Joint User Research to drive value and innovation

HLG-MOS 2020 Workshop

20/11/2020
“User Research” method

Introduction to UX, UI and User Research

Getting user feedback

Accessing data through search engine

Defining personas

User Research Maturity

Initiatives for common projects

Conclusion
FROM UI TO UX

- UI is the user interface. This comprises everything a user can see and touch, such as menu options, buttons, text, layouts, navigation elements, sharing options, etc.

“I invented the term because I thought Human Interface and usability were too narrow: I wanted to cover all aspects of the person’s experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

Don Norman
former User Experience Architect Apple, 1993

- UX is why you made that change to affect how the user feels and behaves. The user experience is an umbrella term for the user’s overall experience with the product: what they liked about it, how easily they accomplished their goals, moments of delight and frustration, etc.

The UI is the paint, the canvas, the types of strokes and colors. The UX is the wonder you feel when you see the girl in the pearl earring.
« User experience » encompasses all aspects of the end-user's interaction with the company, its services, and its products.

Definition by Nielsen Norman Group

User experience is a team effort

Everyone impacts the user experience.

• If a developer introduces a bug, it impacts the user experience.

• If a product manager doesn’t take into consideration users needs, features user do not need might be prioritized.

Top 20 reasons for failure

According to Forbes, UX can be found in the top 20 reasons why products/startups fails

• 42% No market need

• 19% Get outcompeted

• 17% Poor product

• 14% Ignore customers
“USER RESEARCH” METHOD

- The main goal of User Research is to understand user's behavior, needs, and motivations through several methods such as observation, task analysis, survey tools and experiments in order to build solid design and product directions.

- It aims to inform the design process from the perspective of the end user, which prevents us from designing for one user: ourselves. What we as designers think a user wants is not necessarily the same as what a user actually wants. Without research, we might make decisions for ourselves instead of for our users.

UX without User Research is not UX

A great user experience is an experience which meets your users’ needs and expectations.

User Research provides the methods to find out those needs.

Designs are assumptions until validated with end users.
When should we utilize User Research?

- User Research should be done at all the stages of the design process, as user-centered design is an iterative process, there will always be something to learn.

- Each time a research is done, more information will be discovered about the users, which will create more profound questions, and thus, create a successful product.

The diagram lists potential UX research methods and activities that can be done as projects move through stages of design. Think of this as a menu of recommended options. Your process will vary and may include only a few things on this list during each cycle. The most-frequently used methods are shown in bold. (Graphic by Sarah Gibbons.)
This distinction can be summed up by contrasting "what people say" versus "what people do".

The attitudinal method allows you to have a conversation with your users as you're observing what they are doing to better understand their behavior and dig deep into usability issues and attitudes. This includes methods like
- Surveys
- Focus groups
- Interviews

On the other end of this dimension, methods that focus mostly on behavior seek to understand "what people do" with the product or service in question. This includes methods like
- Card sorting
- Eye-tracking studies
- Quantitative usability testing
The Qualitative vs. Quantitative Dimension

- **Qualitative** studies in nature generate descriptive data about behaviors or attitudes based on observing them directly.
  - Why.
  - Interviews, usability studies, focus groups...
  - Minimum 5 users.

- **Quantitative** studies generate data about the behavior or attitudes in question which are gathered indirectly, through a measurement or an instrument such as a survey or an analytic tool.
  - How many.
  - Email surveys, intercept surveys, analytics...
  - Minimum 80 users.
DIMENSIONS GRAPH

- Behavioral
  - What people do
  - Why & how to fix
- Attitudinal
  - What people say
  - How many & how much
- Data source
- Qualitative (Direct)
- Approach
- Quantitative (Indirect)
MOST POPULAR QUALITATIVE METHODS

1. **Interviews**: usually performed in the ‘empathize phase’. A researcher meets with participants one-on-one to discuss in depth what the participant thinks about the topic in question.

