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UX / UI Bootcamp

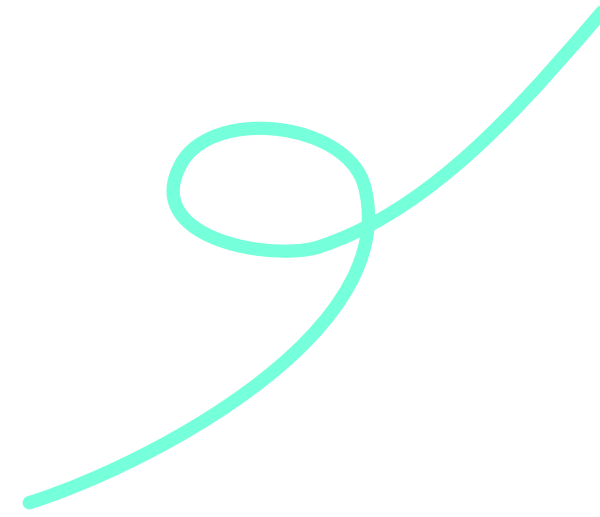
# Research in UX Design

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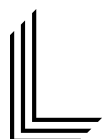
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# Today's Agenda



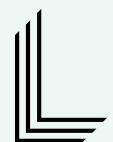
- 01 Understanding UX Research**
- 02 Types of UX Research**
- 03 Research Methods**
- 04 Analysing Research**
- 05 Wrap-Up and Preview Next Session**



# Understanding UX Research



# What is UX Research?

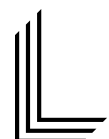


# UX Research

**“UX Research involves understanding user behaviours, needs, and motivations through observation techniques, task analysis, and other feedback methodology.”**



Don Norman



# Types of UX Research



# Secondary

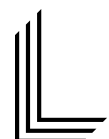
Gathering existing data that has been previously collected

- > Market Reports
- > Academic Papers
- > Competitor Analysis

# Primary

Original research conducted to gather new data directly from users.

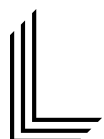
- > Qualitative Research  
Focuses on **understanding user behaviours, motivations, and feelings** through methods like **interviews and focus groups.**
- > Quantitative Research  
Involves **measuring user behavior that can be statistically analysed** through **surveys, analytics, and A/B testing.**



# When and Why Do We Collect User Data?

Two main purposes:

- > **Early in the design** to understand the design problem, understand users, their activities, problems, opportunities
- > **During evaluation of prototype designs and deployed systems** to reveal usability problems, to investigate the UX and to measure usability



# Research Methods



# Common Research Methods

## Surveys

Surveys are structured questionnaires designed to gather large volumes of data from a diverse group of people at a low cost. They can be conducted online, in person, or over the phone.



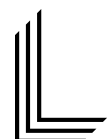
## Interviews

Interviews involve direct, often one-on-one conversations that aim to dive deep into the personal perspectives, experiences, and feelings of users. They can be structured, semi-structured, or unstructured.



## Usability Testing

Participants are asked to complete tasks using the product while researchers observe what difficulties they encounter. This can be moderated (with a researcher guiding the participant) or unmoderated (where the participant completes the tasks independently).



# Other Research Methods

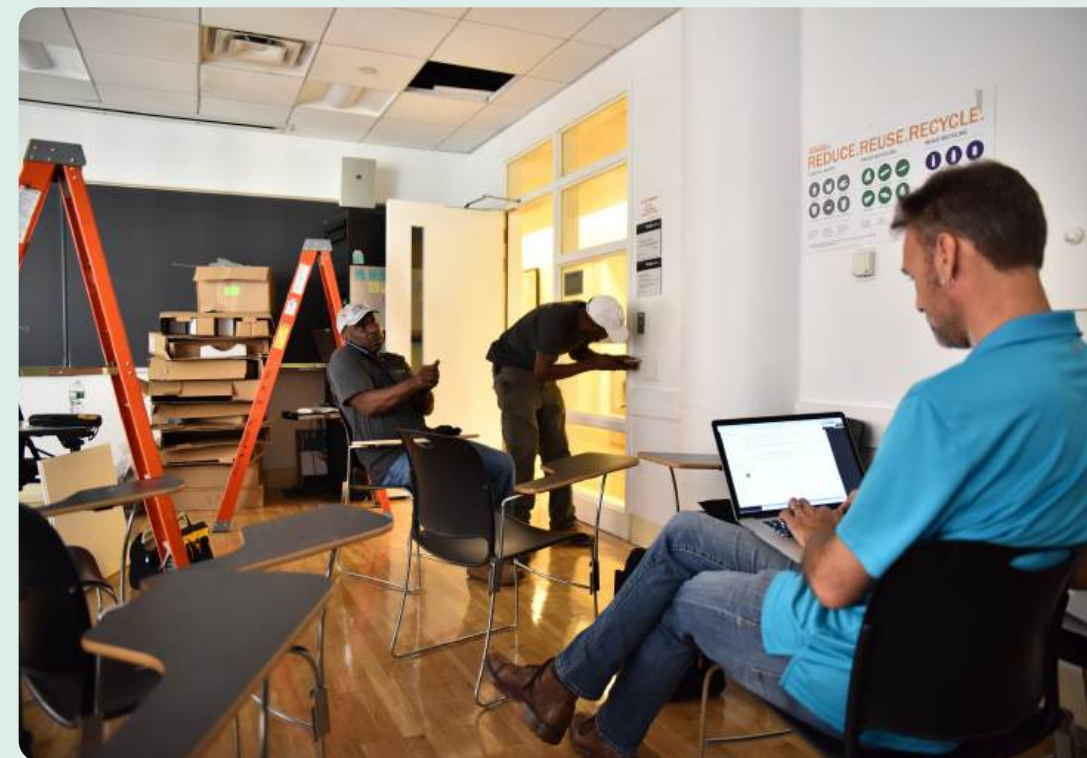
## Diary Studies

Participants are asked to record their activities, thoughts, and frustrations while interacting with a product over a period of time. This method provides insights into the user's experiences in real-time and in their natural environment.



