Better Together: How Market Research and UX Research Support Product and Service Development

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Managing Partner | Bold Insight UK

May 4, 2023 | The Quirk's Event | London

So you may be asking yourself…

Who is this guy?

Why is he here?

My name is Bob…

GfK

Bold
Insight

Greenland
Iceland
Sweden
Finland
Norway
Denmark
United Kingdom
Ireland
Belarus
Poland
Germany
Ukraine
Austria
France
Romania
Italy
Spain
Greece
Türkiye
Portugal
Syria
Tunisia
Morocco
Algeria
Libya
Egypt
Western Sahara
Mauritania
Mali
Niger
Sudan
Mexico
Cuba
Puerto Rico
Guatemala
United States
NU
MB
SK
ON
QC
NL
NB
PE
NS
ME
NH
MA
NY
PA
DE
VA
WV
OH
IN
IL
MI
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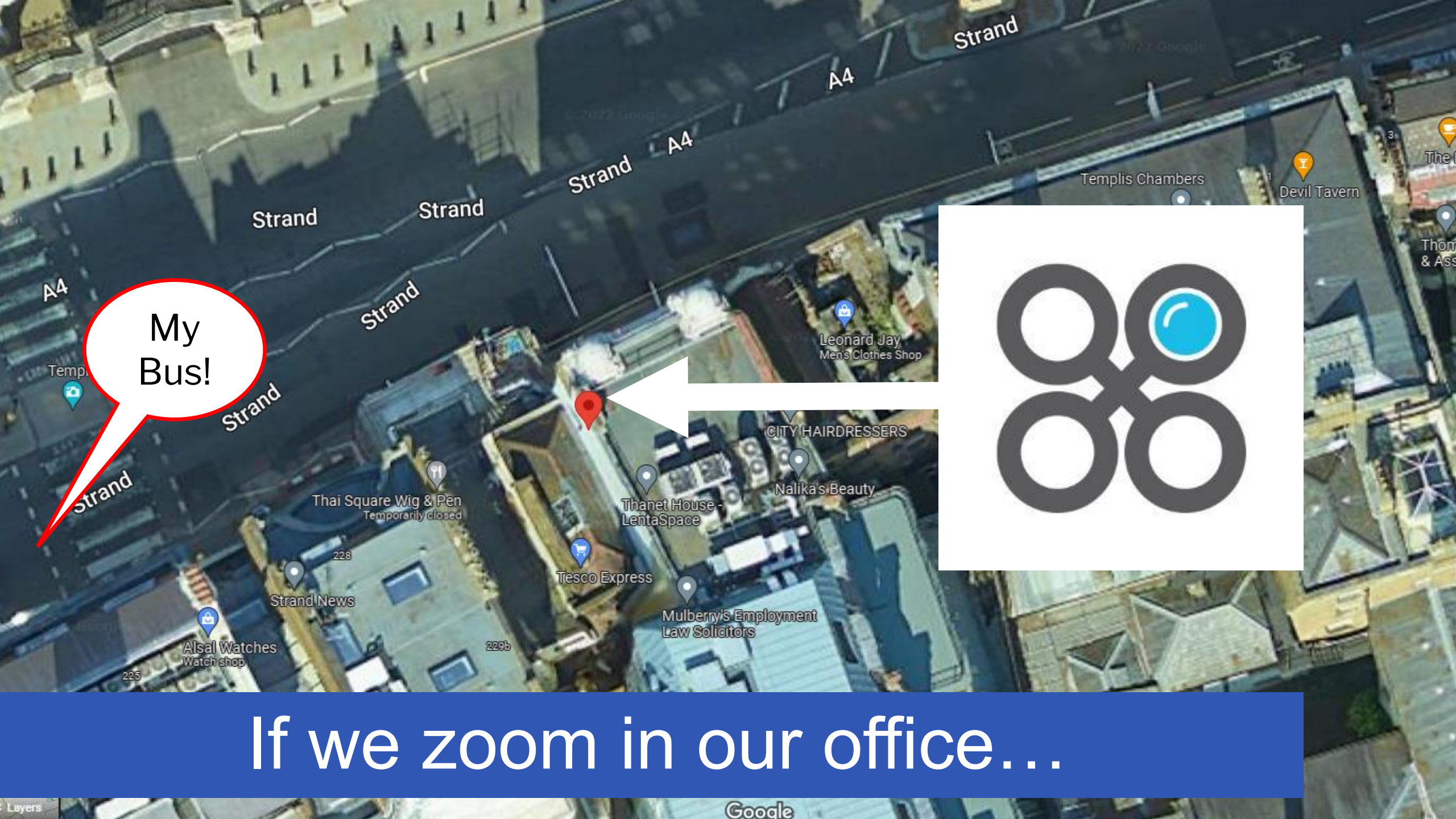
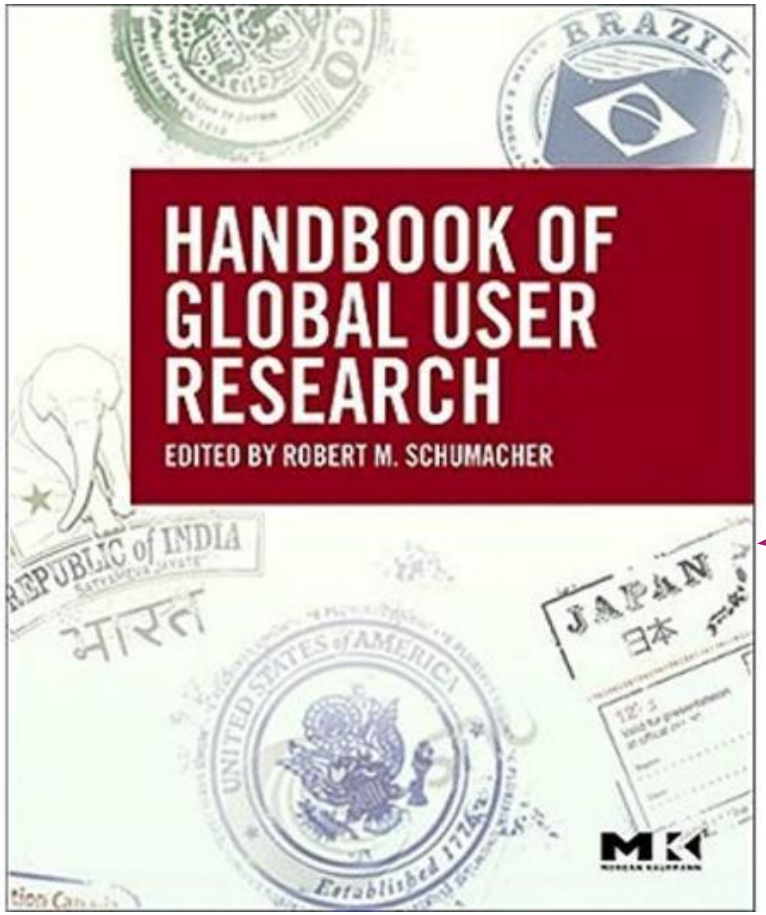
MN
ND
MT
SD
WY
NE
IA
MO
KY
TN
NC
SC
GA
AL
MS
AR
OK
TX
LA
FL
AZ
NM
UT
Bold Insight is located here



