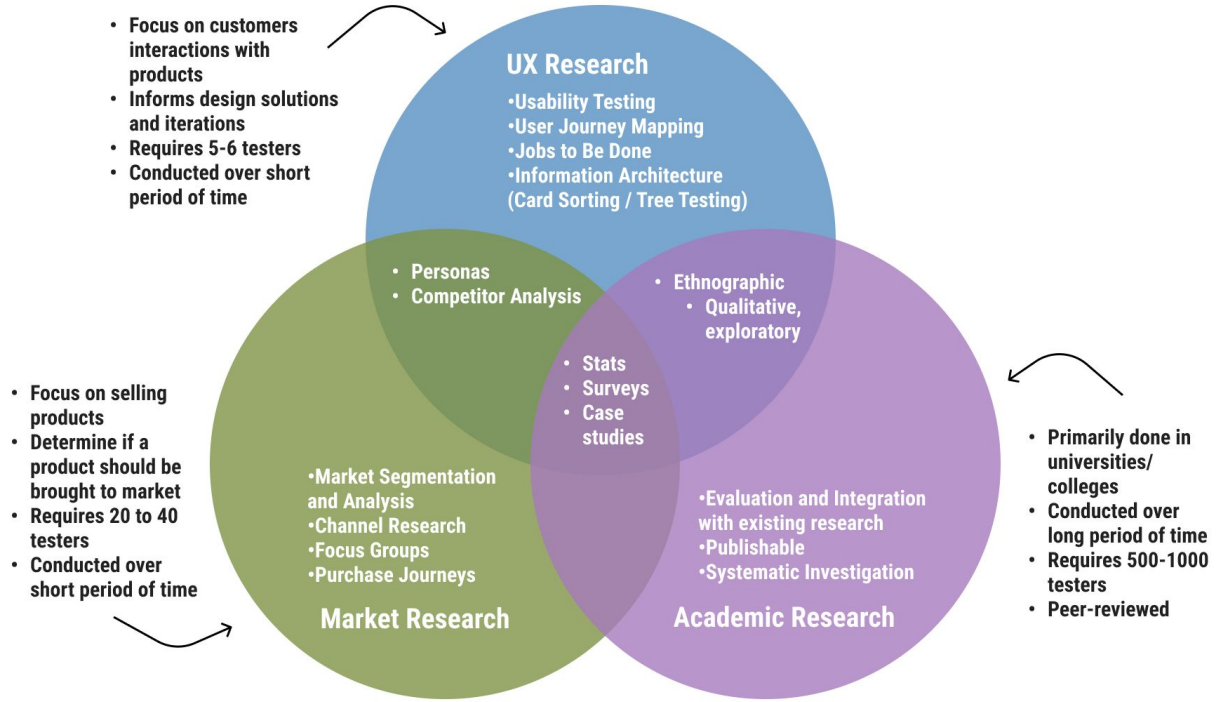
Explaining UX Research

By Leann Manning

UX vs Marketing vs Academic Research

Types of Research



Example: “Do users prefer red or blue?”

Academic Research

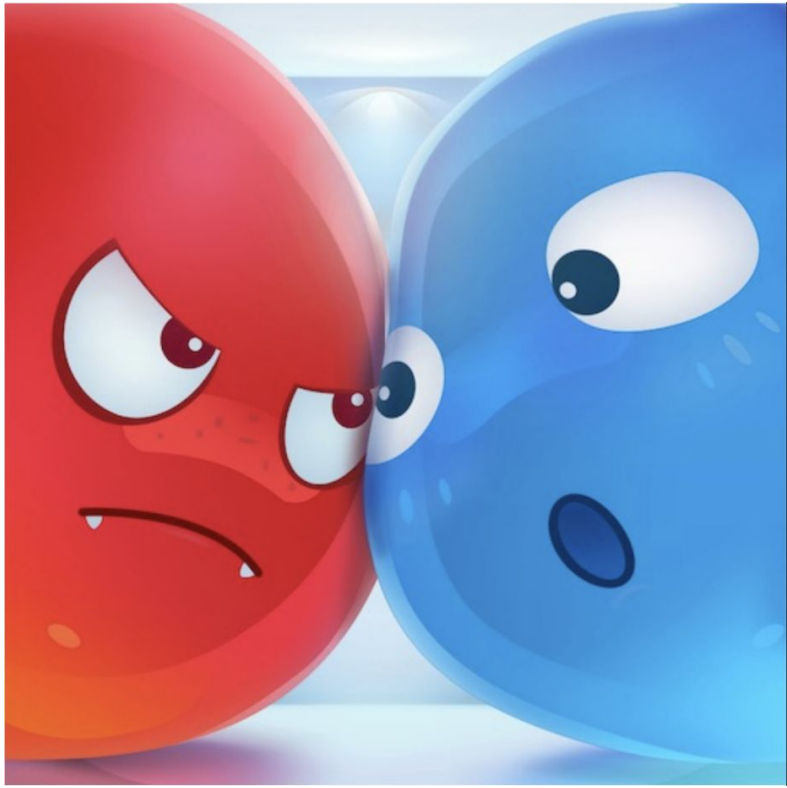
The psychology and meaning behind color – Red vs Blue

