Understanding Website User Research Approaches

Agenda

- Barriers to User Research

- Understanding the Different Types of Research

- How to Learn from Your Audience: Focus groups, User Interviews and Usability Tests

- Your Number One User Research Tool

- 7 User Research Tactics

- Preparing Your Findings

- Q&A

We've already done research.

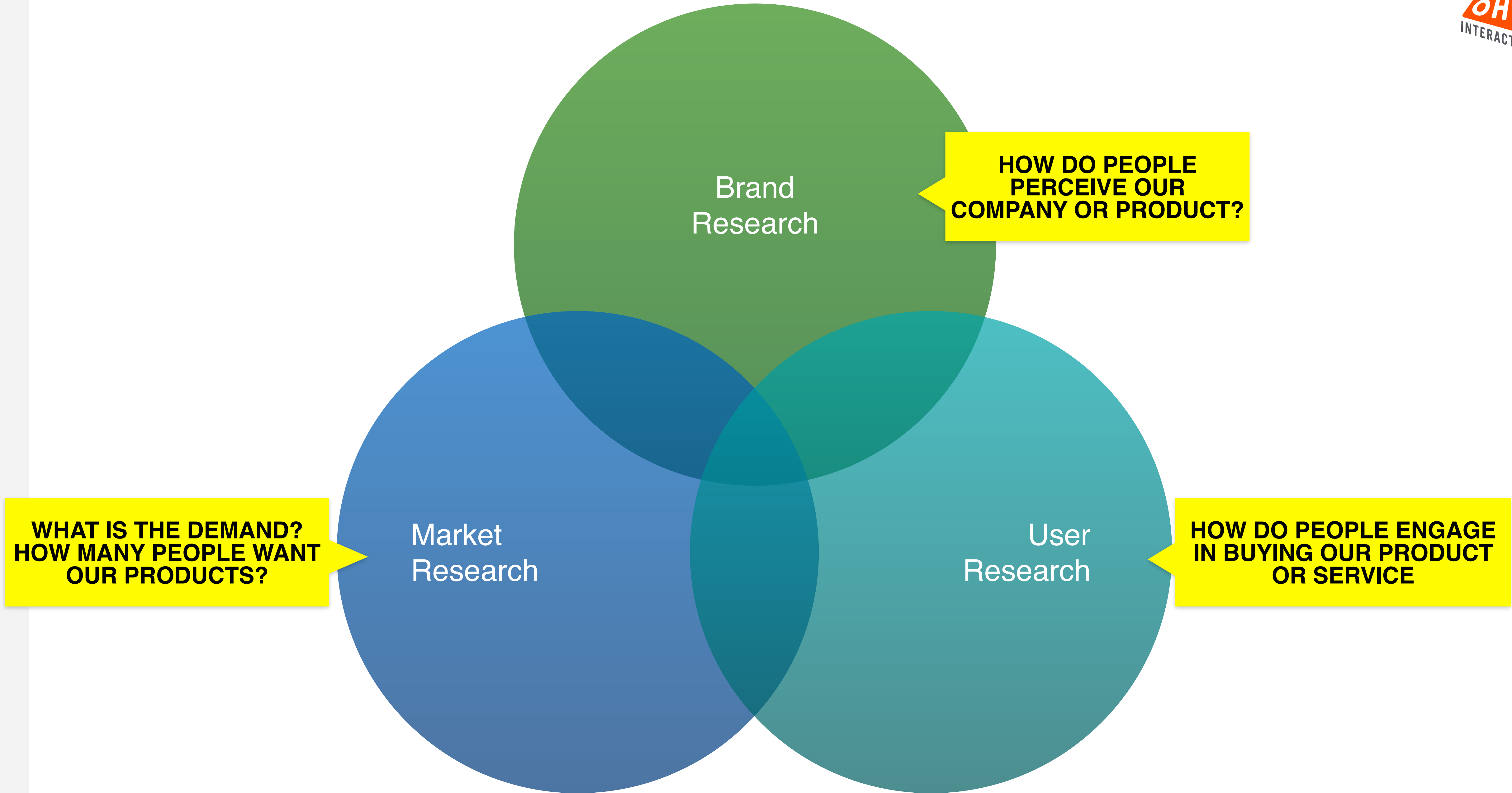It's too expensive.

We don't have time!

We Already Know Our Users

Different Types of Research

The Types of Research

Market Research

- How many prospective buyers are in our target geographies?

- What industries need to have more training for employees?

- What is the age and population needing health insurance or health care?

Brand Perception Research

- What do people associate with our organization or company?

- What words come to mind?

- How top-of-mind is our organization?

User Research

- What motivates users to take action?

- What is the customer/buying journey?

- What are the different personas?

- How is the brand coming across and driving action?

Clearing Up Customer Personas

Demographic Personas – good for buying advertising by income, gender, age segments, etc.

Personality Personas – "new moms" or "seniors" – good for developing messages

Buying Personas – "researcher" vs. "impulse buyer" – defining different journey maps and prioritized content needs

Learn from Your Audience
Focus Groups, 1:1 and Usability Testing

Research Learning Spiral

"A Five-Step Process For Conducting User Research" by David Sherman, Smashing Magazine 2013
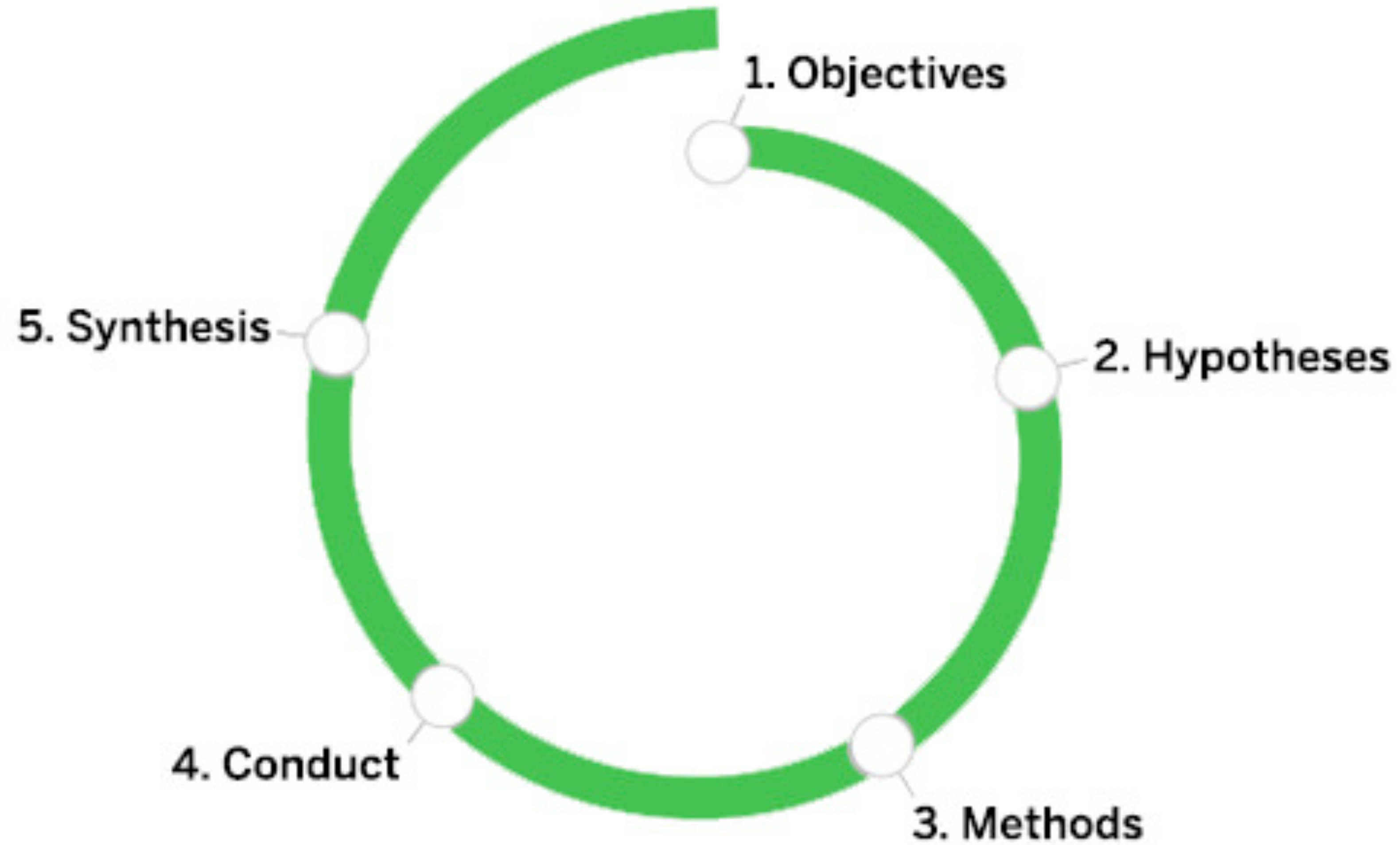
Focus Groups

Focus Groups

Excellent for gathering high-level reactions

Brand Activation

- Understand preferences and attitudes

- Gut reactions to designs or messaging

Cons

- Don't cover as much ground as a user test

- Must guard against group think

- Need to facilitate getting everyone to speak
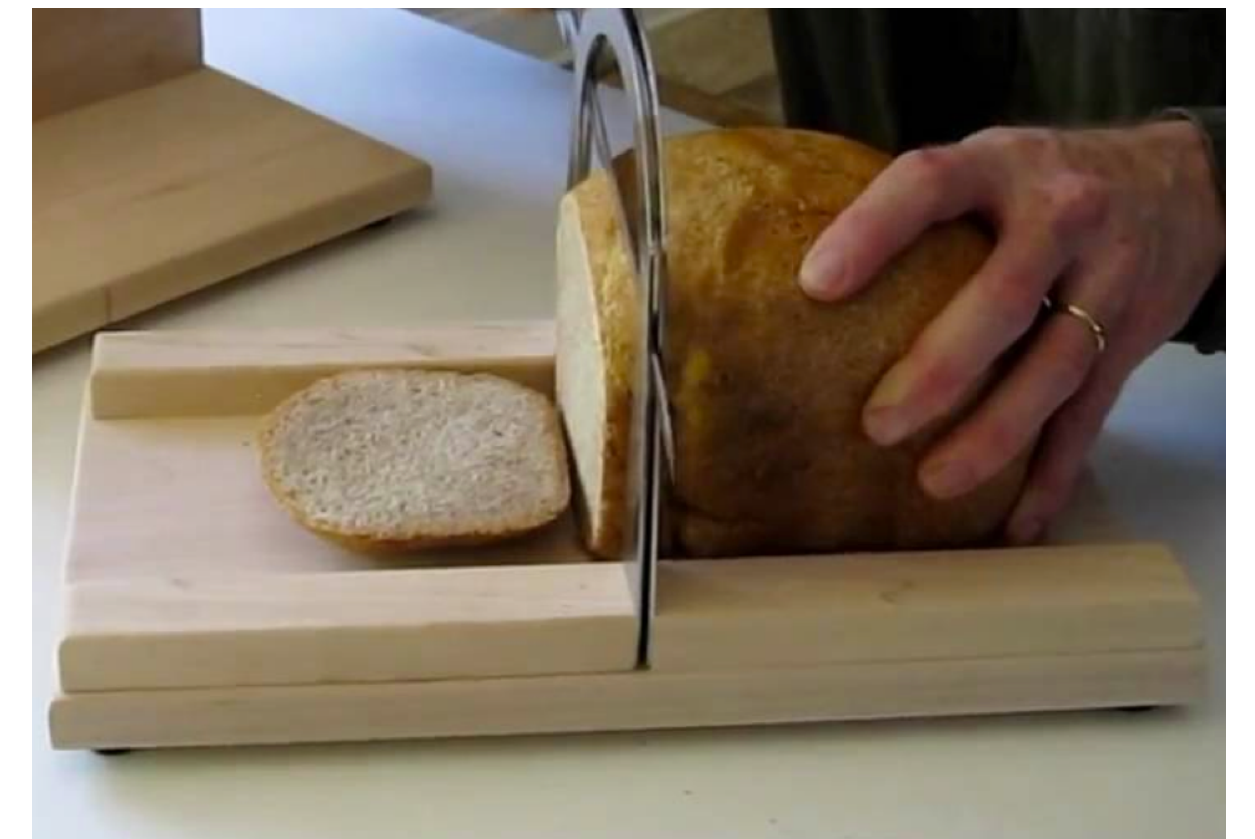
What is your reaction to these methods?
Which bread slicing method do you prefer?

