USER RESEARCH DRIVING DEVELOPMENT

THREE CASE STUDIES WITH LEARNING INSIGHTS

SABRINA DUDA

21 OCTOBER, 2020

USER RESEARCHER & PSYCHOLOGIST

SMILOING

MS Psychology

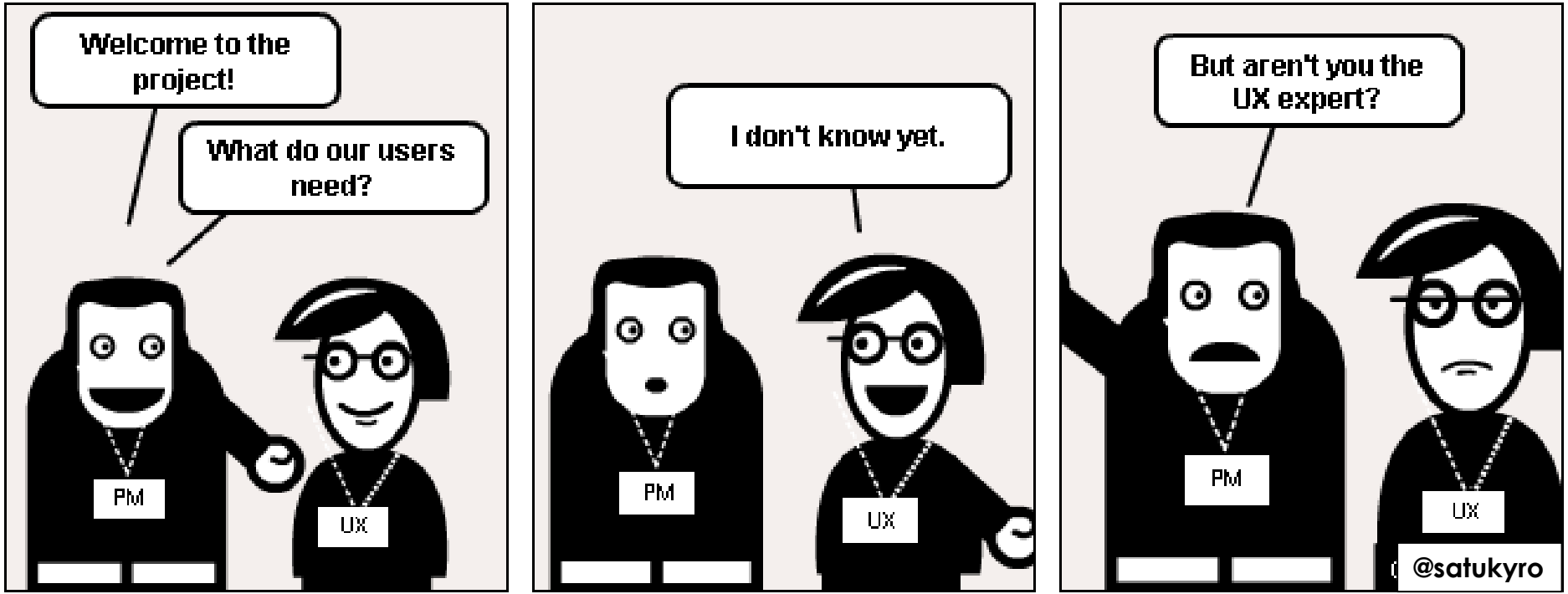
Engineering Psychology /

Cognitive Ergonomics & Computer Science

- 20+ years of experience in UX
- Head of UX at VERJ (LAB Group), London

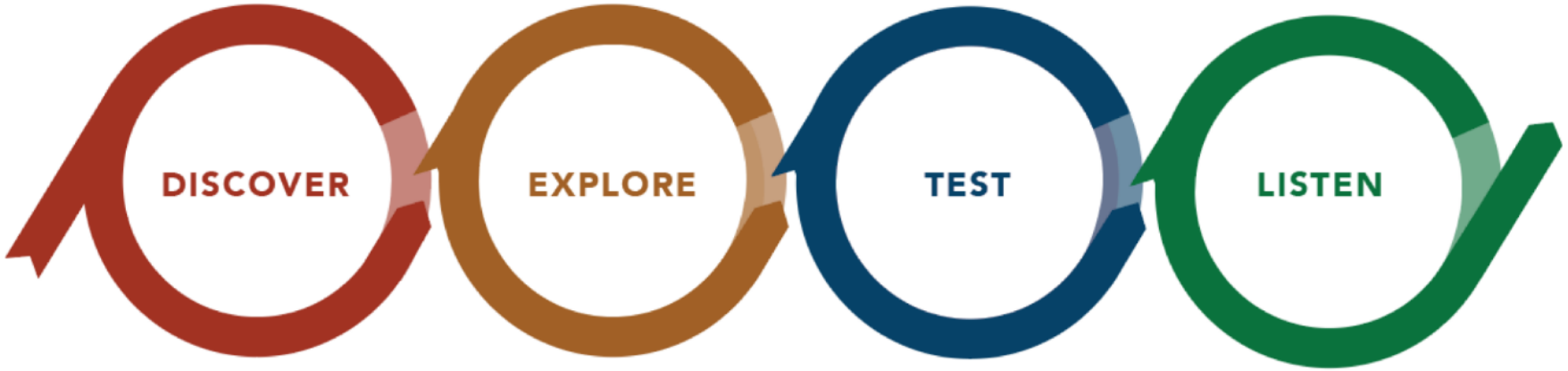
ENGINEERING PSYCHOLOGY

MYTH:
“A UX EXPERT KNOWS WHAT USERS NEED”



