TEAMWORKS

GETTING STARTED WITH UX RESEARCH

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UX RESEARCH ASKS TWO QUESTIONS

1. Are we building **the right thing?**

UX RESEARCH ASKS TWO QUESTIONS

1. Are we building **the right thing?**
2. Are we building **the thing right?**

ballotvox
Meet your leaders.
Meet the local and national representatives who work for you.

YOUR HOST MELISSA

TEAMWORKS

TODAY'S AGENDA

1. Major shift: UX research mindsets
2. Good types of UX research to get started
3. The Swiss Army knife of UX research
4. The Elmo Error
5. Terrific resources for more learning

MINDSET #1

KNOWING you really aren’t the user so your personal opinions don’t matter.

MINDSET#2

Willingness to be wrong.

MINDSET#3

Willingness to be wrong AGAIN.

START WITH ESTABLISHED RESEARCH

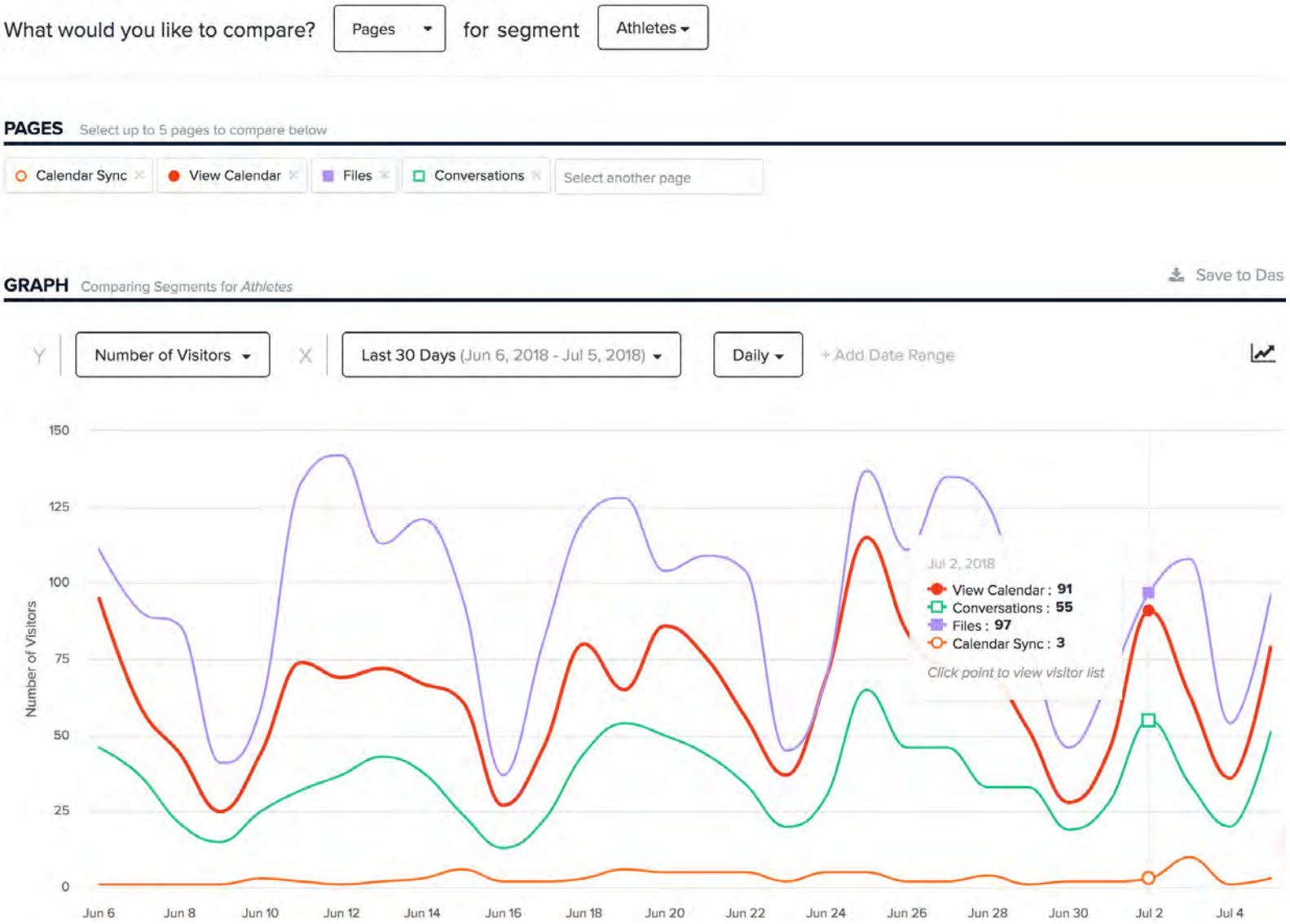
10 Usability Heuristics

https://tfa.stanford.edu/download/TenUsabilityHeuristics.pdf

START WITH ESTABLISHED RESEARCH

UI Tenets & Traps Cards - uitraps.com

TW ANALYTICS



USABILITY TESTING

USABILITY TESTING

Findings #mobile #Spring2018 #athletes

All 9 players were able to complete typical athlete tasks without major problems, often quite quickly.

All 9 players stated in some way that the new app made it easier to find items than the current app, using words like "intuitive" "easy" "simple"

4/9 tried or wanted to be able to swipe left or right on circles and days at the top of the calendar to move week to week.