## Observations

Observations involve watching participants engage with a product or service in their natural environment or within a controlled setting to understand how they use it and the challenges they encounter.



## Card Sorting & Tree Testing

A method used to help design or evaluate the information architecture of a site. Participants organize topics into categories that make sense to them and may also help label these groups.





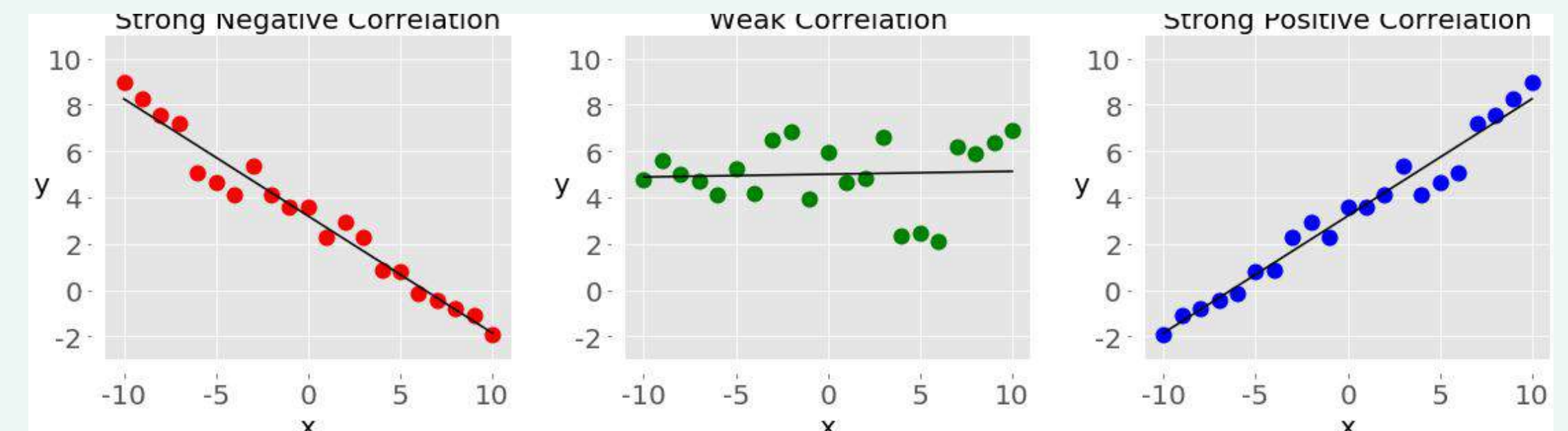
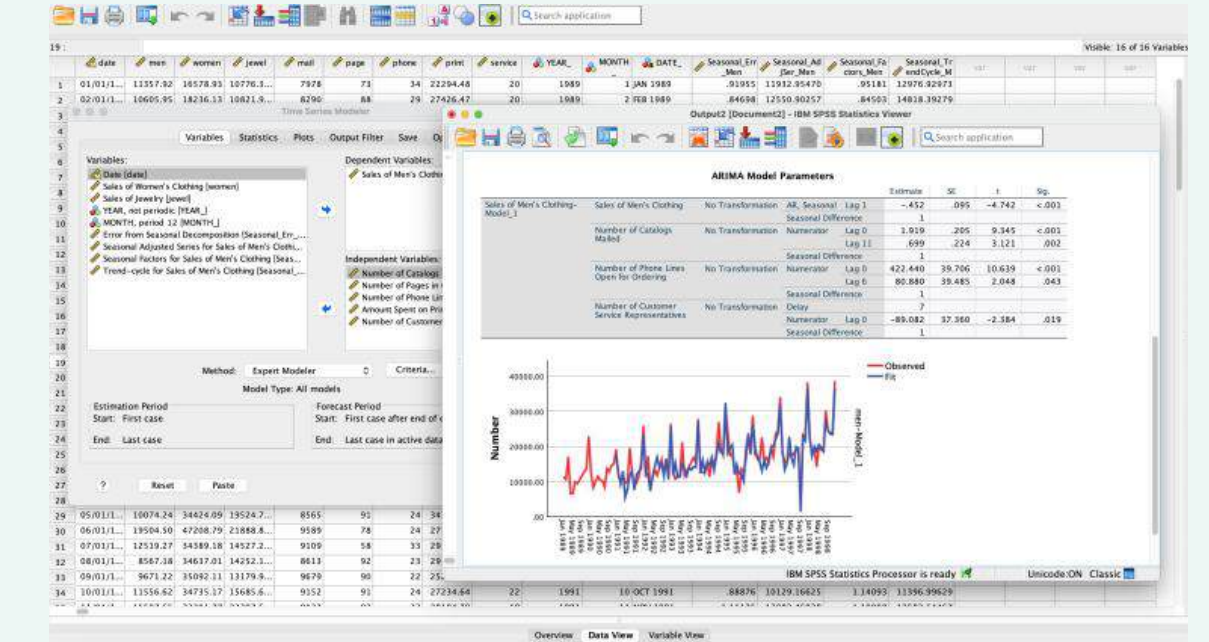
# Analysing Research



Research in UX Design

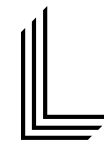
# Quantitative Data Analysis

Focuses on statistical analysis of numerical data collected through surveys or usability tests where metrics such as **time on task, error rates, or satisfaction ratings** are measured.



