User research course

Module 2: Evaluative research

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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

Previously...

The London Encyclopaedia
Edited by Ben Weinreb and Christopher Hibbert
COLLINS ENGLISH THESAURUS
Roget's Thesaurus
MICROTRENDS
RUNNING THE SHOW
ITALY
UX Strategy
CAROL KENNEDY
parenting made difficult phil hogan
london cycling guide
National Trust Handbook
101 Sonnets edited by Don Paterson
LONDON FOR INSTAGRAMMERS
Unforgettable places to see
Zimbabwe & Botswana
PSYCHOLOGY
Love in the Time of Cholera
EMMA
THE TIGER MOTHER
RACHEL BRIDGE
Ken Robinson
Treasure Island
ADAM KAY
THE LADYBIRD BOOK OF RED TAPE
LONDONER
Secret Scripture
SEBASTIAN BARRY
Italo Calvino
JULIE BURCHILL
TOM PARKER

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 – if you were really keen!

Today...

Evaluative research

Evaluative research is what you use to check that your concepts and designs are on track to meet user needs.

It’s the most common form of user research undertaken by agile teams and a perfect introduction into the wider discipline of user research.

That is why the topic deserves to have a module of its own!

Agenda: module 2

1. Planning a round of evaluative research
2. Recruiting participants
3. Writing a discussion guide
4. Preparing a virtual whiteboard for note-taking
5. Hands-on: Getting ready for a round of research
6. Moderating research sessions
7. Analysing the data and extracting insights
8. Researching in pairs: Why this is best
9. Hands-on: Analysing a round of research
10. Presenting your findings

Planning a round of evaluative research

Why RITE is right for Agile

Planning a round of evaluative research

- **The RITE method (rapid iterative testing & evaluation)** is the most common methodology used by agile development teams. It is used for getting fast feedback on a prototype from people who represent the product's target audience.
- Most of the **preparation**, **analysis** and **reporting** that's needed for a round of evaluation research can be done inside one 2-week sprint.
- So, in 2 weeks, we can test our design ideas to see if we're on track to deliver a **good user experience** – and obtain useful feedback for **improving it**.
- The only task for user research teams that has to be started before the sprint is **participant recruitment**, since it can take 2-3 weeks for recruitment agencies to find the right people.
- This means you have to know in advance **when** you will conducting a round of research and **who** it will be with, but that's all you have to know before the sprint starts.

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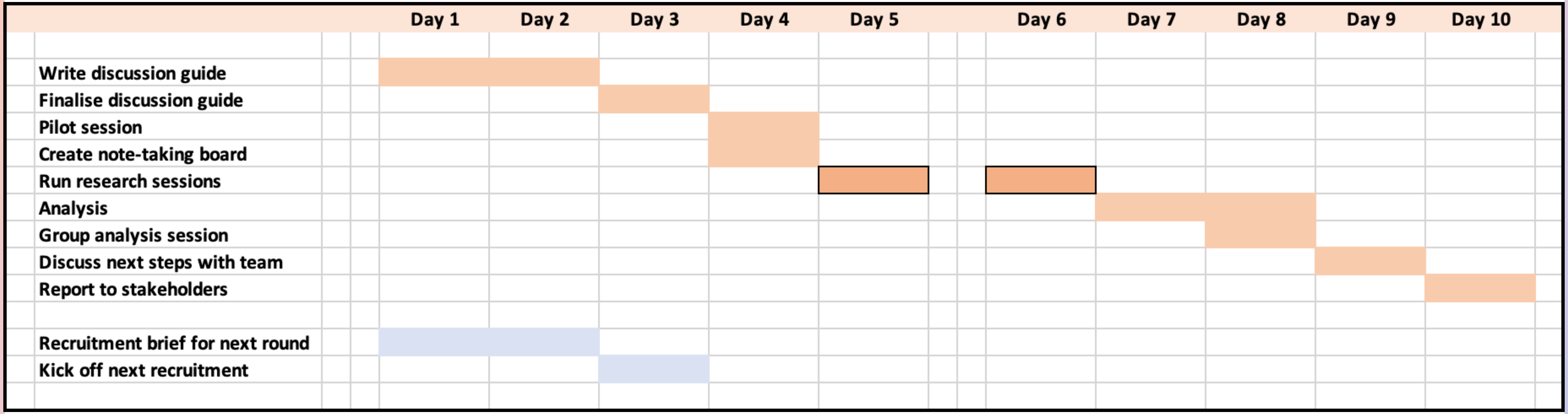
Planning a round of RITE



Recruiting participants

Making sure you're talking with people who truly represent your end users

Recruiting participants

- The most reliable way to recruit participants for user research is via a specialist **research recruitment agency**.
- They have **large databases** of people who are willing to take part in research and can match potential participants against the criteria that you share with them. These databases are usually limited to the recruiter's own country, but the best recruiters will be part of an **international** research recruitment **network**.
- **Recruitment briefs** build a profile of the participants you would like to talk to, so you need to describe carefully the **characteristics** you want your participants to have – as those you **don't want** them to have.
- The recruitment brief should also outline **when** you want the research sessions to be and **where/how** you will meet the participants – will they come to a research lab, or will you meet them online?

Recruiting participants: Example

- The following example project was a recruit for **6 participants**, plus **1 pilot participant** for the day before.
- The prototype being evaluated was for a UK government service aimed at **reducing** the number of **disabled** and **long-term sick employees** leaving the workplace. At the time that the product was started, these employees were **twice as likely** to leave employment and never come back.
- The service is for **employers** and **managers** at small and medium-sized businesses. These companies often do not have a Human Resources team, so the service aims to give employers and managers the guidance that they would get from an excellent HR colleague.
- As a result, we wanted to speak to employers and managers – exactly the kind of people who would benefit most from our service. So we briefed a **recruitment agency** to find us participants with that profile.