If we zoom in our office…

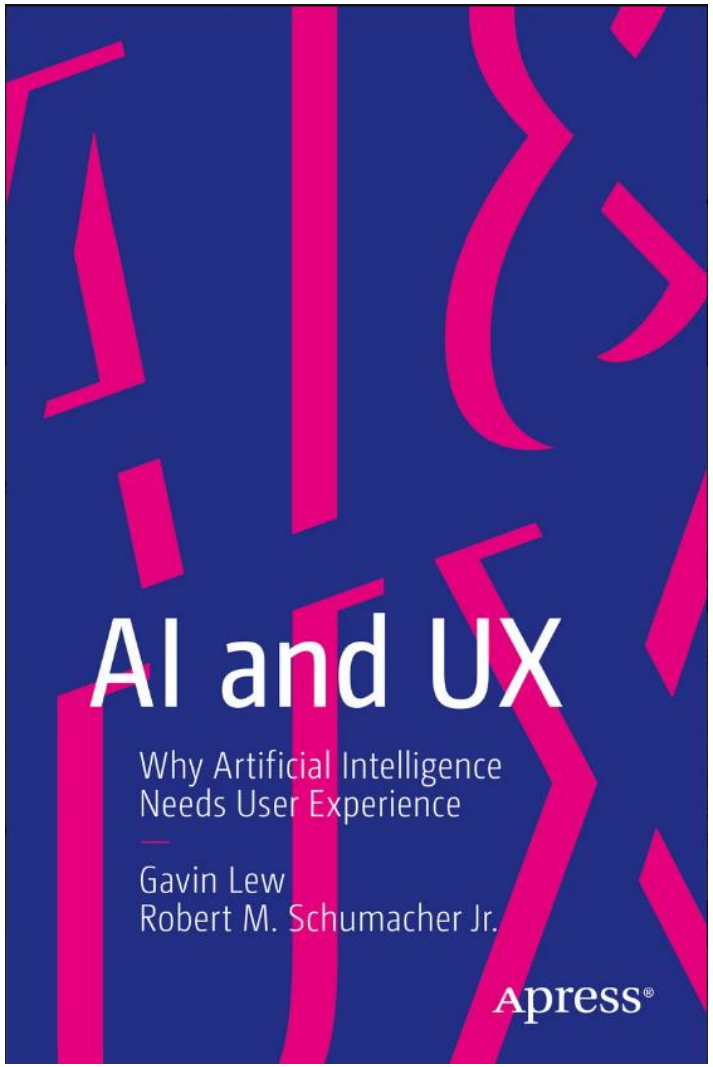
With UX colleagues, I wrote this book…

Shameless plug!

