

Designing for your user

ADD basics

Three things to think about today

The best way to understand if your targeted user will like (and buy) your product is to understand them on multiple levels. Just asking questions is seldom enough.

User insight principles:

1. People are complicated
2. Context is everything
3. Make things tangible

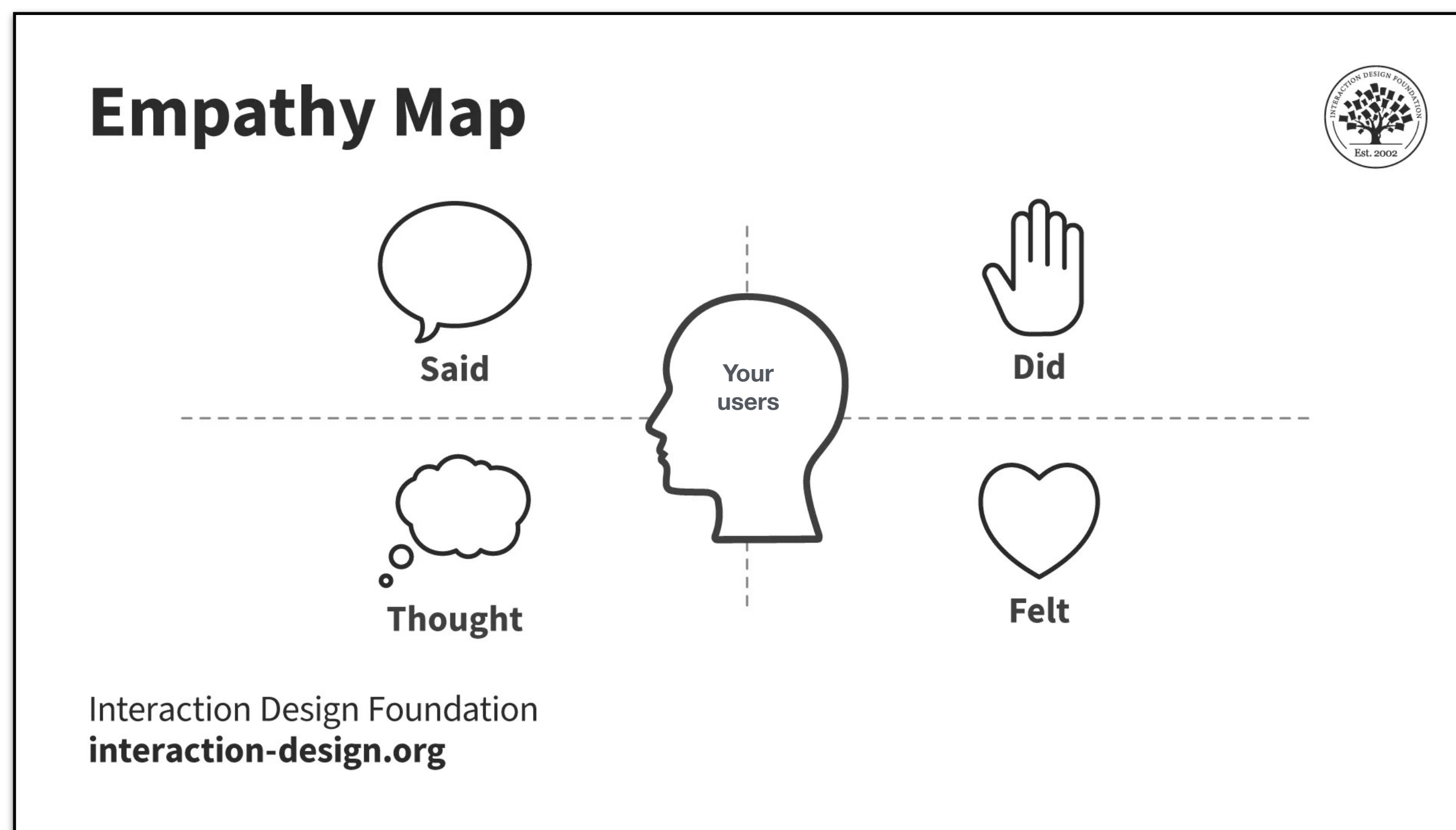


1. People are complicated!

Make sure to understand the full picture from your user. Try to meet your user(s) as a team and define clear roles.

Tips

1. *Someone to ask*
2. *Someone to listen & take notes*
3. *Someone to observe*
4. *Someone to capture images/ video*



Examples



Did



Felt



Said



Thought



2. Context is everything

People often change their behavior depending on context and who is around them.