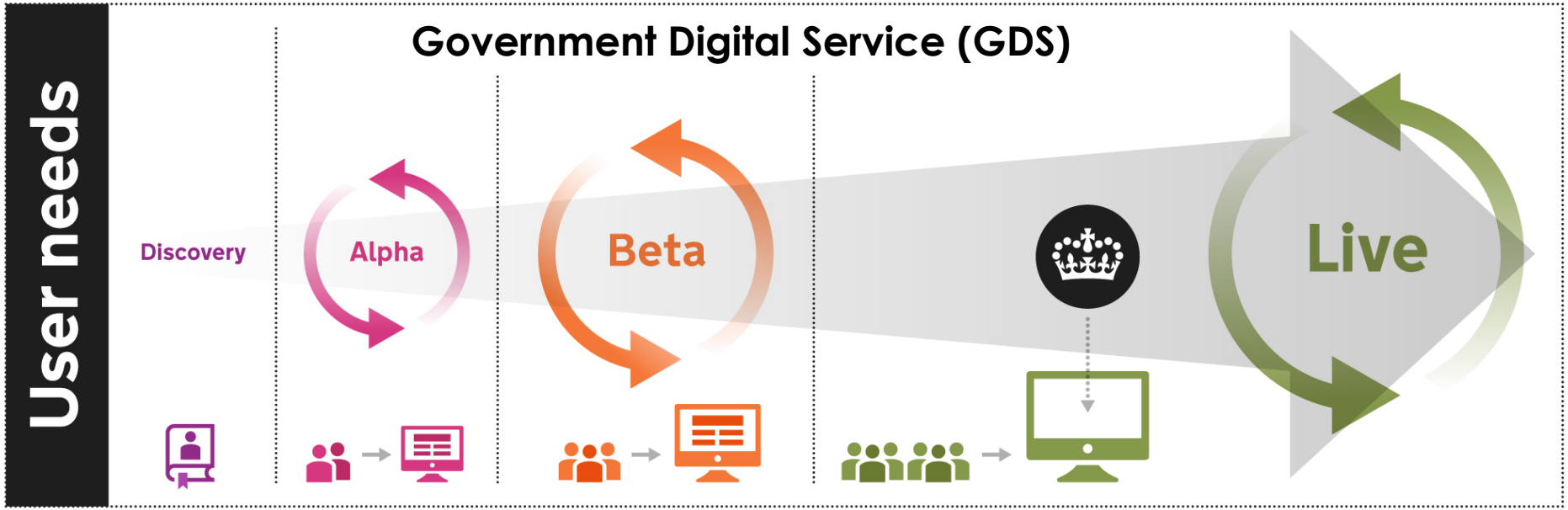
TRUTH: RESEARCH NEEDED IN EVERY STEP OF PRODUCT DEVELOPMENT

When to Use Which in the Product Cycle



NN/g

USER NEEDS DRIVE PRODUCT DEVELOPMENT



NHS
Business Services Authority

NHS BSA WORKFORCE DISCOVERY

2019

CHALLENGES

Project goal

“How to make NHS the best place to work”

- Very vague and broad project goal.
- Tight timescale of 8 weeks.

Recruiting

- Many different user groups (NHS staff).
- No budget for recruiting and incentives.
- Doctors and GPs hard to reach for research.

INTERVIEWS WITH NHS STAFF

User research at the core of the project.

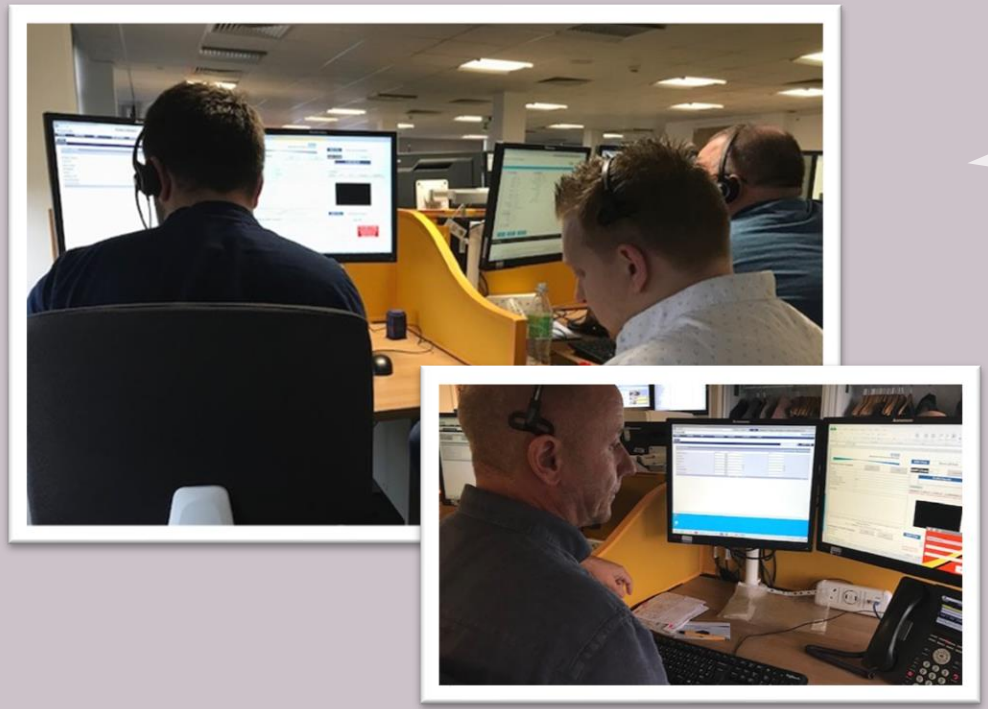
Identification of needs and pain points of NHS staff.

