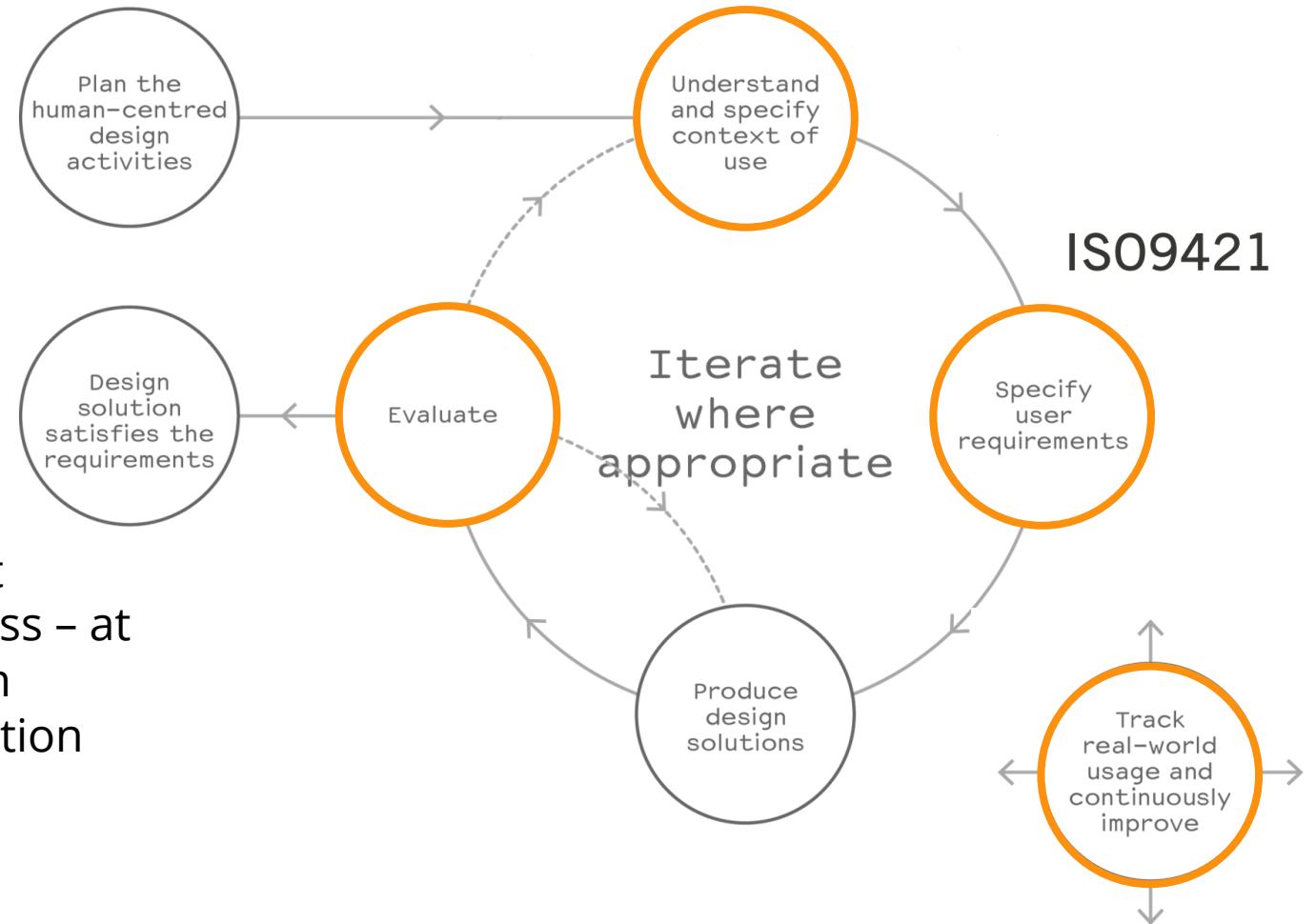
Then you've got to generate heaps of **ideas** and **prototypes** to test and **share your creations** with the people for whom you're designing. You'll inevitably fail and try again (this is where the iteration comes in) but with users at the centre of your design process, you'll eventually put your **innovative solution** out in the world.

Sergey Gladkiy, builtin.com, June 28, 2022



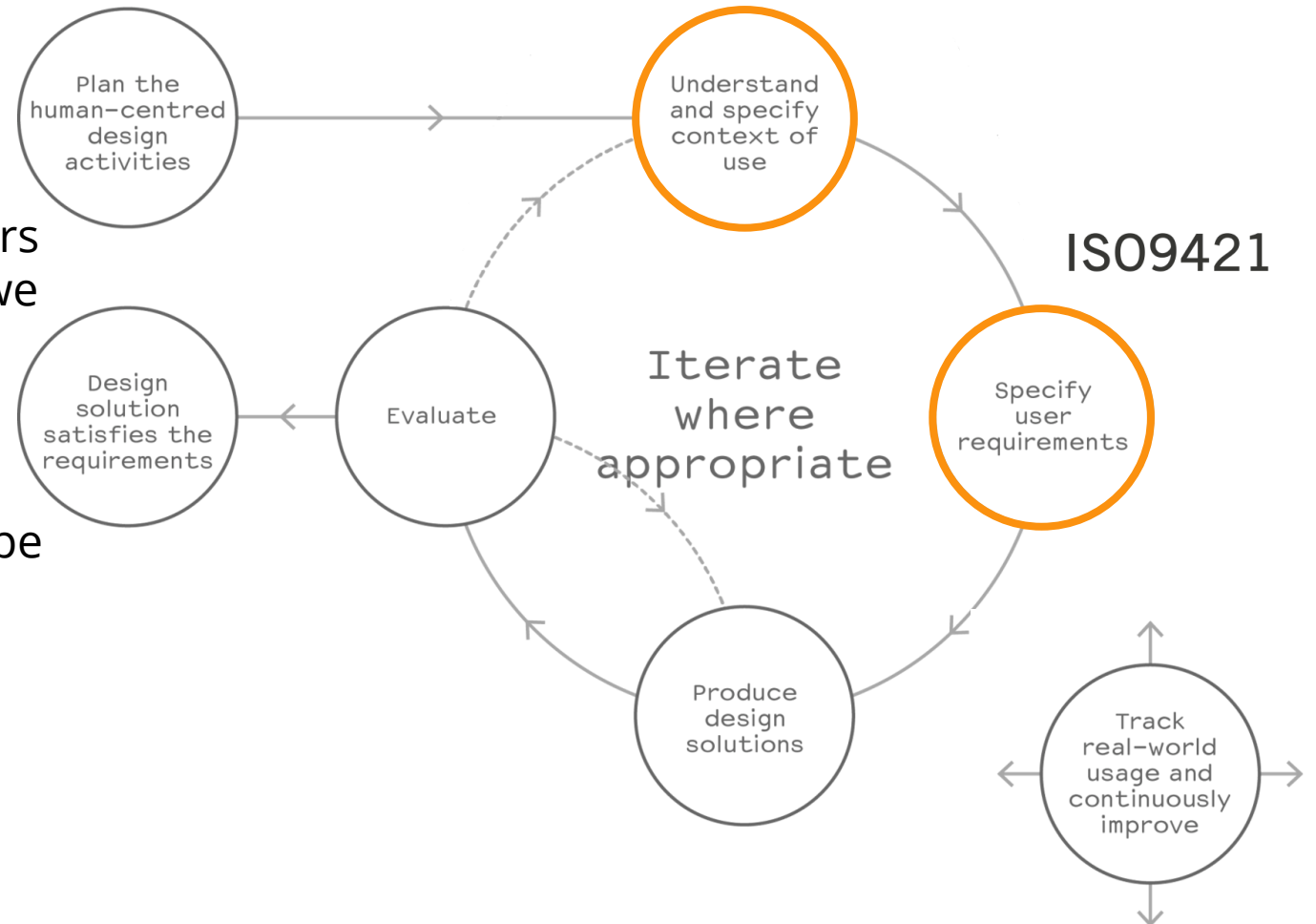
# User-centred design and user research

- **User-centred design (UCD)** is an iterative design process in which designers focus on the users and their needs in each phase of the design process.
- UCD is an **international standard** process that delivers superior user experiences.
- User research plays a crucial role at **three key points** of the UCD process – at the start, during the iterative design process, and after the product/solution has launched.