2. **Desirability Studies**: participants are offered different visual-design alternatives and are expected to associate each alternative with a set of attributes selected from a closed list.

3. **Focus Groups**: groups of 3–12 participants are led through a discussion about a set of topics, giving verbal and written feedback through discussion and exercises.

4. **Concept Testing**: a researcher shares an approximation of a product or service that captures the key essence of a new concept or product in order to determine if it meets the needs of the target audience.

5. **Guerilla testing**: a modern method that is typically done out in the community. Participants are found at coffee shops or subway stations and asked to complete basic tasks with a website or service.
1. **Card Sorting**: Card Sorting helps to create or refine the information architecture of a site. By asking users to organize items into groups and assign categories to each group, you are exposing their mental models and ensure the site structure matches the way they think.

2. **Surveys**: a quick and easy method to understand the demographic, attitude and behavior of your users. It is better to ask closed, neutral questions as they tend to have higher response rates and are easier to analyze (Email or Intercept Survey).

3. **Eye-tracking study**: this is a method to measure the gaze of the eye to reveal what the participants look at as they perform tasks or interact naturally with websites, applications, physical products, or environments.

4. **A/B Testing**: a method of scientifically testing different designs on a site by randomly assigning groups of users to interact with each of the different designs and measuring the effect of these assignments on user behavior.

5. **Usability Benchmarking**: tightly scripted usability studies are performed with several participants, using precise and predetermined measures of performance.

6. **ClickStream Analysis**: analyzing the record of screens or pages that users clicks on and sees, as they use a site or software product; it requires the site to be instrumented properly or the application to have telemetry data collection enabled.
## User Research Methods Landscape

### Behavioral Methods

- Usability Lab Studies
- Moderated Remote Usability Studies
- Unmoderated Remote Panel Studies
- Unmoderated UX Studies
- True Intent Studies
- Ethnographic Field Studies
- Concept Testing
- Diary/Camera Studies
- Customer Feedback
- Desirability Studies
- Card Sorting
- Participatory Design
- Focus Groups
- Interviews
- Eye-tracking
- Clickstream Analysis
- A/B Testing
- Usability Benchmarking (in lab)

### Attitudinal Methods

- Customer Feedback
- Ethnographic Field Studies
- Desirability Studies
- Card Sorting
- Focus Groups
- Interviews

### Quantitative (Indirect) Methods

- Intercept Surveys
- Email Surveys

### Qualitative (Direct) Methods

- A/B testing
- Usability benchmarking
- Ethnographic field studies
- Concept testing
- Diary/camera studies
- Customer feedback
- Desirability studies
- Card sorting
- Participatory design

### Key for Context of Product Use During Data Collection

- Natural use of product
- De-contextualized / not using product
- Scripted (often lab-based) use of product
- Combination / hybrid

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It is important to consider the phase of product development and its associated objectives when making a choice among research methodologies. The main product development phases are:

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<th>Goal</th>
<th>Strategize</th>
<th>Execute</th>
<th>Assess</th>
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<tbody>
<tr>
<td>Inspire, explore and choose new directions and opportunities. • Who are the users? • What is the user's journey? • How do they currently solve a problem? • What do users want and need?</td>
<td>Inform and optimize designs in order to reduce risk and improve usability. • Does the new concept meet users' needs? • What features and functions do users find useful? • Can first-time users easily understand the product?</td>
<td>Measure product performance against itself or its competition. • Can people use the product? • How do they accomplish tasks against usability metrics? • Which design generates better results?</td>
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<th>Approach</th>
<th>Qualitative and Quantitative</th>
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| Typical methods | Field studies, diary studies, surveys, data mining, or analytics | Card sorting, field studies, participatory design, paper prototype, and usability studies, desirability studies, customer emails | Usability benchmarking, online assessments, surveys, A/B testing |
Most frequent methods