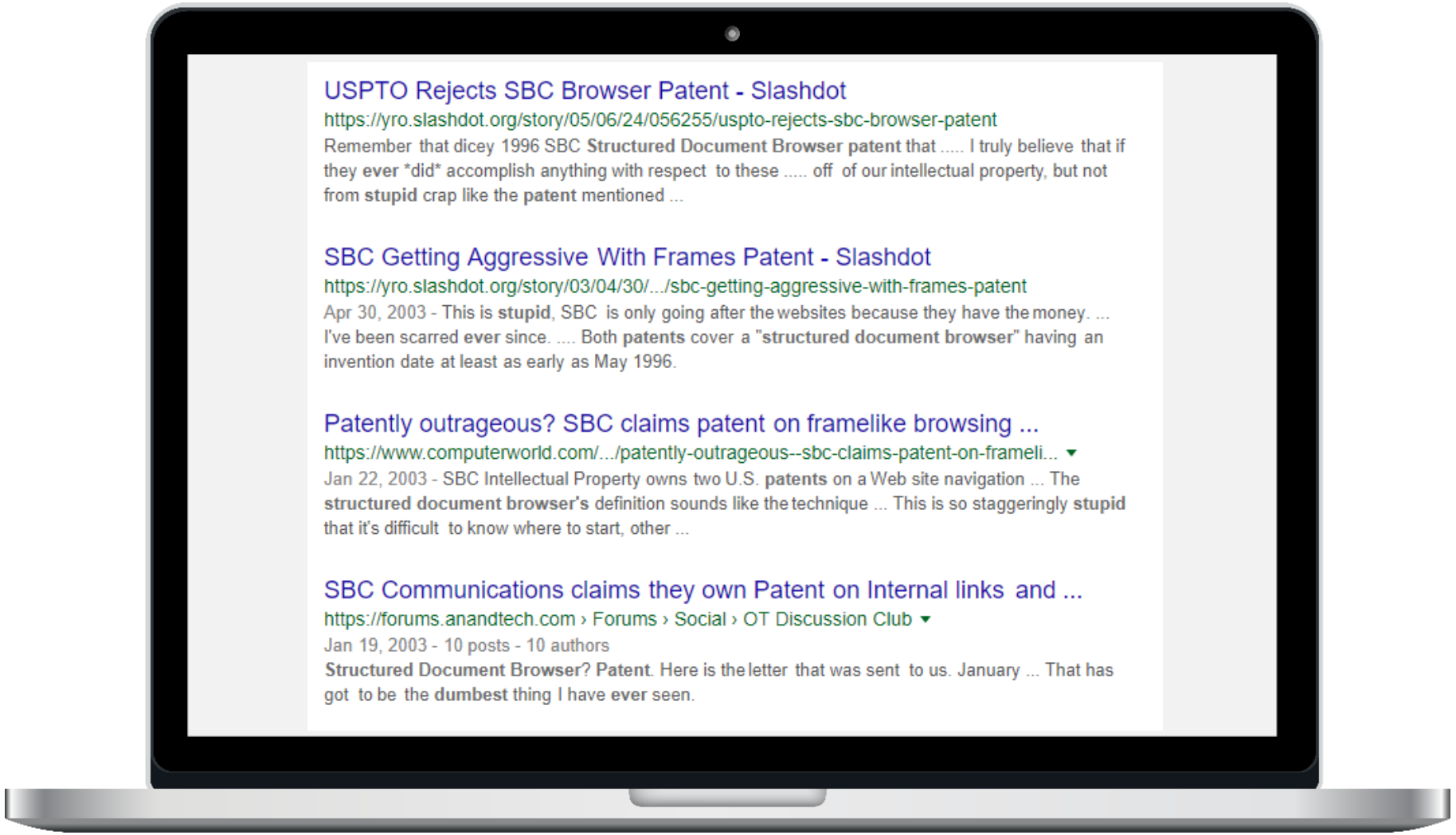


There's a chapter on the relationship between UX and market research in here

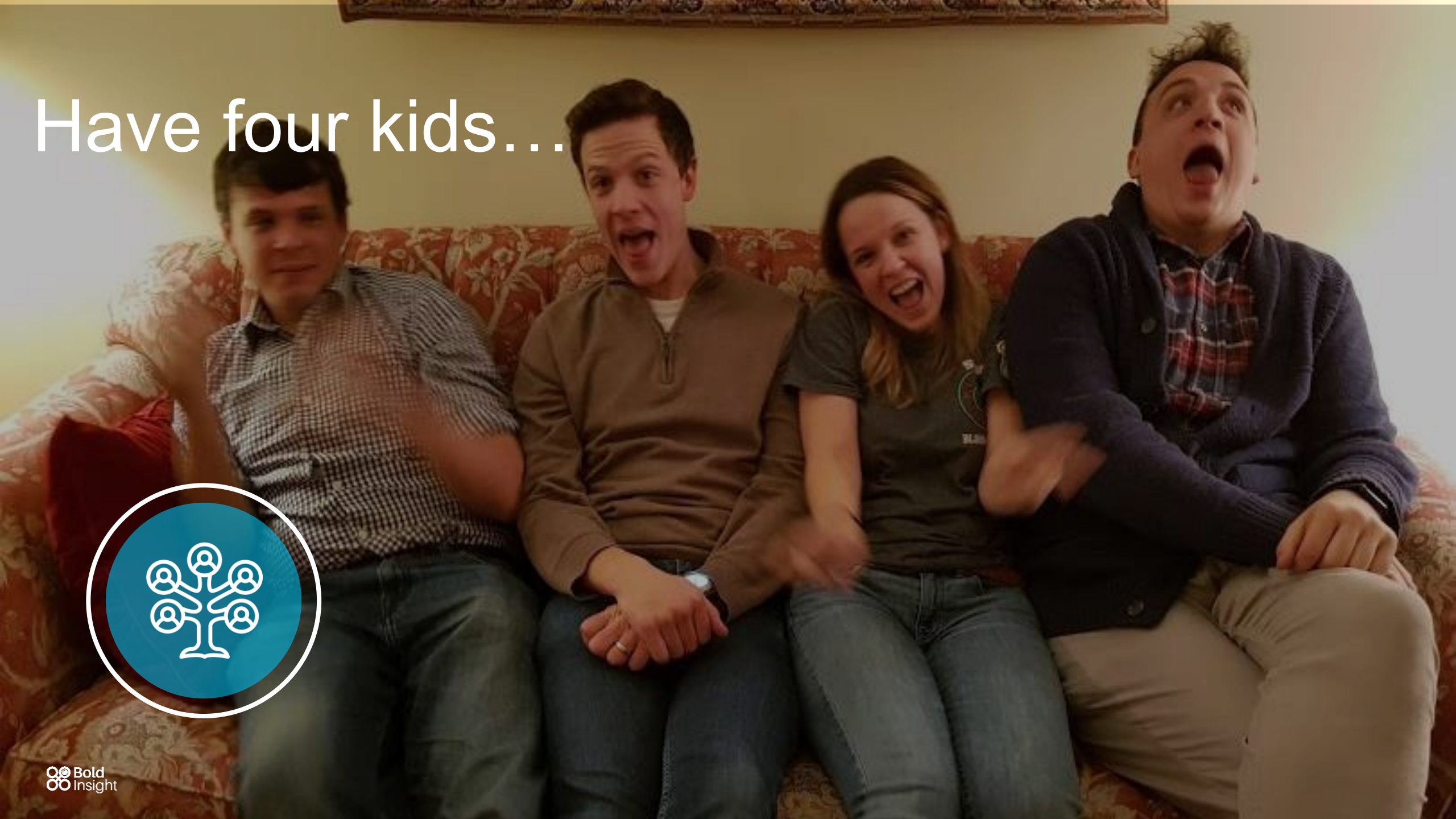
