

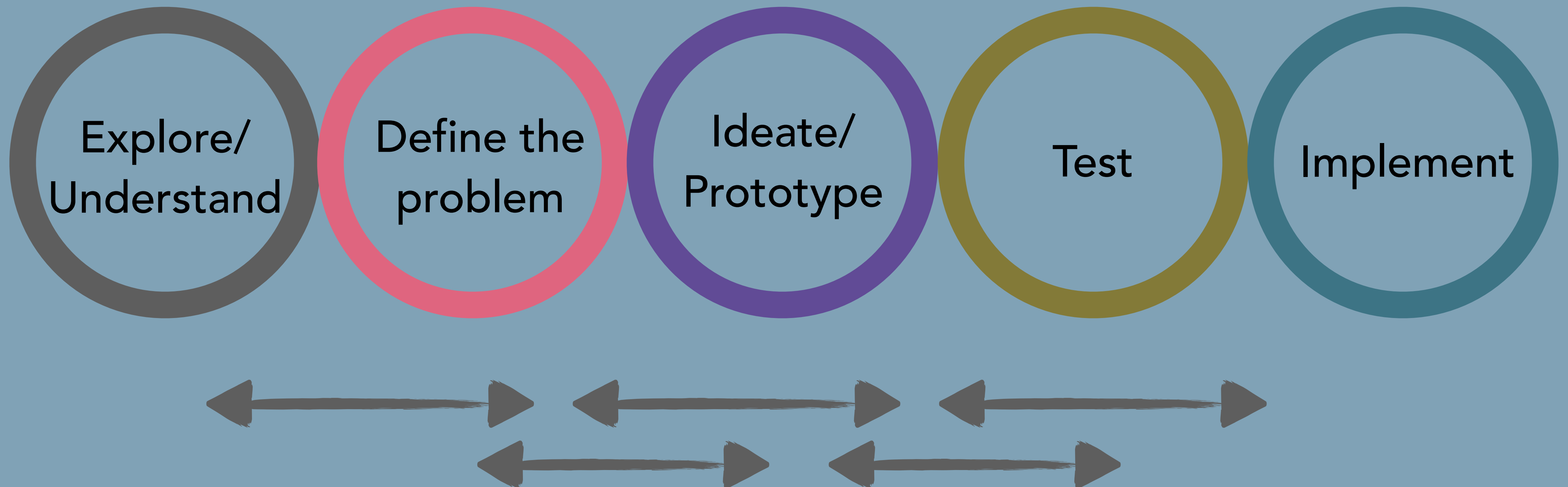
# Purposeful UX Research given the Constraints from a Pandemic

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# UX Research Overview

# UX Research Overview - non-linear & agile



# UX Research Overview

- Ascertain the Research Goals of the study (Objectives)
- Regularly ascertain the research questions (will change throughout the project)
- UX research needs planning - Screener (including distractor questions), Discussion Guides/Test plans
- Regularly engage with stakeholders & relevant teams/individuals throughout the UX research process

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What are we aiming  
to achieve when  
doing UX Research?

# What are we trying to achieve by doing UX Research?

- Finding out who are the users?
- Testing current designs
- Can the new design be used by users appropriately?
- Discovering the users needs
- Discovering whether a product or service has constraints that won't fit with the user needs
- Discovering how users needs can be aligned to how a business works
- Discovering gaps/un-catered for user needs
- Research with validity & reliability (include the team/observers to watch the sessions and include the team in the research analysis)

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# The Constraints of a Pandemic

# The Constraints of a Pandemic

- Participant recruitment - can we recruit the appropriate users?
- Unable to travel to participants (vice versa)
- Want to do face-to-face qualitative testing user sessions —> how can we capture the essence of this but with the constraints of not being able to travel and not being able to meet in the same physical location?
- Users (participants who are frontline staff/ key workers)
- Teamwork remotely - how can this be achieved effectively?