Conducting a Focus Groups

Pre-work

- Gather 6-12 people

- Need to align with your persona/target market

- Complete a pre-survey

- Bring tent cards for names (in person)

During the session

- Introduce the session: purpose, length, your name

- Focus on facilitating the conversation, not note taking

- Record the session for textual analysis

- Use pre-survey as information for starting questions

- Ask open ended questions

- Use strategies that make people vote or require an answer from everyone

- Stay neutral, but engaged

1:1 User Testing

OHO
INTERACTIVE
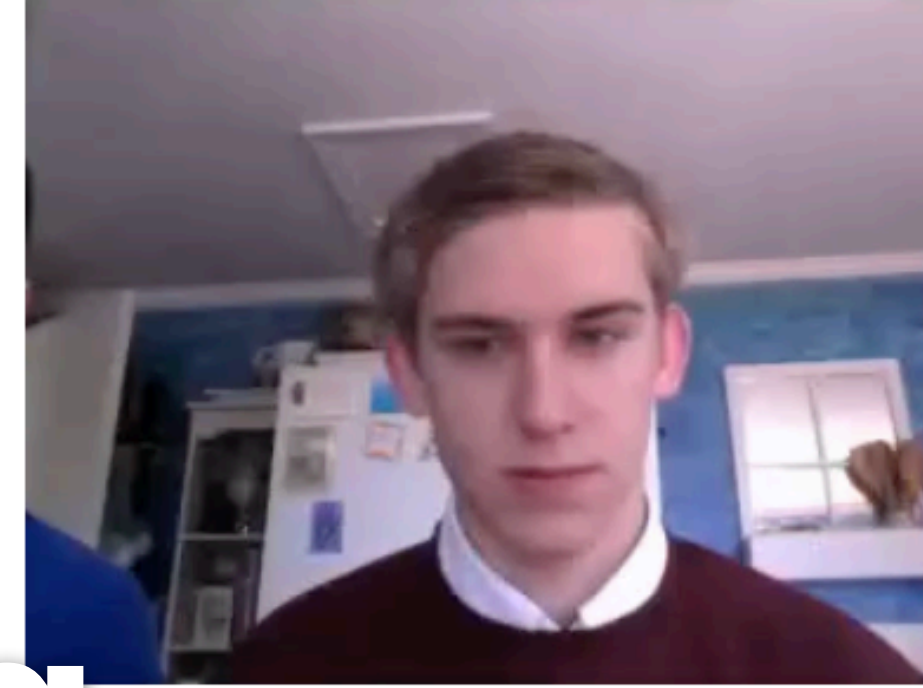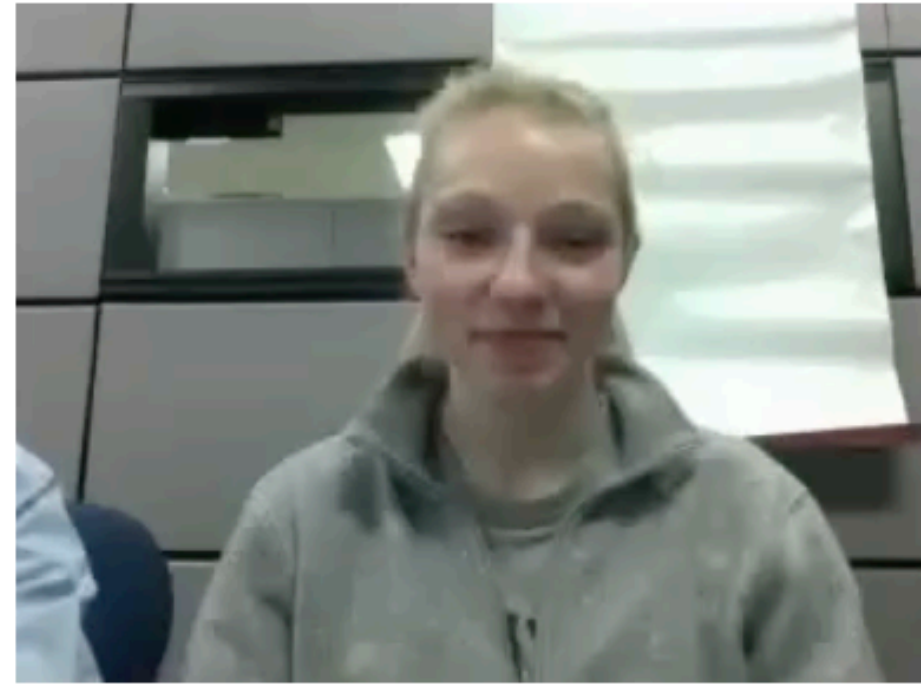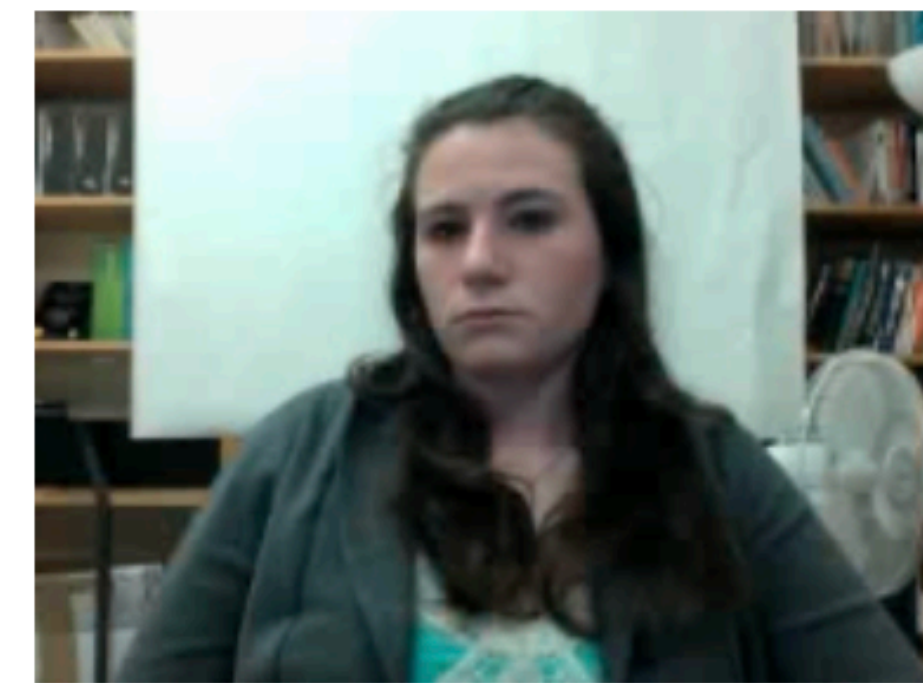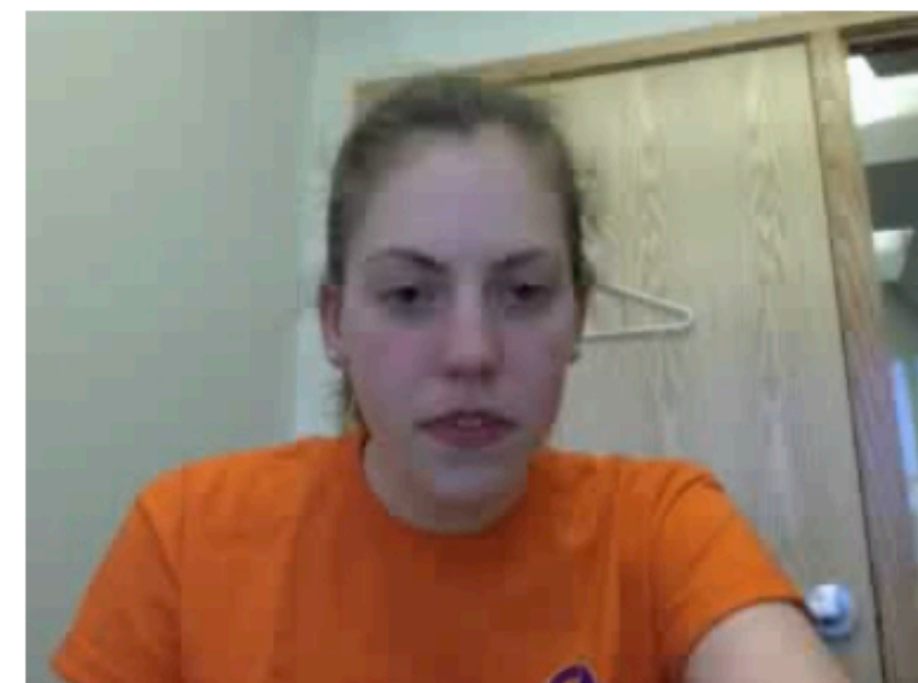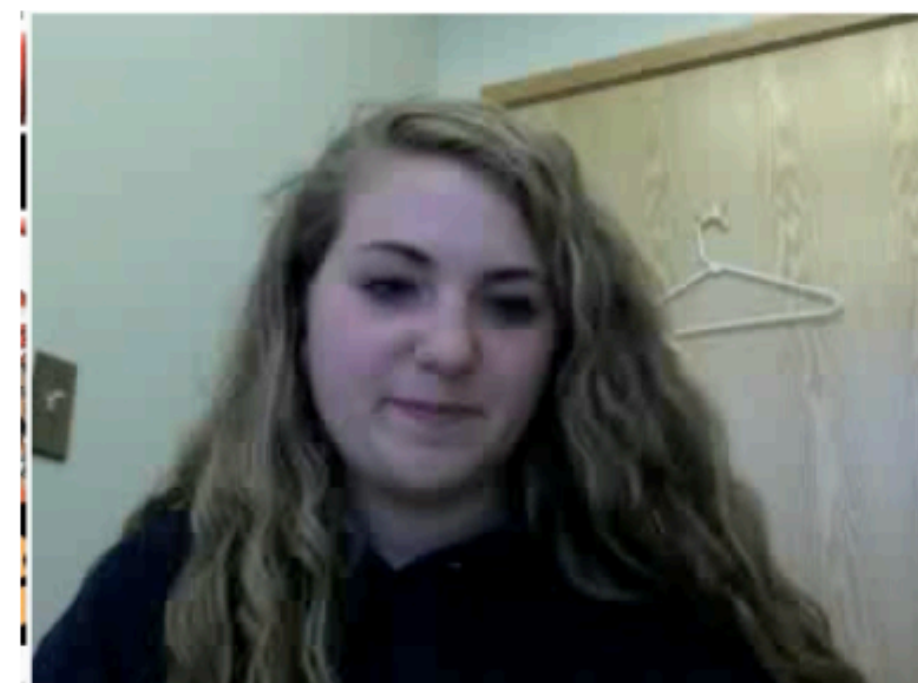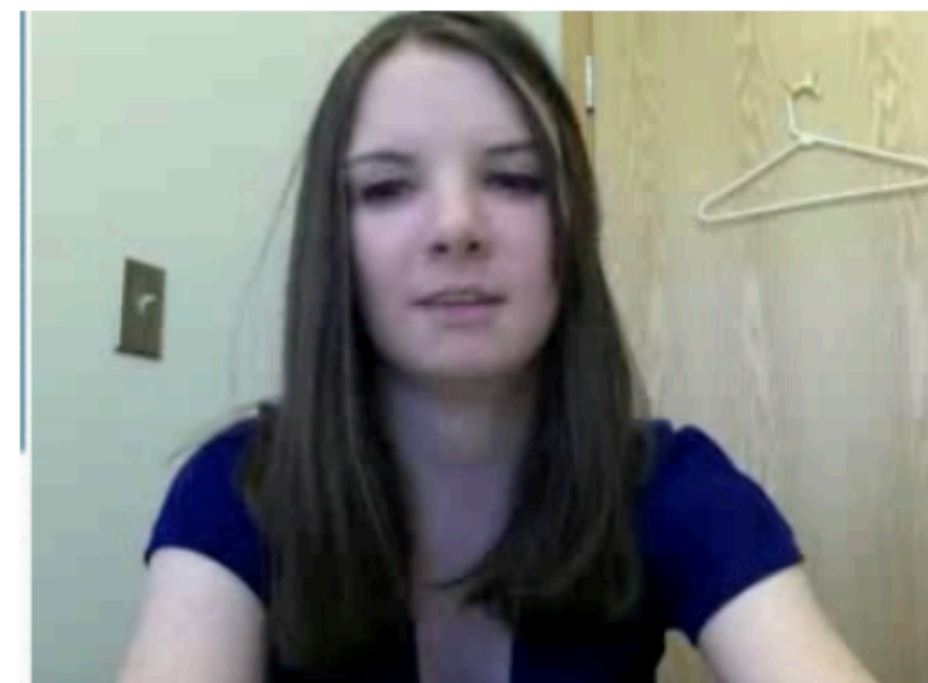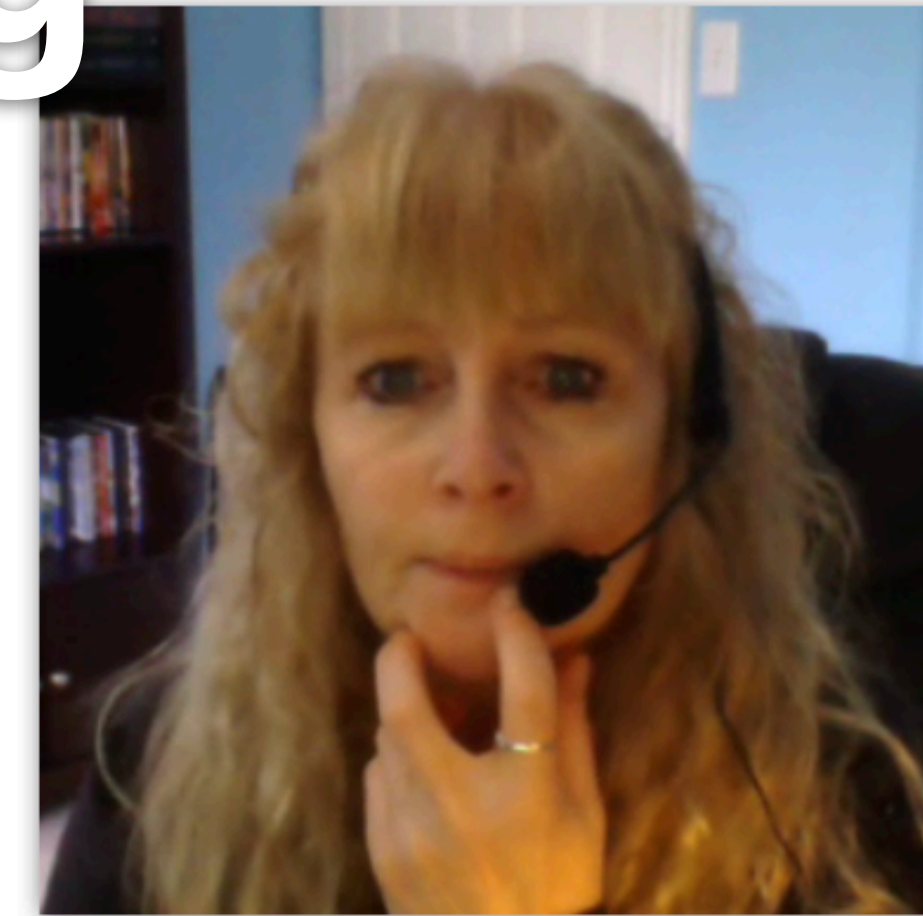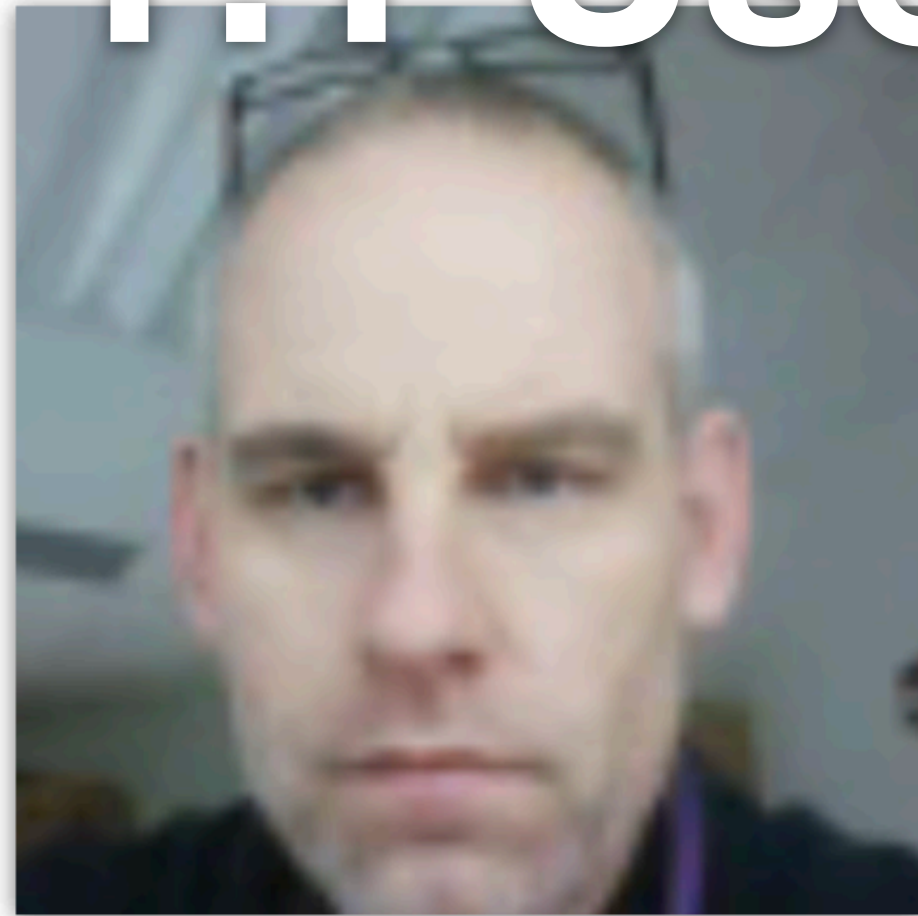
1:1 User Research