In 2020, I co-wrote this book…



Have a patent called ‘stupidest patent ever’…



Have four kids…



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And six grandchildren…

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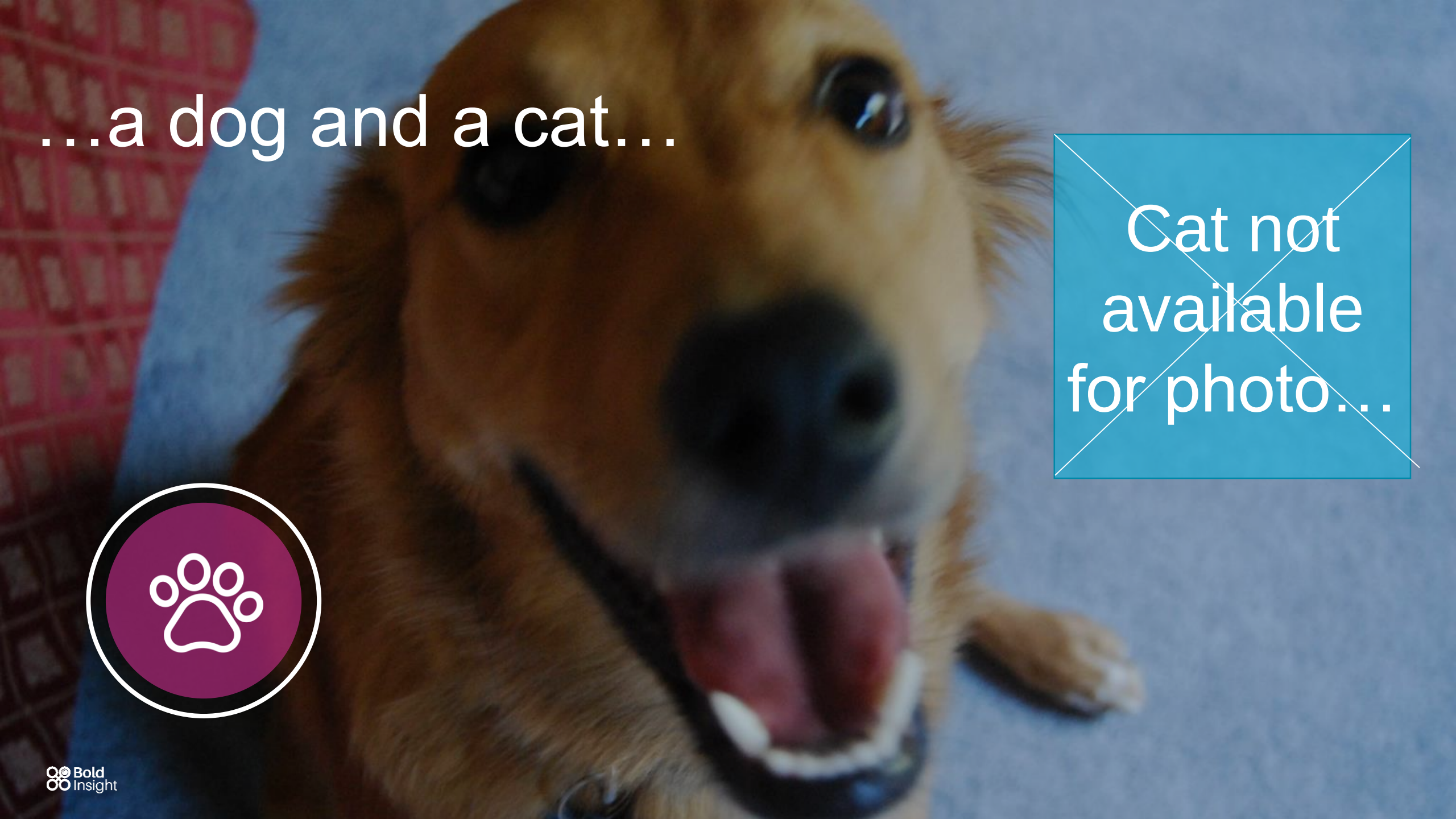
…a dog and a cat…