Rainbow Spreadsheets

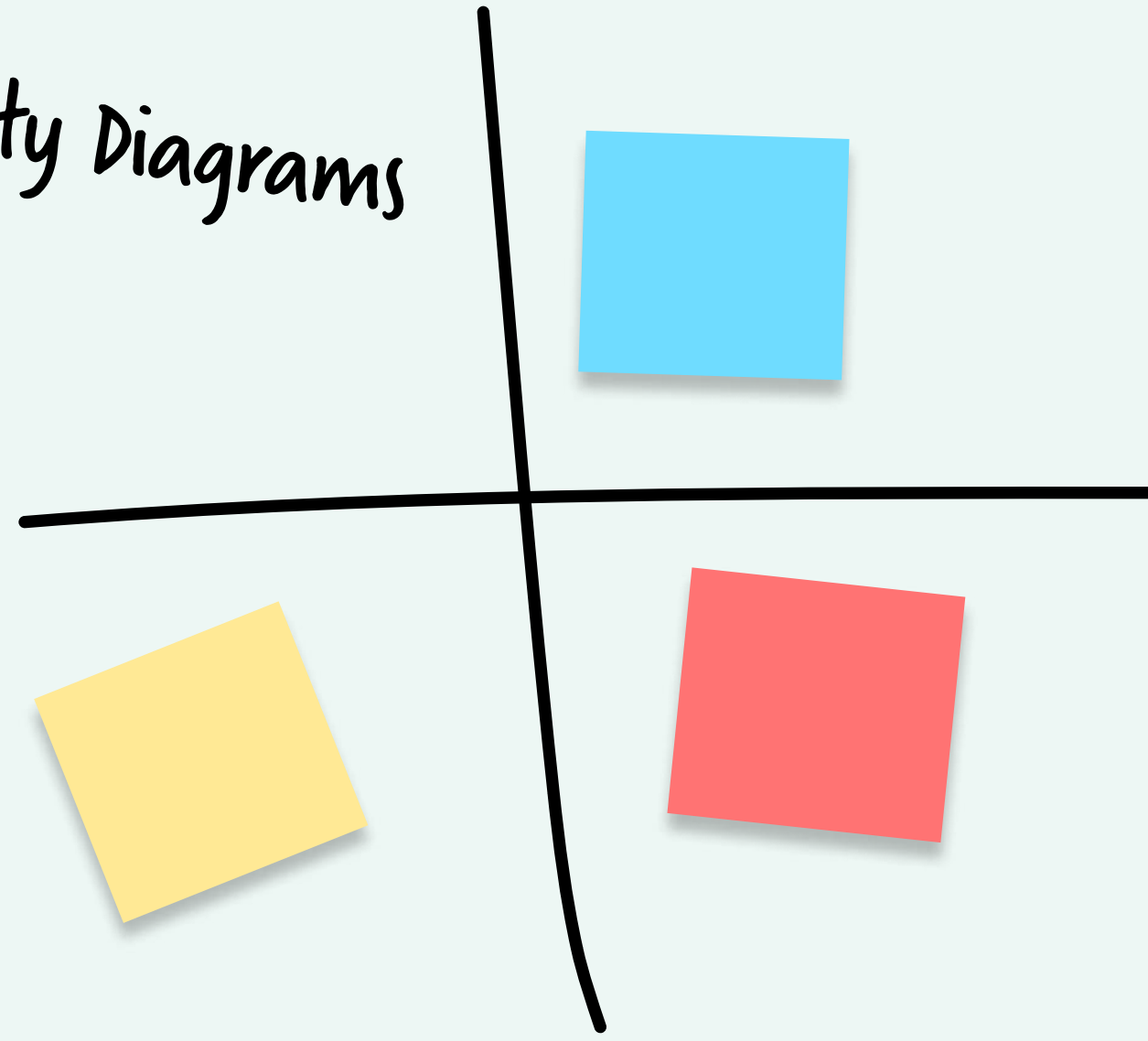
	A	B	C	D	E	F	G
		P1	P2	P3	P4	P5	P6
User is annoyed by the slow login process		Red	Orange	Yellow	Green	Cyan	Blue
Uses the "Calculate" button		Red	Orange	Yellow	Green	Cyan	Blue
Says something positive about the calculator feature unprompted		Red	Orange	Yellow	Green	Cyan	Blue
Asks for help with finding the "Management" page		Red	Orange	Yellow	Green	Cyan	Blue
Expected the process of adding a new contact to be much quicker		Red	Orange	Yellow	Green	Cyan	Blue
Discovered the voice feature		Red	Orange	Yellow	Green	Cyan	Blue
Understands the meaning of submitting a lead request		Red	Orange	Yellow	Green	Cyan	Blue
Surprised (in a bad way) by the results page of the lead search		Red	Orange	Yellow	Green	Cyan	Blue
The user experiences flow		Red	Orange	Yellow	Green	Cyan	Blue
Double-clicks icons (rather than single-clicks)		Red	Orange	Yellow	Green	Cyan	Blue
Confused by the last paragraph in the Lead page		Red	Orange	Yellow	Green	Cyan	Blue
Says that the Reports page has a clean look		Red	Orange	Yellow	Green	Cyan	Blue
Keep clicking the "visit now" text in the home page		Red	Orange	Yellow	Green	Cyan	Blue
Attempted submitting a lead request without filling in 2 mandatory fields		Red	Orange	Yellow	Green	Cyan	Blue
Thinks the product is relatively slow		Red	Orange	Yellow	Green	Cyan	Blue
Didn't notice the message bar		Red	Orange	Yellow	Green	Cyan	Blue
Complains about font size		Red	Orange	Yellow	Green	Cyan	Blue