Recruiting participants: Example

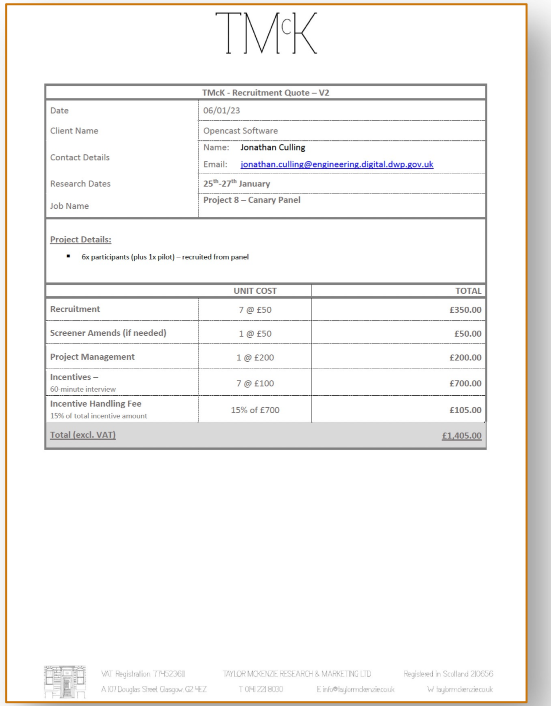
User research course

Recruitment brief

Version 1

05 February 2023

Recruiting participants: What you'll get back



TMcK

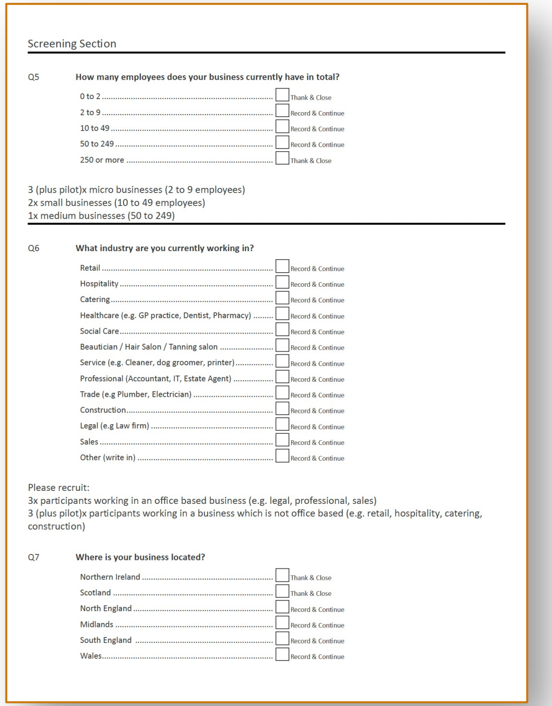
TMcK - Recruitment Quote – V2	
Date	06/01/23
Client Name	Opencast Software
Contact Details	Name: Jonathan Culling Email: jonathan.culling@engineering.digital.dwp.gov.uk
Research Dates	25th-27th January
Job Name	Project 8 – Canary Panel

Project Details:

- 6x participants (plus 1x pilot) – recruited from panel

	UNIT COST	TOTAL
Recruitment	7 @ £50	**£350.00**
Screener Amends (if needed)	1 @ £50	**£50.00**
Project Management	1 @ £200	**£200.00**
Incentives – 60-minute interview	7 @ £100	**£700.00**
Incentive Handling Fee 15% of total incentive amount	15% of £700	**£105.00**
Total (excl. VAT)		**£1,405.00**

Quotation



Screening Section

Q5 **How many employees does your business currently have in total?**

- 0 to 2 .... ☐ Thank & Close
- 2 to 9 .... ☐ Record & Continue
- 10 to 49 .... ☐ Record & Continue
- 50 to 249 .... ☐ Record & Continue
- 250 or more .... ☐ Thank & Close

3 (plus pilot)x micro businesses (2 to 9 employees)
2x small businesses (10 to 49 employees)
1x medium businesses (50 to 249)

Q6 **What industry are you currently working in?**

- Retail .... ☐ Record & Continue
- Hospitality .... ☐ Record & Continue
- Catering .... ☐ Record & Continue
- Healthcare (e.g. GP practice, Dentist, Pharmacy) .... ☐ Record & Continue
- Social Care .... ☐ Record & Continue
- Beautician / Hair Salon / Tanning salon .... ☐ Record & Continue
- Service (e.g. Cleaner, dog groomer, printer) .... ☐ Record & Continue
- Professional (Accountant, IT, Estate Agent) .... ☐ Record & Continue
- Trade (e.g Plumber, Electrician) .... ☐ Record & Continue
- Construction .... ☐ Record & Continue
- Legal (e.g Law firm) .... ☐ Record & Continue
- Sales .... ☐ Record & Continue
- Other (write in) .... ☐ Record & Continue

Please recruit:
3x participants working in an office based business (e.g. legal, professional, sales)
3 (plus pilot)x participants working in a business which is not office based (e.g. retail, hospitality, catering, construction)

Q7 **Where is your business located?**

- Northern Ireland .... ☐ Thank & Close
- Scotland .... ☐ Thank & Close
- North England .... ☐ Record & Continue
- Midlands .... ☐ Record & Continue
- South England .... ☐ Record & Continue
- Wales .... ☐ Record & Continue

Recruitment screener

Depth Number	Date	Time	Age	Gender	Occupation	Social Class	Ethnicity	Q3. What is your current occupation and job title?	Q4. Do you have line management responsibilities?	Q6. How ma employees doe business currently
1 (pilot)	Wednesday 25th January	2pm	50	F	Safety and HR Manager	C1	White British	Safety and HR Manager	Yes	250+
2	Thursday 26th January	9.30am	56	M	Facilities Manager	C1	White British	Facilities Manager	No	250+
3		11.30am	67	F	Branch Teasurer	C2	White British	Branch Teasurer	No	2-9
4		4pm	52	F	Librarian	C1	White British	Librarian	Yes	50-249
5	Friday 27th January	9.30am	63	F	Health and Safety Consultant	C1	White British	Safety and HR Manager	Yes	10-49
6		2pm	66	M	Policy Advisor	C1	White British	Policy Advisor	No	10-49
7		4pm	45	M	Transport Manager	C1	White British	Transport Manager	Yes	50-249

Participant list

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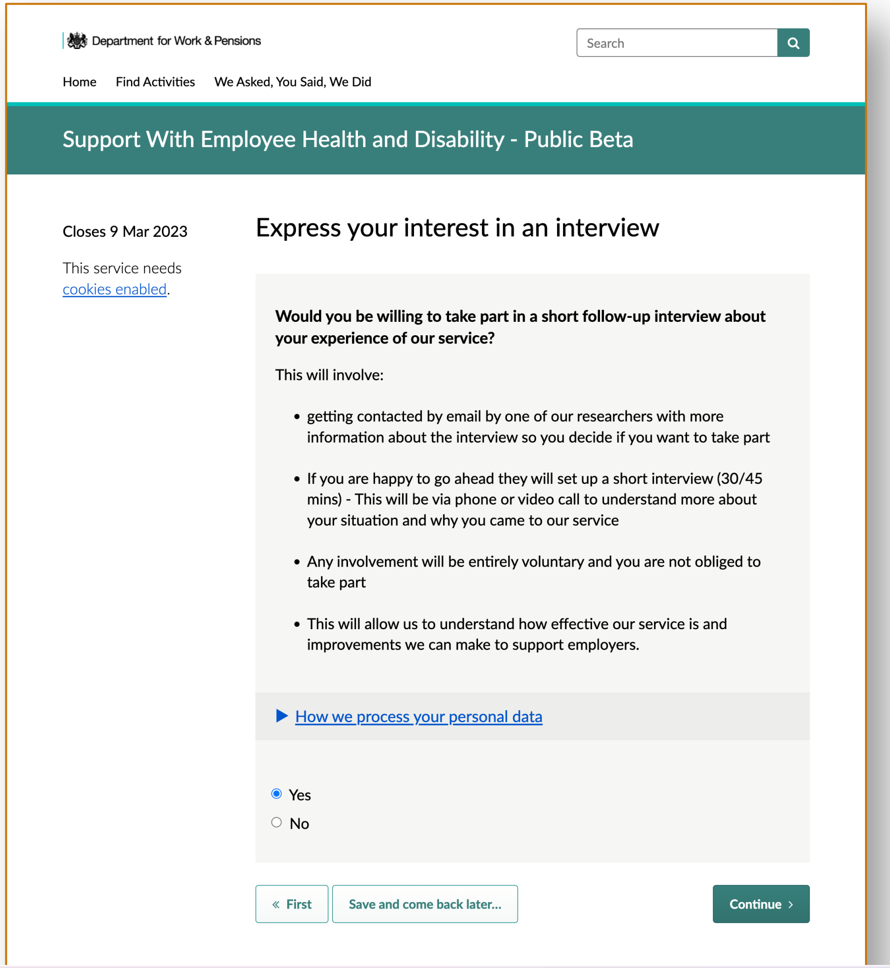
Recruiting participants: other methods

Recruiting via a specialist agency is **reliable**, but also fairly **expensive**. Here are some other ways that you can make sure your participants are truly representative of your target audience.