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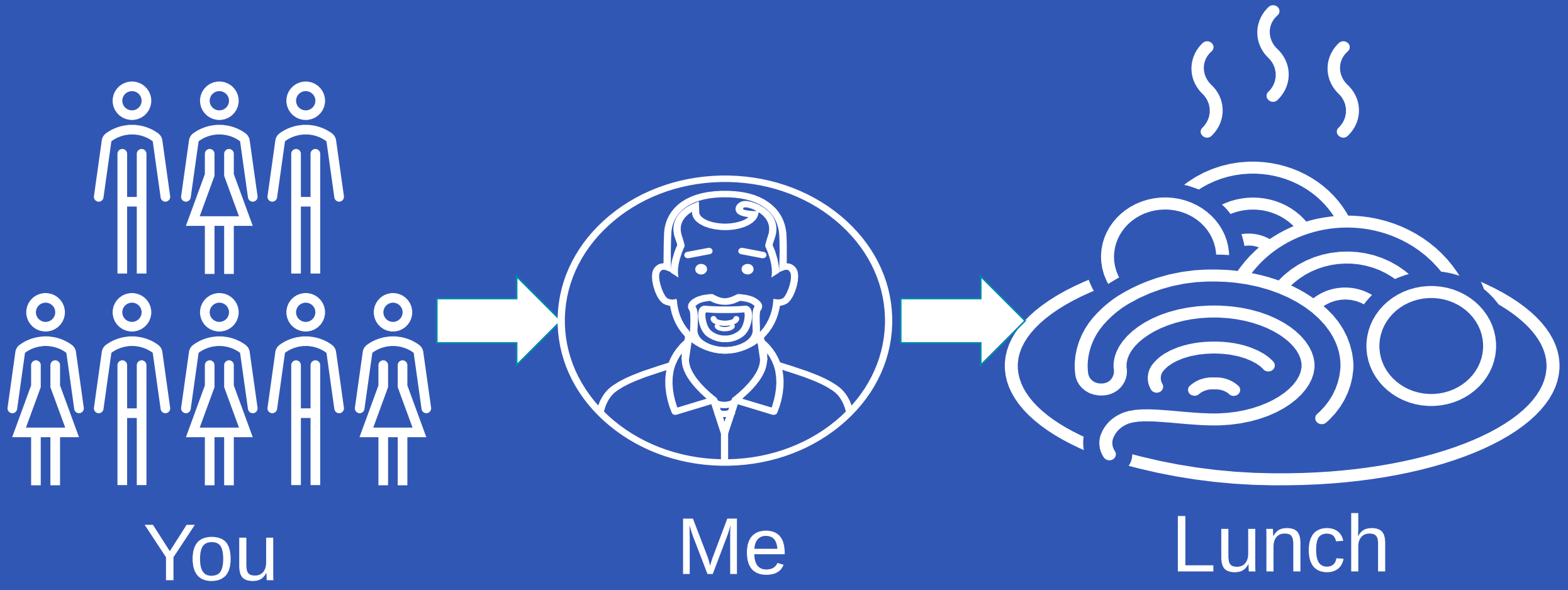
You
Me
Lunch