Red:

- Associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
- Enhances human metabolism, increases respiration rate, and raises blood pressure.
- It attracts attention more than any other color, at times signifying danger.

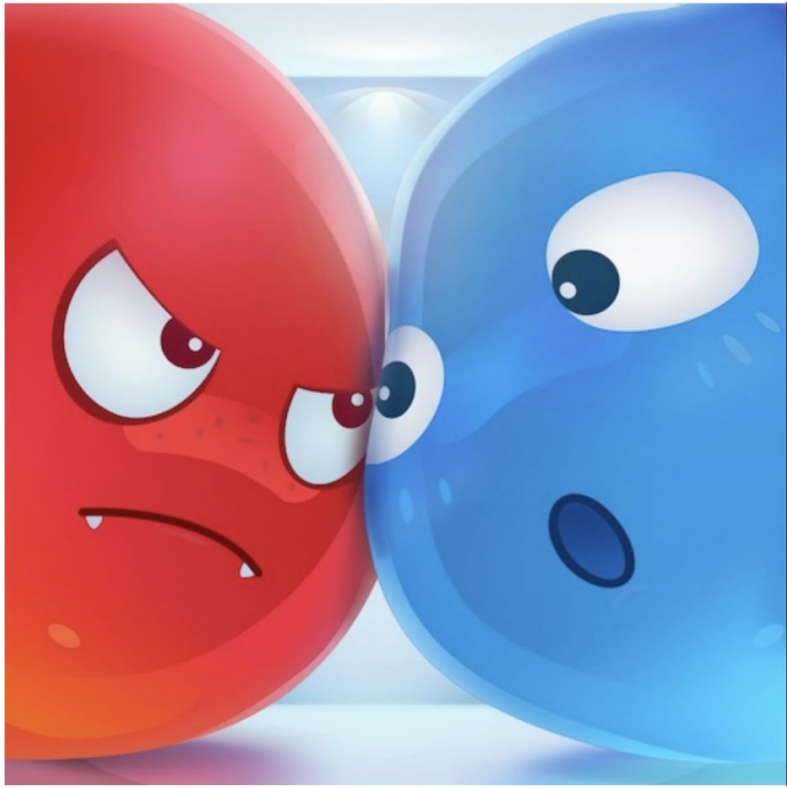
Blue:

- Unique and authentic
- Enthusiastic, sympathetic, and personal; they seek meaning and significance in life
- dealistic, spiritual, and sincere; they value unity and integrity in their relationships
- Peaceful, flexible, and imaginative; they are natural romantics and nurturers



Market Research

Are customers more likely to buy the product if the packaging is Red or Blue



Red:

