

Ethnographic Research and Usability Testing as Product Validation techniques

Ricardo Lamego

UX / Product Designer

<http://ricardolamego.design> | <https://www.linkedin.com/in/rlamego/>



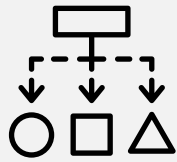
Eighty-six percent of product ideas are born from a developer's personal pain.

These ideas are for products nobody needs.

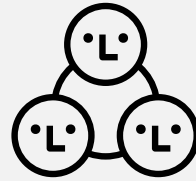
Tomer Sharon

in Validating Product Ideas

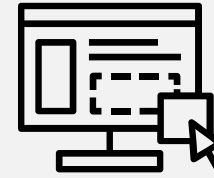
3 Presentation Agenda



Validation
framework

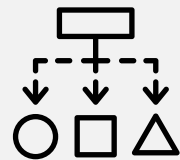


Ethnographic
research methods



Usability testing

4 Validation Framework



Validate the problem

- Is this a real problem?
- Is this worth solving?

Validate the market

- Are there enough users to make up a market for your product?

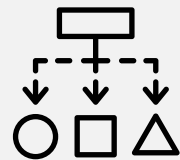
Validate the solution

- Does your product actually solve the problem?

Validate willingness to pay

- Will people be willing to pay for it?

5 Validation Framework



Validate the problem

- Is this a real problem?
- Is this worth solving?

Validate the solution

- Does your product actually solve the problem?

Ethnographic Research

- Interviews
- Contextual enquiry
- Shadowing
- Surveys

Usability Testing

- Formal/informal testing
- Including remote usability testing

6 Process

1

Define the problem

Problem statement:

Evaluate if [insert your problem here] is a real problem

2

Select the approach

Choose method:

Interviews, Participant observation, Surveys, Contextual enquiry, etc...

3

Plan and prepare for the research

Tasks:

- Identify & Recruit subjects
- Scout locations
- Prepare script
- Prepare tools and materials
- Acquire incentives

4

Collect the data

Task:

Conduct interviews, surveys, etc or
Run usability tests, etc

5

Analyse the data

Tasks:

- Gather data
- Look for patterns
- Turn them into observations
- Extract insights

6

Report the results

Tasks:

- Write a summary report
Include goals, methods, insights, and recommendations

Streamline interview creation & data input/output

1. Create interview in Google Forms
2. Move screening questions up
3. Print multiple copies
4. Collect answers
5. Input answer data to Google forms

7

Ethnographic research: Interviews



Do



01. State the purpose of the interview

02. Ask open-ended questions

03. Use the script as a guide

04. Keep it short

05. Dessert tootsie roll sweet roll

Don't



01. Ask multiple questions at a time

02. Ask leading questions

03. Judge users (positively or negatively)

8 Ethnographic research: Other



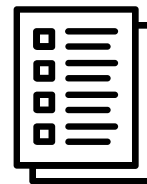
Contextual Inquiry

- Interviewing users in the location that they use the website/app, to understand their tasks and challenges



Shadowing

- Accompanying the user and observing how they use the product or service within their natural environment



Surveys

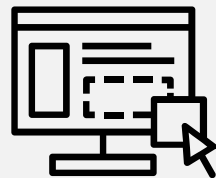
- Crafting an online survey, primarily to solicit feedback from current (or potential) users.
Quantitative method - use with caution



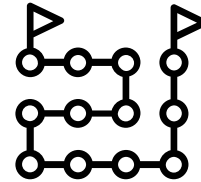
What is it and how does it work?

Usability testing is the observation of users trying to perform tasks on your website or app and to think out loud while doing so.