4/9 players thought that maybe the "Today" icon in top right corner of calendar would give an monthly or bigger view - tried to use it to get to May 11.

1

4/9 players explicitly requested a monthly calendar view (they didn't find it), the 2 players who did find this view had trouble pulling down or getting out of monthly calendar view, it was not smooth.

9/9 players seemed to find the messaging smooth overall and 3/9 mentioned specifically wanting the ability to initiative messages and message each other (disabled on

Athlete Participants

Daniel, QB, thought new app was "pretty clear" - he really wants a way to "expire" old messages from months ago

1 1

Twanzaga, DT, said the new app is "more appealing to the eye" and wonders if the event location could show up on a map.

2 1

Athlete Participants

Keyston, WR, liked the new layout "nice dashboard" and wants a monthly view of the calendar (didn't discover it)

1 1

Koby, LB, said it's got "better navigation" compared to current app, but wants the monthly view on the calendar (didn't discover it.)

1 1

Athlete Participants

Mark, TE, liked "the home screen and what's going on here instead of having the buttons." He had trouble getting out of the Search keyboard.

1 1

Joe, LB, said "this app a lot more clear, it's easier to find things, much faster, less clicking" - he sailed through the tasks with ease.

1

Athlete Participants

Chris, WR, said messaging is "awesome" but wanted to see a monthly view (didn't discover it) + to swipe on top calendar.