- Clients are often have access to **customer lists** (for example, people who have signed up for updates about the product you are designing).
  - They may offer to recruit participants for you, or they may hand you the list and ask you to do the recruitment. If they do, make sure that the customer data is handled **very securely**!
  - Either way, it's worth noting that it will take a surprisingly **large amount** of someone's **time** to recruit participants in this way.
- Alternatively, you can build your own **user panel** over time. This works best if it's a long-term project and if you're already using surveys for some form of quantitative research.

Recruiting participants: creating a panel



Department for Work & Pensions

Search

Home Find Activities We Asked, You Said, We Did

Support With Employee Health and Disability - Public Beta

Closes 9 Mar 2023

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Express your interest in an interview

Would you be willing to take part in a short follow-up interview about your experience of our service?

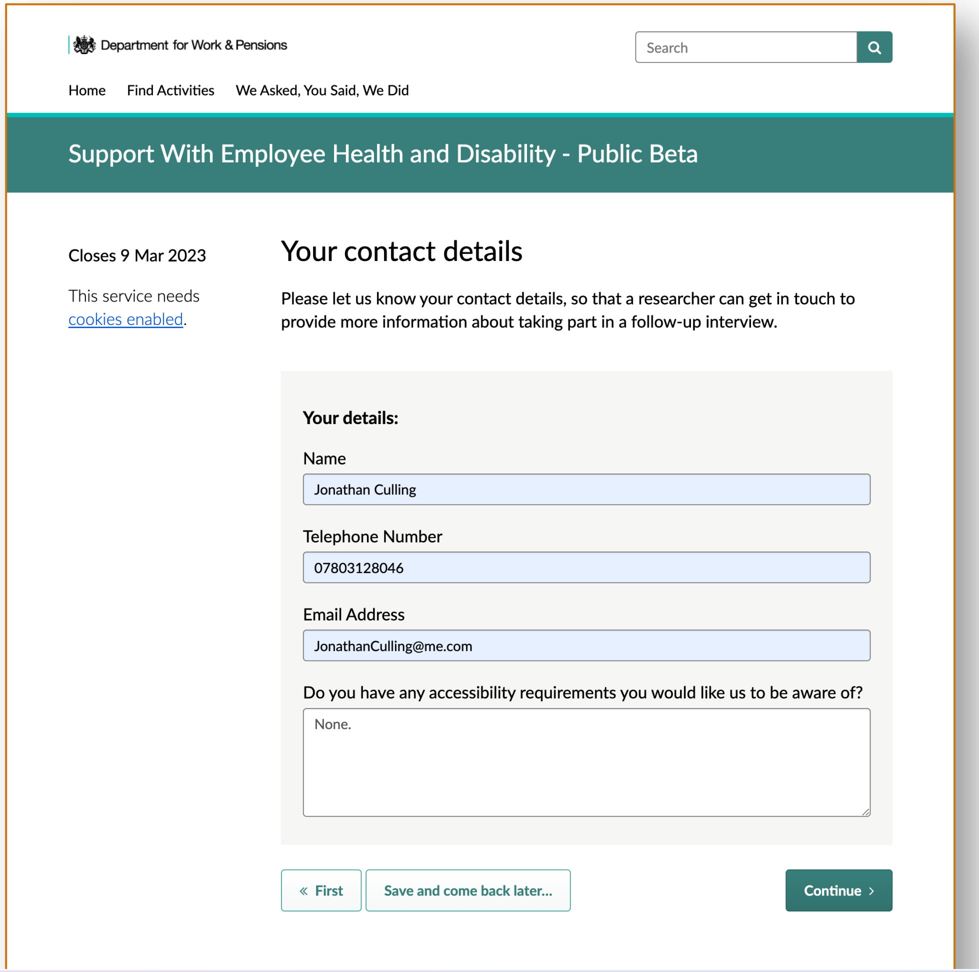
This will involve:

- getting contacted by email by one of our researchers with more information about the interview so you decide if you want to take part
- If you are happy to go ahead they will set up a short interview (30/45 mins) - This will be via phone or video call to understand more about your situation and why you came to our service
- Any involvement will be entirely voluntary and you are not obliged to take part
- This will allow us to understand how effective our service is and improvements we can make to support employers.

▶ How we process your personal data

- (•) Yes
- ( ) No

« First | Save and come back later... | Continue ›



Department for Work & Pensions

Search

Home Find Activities We Asked, You Said, We Did

Support With Employee Health and Disability - Public Beta

Closes 9 Mar 2023

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Your contact details

Please let us know your contact details, so that a researcher can get in touch to provide more information about taking part in a follow-up interview.

Your details:

Name

Jonathan Culling

Telephone Number

07803128046

Email Address

JonathanCulling@me.com

Do you have any accessibility requirements you would like us to be aware of?

None.

« First | Save and come back later... | Continue ›

Writing a discussion guide

Making sure that you get comparable feedback by asking consistent questions

Writing a discussion guide

- It's always best for your conversations with research participants to follow the **same structure**. This really helps with your analysis – it's **far easier** to compare how different participants responded to the same task or the same question, which in turn makes it easier to spot similarities and differences.
- Thus, with consistently structured research sessions, you'll know which observations are genuinely down to **issues with your stimulus** and which are down to the **individual quirks** of your participants.
- A **discussion guide** helps to give your research that consistent structure. It's best to start work on this a few days before the research, when you're beginning to get an idea of what your stimulus will be.
- However, as its name suggests, the discussion guide is – a **guide**! If your sessions will be 60 minutes long, you should **avoid the temptation** to cram it with an hour's worth of questions and always leave space to dive deeper when a participant says something interesting.

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Start with the research objectives

- The best way to make sure that your discussion guide remains focused and doesn't become bloated with unnecessary questions is to start from the **research objectives**. What are the **key things** that you want to learn from this round of research?
- Your **primary objectives** are your research's must haves, while **secondary objectives** are should/could haves that you will ask if there's enough time.
- If you write your research objectives down **first** and get them agreed with the team and stakeholders, it will really help you as you **devise tasks** and **compose questions** in the discussion guide. It will also come to your aid when clients review your discussion guide and try to add questions about their pet theories!

Writing a discussion guide: Example

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Discussion guide

Version 1

05 February 2023

Preparing a virtual whiteboard

This is where RITE methodology enters the digital age

The power of real-time notes

- **Don't expect yourself** to take brilliant notes while you're moderating a research session. Your job is to concentrate on what the participant is saying and doing – that's challenging enough in itself!
- However, if you can find someone to **take notes for you** in every research session, it will make the job of analysing the research data so much easier and quicker. This could make the difference between you reporting your findings in the same sprint or one sprint later!
- It's best to have the **same note-taker**, because their notes will be consistent. But it's not the end of the world if you have the spread the responsibilities!
- This form of note-taking became popular in the days of **research labs** with **one-way mirrors**. In those days, your note-taker would work in the observation room, sticking Post-Its onto print-outs of the screens that were being evaluated.
- If each participant was assigned a **Post-It note** of a **different colour**, you would quickly build up a picture of the features that elicited the **most feedback** or caused the **most problems**, and those that everyone found easy to use.