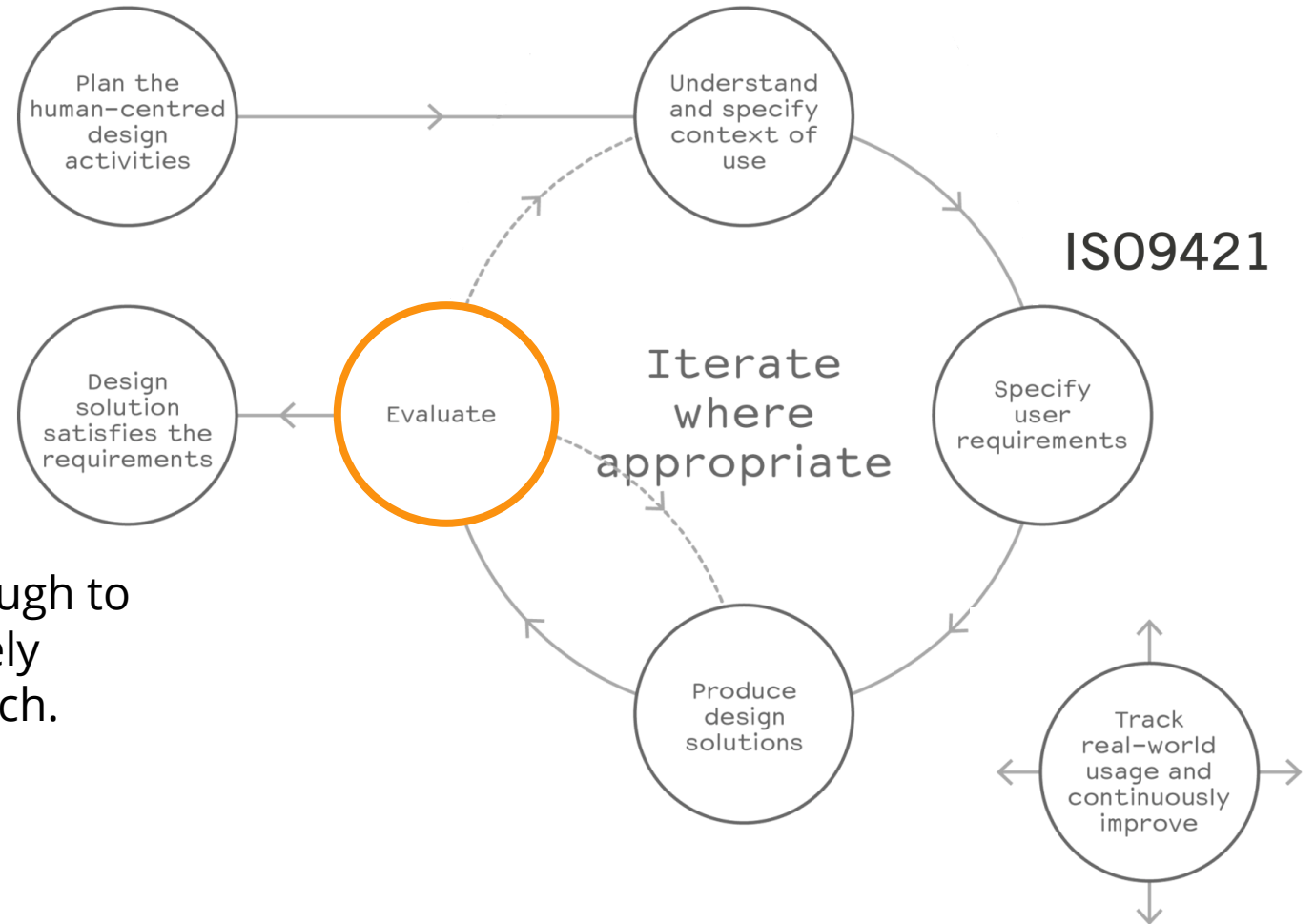
# User-centred design and user research

- At the start of a project, **generative research** tells us about the **context of use** – the time and environment in which users will be performing the task(s) that we are looking to assist them with.
- Generative research also tells us what the **user requirements** (needs) are – the task(s) that we hope our solution will help them with.



# User-centred design and user research

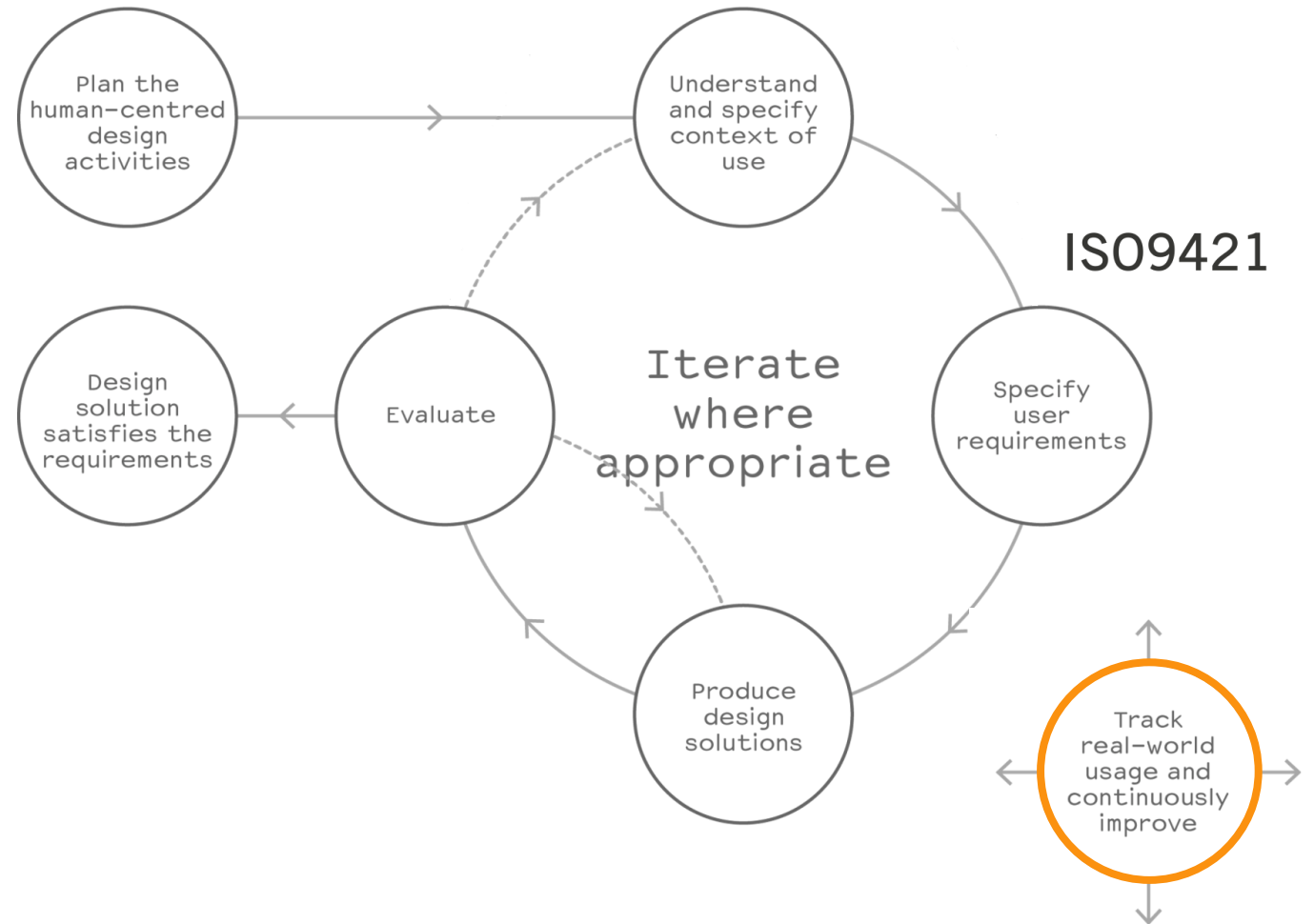
- As a design solution is developed, it is regularly **evaluated** in user research to check how well it is meeting user needs, and establish through user feedback what can be improved.
- Evaluation research can be done on **any fidelity** of design, so it often starts with little more than **sketches** and goes all the way through to **high-fidelity prototypes** that closely resemble the solution that will launch.





