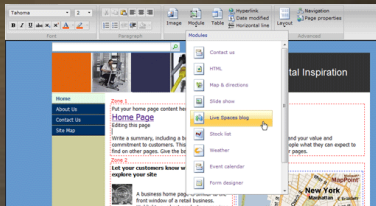
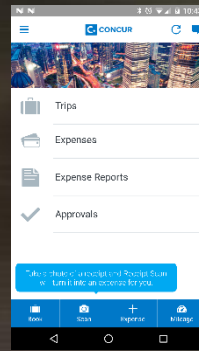


Lance R Davis



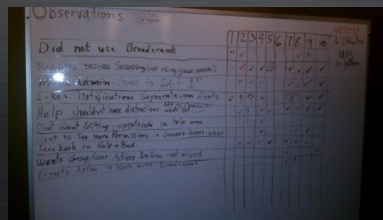
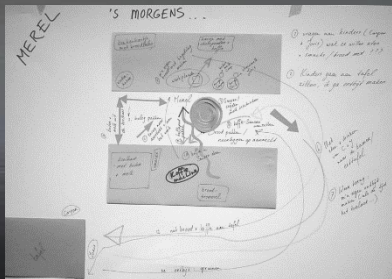
Focus on the Customer
Ask the Right Questions
Communicate the Solutions

17+ Years of User Research



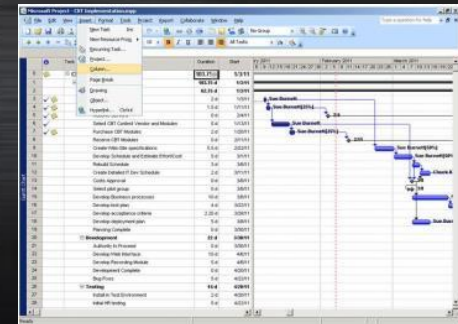
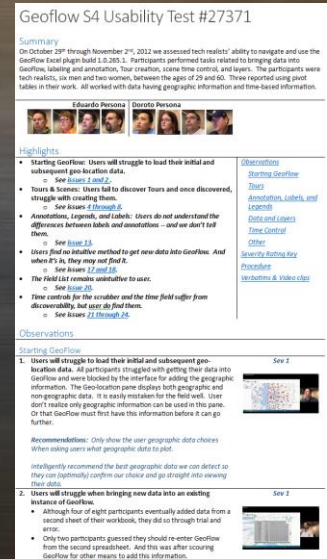
- Concur Expense Reporting and Invoice
- Core cross-product benchmarking
- Mobile phones and OSs
- Xbox One total experience
- Cloud storage & access (PC, Mac, iOS, Android)
- Windows server and tools integration
- Excel plugin Data visualization
- PC & Console Game research
- Keyboards, mice, and biometrics
- Xbox 360 hardware
- Customer service & support sites
- Live Meeting Online Conferencing
- Expedia travel & hotels
- Small business online services

Knowing the Best Way to Answer the Question



Project Management
 Rapid Iterative Testing (RITE)
 Ethnography
 XO study creation and testing
 Human-computer Interaction
 Qualitative Research
 Iterative Design
 Information Architecture
 Paper Prototyping
 Heuristic Evaluation
 Benchmarking
 Competitive Analysis
 Exploratory Testing
 Executive level presentations
 User Roles & Personas
 Surveys
 Contextual Inquiry
 Eye Tracking
 Focus Groups
 Data Analysis

Field Work
 Card Sorting
 User Scenarios
 Task Analysis
 Human Factors
 TAPs program
 Participatory Design
 Heuristic Analysis
 Requirements Analysis
 Mobile Applications
 Web Analytics
 Game Design testing
 Hardware Development
 Hedonics
 Actionable Recommendations
 Ovo software
 Morae software
 DatStat
 Survey Gizmo
 Survey Monkey



User Research Finds the Right Questions to Ask

- Customers need a translator and so do teams
 - User research explores the customer's needs and conveys them to the team in a manner the team understands and can work with
- Developers and designers may not accurately know their customer or their needs
 - User research translates the team's questions into research questions that can provide actionable information in a timely manner

Product and Team Examples

(Three of my many great teams)