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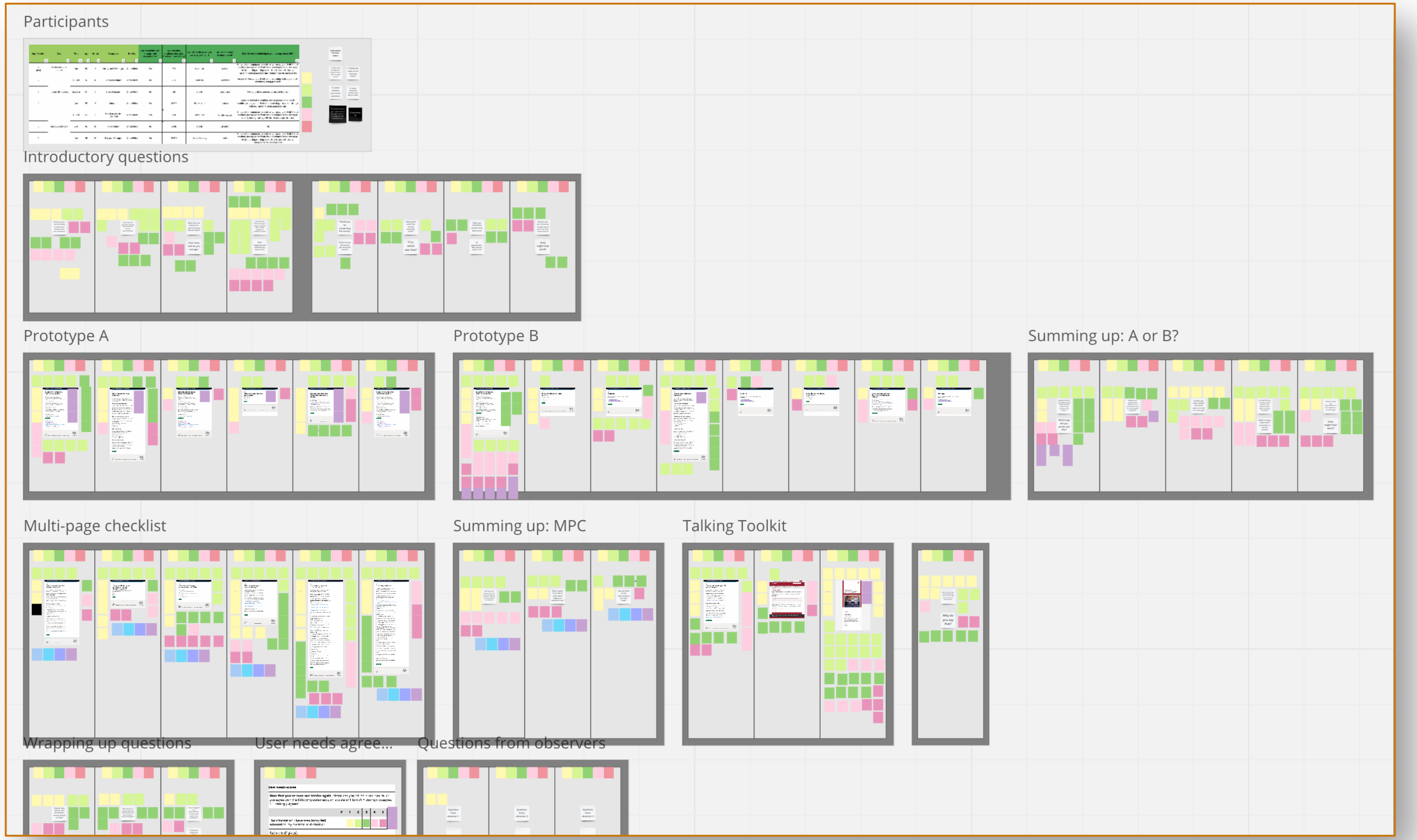
Preparing a virtual whiteboard: Example



bit.ly/vj2miro

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Now it’s your turn!

Getting ready for a round of research

Brief: Getting ready for a round of research

- Recruitment is already underway for a round of research on the **Support with employee health and disability** prototype:

  bit.ly/dwp1nav
  Password: **DWP43**

- The discussion guide and the virtual whiteboard are nearly ready, but there's a section that needs to be completed. This is about the new **expanded checklist** (more about this on the next slide).

- It's your job to **look** at the relevant section of the **prototype** and think about how you will find out whether it's meeting user needs. This will need to be translated into the **questions** you will ask your participants .

- Working solo, please complete the sections for the expanded checklist in the **discussion guide.**

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Brief: The expanded checklist (1 of 3)

- The expanded checklist gives examples of the **reasonable adjustments** that employers might consider when bringing back someone who has been off work for a while with a sickness or disability.
- The page has **gone down well** in research so far, but was starting to become very long as more and more content was added to it.
- The designers have now broken the single page into **3 pages** about the **different categories** of reasonable adjustments. So that we don't force users to look at all 3 when only 1 might be relevant, there is a **selection page** at the start, which allows users to select which of the categories they want guidance about.

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Brief: The expanded checklist (2 of 3)

Brief: The expanded checklist (3 of 3)

Multi-page version of Checklist – 10 minutes

<Introduction to this task from the moderator>...

[Starting on Prototype A: **Support with employee health and disability]**	
Please click on the link Discussing changes to help your employee at work.	
1. **Have you talked to your employee about any changes they need?** <Question about this page from moderator> [Participant should <action>]...	

Moderating research sessions

Time to make sure all your careful preparation pays off!

Moderating research sessions: Setting up

- In the days before COVID-19, it was common to conduct user research in a **research lab**. Colleagues and clients could sit in an observation room and watch the research through a one-way mirror.
- These labs were expensive to hire. Fortunately, research software such as **Techsmith Morae** made it possible to convert two ordinary meeting rooms into a research lab and an observation room. The research could be followed live on an ordinary TV monitor. You could also **travel** with kit like this and conduct research where your participants **live** or **work**.
- Since COVID, however, it's become much more common to use **video conferencing tools** like Microsoft Teams, Google Meet and Zoom, with screen sharing. Because you no longer have to be in the same place as the participant, it's possible to moderate **more sessions** in one day and the logistics are much easier.
- However, you do miss out on one important aspect – the **user context**. This may be fine for most research, but if it's important to understand your participant's environment, it's still better to travel.

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Moderating research sessions: The pilot session

- You've written your discussion guide, created your virtual note-taking board, the participants have been recruited and the research sessions are all booked in. So you're **well-prepared**.
- But **can you be sure** that the research is going to be a success? Are you sure that you'll be able to cover all the tasks and questions in your discussion guide?
- Because it's so important to **get the maximum** from your research sessions and there are so many things that could **go wrong**, it's very sensible to run a pilot session the day before to double-check that everything is in place.
- This can be with a **colleague** who's not on your project team, or you can even **recruit** a pilot participant in the same way that you recruit all the others. Pilot sessions work best when you can make them **as much like the real thing** as possible.
- Don't organise the pilot session **too soon** before the first proper participant though – you need to give yourself time to update the discussion guide and note-taking board if necessary!

Moderating research sessions: Dos & Don’ts 1

- Moderating user research is a **soft skill** that is hard to teach, but you’ll find yourself getting more comfortable with it over time. However, here are some things to bear in mind:
- You should always make the participant **feel at ease**, because that’s how you’ll get the most out of them. If the participant joins a video call to see you and several observers all looking at them, this can make the feel **overwhelmed**. So it’s worth asking your observers to turn off their cameras or even set up a separate channel for observers.
- Remember that participant details, such as their **full names** and **contact details**, are confidential. The recruiter will give you a sheet with this information so that you can contact participants if they are late, but you **should not share** this information with the team or leave it lying around. Ideally, you should delete the files as soon as you no longer need them.
- The same thing applies to any **video** or **audio recordings** that you make of the sessions. The recordings are there to help you with your analysis and you want want to include **short snippets** in your presentation (with the participant’s consent), but these should be anonymised and stored for no longer than necessary.

