



# UX Research & Strategy

Most people still don't know the difference between UX and UI. One of the main differences is customer insight through research and validation. If you want a job in UX, explaining how you would research, validate and gain insight is what would make the difference between being taken seriously and getting thrown in the "fake UX" pile.

In this course you will not only learn different techniques, you will do them on a weekly basis to gain experience. You'll have real experience to draw upon for that all important interview.

## OVER FOUR WEEKS, WE WILL COVER

### Introduction to Product Design

We learn about the human needs behind product design and how a user-centered design process can help us deliver better products.

- What are products?
- What is user experience design?
- Why should we research?
- When is the best time to research?

**Project:** Choose 3 products and describe them in terms of the tangible and intangible needs that they serve.

### Part 1: Empathizing with your customers

You'll learn how to build empathy through research techniques based on the core principles: Immerse, Engage, or Observe.

- Contextual inquiries
- Diary Studies
- Customer Interviews
- Customer Surveys

**Project:** You will be given a set of research problems for which you must suggest the most appropriate form of research and explain why.

### Part 2: Empathizing with your customers

Now that you've done the research its time to take all the data and create something meaningful. In this session we will look at the artifacts that we create from user research, how we use them, and how we create them.

- Empathy Maps
- Storyboards
- Customer Journey Maps
- Tensions - Contradictions - Surprise map

**Project:** Conduct your own user research on a topic that you agree on with your mentor. This will be your area of inquiry for the remainder of the course. You will create a research plan and execute the plan to provide the datapoint for your outputs

### Understanding your competitors

How do we assess our competition? In this unit we will provide a structured way for you to assess and report on competitors or your existing offering.

- Heuristic Review
- Feature Analysis
- Feature Matrix
- Kano Diagram

**Project:** Complete a detailed review of the competitors in your chosen area.

## Defining the problem

Now that we have built empathy and have a deeper understanding of our customers lives, we are in a good position to create some problem statements or “Points of View”.

- “How we might” statements
- Points of views

**Project:** Based on your research so far, create “Point of View” and “How Might We” statements for your customers.

## Hypotheses and Validating assumptions

We should always be aware that even though we have primary research, the creation of our “Define” statements will be based on many assumptions. We need to clearly define what these hypotheses are, work out how we will test them, what success looks like, and either validate or invalidate the assumptions.

- Identifying Assumptions
- Creating Hypothesis’
- Create Experiments & Success metrics
- Create a learning canvas

**Project:** Look at all the artefacts that you have created up to this stage. Define what the assumptions are on a learning canvas.

## Testing our assumptions

As part of the design process we need to create artifacts to test our so that we can test our assumptions. The questions we may ask at this stage are is it usable? Desirable? Useful?

- Quantitative vs. Qualitative testing
- Landing page testing
- Usability testing
- Data driven design

**Project:** Create a landing page that claims to solve the problems you have identified earlier. You will list the features you think are important and A/B test them to validate their relevance. You will provide a completed learning canvas showing the results of your testing

**Project:** Conduct usability testing on a nominated product and provide a report outing the tasks, completion rates and key areas for concern.

## TOOLS WE RECOMMEND

You won’t need any specific digital tools for this course. Just a desire to learn more about the people around you.



Post-it Notes

Sharpie® Sharpies



Empathy Map  
Template  
[\(Download\)](#)

Your mentors are also a great resource to discover tips and tricks to improve with the tools.

## WHAT YOU'LL LEARN

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- ✓ Why understanding customers is important
- ✓ Which methodologies to use for your projects
- ✓ How to build empathy for your customers in your team
- ✓ When to research and why

## WHAT YOU'LL CREATE

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- User test plans
- Surveys
- Empathy Maps
- Storyboards
- Customer Journey Map
- Kano Diagrams
- Point of View Statements
- Learning Canvases

## WHAT YOU'LL CONDUCT

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- Contextual Inquiries
- User Surveys
- Feature Analysis
- Customer Interviews
- Heuristic Reviews
- Usability Testing

DESIGNLAB

Still have questions? [Contact us](#)