18 in-depth interviews with NHS employees:

Hospital doctors, GPs, nurses, practice managers, office workers,…

CALL CENTRE LISTENING: PENSION LINE NHS STAFF, NEWCASTLE

NHS Business Services Authority



"I can claim a lump sum and still get my pension? That is really good news."

RESEARCH ON-SITE WITH PRACTICE MANAGERS: NHS PENSION EVENT, NEWCASTLE

- Interviews with practice managers (they manage NHS staff pensions)
- Taking part in discussions
- Listening to audience questions

"Sometimes I don't even know what question to ask, it is so complex, I don't know what to look for."

USER NEEDS IDENTIFIED

203

USER NEEDS

User need	Quantity	Keyword
I want one system/one access.	6	Systems
I need every day to be different/variety in my job.	5	Daily work
I need to have good annual leave.	4	Pension & benefits
I need to make a difference to people/make someone's life better/help people.	4	Daily work
I want to share knowledge with other NHS staff/practices.	3	Career pathways
I need to understand the purpose of the training.	3	Career pathways
I need a training budget/more training/extra training.	3	Career pathways
I need to understand my pension.	3	Pension & benefits
I need the discounts to be better advertised to be aware o e optio	3	Personal wellbeing & discounts
I need to feel valued, appreciated, and someone being gra ul fo best.	3	Daily work
I need less admin / bureaucracy.	3	Daily work
I need to work in a good team.	3	Daily work

12

TOP USER NEEDS

NHS
Business Services Authority

Identify user needs

- I need to feel NHS cares about me.
- I need to feel NHS supports me with my particular life event.
- I want the option to learn and develop, I need training specific to my role.
- When I start a new job I need access to the tools necessary for my job and someone to answer my questions.
- I want one system.
- I want to be delighted and surprised.

Extract opportunities

Wellbeing & benefits
Life events
Career pathways
Onboarding
One System
Magic moments

FINDINGS VS. ASSUMPTIONS

"My job motivation was never money. Feeling you are doing what you can to make someone's life better."

Psychiatrist

"It's nothing I looked into. Not well advertised."

Senior Nurse

"I used it a couple of times. A nice gesture. But not rated highly."

Young GP

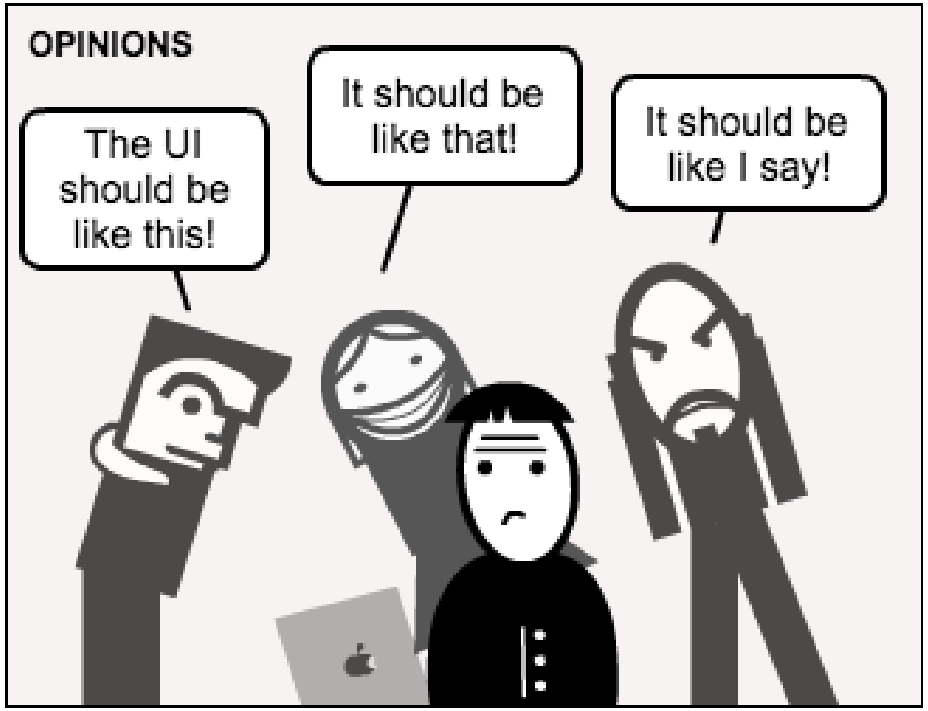
(False) stakeholder assumptions about shopping discounts

