User research course

Module 4: Putting it all together

vitamin J

Course outline

Module 1 – Why do user research?

Monday 6 March, online

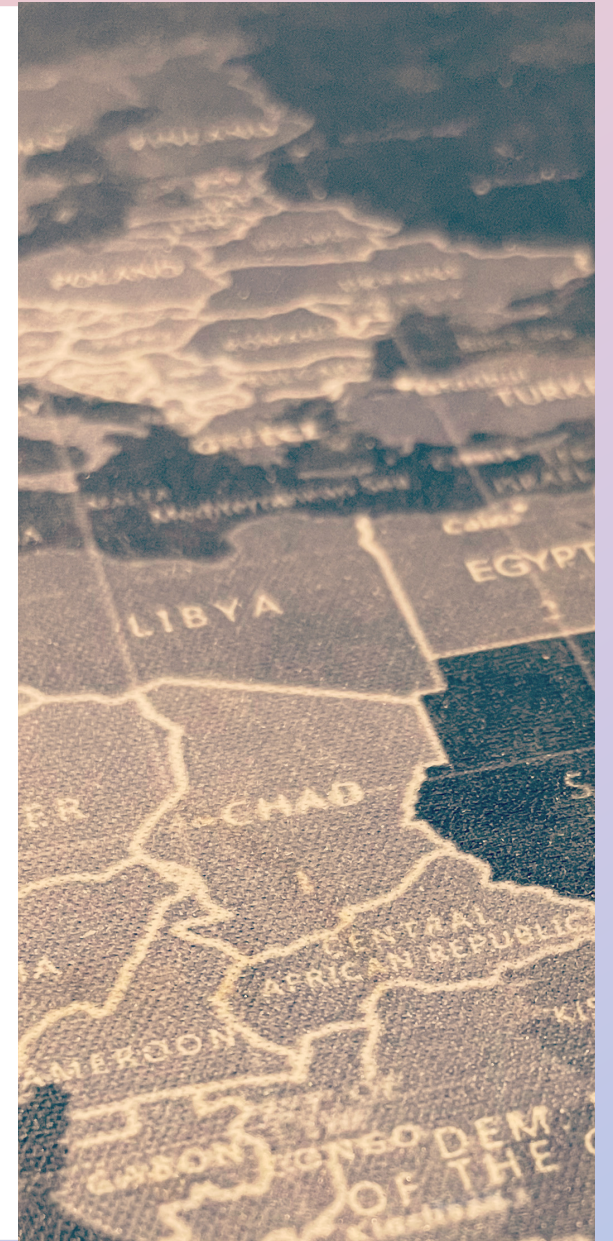## Module 2 – Evaluative research

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...

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!

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

Agenda: module 3

1. Generative research methodologies

2. Personas and pen portraits

3. Documenting user needs

4. Hands-on: Researching a target audience for a pitch

5. Guerrilla research and hall testing

6. UX expert audits

7. Paper prototype testing

8. Quantitative research

9. Online tools for card sorting, IA testing and unmoderated research

10. Hands-on: Card sorting to find a user-centric IA

11. Working with analytics - a powerful combination

Previously...

Today…

Putting it all together

…and walking a mile in the shoes of a user researcher.

Agenda: module 4

1. Brief for an evaluative research project – 10 minutes

2. Break – 5 minutes

3. Hands-on: Plan your user research activities – 15 minutes

4. Hands-on: Evaluative research speed dating – 40 minutes

5. Hands-on: Analyse your findings – 10 minutes

6. Break – 5 minutes

7. Hands-on: Report your analysis – 20 minutes (5 minutes per group)

8. Discussion and feedback - what have you learned? – 15 minutes

Brief for a evaluative research project

Discovering your users' needs

A bit about the client: 1 of 2

- **Woods for the Trees**, a U.K.-based community interest company, needs your help with its **fundraising** activities. Their aim is to plant trees all over the U.K. and they have already established a base of volunteers who are eager to start planting trees in the ground. Funds raised will go towards buying:

  - **Seeds** and **planting kits** to distribute to schools participating in their **Nuts for the Trees** programme to raise young trees until they're ready for planting,

  - **Refreshments** and tree-planting **equipment** for volunteer planters,

  - **Tree guards**, **stakes** and other reusable equipment that will protect the young trees from predators and ensure they reach maturity.