But I digress…

Photo by Joshua Hoehne on Unsplash

Photo by Steve DiMatteo on Unsplash

Photo by Tim Mossholder on Unsplash

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So what's the issue?

Research Objectives

Methods & Data

Deliverables

Stakeholders

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A UX researcher

Measure

User's needs, behaviours, skills, and capabilities

Change

A Market Researcher

Measure

Consumer's needs, attitudes, opinions, trends…

Change

UTILITY AND USABILITY

Useful / Functional (Utility)

Usable

Uncovering the needs, knowing the features / functions is important.

Necessary, but not sufficient for product success

You have to **put those features together in a usable way** to build the overall customer experience.

MyFord Touch Control

Market research findings were poorly implemented and UX design failed

1-1

training with buyers

https://www.gardnerweb.com/news/ford-cuts-program-to-help-customers-use-sync-myford-touch-systems

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Why the MyFord Touch control system stinks -- 8.22.12

ConsumerReports.org

*? 6.23.13

Poor UX crushed Ford's brand

Aggravati
Quality Su

MyFord Touch Drop Kicks Ford from 5th to 23rd in J.D. Power IQS Rankings -- 6.23.11 DAILY TECH

Market research

UX research

Assess customer satisfaction and loyalty

Provide insights to product development

Identify areas for improvement in the user journey and user flow

Identify target markets

Collect info on customer/user needs and behaviours

Improve usability products and services through user research

Evaluate ad/campaign effectiveness

Collect and analyse data on trends, competitors, and consumer behaviour

Provide feedback on the user interface, information architecture, and overall design of products

Identify opportunities for growth and expansion into new markets

Conduct competitive analysis to identify strengths and weaknesses of competing products

Improve customer/user engagement and enhancing brand reputation

Ensure that products are accessible and inclusive

REFLECTIONS

Market research tends to be more strategic

User research often focuses on detail

Some unique, some shared goals, common purpose…
Useful, usable, and successful product

Before we go further…one obvious difference

Users | Consumers | Customers | Markets

So what's the issue?

Research Objectives

Methods & Data

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METHODS & DATA

- IDIs
- Usability testing
- Diary
- Ethnography
- Survey (multivariate)

- Survey
- Focus Groups
- IDIs
- Ethnography
- Secondary analysis (e.g., SM analytics)

REFLECTIONS

The methods appear very similar to non-researchers

UX methods center on
what users actually *do*: behaviour

Market research methods look at wider trends and seek opportunities (e.g., positioning, pricing)

Similar methods, different focus

So what's the issue?

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DELIVERABLES FOLLOW FROM OBJECTIVES

- Product/service evaluation
- Recommendations
- User (customer) knowledge
- User journey
- Functional opportunities

- Product requirements
- Inform on strategy
- Competitors/trends/ segments
- Customer journey
- Pricing and positioning

REFLECTIONS

Despite similar methods, outputs are quite different and useful in different ways.

Timescales are different too.
Market research tends to be earlier in product cycle.
User research happens throughout product lifecycle.

Outputs can and should cross-pollinate…

Persona Development from Market Segmentation

Lorem Ipsum Persona

Tagline about persona Scelerisque felis imperdiet proin fermentum leo. Auctor elit sed vulputate mi sit .

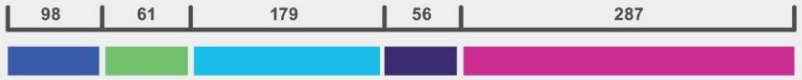
Bio

Bibendum at varius vel pharetra vel.