Concur Technologies

Xbox One end to end customer experience

PowerMap Excel Plugin for 3D data visualization

Concur Technologies

Multiple Teams – Multiple Research Needs

🟡 UX Research Roadmaps for Stakeholders

Coordinating with design & development

Ethnographic Field studies

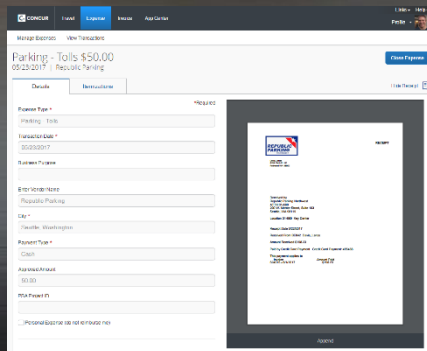
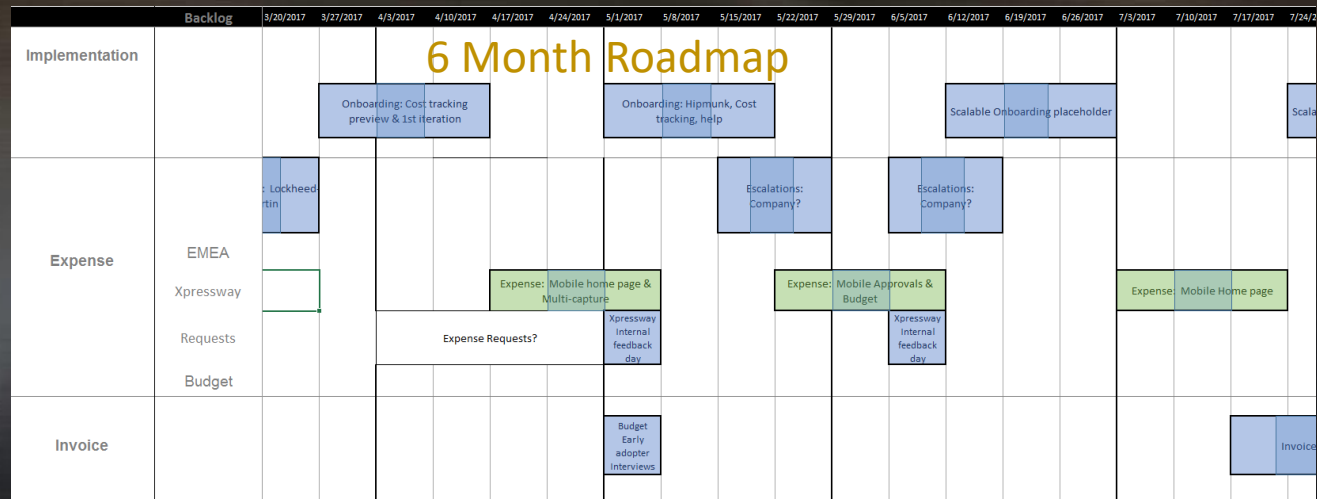
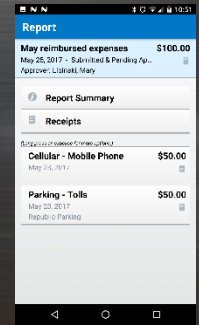
● Participatory design

Iterative studies

Remote studies

Surveys

● User analytics



Reports Give Insight and Directions

- Provide understanding of the users' experience

- Giving examples

- Images hyperlink to supporting video clip

Users Understand What Needs Approving But Not How the Approvals Screen is Organized

Users did not understand how Report Approvals differed from other approvals

No users understand the purpose of the grey categories below the active reports

Recommendation: If we cannot show all items needing approval at the same level we should make local and non-local approvals look similar. For instance, maybe we should not show some approvals at the top level and make users drill into the categories regardless of whether item is local or not.

"Aren't they all reports of one kind of another?"

"Approval requests above can also be found in these categories..."

"These are filters so I can view just these types of approval requests..."

"When reports are approved they go into these areas..."

