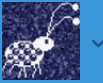




My Stories

Browse

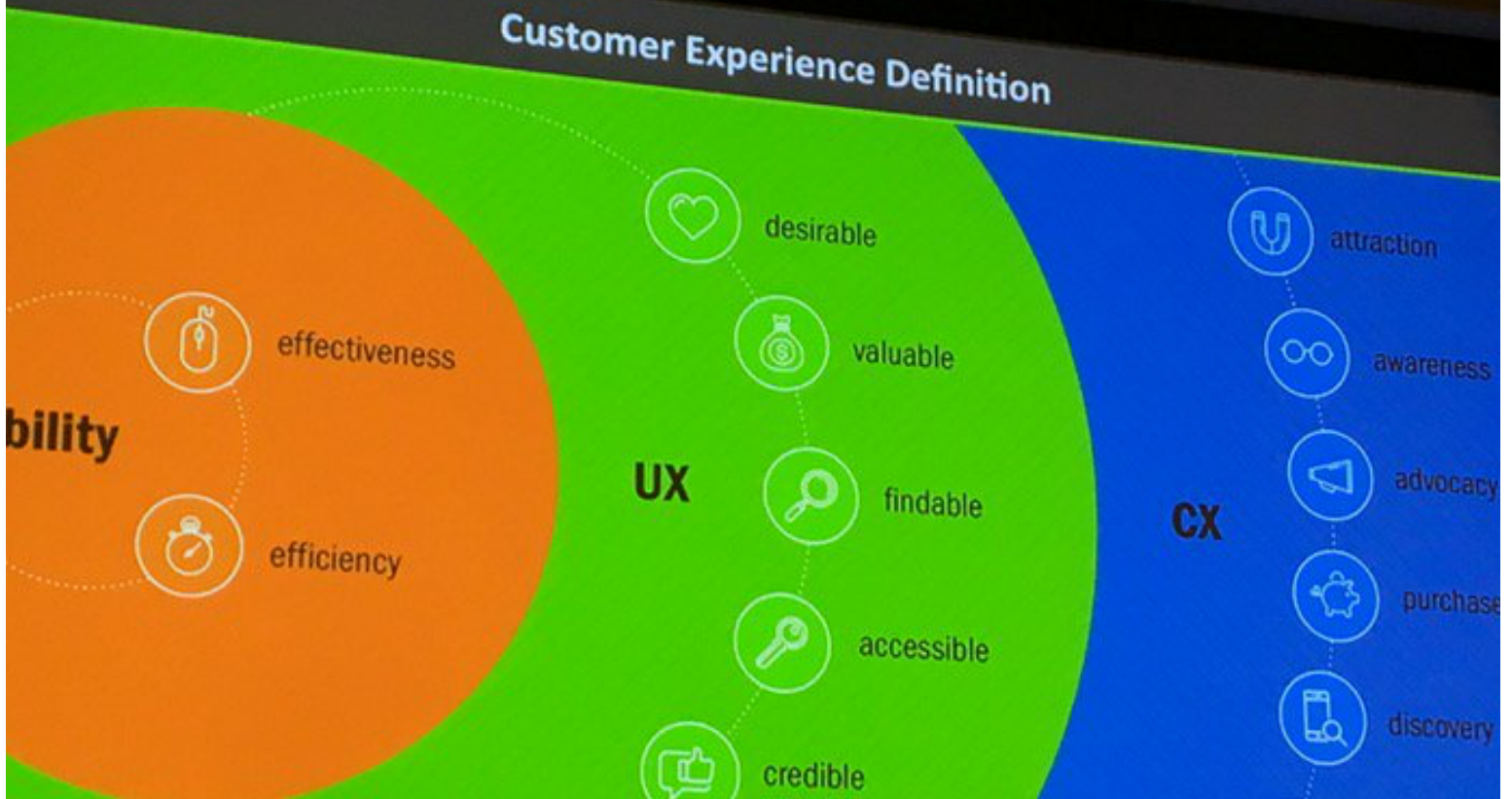
New Story



Search Stories...




Embed



UX Research = UX Innovation

by Lija Hogan

by  Anne Gibson 6 months ago 6 Views



Anne Gibson
@perpendicularme

 Follow

Now we have [@lijahogan](#) on UX Research = UX Innovation
[#ForgeConf](#)

3:01 PM - 26 Sep 2016

   1



Anne Gibson
@perpendicularme

 Follow

She works at User Testing and at the University of Michigan.
She works with customers to integrate user testing in their
research [#forgeconf](#)

3:02 PM - 26 Sep 2016

   1



Anne Gibson
@perpendicularme

 Follow

Challenges: not enough time, not enough money, wrong skill set,
etc. get in the way of research [#ForgeConf](#)

3:03 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

Research:

- gather & use data
- investigate systematically
- experiment aimed at discovery & interpretation [#forgeconf](#)

3:04 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

Research happens everywhere, but you might not recognize it as research. [#forgeconf](#)

3:06 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

Every moment of the day in a school is extremely intentional. Where they go, etc. Incentives are intentional. [#forgeconf](#)

3:07 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

Schools iterate every day on how to run the school. Lots of academic research both read and completed [#forgeconf](#)

3:08 PM - 26 Sep 2016





Anne Gibson

@perpendicularme

 Follow

‘This is how things went today. What are we going to do tomorrow to make it better?’ Iteration of research on a daily basis. [#forgeconf](#)

3:08 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Cafeterias are an omnichannel experience. Parents go online to put lunch money on the system. Kids choose the food.

