

MODULE 2

User Research Assignment

Cathy Gurski

ICT 4505-2 Autumn Quarter 2018

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User Personas



"I want to increase business and revenue for my company by marketing products and services to a more specific customer base."



Sarah Jane Smith
Chief Marketing Officer

Demographics
Gender: Female
Age: 41
Location: New York, NY

Needs

- Determine ideal customer base.
- Sort through vast social network to target marketing strategies to ideal customers.
- How can this product help?
- How can I see it in action?

Goals

- Determine an ideal customer base for products and services her company provides
- Target product/service marketing initiatives to ideal customers for those products/services.

Motivations

- Learn about products that can help determine effective marketing strategies.
- Learn what business value the product provides.



"What makes your product stand out from similar products we could invest in?"



Vincent Fuentes
Investor

Demographics
Gender: Male
Age: 48
Location: New York, NY

Needs

- Information on what makes this product stand out, worth investment
- Will I see a return on my investment.

Goals

- Learn more about the business value of the product.
- Invest in the product.
- See a return on his investment.

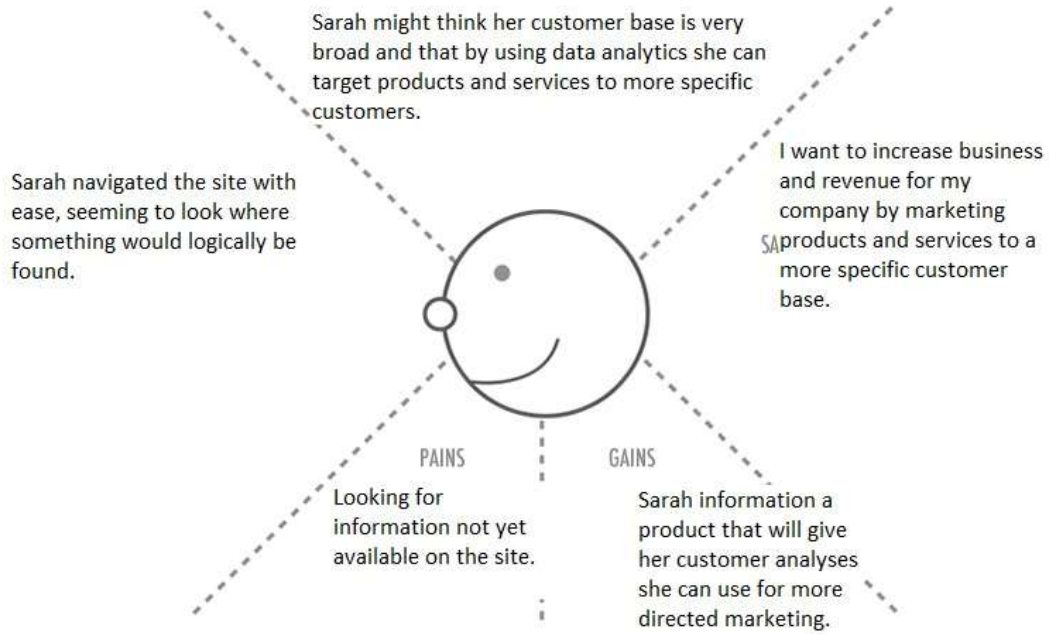
Motivations

- Learn more about the potential investment
- Learn more about possibilities for return on investment.