# User-centred design and user research

- Finally, after the solution has launched, the solution is **tracked**, to find out how people actually use it in the **real world**.
- User research is brought in to find out why the users **might not be** interacting with the solution in the way that was **expected**.
- This ensures that, after an MVP launch, the solution can go through a process of **continuous optimisation**.



# What are the benefits of user-centred design?

- The **better** we understand our end users (or target audience) at the start, the **more in tune** with their needs our ideas will be.
- The user-centred design process includes **iterative design**, which aims to go on improving the our design solution until it closely **meets the user needs** that we have identified. This is a kind of built-in “automatic pilot” that helps us correct the direction of our design solution.
- This means that, when our solution **launches**, they are likely to be **better adopted** by the target audience.
- But it doesn't end there. Tracking the **real-world usage** against known user needs allows us to continuously improve our solution after launch.

## So, ask yourself these questions...

Can we really say that our design is user-centred if we don't do user research?

How can we empathise with users if we don't talk to them?

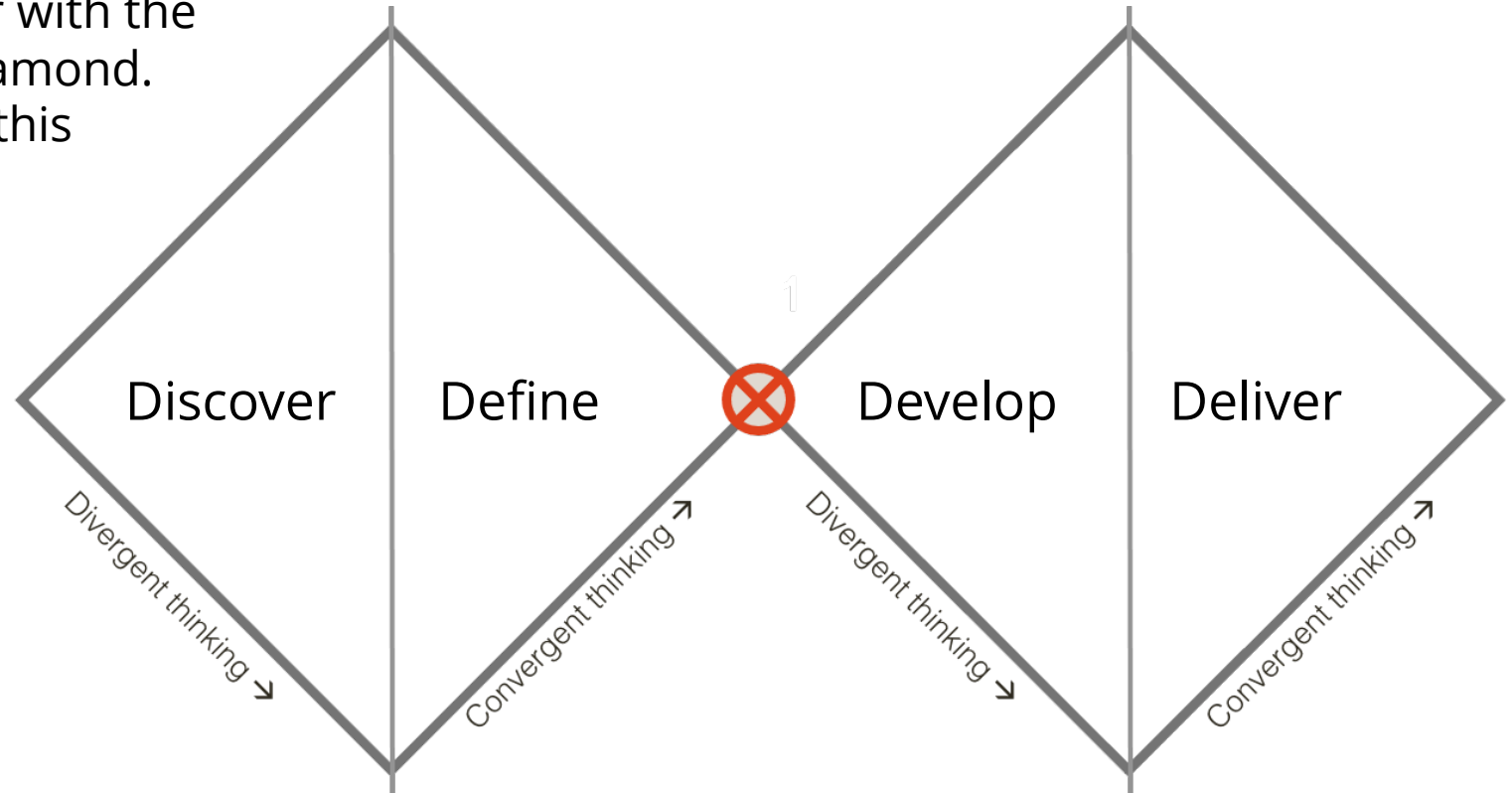
How can we innovate if we don't conduct user research?