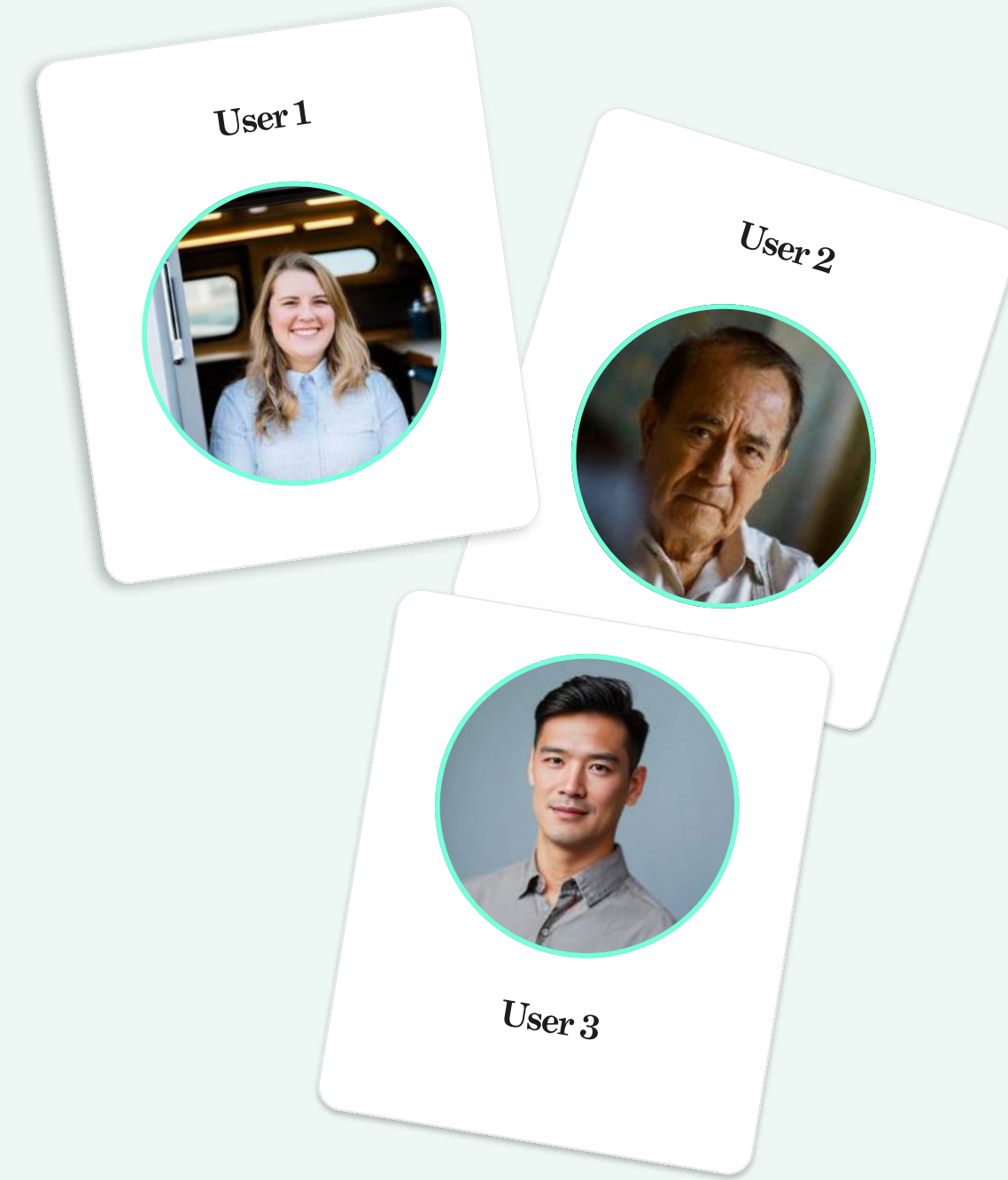
# Qualitative Data Analysis

Involves **thematic analysis** where data from interviews, focus groups, and observations are categorised into themes. This approach helps **identify patterns and narratives** in user responses and behaviours.