9 Usability testing



Formal



Recorded

Requires a lab

Requires consent forms / NDA

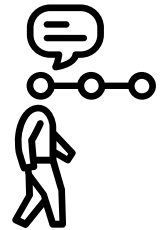
Experienced moderator

Comprehensive testing

Usually paid

Usually 1h sessions

Informal



No recordings

Lab-less

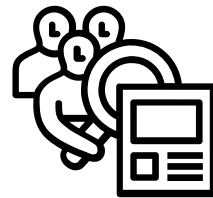
Anyone can run it

One or two tasks/screens tested

Up to 10m

10

Other:
Expert review



Expert review

- Typically, an usability or UX expert goes through your website/app as your typical users would, looking for usability and experience problems and makes recommendations on how to fix them.

“

The first rule of user research:
never ask anyone what they want.

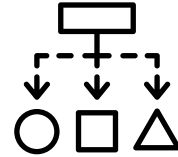


Erika Hall

in Just Enough Research

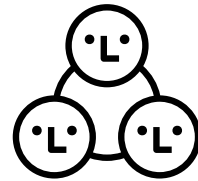
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Further reading



Validation framework

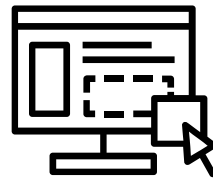
○ <https://leanvalidation.hanno.co/>



Ethnographic research

○ <https://uxdesign.cc/asking-the-right-questions-on-user-research-interviews-and-testing-427261742a67>

○ <https://www.nngroup.com/articles/open-ended-questions/>



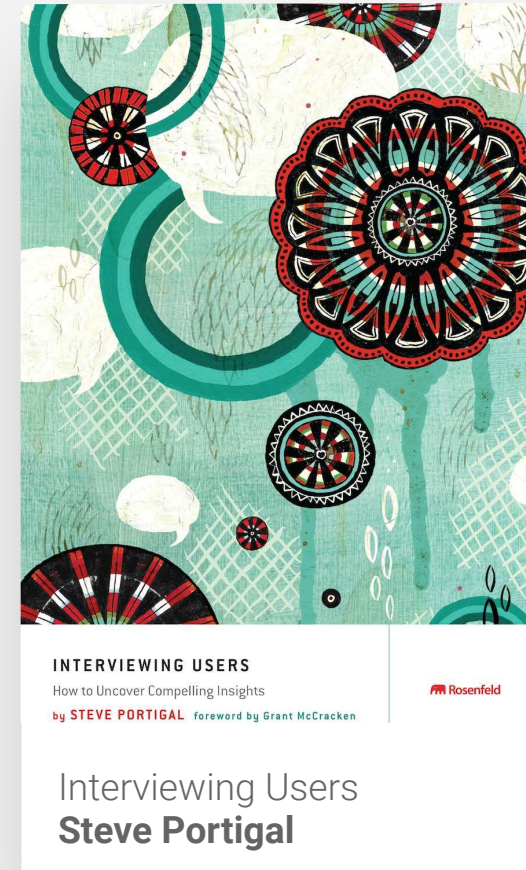
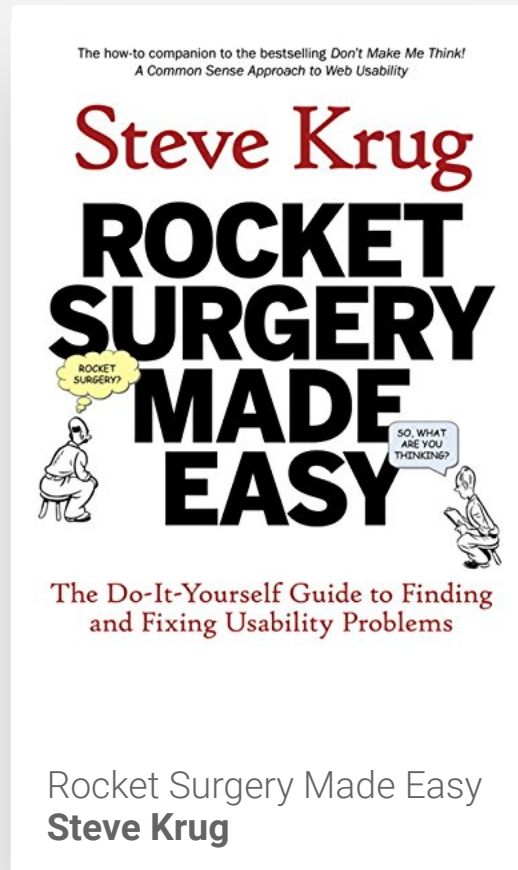
Usability testing