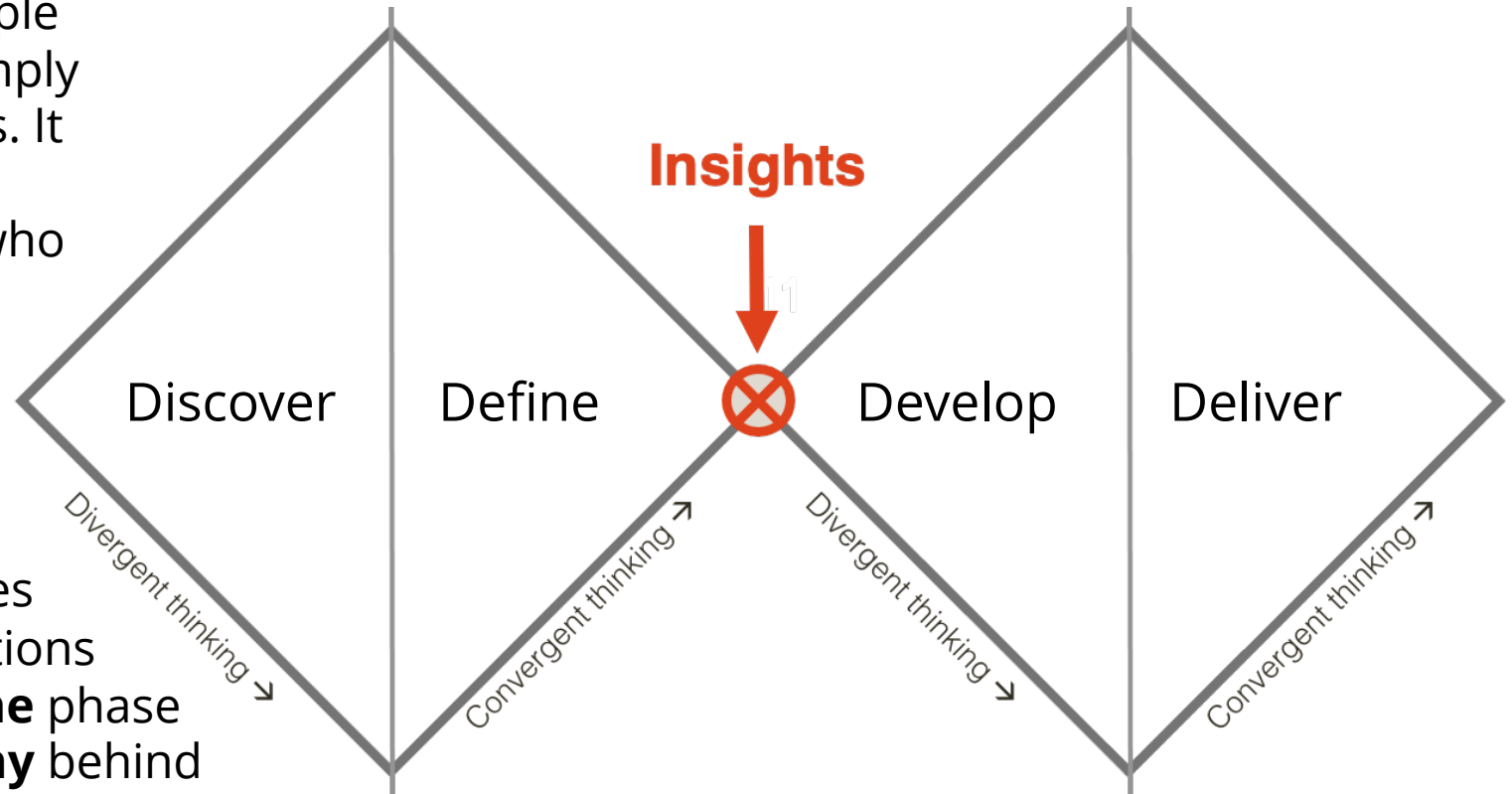
# User research and the “Double Diamond”

- I’m sure that you are familiar with the **Design Council’s** Double Diamond. They more formally refer to this as their “**framework for innovation**”.
- The two diamonds represent a process of **exploring an issue** more widely or deeply (divergent thinking) and then taking **focused action** (convergent thinking).



# User research and the “Double Diamond”

- The first diamond helps people **understand**, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.
- This step cannot happen without **generative user research** in some form.
- The **Discover** phase produces a mass of facts and observations that are distilled in the **Define** phase into kernels of truth - the **why** behind the **what**. We call these **insights**.



# Outsights vs. insights



## Outsights

Observation



The 'what'



Designs are cosmetic fixes



Tactical work

## Insights

Understanding



The 'why'

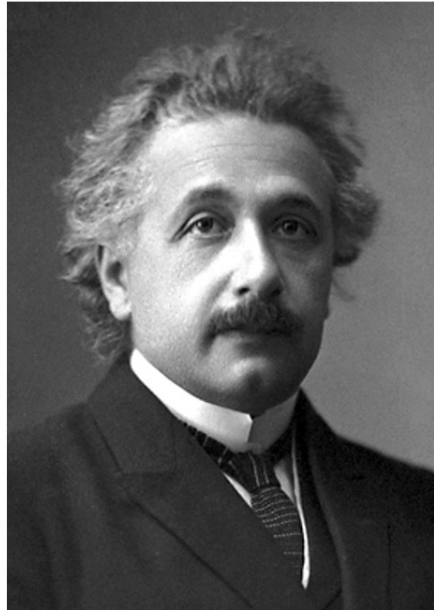


Identify new opportunities



Game-changing work





*If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the proper question to ask. For, once I know the proper question, I could solve the problem in less than 5 minutes.*

**Albert Einstein**

*An insight changes  
the way that you see  
something.*

# Why do we need insights?

- Our success in creating **great user experiences** relies on the **quality of insights** that we work with.
- Meaningful insights give a much **clearer design direction**.
- When presenting to clients, insights about their own customers can translate into **nodding heads** in the boardroom.

Which is more **powerful**?

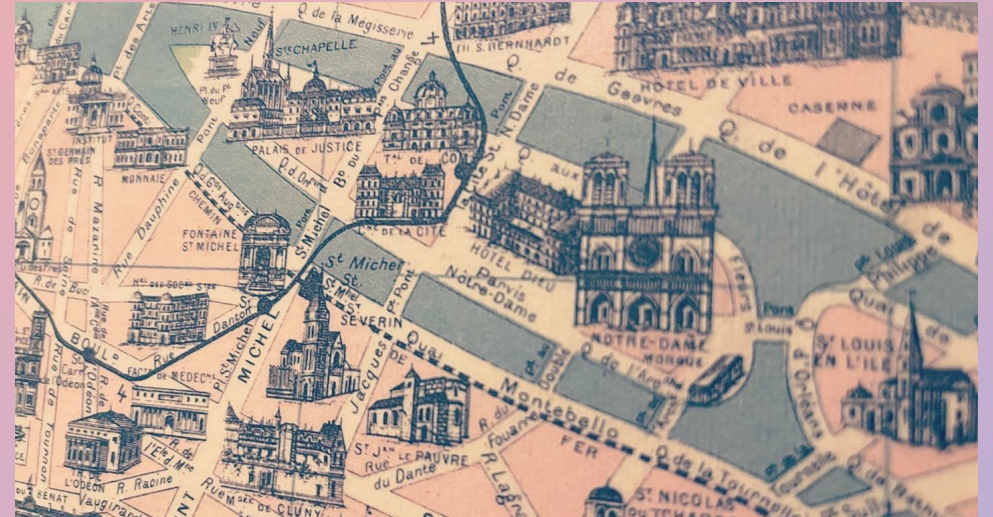
*“We heard this from your customers and developed a concept which directly addresses that need”.*

...or...

