

ALIGN UX RESEARCH

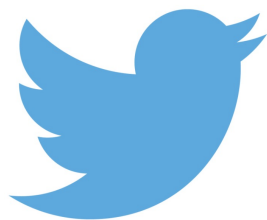
with the Product Lifecycle

MAY 5, 2022

JETA SURMAN

LinkedIn: Jetais

Twitter: @jetasurman




Square



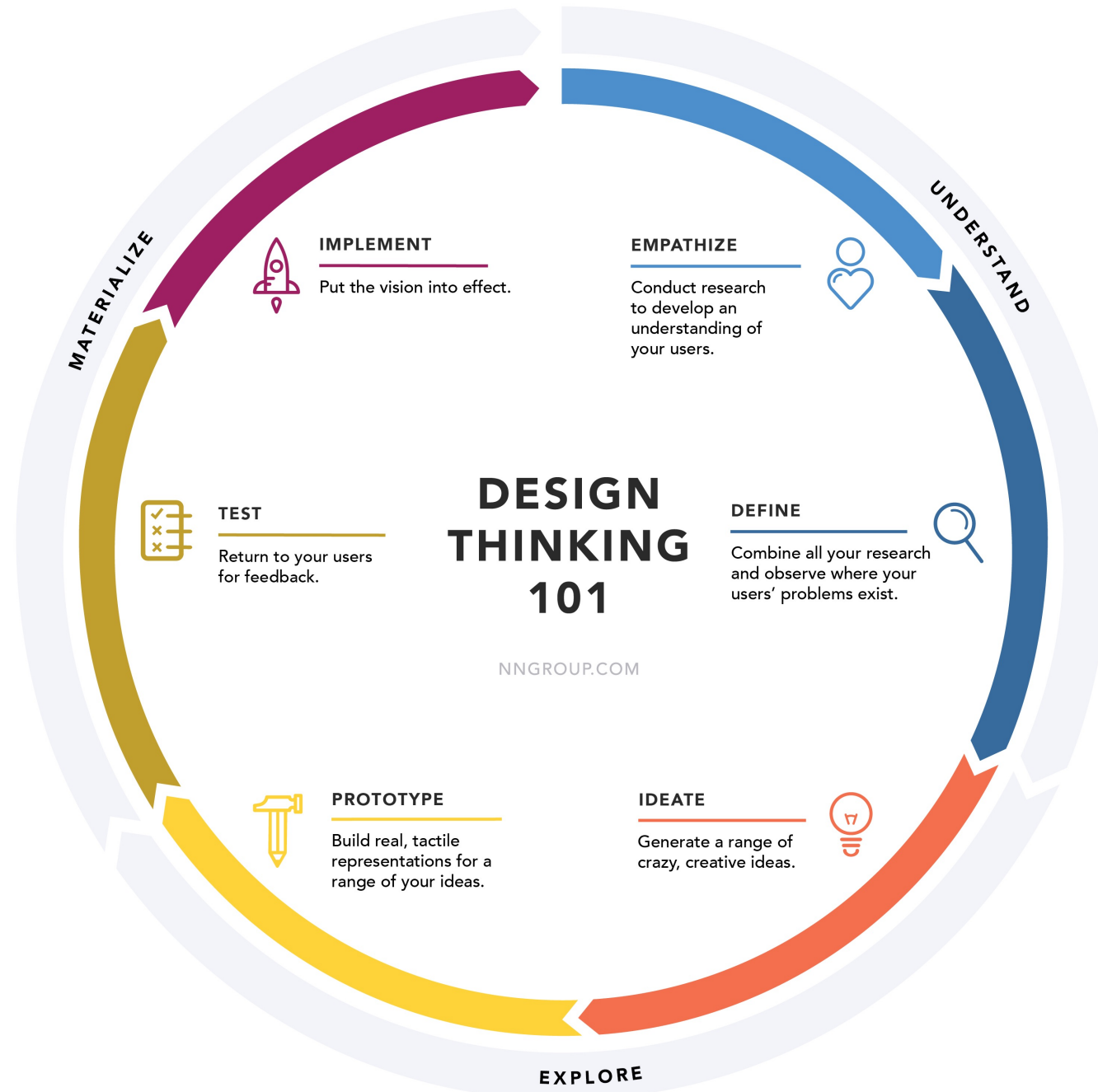
CoStar Group™

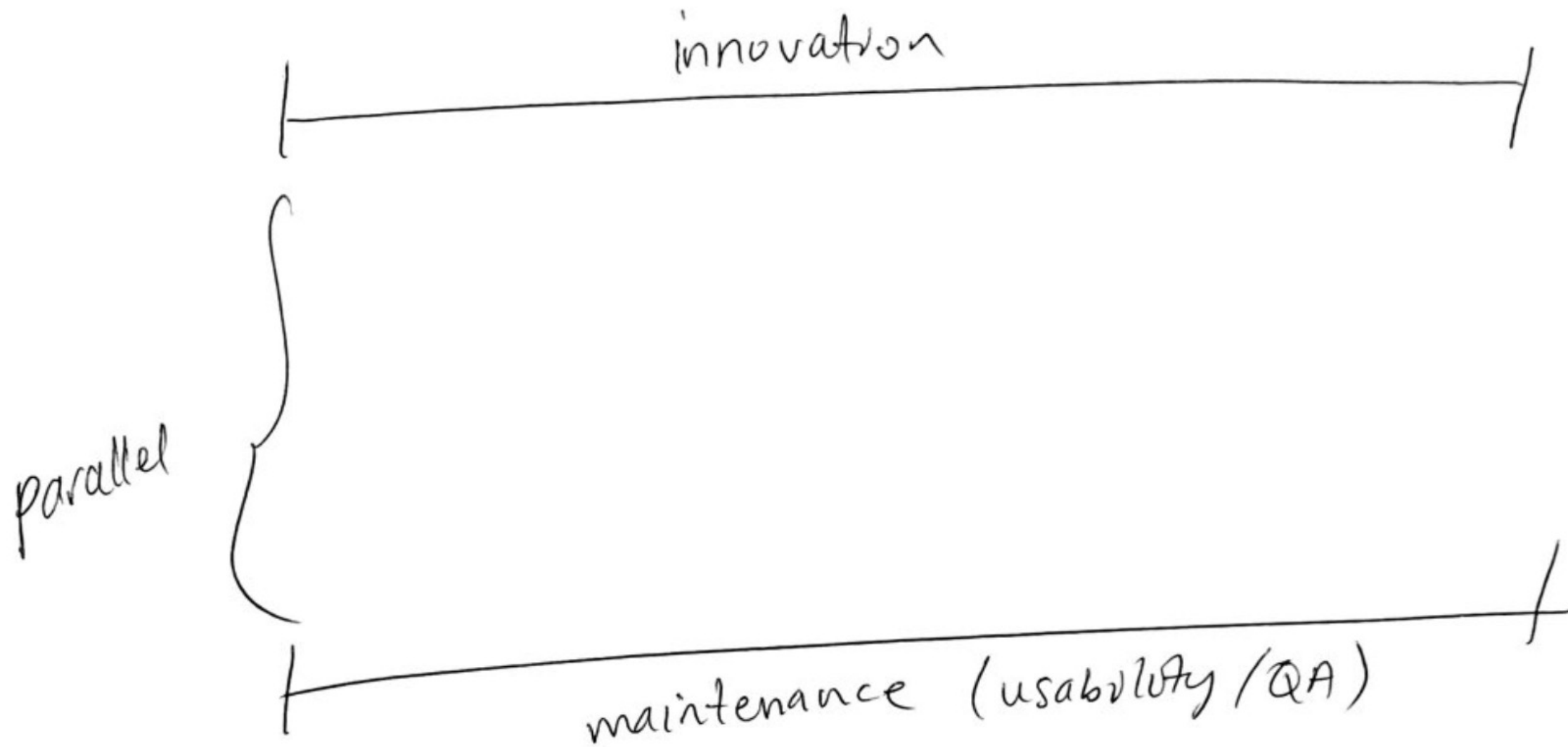


AGENDA

- 
1. Product lifecycle review
 2. Research tracks
 3. Three ways to align research
 4. Take home tactics
 5. Q&A

“Shifting from a project mindset to a continuous mindset is hard. We tend to take our six-month-long waterfall project, carve it up into series of two-week sprints, and call it “Agile”. But this isn’t Agile. Nor is it continuous. A continuous mindset requires that we deliver value every sprint. We create customer value by addressing unmet needs, resolving pain points, and satisfying desires.”- Teresa Torres





