



# Let's Do User Research!

A Brief POV on methods of User Research and how our Digital Team can implement them

**ONE  
SIXTY  
NINETY**

Fun fact: we don't get a lot of  
chances to talk to real users.

Actually, that's not a fun fact at all.

The First Rule of Digital:

YOU ARE NOT

YOUR USER

And as great as our stakeholder interviews are,  
they aren't fully representing our users either.

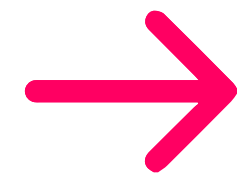


What Are We Doing  
Now?

ONE SIXTY/NINETY

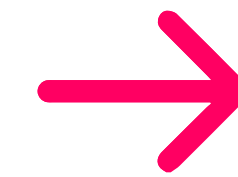
**1**

Website Audit  
Asset Review  
Kick off call



**2**

Competitive  
analysis  
Keyword analysis  
SEO Research  
Heatmapping

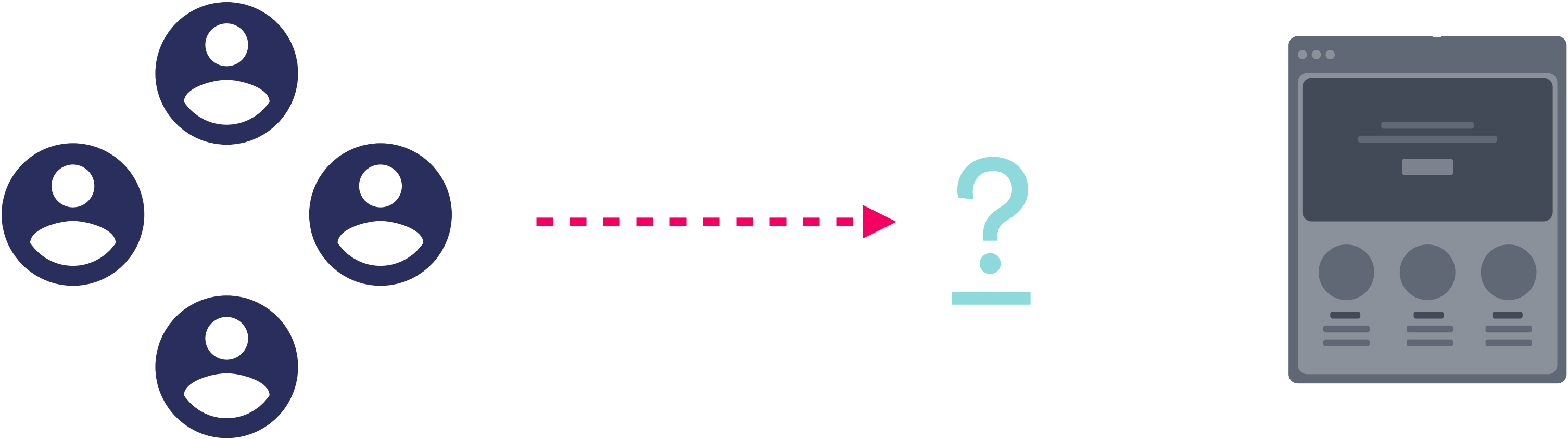


**3**


Stakeholder  
interviews with  
client teams

**This is all great stuff that's really important.**

Our findings in discovery then inform  
our strategy, design, and development.



**But are we meeting user needs  
if we never hear from them?**



# How Can We Do User Research?

ONE SIXTY/NINETY

The ultimate goal:  
To find the best  
solutions for  
REAL USERS

“This distinction can be summed up by contrasting ‘what people say’ versus ‘what people do’ (very often the two are quite different). The purpose of attitudinal research is usually to understand or measure people's stated beliefs, but it is limited by what people are aware of and willing to report.”

-“When to Use Which User-Experience Research Methods”, Nielsen-Norman Group, July 17, 2022

## Partner with our Research Team

- We've had opportunities to utilize their research to inform our strategy
  - Ex: OU, Wake Forest SPS
- Why not partner with them to gather quantitative and qualitative research?
  - General Research - do a big annual survey of our higher ed audiences of prospective students to understand trends and behavior
  - Individual projects - for non-higher ed, or projects with special needs, look for partnership opportunities to survey potential users.

## Rethink User Journey Workshops

- In the past, these have been done with client stakeholder groups
- What if we did these with potential users instead?
- Can recruit from a general pool or a project-specific pool (i.e., prospective students for JCSU, past donors to UVA)

## Intercept Surveys

- Asks users about their experience while they are in the experience
- Can be installed on a website to grab users while they are browsing
- We can decide the size of the sample
- Many software options for us to choose from
- Similar to heat mapping, it can run passively while we continue Discovery

## User Testing

- Get real users and walk them through a series of tasks to test the effectiveness of digital products
- Can be done as part of Discovery and part of Strategy/Design
  - Discovery - see how a user interacts with the current product to find pain points
  - Strategy/Design - see how a user interacts with our proposed solutions
    - Ex. Miami University (OH) - we did extensive user testing on our launched site to test our design solution

## The Big One - User Interviews

- Talking to users in person, in a real environment, seeing how they use their devices, interact with websites/products, and make conversion decisions
- Partner with Research to recruit users and develop testing scenarios
- Goal: Get as natural of a response from them as possible



What Can We  
Learn from User  
Research?

“But when we spent time with people in the kitchen, we saw customer behaviors that pointed to other, less obvious needs. After using the scoop, a number of people absent-mindedly licked the ice cream off the scoop before putting it in the sink. We realized that a really great ice cream scoop would not only be good at getting ice cream out of the carton, it would also lend itself to licking off that last bit of ice cream when you were done with the job.”

Kelley, T., & Kelley, D. (2013). *Creative Confidence: Unleashing the Creative Potential Within Us All* (NO-VALUE Edition). Currency.

## We can fulfill the needs of real people

- Find out the who, what, when, where, why, and how of our users
- Build better experiences based on user needs
- Account for accessibility and equity
  - The Next Million Users

## We can build a better website

- Fill in the gaps and inform our content and UX strategy
- Allows for more effective innovation and creativity
- Create an experience that makes users want to come back
- Help users fulfill their goals



# ONE SIXTY NINETY

An Endeavor Company

Thank you.