- You can find out more about Woods for the Trees at their **website**, www.woodsforthetrees.org.

vitamin J

A bit about the client: 2 of 2

- In addition to its website and online shop, Woods for the Trees operates **2 tree plantations** in the North of England and is active in the following social media channels:

  - **Twitter** (@woods4thetrees)

  - **Instagram** (@woodsforthetrees_org)

  - **Facebook** (www.facebook.com/woodsforthetrees.org/)

  - **LinkedIn** (www.linkedin.com/company/woods-for-the-trees)

Brief for an evaluative research project:

- **Woods for the Trees** has decided to launch a Christmas **gift card** campaign. For £10, supporters can buy a **What 3 Words**-themed Christmas gift card from the online shop. The recipient redeems the card online and becomes a sponsor of three trees. They receive a certificate confirming their sponsorship via email.

- The campaign was trialled at **Christmas 2022** and generated **£360.00** in sales. This was a limited success, but Woods for the Trees would like to make 5 times that amount next year.

- They believe that the campaign would be more successful next year if:

  - **More people** found out about the gift cards,

  - It was **easier** to buy the cards online,

  - The process for redeeming cards was **clearer** (only **58%** of cards sold were redeemed, suggesting not everyone understood what to do with their card).

vitamin J

*Gift card **purchase** journey*

*Gift card **redeem** journey*

- Your **participants** from the generative research have not seen the Christmas gift cards until today.

- Your evaluative research will be made up of **two tasks**:

  - **Investigating** the gift card **purchase journey** on Woods for the Trees' online store - you will cover this with your first 2 "speed dating" participants (they do not need to make a purchase)

  - **Scrutinising** the gift card **redeem journey** by following the printed instructions on the card. Physical cards or electronic artwork will be provided - you will cover this with your last 2 "speed dating" participants.

- You will then **analyse** your findings and report back to the group. How can the campaign be **improved** for next year, to meet Woods for the Trees' ambitious fundraising target?

vitamin J

Time for a break

Have a look at woodsforthetrees.org

Groups

Team **Venus**	Team **Mars**	Team **Jupiter**	Team **Saturn**
• Tudor	• Fin	• Natalia	• Daniel
• Veselin	• Gabriela	• Silvia	• Teona
• Elena	• Gabriel	• Simona	• Andrei
• Andreea		• Narcisa	• Ionut
• Ciprian			• Alex

Participants

• Jonathan	• Gabriel	• Izabela	• Vlad

vitamin **J**

Plan your evaluative research

15 minutes
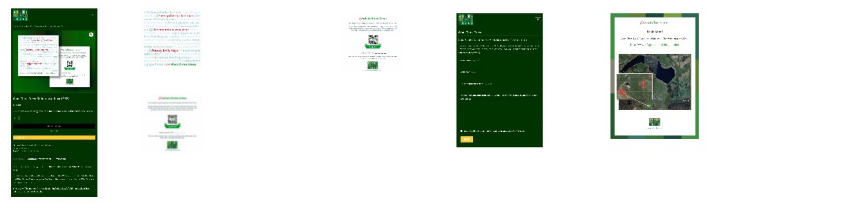
Plan your evaluative user research activities

- In your group, please spend **15 minutes** deciding how you will conduct evaluative your research.

- A **Miro board** has already been set up for you, with screen grabs of the web pages and pictures of the physical card.

  - How will you **structure** your research?

  - What **questions** will you ask?