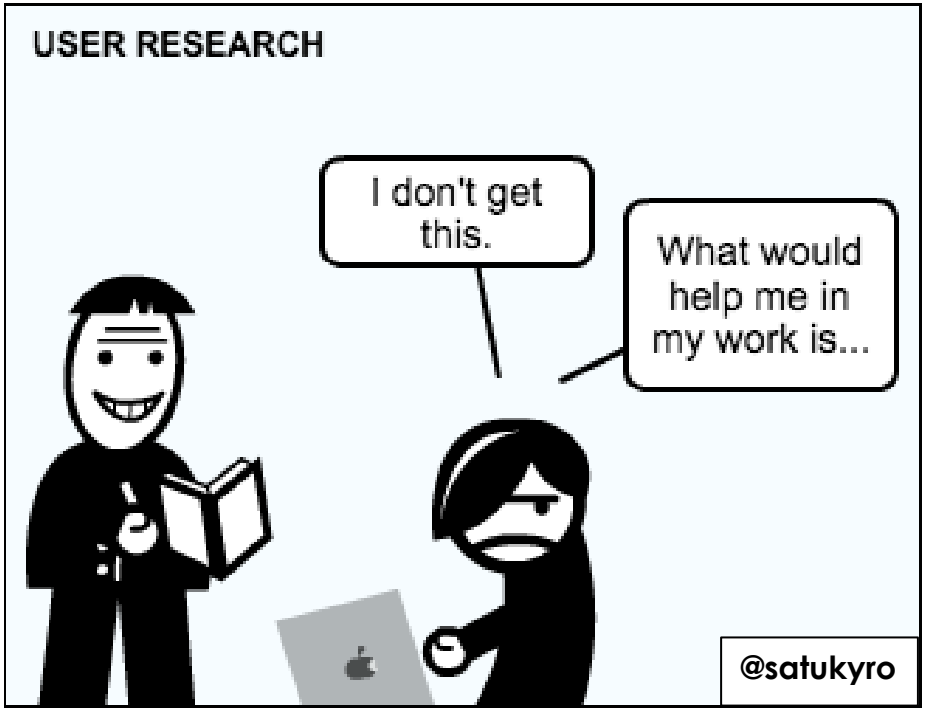
- NHS staff is motivated by discounts for shopping; they are important.
- NHS staff is aware of the discounts options.

LEARNING INSIGHT #1

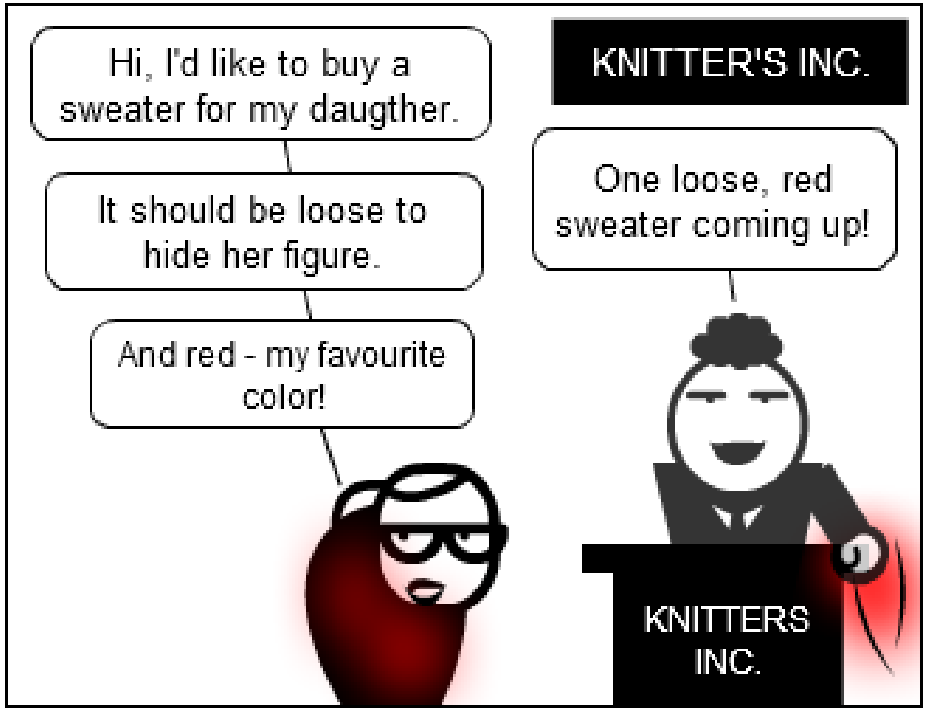
Validated user needs

USER RESEARCH VALIDATES ASSUMPTIONS





ASSUMED USER NEEDS ARE NOT REAL USER NEEDS



ZAVA

DIGITAL HEALTH, TELE MEDICINE

2018/2019

NEW PRODUCT: DISCOVERY & DESIGN SPRINTS

- Creating a brand new product for the German market
- Working in a cross-functional agile team with a doctor and a lawyer
- Weekly design sprints with user research
- Lean UX approach

14 DESIGN SPRINTS: EVERY WEEK A NEW PROTOTYPE & USER RESEARCH

6 month

- 14 Design Sprints
- Every week a new prototype
- 78 user interviews

Weekly testing of assumptions with a new prototype.

Learning a lot about users' needs and every aspect of their journey.