Tips

1. *Meet them at the place(s) where they will use your product*
2. *Explore “before and after” moment of use*
3. *Ask them about their existing way of doing things - get them to show you*



Examples



3. Make things tangible

Humans are visual creatures.
Work in the physical rather than
the abstract.

Tips

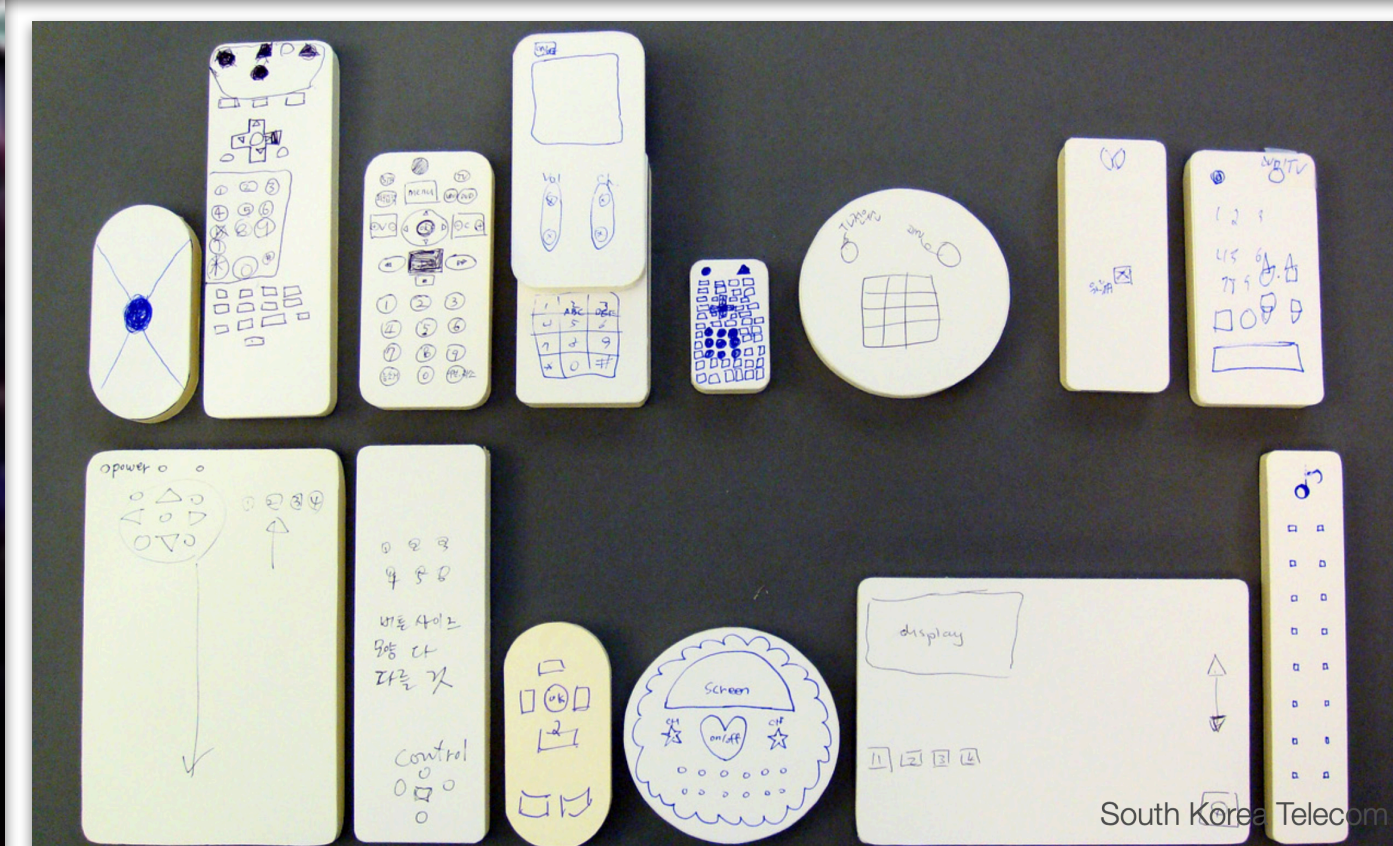
1. *Build and use prototypes
during your user insight work*
2. *Ask them to show you rather
than tell you*