1 1

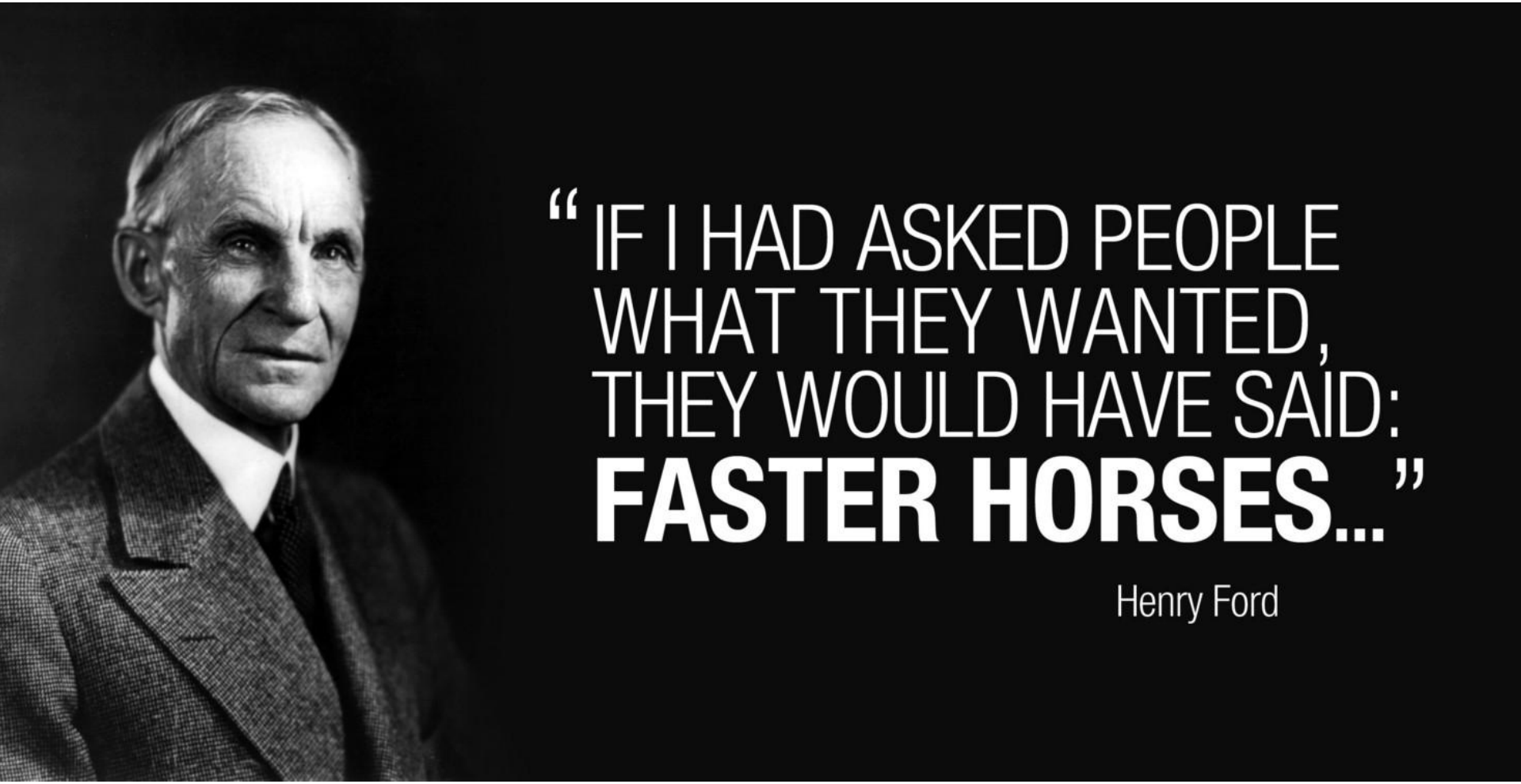
Zach, OG, said "this is definitely an upgrade" and liked the messaging of the coaches much better.