Excellent for gathering reactions and behavioral and contextual research

- Higher degree of relevance – asking someone who could be an eventual end user

- Observe information about design and brand

- Understand user motivation and process

- Gather information about usability and UI patterns

- Able to use actual pathways and interfaces

- Avoid group think

Factors

- Recruit from different persona groups

- Unnatural environment

- Desire to please

- Work harder than they would in the natural environment

- Don't test the UI that you designed or developed

How would you approach
dividing this loaf of bread?

Usability Testing

Usability is a quality attribute that assesses how easy user interfaces are to use.

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?

- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?

- **Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?

- **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

- **Satisfaction:** How pleasant is it to use the design?

Factors

- Assume that this is a valid thing to do

- Doesn't ask – would you ever register for this product

- The task does not need to be relevant to the user

Can you cut this bread with this knife?

Custom Care & Coverage Just For You | Kaiser Permanente

By signing in, you agree to our website Terms & Conditions and Privacy Statement.
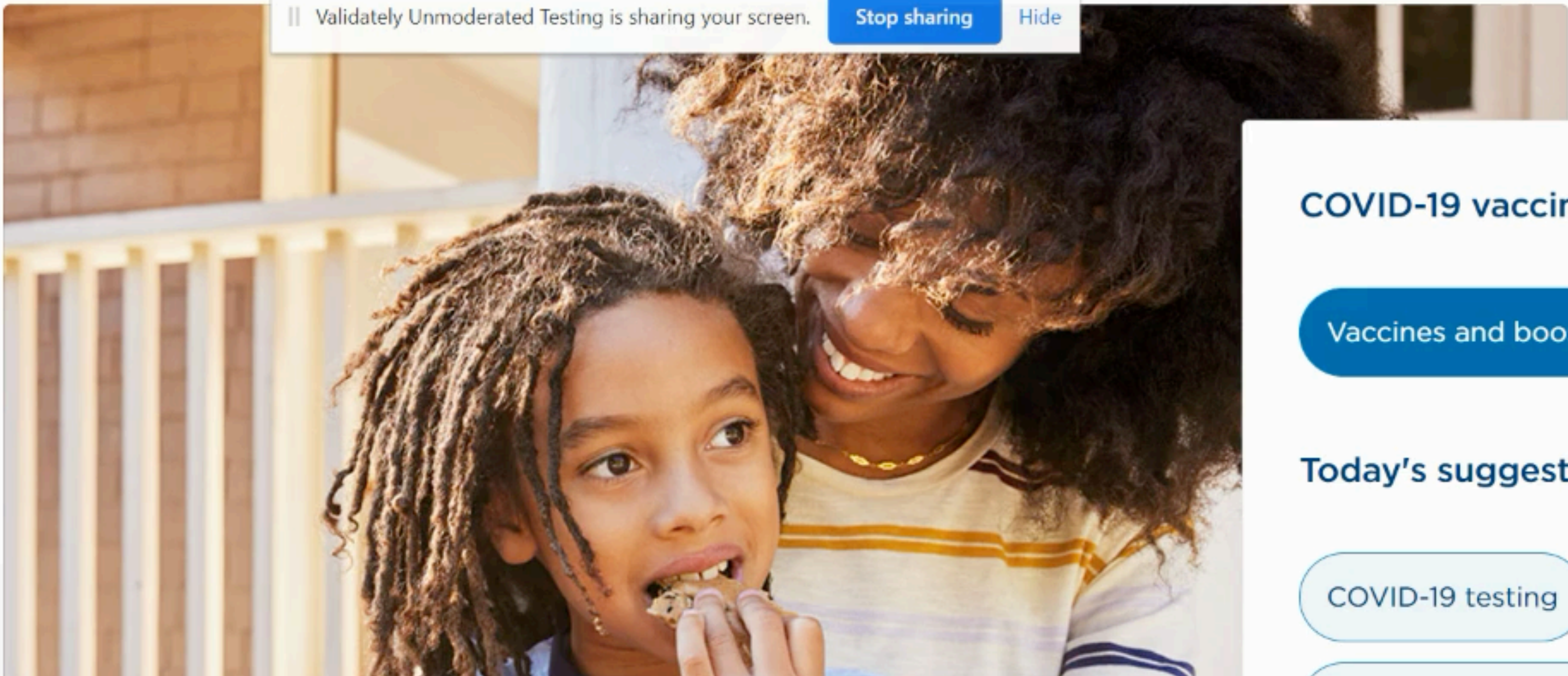
Learn   Shop Plans   Doctors & Locations   Health & Wellness   Get Care   Pay Bills   🔍 S   Show Task

Good night Miami, FL 📍

Air quality
Good

|| Validately Unmoderated Testing is sharing your screen.   Stop sharing   Hide

COVID-19 vaccine and booster update:

Vaccines and boosters

Today's suggestions:

COVID-19 testing   COVID-19 vaccines

Website Feedback

🔍 Type here to search   58°F Clear   12:30 AM 1/15/2022

How Many Users to Test?
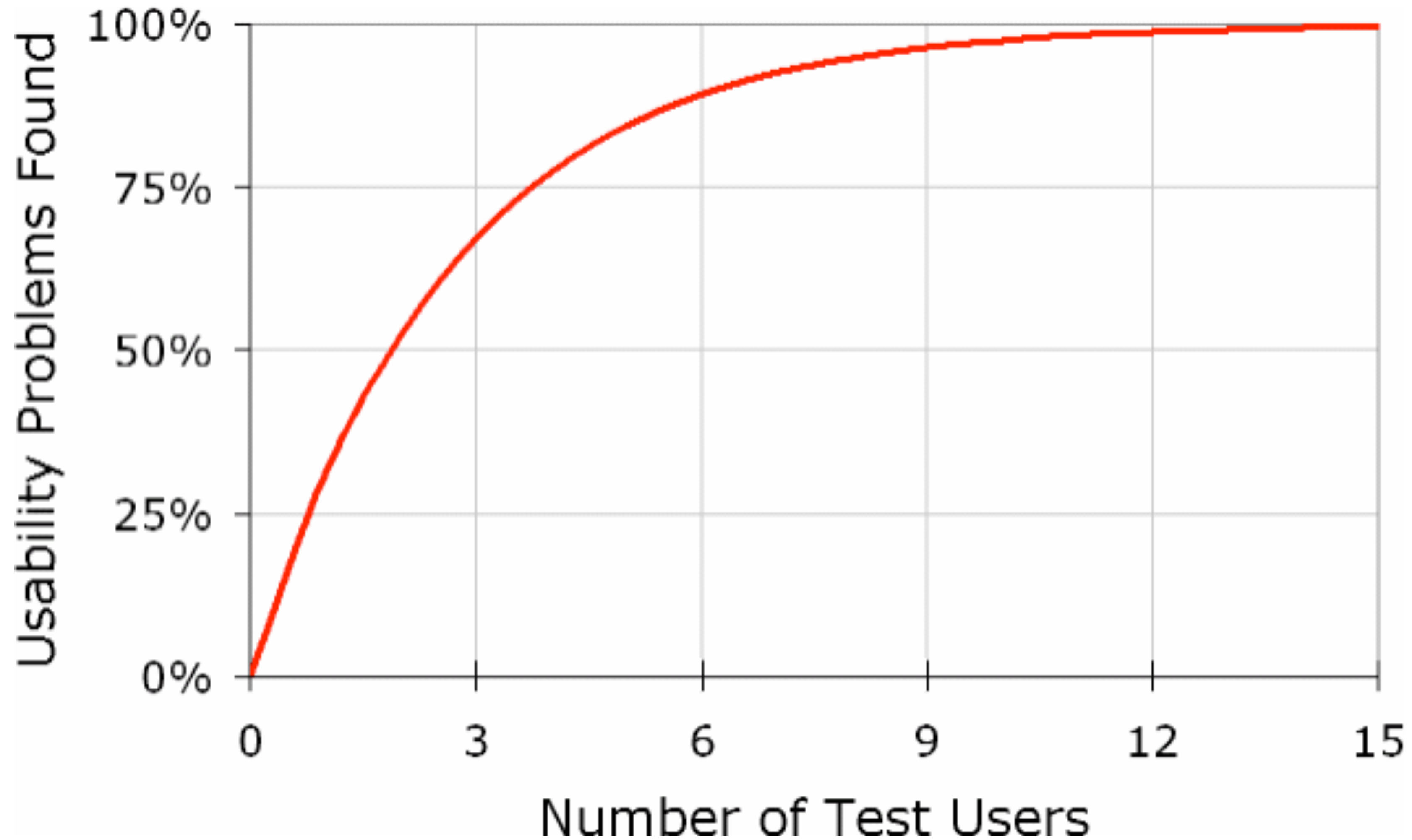
Your #1
User Research Tool

"Thinking aloud should be the first tool in your UX toolbox."

Jakob Nielsen

Thinking Aloud

"In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface."

Three simple steps:

- Recruit representative users.

- Give them representative tasks to perform.

