SNS COLLEGE OF TECHNOLOGY

Coimbatore-35
An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAE709 – UI/UX DESIGN
II YEAR III SEM

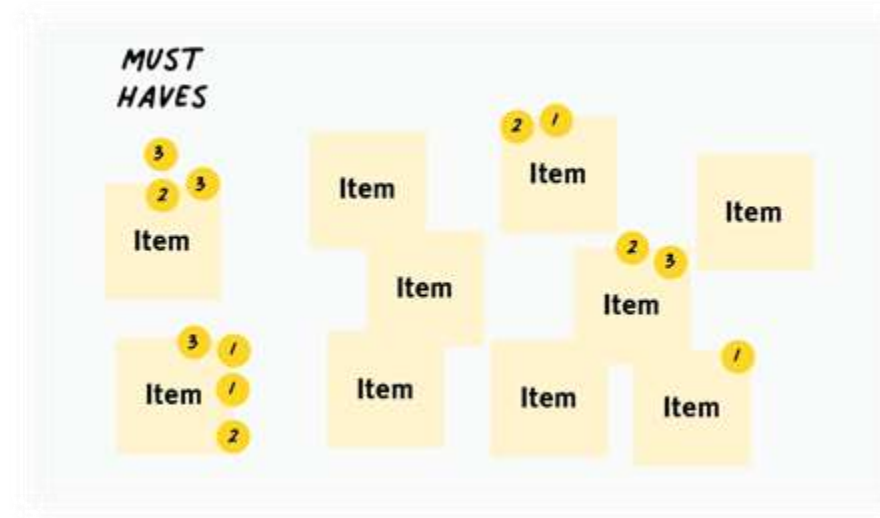# UNIT II – **USER RESEARCH**

TOPIC 1 – UR methods & User Interviews

Why to we Need User Research

Customer Insights

Understand what problems

customers wants solved

Function Priority

Analyze how important these

problems are to customer

Usability

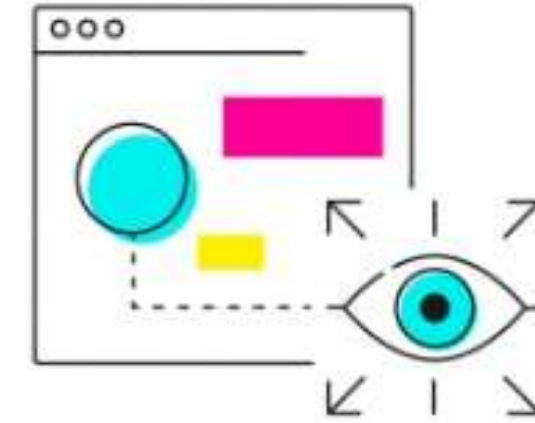*What Product and features we can*

develop to solve these problem

UX Research Methods

How do we Start?

Now that we know what it means to know your user

Path of User Research

Objectives
What do we want to know?

Hypotheses
What are our assumptions?

Methods
How do we plan to learn?

