ESMA Research framework

What are the different parts of research we can be doing (quantitative and qualitative):
- Structured research
- Plan a list of research activities
- Prioritise them
- Present the findings back
- 6 week structured research plan

Discovery (doing)

✅ **Generative research** - taking the research you have conducted and being able to use those insights to decide on which problem you want to solve and create solutions for it.

Search trends - checking Twitter, LinkedIn, forums for everything Social Mobility and identifying trends.

Stakeholder interviews/surveys - “Without talking to and understanding our users, we won’t know what to build them.”

Task analysis around gathering Social Mobility data - a task analysis is the process of learning about ordinary users by observing them in action to understand in detail how they perform their tasks and achieve their intended goals.

✅ **Competitor analysis** - gathering examples of competitors and highlighting UX and UI best practices and looking at how we can apply them.

Define & ideation (week 1)

Remote concept testing - Moderated or unmoderated (using UserTesting.com) user testing to gather insights around our designs. Getting the participants to record their screens whilst going through questions around the prototype, monitoring their behaviours and getting them to think out loud.

Test & iteration (week 2)

Usability testing - Stress testing our designs, do they meet the 10 UX heuristics?

Product walkthrough feedback - Setup time with some of the Badgers to go through what we’ve created and document feedback.

Measure (week 3-5)

Accessibility evaluation - Using W3 as a guide to go over every design to make sure all user types are catered for. May need to speak to an Accessibility expert and get them to look over the site.

Usability metrics - The 3 E's Framework

Surveys - Sending out surveys to potential users, asking detailed questions about the design, usability and understanding of the site.

Analytics - Decide on a strategy for Google Analytics tracking. Event tracking on CTA's, audience tracking to see who is using the site and tracking behaviour flows to how users go through the site.

The 3 E's Framework:

1. Ease of use

- Time on task
- Number of errors
- Percentage of users who completed a task
- Severity ratings: how serious a usability issue is

We can measure each of these metrics (when user testing) for individual tasks separately, but also combine them to estimate an entire workflow.
Each task is measured on a scale of 1-3:

- Rating of 1: This task can be accomplished easily by the user, due to low cognitive load or intuitive pattern
- Rating of 2: This task requires a notable degree of cognitive load, but can generally be accomplished after some effort/thought
- Rating of 3: This task is difficult due to a significant cognitive load or a confusing interface. Some users would likely fail or abandon the task.

2. Effectiveness

Effectiveness measures if a product, service, or feature is meeting the needs of users. It is determined in two ways:

- Frequency of use of a specific feature/product area
- The adoption rate of a particular feature/product area
- Qualitative interviewing of how a user would ideally complete a task

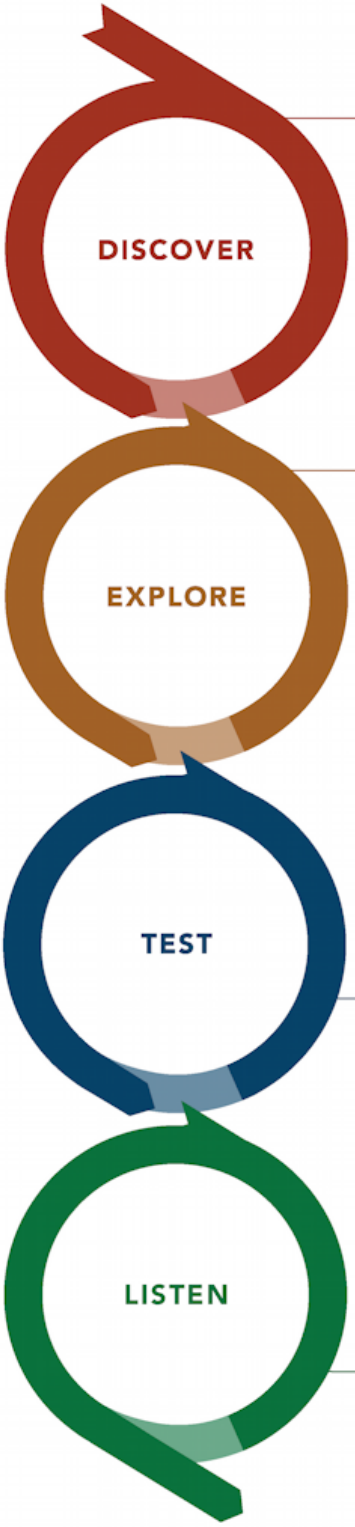
3. Emotional impact (happiness, anger, frustration)

- measured through qualitative interviews

- observations during usability testing (ex: “rage-clicking” or sighing)
- quotes or notes that help explain why a task (or feature) got a low rating score

The outcome would be a combination of the three of these measurements, effectiveness, and emotions will supplement the ease of use of quantitative data by including quotes, videos, or observations that tie to the different scores, giving additional evidence and context.

UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE



DISCOVER

METHODS	ACTIVITIES
Field studies/user interviews	Find allies
Diary studies	Talk with experts
Stakeholder interviews	Follow ethical guidelines
Requirements & constraints	Involve stakeholders
Sales & support interviews	Hunt for data sources
Support call monitoring	Determine UX metrics
Competitive testing	

EXPLORE

METHODS	ACTIVITIES
Competitive analysis	Follow Tog's principles of IXD
Design review	Use evidence-based guidelines
Persona building	Design for universal access
Task analysis	Give users control
Journey mapping	Prevent errors
Human-centered design	Improve error messages
Design diversity exploration	Provide helpful defaults
Pluralistic walkthrough	Check for inconsistencies
Prototype feedback & testing	Map features to needs
Write user stories	Make software updating easy
Card sorting	Plan for repair and recycling
	Avoid waste
	Consider diverse contexts
	Look for perverse incentives
	Consider social implications

TEST

METHODS	ACTIVITIES
Qualitative usability testing	Protect personal information
Training research	Keep data safe
User group outreach	Deliver both good and bad news
Social media monitoring	Track usability over time
Forum post analysis	Include diverse users
Benchmark testing	Track usability bugs
Accessibility evaluation	Make training information
Test instructions & help	

LISTEN

METHODS	ACTIVITIES
Surveys	Pay attention to user sentiment
Analytics review	Reduce the need for training
Search-log analysis	Communicate future directions
Usability bug review	Recruit people for future research
Feedback review	
FAQ review	
Conference outreach	
Q&A at talks and demos	

Bold methods are some of the most commonly used.