- And …

Zip it!
Let the Users Talk

Sample Thinking Aloud

We've found 10 plans matching your search. › Modify quote

Get care when and where it works for you. Check out our virtual care options, such as video visits, e-visits, or phone appointments with your Kaiser Permanente care team. Get most prescriptions sent straight to your door with our mail-order delivery service. Learn more about virtual care

Note: Results displayed below will not show Kaiser Permanente Medi-Cal.

Sort by:

› Compare selections

Filter plans by:
› Reset all filters

Plan Level
☐ Bronze (3)
☐ Silver (3)
☐ Gold (2)
☐ Platinum (1)
☐ Catastrophic (1)

HSA-Qualified
☐ Yes
☐ No

Where am I buying from?
☐ Show both
☑ Kaiser Permanente Direct
☐ Exchange plans offered through Covered California

Qualify for federal financial help?
see if you qualify ›

☐ Compare | ☐ Compare | ☐ Compare

Deductible Bronze | **HSA Bronze** | **Deductible Bronze**
Kaiser Permanente - Bronze 60 HMO 8200/0% | Kaiser Permanente - Bronze 60 HDHP HMO | Kaiser Permanente - Bronze 60 HMO

plan details › | plan details › | plan details ›
apply › | apply › | apply ›
✉ Email 🖶 Print | ✉ Email 🖶 Print | ✉ Email 🖶 Print

ANTICIPATED PREMIUM COSTS
See if you qualify for federal financial assistance
check eligibility ›

DENTAL — Edit Dental

PREMIUM ⓘ

YOUR ESTIMATED COST	YOUR ESTIMATED COST	YOUR ESTIMATED COST
$256.65	$264.79	$265.65
MONTHLY MEDICAL PREMIUM $256.65	MONTHLY MEDICAL PREMIUM $264.79	MONTHLY MEDICAL PREMIUM $265.65
MONTHLY DENTAL PREMIUM $0.00	MONTHLY DENTAL PREMIUM $0.00	MONTHLY DENTAL PREMIUM $0.00

MEDICAL PREMIUM BREAKDOWN ⓘ

TOTAL PREMIUM $256.65	TOTAL PREMIUM $264.79	TOTAL PREMIUM $265.65
FAMILY COMPONENTS SELF $256.65	FAMILY COMPONENTS SELF $264.79	FAMILY COMPONENTS SELF $265.65

DENTAL PREMIUM BREAKDOWN

FAMILY DENTAL TOTAL $0.00	FAMILY DENTAL TOTAL $0.00	FAMILY DENTAL TOTAL $0.00
SELF N/A	SELF N/A	SELF N/A

FEATURES ⓘ

ANNUAL MEDICAL DEDUCTIBLE (INDIVIDUAL/FAMILY) $8,200/$16,400	ANNUAL MEDICAL DEDUCTIBLE (INDIVIDUAL/FAMILY) $7,000/$14,000	ANNUAL MEDICAL DEDUCTIBLE (INDIVIDUAL/FAMILY) $6,300/$12,600

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of Tennessee

Find A Doctor | Log In

Products ▾ | Edit Quote | Resources ▾ | 🛒 View Cart

2022 Health Plans

Your Quote: 1 person(s) - 37034 - BEDFORD

To change the Plan List view, click View/Edit Filters.

Select One... ▾ | View/Edit Filters ▾ | Click to compare plans

Bronze B08S Free Telehealth
(EPO) — View Details

Annual Deductibles	Out-of-Pocket Maximums	Primary Care Physician
Medical Deductible: N/A	Medical Benefits: N/A	Telehealth services are available through PhysicianNow with your plan.
Drug Deductible: N/A	Drug Benefits: N/A	
Combined Medical and Drug Deductible: Individual: $8,700 / Family: $8700 per person | $17400 per group	Medical and Drug Benefits Total: Individual: $8,700 / Family: $8700 per person | $17400 per group	Coinsurance: No charge after deductible

Total Premium
$451.53 /mo.
☐ Select to Compare
🛒 Add to Cart

🔍 Are my Providers In-Network?

Bronze B07S HSA + Free Preventive Care
(EPO) — View Details

Annual Deductibles	Out-of-Pocket Maximums	Primary Care Physician
Medical Deductible: N/A	Medical Benefits: N/A	Telehealth services are available through PhysicianNow with your plan.
Drug Deductible: N/A	Drug Benefits: N/A	
Combined Medical and Drug Deductible: Individual: $5,950 / Family: $5950 per person | $11900 per group	Medical and Drug Benefits Total: Individual: $6,900 / Family: $6900 per person | $13800 per group	Coinsurance: 50% Coinsurance after deductible

Total Premium
$513.99 /mo.
☐ Select to Compare
🛒 Add to Cart

🔍 Are my Providers In-Network?

Bronze B10S Free Telehealth
(EPO) — View Details

Annual Deductibles	Out-of-Pocket Maximums	Primary Care Physician
Medical Deductible: N/A	Medical Benefits: N/A	Telehealth services are available through PhysicianNow with your plan.
Drug Deductible: N/A	Drug Benefits: N/A	
Combined Medical and Drug Deductible: Individual: $6,600 / Family: $6600 per person | $13200 per group	Medical and Drug Benefits Total: Individual: $8,150 / Family: $8150 per person | $16300 per group	Coinsurance: 50% Coinsurance after deductible

Total Premium
$514.79 /mo.
☐ Select to Compare
🛒 Add to Cart

🔍 Are my Providers In-Network?

Anthem ⊕⊕

Call us at 855-875-1584
Open Mon – Fri 8:30 AM – 10:00 PM, Sat 10:00 AM – 4:00 PM ET
Call

Home | Insurance Basics

Get a Quote

Not looking for medical coverage? Shop for a dental or vision plan.

Basics › Estimate Savings › Medical Plans › Dental Plans › Vision Plans › Summary

View and Select Medical Plans

Save and Resume Later

See IMPORTANT notice about participating providers and covered drugs

All of our plans include preventive care, such as screenings and flu shots, for $0 copays when you visit doctors in your network. You can talk to a doctor by phone or video 24/7 with our digital tools. If a plan has a deductible, it's important to know that you can use many services (like doctor visits) before you have to meet that deductible.

Based on what you told us, here are the plans that fit your needs. Select a plan name to view that plan's complete benefits.

Estimated Tax Credit Applied ⓘ:
Not Provided

Coverage for:
bob (Applicant)
Show more details

Filter by:
☑ OM Off-Marketplace plans ⓘ
☐ M Marketplace plans ⓘ
☐ Most Popular plans

Monthly Cost
☐ Up to $200 (0)
☐ $201 - $450 (3)
☐ $451 - $700 (1)
☐ $701 - $1000 (0)
☐ Above $1000 (0)

Medical Deductible
☐ Under $1500 (2)
☐ $1501 - $3500 (0)
☐ $3501 - $4500 (1)
☐ $4501 - $5500 (0)
☐ Above $5500 (1)

HSA Compatible
☐ Yes (0)
☐ No (4)

Benefits Metal Tier
☐ Catastrophic (0)
☐ Bronze (1)
☐ Silver (1)
☐ Gold (1)
☐ Platinum (1)

You are viewing **4 Medical plans**
Show me my doctor | Show me my medications | Help Me Choose

Sort Plans By: Monthly Cost ▾ | Compare | Email | Print

Most Popular
Anthem Bronze 60 D HMO OM — ☆ Add to Favorites
☐ Email, compare, print

Deductible(s): $6,300
Separate prescription drug deductible: $500
Primary Care Visit: You pay $65.00 per visit for the first 3 visits per member - not subject to deductible. For additional visits you pay $65.00 per visit after deductible.
*All office visit copayments count toward the same 3 visit limit.
Preventive Care: You pay $0
Drug List

$300.52 / mo
Select

Most Popular
Anthem Silver 70 Off Exchange HMO OM — ☆ Add to Favorites
☐ Email, compare, print

Deductible(s): $3,700
Separate prescription drug deductible: $10
Primary Care Visit: You pay $35.00 per visit - not subject to deductible.
Preventive Care: You pay $0
Drug List

$311.61 / mo
Select

Anthem Gold 80 D HMO OM — ☆ Add to Favorites
☐ Email, compare, print

Deductible(s): $0
Separate prescription drug deductible: $0
Primary Care Visit: You pay $35.00 per visit - not subject to deductible.
Preventive Care: You pay $0
Drug List

$415.40 / mo
Select

Covered services are subject to deductible, unless otherwise indicated.

Prioritized Needs

Bar chart showing:
- Total cost / max deduction / total payment: 10
- My doctor accepts the plan: 3
- Specific details of coverage: 3
- Coverage for Pre-existing Conditions: 2
- Cost for Preventive Care / Regular Office Visits: 1
- Medicine / Pharmacy Coverage: 1
- Tele-medicine Options: 0
- Type of Plan: 0
- Additional Benefits: 0
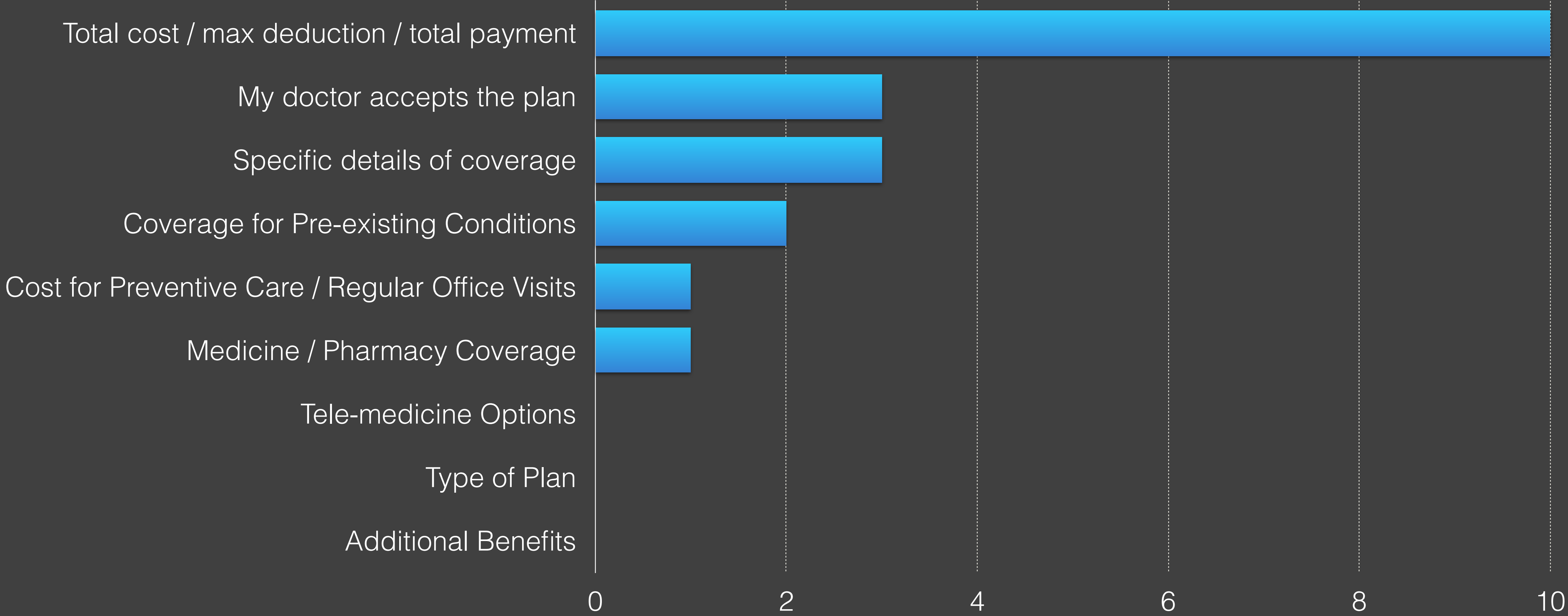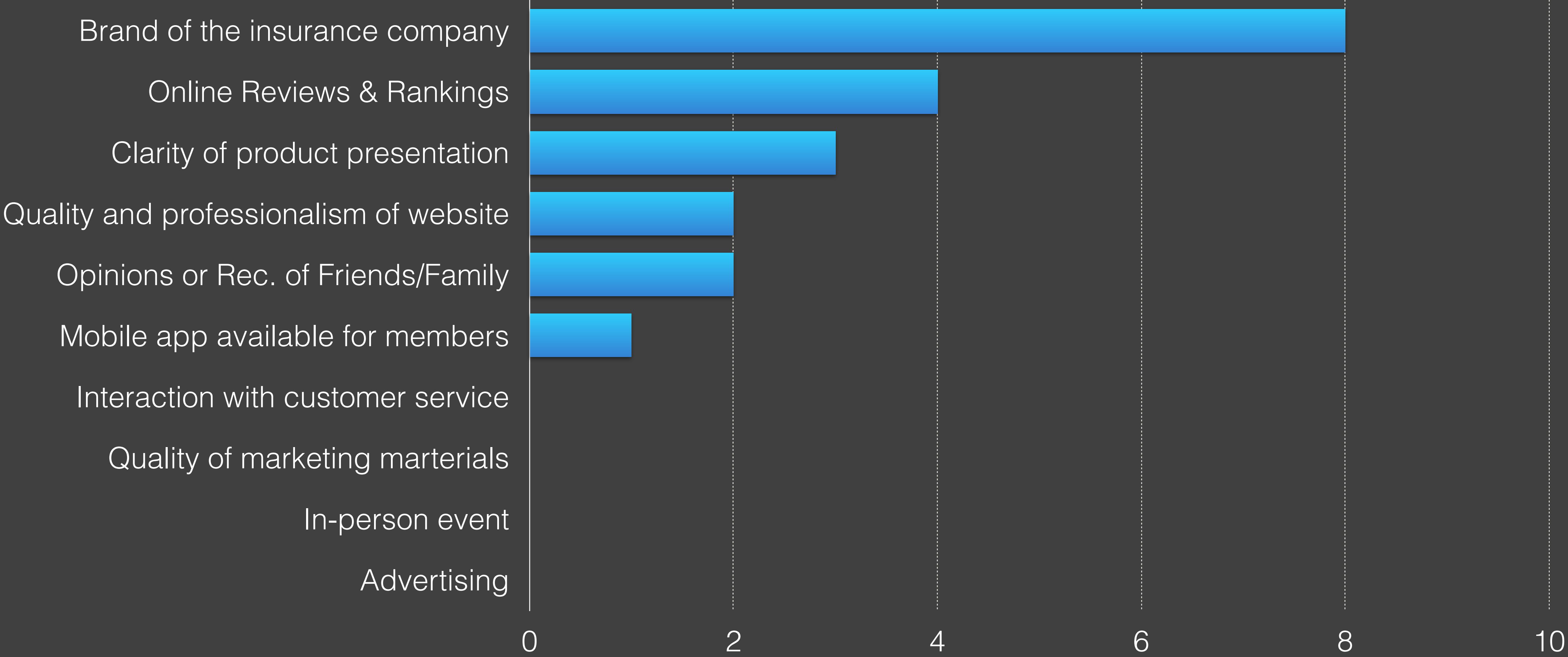
Task

Imagine that you are looking to purchase a new health insurance policy (not dental, vision or medicare).