# Overcoming the Constraints

- Remote - moderated/unmoderated research sessions -> your home/office. Connecting online with the user in their own home
- Not having to rely on the use of usability labs
- Realism - users' using their own equipment/having their own set-up

## Benefits (remote moderated)

- Users' use their own computer setup
- Test with people currently using site
- Test with people around the world
- Easier to convince users to participate
- Can fit within confines of tight timeline

- May keep costs down (no travel)

## Disadvantages (remote moderated)

- Users' need to access online (Digital inclusion)
- Test with people currently using site
- Environment: possible noise, interruptions

# Research Tools

- Team collaboration tools (in real-time)  
—> Miro
- Remote moderated user testing sessions —> GotoMeeting
- Remote unmoderated user testing sessions —> Optimal workshop
- Screen sharing tools
- Screen recording software

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# Participant Recruitment

# Participant Recruitment

- Sources
- Informed consent, NDAs
- Incentives
- Stand-by participants
- Find participants that match the profile of your target users
- Screeners - Normally, you will include distractor questions or options.
- This helps ensure you get target users; and not people who just want the incentive
- Sample screener for intercept recruiting - "How to Run a Usability Test with Users Who Are on Your Site Now" <https://www.nngroup.com/articles/live-intercept-remote-test/>
- Live site intercepts - recruitment

# Participant Recruitment

- Customer/sales lists
- Sit-in on calls to your company helpline/sales team
- Newsletters
- Connect with organisations
- Recruitment panels (unmoderated user sessions)

## Disadvantages (remote user sessions)

- Users' need to access online (Digital inclusion)
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# Differing Research Methodologies

# Differing research methodologies

- Qualitative - Observe behaviours and draw insights:
  - User Interviews
  - Ethnography
  - Contextual Inquiry
  - Qualitative usability testing
  - Task analysis driven: Observe user behaviour, Listen to user feedback
- Test with 4-6 users in each round
- Can still be quick and inexpensive

- Diminishing marginal returns after testing with more than 5 users
  - "A mathematical model of the finding of usability problems"  
Nielsen, J. And Landauer, T.K. (1993)
  - "Why you Only Need to Test With 5 Users"  
[www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/](http://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/)



## Differing research methodologies (continued)

- Best results: iterative testing & design
- Example: 20 users, divided into 4 rounds of testing
  - “Parallel & Iterative Design + Competitive Testing = High Usability” [www.nngroup.com/articles/parallel-and-iterative-design/](http://www.nngroup.com/articles/parallel-and-iterative-design/)
- Qualitative Intercept surveys
- Quantitative:
  - Analytics (collection & analysis of existing data/relevant research, what metrics are you measuring?)/Intercept surveys
  - A/B Testing
  - Usability testing
- Moderated (facilitated)/Unmoderated (no facilitator) research
- Triangulation - aim to use a variety of methodologies, however in reality time is limited

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# Research Ethics

# Research Ethics (particularly in lockdown)

- Using the time of frontline staff/key workers when they're needed (they may be needed to save lives)
- Available gaps
- Self-isolating
- At home (off shift) but have access to a work laptop
- In recovery but well enough to take part in research and want to keep in touch with what is happening at work
- Ethics - useful site (carrying out qualitative research under lockdown)

# Research Ethics

## (continued)

- Ethics - useful site (LSE, carrying out qualitative research under lockdown:  
[https://blogs.lse.ac.uk/impactofsocialsciences/2020/04/20/carrying-out-qualitative-research-under-lockdown-practical-and-ethical-considerations/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+ImpactOfSocialSciences+%28Impact+of+Social+Sciences%29](https://blogs.lse.ac.uk/impactofsocialsciences/2020/04/20/carrying-out-qualitative-research-under-lockdown-practical-and-ethical-considerations/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ImpactOfSocialSciences+%28Impact+of+Social+Sciences%29)

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# New ways of Working/ Resulting Creativity

# New ways of Working/ Resulting Creativity

- New ways of working —> the new normal
- Resulting Creativity
- Not just sticking to the usual way (routine) of doing UX research
- We've come through this period, what have we learnt?
- Are we going to go back to our pre-pandemic UX research ways of working?

# Questions