*“We thought this concept was really cool – no-one has done this before”.*

# The main research methodologies

Your user research palette



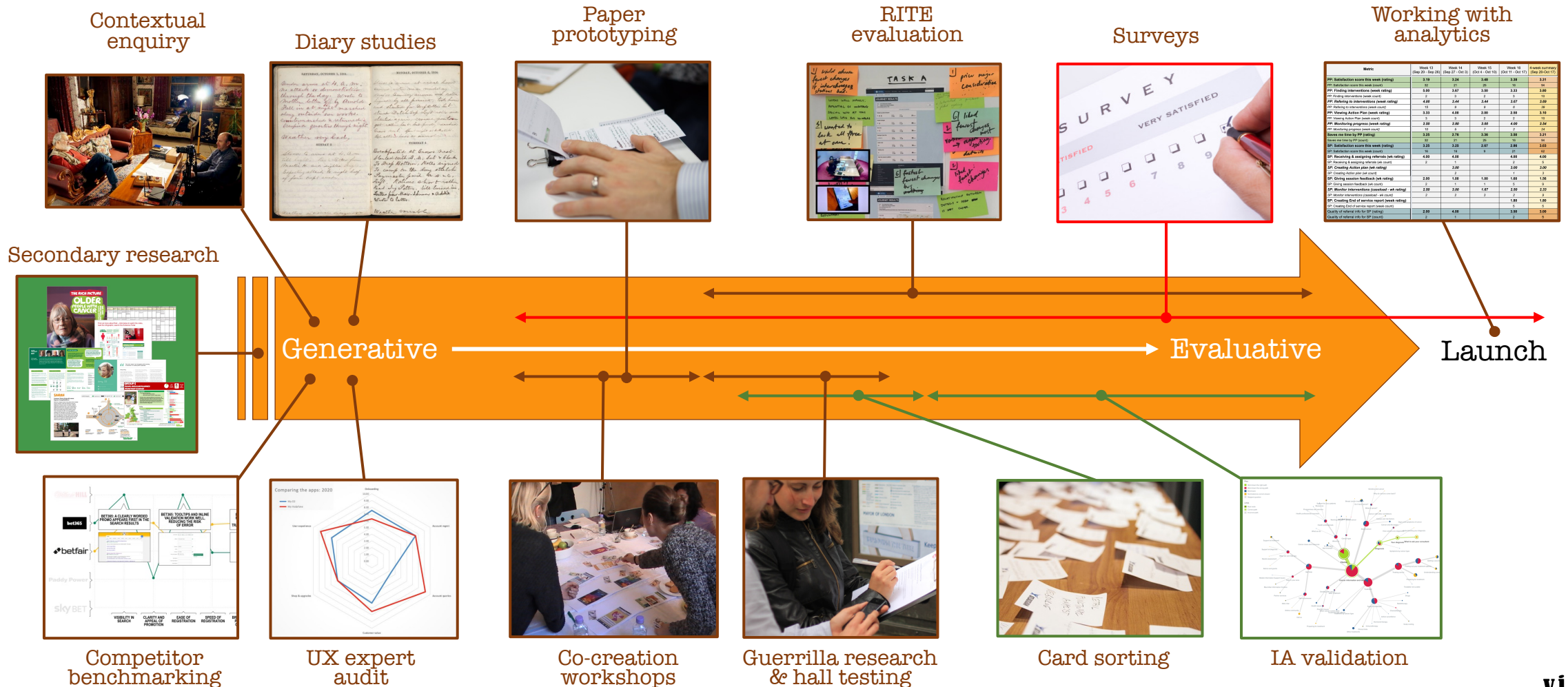


# The main research methodologies

- All user research methodologies lie somewhere on the spectrum between **generative and evaluative research**.
- We will concentrate on **evaluative research** in module 2 and **other methodologies** in module 3.



# The main research methodologies



Metric	Week 12 (10/21 - 10/27)	Week 14 (10/27 - 11/03)	Week 15 (11/03 - 11/10)	Week 16 (11/10 - 11/17)	1 week average (10/21-11/17)
SR - Satisfaction score (week rating)	3.78	3.24	3.45	3.34	3.21
SR - Satisfaction score (user rating)	3.92	3.71	3.95	3.86	3.84
SR - Finding interventions (week rating)	3.83	3.67	3.50	3.33	3.68
SR - Finding interventions (user rating)	3.97	3.7	3.5	3.3	3.71
SR - Finding to interventions (week rating)	4.08	3.64	3.44	3.27	3.69
SR - Finding to interventions (user rating)	4.17	3.7	3.5	3.3	3.91
SR - Viewing Action Plan (week rating)	3.33	4.06	2.90	2.83	3.18
SR - Viewing Action Plan (user rating)	3.57	3.7	3.2	3.1	3.41
SR - Monitoring progress (week rating)	2.88	2.80	2.60	2.60	2.54
SR - Monitoring progress (user rating)	3.07	2.7	2.7	2.7	2.81
SR - Score from SR by SR Rating	3.25	3.76	3.36	3.53	3.21
SR - Score from SR by SR (user rating)	3.37	3.7	3.5	3.6	3.4
SR - Satisfaction score (week rating)	3.25	3.28	2.67	2.84	2.63
SR - Satisfaction score (user rating)	3.37	3.7	3.5	3.6	3.4
SR - Receiving & accepting referrals (week rating)	4.03	4.06	3.9	4.03	4.06
SR - Receiving & accepting referrals (user rating)	3.7	3.7	3.7	3.7	3.7
SR - Creating Action plan (week rating)	2.7	2.80	2.80	2.80	2.80
SR - Creating Action plan (user rating)	2.7	2.7	2.7	2.7	2.7
SR - Giving session feedback (week rating)	2.88	1.88	1.00	1.83	1.56
SR - Giving session feedback (user rating)	3.0	1.9	1.0	1.9	1.9
SR - Monitor interventions (week rating)	2.88	2.80	1.87	2.58	2.33
SR - Monitor interventions (user rating)	2.7	2.7	2.7	2.89	2.89
SR - Creating End of service report (week rating)	2.7	2.7	2.7	1.89	1.88
SR - Creating End of service report (user rating)	2.7	2.7	2.7	1.89	1.88
Quality of Interest into SR Rating	2.88	4.06	3.36	3.58	3.06
Quality of Interest into SR (user rating)	2.7	3.7	3.5	3.6	3.4

## Generative research

At the start of a project, we use **generative** (also known as **formative**) **research** methodologies to find out about the needs of the target audience and the context in which they will use the digital product we'll be designing.

- To gain the best insights that will lead to innovative solutions, we conduct **ethnographic** research.
- When our clients already have a large amount of research into the audience's needs and behaviours, we conduct **secondary** research, drawing out the insights that are relevant to the project.
- To gauge the strengths and weaknesses of existing competitive products, and learn where the untapped opportunities lie for our client, we conduct **competitive landscape** research.



### Ethnographic research

This is always conducted in the end user's environment and includes techniques like shadowing and diary studies.



### Secondary research

This is when we digest research and analytics from other sources, drawing out relevant insights.

### Competitive landscape research

This is where we compare the major alternative digital products in the marketplace, noting their strong and weak points.



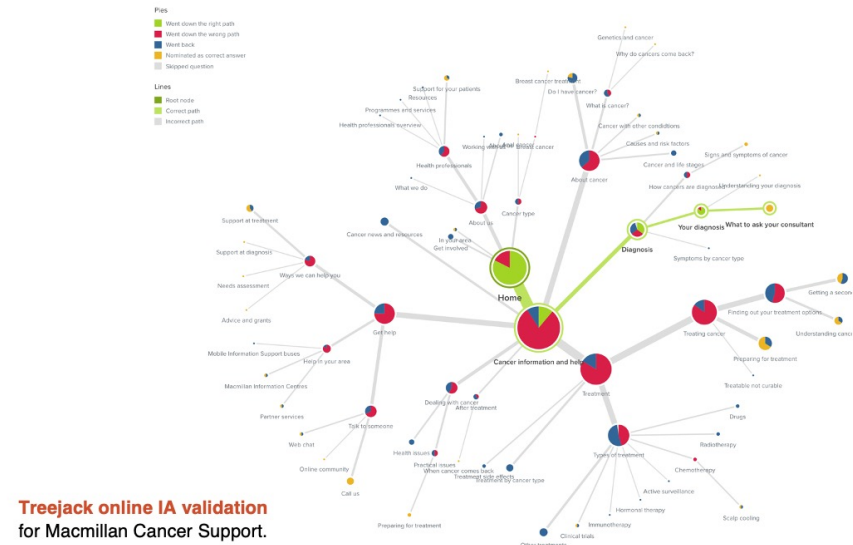
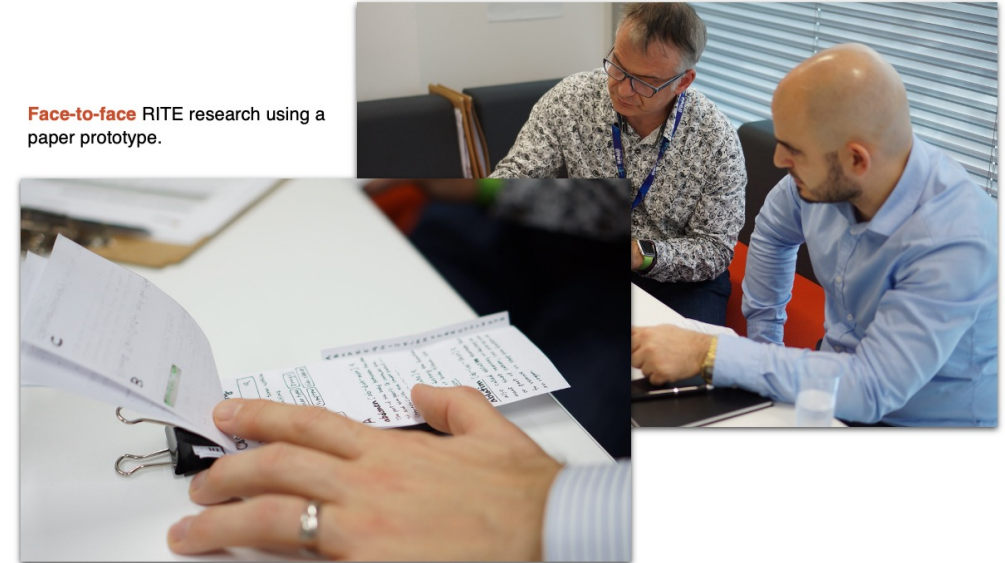