○ <http://uxbooth.com/articles/the-art-of-guerrilla-usability-testing/>

○ http://www.currybet.net/cbet_blog/2010/06/10-tips-for-ambush-guerrilla-us.php

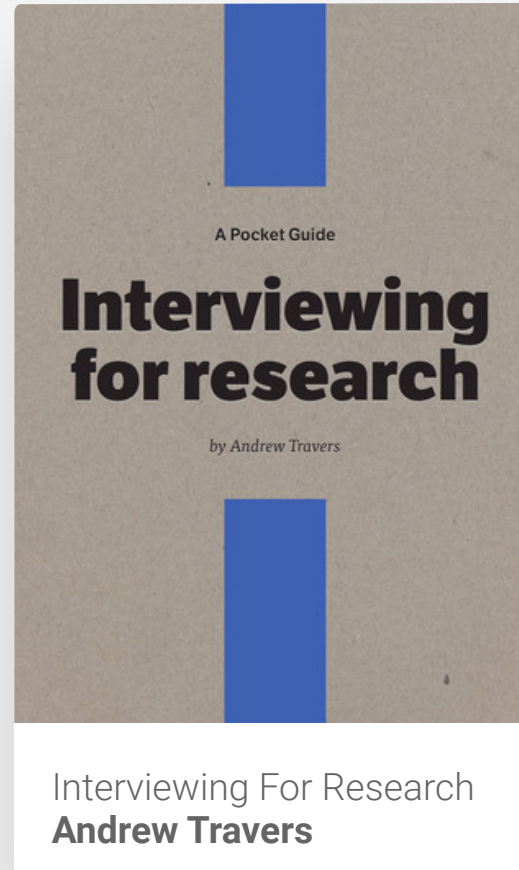
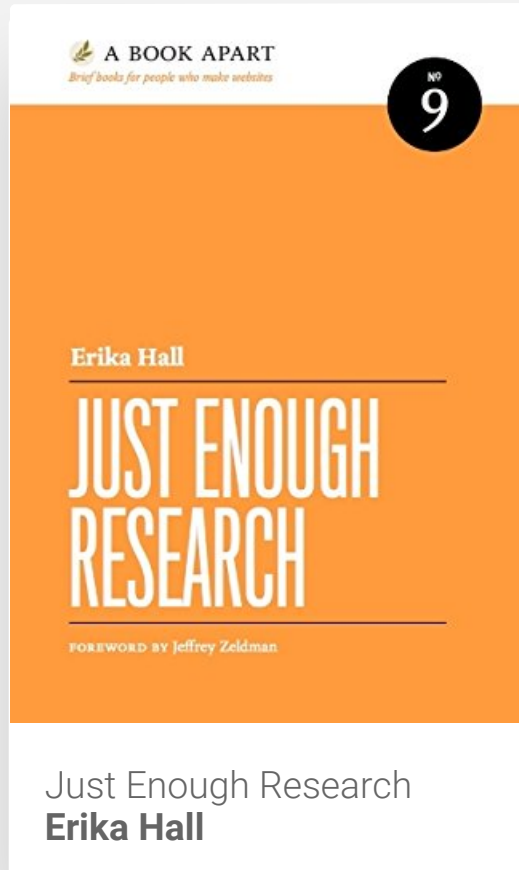
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Recommended reading



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Recommended reading



Thank you

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