TEAM COLLABORATION & FAST SPRINTING

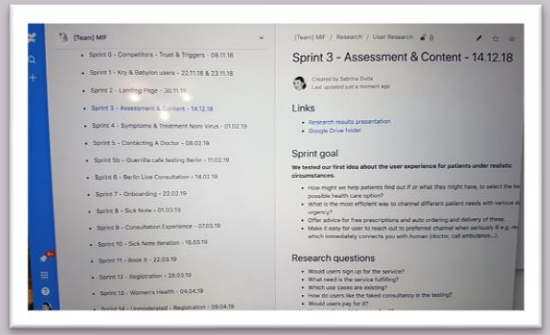
ZAVA

Team collaboration

Confluence

slack

miro

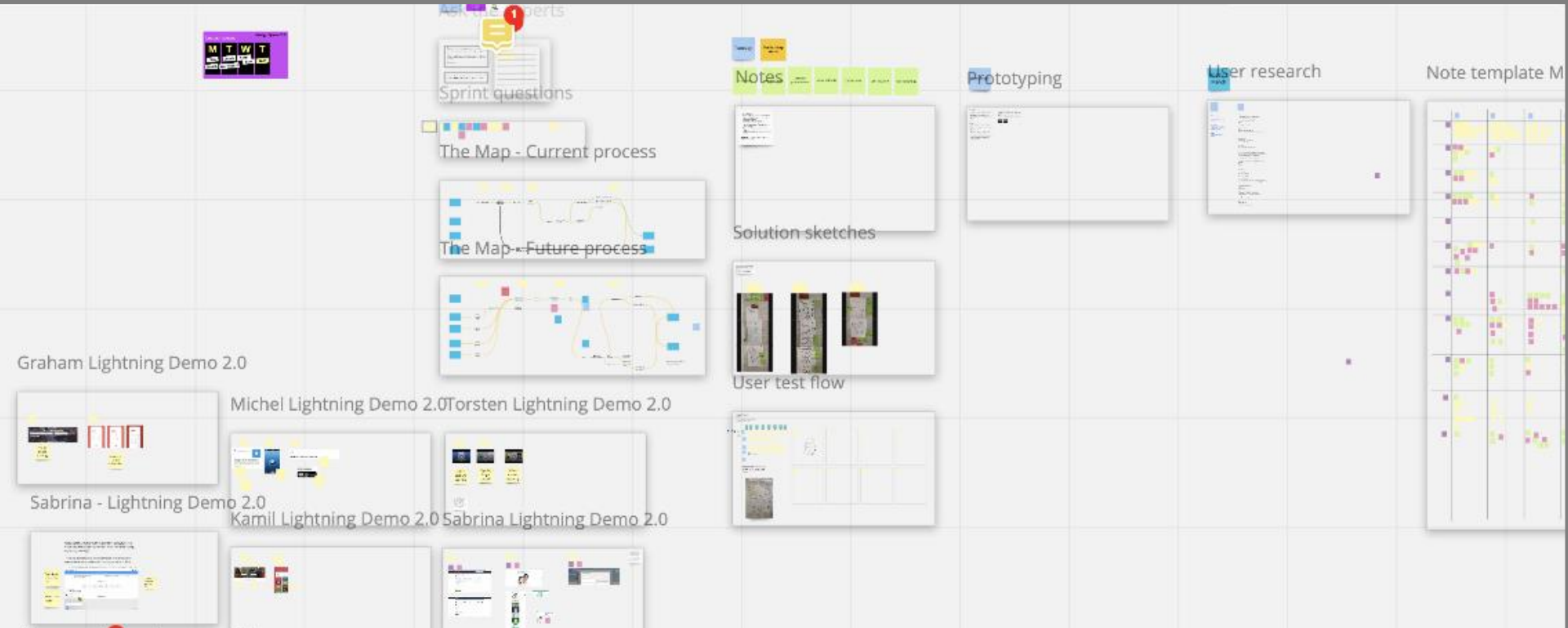


User research

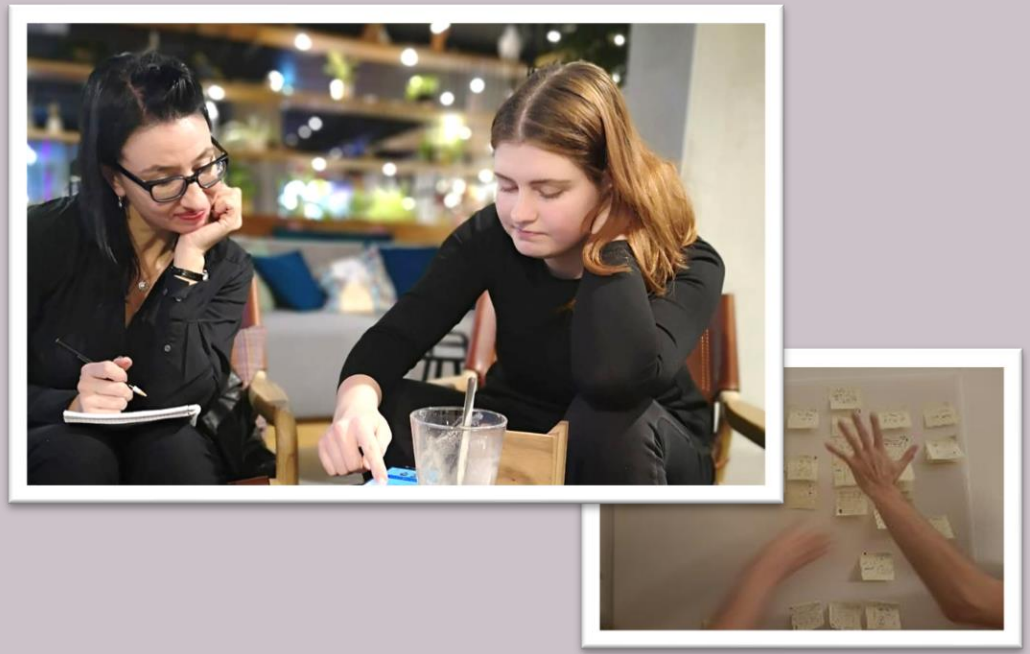
VALIDATELY
a userzoom company

RESPONDENT

WHOLE SPRINT ON ONE MIRO BOARD



1 DAY SPRINTS WITH USER RESEARCH: TEAM IMMERSION IN BERLIN



- Sprinting and prototyping every day
- Talking to users every day
- Absorbing culture and lifestyle in Germany

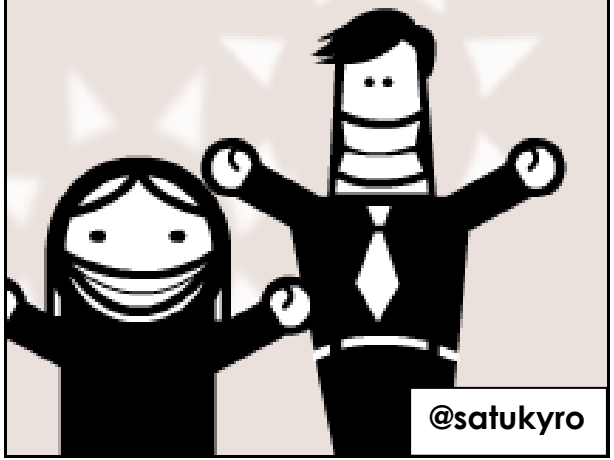
LEARNING INSIGHT #2

Fast iterations with testing

LEARNING INSIGHT #3