- Requirements gathering: 83%
- Field study / user interview: 74%
- Diary study: 22%
- Task analysis: 22%
- Journey mapping: 22%
- Design review: 22%
- Write user stories: 80%
- Clickable-prototype testing: 80%
- Persona building: 77%
- Paper-prototype testing: 69%
- Competitive analysis: 63%
- Card sorting: 48%
- In-person usability study: 84%
- Accessibility evaluation: 62%
- Remote usability study: 58%
- Test instructions, help: 52%
- Analytics review: 82%
- Survey: 76%
- Search-log analysis: 47%
UX DESIGN – AI MODEL

PERSONA DATA

BEHAVIOR DATA

GENDER

AGE

LOCATION

OCCUPATION

INCOME

BROWSER / DEVICE

SOURCE

VISITS

PURCHASES

OTHER SITES

EXPERIENCE
Some issues:
- Slow
- Hard to scale
- Requires a lot of people
- Not entirely accurate
- Aggregate...not really “personalized”
- Incremental success
- Big ideas?
UX DESIGN – AI MODEL

UX DESIGN - AI MODEL

TEST / MEASURE
PERSONA DATA

BEHAVIOR DATA

DESIGN

BUILD

PERPETUAL PERSONALIZATION

AI
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4 examples of quick win methods for getting user feedback in-app:

- Feedback through complaints and bug reports
- Feedback through simple questions
- Content and language analysis through search logs
- Tracking user interactions with Google Analytics
USER FEEDBACK IN USER RESEARCH
> FEEDBACK THROUGH COMPLAINTS AND BUG REPORTS

Canva’s in-app feedback prompt.

Instabug in-app feedback menu.
Grammarly’s Tone Detector stating that the email has a neutral tone: 
Thumb up or thumb down?

SurveyMonkey feedback survey: 
Rating from 1 to 4.

Microsoft documentation user feedback gathering: 
Helpful Yes or No?
Top search queries

1. Klingons
2. Daleks
3. The Doctor
4. Vulcans
5. A.I.
6. Borg
7. Cardassian
8. Ferengi
9. Hirogen
10. Romulan
11. Delvian
12. Time Lords
13. Jedi
14. Wookie
15. Bajoran
16. Robots
17. Kardashian
18. Peacekeepers
19. Weeping Angels
20. Ood

On aliens4eva.com: a site about alien races in Science Fiction.
USER FEEDBACK IN USER RESEARCH
> TRACKING USER INTERACTIONS WITH GOOGLE ANALYTICS

How many people visit the website per day?

New or returning visitors?

Which country are they from?

How many visitors bounced off the website (without performing any action)?

What are the top pages?

How many pages did they visit per session?
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COMMON PROBLEMS WHEN SEARCHING DATA

AND A BEGINNING OF SOLUTIONS

- How to measure if each user finds data she/he is looking for?
  - Measure Search Engine Results Page Bounce Time

- How data from the organization are visible in Google (for a given topic)?

- How to improve data visibility?
  - Improve Google indexation
  - Track content and structured data

- What are the most-used features in data visualization products?
  - Track content engagement

When a visitor finds a page in the search results, opens it, and leaves without interacting with the website any further, we say that they “bounced”. This can happen because they don’t like something about the website or it doesn’t have what they’re looking for.

Google has officially said that adding meta-tags is a best practice for Googlebot indexing.

Using structured data on pages helps Google understand how relevant is the page for a user’s query.

The key is to measure interactive time – the time when the user is actively interacting with the page, with keyboard and mouse.
A RICH SEARCH ENGINE RESULTS PAGE
> “COVID” search example

Top stories

Map

Statistics graph
From Wikipedia

Statistics numbers
From Wikipedia
**A RICH SEARCH ENGINE RESULTS PAGE**

> “OECD” search example

- Direct Answer Results
- Image Pack
- Sitelink search box

Tied together with the internal search engine of the site.
Tag Management

> The key to get Feedback Loop and rich Search Engine Results Page

- Tags are **snippets of code** which are added to a site
  - To **collect** information, in order for the owner to **analyze** it.
  - To **give insights** about what is the **content** of the page, in order for **search engines** to display rich results page.