Affinity Diagrams



Personas

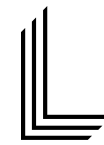
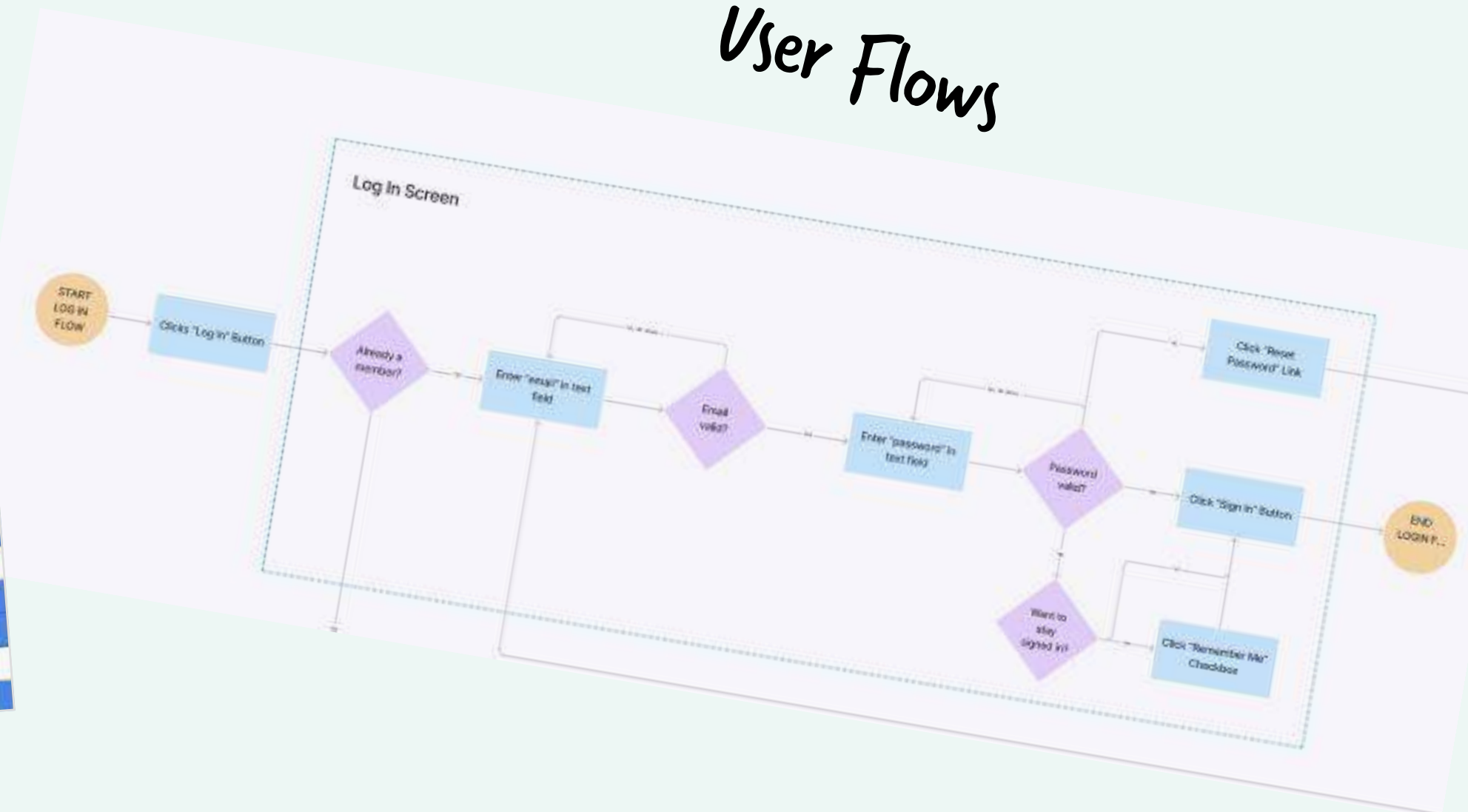


Rainbow Spreadsheets

A rainbow spreadsheet used for qualitative data analysis. The left side contains a list of user feedback points, and the right side is a grid of colored cells representing different themes or categories. The columns are labeled P1 through P6. The rows correspond to the feedback points listed on the left.

	B	C	D	E	F	G
A	P1	P2	P3	P4	P5	P6
User is annoyed by the slow login process	Red	Orange	Yellow	Green	Cyan	Blue
Uses the "Calculate" button	Red	Orange	Yellow	Green	Cyan	Blue
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User Flows



# Personas

Concrete representations of typical users.

They are synthesised from data about real people, but not real people. Often a primary and secondary persona.