Team ownership of product

COMMON MISTAKE:
IDEATE SOLUTIONS TO WRONG PROBLEMS

1) Define the problem	2) Collect data with user research	3) Ideate solutions
SKIP!	SKIP!	(to wrong problems) 

USABLE VS. USEFUL

NHS DATA SECURITY CENTRE

2020

REDESIGN OF NHS DSC WEBSITE

Redesign

- Landing page and key content pages.

User feedback

- Integrate continuous user feedback.
- Create new information architecture based on card sorting.

CHALLENGES

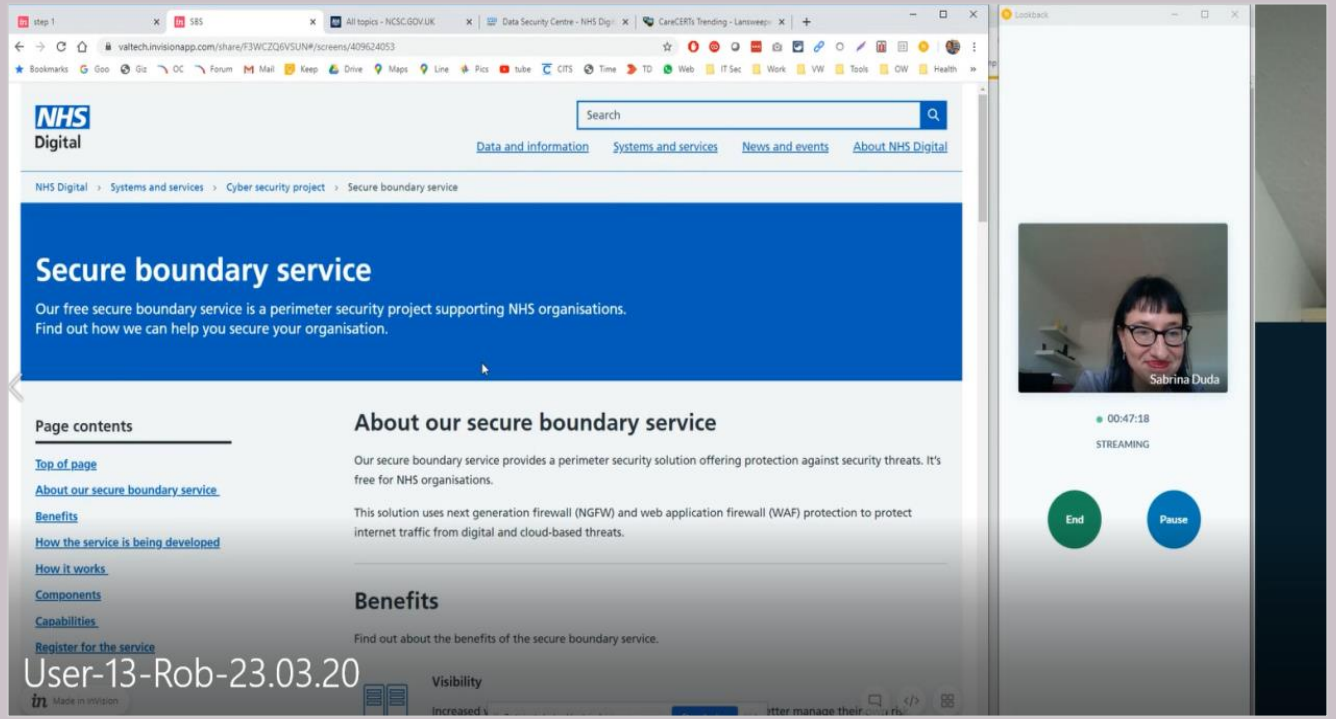
Challenges

- Short time frame of 7 weeks.
- Distributed remote team.
- Difficult recruiting due to Coronavirus.