Research
Gathering information and knowledge

Synthesis
Understanding opportunities
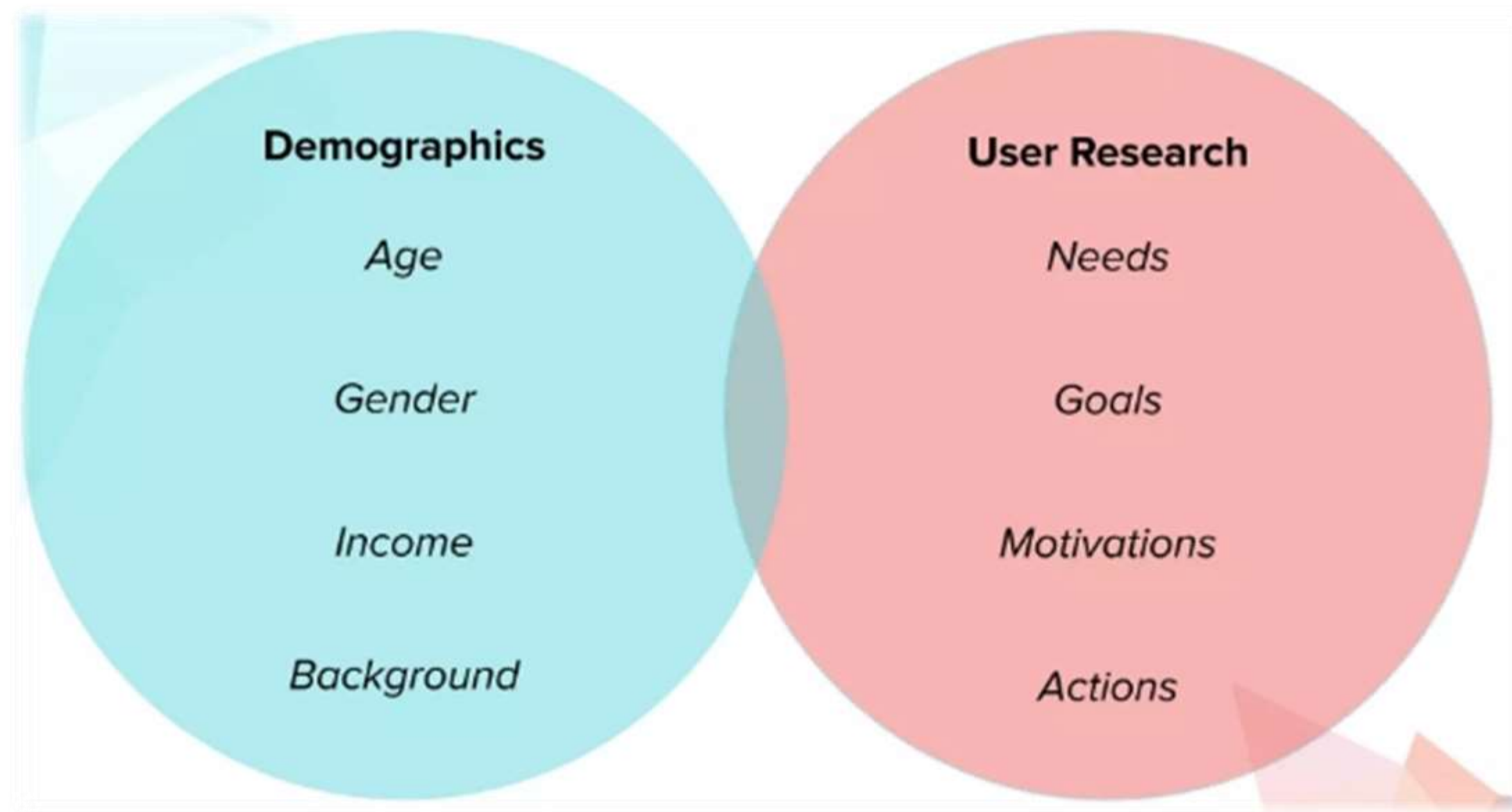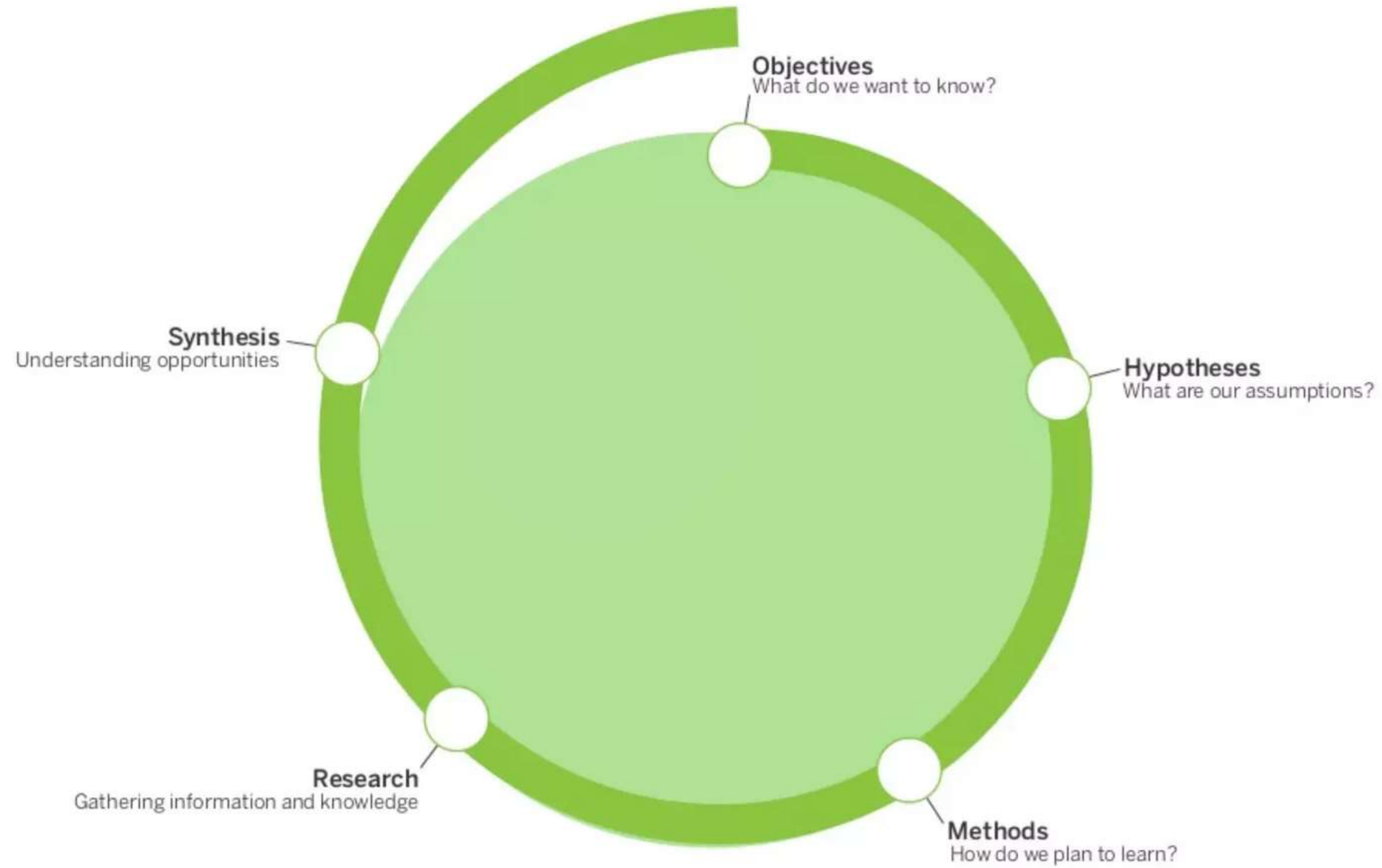
What do we need to know to understand