**Name**

**Industry**

**Image**

**Biography**

**Experience Level**

**Role**

**Location**

**Age**

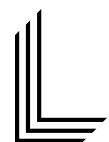
**Education**

**Goals**

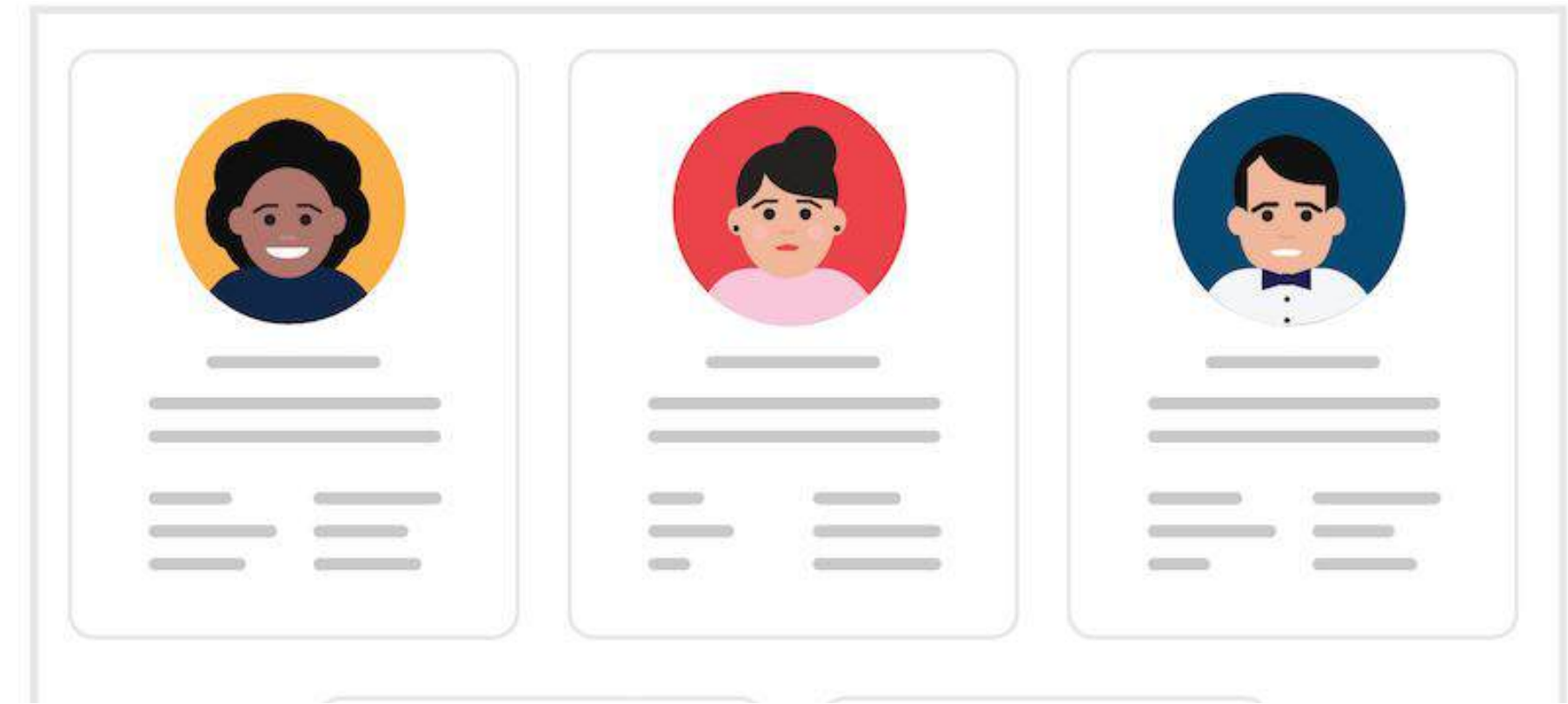
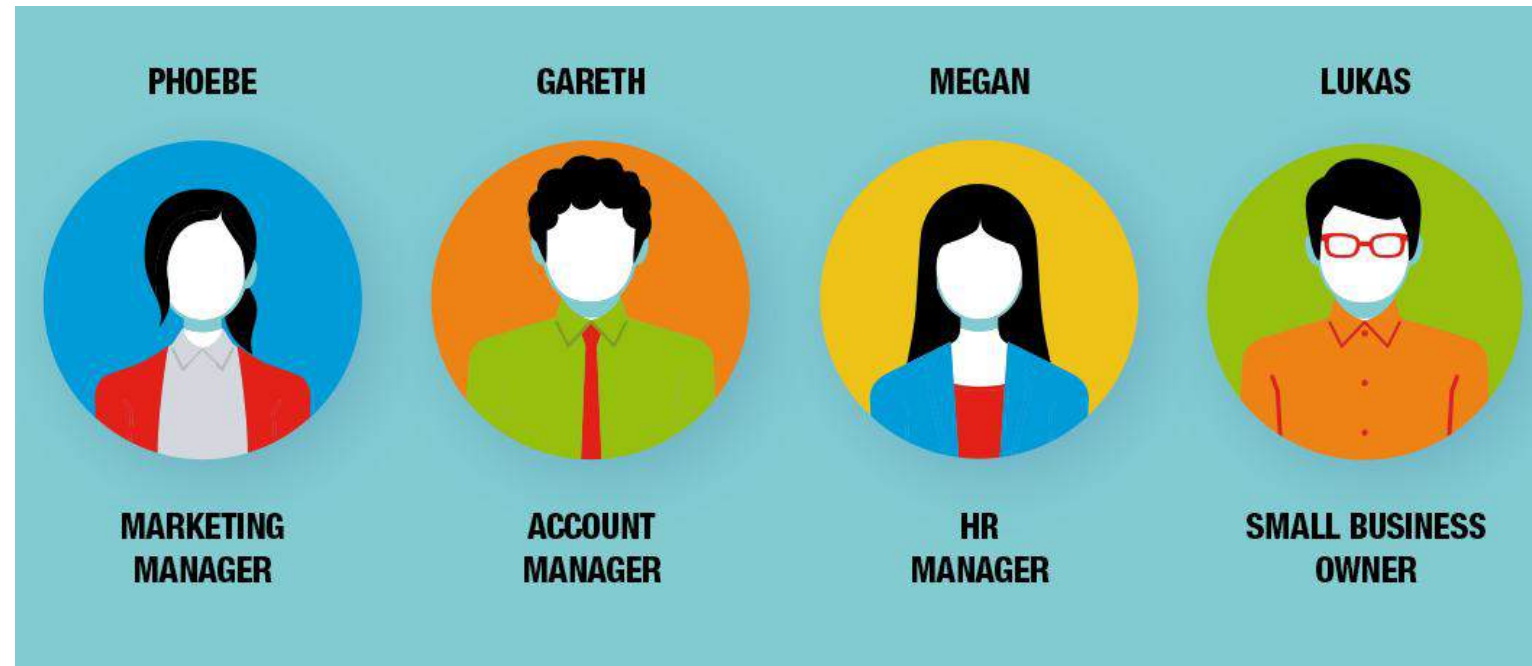
**Needs**

**Behavioural Traits**

**Frustrations**



# Personas



**Fabien Levy**  
33 years old  
Web developer  
Rock climb, board games.

**Quote:** "Don't stop when you are tired. Stop when you are done."

**Emily Davis**  
27 years old  
BA student  
Computer games, photography.

**Quote:** "One day you will wake up and there won't be any more time to do the things you always wanted. Do it now."

**Jane Applesseed**  
25 years old  
School teacher  
Yoga, hiking.

**Quote:** "Tell me and I will forget, show me and I may remember, involve me and I will understand."

*Rephrased quote attributed to Confucius.*

**Marie — The artist**

Looking to sell her art easily online and gain exposure as an up and coming artist.

**Age:** 26  
**Marital status:** Single  
**Occupation:** Artist/Art Buyer  
**Location:** London, UK  
**Income:** £32,000

**Bio**

Julia is an artist in London. She graduated 4 years ago from art school and has been making art since joining a local studio 12 months ago.

Although she loves the people she works with, she has been giving serious thought to her future. While the studio that she works at is growing, she's worried that she won't develop a name for herself if she continues working with others. She's considering selling her art online and wants a reputable place to sell her pieces while gaining good exposure.