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Moderating research sessions: Dos & Don'ts 2

- Instead of diving right in with tasks and questions for the participant, it's wise to ask some **introductory questions** about them, their roles and their previous experience with the topic of the research study. Learning a bit about each participant will allow you to adapt your questions and make them more **personal,** so you'll get **richer** answers.
    - For example, "Tell me about the last time that you…".
- You'll always get more out of your participants if you ask **open**, **non-leading** questions.
    - Instead of asking "do you like this?", say "**what do you think of this?**",
    - Instead of asking "could the navigation be improved?", say "**how did you find getting around the website?**",
- Remember that your discussion guide is **only a guide –** you don't have to stick to it rigidly! If a participant says something intriguing or unexpected, you should always take the opportunity to really understand **why** they said that. To really understand what drives people's thoughts and attitudes, use the Japanese technique of the **5 Whys**.

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Moderating research sessions: Participants

- If your recruiters are doing their job properly, **most** of your participants will be **great** and you'll learn a lot from them.
- But what would you do with a participant who…
    - Won't stop **chatting**?
    - **Clams up** or gives one-word answers?
    - Arrives **late**?
    - **Doesn't show up** at all?
    - Gives you the answers they think **you want**?
- All of these participant types can be **frustrating** and you probably won't want to see them again. At the end of the session, let the recruiter know and ask them to be **blacklisted** and/or **not paid** their incentive.

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Choosing a lab facility - UK

If lab research is the most appropriate methodology and your client is planning to view the research, then it is best to choose a **professional lab facility**.

These places have separate **viewing rooms** where observers can plug in their laptops, take notes and watch the research in comfort. Labs will also **record** and **publish** the sessions for you, so that anyone can follow your research remotely.

When researching in **London**, we recommend the following research facilities:

The Insight Rooms
1st Floor, 140 Old Street, London EC1V 9BJ
http://theinsightrooms.com/

Engine Rooms
183 Eversholt Street, London NW1 1BU
http://www.enginerooms.co.uk/

The Insight Rooms
Observation room

Engine Rooms
Observation room

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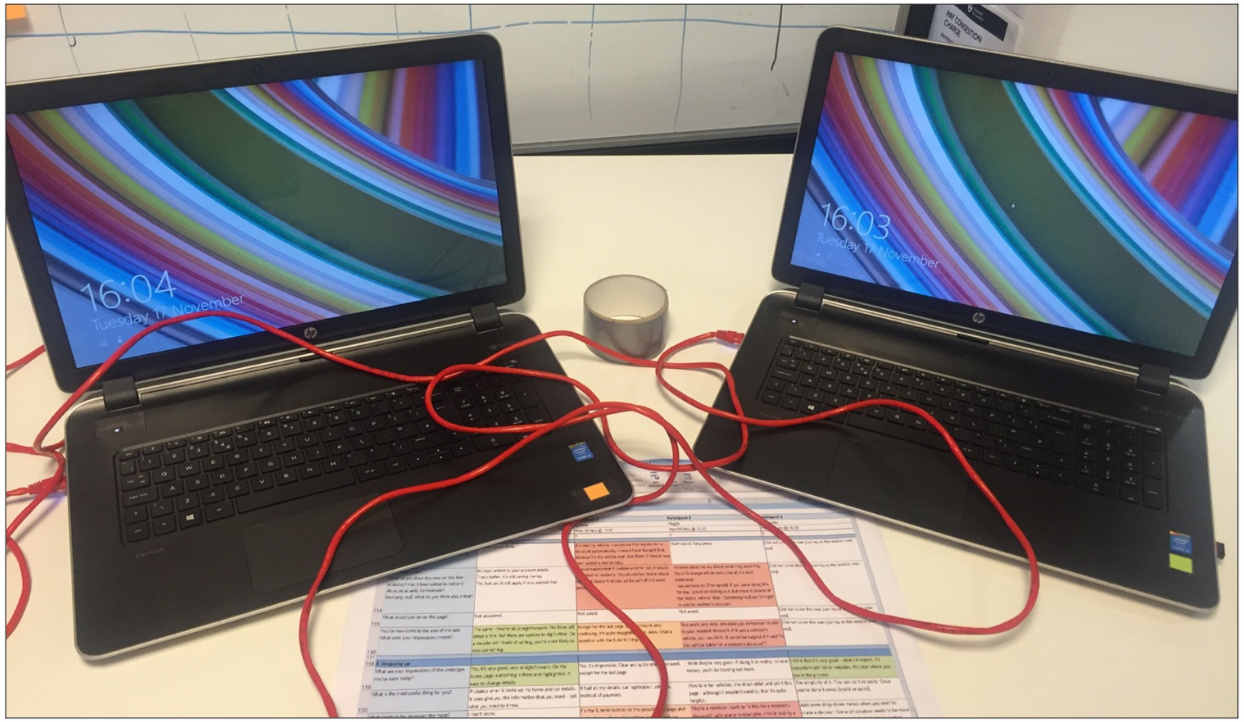
Mobile research laboratory

Investing in a **mobile research lab** means that you can conduct professional lab research anywhere in the world. A mobile lab costs less than **3 days' hire** of a London lab facility.

All you need is two **PC laptops** in separate rooms linked by good wifi, **Techsmith Morae** software and a camera rig called **Mr. Tappy,** which is used to record a participant's interactions with mobile devices.

The software records and relays your participant's screen interactions and insets their facial expressions along with their comments, so that **observers** in the second room can watch in **real time**. Session recordings can also be saved and shared online or on DVD.



Mobile research lab
This allows you to conduct user research anywhere in the world. The moderator and participant sit is one rooms and observers can watch from a second room.

Analysing data

Turning observations and feedback into insights.

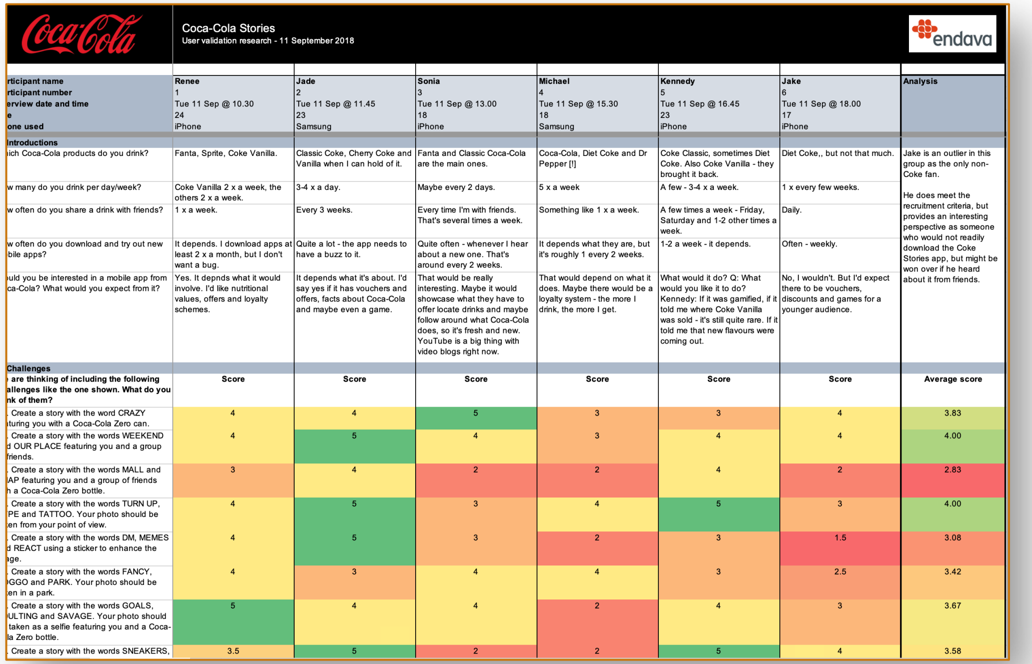
Analysing data: Top-down analysis

- As soon as the last research session has been completed, it's **very tempting** to launch straight into your detailed analysis, looking page-by-page at the feedback participants have given and figuring out what that means for the design of that page.
- But if you do that, you might miss the **bigger picture**. Maybe all of this feedback is connected in some way? Is there an overriding reason for that way that participants have been responding?
- Another thing to consider is that it's **not** at all **satisfying** for your audience if you present a series of observations, without any real insight. It's a bit like watching a movie with a lot of good one-liners, but no plot.
- That's why I always recommend that you start with a **top-down analysis**. Without referring to your notes, what were the **top 5**, or **10**, learnings from this round of research? When you've done that, then it's time to start the bottom-up (detailed) analysis.