You are considering enrolling in an INDIVIDUAL or FAMILY plan directly from the company (not through your employer).

Please find the individual or family plans and find the plan with the lowest out of pocket cost.

Kaiser – Ease of Use

How would you rate finding health insurance plan information?

Rating	
0 Very Hard	3
1	2
2	5
3	3
4	4
5 Very Easy	3

2.6

BCBS Tennessee – Ease of Use

How would you rate finding health insurance plan information?

	Count
0 Very Hard	3
1	1
2	1
3	6
4	2
5 Very Easy	7

3.2

Ease of Use Comparisons

2.6

3.2

2.7

Kaiser Permanente

BCBS Tennessee

Anthem

Which of the websites made the task of finding insurance the easiest?

Kaiser Permanente

Blue Cross Blue Shield of Tennessee

Anthem

0   1   2   3   4   5   6   7   8
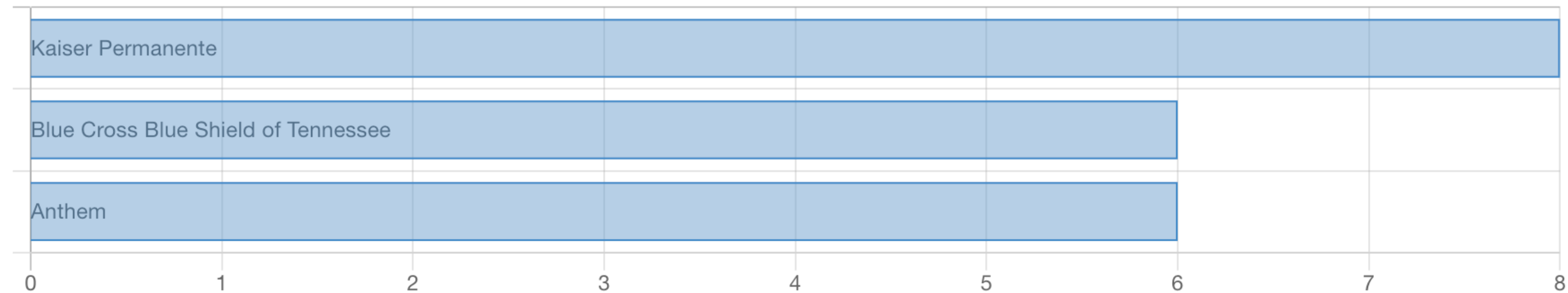
How to Improve? Top Open Response

Easier Path to Plan Finder: 5

Reduce Amount of Personal Information Required: 5

Improvements to Plan Finder Interface: 4

Navigation and Wayfinding: 4

Design: 3

Easier Path to Plan Finder (5)
- "The best route from point a to b is a straight line. This applies to websites as well."
- "Make a quick link at the top of the website home page to shop plans"
- "I would like to get to the insurance info/comparison screens quicker."
- "just one click that gives me a table with all the relevant information for all plans so that i can compare each one"
- "just show the plans on the first page"

Reduce Amount of Personal Information Required (5)
- "I would have a shortcut to get to the plans without questions about income or other advertising."
- "Having a direct quote option instead of having to click through links."
- "Reduce the basic information required to get to a point of comparing plans"
- "Do not ask intrusive questions about my info BEFORE giving me info on the various plans."
- "Not having to enter in so much information.

Plan Finder User Interface (5)
- "Have the select box more obvious and sort by options for results."
- "Make it easy to compare plans at a glance"
- "Consolidate the plans for comparisons"
- "Always have a comparison chart detailing all relevant information."
- "Having a lowest price filter"

Navigation & Wayfinding (4)
"Simplify navigation"
"Easier navigation on the homepage."
"Better menu options"
"Easier paths to follow"

Design (3)
- "More colorful displays"
- "Make use of the open white space to compare more at a time"
- "Make the fonts bigger"

Simple Overview Price Chart (2)
- "Average price chart that you could view"
- "Give a general overview of plans with estimated costs based on zip code."

Content (2)
- "More instructions needed"
- "Having more information or a video on how to understand the jargon"

Chat (2)
- "Having a chat available"
- "A pop up tap that allows the person to ask AI or a live person any questions they may have"

Readability (2)
- "Make it easy to read"
- "Less words"

Doctor Coverage (2)
- "I'd like to be able to confirm doctor/clinic coverages"
- "Make it clear what costs are for in and out of network physicians"

Other Services/Features (2)
- "I'd like to be able to see a list of services etc. and the associated costs so everything is clear"
- "Make prescription drug costs for generic, brand, on formulary, off formulary available so people can estimate costs"

View Plans by Existing Medical Condition (1)
- "Let a user put in some relevant healthcare needs and estimate costs across multiple plans."

Technical (1)
- "Quicker loading times"

Recommendations

Usability Testing: Discover and fix rudimentary barriers to access

Design: Limit the amount of text and use white space to highlight next steps and action buttons

Filters: Users did not engage with the filters – keep these simple and clearly labeled.

Contextualize Price: costs are large and intimidating

Comparison: Provide methods to easily compare plans

Orient Prospects: Help them get oriented to plan offer and pricing in one table

7 Tools & Techniques for User Research

1. Surveys

- Surveys are a great starting or finishing point to user research:

  - Make your survey also be a screener for your user research

  - Discover trends and themes

  - Validate your qualitative research with a statistically accurate survey with a large sample

- For unmoderated surveys avoid free response questions – they are not answered

- Ask users about preferences and priorities

  - Rank the items least valuable to most valuable?

  - Which words do you associate with the company or school?

  - Who influenced your decision to apply?

- Collect demographic information last

2. Card Sorting

- A card sorting activity can help understand and document a user's mental model for the organization of content.

- Can be used for feature prioritization as well.

- Can be conducted online or in-person

3. Leaf Testing

- Is your navigation useful?

- Does it align to user expectations?

- Is your language clear?

Task 1 of 1

Where would you find information about job placement outcomes?

▼ Home

About Penn Nursing

Admissions

Academic Programs

Faculty and Staff

Research

Events

Practice and Community

Innovation

About OHO

4. 10-Second Design Reviews

- Show users key pages or a print spread for 10 seconds

- After showing all the designs, ask them to rank the designs

- Gather a gut reaction to design and gauge attitudes

- Ensure that the brand is coming across

Microsoft Product Reaction Cards

The complete set of 118 Product Reaction Cards				
Accessible	Creative	Fast	Meaningful	Slow
Advanced	Customizable	Flexible	Motivating	Sophisticated
Annoying	Cutting edge	Fragile	Not Secure	Stable
Appealing	Dated	Fresh	Not Valuable	Sterile
Approachable	Desirable	Friendly	Novel	Stimulating
Attractive	Difficult	Frustrating	Old	Straight Forward
Boring	Disconnected	Fun	Optimistic	Stressful
Business-like	Disruptive	Gets in the way	Ordinary	Time-consuming
Busy	Distracting	Hard to Use	Organized	Time-Saving
Calm	Dull	Helpful	Overbearing	Too Technical
Clean	Easy to use	High quality	Overwhelming	Trustworthy
Clear	Effective	Impersonal	Patronizing	Unapproachable
Collaborative	Efficient	Impressive	Personal	Unattractive
Comfortable	Effortless	Incomprehensible	Poor quality	Uncontrollable
Compatible	Empowering	Inconsistent	Powerful	Unconventional
Compelling	Energetic	Ineffective	Predictable	Understandable
Complex	Engaging	Innovative	Professional	Undesirable
Comprehensive	Entertaining	Inspiring	Relevant	Unpredictable
Confident	Enthusiastic	Integrated	Reliable	Unrefined
Confusing	Essential	Intimidating	Responsive	Usable
Connected	Exceptional	Intuitive	Rigid	Useful
Consistent	Exciting	Inviting	Satisfying	Valuable
Controllable	Expected	Irrelevant	Secure	
Convenient	Familiar	Low Maintenance	Simplistic	

- Supplement with the brand personality language
- Include brand attributes as positive terms

Microsoft Product Reaction Cards

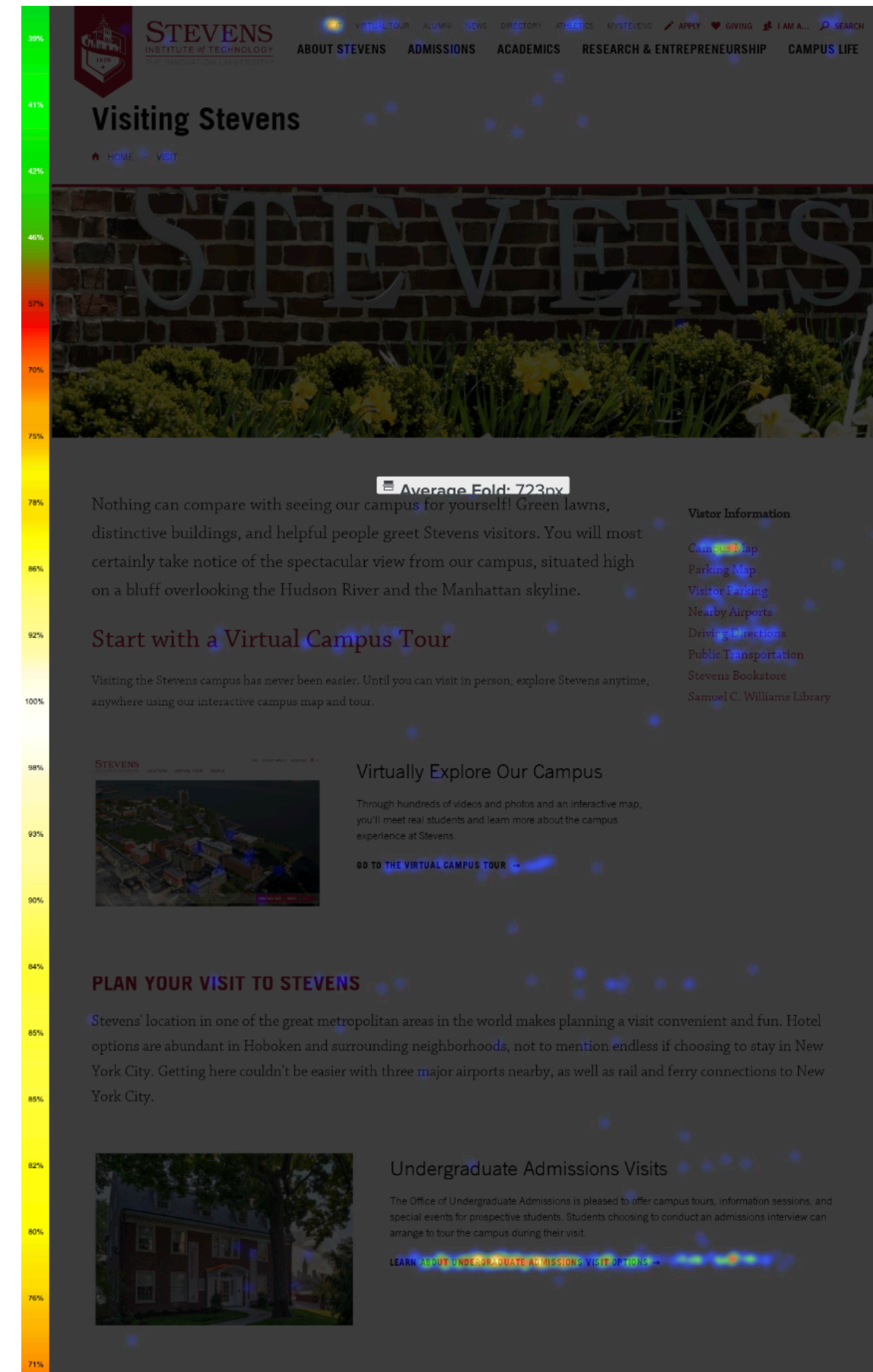| Northeastern U.	Lesley University	Harvard Extension School	Drexel University	Simmons
Sophisticated	Useful	Sophisticated	Stimulating	Uncontrollable
Accessible	Connected	Attractive	Appealing	Busy
Desirable	Predictable	Simplistic	Attractive	Hard-to-Use
Usable	Usable	Useful	Hard-to-Use	Unconventional
Attractive	Appealing	Appealing	Not-Valuable	Fresh
Familiar	Attractive	Easy-to-Use	Stimulating	High-Quality
Usable	Usable	High-Quality	Unconventional	Simplistic
Desirable	Complex	Accessible	Complex	Inconsistent
Inviting	Inconsistent	Appealing	Desirable	Too-Technical
Promising	Not-Valuable	Desirable	Inviting	Overwhelming
Not-Valuable	Confusing	Confusing	Confusing	Fresh
Simplistic	Overbearing	Inconsistent	Unconventional	Unconventional
Usable	Overwhelming	Gets-in-the-Way	Unpredictable	Useful
Consistent	Inviting	Comprehensive	Appealing	Easy-to-Use
Reliable	Organized	Efficient	Hard-to-Use	Fresh
Usable	Useful	Useful	Fun	Stimulating
Attractive	Easy-to-Use	Attractive	Attractive	Consistent
Relevant	Straight-Forward	Easy-to-Use	Fun	Efficient
Organized	Time-Saving	Organized	Stimulating	Usable
Confusing	Empowering	Gets-in-the-Way	Fresh	Busy
Gets-in-the-Way	Organized	Inconsistent	Stimulating	Overbearing
Usable	Straight-Forward	Unpredictable	Unconventional	Usable
red-2	red-6	red-6	red-10	red-10
yellow-2	yellow-0	yellow-2	yellow-2	yellow-3
green-23	green-22	green-20	green-16	green-15

