

6.0 Interaction Design

UX RESEARCH PART 2

STEP TWO

USER RESEARCH

User research methods give detailed insights into user needs and behaviors from both real and imagined users.

INTERVIEWS

PERSONAS

SCENARIOS OF USE

USABILITY TESTING

PERSONAS

Personas are short, vivid descriptions of a fictional character that represents a group of a product's users.

Used in order to help clients and designers visualize their audience when making decisions about design features, user experience, or content.

Note: Personas are not based on stereotypes, rather are based on your research findings.

CONSTRUCTING A PERSONA

1. Understand your product's users with research and statistics (analytics, customer data, surveys, social networks, and contextual research).
2. Examine your data for themes and patterns.
3. Distill those patterns into characters that embody your findings.
4. Bring the characters to life with biographical information and images



THE INFLUENCER

Julia

Age: 19-22, September, Journalism & Communications

Goals: Get a "Big City College" education, room/palace experience, Build resume with internship, Take credit/level courses, Make new/different friends, Experience different culture

Pain Points: Limited courses offered, Course Organization (too much or not enough), Advantages are hidden, Challenging to transfer credits

My internship provided me with the opportunity to work in Times Square. I just love all of the lights, action, and excitement!

Julia has been taking Spanish since high school and is excited to study abroad in Buenos Aires next spring. She's traveled a little in the past—to Great Britain for a vacation with her family and to Mexico for a mission trip—but this is her first time going abroad alone. Though she has other friends who also plan to study abroad, she wanted to go at a different time so she would be forced to make friends with the locals and truly immerse herself in the culture. She's heard from friends that the maturity level of some of the students plummets the moment they step on the plane to study abroad, she hopes they don't make her look like a "stupid American."

She's also heard that the dorms in Buenos Aires aren't great, which solidified her decision to do a homestay. However, she's concerned about commuting to classes, which she hopes to take at the NYU campus as well as a local university—if the credits transfer. She doesn't have a lot of extra cash and is interested in a work-study to pay for groceries and some travel around Argentina. Speaking Spanish on the job would also be great practice, but she isn't sure what sort of opportunities there are, or even if she's allowed to work.

Knowledge



Lifecycle



Activities and Interest



Influencers



WHAT TO INCLUDE IN A PERSONA

Name and gender

Images

Age

Biography

Location

Occupation

Salary

Attitude towards technology

Context of use

Key drivers

Key goals and needs

Anxieties

SCENARIOS

Scenarios are hypothetical stories about the use of a product or service, which are created in the initial research stage to inform your design.

A scenario is a specific task given to one or all of your personas, which details every step of their experience, providing insights into design requirements.

USABILITY TESTING

Usability testing involves asking people to use something and observing what problems arise from using it.

You can test information architecture, navigation, flows, prototypes, competitors, etc.

Note: This should be used throughout the entire UX process, but especially in the early design stages.

USABILITY TESTING

- USABILITY LAB TESTS**
- EYE TRACKING**
- USER PREFERRED CARD SORTING**
- USER SURVEYS OF EXISTING OR COMPETITOR PRODUCT**
- REMOTE USABILITY TESTING**





Mon compte | Mes préférés | Chèques cadeaux | Newsletter | S'inscrire



Livraison et Retour GRATUITS

30

Satisfait ou Remboursé sous 30 jours



Service client GRATUIT
+33 (0)800 911 111



Mon panier
99,00 €



Femme Homme Enfant

Rechercher

Chaussures Vêtements Sport Accessoires LUXE Maison

Zalando Privé

- Femme
- Escarpins
- ...toutes les chaussures
- ...tous les vêtements
- Robes
- Vestes
- ...tous les vêtements
- Bas
- Baskets montantes
- Boots à lacets
- ...toutes les chaussures
- T-shirts & Polos
- Vestes
- Vestes légères
- ...tous les vêtements
- Chaussures enfant
- Vêtements enfant
- Sport
- Sacs & Accessoires
- NOUVEAUTES



DESIGNism #12

**STUDYING AND QUESTIONING USERS
DOES NO GOOD IF YOU TELL THEM
THE ANSWERS.**

- Jakob Nielsen