Why

Who

What

Where

When

How

Why are the users coming to us?

Goals? Needs? Triggers?

Who is our user?

Business or consumers?

Demographics?

Background Knowledge?

What are their habits?

Are they social?

(this is dependant on your product)

When are they visiting?

Time of day?

In an emergency?

Daily/monthly?

Relaxed at home or working hours?
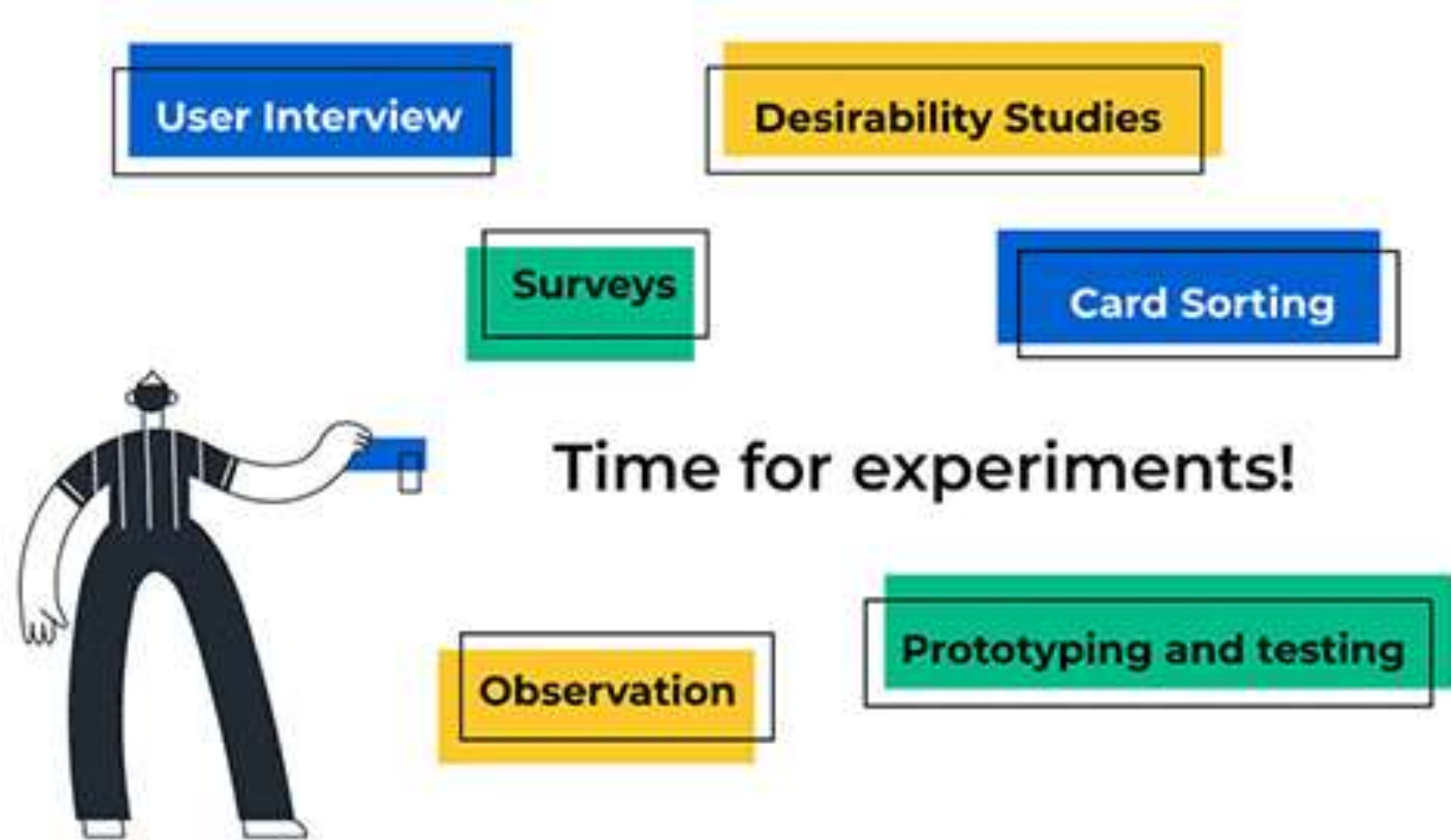
How are they visiting?

Mobile or Desktop?

Tablet?

Over the phone?

In person?

How do we get the Information ?

Few Methods

User Interviews

Planning Stage

· What do we know?
· What do we want to find out?
· Who are we talking to?
· Where will this take place?
· How long do we have?
· What will the outcomes be?

Asking The Right Questions?