- While you are working on the above in your groups, the **"participants"** will be briefed.
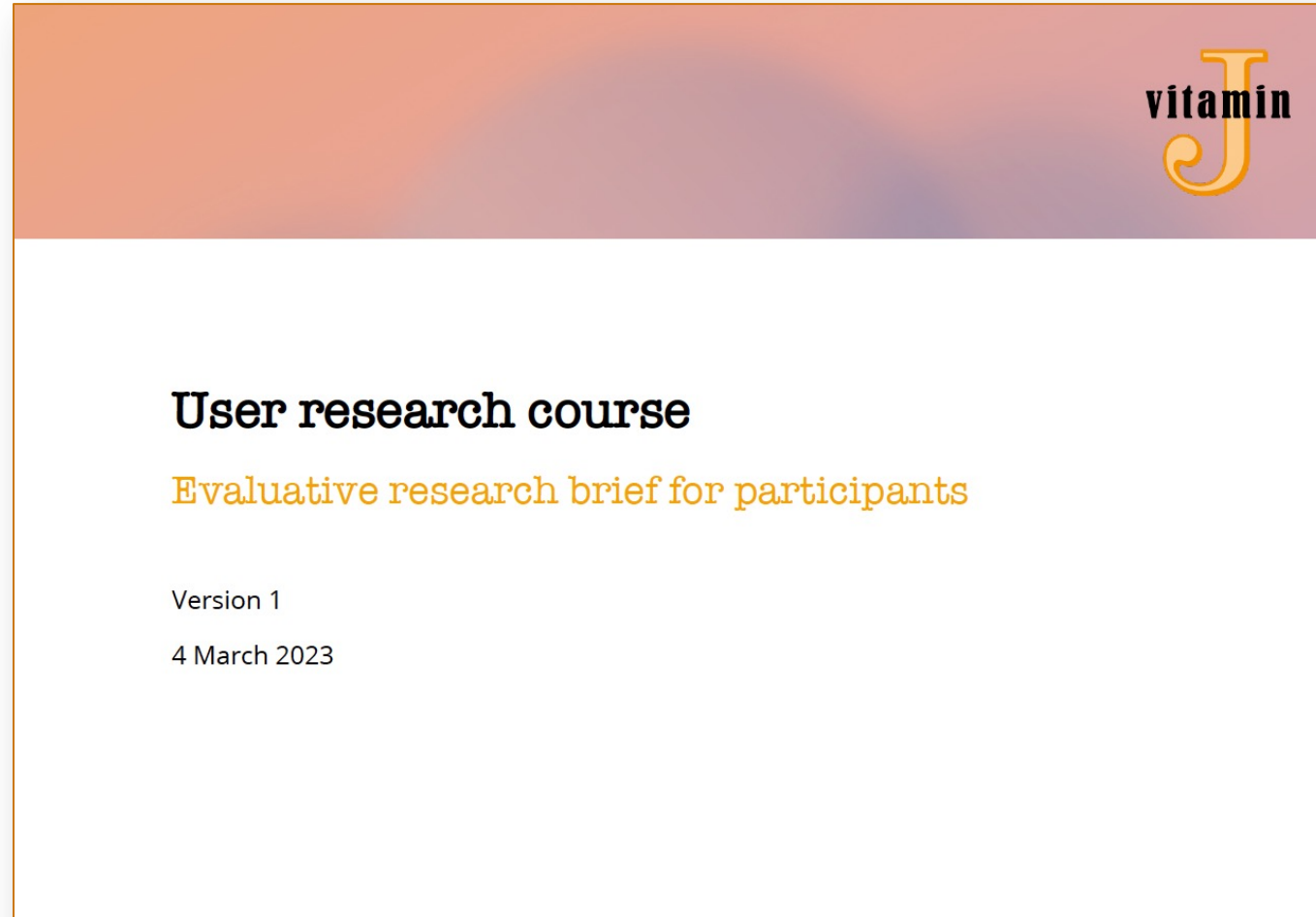
- Any questions **before we start**?