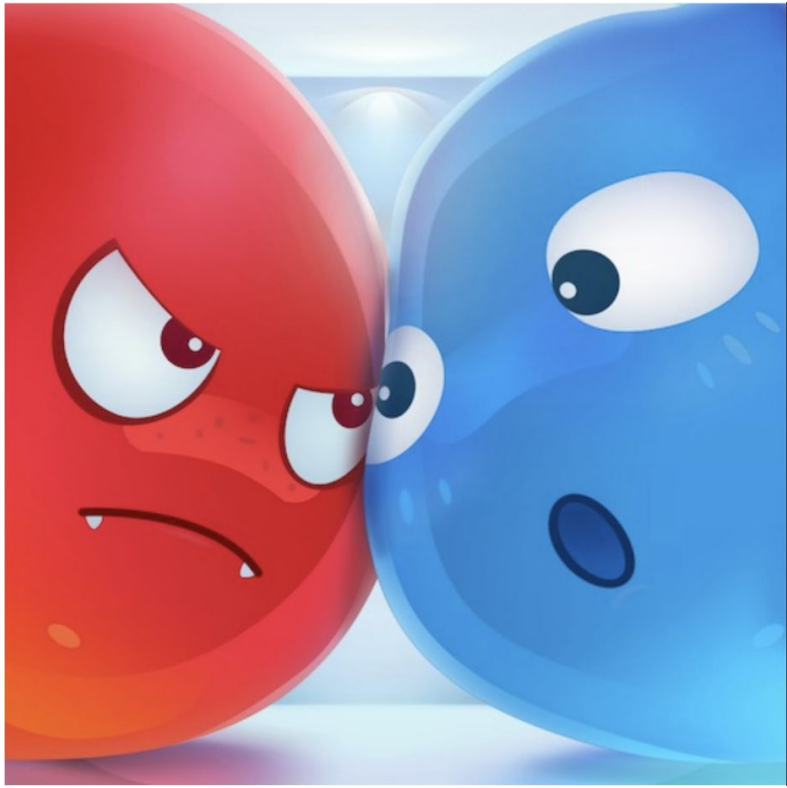
- Used in the top 29% of brands
- Focus group testing indicated that the red packaging made the brand seem energetic and exciting
- “It made my heartbeat faster!”

Blue:

- Used in the top 33% of brands
- Focus group testing indicated the blue packaging made the brand seem calm, safe and secure.
- “It made me feel very calm and at ease”

UX Research

Where would you click if you wanted to buy the product?
Red vs Blue Button



Red:

- User testing showed that 5 of 6 users noticed the button but did not click it
- “I thought that would delete my cart”
- “Red buttons to me usually mean delete”

Blue:

- User testing showed that 5 of 6 users discovered and clicked the button and understood it would take them to checkout.
- “The button seemed clear to me”
- “I could easily identify the next step”

Qualitative Research

How many participants do you need?

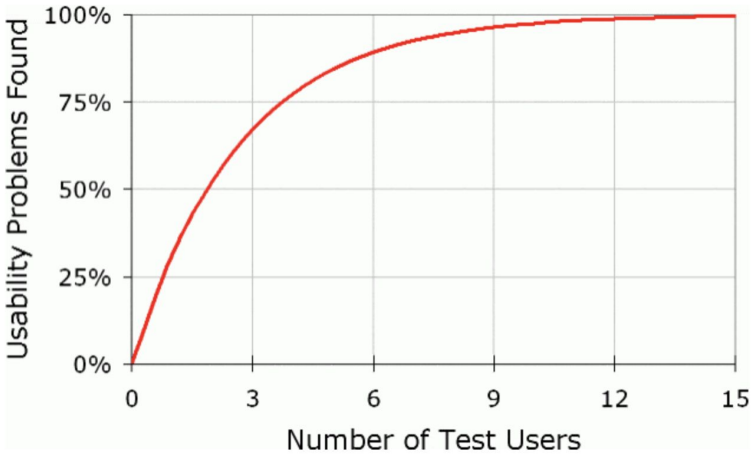
User Tests and User Interviews

The 5-user rule: Cost-effective and optimal usability testing

According to Nielsen Norman Group, ‘testing with 5 people lets you find almost as many usability problems as you’d find using many more test participants.’

The logic behind their ‘5-user’ suggestion is that as you test more and more people, you uncover fewer new insights at a higher cost. After testing up to 5 people, the same usability issues would continue to be mentioned by additional participants with very little significant change.

So, it’s economical and optimal to test just enough participants who can give you sufficient insights at a low cost. Thus, the 5-user rule.

