

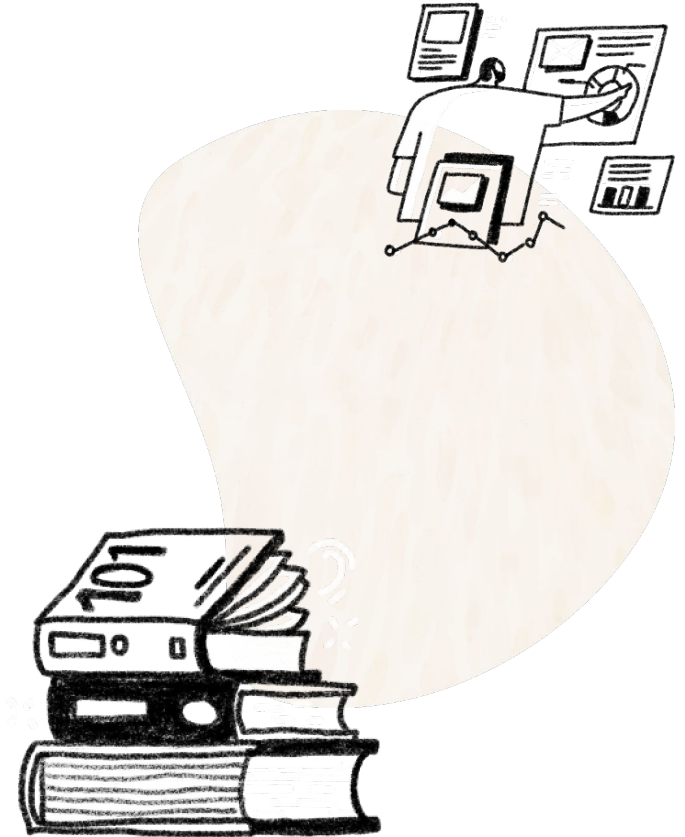
Who to Ask & How to Ask

Session 2



Agenda

- Recap: Asking the Right Questions
- Target Audience
- Build a screener
- Mythbusting sample sizes
- Methods overview



Recap: Asking the Right Questions

- **Human centered design** helps us:
 - focus on the user
 - solve the right problems
 - understand systems
 - build iterative interventions
- Build **empathy with users** by considering what they **say, do, think and feel** when moving through a journey
- The double diamond approach calls for **divergence and convergence** often in the design process
- Scoping a research project before we start planning sets us up for actionable insights
- Before choosing a method, consider: do we need guidance in **designing the right things** or **designing a thing the right way?**



Who to Ask

Target Audience

To build out a sample that accurately represents your target audience, screen participants only on the parameters relevant to informing the experience that you're building.

Types of User Data:

- Psychographics: interests, opinions, hobbies, etc.
- Behaviors: What they do (e.g. 'shops online towards the beginning of the month')
- Demographics: Age, gender, education, income, marital status, etc.
- Geographics: Country, city, region, or radius around an area

WHO TO ASK & HOW TO ASK

Let's Create a Screener Together



Picture yourself as a product strategist at a prominent e-commerce platform. Lately, you've noticed a substantial decline in the platform's checkout page conversion rate. Your quantitative data reveals a drop from a robust 12% to a concerning 6%.



BREAKOUT ROOMS – 10 minutes



Think about your current or potential research questions:

- **who are the people you'd be most interested in speaking to and why?**
- **is there anyone outside of this audience who might have a valuable perspective to incorporate into your work?**



Prepare to share your group's thoughts.

Sample Mythbusters



The more respondents, the better **FALSE**

- user research is an investment and to be most efficient, the goal is to optimize sample size and learnings
- research samples are meant to be representative of a target audience, not all encompassing – if you are screening methodically and asking good questions, learnings can be derived from just a few voices

It's only useful to talk to existing customers **FALSE**

- often times it can be more efficient and quicker to recruit external participants
- a pair of fresh eyes without the bias of past experience

Audience segmentation is only for sophisticated research **FALSE**

- speaking with users who have different backgrounds and experiences is key to building inclusive products