1 1 ME

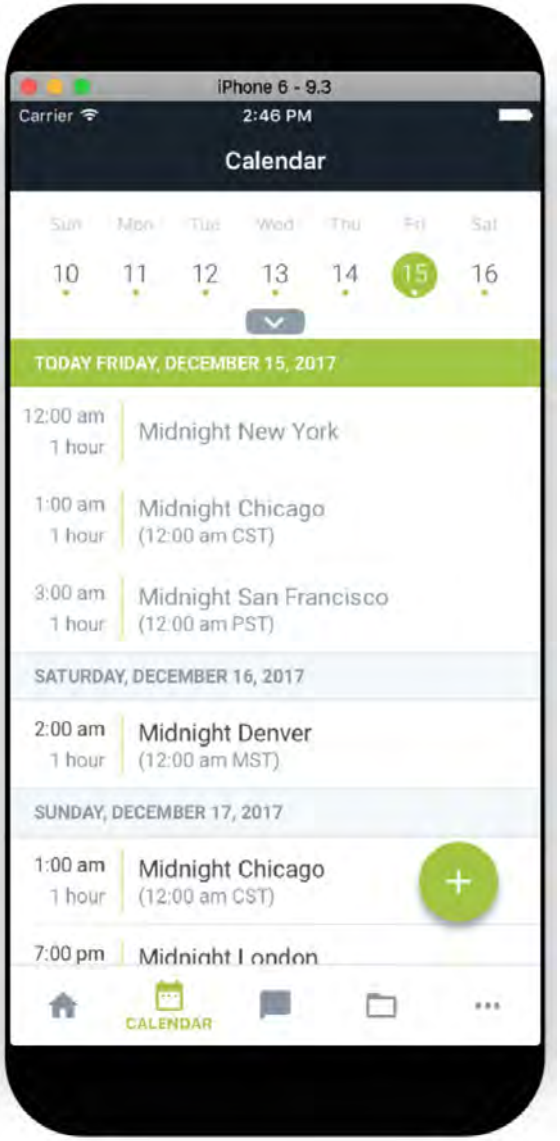
USABILITY TESTING ANYWHERE

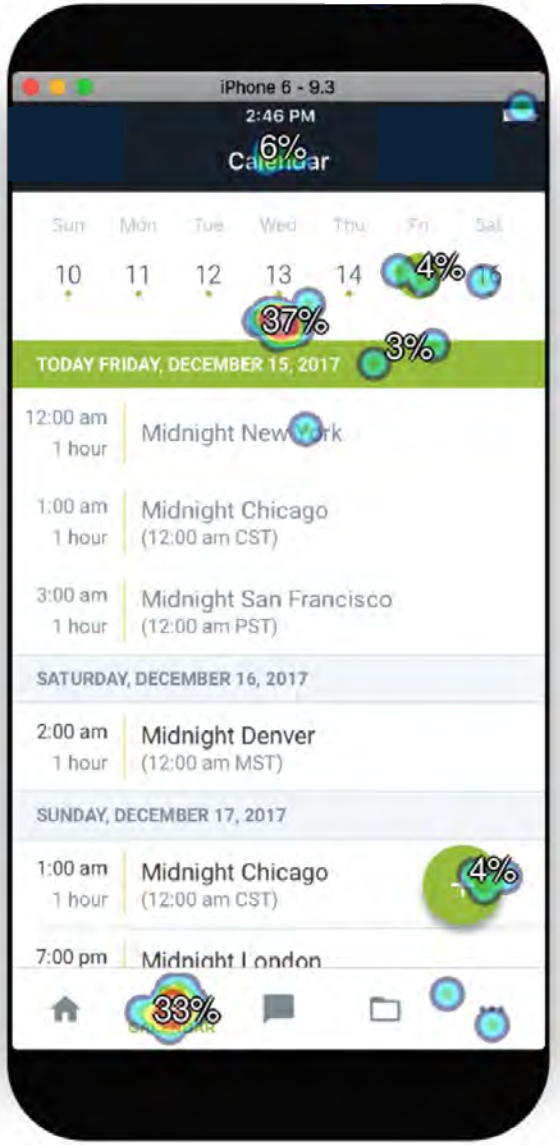
USABILITY TESTING NO EXCUSES

INTERVIEWS