**Needs**

- To find the right website which offers the facilities she wants.
- To find a way to fund her artworks without incurring lots of debt.

**Research**  
2 cards, 1 document

**Quotes**

"It's important that I can connect with the buyers"

"I really just need an easy way to promote my art and keep prospective buyers up to date"

"The hardest part is managing the actual transaction."

**Pain points**

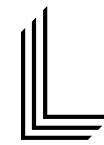
- Concerned that she'll need to manage mailing artworks and won't be able to afford the website fees
- Worried that she's one of many artists and won't get enough exposure
- Doesn't want the service to take too high a percentage of her sales

**Ideal experience**

- Mail her pieces internationally and ensure they arrive safely
- Manage her inventory easily from her iPhone
- Make great money to sustain her passion making art

**Survey results**  
3 words

**E-Commerce Sales**



# switch savvi<sup>®</sup>

## Project elements

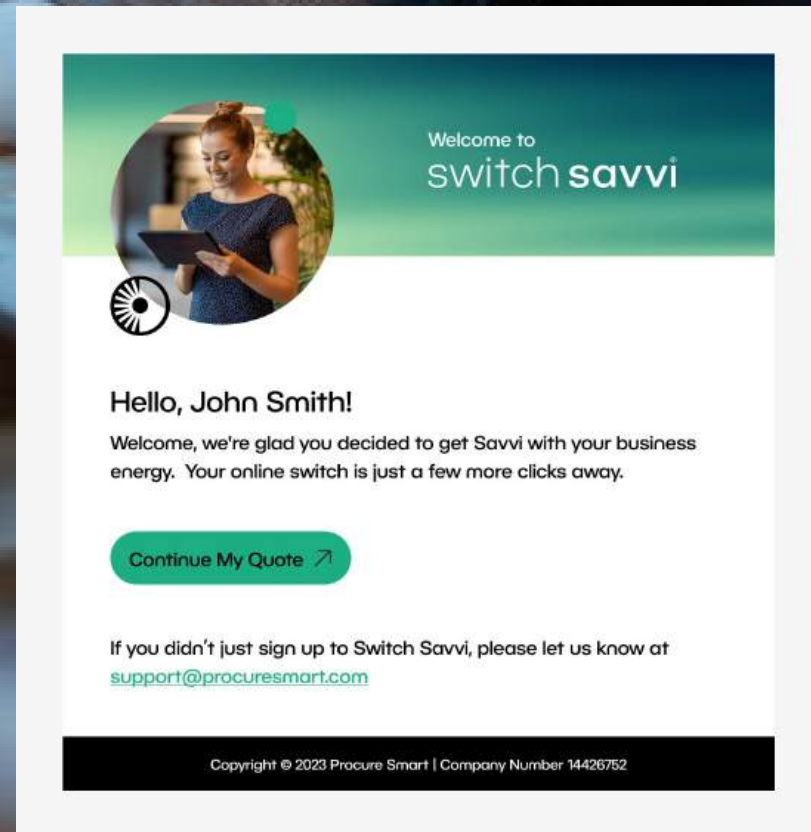
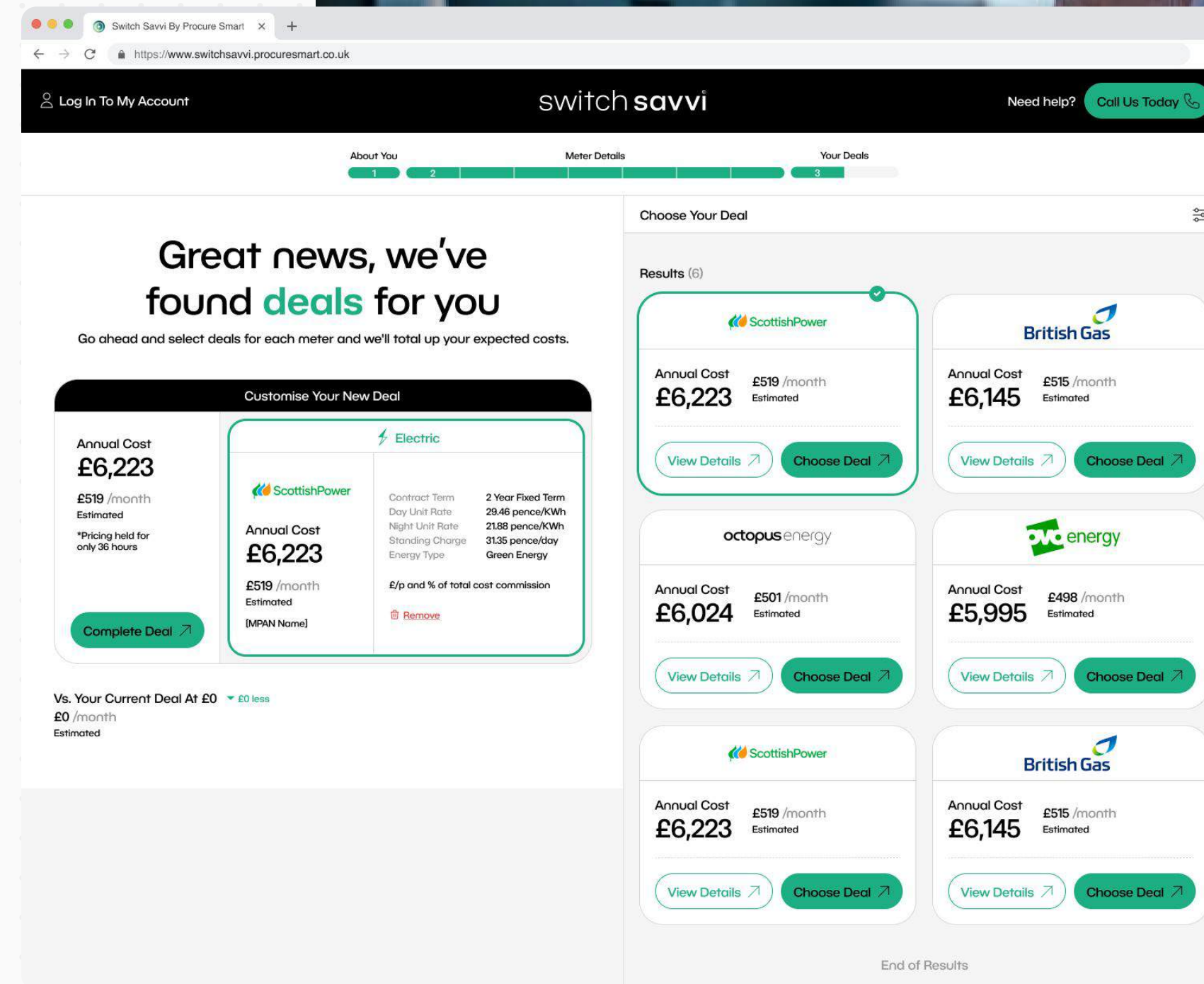
- Discovery
- Data Architecture
- Prototyping
- Design
- Development