1. Never ask intentions, only behavior
2. Ask about specific instances, not generalizations
3. Keep them talking
4. Never ask leading questions

| ✗ How many times a month do you go to the gym?	✗ Do you usually go to the gym in the morning?	✗ Do you mean to say…
✓ How many times this month did you go to the gym?	✓ Tell me about the last time you went to the gym	✓ Tell me more.. What do you mean

Analyzing your Research
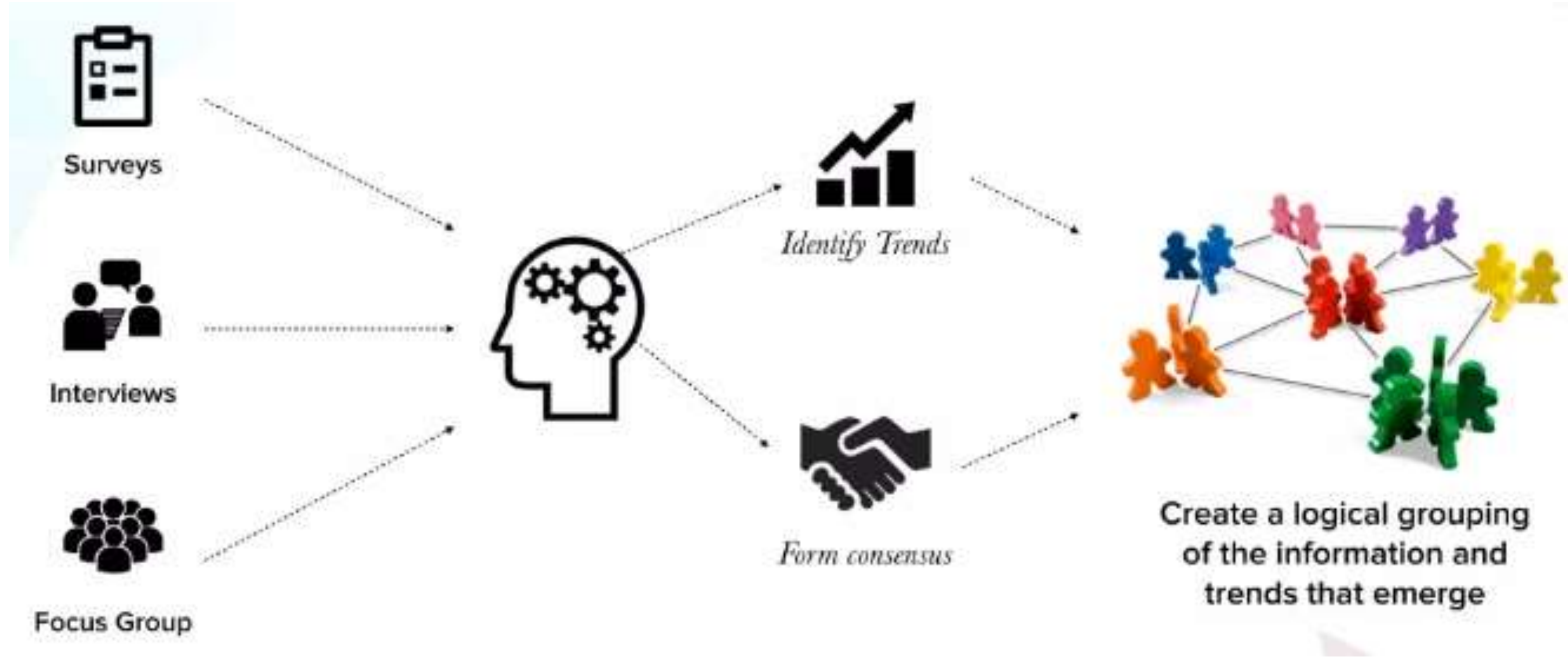
Exercise

User Interviews

Time: 20 Minutes

Case: you've been commissioned to redesign the Mirum Intranet services.

· Prepare a list of questions/topics that you want to research.

