

User Research Onesheet by Jeff Rankin

1 Overview

- A fundamental aspect of UX design, user research is where it all begins!
- Know your users! Understand their goals, their tasks, their environment, and their frustrations.
- It's a **discovery** activity, and a chance to understand the **why**. It's a way to **empathize** with your users.
- It's **not** guessing or assuming. No matter how well you think you know your users, there's always something new to discover.
- It's **not** asking users what they want. It's your job to find out what they really need.
- User research is a fundamental part of UX design, the starting point that has an impact on the design activities that come afterward.
- It's the first step to building the right product for your users!

1 Techniques

	pros	cons	time	expense
One on One Interviews	Conducted in-person or over the phone, relatively easy to recruit participants	Information is self reported	<input type="range" value="25"/>	<input type="range" value="25"/>
Field Studies	Observation rather than discussion, users in their native environment	More difficult to recruit participants	<input type="range" value="75"/>	<input type="range" value="75"/>
Surveys	An easier way to gather much more data, quantitative - not qualitative	Information is self reported, more preparation and testing time	<input type="range" value="50"/>	<input type="range" value="50"/>
Tips	Keep questions simple and open-ended. Speak the user's language and don't use jargon. Don't ask yes or no questions.			

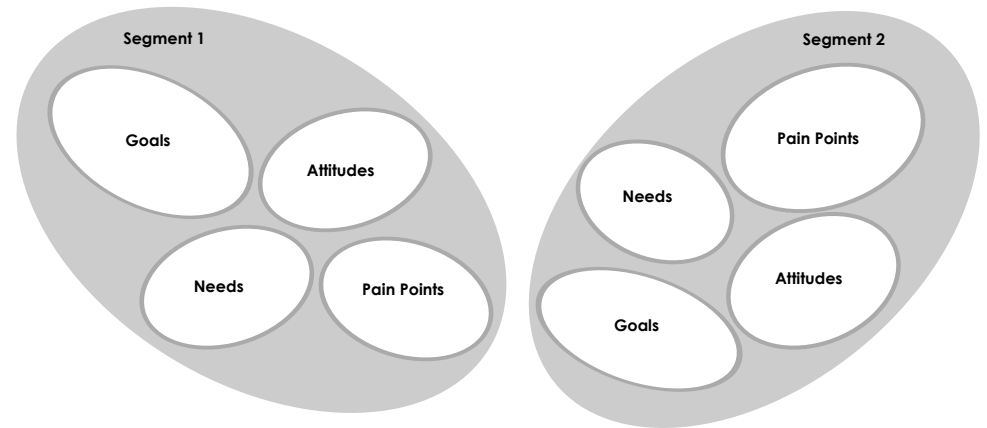
2 Analysis

What You'll Need



Team members, raw data, sticky notes of various colors, and an empty wall or whiteboard.

What You'll Do

Record all of your data on sticky notes, and arrange the notes by segment (user group) and type of observation (use different sticky note colors for different types of data).



3 Artifacts

	pros	cons
 User Scenarios	Big picture narrative, story-like, can capture more details than a persona, natural lead-in to user stories	Less visual appeal, can be lengthy
 User Personas	More visual appeal, well-organized and categorized info that maps to research findings	Don't capture the level of detail captured by user scenarios
Tips	Tell a story that helps stakeholders and team members empathize. Take into account contextual factors that impact the user's work life. Use meaningful quotes that summarize the user.	