Empathy Maps

Sarah Jane Smith

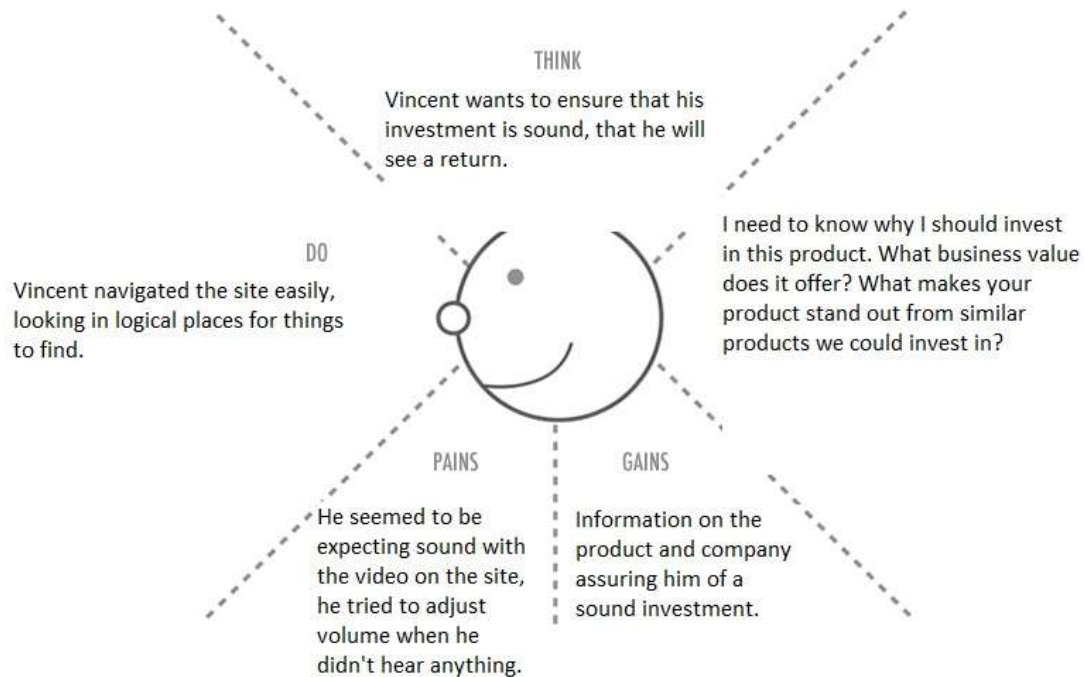
NAME: Sarah Jane Smith



TASK: Navigate ND4 Advisory Company Web Site

Vincent Fuentes

NAME: Vincent Fuentes



TASK: Navigate ND4 Advisory Company Web Site

ADAPTED FROM COOPER'S PERSONA EMPHY MAP AND XPLANE

User Research Interview Notes

Summary

SNAGG Software is a unique product with no competitors. As such, users were shown the current [ND4 Advisory](#) Web Site to assess what they might need for a Web site for this new product in order to achieve their goals.

Notes

Participants	
Sarah Jane Smith	Vincent Fuentes
Demographics	
<u>Occupation</u> : Chief Marketing Officer	<u>Occupation</u> : Venture Capitalist
<u>Gender</u> : Female	<u>Gender</u> : Male
<u>Age</u> : 41	<u>Age</u> : 48

<u>Location</u> : New York, NY	<u>Location</u> : New York, NY
<h2>Goals</h2>	
Determine an ideal customer base for products and services her company provides	Learn the business value of the product.
Sort through vast social network and target product/service marketing initiatives to ideal customers for those products/services.	Invest/See Return on Investment for the product.
<h2>Motivations</h2>	
Learn about products that can help determine strategies for marketing.	Learn about the company and products to potentially invest in.
Learn what business value the product provides.	Learn about possibilities for Return on Investment.
<h2>First Impressions</h2>	
Site immediately shows what the company does.	Clean and easy to navigate.
Site looks modern, not too many distractions.	Not immediately overloaded with information.
<h2>Tasks</h2>	
<i>Task 1</i> Where would you to get information on ND4 Advisory?	
Both users clicked the About ND4 link in the site navigation and noticed that they stayed on the same page instead of being directed to a new one as expected. They noted the site appears to open to the About information, which they both indicated is a fast way to get information on the company.	
<i>Task 2</i> Where would you to get information on ND4 Advisory products?	
Both users scrolled through the current page, then looked under the Blog and Customer & Partners links, unable to find product information. I reminded them that we will be building the product information site and thanked them for showing me how and where they would look on the current site.	
<i>Task 3</i> How can you contact ND4 Advisory?	
For a product demonstration? Clicked Contact link in site navigation bar. <ul style="list-style-type: none"> Was unsure if she should fill out the form or email proposal request. 	For investment information? Clicked Contact link in site navigation bar. <ul style="list-style-type: none"> "I'm not sure if I would send a proposal or fill out the form to request information about investing."
Both users noted they can use links to the companies Twitter and Linked In pages as a way to contact the company as well.	

Takeaways

Neither user had specific pain points for the tasks themselves, though both wanted to see more about the product, though Vincent did seem to expect audio with the video on the site, as he tried to adjust volume on the embedded video as well as the computer settings.

Both users have similar needs for information on the product, business value, what it does, and how it is different from other products out there. A Marketing Officer would need to see more information on how the product works and how it can help her business while an Investor would need to see more data on usage and what to expect from their investment in a product, especially with regard to seeing a return on their investment.

Interview Script

Introduction

Hi, [Participant]! Thank you so much for taking the time to speak with me. Please understand that I am recording this session for informational purposes. I want to make sure that I accurately capture what I hear from you today.

My name is Cathy, and I am working with ND4 Advisory to create a Web site for a new product called SNAGG Software.

I'm here today to learn from you – your opinions and experiences. I will ask you to perform a few tasks using ND4 Advisory's current Web site. Please understand that I am not testing you. Feel free to think out loud as you perform the tasks, and if you have additional thoughts or questions as we go along, let me know. I want to hear as much from you as possible because what I learn from you will help me consider my work on the site.

As we go through the tasks, I will be recording your screen so I can learn how you interact with the site. Again, this is not a test, there is no right or wrong way to go through the tasks and there are no right or wrong answers to the questions I ask. This will help me learn more about you and your needs for site.

Before we begin, do you have any questions for me?

[Launch site, begin screen recording.]

First Impressions

Please give me your first impression of this site.

Task 1

Please show me where you would go on this site to find information on ND4 Advisory.

Task 2

Please show me where you would go on this site to find information on ND4 Advisory's product.

Task 3

How can you get in touch with ND4 Advisory for (product demonstration or information on investing)?

Conclusion

Thank you so much for taking the time to work with me today. I appreciate the opportunity to learn from you to inform my work on the site!