5. System Usability Scale

Users answer each question on a 1-10 scale

- I think that I would like to use this system frequently.

- I found the system unnecessarily complex.

- I thought the system was easy to use.

- I think that I would need the support of a technical person to be able to use this system.

- I found the various functions in this system were well integrated.

- I thought there was too much inconsistency in this system.

- I would imagine that most people would learn to use this system very quickly.

- I found the system very cumbersome to use.

- I felt very confident using the system.

- I needed to learn a lot of things before I could get going with this system.
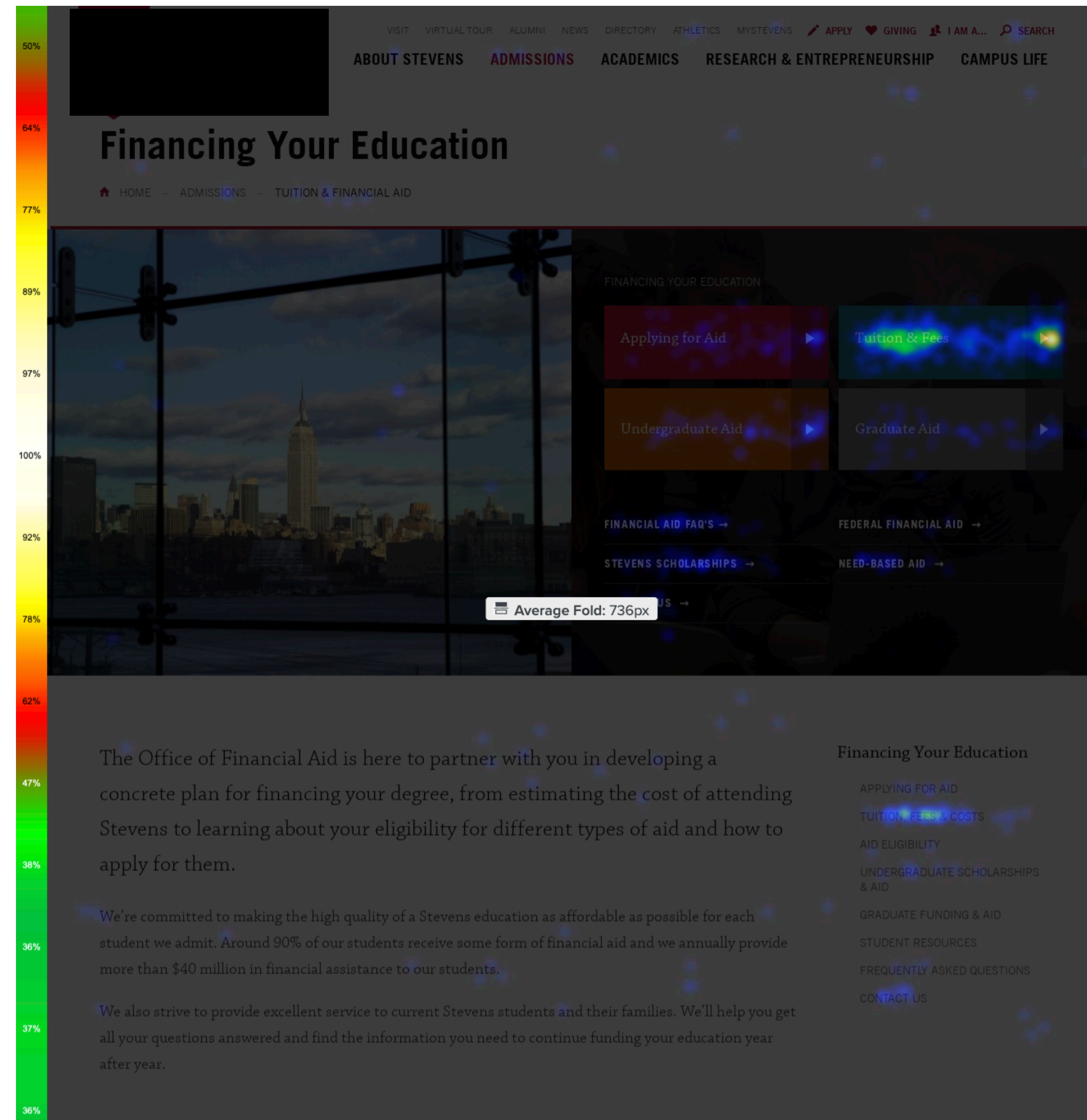
6. Heat Maps – Crazy Egg, Hot Jar

- Valuable for understanding how users are interacting with an interface

- Can identify usability issues

- Use as a starting point for interviews or to validate something discovered during interviews

- More of a challenge to understand what users want instead or the best path for changing the interface

About OHO

Heat Maps – Crazy Egg, Hot Jar

7. Blended Testing

- Combines quantitative testing with with qualitative feedback

- Best for testing a complete, fully-designed interface

- Used to test single pages and especially pages that are focused on conversions

About OHO
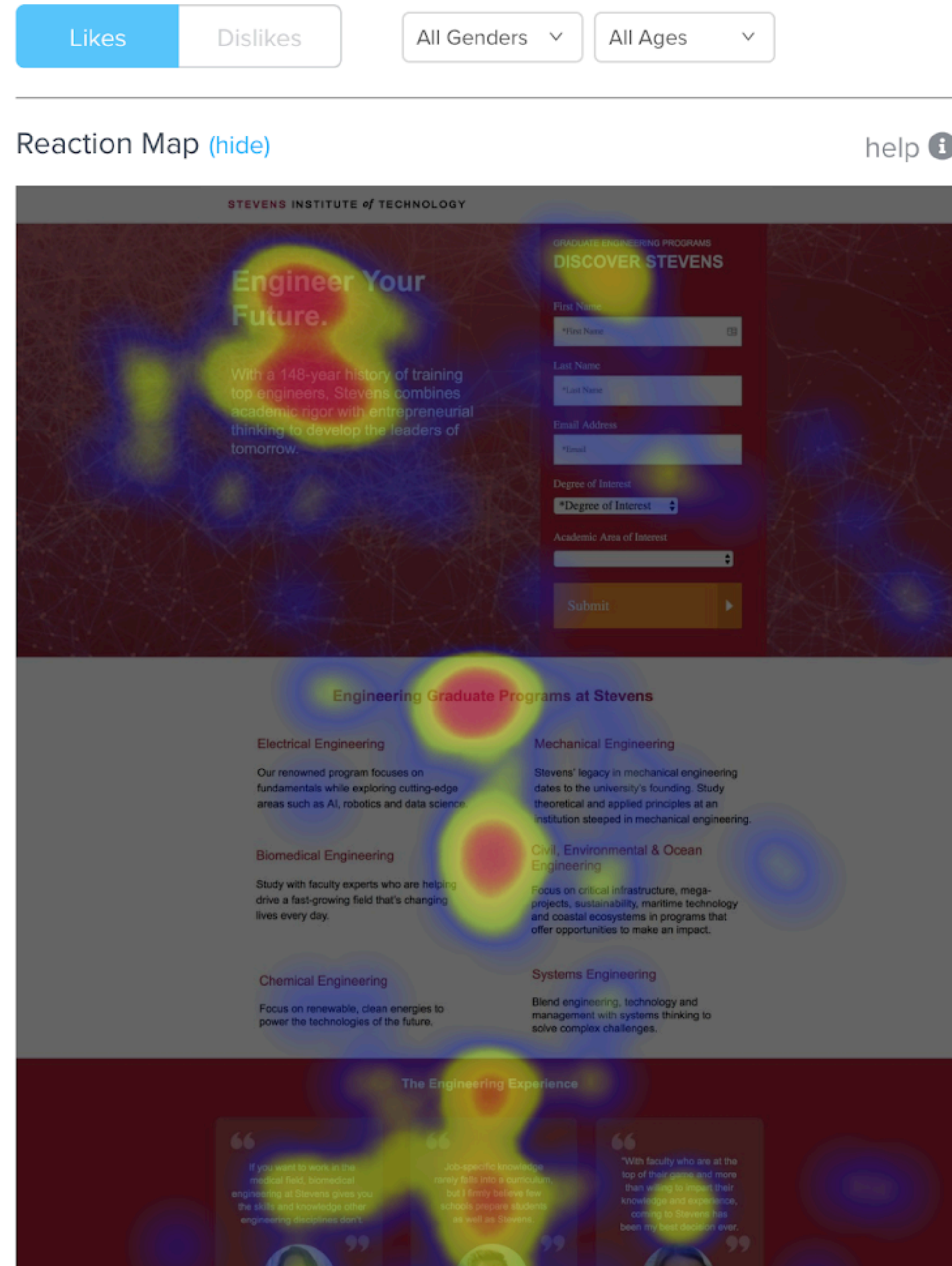
Likes

Users are asked a series of questions – they click on the page to leave a comment.

Here, the "heat map" shows the positive comments.

The first icon section tested well.

Dislikes

Users are asked a series of questions and click on the page and leave a comment.

Here, the "heat map" shows the positive comments.