- Tags can be used for all sorts of purposes:
  - **Scroll tracking**
  - Monitoring **clicks** on links, file **downloads**, items being added or removed from a bookmarks list
  - **Tracking how people arrive at the site**
  - **Describing** the content and the relation between objects...

- Sites commonly use several different tags.
- These tags, or tracking codes, **must be placed on every page** of the website, directly in the **source code**.
- Thus, **creating and maintaining** them is can be overwhelming, and must be done by **developers**.
- Since **it takes time** for developers to implement it manually, tags are often **static**. They are **rarely updated** to meet the analytics team needs.

Example of a tag for a Recipe page

```html
<script type="application/ld+json">
{
    "@context": "https://schema.org/",
    "@type": "Recipe",
    "name": "{{recipe_name}}",
    "image": [ "{{recipe_image}}" ],
    "author": {
        "@type": "Person",
        "name": "{{recipe_author}}"
    }
}
</script>
```
TAG MANAGEMENT WITH GOOGLE TAG MANAGER

Google Tag Manager is a tool with a user-friendly, web-based interface that simplifies the process of working with tags.

GTM allows to add, edit, and disable tags without having to go in the source code.

A market standard
Create and deploy tracking and measurement scripts with ease
Allows to focus on analysis rather than implementation
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Conclusion
PERSONAS CREATION FOR UX RESEARCH

- Why do we need personas?
  - Have a better understanding of users expectations
  - Meet the needs, motivations and desires of users

- What are personas?
  - Primary users fictional representations
  - Exhibit similar attitudes, behaviors, goals in relation to the product
  - Human-like snapshots

- What do we do with personas?
  - Create an empathy map
  - Use it for design and feature decisions
  - Settle disputes with personas in mind

Say  Do
Think  Feel
Empathy map
PERSONAS TYPES

Marketing vs UX Personas

UX Personas
Help product teams empathize with a group of real people:
• Goals
• Aspirations
• Motivations

Marketing Personas
Market research from existing customers:
• Segmenting
• Targeting
§ **Limit persona number**

§ 1 or 2 personas should represent a larger group
§ A persona should be a combination or an aggregation of a cluster members
§ Focusing on 1 or 2 personas allow to develop empathy for them and to memorize better their behaviors and expectations
§ Methodologist says with more than 5 personas, the capacity to keep them all at the front of the mind while making decisions is too difficult

§ **Do a research to make personas**

§ Research allows to understand common behaviors and needs among users
§ For each persona, 5 users should be interviewed in order to:
  o Identify overlaps between users personalities, characteristics or traits
  o Identify patterns
  o Understand personalities and what motivates the users
§ Moderated research sessions is a way to have a guided discussion with users and also ability to sidetrack and get some relevant details
§ This kind of research with real users needs a budget or can also be started with internal stakeholders
CONDUCTING THE RESEARCH

§ Ask questions about the participant’s personal life (place of residence, spare time, favorite brands or Internet services...)

§ Ask technical background (softwares and tools, devices...)

§ Ask professional questions (typical weekday, goals, how do they plan on achieving those goals?)

Where do you live?

What social medias you use the most?

What do you do in your free time?

How many hours you work?
PERSONA COMPONENTS

Name

BEHAVIORS
- Uses Instagram & Twitter
- Spend all day in office

PERSONALITY
Judging - Perceiving
Analytical - Creative
Extrovert - Introvert

MOTTO
"You don't have to see the whole staircase, just take the first step"

GOALS
- Enhance productivity
- Develop more skills

MOTIVATIONS
Social
Pride
Achievement

BIO
- Freelancer...