**HOW DO WE DO
THIS?**





Options to align with product lifecycle

1. IWIK
2. Ad-hoc intake
3. Continuous usability

IWIK

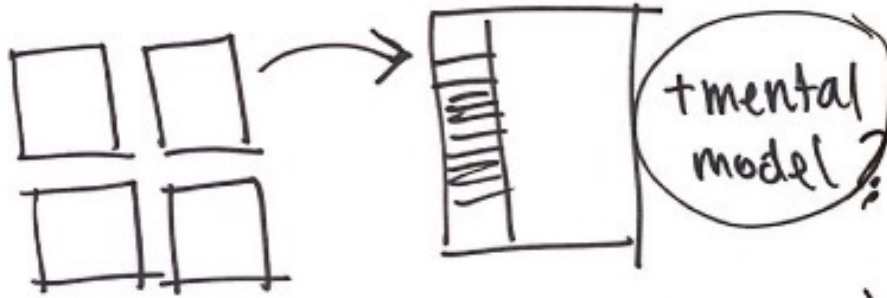
I wish I knew (held 2x quarterly
with each product XFN team)

Goal: Design bank app to be modular & reusable

Provisional personas defined → (existing knowledge about a user type & how they may interact)

Research

Card SORTING (open) & Tree testing



(to structure & categorize UI architecture)

Persona
Robinhood
Hint
(step tutorial)
Paypal
Invest
Spend
Save
Transfer
E
toast for success
round corner lens

Iterative Usability

(Low ⇒ High fidelity)
iterations

#1 Reactions
(what are the user reactions?)