## Evaluative research

We use both **face-to-face** and **online evaluative** research methodologies. Because research usually has to fit within a two-week **agile sprint cycle**, we tend to favour methodologies that can deliver good, consistent user feedback in a short timeframe.

- We conduct face-to-face **RITE** (rapid iterative testing and evaluation) research on stimulus ranging from paper sketches to high-fidelity prototypes. This can be conducted anywhere, thanks to our mobile research laboratory.
- We also use a variety of **online evaluation** tools to validate all aspects of our designs, from information architecture to brand adherence.

Face-to-face RITE research using a paper prototype.





## Co-creation: Lipton tea for Unilever

The purpose of this project for Unilever was to **rapidly develop** and **validate** some “back of an envelope” concepts for mobile apps, and gauge which were most likely to be popular with an audience of tea drinkers.

We held two **co-creation workshops** in which tea drinkers were shown some mobile apps that were designed to help them get the most out of a tea break. The concepts were prioritised and the most popular built upon with help from the participants.

This meant that, after a week of design and research activity, we were able to identify **a clear winner** and 2 runners-up from the 8 original concepts and develop them into **early design prototypes**.

### Creating the right mood

To make sure that our participants felt at ease and ready to talk about the subject of tea, we furnished our meeting room as a tea room, complete with trolley and tea cosy.



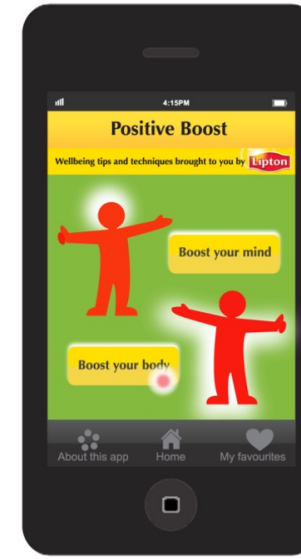
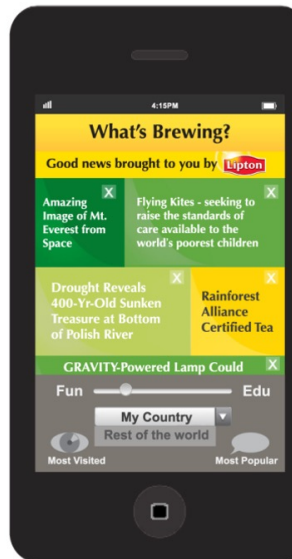
### Voting with play money

Participants were given £1,500 to vote for their favourite concept(s).



### Development of concepts

Starting from a text description, we developed 8 home screens for the first focus group and then 3 prototypes of the most popular concepts for the second focus group.





**Now it's your turn!**

How could a previous project have included user research?



# Activity: How could a previous project have included user research?

- Think about a project that you've worked on at Endava where there was **no user researcher** on the team. Maybe the research was done by a third party, maybe no research was done at all.
  - **What** was the project and **who** was it for?
  - How might the **outcome** of the project have been **different** if you'd had a user researcher working with you?
  - What **difference** might it have made to the **final solution**?
- Choose a **colour Post-It** and leave your thoughts on the Miro board. Then grab a drink and come back in 10 minutes from now, when we'll look at the board together.

# Please bag a space on the Miro board

The image displays a grid of 20 Miro boards, each representing a module. The boards are arranged in two rows of five. Each board is titled 'My module 1 board - [Letter]' where the letter ranges from A to R. Each board contains a 'Your name' field, an 'Activity 1' field, and an 'Activity 2' field. To the right of each field is a text box with instructions. The boards are color-coded: A and B are yellow, C and D are orange, E and F are green, G and H are yellow, I and J are orange, K and L are green, M and N are yellow, O and P are orange, Q and R are green. The text boxes contain instructions for 'Activity: How could a previous project have included user research?' and 'Activity: Add research to that project?'. The boards are arranged in a grid with a light gray background.

[bit.ly/vj1miro](https://bit.ly/vj1miro)





**The cost of doing  
user research...**

...and not doing it!



# THE **ROI** OF USER EXPERIENCE



Susan Weinschenk, Ph.D.  
Chief of UX Strategy, Americas  
Human Factors International

# The cost of doing user research... and not doing it!

- More **conversions**
- More **registrations**
- Fewer **abandons**
- Fewer **calls** to the call centre
- Less **training**
- More **usage/adoption**
- Saving **customer/staff** time
- Saving **development** time
- Fewer **errors**

So the next time you see hesitation in your decision-makers' eyes on whether investing in UX Research is a good idea, ask them this: do they want to put all the work in creating something and hoping it will have value, or do they want first to know what that value is?

Yuliya Nikolova-Joubert  
The Business Value of UX Research



# Case studies

Two examples of how user research has enhanced the user experience







Endava

# R&A RULES OF GOLF MODERNISATION 2019





# Refer and Monitor an Intervention: The user research story

April 2020 to March 2022

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# Building a user research team and capability

The right people and the right backing



# Building a user research team

- In an agency environment, where everyone is working on different client projects, it's typical to have **one user researcher** for **every three UX designers**.
- This doesn't mean that you need to satisfy this equation right away! A good starting point would be to recruit a **senior user researcher** with the mission to develop the practice in your office.
- If they can convince you that they're the **right person** to do that, then they can grow the team at the pace they (and the business) feel comfortable with. An experienced senior researcher should be best at **spotting talent**. So, once you've made that key hire, you can sit back and watch the team take shape.
- The best (and fastest) research is done **in pairs**, but provided your first hire can rely on support from other team members as note-takers, they should be able to make a **positive start** until a business case can be made for the next hire.



# User research job spec: Example



## **UX Researcher**

**Location:** Endava head office, 125 Old Broad Street, London EC2

**Start Date:** Q1 2019

**Duration:** Permanent

**Salary:** £45,000-£55,000

**Grade:** SE

## **About Endava:**

Endava is a leading European IT services organisation with nearly 5,000 staff.