Analysing data: Collaboratively

- Your research will always benefit from **getting the team** (and even the client) **involved**. The more involved your colleagues have been in the research feedback, the less disagreement you're likely to get further down the line.
- **Collaborative analysis** is a great way to do this, and it doesn't take up too much of anyone's time.
- To do this, set up a video meeting soon after you've completed the top-down analysis and invite the team to your go through the **research whiteboard** with you. Divide the attendees up into teams (to analyse different tasks, for example) and ask each team to analyse the Post-Its from each participant page by page, adding a new colour Post-It with their **conclusions**.
- Coming back together at the end, get each team to present their conclusions and use another new colour Post-It to make notes summarising the **issues** and suggesting the **How Might Wes**? These become mini-briefs for the design and development teams to work on.

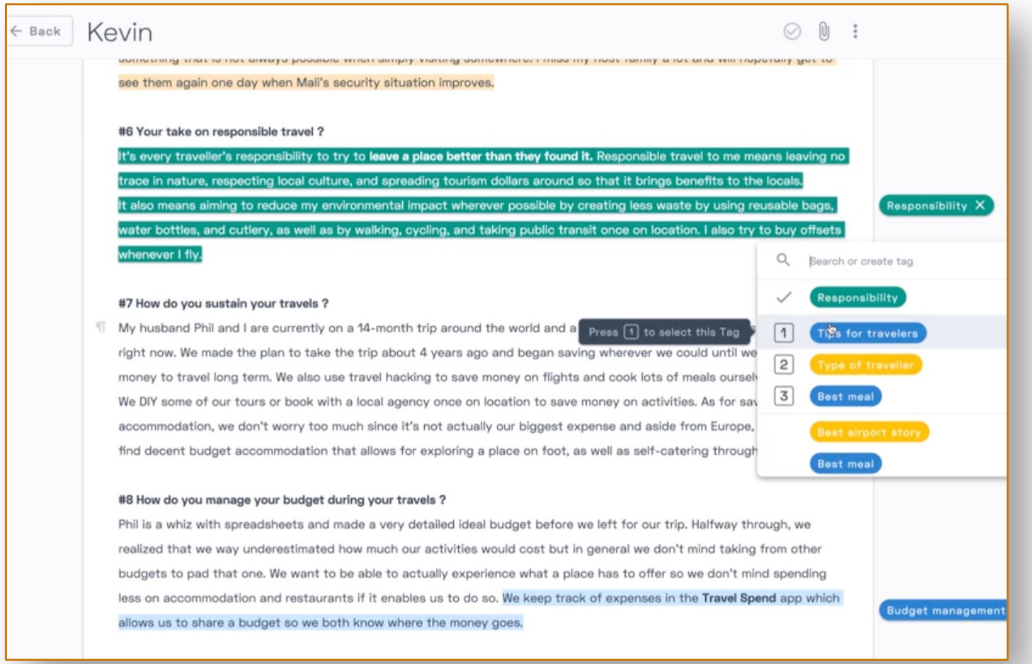
Analysing data: Other methods



Coca-Cola Stories
User validation research - 11 September 2018

rticipant name rticipant number erview date and time e one used	Renee 1 Tue 11 Sep @ 10.30 24 iPhone	Jade 2 Tue 11 Sep @ 11.45 23 Samsung	Sonia 3 Tue 11 Sep @ 13.00 18 iPhone	Michael 4 Tue 11 Sep @ 15.30 18 Samsung	Kennedy 5 Tue 11 Sep @ 16.45 23 iPhone	Jake 6 Tue 11 Sep @ 18.00 17 iPhone	Analysis
Introductions							
ich Coca-Cola products do you drink?	Fanta, Sprite, Coke Vanilla.	Classic Coke, Cherry Coke and Vanilla when I can hold of it.	Fanta and Classic Coca-Cola are the main ones.	Coca-Cola, Diet Coke and Dr Pepper [!]	Coke Classic, sometimes Diet Coke. Also Coke Vanilla - they brought it back.	Diet Coke,, but not that much.	Jake is an outlier in this group as the only non-Coke fan. He does meet the recruitment criteria, but provides an interesting perspective as someone who would not readily download the Coke Stories app, but might be won over if he heard about it from friends.
w many do you drink per day/week?	Coke Vanilla 2 x a week, the others 2 x a week.	3-4 x a day.	Maybe every 2 days.	5 x a week	A few - 3-4 x a week.	1 x every few weeks.	
w often do you share a drink with friends?	1 x a week.	Every 3 weeks.	Every time I'm with friends. That's several times a week.	Something like 1 x a week.	A few times a week - Friday, Saturday and 1-2 other times a week.	Daily.	
w often do you download and try out new bile apps?	It depends. I download apps at least 2 x a month, but I don't want a bug.	Quite a lot - the app needs to have a buzz to it.	Quite often - whenever I hear about a new one. That's around every 2 weeks.	It depends what they are, but it's roughly 1 every 2 weeks.	1-2 a week - it depends.	Often - weekly.	
uld you be interested in a mobile app from ca-Cola? What would you expect from it?	Yes. It depnds what it would involve. I'd like nutritional values, offers and loyalty schemes.	It depends what it's about. I'd say yes if it has vouchers and offers, facts about Coca-Cola and maybe even a game.	That would be really interesting. Maybe it would showcase what they have to offer locate drinks and maybe follow around what Coca-Cola does, so it's fresh and new. YouTube is a big thing with video blogs right now.	That would depend on what it does. Maybe there would be a loyalty system - the more I drink, the more I get.	What would it do? Q: What would you like it to do? Kennedy: If it was gamified, if it told me where Coke Vanilla was sold - it's still quite rare. If it told me that new flavours were coming out.	No, I wouldn't. But I'd expect there to be vouchers, discounts and games for a younger audience.	
Challenges							
are thinking of including the following allenges like the one shown. What do you nk of them?	**Score**	**Score**	**Score**	**Score**	**Score**	**Score**	**Average score**
. Create a story with the word CRAZY aturing you with a Coca-Cola Zero can.	4	4	5	3	3	4	3.83
. Create a story with the words WEEKEND d OUR PLACE featuring you and a group friends.	4	5	4	3	4	4	4.00
. Create a story with the words MALL and AP featuring you and a group of friends h a Coca-Cola Zero bottle.	3	4	2	2	4	2	2.83
. Create a story with the words TURN UP, PE and TATTOO. Your photo should be en from your point of view.	4	5	3	4	5	3	4.00
. Create a story with the words DM, MEMES d REACT using a sticker to enhance the age.	4	5	3	2	3	1.5	3.08
. Create a story with the words FANCY, GGO and PARK. Your photo should be en in a park.	4	3	4	4	3	2.5	3.42
. Create a story with the words GOALS, ULTING and SAVAGE. Your photo should taken as a selfie featuring you and a Coca-la Zero bottle.	5	4	4	2	4	3	3.67
. Create a story with the words SNEAKERS,	3.5	5	2	2	5	4	3.58

Analysis matrix



condens.io – an analysis tool

Researching in pairs

Research is more efficient in pairs – and more fun!