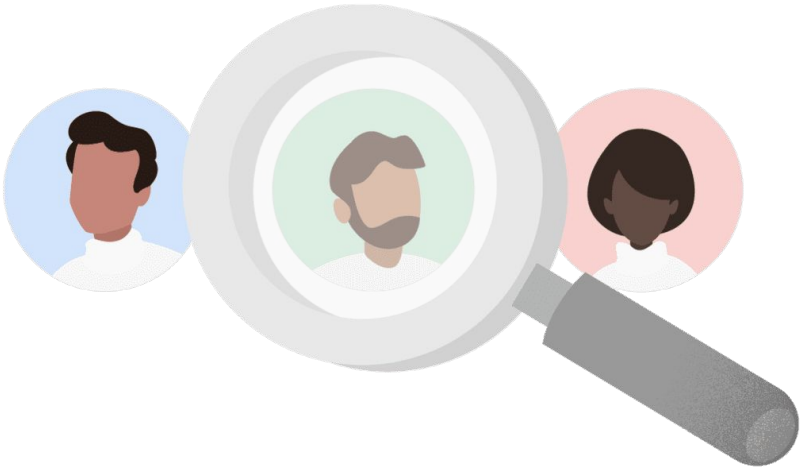


When you need more testers

Different Target Audiences

When a product has different user groups who behave differently or need to accomplish different tasks.

Ex: Teachers and Learners



Quantitative Metrics

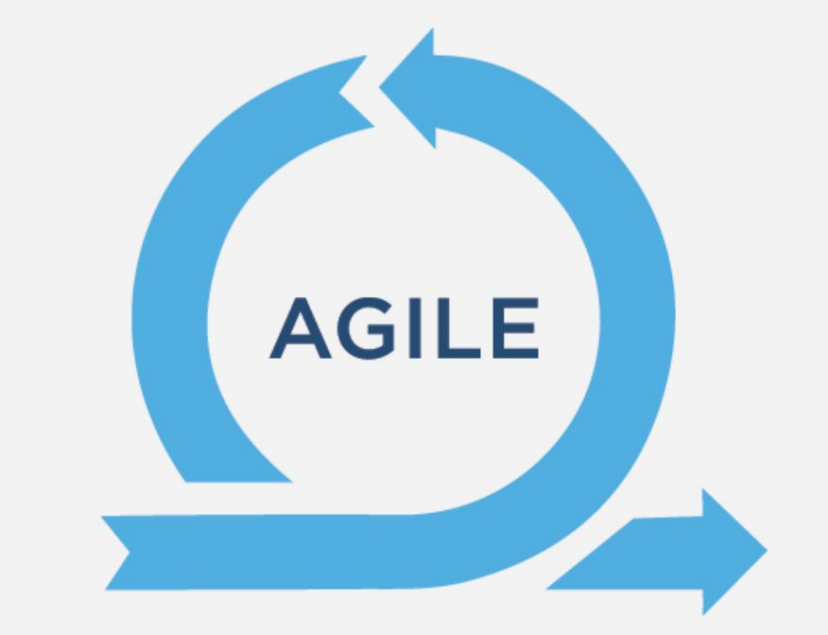
Ex: Do customers prefer option 1 or option 2, Rate your satisfaction with a feature.

Why you may need less than 5

Agile UX Process

Using an agile UX process means we run usability tests as the product develops. Since multiple tests are being run it may be ok to use less since there will be overlapping insights and observations

Ex: Run tests, obtain insights, make changes, test the new version



Quantitative Research

How many participants do you need?

Surveys, Customer Satisfaction Rating, Data

40 participant guideline

Nielsen Norman Group recommends 40 participants for quantitative research. This assumes a user population of over 500 and for the following to be true:

You want to estimate a binary metric such as success rate or conversion rate based on a study with a sample of your user population.

You aim for a 15% margin of error (degree of deviation from target) — namely, you want your true score (e.g., the success rate or conversion rate for your whole population) to be within 15% of the observed score (the percentage you obtained from your study).

You want to take very little risk of being wrong in this prediction (that is, you will use a confidence level of 95% for computing your margin of error).