Headquartered in London, Endava has offices in the UK (London), Germany (Frankfurt), Netherlands (Amsterdam), USA (New York, Atlanta, New Jersey, Denver, Seattle), Colombia (Bogota, Medellín) Romania (Bucharest, Cluj and Iasi), Moldova (Chisinau), Serbia (Belgrade), Bulgaria (Sofia), Macedonia (Skopje), Denmark (Copenhagen), Argentina (Buenos Aires), Venezuela (Caracas), Uruguay (Montevideo), Brazil (Paraná), Argentina (Rosario).

Supporting the full software lifecycle, we design and build digital solutions for our clients in a variety of industry verticals. We speak our customers' language and our delivery is world class. Our solutions transform systems, platforms and processes for the world's leading brands in Capital Markets, Banking, Payments, Insurance, Media, Retail, Travel and Telecommunications.

**About this role:** As mid-level UX Researcher, you will run Consumer Insight projects for Endava's diverse portfolio of UK and international clients. You will draw on your broad UX and/or CX research experience in formative and evaluative research projects and deliver

# What to look for in a user research CV

Most user researchers have some sort of online portfolio with case studies.

A strong, persuasive personal statement should give you an idea of where their passion lies.

Recent work experience should reveal a diversity of soft skills and methodologies.

User researchers need strong organisational skills, and this should reflect in a well-structured CV.

Achievements should be concisely written and impactful. This person has to be able to filter!

## Johnson Kelly

User researcher with a background in user-centred design

PHONE

+44 7803 128046

EMAIL

JohnsonKelly@me.com

PORTFOLIO

[JohnsonKellyResearch.co.uk](http://JohnsonKellyResearch.co.uk)

### ABOUT ME

I am a UX designer turned team lead and user researcher with 22 years experience in digital. An expert in uncovering insights into user behaviours and needs and inspiring teams to create digital services that are perfectly in tune with those behaviours and needs. A strong and experienced evangelist for user centred design.

### RECENT WORK EXPERIENCE

**Johnson Kelly  
Research, London**  
*UX Director*

Sep 2019 - present

- Formed UX consultancy **Johnson Kelly Research** for contracting purposes.
- Spent two years defining and shaping **Refer and Monitor an Invention** (a digital service for probation practitioners) at the **Ministry of Justice**.
- Led and conducted generative research projects for **Coutts Bank, eBay, O2** and **Kaspersky Lab** on behalf of UX24/7.
- Most recently, worked on a 3-month research engagement with **Lombard Asset Finance** (part of NatWest Group) to reshape the customer experience for small to medium businesses.

**Company name, London**  
*VP, Consumer Insights (user  
research)*

Jul 2018 - Jul 2019

*Head of Creative Services*

Aug 2016 - Jun 2018

- Used a variety of offline and online research methodologies for **Macmillan Cancer Support**, including **paper prototype** testing, **IA validation**, online **design testing** and **home visits** to people living with cancer.
- Ran a monthly **user validation research programme** for **Coca-Cola** that evolved its mobile app from a Google Sprint workshop concept to launch in 11 European countries.
- Conducted **in-depth Skype interviews** with golfers and golf administrators to inform the design of R&A's 2019 **Rules of Golf** mobile app and website.
- Founder member of Endava's **Strategy Acceleration** team, heading up the **Consumer Insights** discipline globally.
- Led the creative to win major clients in new sectors, such as **Unilever, EY, Macmillan Cancer Support** and **Coca-Cola**.

# What to look for in a user research portfolio

It's a good sign if the candidate reveals their user research interests in a blog.

Case studies should be clear about the individual's input and how they helped the team.

Case studies should be well structured – for example, with STAR: Situation, Task, Action and Result.

Most of the case study should be the Actions that the candidate took and why that path was taken.

Results are frequently omitted because the user researcher hasn't taken the trouble to find out. 😞

The screenshot shows a portfolio page for Jonathan Culling @ Vitamin J. The page title is "MACMILLAN CANCER SUPPORT" and it describes a "Digital transformation programme for a major UK charity". The content is structured into sections: "The challenge", "Discovery project", and "Creating the programme roadmap".

**The challenge**

Macmillan Cancer Support needed help in redesigning and updating their digital channels. The old website ([macmillan.org.uk](http://macmillan.org.uk)) had some well-written content for people living with cancer (PLWC), but this was difficult to find and poorly structured. As a result, many PLWC were finding the site and leaving it almost immediately, without finding or reading the content designed to help them get through cancer.

Macmillan issued an RFP to find a strategic partner who could guide them through a programme of Digital Transformation. I led the creative team for Endava's proposal and subsequent pitch presentations, and was delighted when we won the gig - Macmillan had been a huge help to my lovely sister Jessie during her fight against cancer.

**Discovery project**

- Macmillan had previously engaged with several other consultancies and design agencies who had left behind reports and proposals, few of which had been developed. So we entered into a Discovery phase, designed to assimilate all of this thinking and conclude the best way forward for the DTP (digital transformation project).
- This involved a lot of secondary research of UX and design-related documents, for which we produced a digested read for the other Endava team members. This included an overview and gap analysis of personas representing Macmillan's 3 key audiences - people living with cancer (PLWC), healthcare professionals and supporters.
- At the same time, we conducted a landscape UX review, comparing 3 major Macmillan sites against best practice sites. The sites were carefully chosen and we involved stakeholders closely in the decision-making process.
- We also held 43 stakeholder interviews with 63 people. As a charity with a flat organisational structure, Macmillan had difficulty prioritising the staff we should speak to, so I took the responsibility of streamlining the process of documenting each interview and extracting the key learnings, to make it as frictionless as possible.

**Creating the programme roadmap**

- At the end of the discovery phase, the Endava team had to present a vision and roadmap for the DTP to the Macmillan board.

# Interviewing a user researcher

- Reviewing the CV and online portfolio (if there is one) should have convinced you that your interviewees are **organised, experienced** practitioners whose work produces **excellent, measurable results**.
- The interview is your chance to gauge whether they have the **observational skills** and ability to extract **stunning insights** that change the course of a project.
- In the interview, ask a user researcher to talk you through an end-to-end project in which their **input was decisive** for the final solution (rather than a project they're especially proud of). This should prompt them to speak about those **insights** and what they meant for the design team. You should get a feeling of close collaboration and the candidate should also talk about a variety of research methodologies.
- Are they **convincing, clear** and **concise** in their communication? It's important for a user researcher to be all of these things.



# Questions to ask

- A good user researcher should have done their **homework** before the interview, so you could open with “What do you find exciting about this role at Endava”? It’s a good sign if they have found out a few things about the company and if their interest has been piqued.
- For your **first (senior) hire**, the person who will get the ball rolling in your office, ask: “What would be your approach to building a user research capability here? Who would you need support from?”. The person you hire won’t be doing it alone, and hopefully their answer will acknowledge this and reveal a **collaborative mindset**.
- Any user researcher has to spend most of their time **asking questions!** So if you ask “do you have any questions for me?” and they dry up – that’s probably not a good sign!
- Above all, remember that to get the best of anything in life, you have to **act quickly!** I was always prepared to invite a promising candidate back for a second interview **on the same day** wherever possible.

# Promoting UR internally and with the client

- Now that you've made that first user research hire, the task doesn't end there. It's just as important to **promote the new capability** internally as it is with the client.
- Endava has been established for a long time and some of the most senior sales and account management staff are used to working in a certain way. To make sure that **project** and **pitch teams** include user research, you will have to win these people over. What return will they get for the **increase in budget** due to that extra team member?
- **Case studies** can really help here. Your new user research lead will need to assemble a deck of Endava projects that demonstrate the **return on investment** and the increased **quality** and **adoption** of the solution. Once that's in place, they should **never miss an opportunity** to present it to colleagues and clients!
- Most people don't feel that comfortable presenting work that they were **not involved in** but over time, your user research lead will be able to swap in their own projects and really own the case studies deck.