PAIN POINTS
- Hard time managing client accounts
Different personas have been defined for the OECD Data Portal.

OECD approach was to define personas by *who they are*.

**Personas**

**By OECD (1/2)**

- **Policy Advisor**
  - Preparing for a conference
  - Get further knowledge on a specific issue and latest thinking and research
  - Looking for headline points but also supporting data and charts

- **Business Analyst**
  - Client business advice
  - Get knowledge on specific situation, trends and forecasts, with comparison to other countries

- **Researcher / Statistician**
  - Data crunching for a report
  - Compare specific countries’ figures over time

- **University Librarian**
  - Assisting advanced data query
  - Compare specific data across different countries over time

**Needs**

**Policy Advisor**

- Easy
- Straightforward navigation/search to appropriate recent data and charts with structured search results
- Quick comparison between countries
- Get also interim data
- Data download

**Business Analyst**

- Easy
- Straightforward navigation/search to appropriate data
- Download for off-line processing
- Check of appropriate methodology
- Browse for related information

**Researcher / Statistician**

- Easy
- Straightforward navigation/search to appropriate data
- Download with clean data formats needed for working with professional software
- Bookmarking a link to a data view

**University Librarian**

- Easy
- Straightforward navigation/search to appropriate data
- Clear and comprehensive documentation,
- Long time series
- Knowing when any new data comes out
- Ease data download in simple format
Those personas are business targeted. An « ordinary citizen » persona seems to be missing.

Other organizations might have already define personas.

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<td>Get informed about news and releases, and related data</td>
<td>Creating a topical graphic</td>
<td>NGO / Citizen with cause</td>
<td>Undergraduate Student</td>
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PERSONAS
> BY OECD (2/2)
- Those personas are targeted on what they do.
- They focus on what skills do they have, what tools do they use (“dataset knowledge” and “data tool usage”).
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User Research Maturity

- Initiatives for common projects

Conclusion
The design team tries to rely on its own intuition about what constitutes good usability.

Some User Research has been done in the past or is being done involving a few number of projects.

The UX staff may be scattered around the organization and doesn't have any systematic processes.

The organization may track quality through quantitative usability metrics.

Each development lifecycle step is infused with user data, including the project definition itself and the requirements phase.

Each project has defined usability goals that these measurements must surpass for the design to be greenlighted for release.
USER RESEARCH MATURITY SELF-ASSESSMENT

- We would like you to answer a short survey.
- The aim is to have a first idea of the maturity of organizations in regard to User Research.

Maturity self-assessment  
https://www.surveymonkey.com/r/user-research-maturity
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Conclusion
ResearchOps is the people, mechanisms, and strategies that set User Research in motion. It provides the roles, tools, and processes needed to support researchers in delivering and scaling the impact of the craft across an organization.

The ResearchOps Community
Initiative 1

**Shared, open ‘stats personas’ knowledge base**

### Why
- Build a shared knowledge base on personas of statistical organizations.
- Share knowledge in a systematic way.
- Shared methods & artefacts in gathering qualitative information.

### What
- Stats organizations can develop data products based on solid evidence and User Research.
- Stats organizations can accelerate the pace of acquiring cutting edge UX/UI skills by mutualizing efforts.

### Outputs
- The reference ‘stats personas’ knowledge base.
- The reference network of UX/UI practitioners in stats organizations.
- Ongoing capacity building activities.

### Inputs
- Personas defined for the OECD Data portal and Bank of England.
- Aggregation of personas that have already been created from all participating organizations.

### How
- Identify existing research method about personas in organizations; spot what is highly reusable and therefore can be shared.
- Define the process to continually improve personas, share information, and fluid ways for practitioners to join and connect.

### Main steps
- Defining the network and a platform to share content.
- Ongoing support of the community, capacity for building the platform and maintenance.
Initiative 2

Joint engagement with and research on a specific segment (e.g. data journalists)

Why
- Increase engagement with a specific segment on a regular basis, for example, data journalists.
- Get a deep understanding of their needs & their ways of working.
- Engage with them to assess data products and value propositions.