Sagittis orci a scelerisque purus. Scelerisque felis imperdiet proin fermentum leo. Auctor elit sed vulputate mi sit amet mauris commodo quis. Enim neque volutpat ac tincidunt vitae semper.

Goals & Motivations

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Tincidunt tortor aliquam nulla facilisi cras fermentum. Ut morbi tincidunt augue interdum velit euismod in pellentesque massa.



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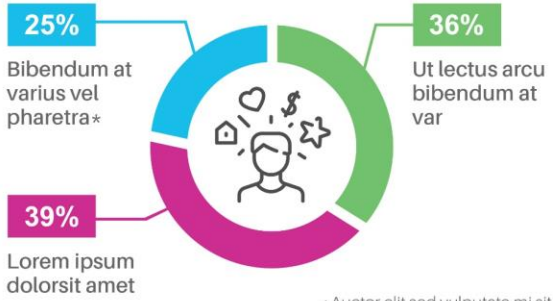
Needs



*Auctor elit sed vulputate mi sit amet mauris commodo quis.

UX Scenarios:

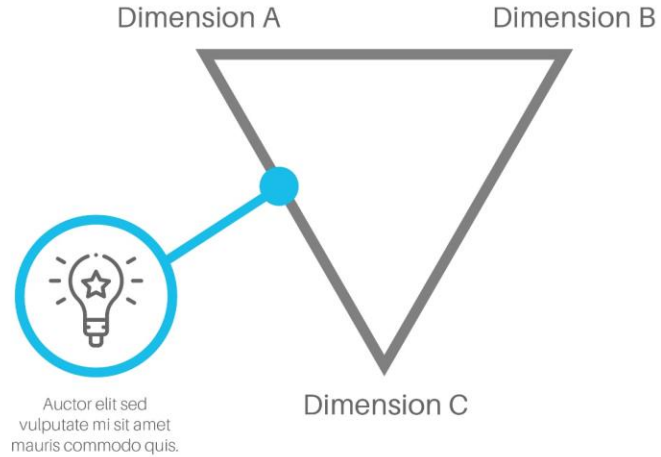
As a _____ , I want to...

1. Be able to ***quickly*** and ***easily*** _____ before I_____ so that I can_____
2. Eleu facilisis sed odio morbi quis. Ipsum dolor sit amet consectetur adipiscing elit duis tristique
3. Eleu facilisis sed odio morbi quis. Ipsum dolor sit amet consectetur adipiscing elit duis tristique

Frustrations

- **Lorem ipsum**
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
- **Lorem ipsum**
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

Motivation Drivers



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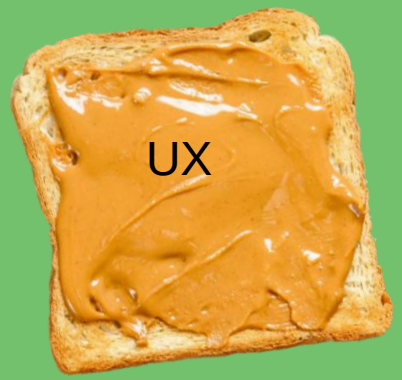
The similarities of market and user research
to those outside of research
can cause confusion in the organisation

What does UX give me that market research does not? (and vice versa)

Why can’t I combine these two approaches?

How much do I have to budget to each?



Market research helps **build the brand and informs marketing and advertising** on important elements to the target market.

UX is where the brand promise meets reality.
UX is a delivery on the brand promise.

$$Think\&Feel(Product) = \sum_{k=0}^{n} Experiences$$

Marketing and advertising can amplify the success of a great product…

But rarely can they compensate for a poor one

You can have the best research and greatest tech, but if people can’t use product or service…

It doesn’t work

You can have the best, most usable, product and user experience, but if it’s not useful…

It won’t sell

Working well together…

Respect and recognize each other's strengths

Establish common goals & objectives

Leverage research methods

Educate the wider organisation

Communicate, Collaborate, & Celebrate

GET IN TOUCH

We look forward to partnering with you on your research program.

Please reach out to
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