# Promoting UR internally: Example



## CONSUMER INSIGHT

### Who are we and what do we do?

#### We are:

Jonathan Culling, VP Consumer Insight – [jonathan.culling@endava.com](mailto:jonathan.culling@endava.com)

David Riedy, UX Lead – [david.riedy@endava.com](mailto:david.riedy@endava.com)

Leo Molloy, UX Researcher – joins Endava on 4 March.

#### What we do:

**Consumer Insight** is Endava's **research discipline**, and a key part of our user-centred design process. It is baked into our agile delivery flow and supplies data and insights to our UX and visual design methodology to drive innovation.

We provide **formative research** at the start of an engagement or project, which is key to understanding user needs and the client's context. This type of research includes:

• Secondary research (supplied by client)

## Design immersion rooms

At Endava, we love to immerse ourselves in the problem space by displaying our **inputs**, **inspiration** and **outputs** in a dedicated project room.

These rooms evolve over time into an invaluable project “museum” for **ramping up** new team members and **communicating our progress** to the wider client team in a visual, immersive way.

When spare meeting rooms are hard to come by, we can share progress virtually through **video showreels** and online **collaboration spaces**.



### William Hill immersion room

For our proposal to UK bookmaker William Hill, we filled the Creative Studio walls with our competitive research, insights, sketches and finalised designs.

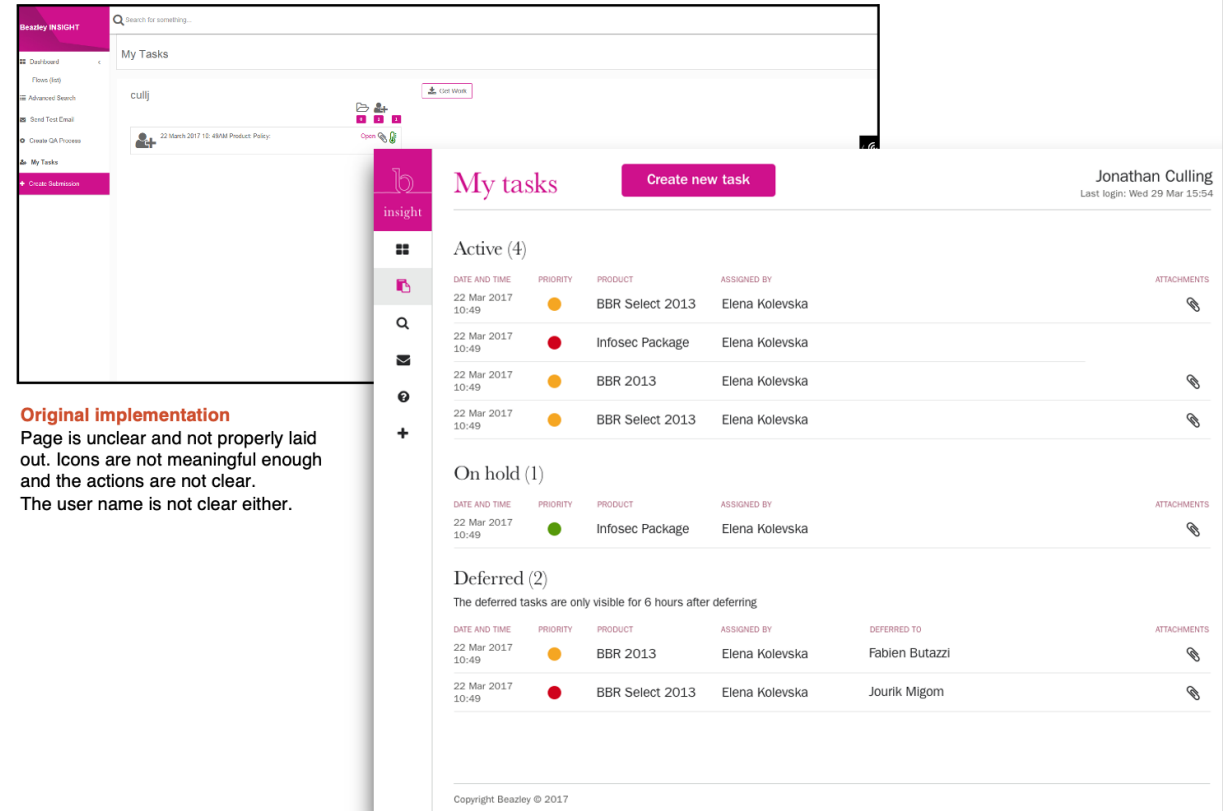


## Validation research: Beazley Insight

Our Creative Services team was responsible for a large-scale overhaul of Beazley's underwriter portal, **Insight**.

After a thorough UX expert review, we recommended a new design language to add **clarity, consistency** and **focus** to each step of the clearance and underwriting process. We then worked together with the development team to make sure that our creative vision was realised.

To make sure that the system was as intuitive and usable as it could be at launch, we conducted a set of **1:1 user validation interviews** with users from the U.S. and U.K. Feedback from these sessions was incorporated into the final release.



### Suggested design

There is more information and it is better organised and understandable at a glance. Priorities are self-explanatory (a label will be added as well, to tackle colour blindness).

# How to make user research stick

- The tactics that I've just shown you worked well for winning over **individuals** at Endava, but it was never possible to win everyone over in this way.
- It would have really helped if there had been a **top-down announcement** about the new capability at Endava and how it would transform the way that we worked. I'm sure that this would also help you now, as you try to build a capability across the European offices.
- The new way of working, where it's **accepted** that a lot of user research can be done through **video conferencing**, should really help you here. It's no longer necessary to be in the same location as your client and their customers for **evaluative research** – though it still helps a great deal in generative research.
- I hope by the end of this course that you will be **convinced** that user research is something that you **will** and **can** fully embrace, and that you can convince your leadership teams to give a **ringing endorsement** to this new capability.





**Now it's your turn!**

Planning for user research

# Activity: Add research to that project!

- It's your **lucky day...**
- You've just hired your office's first **user researcher**. They wowed you in the interview because they're comfortable with all the methodologies and techniques that you learned about in this user research course! The new user researcher started at the beginning of this week and is **keen to get started** on project work.
- At the same time, the client you mentioned in the earlier exercise has got back in touch to say they'd like to **re-run the project**, but this time with user research. Unbelievable, but true...
- Think about **how you'd brief** your new user researcher.
  - What do they need to **know** about the project, how can they **add value**?
  - What would you like them to **do** and what **methodologies** would you suggest?
- Please spend 10 minutes **adding to** your Miro board, then take a comfort/drink break. We'll get back together to discuss as a group.



# Please go back to your space on the Miro board

The image displays a grid of 20 Miro board thumbnails, arranged in two rows of five. Each thumbnail is titled 'My module 1 board - [Letter]' where the letter ranges from A to R. Each board contains the following elements:

- Top Section:** A sticky note labeled 'Your name' and a sticky note labeled 'Activity 1'. To the right is a text box titled 'Activity: How could a previous project have included user research?' containing a list of bullet points.
- Bottom Section:** A sticky note labeled 'Activity 2' and three additional sticky notes. To the right is a text box titled 'Activity: Add research to that project!' containing a list of bullet points.

[bit.ly/vj1miro](https://bit.ly/vj1miro)







Any questions?



# Course outline

## Module 1 – Why do user research?

*Monday 6 March, online*

## Module 2 – Evaluative research

*Tuesday 7 March, online*

## Module 3 – Other types of user research

*Wednesday 8 March, online*

## Module 4 – Putting it all together

*Friday 10 March, Iasi*