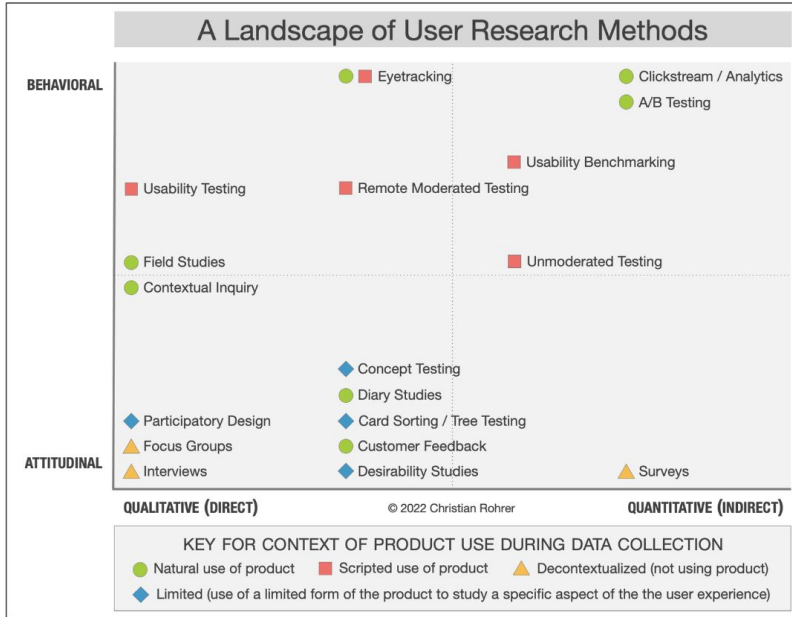
How Many to Ask

Everyone has a theory on how to calculate the perfect sample size and the truth is that it varies!

Here's what's most important:

- What stage of the product build are you in?
 - Generative, iterative or evaluative research answer different questions and call for different methods, thus different sample sizes
- Qualitative vs quantitative research
 - qual offers more depth with fewer respondents and quant is allows you to discover or validate findings at scale
 - **qual**: typically 6-8 respondents per segment
 - **quant**: calculated based on confidence level, margin of error and effected population size
- **The goal of any research recruitment is to hit the threshold at which you're no longer hearing new data - once you're no longer learning new things, your sample is sufficient**

Methods Landscape



Attitudinal

This encompasses what users say they do and allows users to tell us what they say and think. These methods are most helpful when we are learning what you should build.

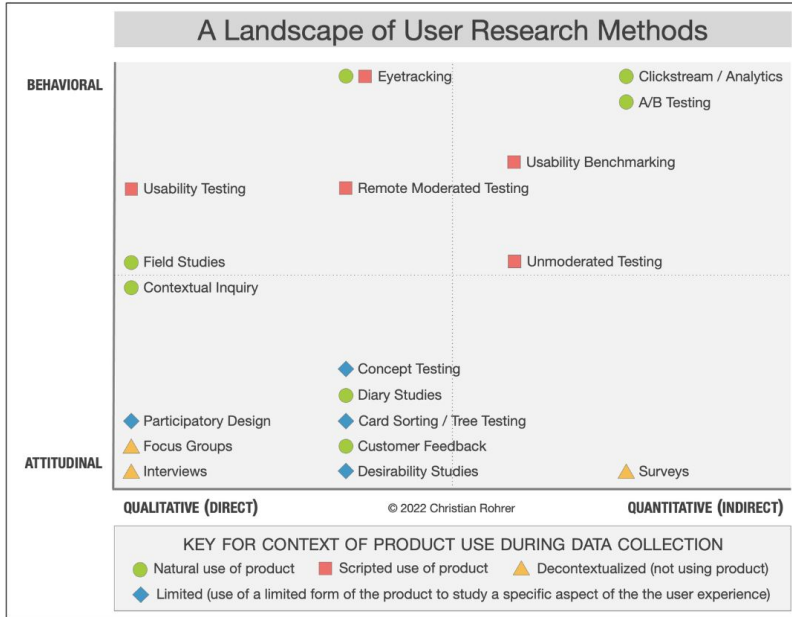
vs

Behavioral

This encompasses what users actually do and shows us what users do in the context of a journey. These methods are most helpful when we are learning how to build.



Methods Landscape



Qualitative

This encompasses what users say they do and allows users to tell us what they say and think. These methods are most helpful when we are learning what you should build.

vs

Quantitative

This encompasses what users actually do and shows us what users do in the context of a journey. These methods are most helpful when we are learning how to build.



WHO TO ASK & HOW TO ASK

Start Simple

In-depth Interviews



In-depth Interviews

Remember to start every interview with:

- **Introducing** yourself and what you do.
- Remind the participant that you're here to hear their **honest feedback**, you won't take anything they say personally.
- Ask for **permission to record** the session.



In-depth Interviews

Sample Questions:

- Can you start off by telling me about your [role at work]?
- What are your biggest objectives?
- When was the last time you did [X activity]?
- Walk me through what [X activity] looks like for you step by step.
- Is there anything you would change about [X activity]?
- What's most valuable in this this process for you?
- Tell me about how you currently solve [X problem].



Resources

- **[User Interview Launch Kit](#)**
Includes guidance to recruit, user interview templates and a crash course for running in-depth interviews.
- **[Survey Checklist](#)**
These checklists will help keep you organized during your next survey QA (quality assurance) check. An initial and final QA checklist to ensure that your survey is set up for success.
- **[Qualitative Sample Calculator](#)**
Determine your ideal sample size based on your project's scope, participant characteristics, researcher expertise, and methodology.
- **[Research Consent Form Template](#)**
Research consent is important! Creating an easy-to-read consent form helps to protect the participants' rights. This document can help!





Try to User Interviews and recruit your first 5 respondents for free!



LET'S CONNECT

Contact information



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