

# NEEDFINDING

## User Experience Researcher

San Francisco, CA, USA · San Bruno, CA, USA · Mountain View, CA, USA

User Experience & Design · Full-time



Know someone who would be interested?

**APPLY NOW**

**Find connections**

Know someone at Google? Reach out to them

User Experience (UX) Researchers work to answer the most challenging questions in design. In this role, you will reveal what our users need from our products by conducting primary research, exploring the behaviors and motivations of our users, and working with teams of Designers, Product Managers, Engineers and others to develop new features. You'll inspire change at all stages of product development by delivering exciting oral, written and visual presentations about our findings. Most importantly, your job as a researcher is to help the UX team understand what would make a user's experiences feel more intuitive, accessible, fun—and even magical.





# WALMART SURVEY:

Would you like your aisles to be less cluttered?







Removed 15% of inventory

Redesigned Store



Lost over a billion  
dollars in sales



# Let's make your **WALMART** experience better



**WATCH and OBSERVE** – don't let your biases get in the way. Assume that your intuition is wrong. Assume that your experience does not generalize.



## USERS BY PROXY – Social Media

- Go through social media comments about sites similar to your idea– *Yelp?*, *Twitter (search)*, *Facebook*, *Reddit*, *Steam*, etc
- Find interesting comments pertaining to user experience
- Don't just look at first 10 reviews, jump around.

### OUTPUT:

- Capture interesting snippets and put them on post-it notes. Put the post-it notes on a whiteboard

Look for PATTERNS in the PEOPLE.

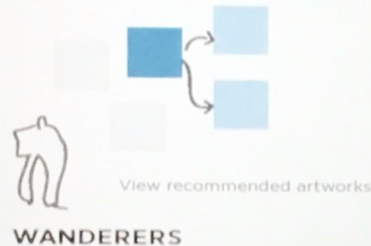
Determine their **motivations**. What set of **motivations** are represented by different groups of people?



# MOMA Designing for Users

## WHO IS OUR TARGET AUDIENCE?

- visitors who are already familiar with using apps
- visitors who are looking for a certain kind of experience



NASHER

#doh2016

Figure how **WHO** these people are. They are not one user group – they are many.

- Motivations
  - Motivations are not **WHAT** they're doing, but **WHY** they are doing it – why are they there in the first place?
  - Cluster your posts based on user motivations: Label each cluster with a marker.
- Develop a **PERSONA** for significant motivations.



# MATCH MOTIVATIONS WITH ACTIVITIES

- Identify the concrete activities:
  - What are they trying to do?
  - How are they trying to go about it?
  - Is there anything about the environment that makes these tasks difficult?

**Pick 1 or 2 Motivations:** Think *carefully* about the precise steps a person would have to go through in order to accomplish their goal. Write them out.

# Form **HOW MIGHT WE** Statements

- What compelling problems in the Walmart user experience should we target?
- See the [HMW sheet](#).



# NEEDFINDING

- Good participants
- Good environments
- Flexibility
- Good ways to capture
- Good ways to dive past the obvious
- Ways to avoid the Hawthorne effect