User recruiting

- Data security specialists from NHS.
- Pre-selected list with users from the Cyber Associates Network (CAN).
- Scheduling via email and calendar tool; digital consent form.

REMOTE RESEARCH TOOLS



lookback

OPTIMAL WORKSHOP

SurveyMonkey

invision

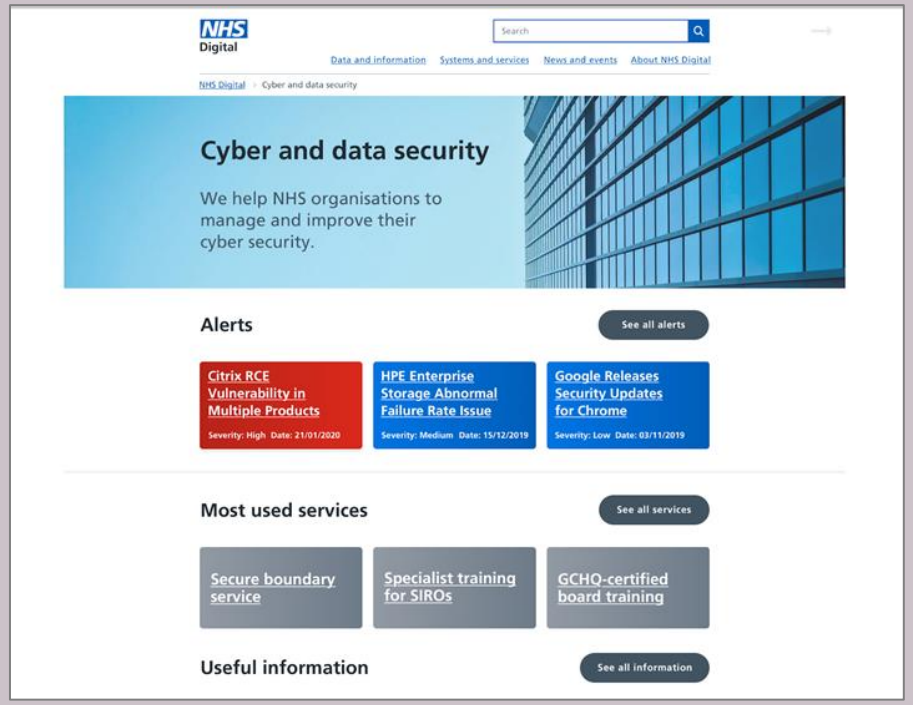
UX RESEARCH EVERY WEEK

User interviews every week. Feedback fed back into the prototype immediately.

- Remote moderated interview (N=16)
- Questionnaire (N=5)

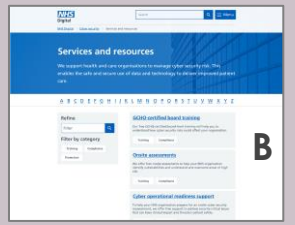
Sprint 1 2 March	Sprint 2 9 March	Sprint 3 16 March	Sprint 4 23 March	Sprint 5 30 March
Landing page	Landing page + services page	Landing page + services page + secure boundary page	Landing page + services page + secure boundary page + more service pages	Landing page + services page + secure boundary page + more service pages + contact form
Interview 4 users	Interview 4 users	Interview 3 users	Interview 4 users	Interview 1 user Survey 5 users

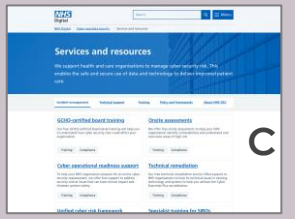
THE PAGES


NHS Digital
Search
Data and information
Systems and services
News and events
About NHS Digital
NHS Digital › Cyber and data security
Cyber and data security
We help NHS organisations to manage and improve their cyber security.
Alerts
See all alerts
Citrix RCE Vulnerability in Multiple Products
Severity: High Date: 21/01/2020
HPE Enterprise Storage Abnormal Failure Rate Issue
Severity: Medium Date: 15/12/2019
Google Releases Security Updates for Chrome
Severity: Low Date: 03/11/2019
Most used services
See all services
Secure boundary service
Specialist training for SIROs
GCHQ-certified board training
Useful information
See all information

Cyber security support model
Our free cyber security support model helps NHS organisations to meet their cyber security responsibilities. Find out about the services we offer.
Page contents
Cyber security support model
EMBED
Unified Cyber Risk Framework
How our support model works
Cyber security support model
DSC On-site Assessment
Technical Remediation
GCHQ certified board training
Cyber Operational Readiness Support
Unified Cyber Risk Framework
Onsite assessment
Technical remediation