[#forgeconf](#)

3:09 PM - 26 Sep 2016





Anne Gibson
@perpendicularme

[Follow](#)

We have a history of focusing on usability first [#forgeconf](#)

3:10 PM - 26 Sep 2016

👤 1 ❤️ 2



Anne Gibson
@perpendicularme

[Follow](#)

In the last 20 years, we've said ok they can do the task, do we consider whether they want to do the task? [#forgeconf](#)

3:11 PM - 26 Sep 2016

👤 1 ❤️ 0



Anne Gibson

@perpendicularme

 Follow

The last few years we've said ok they want to do the thing, across time and channel and device how do we communicate?
[#forgeconf](#)

3:11 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Research for usability is different from research for customer experience. [#forgeconf](#)

3:12 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

2 minute history of UX research: started with a challenge around the era of WWI and WWII. Started with planes [#forgeconf](#)

3:13 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

At the same time factories had to be reconfigured to allow women to build the planes the men needed to fly [#forgeconf](#)

3:13 PM - 26 Sep 2016





Anne Gibson

@perpendicularme

 Follow

Usability research was born out of necessity - quickly efficiently and accurately do things [#forgeconf](#)

3:14 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Usability research is about making something new and how to get them to use something new [#forgeconf](#)

3:14 PM - 26 Sep 2016



Jillian Bauer

@thesmallpicture

 Follow

"We're always driving towards making something new and getting ppl to understand how to use that something new," - [@lijahogan](#) [#ForgeConf](#)

3:17 PM - 26 Sep 2016 · Philadelphia, PA



Anne Gibson

@perpendicularme

 Follow

We really only get to impact the sprint part of the agile cycle. We don't get a lot of say in the product and sprint backlog. [#forgeconf](#)

3:15 PM - 26 Sep 2016





Anne Gibson
@perpendicularme

 Follow

The system becomes very disconnected ever optimize anything when it's done [#forgeconf](#)

3:15 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

How do we change this? What do we do about it? [#forgeconf](#)

3:15 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

Immerse yourself in the zone of your customers. Anticipate what they're needing so you don't have to do acute tactical research. [#forgeconf](#)

3:16 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

1. Basic research about your experience should be a part of your research program [#forgeconf](#)

3:17 PM - 26 Sep 2016





Anne Gibson
@perpendicularme

Follow

That means something different for everyone, but basic research for your setting means understanding needs w/o tying to software [#forgeconf](#)

3:17 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

You want it to be second nature on what you should be doing [#forgeconf](#)

3:17 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

A strategic research program should be different from a tactical one. Higher level. [#forgeconf](#)

3:18 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

Follow

What are you going to collect to anticipate needs in a different way? [#forgeconf](#)

3:18 PM - 26 Sep 2016





Anne Gibson

@perpendicularme

 Follow

The User's Journey by Donna Lichaw is a great book about constructing narrative stories around expectations - s/o to [@dlichaw](#) [#forgeconf](#)

3:20 PM - 26 Sep 2016

  5  2



Anne Gibson

@perpendicularme

 Follow

Understand interactions. Understand attitudes, preferences, and behaviors of your users. Helps you predict what people will do [#forgeconf](#)

3:20 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

A/B Test live experiences to see what people do. [#forgeconf](#)

3:21 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

The research program needs to bring together all the different streams, then put out an understanding of what we're serving [#forgeconf](#)

3:22 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

Good research can help drive what goes in the backlog, what can be done up front, and what you're doing in a tactical way
[#forgeconf](#)

3:22 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

Balance strategic and tactical research. Do it really intentionally. You can't do research all the time [#forgeconf](#)

3:23 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

Schedule research on an annual or quarterly basis. What are you doing strategically and what tactically for research?
[#forgeconf](#)

3:23 PM - 26 Sep 2016



Anne Gibson
@perpendicularme

 Follow

Leave yourself some time to hop on something that comes up unexpectedly [#forgeconf](#)

3:24 PM - 26 Sep 2016





Anne Gibson

@perpendicularme

 Follow

Code freezes in the retail industry happen in October because of the holiday season. This is a great time to baseline benchmark [#forgeconf](#)

3:24 PM - 26 Sep 2016



1



1



Anne Gibson

@perpendicularme

 Follow

Look for the unexpected and unexplained. It will suggest new research topics. Research begets research [#forgeconf](#)

3:25 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Whenever a university reconfigures physical space they leave it unpaved. Then they pave over the paths people use.

[#ForgeConf](#)

3:26 PM - 26 Sep 2016



And by "a university" I should have specified "a specific university that Lija referenced whose name I totally missed". Not every university paves the cowpaths; some seem quite peversely keen on doing the opposite based on some of the tweet replies I got.