Researching in pairs: Why this is best

- If you work **alone**, you'll find it **very hard** to prepare, moderate, analyse and report a round of research in two weeks. Having a partner on the research days makes a **big difference**, because the notes that they take in real time can save days of listening back to recordings and making your own notes.
- So researching in pairs makes the difference between fitting and not fitting a round of research into a sprint cycle. But there are **other benefits**...
- Researching in pairs presents an **ideal training opportunity**. Your partner can take notes until they feel confident enough to moderate a session, then you can swap roles. Other tasks can be shared in the same way and soon you'll have a new researcher for your team.
- Your helper doesn't need to be a junior researcher, either. **Designers** are often waiting for the outcome of your research before they make updates, so can afford the time to get involved - and they can make excellent research partners.

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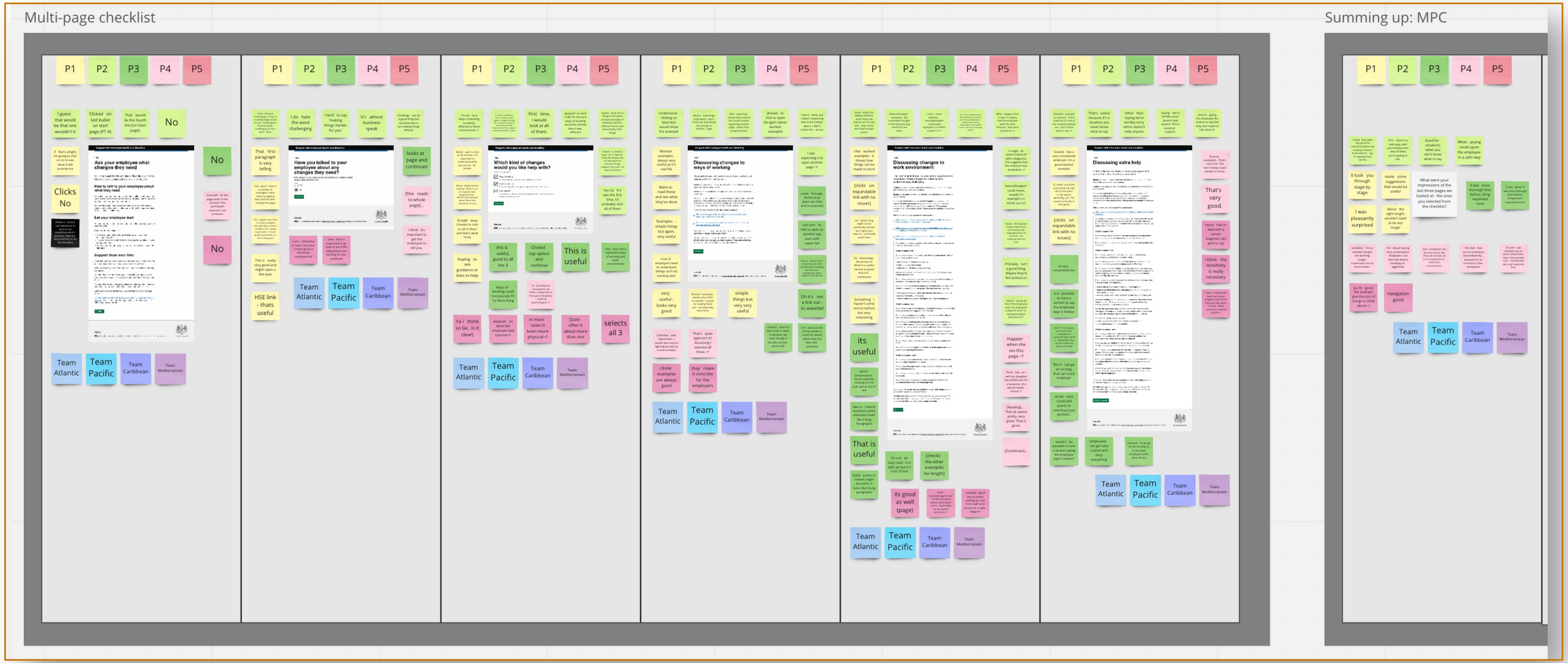
Now it's your turn!

Analysing a round of research

Brief: Analysing a round of research

- The Post-Its from our recent round of research have been analysed – **all except** for the section about the **expanded checklist**!
- It's your job to go onto the board and see what **conclusions** you can draw from the comments made by the individual participants.
- Choose an unused colour for your team's **analysis** Post-Its and write your conclusions down. Did participants have any issues with the prototype? Were they any suggestions for improvement made by more than one participant?
- When the teams have had a chance to analyse, we'll come back together and **share our conclusions**.

Find your team colour on the Miro board



bit.ly/vj2miro

Presenting your findings

Whether presenting to your team or the client's boardroom, it's important to be clear and impactful

Presenting your findings

Everyone has their own **unique presentation style**, and I don't want to teach you how to present. However, there a few things that I always try to think about when I'm writing a research report deck:

- For me, the most important thing is to give **enough context** for the audience to understand the page or user journey you're referring to. That's why I always include a **screen grab** if I'm talking about a particular page, or a **series** of small screen grabs if I'm talking about a user journey. There are some examples on the following slides.
- Adding sufficient context helps the **hand-on audience** – the people who will see your report after you've presented it. If you write with them in mind, then your slides should be understandable at any time – for example, you can attach them to a JIRA card and they will need no further explanation.
- It's important to include **evidence** from your participants (but equally important not to identify those people). Quotes, audio clips and video clips all help to add authenticity to your report, but be careful to attribute these to a participant number (if it's **significant**, you can include demographic information like their gender or their user group).

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Executive summary

Participants were **enthusiastic** about the Coca-Cola Stories app and said that they would download it (if it were available in the U.K.). Most areas of the app were found to be **intuitive** and **attractive**.

The **renaming** of the app from WOAH to Coca-Cola Stories and the **new artwork** were well received, as these made the purpose of the app clearer.

Features that need the **most attention** before the next round of research are:

1) The **can-tags** on the gallery feed: these will work better if there is a clearer visual connection between the physical can and the tags on screen. An example sketch is shown **below**.
2) The **consents screen** should be simplified, because it represents too much of a barrier in an otherwise very streamlined sign-up process.
3) The relationship between **coins** and **gems**, and the activities they are awarded for, needs to be clearer.
4) Reintroduction of a **tutorial** and/or on-screen **contextual help**.

Please see the **observations** and **recommendations** section of this report for more detail.

Can-tag suggestion
Introducing an element of 3D will help users associate the words used in Coca-Cola stories with the words on a can.

Methodology

This was the first round of research using the work in progress **app build**, which was used at the start of each session. The **clickable prototype** was used for the remainder of the tasks, to cover aspects of the Coca-Cola Stories app not yet added to the build.