Why we may need less than 40

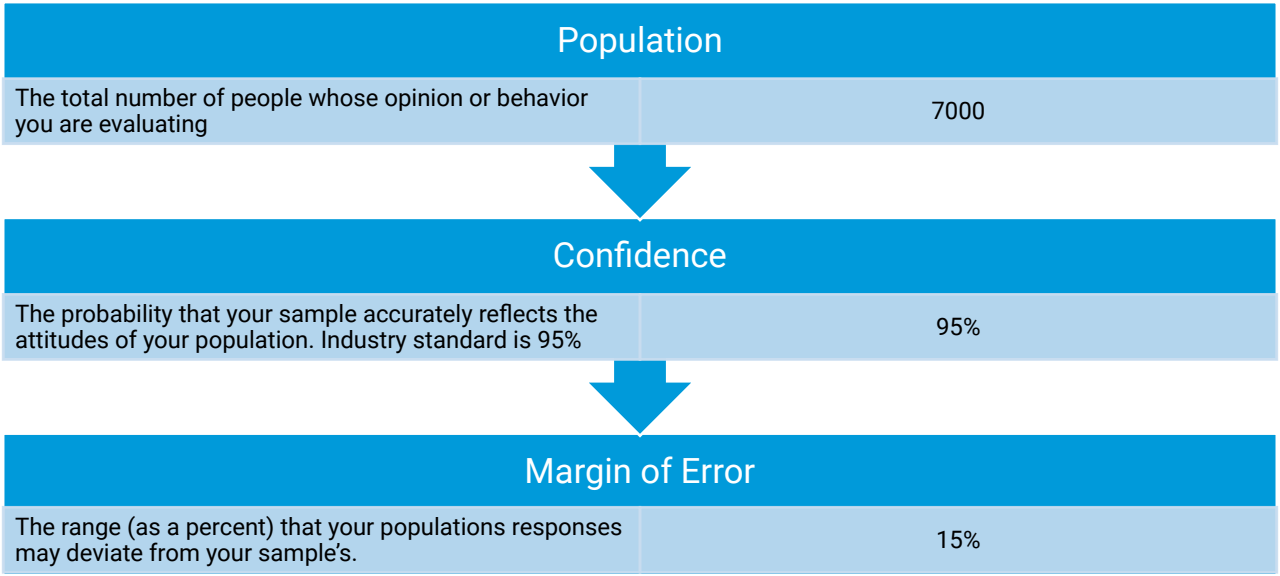
It's an acceptable risk to have a higher margin of error

Taking more risk is cheaper and is a good idea if the risks of a somewhat unreliable result won't be catastrophic.

