Methodologies

To choose a methodology, decide on the play it will support, and the kind of data you are looking for.

A Attitudinal data: How do participants feel about the product.

B Behavioral data: How do participants use the product.

STAKEHOLDER INTERVIEWS **A**

A way to gather insights about the customer's goals. This method can help prioritize features throughout the system and help define what key performance indicators (KPIs) are important. Stakeholder interviews often involve gathering feedback from people who are not directly interacting with the product as end users, but rather those who have influence over or are influenced by the decisions made about the product.

→ *Use in Play 1, 2, 3*

BRAINSTORMING **A**

A way to generate ideas that could solve a potential problem. Brainstorming is especially useful with groups of users or stakeholders. When brainstorming, give participants a way to write down or record their comments with a digital whiteboard or other solution to avoid limiting feedback from users who are unable to speak up in groups.

→ *Use in Play: 1, 2, 3*

HEURISTIC ANALYSIS **A**

A visual that depicts the good and bad practices of an application/ website according to a predetermined list of heuristics, or rules of thumb. This helps us access the application/website regarding efficiency, usability, and effectiveness of the user's experience in a consistent methodology. UX heuristics lists are available from several sources, though **Nielsen Norman's list** are a helpful resource.

→ *Use in Play: 3*

USER INTERVIEWS **A**

One on one discussions that talk about a specific issue. Having one on one user interviews helps with understanding that person's viewpoint on the specific matter. Interviews should be scripted carefully,

ensuring a standardized discussion across participants but without relying on leading questions. User interviews work best on a small number of participants and produce qualitative data. To target a larger er of users, see Quantitative Surveys.

→ *Use in Play: 1, 3*

FOCUS GROUPS Ⓐ

A group of people talking about a specific issue. These help to understand user's feelings and opinions by allowing users to hear each other's feedback and piggyback off of their ideas. Like interviews, focus groups can be structured or unstructured, and often involve activities such as card sorting, brainstorming, word association, or other activities to guide the conversation. When working with groups, be sure to provide a method for every member to record their comments such as paper or a digital whiteboard to maximize the amount of feedback recorded, since not everyone will be able to speak up.

→ *Use in Play: 1, 3*

QUANTITATIVE SURVEYS Ⓐ Ⓑ

A way to measure customer satisfaction and collect feedback on the application/website.

→ *Use in Play: 1, 2, 3*

A/B TESTING Ⓐ

Showing multiple versions of the design of the application/website to different groups of users and figuring out which design is more acceptable.

→ *Use in Play: 3*

HEATMAP TRACKING Ⓐ

A method used to track a person's mouse to gauge what the user is interested in and how they understand the flow of the application/website, often to test the success of a specific user flow. Heatmaps can be generated using tools such as Maze, which provide tasks for users to complete and generate heatmaps based on the defined user flow.

→ *Use in Play: 3*

CARD SORTING Ⓐ

A way to group similar content and functionality into specific categories. As a collaborative exercise, card sorting is best used to understand how a user prioritizes information and can help re-organize the hierarchy of information on a product.

→ *Use in Play: 2, 3*

Deliverables:

SERVICE BLUEPRINT

A visual representation that displays the relationship of the consumer with the brand's people, processes, and technologies. It helps visualize how these aspects of a service, which may or may not be visible to the end user, interact with and support the path that our customers would follow and how we can improve it.

→ *Use in Play: 1*

CUSTOMER JOURNEY MAP

A visual depicting the visible parts of a customer's journey by each touchpoint with the service, documenting the customer's positive and negative affect with each touchpoint. This map helps inform the service blueprint, which involves a more in-depth representation of "behind the scenes" support processes, systems, and dependencies from the initial touchpoint (or interaction) with your brand all the way through the end.

→ *Use in Play: 1*

PERSONAS

Personas are fictional characters that represent your different customer types. Building personas helps you get in the mindset and perspective of your specific customers so that you can design products, services, and systems to meet their exact needs. Personas should be based primarily on how the user interacts with your product (a first-time user, a user unfamiliar with technology, an applicant, etc.) rather than demographic information (female, elderly, etc.).

→ *Use in Play: 1*

USER FLOW DIAGRAMS

A visual depicting the steps the customer will take to complete a specific task.

→ *Use in Play: 3*

HAND DRAWN SKETCHES

A method used by many to depict the high-level structure and layout of the application/website. This is used to quickly depict a new layout with paper and pen, or by using a digital whiteboard program. The goal of sketching is to communicate broad ideas about the product, not look and feel. Sketching (as well as low fidelity prototyping) should be done in black and white so as not to skew client or user perceptions of the information architecture with positive or negative reactions to color.

→ *Use in Play: 3*

WIREFRAMES

Low-fidelity wireframes are used to give a general idea about the navigation and structure of an application/website. Low fidelity wireframes can be made with drag-and-drop wireframing libraries, many of which are available natively in prototyping applications.

→ *Use in Play: 3*

PATTERN LIBRARIES AND DESIGN SYSTEMS

A method used to ensure consistency throughout the application/website by providing a library consisting of components, code, and patterns used across. Pattern libraries can be made from scratch or adapted from an existing design library but should be updated regularly to reflect product-wide changes to ensure design consistency.

→ *Use in Play: 3*

PROTOTYPES

High fidelity mockups or prototypes give the customer a close to exact replica of what the application/website will look like, feel, and operate. High fidelity prototypes should be clickable so that they can be used with user testing as necessary before pages and components reach development.

→ *Use in Play: 3*

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