· **Some negative reactions to "Make Room for College"**

· **Intro deck is too dense**

· **Testimonial did not test well**

· **Users did not react well to a second form on the page**

· **"Fine print" under the second RFI made users cautious**
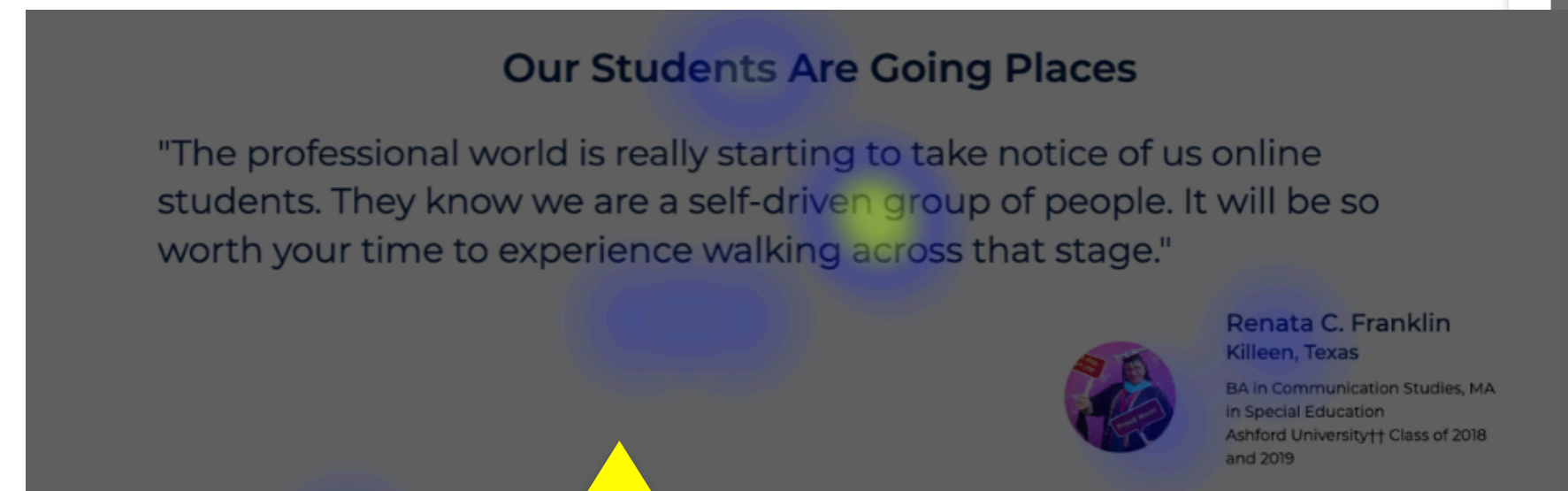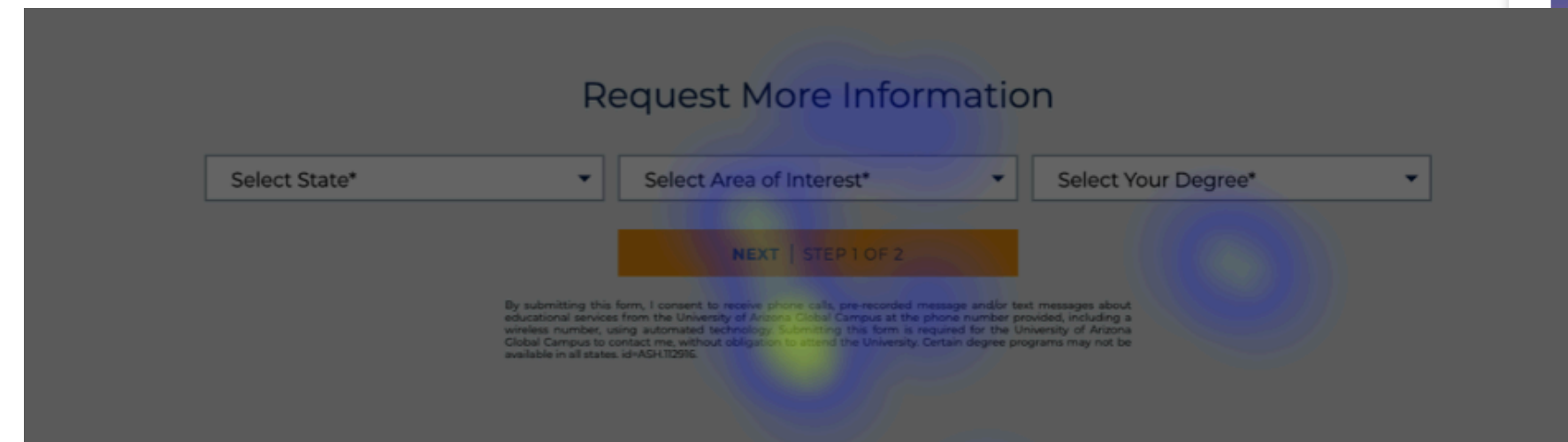
LOOKING AT CROSS TABS – THE QUOTE TESTS BETTER WITH YOUNGER AUDIENCES. AUDIENCES 55+ LIKED IT THE LEAST
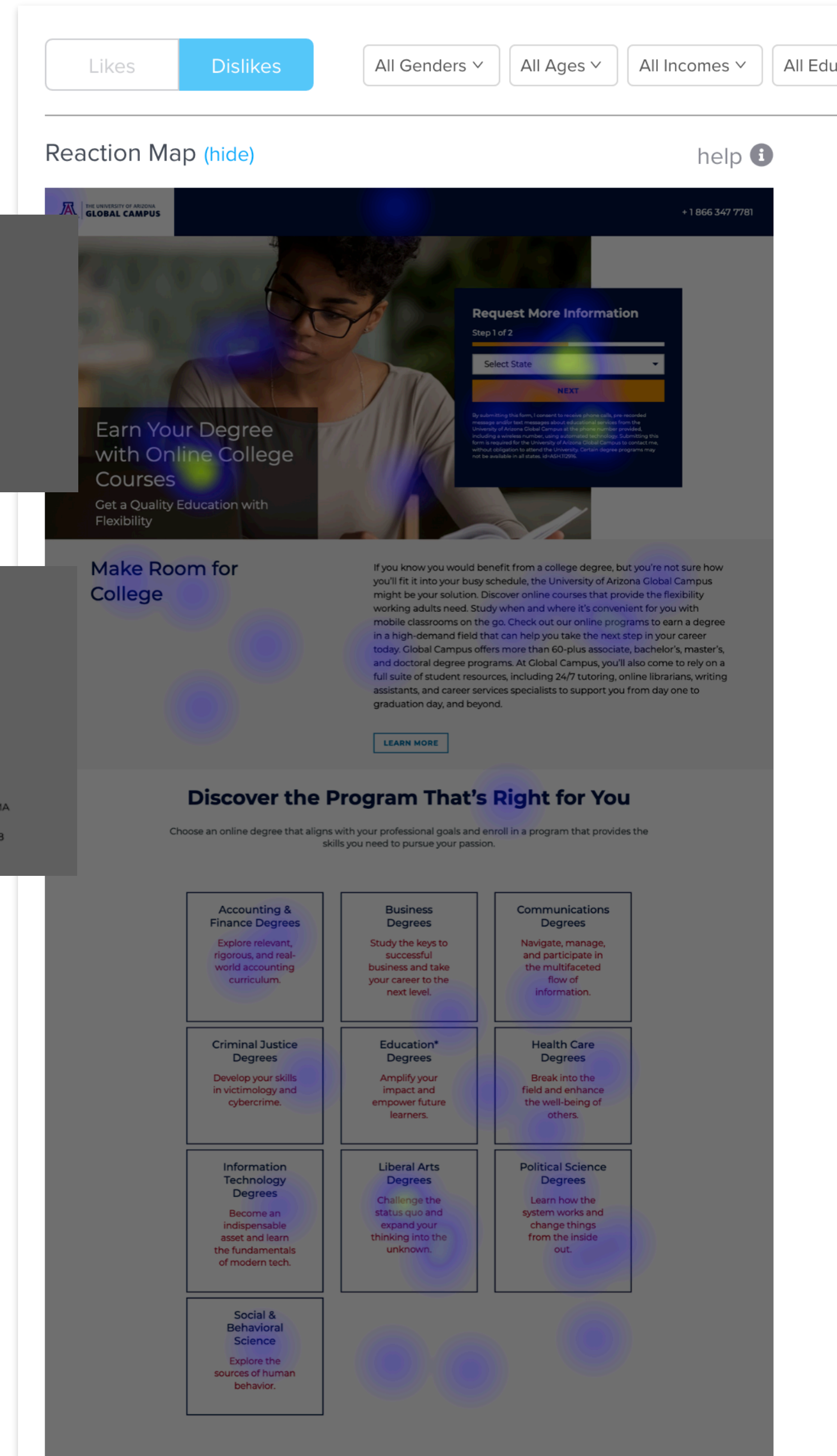
Reaction Map (hide)

help ⓘ

Quotes

This is by far the most informative area of the web page. It gives me a taste of what I'd be studying which makes me want to read more.

👤 Female   📅 18–24

This page lures me in. I love how it is so welcoming, but with no cheesy photos.

👤 Female   📅 18–24

I like the beginning page because it attracts the eye and the headline sticks out.

👤 Female   📅 18–24

Because of its opening text grabs your attention and makes you want to know more about the school by signing up for it

👤 Male   📅 18–24

It lists the majors available which seems like the main reason someone might visit the website. It also stands out because it breaks up the red color

👤 Female   📅 18–24

This is probably the most practical feature of the page, and it also isn't particularly unappealing on an aesthetic level.

👤 Male   📅 18–24

I like that right as you appear on the page, you get a little blurb of what Stevens Institute is about

👤 Female   📅 18–24

Reaction Map (hide)   help ⓘ
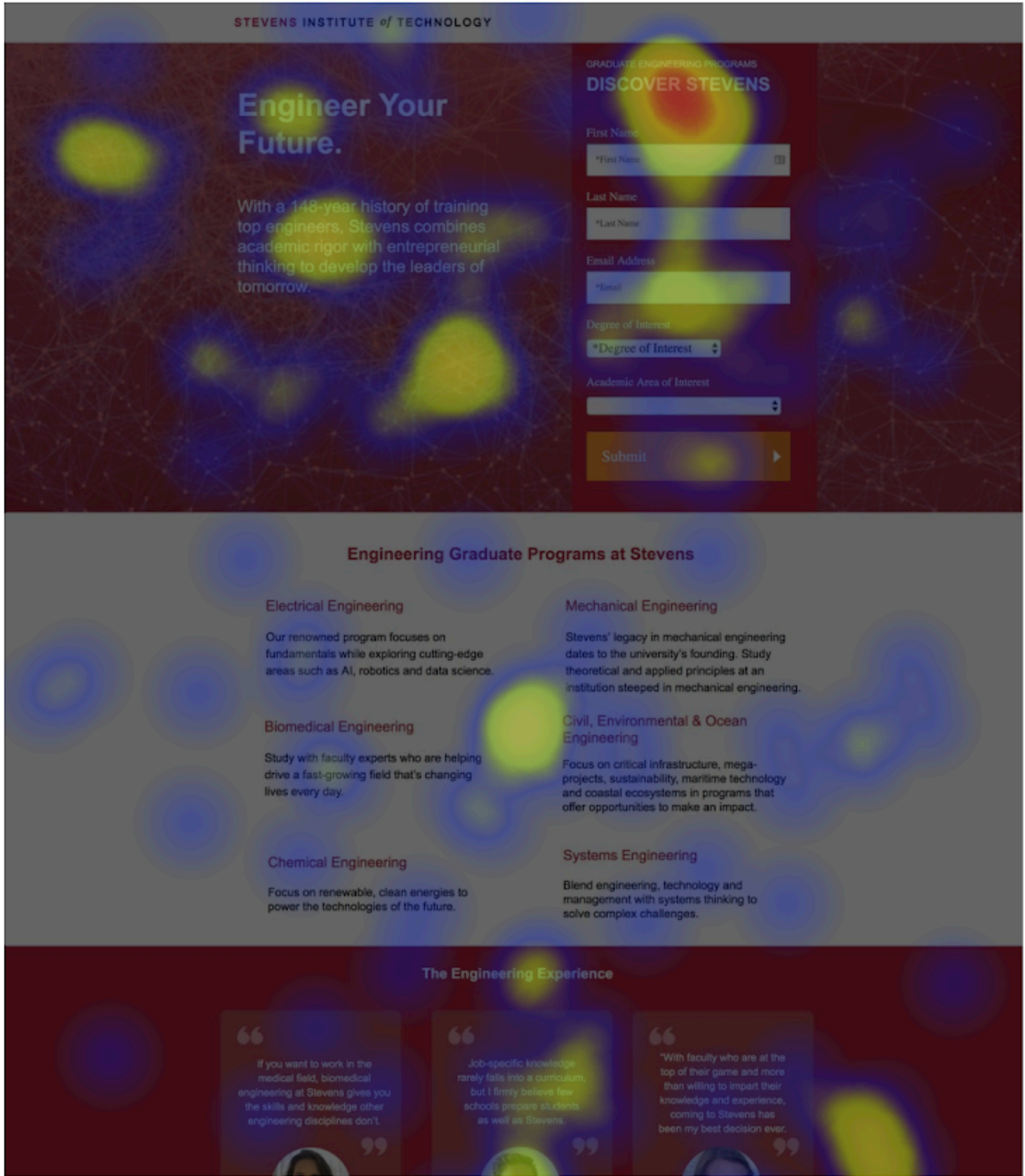
Quotes

The sign in button is the first thing you should see when opening the web page instead of it being beside the quote

👤 Male   📅 18–24

There feels like there should be a menu bar or something else here, otherwise the page feels short and it seems like there isn't any more information to give

👤 Female   📅 18–24

The sign-up is pushed in your face off the bat, use that space to add some info, or links directing people who are interested in learning more. Add the sign up at the top of the page in a link as well, people should want to find it.

👤 Male   📅 18–24

Usually there is a way to contact the school at the bottom of the page, but there isn't anything here

👤 Female   📅 18–24

I think more testimonial from different program would improve the page

👤 Female   📅 18–24

Not the most professional picture. I think the other ones are better because they seem real but not too 'selfie' like the last one

👤 Female   📅 18–24

This should be at the bottom of the page or on another "contact us/questions" page

screencapture-tech-stevens-edu-grad-engineering-2019-05-24-1...