## Brief

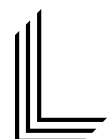
Full discovery design and development of the first true comparison platform for B2B Energy Contracts in the UK. Connecting Data from 3 different Source APIs, combined with user input data to deliver a full list of energy contracts from all UK providers.

Built using a Next.js, (MERN STACK) and a simple custom API (via. Next.js or Node). We built the Databases using MongoDB, and utilised AWS tools, to manage emails and other services. The product is already receiving industry praise with plans for affiliate usage via trusted partner brokers.

Comparison screen



Automated Emails



# Target Audience



General User

SME Decision-Maker



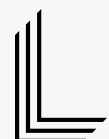
Admin User

Procure Smart Employees



Super Admin User

Procure Smart Management



General User

# SME Decision-Maker



## Background

- > Owns and manages a small to medium-sized business.
- > Actively involved in decision-making for utility purchases.

## Goals

- > Save time and streamline the utility purchasing process.
- > Make informed decisions for cost-effective utility solutions.

## Pain Points

- > Frustrated with the time-consuming manual process.
- > Wants a user-friendly platform accessible on both desktop and mobile.
- > Seeks automated solutions to reduce dependency on phone calls.

## Preferences

- > Prefers automation to handle routine tasks.
- > Values a comprehensive platform offering detailed insights.



Admin User

# Procure Smart Employees



## Background

- > Works within the admin team of the company.
- > Currently responsible for manual price gathering and purchasing tasks.

## Goals

- > Reduce administrative workload for the sales team.
- > Simplify the process of changing price packs and adding users.

## Pain Points

- > Frustrated with the complexity of the current manual process.
- > Desires a platform that automates repetitive tasks to enhance efficiency.

## Preferences

- > Appreciates a user-friendly interface with straightforward functionalities.



Super Admin User

# Procure Smart Management



## Background

- > Holds a senior administrative role with oversight over user management and data insights.

## Goals

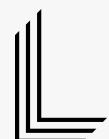
- > Efficiently manage and monitor admin users.
- > Access data insights on the dashboard for informed decision-making.

## Pain Points

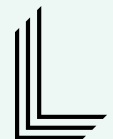
- > Currently lacks a centralised platform for creating and managing admins.
- > Desires a streamlined process for obtaining data insights.

## Preferences

- > Values a dashboard with comprehensive data visualisation tools.



# Who Is Your Target Market?



# Wrap-Up and Preview Next Session



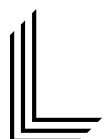
# Action Items & Next Steps



- > **Recap:** Diverse research methods are tailored to uncover distinct user insights and needs
- > **Activity:**
  - **Basic:** Create a Primary Persona for your portfolio
  - **Advanced:** Also create a Secondary Persona

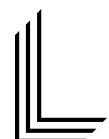
These should include the following:

- **Name and Image:** Give the persona a name and an image to make them more vivid and memorable.
- **Background:** Brief biography including job role, industry, and experience level.
- **Demographics:** Age, location, education.
- **Goals and Needs:** What they are hoping to achieve by visiting the portfolio (e.g., hiring for a job, looking for a collaborator).
- **Frustrations:** Potential obstacles they encounter when visiting other portfolio sites.
- **Behavioural Traits:** How they typically interact with portfolio websites (e.g., quick scanning, thorough reading).



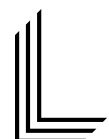
# Extra Resources

- > [Personas – A Simple Introduction](#)
- > [Personas](#)
- > [Personas 101](#)
- > [Creating Personas from User Research Results](#)
- > [Affinity Diagramming for Collaboratively Sorting UX Findings and Design Ideas](#)
- > [Analyzing Qualitative User Data in a Spreadsheet to Show Themes](#)
- > [User Flows](#)
- > [User Journeys vs. User Flows](#)



# Extra Resources

- > [UX Surveys](#)
- > [User Experience \(UX\) Surveys: The Ultimate Guide](#)
- > [Types of Surveys to Run Throughout the Design Process](#)
- > [User Interviews](#)
- > [Semi-Structured Interviews](#)
- > [How to Conduct User Observations](#)
- > [Quantitative Research](#)
- > [Qualitative Research](#)



Any Questions?





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Thanks for listening, you can  
reach out to **Layers Studio** below!

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