“IF I HAD ASKED PEOPLE WHAT THEY WANTED, THEY WOULD HAVE SAID: FASTER HORSES...”
Henry Ford

OTHER USER TESTING





AVOID THE ELMO ERROR

FURTHER RESOURCES EVERYONE

NN/g
Nielsen Norman Group

FURTHER RESOURCES EVERYONE

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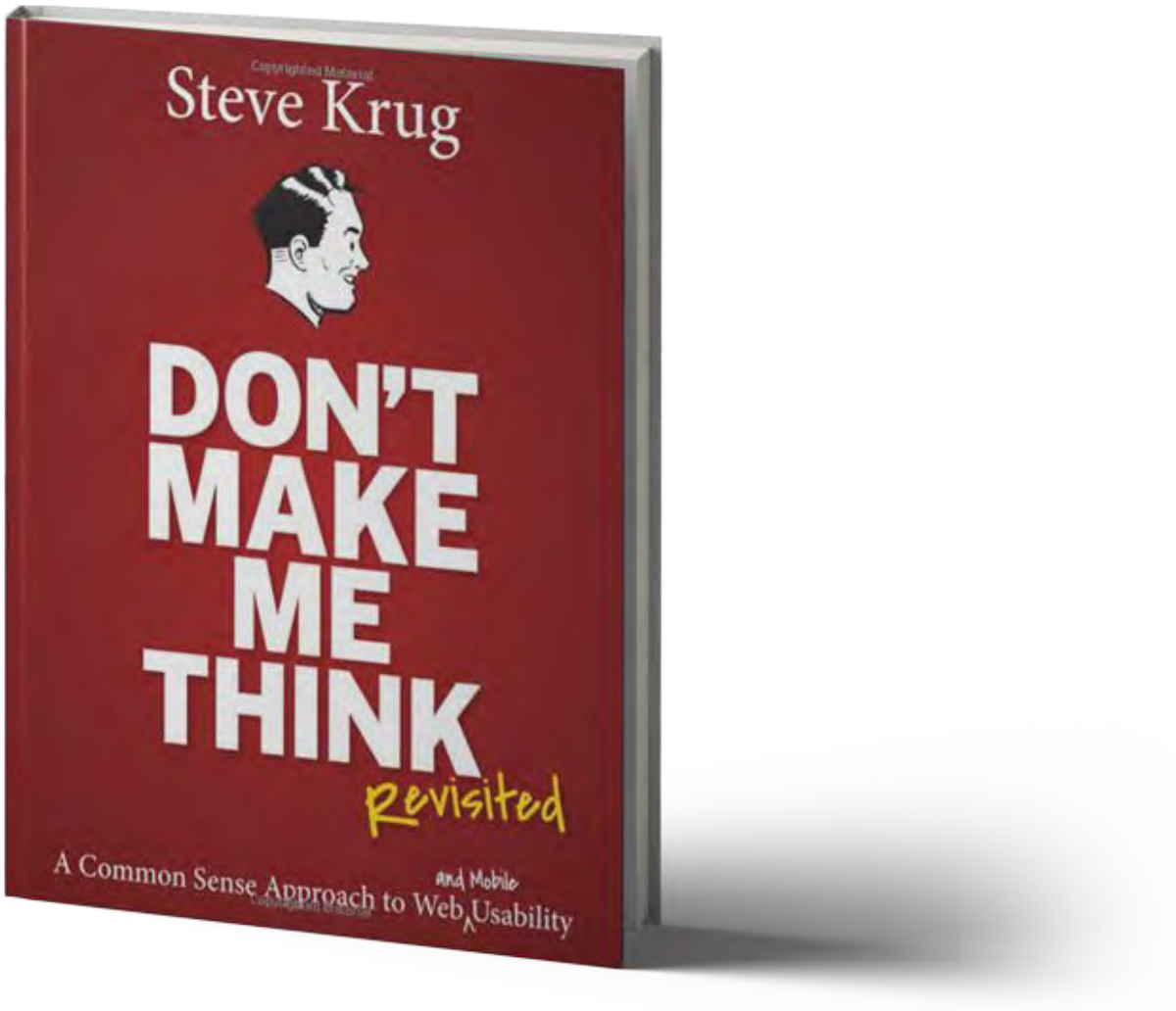
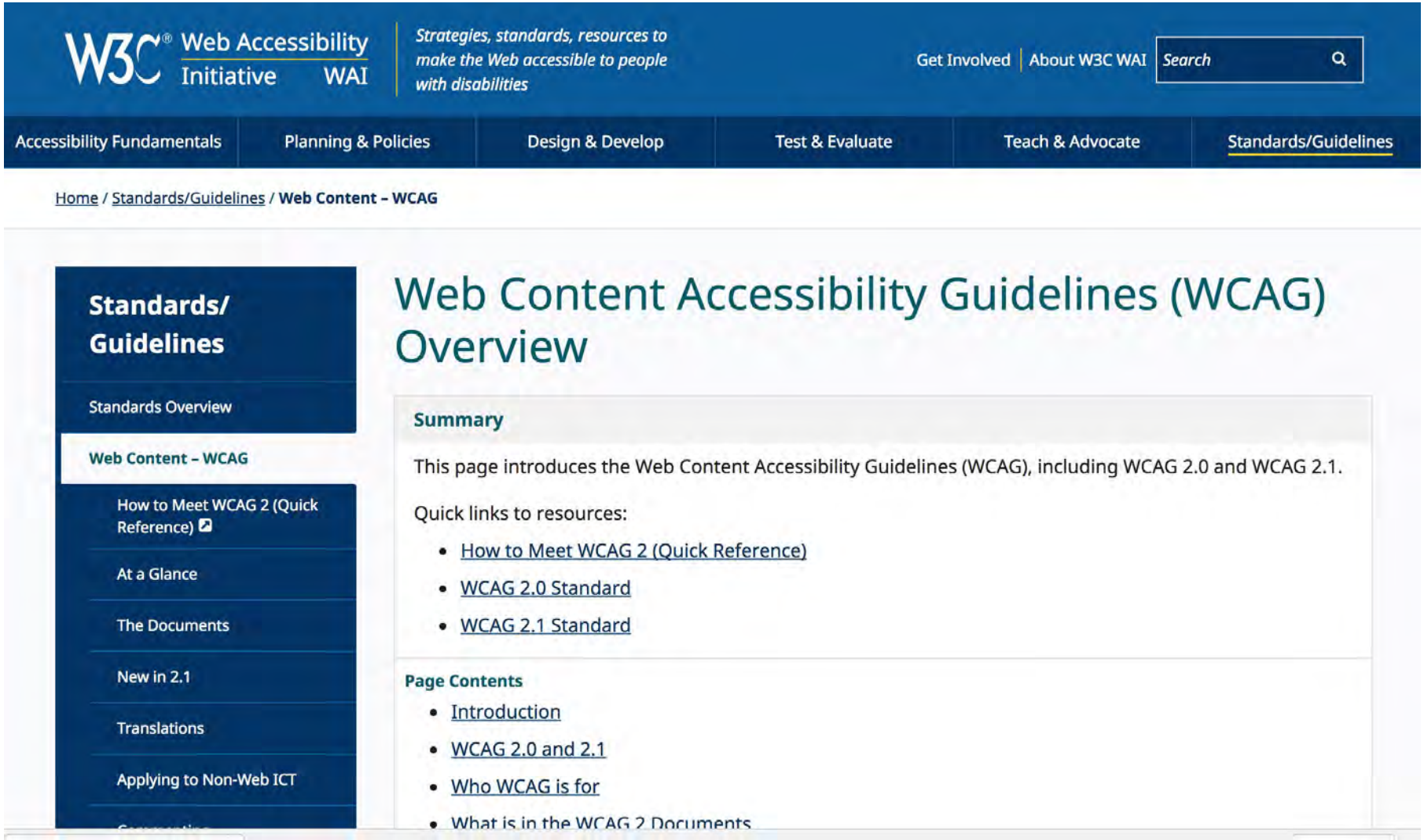