· In pairs, take turns interviewing each other. Be prepared to share your results.
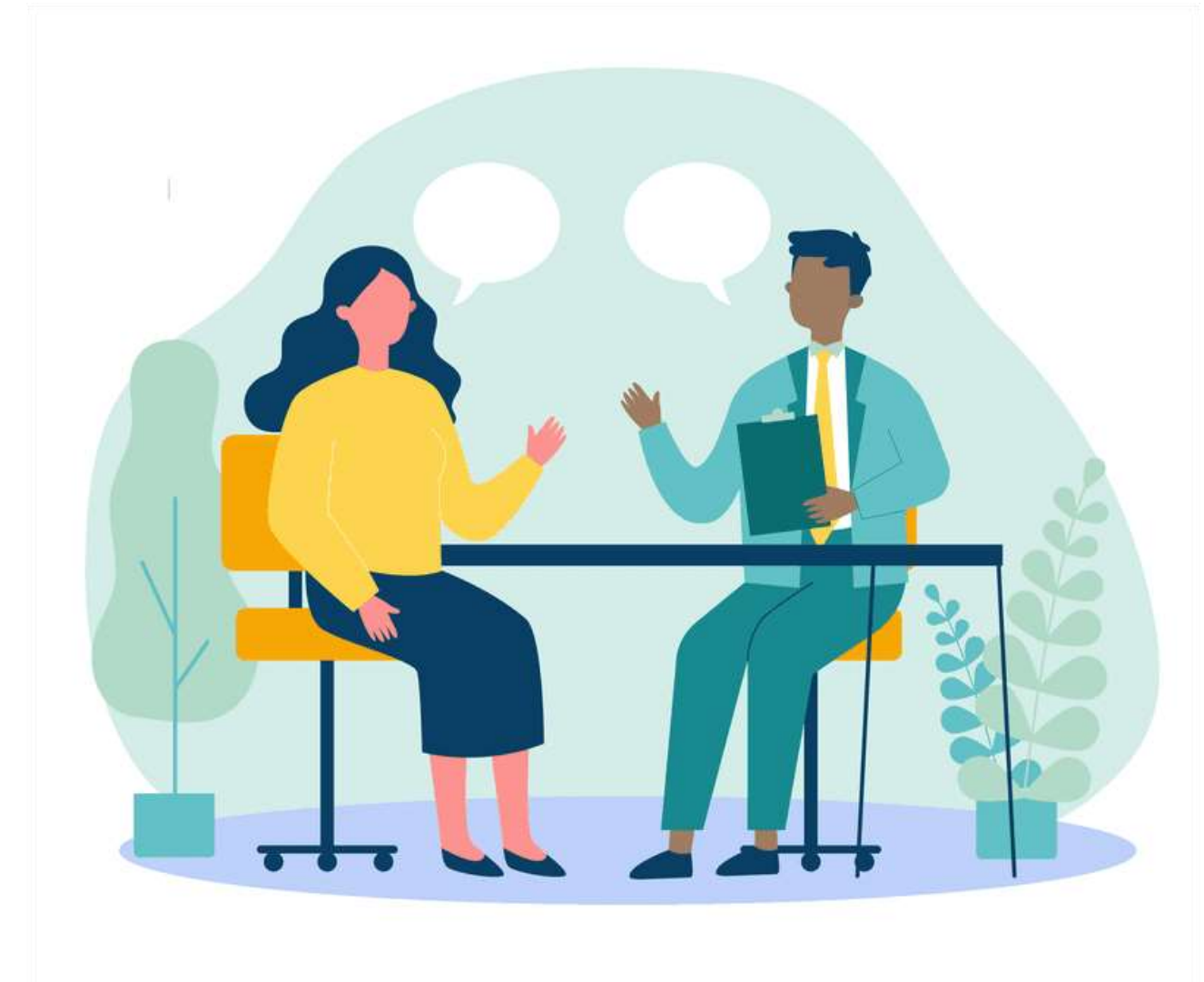
References

✓**Design Research Techniques**
    Website: [Design Research Techniques](#)
✓**Usability.gov**
    Website: [Usability.gov](#)
✓**UX Collective**
    Website: [UX Collective](#)
✓**Google Design**
    Website: [Google Design](#)
✓**UserTesting Blog**
    Website: UserTesting Blog

Thank You