Services and resources
A


Services and resources
B


Services and resources
C

REMOTE WAYS OF WORKING

Face-to-face

- Kick-off workshop at the start of the project in Leeds
- One additional meeting in London

Remote

- Daily stand-ups via MS teams
- Dedicated Slack channel
- Trello board with tasks
- Documentation of work on Confluence
- Weekly show & tells with Google slides via MS Teams

LEARNING INSIGHT #4

Remote team collaboration with tools

LEARNING INSIGHT #5

Team involvement in research

LEARNING INSIGHT #6

Knowledge flow about research

LEARNING INSIGHT #7

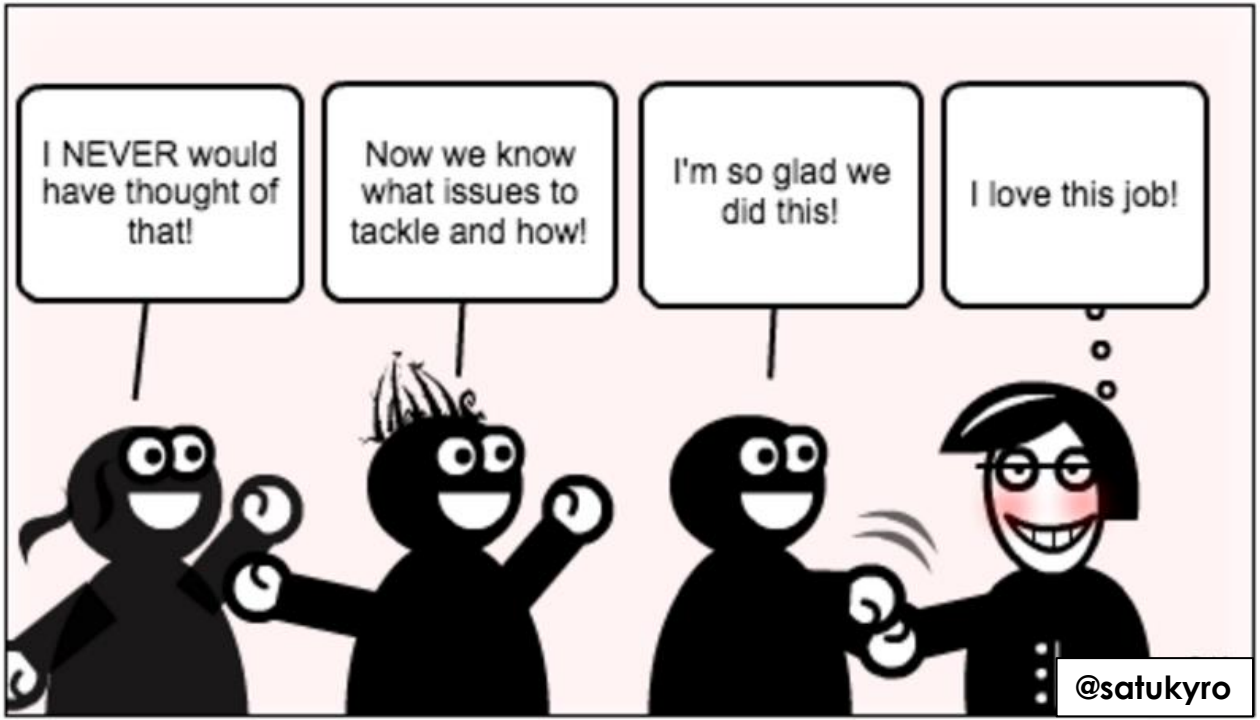
Talk to the right users

TALK TO THE RIGHT USERS

HOW CAN RESEARCH DRIVE DEVELOPMENT? SUMMARY KEY LEARNINGS

1. Validated user needs
2. Fast iterations with testing
3. Team ownership of product
4. Remote team collaboration with tools
5. Team involvement in research
6. Knowledge flow about research
7. Talk to the right users

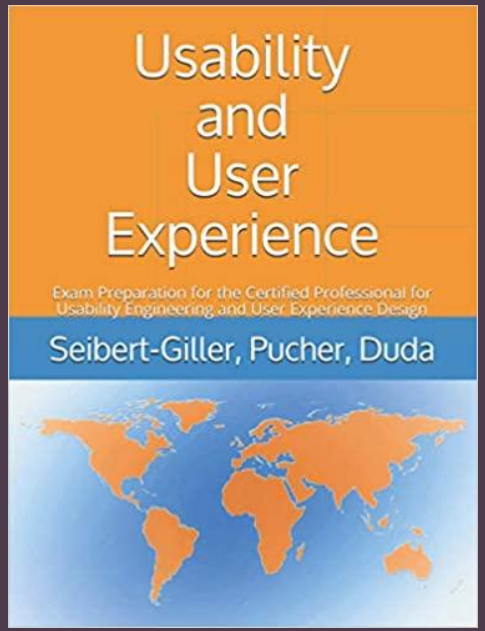
I HOPE YOU ARE A HAPPY USER RESEARCHER!



THANK YOU FOR YOUR ATTENTION!

www.smiling.club
sabrina@smiling.club

SMILING

www.linkedin.com/in/sabrinaduda

+44 (0)7498 059305