

USEEDS° ways of user engagement

User-centred thinking is the foundation of what we do. Within the last 6 years, we have involved an estimated 50.000 people in the development of products and services which make people happy and their lives easier.

	EXPLORATION	IDEA GENERATION	MODELS AND BASIC CONCEPT	DETAILED CONCEPT	DEVELOPMENT AND PRE LAUNCH	POST LAUNCH
User engagement goals	Explore context of use Understand user problems and needs Define user types, user journeys and mental models	Identify UX and business opportunities (Co-)generate solutions for found opportunities	Get feedback regarding initial idea visualizations Optimize idea drafts Survey match of user mental model with solution approach	Investigate user performance in elaborate concepts Identify usability and UX challenges within concept	Evaluate the designed solution's compatibility within product environment Identify design issues emerging during dev process Receive early feedback on developed product	Measure own project success goals Ongoing evaluation throughout the product's lifecycle Identify future UX and business opportunities Help foster conversion
User Research procedure (asking)	Understand user preferences, needs and expectations	Include and verify user requests being integrated into new ideas	Compare early drafts with users' ideas and preferences	Examine compatibility of product features with user expectations	Anticipate product reception	Monitor acceptance and receive feedback for optimization
QUICK & DIRTY	<ul style="list-style-type: none"> Telephone interviews Quick online survey Ad-hoc-Surveys Guerilla interviews Online forum discussion and analysis 	<ul style="list-style-type: none"> Ad-hoc idea feedback surveys (online) Online ideation Spontaneous user ideation Promote synergy by making use of various team research results 	<ul style="list-style-type: none"> A/B-preference quick survey (online) Subway interviews Spontaneous contextual interview 	<ul style="list-style-type: none"> A/B-preference quick survey (online) Short "What did you see?" test Prototype usage survey (Online) 	<ul style="list-style-type: none"> Online intercept survey Short "What did you see?" test Prototype usage survey (Online) 	<ul style="list-style-type: none"> Intercept Survey Customer support feedback Media analysis
DEEP DIVE	<ul style="list-style-type: none"> Cultural Probes Diary Study (Online) Expert interviews In-depth interview Card sorting (Online) Social media analysis" 	<ul style="list-style-type: none"> Co-creation workshop Focus groups (Online) Opinion survey (Online) Participatory design interview" 	<ul style="list-style-type: none"> Moderated lab interview Online concept feedback survey Card sorting test Periodical user feedback interviews 	<ul style="list-style-type: none"> Quantitative relevance scoring Measuring the meaning of concepts (Semantic differentials) Content survey Periodical user feedback interviews 	<ul style="list-style-type: none"> Quantitative UX surveys (AttrakDiff, NPS, UX Score) Large group questionnaire (online) Periodical user feedback interviews 	<ul style="list-style-type: none"> 3rd party benchmark surveys Periodic online Interviews Long-term surveys, measuring UX over time (AttrakDiff, NPS, UX Score)
User Research procedure (observing)	Explore the context of use Understand user motivation for acting and not acting in current design	Find ideas that suit user motivations and remove usage obstacles	Survey match of users' mental models with initial design drafts	Observe users during interaction with prototypes Identify usability issues	Identify Bugs Iron out the details to assure optimal usage of the developed product	Measure KPIs Identify next optimization potential Observe the real life usage of the new product
QUICK & DIRTY	<ul style="list-style-type: none"> Public guerilla shadowing Telephone/webconference interviews 	<ul style="list-style-type: none"> Street feedback interviews Social media research Colleague feedback 	<ul style="list-style-type: none"> Paper Prototype Testing "Where would you click?" test (Online) Guerilla concept test 	<ul style="list-style-type: none"> Cafe tests Guerilla concept test in user context Online click tests 	<ul style="list-style-type: none"> Cafe test Guerilla concept test in user context Online unmoderated tests Online click tests Online eyetracking simulation 	<ul style="list-style-type: none"> Online unmoderated tests Online click tests Online eyetracking simulation
DEEP DIVE	<ul style="list-style-type: none"> Ethnographic field study Intensive shadowing On-site Interviews Website usage analytics 	<ul style="list-style-type: none"> Collect user artifacts (online) Examine the current product's usage Examine the competitors' products 	<ul style="list-style-type: none"> Evaluate the findability of topics (Tree Testing) RITE (Rapid iterative testing and evaluation) Moderated lab test 	<ul style="list-style-type: none"> Moderated lab test Eyetracking Click journeys Prototype usage observation (Online) 	<ul style="list-style-type: none"> Retrospective Walkthrough Unmoderated Lab Test Clickstream A/B Testing 	<ul style="list-style-type: none"> Periodic Webanalytics reports A/B Testing Periodic lab tests Competitors' benchmark tests

Our rich method portfolio

SASCHA MAHLKE – MANAGING DIRECTOR

It was early in the afternoon, when we were sitting around the telco device discussing innovation themes for one of our clients.

Everyone was leaning towards the telco spider when the Head of Product Innovation asked:

"Seriously, do you really think that our customers would like to interact with our washing machine via voice control?"

It was meant as a rhetorical question, with only "No" as the right answer to give, if you still wanted to be taken seriously as a consultant. We proposed having a follow-up meeting the same evening, and our user researchers went to work. Within 3 hours, we asked 200 people from all over Germany if they could imagine interacting with their washing machine via voice control. 40% said "yes". The follow-up call, three hours later, was about how we could identify which additional services the company could offer via voice dialogue.

I love these moments when your gut feeling turns out to be totally wrong. This was one of those moments when I noticed how far we had actually developed toward a rich portfolio of efficient ways to involve users in all phases of the product definition process, from rapid online surveys, to in-depth ethnographic in-home studies. Today we have a huge repertoire of online and offline user research methods, platforms and recruiting partners, and we love to continue to explore and improve our portfolio to make user involvement even more effective AND efficient.