UserTesting provides insight into how your customers use your products & what they think about that.

Set up UserTesting Study
15 Minutes

Review recorded sessions
30 Minutes

Feedback driven updates
1 Hour
TOPICS

- Value of early research
- How to uncover need
- How to validate ideas
- Resources to do this yourself
- Q&A
Value of Early Stage Research
How the Customer explained it
What the Project Manager understood
How the Analyst designed it
What the Programmer wrote
What the Business Consultant presented

How the Project was documented
What Operations installed
How the Customer was billed
How the Solution was supported
What the Customer really needed
“If we want to design better, more useful products, we need to stop designing solutions too early and start instead with product discovery:

A process that helps us understand the problem properly so we don’t just design things better, but design better things.”

- Rian van der Merwe
PRODUCT DISCOVERY

- What is the problem?
- How could we solve it?
- Are those solutions any good?
How to uncover need
Who are the people you’re designing for?

What are they doing today?

What problems do they face?

- Ask: Interviews
- Watch: Observation
- Listen: Customer feedback
Interviews

• Ask people about their recent behavior
• Avoid leading or direct questions

Example: What information/guidance does your mentor provide you?

Video: goo.gl/wUkoAI
Observation

- Watch what people do
- Learn about their environment
- Be quiet

**Example:** Show your backyard

Video: [goo.gl/E4bYWX](https://goo.gl/E4bYWX)

**Example:** Grocery shopping

Video: [goo.gl/YRZh81](https://goo.gl/YRZh81)
Customer feedback

• Look at what people are complaining about or asking for

• DON’T just build those features

• Use feedback to guide interviews

Reference: ebags.com
How to validate ideas
Are we on the right track?

- Concept testing
- Understanding value proposition
- Prototype testing
Concept testing

- Describe or show an idea
- See how people respond
- How do they describe using it

Example: What do people think of having a personal home robot?

Video: goo.gl/xvVSa8
Understanding value proposition

• Describe or show an idea
• See how they describe what this [page, website, service, product] offers.
• Ask how they might benefit from using this.

Example: Who is Zume Pizza for and what can you do on the website?

Video: goo.gl/483QqB
Prototype testing

• Show your prototype to your target users
• See how they describe what this [page, website, service, product] offers.
• Ask them to perform an activity

Example: Which promotional email subject line and content is easier to understand?

Video: goo.gl/QY6ipo
The problem we are trying to solve is _______________

We’re solving it for _______________

This is important, because _______________

Our vision for the solution is _______________

The benefit to the company is _______________
Spend a day uncovering a need or validating an idea

1. Find participants (UserTesting (UT) Remotely Possible Webinar)

2. Decide how you want to “talk to” them:
   a. Set up a video chat
   b. Meet people in person
   c. Create a UserTesting account (use code “OREillyDesign” at checkout)

3. Choose a methodology:
   a. Exploratory Usability Study ([launch in UT or download PDF])
   b. Interview ([launch in UT or download PDF])
   c. Prototype ([launch in UT or download PDF])
   d. Understanding Value Proposition ([launch in UT or download PDF])
   e. Light ethnography ([launch in UT or download PDF])
QUESTIONS?
Stay in touch!

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UserTesting®

Create great experiences