Technical
#2 Task
(can they complete task?)



{ Contextual inquiries
Remote usability
Stakeholder interviews


Ad-hoc

Intake mechanism to
accommodate for re-prioritization

EXAMPLE- Digital Trust

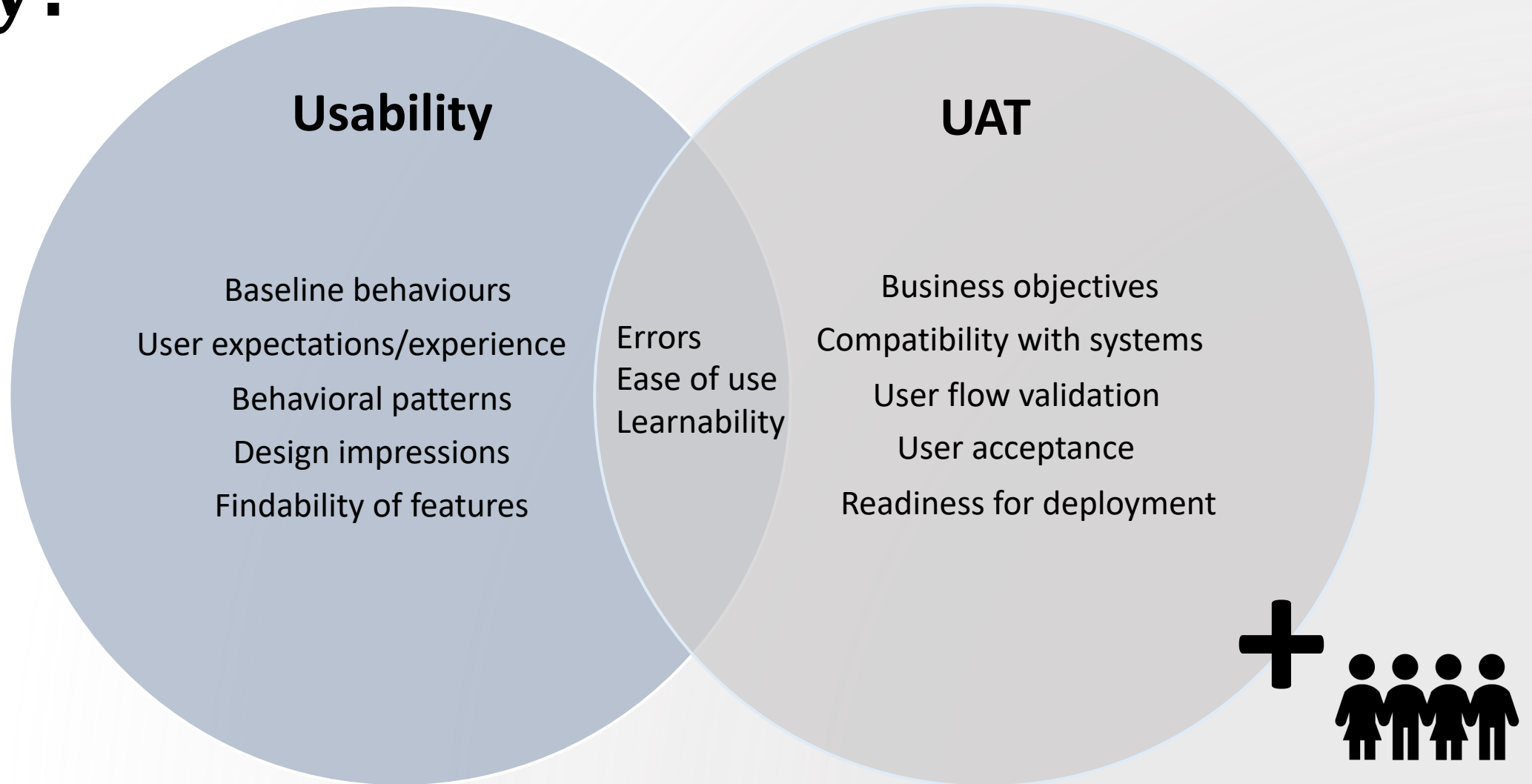


Continuous Usability



Align usability with QA & UAT

Why?



TACTICS

- Consider a monthly/quarterly brainstorm with key stakeholders
- Meet with your engineering team to assess potential for QA alignment
- Share out often & bring partners along the research journey
- Try out an embedded model if resourcing permits

Q&A

Thanks!!