Examples



Starbucks



South Korea Telecom

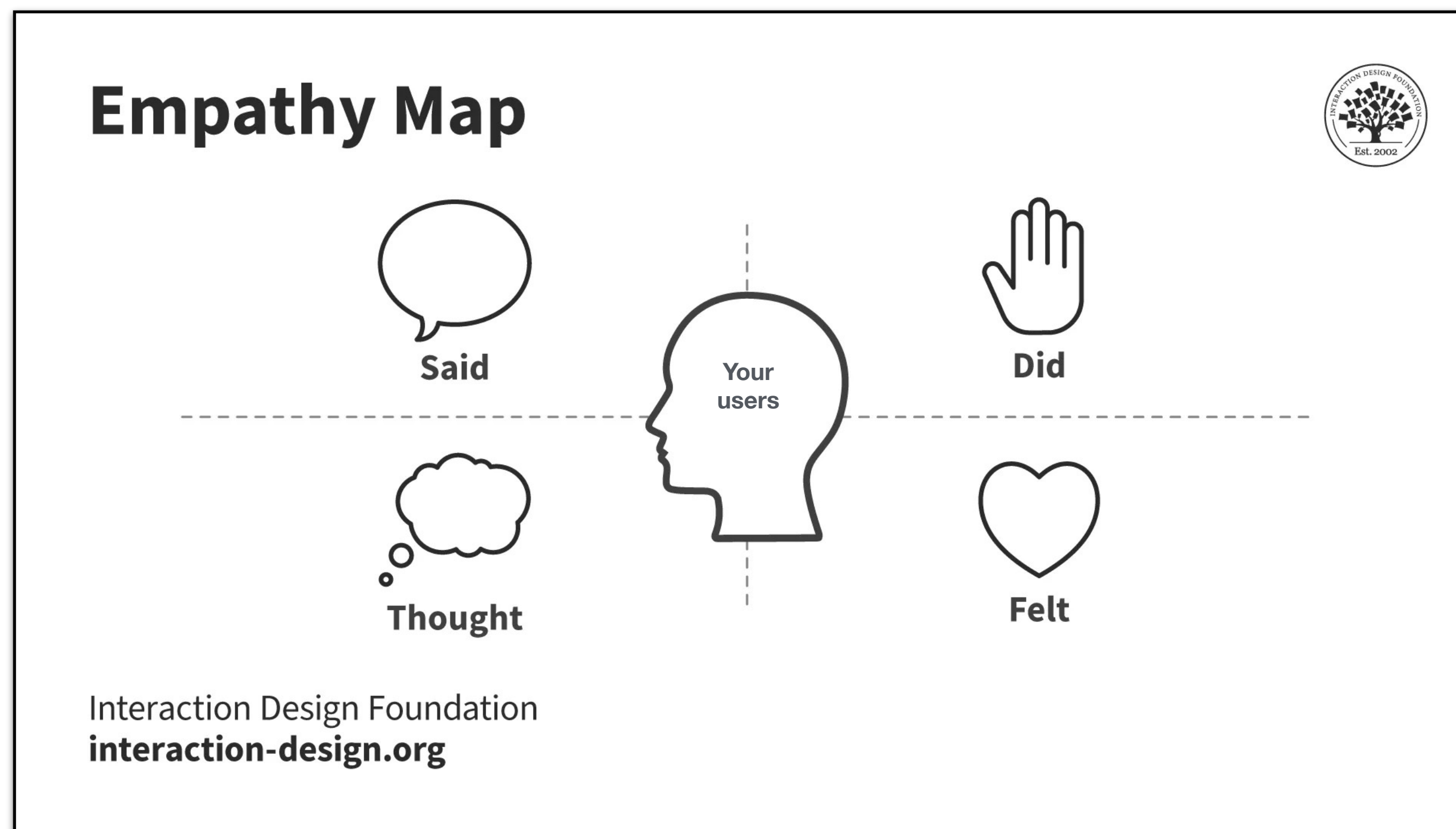
Today's exercise:

Discuss and decide with your team the best methods to use when meeting your user(s)

Sketch out a plan that works for your team on the final slide.

Eg:

- *Decide the best context for meeting*
- *Design and agree on the right questions for the interview guide*
- *How will you present your prototype to the user?*
- *How do you better understand the existing behavior without your new product?*
- *What roles will your team take during the sessions*



Sketch on this paper the most important things to consider during your user session(s)

Who?

Define your key user(s) plus any other important stakeholders

Context

Decide best place to meet your user(s)

Interview guide

What are the questions you want answers to?

Prototype

Decide the best way to show your prototype

Roles

Who will do what in your team?

Continue...

Use this as a starter, now develop a final plan for the user session and go do it!