Driver Scores

— Industry benchmark
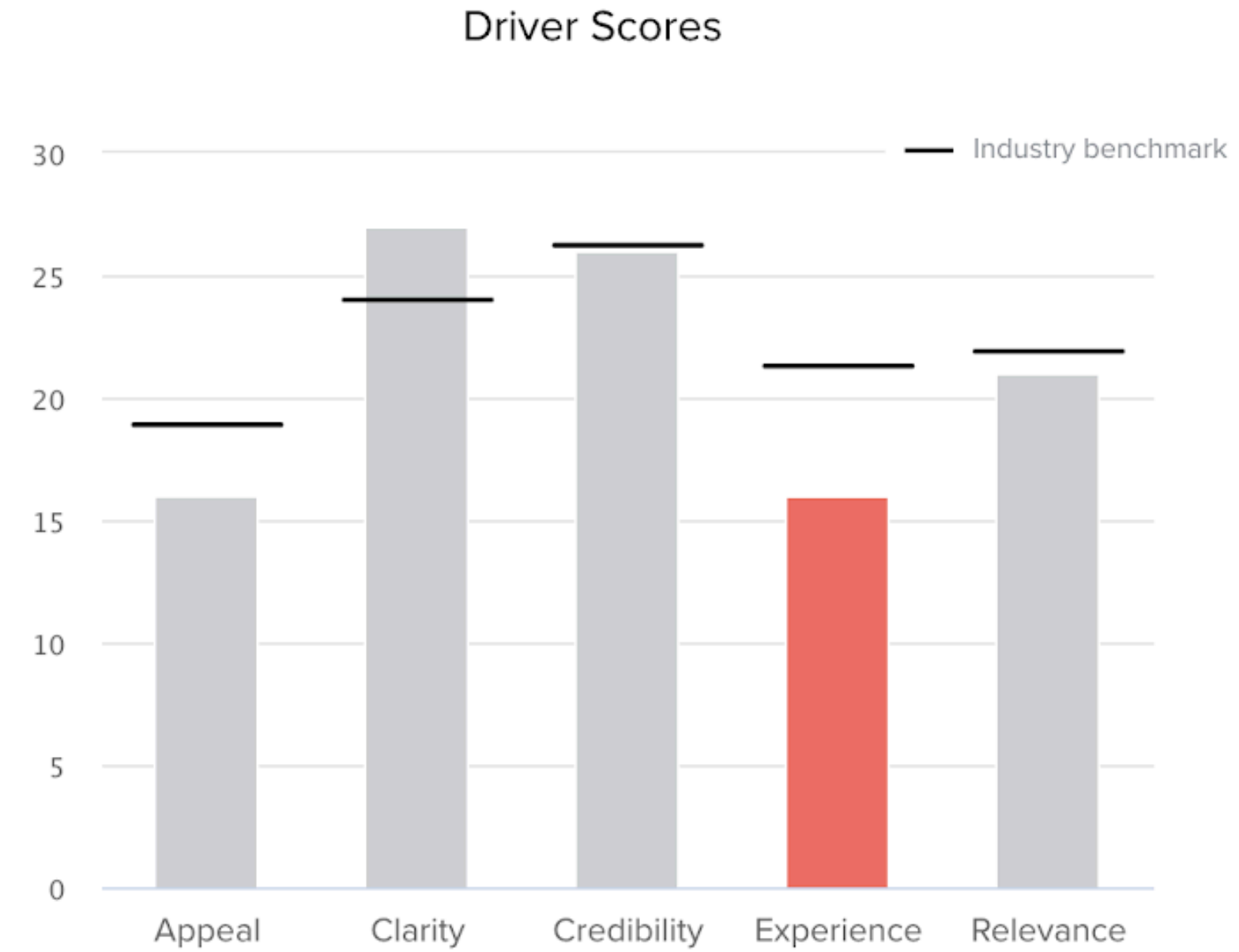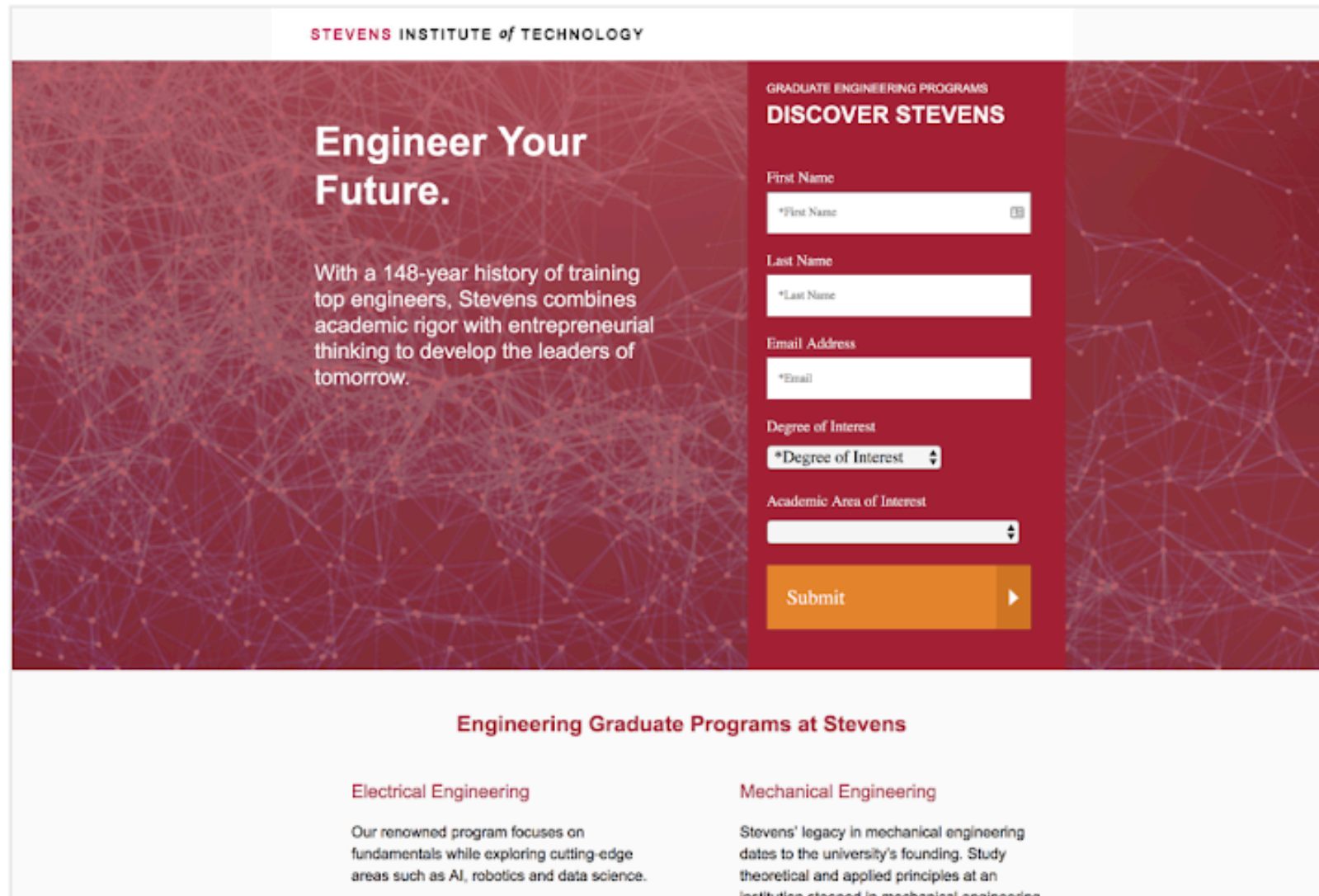
| All | Appeal | Clarity | Credibility | **Experience** | Relevance |

Search quotes...

Filter Quotes

Quote	Gender	Age	Sentiment
The colors used were engaging as they were not neutral colors or bright colors, which keeps the interest of someone who is looking at this page.	Female	18–24	Good Experience
There is not a lot going on there is less ways for viewers to interact with the page and want to learn more	Female	18–24	Poor Experience
The color red is a great choice. Also the network pattern at the top of the page.	Female	18–24	Good Experience
It has a great layout to make the page pop out to the person that is reading it.	Male	18–24	Good Experience

Gender

☑ Female   ☑ Male

Age

☑ 18–24   ☑ 25–34
☑ 35–44   ☑ 45–54
☑ 55+

Sentiment

☑ Positive

About OHO

Prepare & Present Your Findings

Preparing Your Findings

- Let the users speak

- Mix of qualitative and quantitative

- Count number of times a topic came up

- Watch out for bias confirmation

- Reading transcripts can be helpful

- Word clouds

- Color scoring – emotional test

- Preference graphs

Personas

Persona

Susie
Socializer

"I want to take full advantage of the opportunities Ole Miss provides for social engagement. I'm a serious student, but I really enjoy The Grove, Greek Life, cheering our teams on and the social events on campus."

DEMOGRAPHICS

👤 17 yrs old (As Prospect)

🌐 US Citizen

🏠 Outside Mississippi

💲 Upper Middle Class

ABOUT

Susie's first awareness of Ole Miss was from its sports teams or from her parents - if she is a legacy student. She put the school in her top five when she read that it offered both a high-quality education and a great social environment. When she started, she wasn't sure of her major. But Ole Miss had a broad enough range of programs she knew they would have something for her. When she toured the campus, she was struck by the beauty of Oxford, Greek life, welcoming attitude, and social opportunities. Because she hadn't chosen a major, she was less concerned about career outcomes.

TECHNICAL ABILITY
🔵🔵🔵🔵🔵

MEDIA PREFERENCES
Instagram TikTok Facebook

DEVICE USAGE FOR RESEARCH

💻	📱	▢
55%	45%	0%

WORDS TO DESCRIBE ME

Suburban Legacy
Fashionable Privileged Upper Class
Party Middle Class
Wealthy Social Greek Life
Exurban Fun White Smart
Aware

GOALS & NEEDS

1. I need the traditional 4-year undergraduate on-campus experience.
2. A university with a strong academic reputation.
3. A school with a great social environment.
4. A school that would allow me to find a group of students that will be my best friends.
5. A school that will help me explore my abilities and reach my full potential.
6. A school that will set me up for success.

PAIN POINTS

- **Cost** - I will have to pay out-of-state tuition to attend. Are there any scholarships for me?
- The **loan load** I will have to bear after graduation. How do other people pull this off?
- Being away from home for the first time. Will the **dorm** and **food** be okay?
- It was expensive to travel all to Oxford to **tour** the school. Couldn't there be a better way to tour **virtually**?

INFLUENCERS

+ **College Confidential** - and other reviewers indicated that Ole Miss would be a fun experience.
+ **Ranking Services** - Ole Miss is regarded highly by a number of different rating and ranking services.
- **The Website** - I don't know how much it will really **cost to attend** - the website doesn't help.
- **The Website** - What is the **campus experience** like? I can't tell from the website. I need videos and photos of the dorms, cafeterias, fitness facilities with testimonials from students.

About OHO

Journey Maps

Susie / Socializer
"I want to take full advantage of the opportunities Ole Miss provides for social engagement."

Journey

ACTIONS

1. Brainstorm Future	2. Visit Ole Miss Website	3. Visit Campus	4. Compare & Contrast	5. Social Media
As Susie starts thinking seriously about college, she begins to use online services (USNews, etc.) and tools to research her options. She also becomes aware of Colleges' national media campaigns - particularly videos during nationally televised sporting events.	Susie visits the Ole Miss website for the first time to check if it meets the expectations set by what she has researched. She expects a great, vibrant, and exciting experience on the homepage and then she wants to see the majors/minors, and how much it will cost.	Susie's visit to campus is fantastic. She loves how welcoming and friendly everyone is. The guide connects with her and she gets candid answers to her questions about what the actual college experience is. She loves Oxford and the campus is beautiful and the Greek chapters look popular.	Susie has created a spreadsheet she uses to compare and contrast her top college options. These include programs, tuition & fees, average expenses, campus life, outcomes, social life, student groups, food, campus, safety, distance from home, etc.	Susie decides to visit the school's social media pages to see what is "really happening" on campus. She visits Instagram as well as Facebook. She doesn't want to see scholarly news and faculty announcements. She wants to see fun activities on campus and day-in-the-life testimonials/videos.

FEELING

+

- US News / Naviance / College Confidential
- Sees Ole Miss on TV
- Expects exciting homepage
- Campus tour
- Price is good for in-state
- Testimonials
- Virtual tour
- Ole Miss compares favorably
- The social scene
- Day-in-the-life videos

−

- Excited for college
- Browses majors
- Tries to find tuition & fees
- Can't find social/campus life info in website

STRATEGY

Penetrate / Optimize National Media Channels	Optimize Website Experience	Improve Virtual Tour / Add Campus Life Graphics	Make Comparison Info Easy / Include Testimonials & Groups	Make Social Media Personal
• Ensure that the statistics online services use for Ole Miss are accurate and any negative criticism found on third-party apps is address and responded to. • Make sure the video Ole Miss uses to advertise the school during commercials is on brand and appealing to both students & parents.	• Ensure that homepage uses graphics/video to show Ole Miss as an exciting, vibrant, and prestigious school. • Consolidate the major/minor pages into one page of record for each. • Address usability issues across the website to ensure quick access to highly desired content.	• Continue Ole Miss's great work with prospect tours. • Ensure that both the social and academic aspects of the school come through loud and clear. • Include student testimonials throughout high-traffic page flows. • Make sure the video on the virtual tours is operational. (It currently is broken.)	• Once she finds the info she is looking for - this is difficult compared to other websites! - Ole Miss looks good on paper. • Make the information she needs for her comparison as easy as possible to find on the website. • Include testimonials from students like Susie explaining their rationale for attending Ole Miss.	• Ole Miss's social pages are vibrant and exciting. Make sure that pages aimed at prospective students show the exciting campus experience and include posts written by current students. • Day-in-the-life videos are very popular with prospective students. Make sure they are features across social channels.

5 Benefits of User Research

- Make your website better.

- Learn more about your users and audience.

- Learn about your misconceptions and biases.

- Back up your decisions with data.

- Break through politics.

"Want users to fall in love with your designs?
Fall in love with your users."

Dana Chisnell