Approvals		Budgets
TRIP APPROVALS		
■ Deepak Seth	Trip from Seattle to Paris 2/23-2/27	\$2,866.96
⌚ Approve by 3/23/17		
REPORT APPROVALS		
■ Dane Eppler	February Expenses	\$50.00 Wed 2/15
■ Joanne Phillips	February Expenses	\$135.90 Wed 2/15
Purchase Request Approvals		1 >
Invoice Approvals		1 >
Invoice Submission		1 >

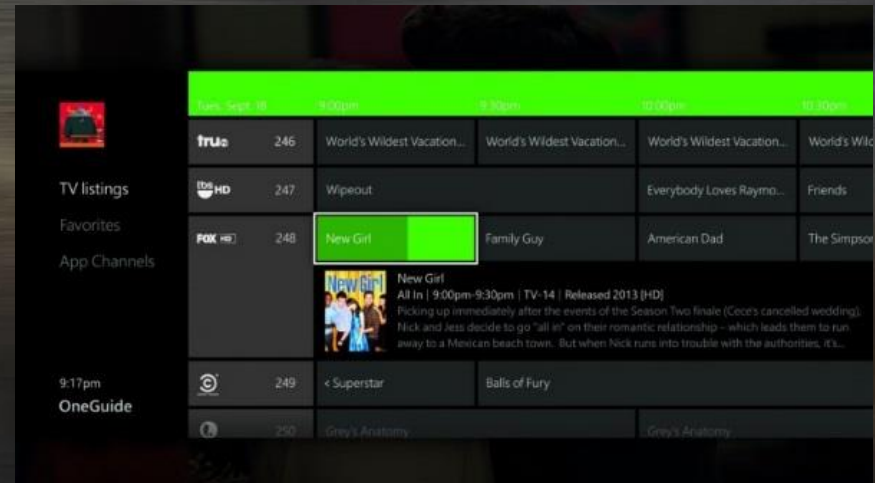
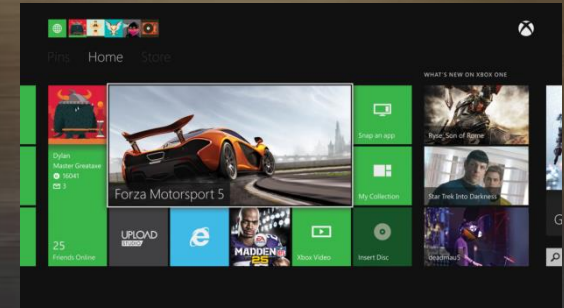
- Giving actionable recommendations

- Answering "How big is the problem?"

Severity: 2 
Scope: 2 

Xbox One User Experience

- Exploring the User's Journey
- Finding their needs
 - Golden Path Ethnography
 - Exploratory Testing
 - Paper Prototyping
 - Participatory Design
 - RITE Research
 - Task Analysis
 - Benchmarking
 - Competitive Product Benchmarks
 - Surveys
- Tutoring less experienced researchers



PowerMap Excel Plugin

3D Visualizations of Data

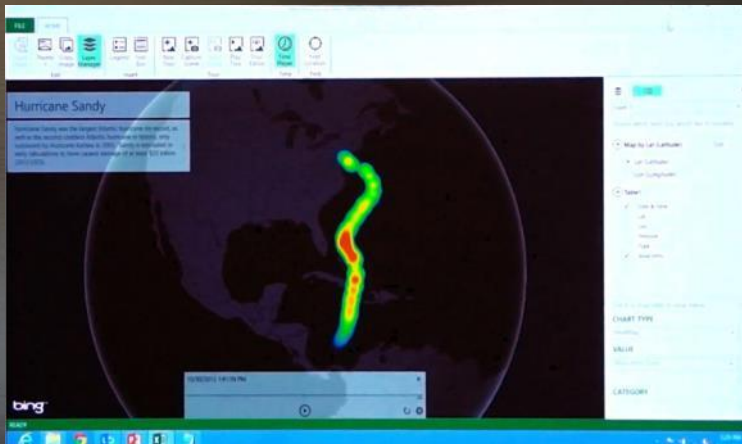


Problems?

- Development team's difficulty understanding customer expertise
- Backend development almost complete and limiting design options

Solutions –

- Team expectation interviews
- TAPS customer interviews
- Paired Adjectives testing
- Beta customer surveys
- Paper Prototyping
- Presentations of customer problems and requirements



Working with the Product Team

- Working with stakeholders and projecting test methodologies and schedules according to development schedules
- Providing answers in ways the team can best use
 - Provide brief, regular summary emails to those not attending
 - Give end-of-testing Top Ten observations
 - Final report including recommendations worked on with team members
 - Research presentation of findings.
- Invite and encourage developers and designers to attend user testing
 - Observers help tally successes and failures during testing
 - Discuss the observations between participants and brainstorm potential solutions
- Educating the teams regarding user research and helping others advocate customer centered design
- Continued follow-up on design changes and recommendations
- Ensure buy-off of stake-holders