While saying this, Lija was showing a slide where the paths were paved but a bunch of people still cut through the middle to go to what looked like a totally useless location. She still doesn't know why.



Anne Gibson

@perpendicularme

 Follow

Why would someone walk off the path to get to a place? Those are the kinds of mysteries you're looking for [#forgeconf](#)

3:27 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Is this path too well-used? Why are they going there? Follow up and learn more about it [#ForgeConf](#)

3:27 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Test iteratively and as early as possible. NDAs can make it tough. Can people react to a general concept? [#forgeconf](#)

3:28 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Ideas are super dirty and messy and incomplete. Talking through with other people is the only way to get to meaning [#forgeconf](#)

3:30 PM - 26 Sep 2016





Anne Gibson

@perpendicularme

 Follow

Building a [#ux](#) research program is gradual. Assess where your org is and how you make the next step [#forgeconf](#)

3:32 PM - 26 Sep 2016



Brian Crumley

@briancrumley

 Follow

"it takes a while to get there and that's ok" - [@lijahogan](#)
[#forgeconf](#) [#uxresearch](#) [#ideation](#)

3:32 PM - 26 Sep 2016 · Philadelphia, PA



Anne Gibson

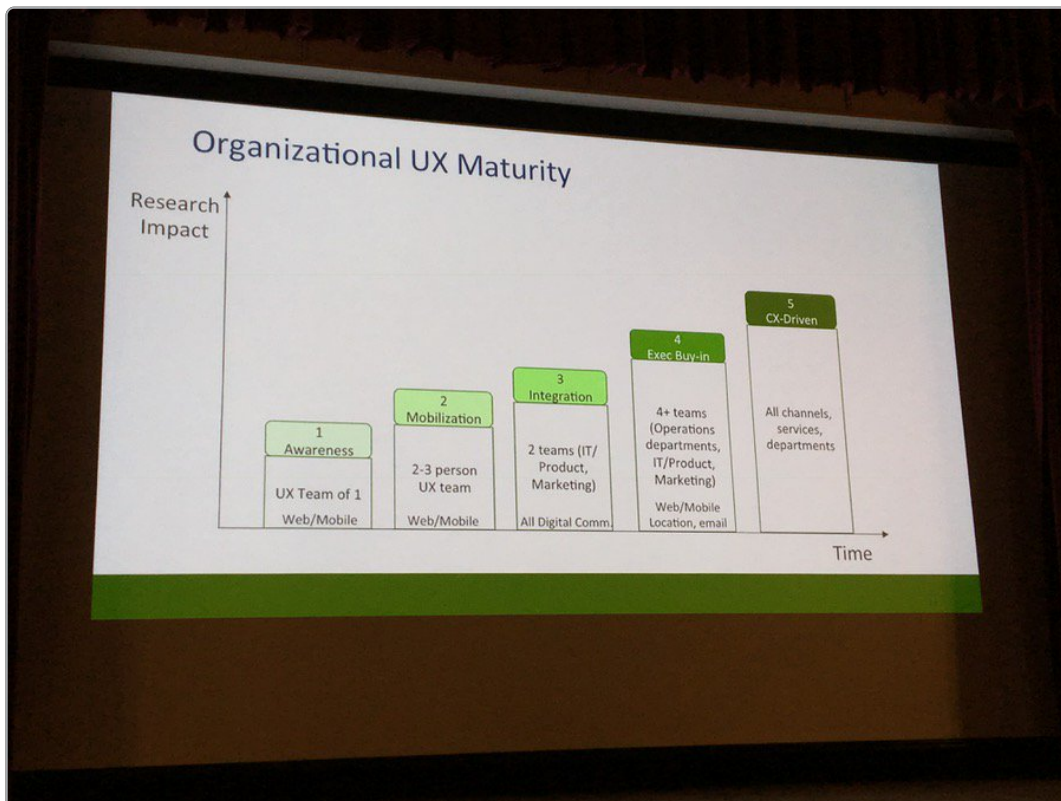
@perpendicularme

 Follow

You're an ambassador and an evangelist for UX research and bringing people along [#forgeconf](#)

3:33 PM - 26 Sep 2016





Anne Gibson
@perpendicularme

[Follow](#)

Where is your organization? #forgeconf

3:33 PM - 26 Sep 2016

🔙 ↻ ❤️ 2



Anne Gibson
@perpendicularme

[Follow](#)

As you work with people, research becomes part of their work and their empathy grows and their work gets better #forgeconf

3:34 PM - 26 Sep 2016

🔙 ↻ ❤️



Anne Gibson

@perpendicularme

 Follow

When the org relies on research - it's part of every major decision, it's part of everyone's job - it's high maturity [#forgeconf](#)

3:35 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

When testing shows poor usability, how do you keep the client from scrapping the work? Depends on where in the design you are [#forgeconf](#)

3:36 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Take a step back and start from a different place. Sometimes you have to preach persistence [#forgeconf](#)

3:36 PM - 26 Sep 2016



Anne Gibson

@perpendicularme

 Follow

Sometimes people get so stuck in where they are they don't look elsewhere What is the industry doing? Are we different or better? [#forgeconf](#)

3:37 PM - 26 Sep 2016