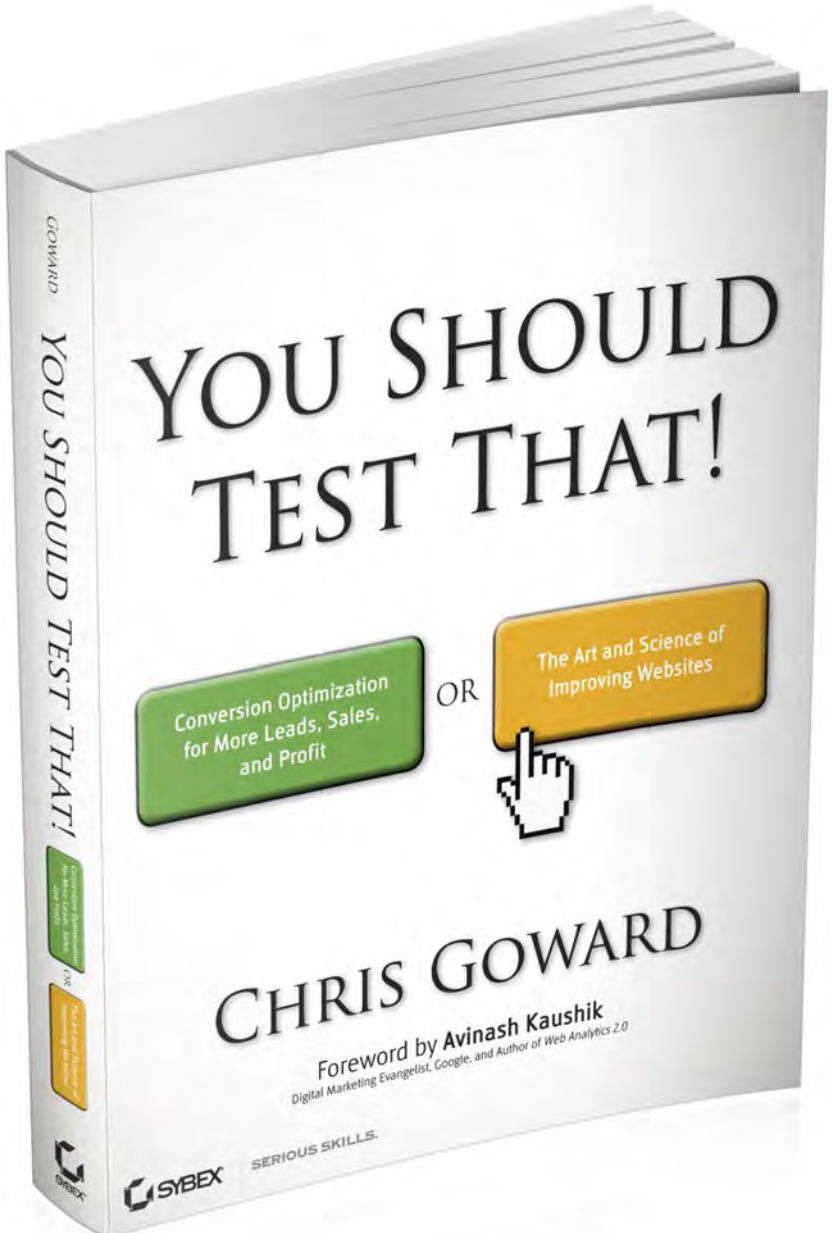
FURTHER RESOURCES EVERYONE



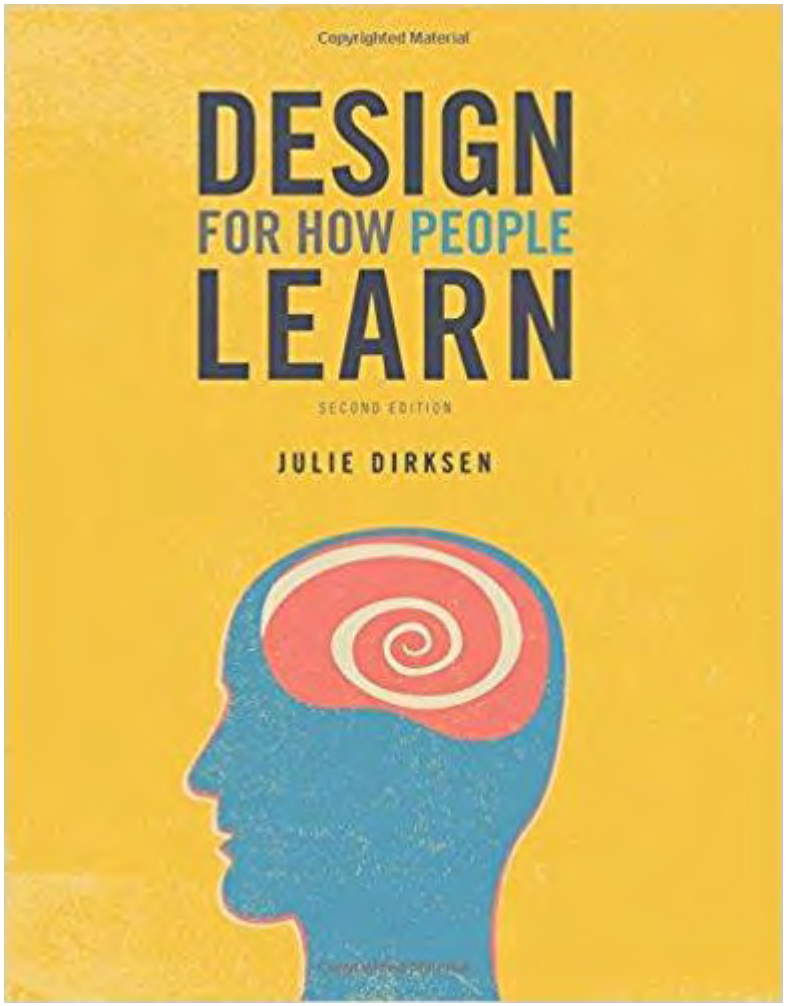
https://www.w3.org/WAI/

FURTHER RESOURCES ECOMMERCE

Baymard Institute



FURTHER RESOURCES EDUCATION



FURTHER RESOURCES LOCAL GROUPS

Triangle UXPA (UX Y’all)

Explore UX

Ladies that UX

FURTHER RESOURCES ONLINE

http://www.melissaegg.com/blog

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