vitamin J

Your brief

User research course

Evaluative research brief for researchers

Version 1

4 March 2023
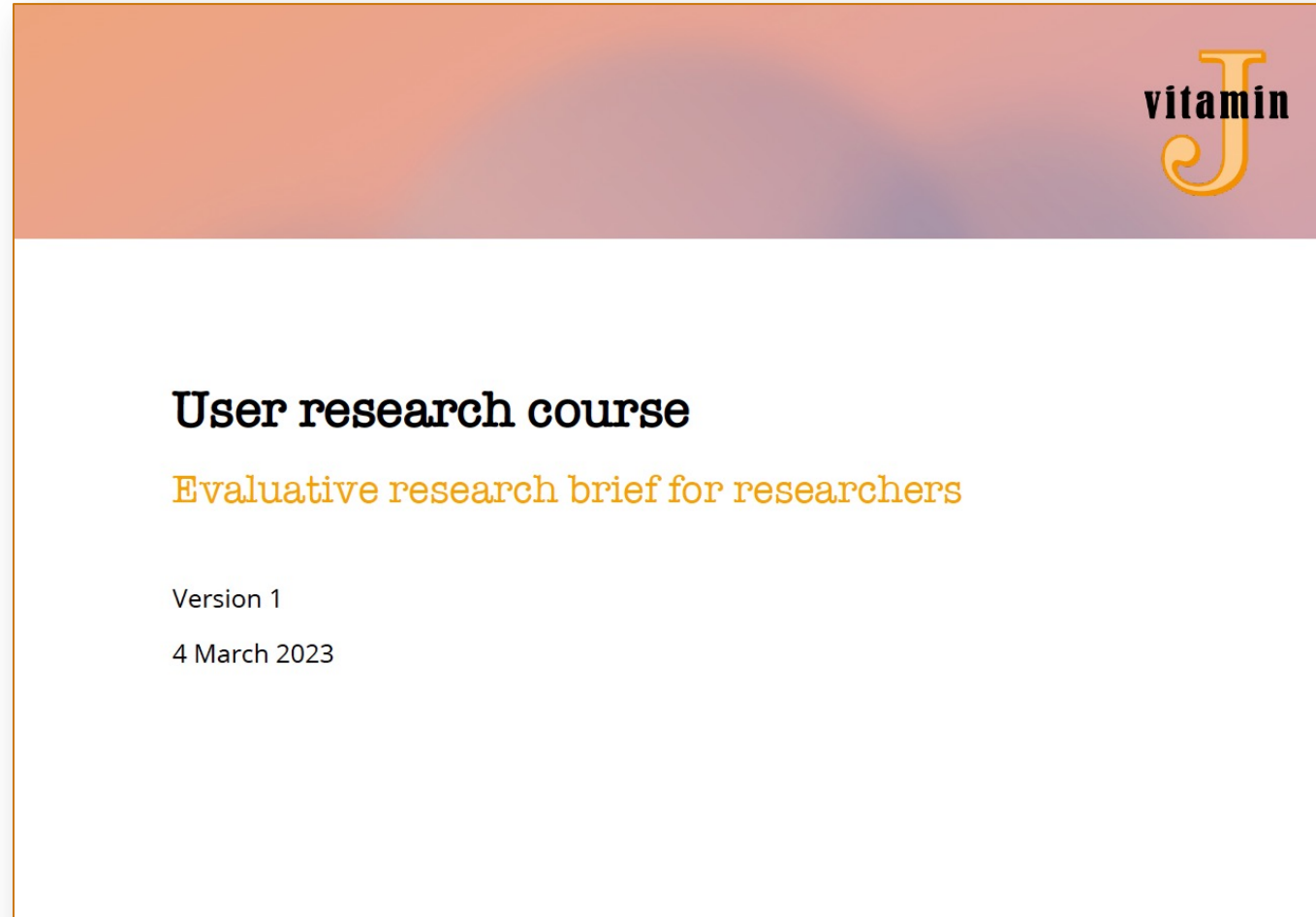
Please find a team space on the Miro board

bit.ly/vj4miro

vitamin J

Brief for the "participants"

Evaluative research speed dating

40 minutes

(10 minutes per participant)

Analyse your findings

10 minutes for your analysis

Time for another break

See you in 5 minutes!

Report your analysis

5 minutes for each group

Discussion and feedback

How did it go and what have you learned?

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