Who Do I Talk To Now?
Who to talk to, what to ask, and what tools to use for DIY user research
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This talk is not for Experts
(well, not UX experts, anyway)
Fine, Who’s It For Then?

- Founders
- Engineers
- Product Managers
- Marketing Managers
- People who want to listen to their users, but don’t know where to start
What's It About, Anyway?

Who to listen to

When to listen to them

What to ask them
It's Also About Tools To Make Your Life Easier
Damn!

That’s a lot of tools
Is This A Little Better?

Remote Moderated Testing
- GoToMeeting
- Live Meeting
- Cisco Webex
- Skype
- LiveView (mobile)

Unmoderated Tests w/ Video
- UserTesting.com
- try my UI
- userlytics

Written Feedback & Surveys
- BPop Feedback
- EasyUsability
- @KISSinsights
- whatusersdo
- userview
- FEEDBACKARRY
- userzoom

Finding Participants
- ethnio
- amazon mechanical turk

Micro Usability Tests
- fivesecondtest
- navflow
- usabilla
- clicktest
- Verify
- INTUITIONHQ
Wait, What Are Unmoderated Tests With Video?

Watch and Listen to Real People Using Your Application!
Micro-Usabili-What Now?
Get People’s First Impressions of Your Landing Pages
What You Get

**Question 1:** What is the purpose of this site?

**Top Keywords**
- transformers
- sell
- toys

**Raw Response Data**

<table>
<thead>
<tr>
<th>Response</th>
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<tbody>
<tr>
<td>It's for Transformers fans</td>
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<tr>
<td>A community for transformer fans to buy &amp; sell</td>
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<tr>
<td>Sell Transformers Figures</td>
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<table>
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See Where People Click on Mockups
What You Get
What's So Great About Remote Testing?

• Talk to more people, faster
• Recruit from a larger pool of users
• Find people all over the world
• Reduce no-shows and recruiting costs
What About **MY** Needs?

Think about your scenarios now!
(You may be called on at the end of the presentation)
Great, What Sort Of Research Should I Do?

The type of research you do depends on what you have to show users and what you want to learn.
You Have An Idea
You Want To Know...

• Is my idea any good?
• Will anybody actually buy this?
• Does this solve a problem for anybody?
You Should Talk To...

- Competitors’ Customers
- Potential Customers (best guess)
- Personas
You Should Ask...

What do you like about your solution?  What made you decide to do it this way?

What’s missing?

What are you currently doing?

What else have you tried?  What do you hate about your solution?

What’s your problem?  If you could change something, what would it be?

Will you show me?
You Can Use...

Competitor Use Videos
- userlytics
- Loopin
- UserTesting.com
- whatusersdo
- try my UI

Landing Page Tests
- INTUITIONHQ
- fivesecondtest
- usabilla
- clicktest
- Verify

Remote Conversations
- GoToMeeting
- Live Meeting
- Cisco Webex
- Skype
You Have A Sketch (or Maybe A Few Sketches)
You Want To Know...

• Do people get what this is?

• How do people react to different implementations of this idea?

• Does this solve any of the problems we identified earlier?
You Should Talk To...

- Competitors’ Customers
- Customers (acquired from landing page tests)
- Potential Customers (best guess)
- Personas
You Should Ask...

What would you do if you saw this?  What do you think is going on here?

What's missing?

What do you think this is?

Which of these sketches do you like best?

What do you think you could do with this?

If you could change something, what would it be?

How does this compare to what you currently use?
You Can Use...

**Micro Usability Tests**
- navflow
- fivesecondtest
- clicktest
- INTUITIONHQ
- Verify
- usabilla

**Remote Usability Tests**
- GoToMeeting
- Live Meeting
- Cisco Webex
- Skype
You Have An Interactive Prototype
You Want To Know...

• Can people use this?
• Where do people get lost?
• What aren’t people understanding?
You Should Talk To...

- Customers (acquired from landing page tests)
- Competitors’ Customers
- Potential Customers (best guess)
- Personas
- People with Right Level of Tech Savvy (for usability)
### You Should Ask...

What would you do if you saw this?  
What do you think is going on here?  
Anything you like about this?  

### How would you **perform a task?**

Anything you hate about this?  
Anything particularly confusing about this?  

What's missing?  
If you could change something, what would it be?  

How does this compare to what you currently use?
You Can Use...

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You Have A Product (yay!)
You Want To Know...

• How are people actually using this?
• Why do the metrics look like that?
• What are the problems people are having in the real world?
You Should Talk To...

- New Customers
- Retained Customers (in all categories)
- Competitors’ Customers
- Potential Customers (best guess)
- Potential Customers (in different groups)
You Should Ask...

What do you think is going on here?

Is there anything that doesn’t work as expected?

Anything you like about this?

How do you use this?

Anything you hate about this?

Anything particularly confusing about this?

Will you show me?

What’s missing?

If you could change something, what would it be?

How does this compare to other things you’ve used?
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You Have A New Feature Idea For Your Product
You Should...

Go Back to the Beginning!
WARNING!

These steps are not as linear as this presentation might imply...
You Should Never Ever Ask (in Any Stage)...

Don’t you hate this?  
Don’t you love this?  

WHAT IS WRONG WITH YOU???

Isn’t this a cool product?

Would you use this feature
I’m about to explain to you in excruciating detail?

Would you use this product to solve this problem I’ve just explained to you in excruciating detail?
### Those Tools Again...

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Your Turn!

Q&A
Free Stuff And Stuff To Read

• First 25 People to sign up for UserTesting.com get a free test with the code: web20expo - use by 4/16

• When to Use Which User Experience Research Methods

• User Research Tips

• 24 Usability Test Tools