What
- Stats organizations can develop first hand knowledge and evidence on the target sample.
- Stats organizations can engage and consult on a need basis with the target sample.

Outputs
- The reference sample of data journalists.
- Reports based on data gathered and joint analysis of it.
- Specific events or consultations with the sample population.

Inputs
- Existing information on services provided to data journalists from across all stats organizations: personas, service description, feedback... and contact details.

How
- Define the target sample and engage (eg ‘recruit’ them).
- Define the methodology and process to survey or consult the sample.
- On a need basis, design and carry out additional research (for ex, on a specific idea for a data service).

Main steps
- Identification of interested organizations; procurement.
- Inception and execution of the project.
- Conclusion and communication.
Initiative 3  
A toolkit for SEO & official statistics

**Why**
- Understand the determinants/roadblocks of official stats visibility in search engines (Google mainly, but also: AWS Alexa, etc.)
- Establish ways to continually improve it on an ongoing basis.

**What**
- Improved visibility of official statistics in Google and other search engines.
- Stats organizations can accelerate the pace of acquiring cutting edge SEO skills by mutualizing efforts.
- Create capacity to influence?

**Outputs**
- The reference toolkit for ‘SEO & official statistics’ including tools to measure visibility.
- The reference network of SEO practitioners in stats organizations;
- Ongoing capacity building activities.

**Inputs**
- Existing SEO strategies in organizations.
- Ways of measuring visibility and existing reports.
- SDMX metadata and semantics.

**How**
- Research on what could be done in order to improve visibility in the search engines and ways to measure it.
- Leverage value added statistical metadata (eg SDMX semantics) in order to search engine optimize (SEO) official statistics.

**Main steps**
- Identification of quick-wins method to improve statistics visibility in search engine.
- Identification of tools.
- Building common rules and model with the tools.
EARLY IDENTIFICATION OF PRIORITY AREAS OF WORK

- Let us know if your organization would be interested in joining the initiatives:

  **Initiative 1**  
  Shared, open ‘stats personas’ knowledge base

  **Initiative 2**  
  Joint engagement with and research on a specific segment (e.g. data journalists)

  **Initiative 3**  
  A toolkit for SEO & official statistics

- Others initiatives that could be of interest, such as:

  **Initiative 4**  
  Search engine optimized for official statistics

  **Initiative 5**  
  Developing data stories around official statistics

Initiatives vote  
[https://www.surveymonkey.com/r/user-research-initiatives](https://www.surveymonkey.com/r/user-research-initiatives)

Do you have other ideas in mind?
OUTLOOK

“User Research” method
- Introduction to UX, UI and User Research
- Getting user feedback
- Accessing data through search engine
- Defining personas

User Research Maturity

Initiatives for common projects

Conclusion
The design team try to rely on its own intuition about what constitutes good usability.

There is none or very little User Research done.

Some User Research has been done in the past or is being done involving a few projects.

The UX staff may be scattered around the organization and there is no systematic processes.

User Research activities are being done as an ongoing process and involves several projects.

There is an official UX group in the organization, who has the charter to “own” UX and usability.

The organization has a process in place for tracking user experience quality throughout design projects and across releases.

The organization tracks quality through quantitative usability metrics.

Each development lifecycle step is infused with user data, including the project definition itself and the requirements phase.

Each project has defined usability goals that these measurements must surpass for the design to be greenlighted for release.
Maturity self-assessment – Dashboard

https://www.surveymonkey.com/stories/SM-2GWWXPTY

Figure 1
Extract of the results

Figure 2
Extract of the results
Interest in initiatives – Dashboard

https://www.surveymonkey.com/stories/SM-835Z8VFY/

Figure 1
Extract of the results

Figure 2
Extract of the results
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