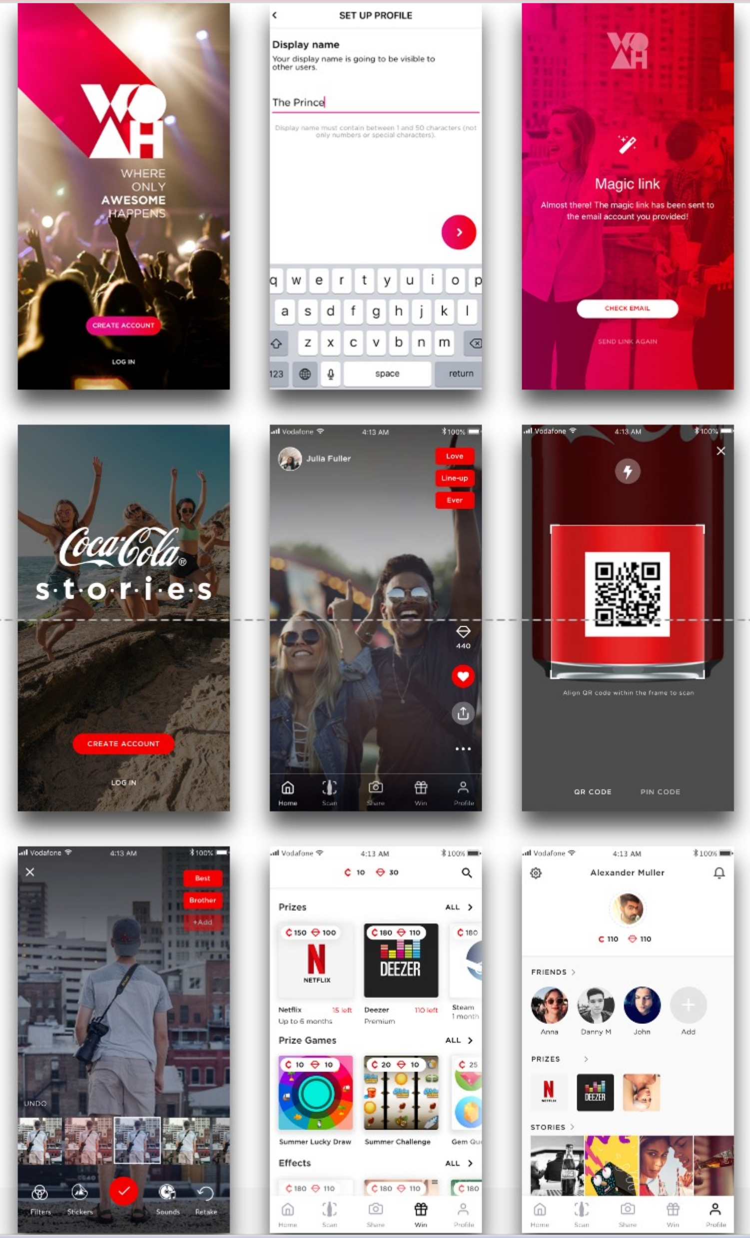
As we progress towards release in January 2019, each round will use the **build more** and the **prototype less**.

In this round of research, participants:

Used the build to **Create an Account**,

Used the prototype to browse the **Home** screen and **feed**, **Scan a Can** and post a **Coca-Cola Story**, view the **Win** section and view the **Profile** section.

Both build and prototype were installed on an **iPhone** and an **Android** phone. Participants were invited to use the handset they were most familiar with.

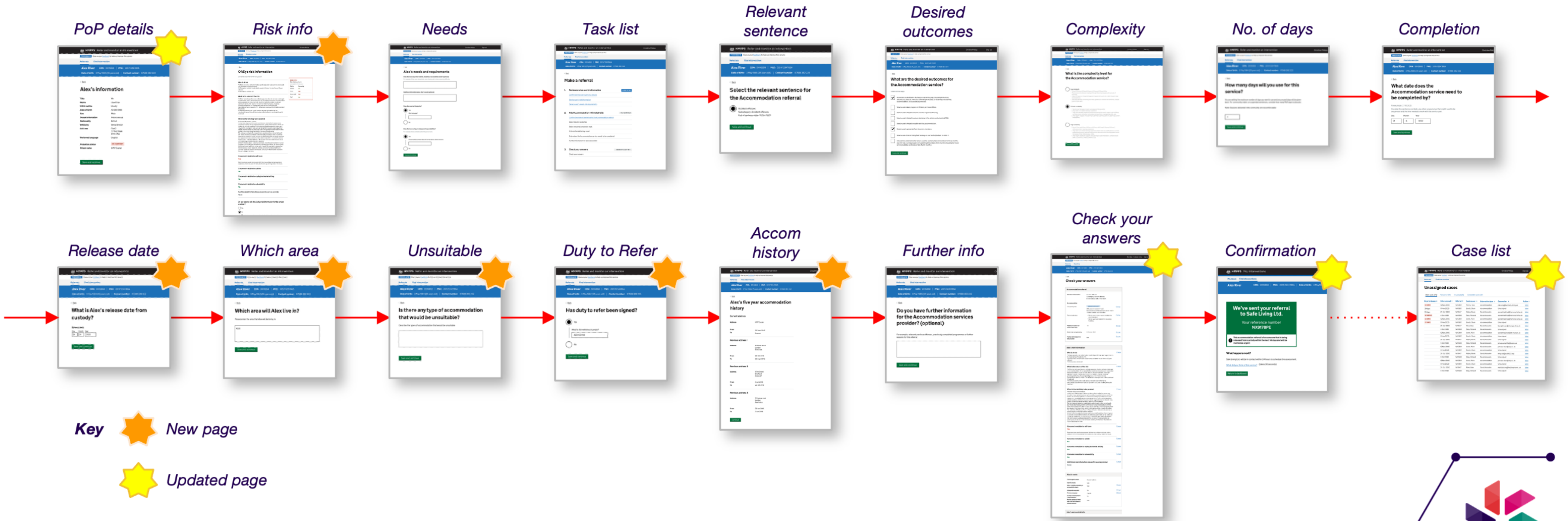


Screens from the research
Top row: Screens from the app build
Second and third row: Screens from the prototype.

User: PP **Theme:** Urgent referrals EVALUATION

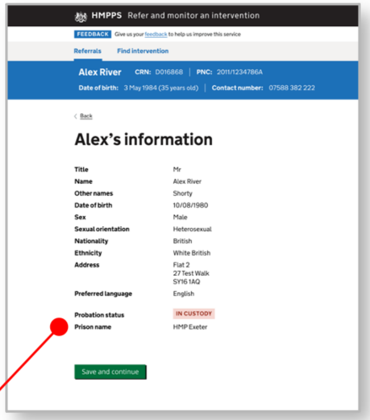
Urgent accommodation referrals prototype

- The prototype sought to **add key information** that has been missing from urgent accommodation referrals.

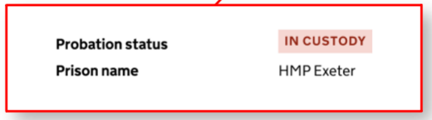


User: PP **Theme:** Urgent referrals EVALUATION

PoP details - extra information was missed by most participants



- All six participants raced through this page and did not notice the **In Custody** tag and the **prison name**, which had been added to the page following multiple requests for this information from both PPs and SPs.
- This suggests that in actual use, probation practitioners might be unaware that this key information has been passed on to the service provider.
- A "**road bump**" like the one proposed a while ago would ensure that users pay more attention to this page, and also take the time to revisit and update nDelius if the information is inaccurate or missing.
- It was also pointed out that, when in custody, the **Prison Offender Manager contact details** were important, as this was the best person to help the service provider set up meetings and calls with the person in prison.



Participants tended to skip through this page, missing this added information


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