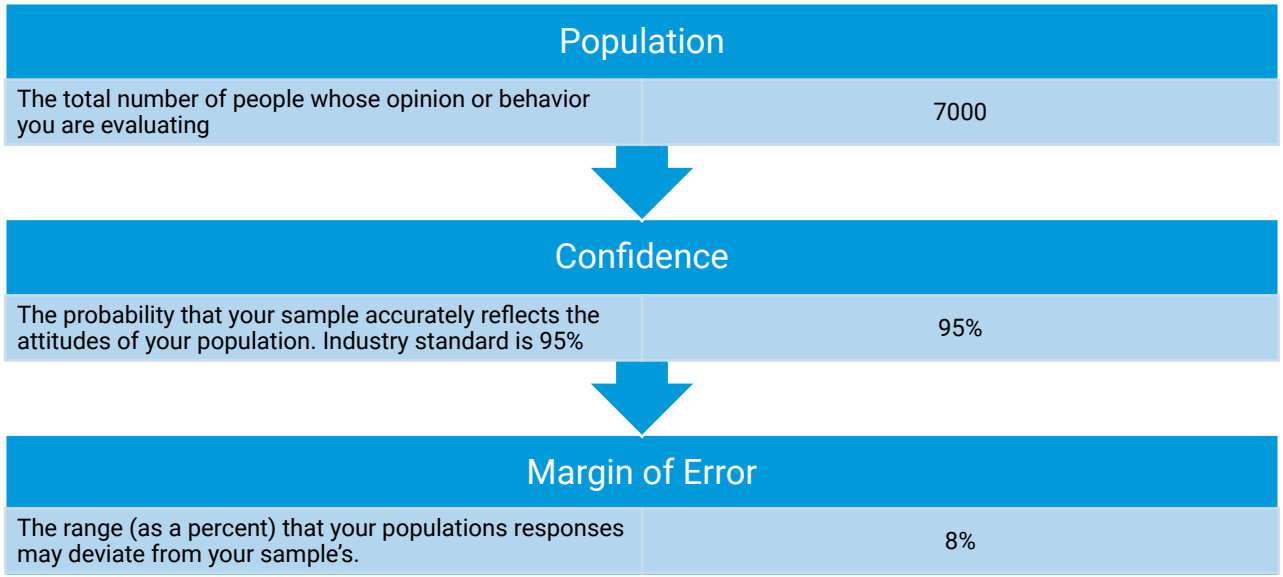
Ex: New features, exploratory features

The Number of Participants for Studies Involving a Binary Metric (Success, Conversion)			
	Confidence level	**Desired margin of error**	**Required number of participants**
Low risk,good precision	95%	15%	39
Low risk, fair precision	95%	20%	21
Medium risk,good precision	90%	15%	28
Medium risk, fair precision	90%	20%	15

Confidence and Margin of Error



Confidence and Margin of Error



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Question Format & Scoring

User Interviews and Usability Tests

User Interview:

- ✔ Think about the last time you added users to our product, walk me through the steps you took.
  - ✔ What were some of the challenges at each step?

Usability Test:

- ✔ Let's imagine your CISO has asked you to raise awareness about a specific security threat to the organization.
  - ✔ Where would you click to find content about this threat?
  - ✔ Where would you click to send this content to your users?

Don't ask:

- ❌ Do you like this feature?
- ❌ Do you like this feature better than this feature?
- ❌ What do you want?
- ❌ What don't you like about this feature?
- ❌ Scenario: Assign training
- ❌ Is the UI clear?

How we score user tests

- If users click around or seem confused at first but eventually find the item, **it's a pass**.
- If users can not find the item without assistance from us, **it's a failure**.
- We create a participant score (Over 60% to pass) which means the participant could accomplish the overall task. (Ex: Creating an assignment)
- We create a task score (Over 60% to pass) which means the task failed. (Ex: Click the edit button)

Task	P1	P2	P3	P4	P5	P6	P7	TOTAL
35. There are updates available	1	1	1	1	1	1	1	100
36. Click on module name OR select and hit edit	1	1	1	1	0	1	1	85.71428571
37. CLick edit at the bottom	1	1	1	1	1	0	1	85.71428571
38. That my module will be moved into a draft	1	1	1		1	1	1	100
39. The ones with the blue indicator dots	1	1	1	1	0.5	1	1	92.85714286
40. Yes, click never update	1	1	1	1	1	1	1	100
41. Click the review option	1	1	1	1	1	1	1	100
42. The updated version. Click the page that says current	1	1	1	1	1	1	1	100
43. The title and picture	1	1	1	1	1	1	1	100
44. All languages	1	0	0	1	1	1	0	57.14285714
45. Click Manage Update	1	1	1	1	1	1	1	100
TOTAL	100	90.9	90.9	100	86.4	90.9		93.26241135

Surveys, Customer Satisfaction

Ask:

- ✔ How would you rate this feature. Why?
  - ✔ Excellent, Good, Neutral, Fair, Poor
- ✔ In the past 3 months how often have you used this feature?
- ✔ Do you find this feature easy to use? Do you find this feature intuitive? Are you satisfied with this feature?

Don't ask:

- ❌ We are committed to achieving a 5-star satisfaction rating. How would you rate your satisfaction?
  - ❌ Excellent, Very Good, Good, Poor, Very Poor
- ❌ How often will you use this
- ❌ When using this feature do you find it easy to use, intuitive and satisfying?

Peer Reviews

- All testing scripts, survey questions etc. are reviewed by at least one other UX team member and often the PM or squad.
- Additional UX team members, PMs and sometimes devs are all invited to sit in on qualitative tests and take notes. Videos of the tests are typically available to review after completion for up to 1 year.
- Synthesis of testing results and recommendations are reviewed with the UX team members for clarity and bias.

Why conduct UX Research?

UX research is...

- More feedback on a subject than we had before
- A starting point to more research
- A data point to help with decisions
- **Risk mitigation**

Thanks!