

Field Study

Figure out what your users really need!

Definition:

Consists of day-in-the-life user interviews and behavioral observations. Provides empathy and understanding of users, tasks, goals, culture and context of use. Field studies help identifying your most valuable personas; help you map pain points along the user journey and gain valuable insight into what features users really need.

Benefits:

- Refine or define your design strategy.
- Understand what your users desire most.
- Provides guidance to design phase.
- Discover hidden opportunities in what competitors offer or how users solve problems in a way you never anticipated.
- Understand what users desire most.
- Uncover the motivational and emotional aspects of your UX (desirability).

Deliverables:

Field Study findings report. Personas defined. Journey Maps created. Includes design recommendations.

Methods we use:

Personas, Field Studies, Ethnography, Diary Studies, Journey Maps.

Client Testimonial

"Experience Dynamics usability testing revealed areas of opportunity that helped us avoid disaster at launch. Our team was well equipped to pin-point usability issues and areas we were blind to prior to seeing our product put to the test".-Ryan Janzen, Program Manager, Microsoft

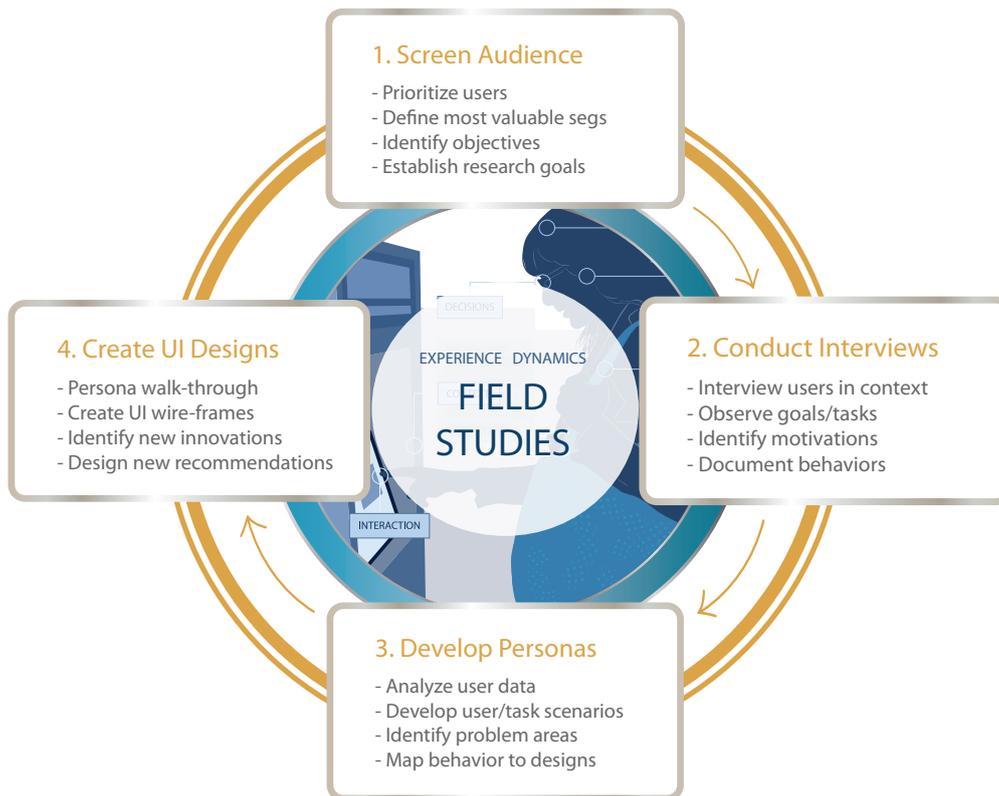
When to do usability testing:

- Before business decisions have been solidified (if innovating)
- Early on in the product life cycle (if innovating)
- Before wireframing or before coding (if building something new)
- Anytime (as a behavioral trend scanning technique).

How Agile Teams use Usability Testing

- Use to identify missed opportunities.
- Better define user stories, based on real life wants and needs.
- Gain valuable prioritization for Agile sprint planning.
- Validate requirements and guide Wireframes/ UX Design.

Experience Dynamics Field Study process includes the following steps:



Experience Dynamics Field Study Process- proven for discovering hidden user needs and wants.

Our model shows that while there are benefits to a redesign without personas, a redesign with personas can provide a return of up to four times more. Firms interested in seeing this kind of return on their redesign should make sure that their personas are well crafted and are used to make design decisions by making qualitative research a priority, reviewing their personas periodically and making updates accordingly, as well as identifying specific decisions and tools that should be based on persona insights.

– The ROI of personas: Forrester Research

Gain these benefits from Experience Dynamics Accessibility Testing service

The power of field studies is realized in the transfer of empathy from your end users to your design and development team. Field studies focus on user behavior, roles, goals, tasks and emotions. These are expressed as personas or user journeys. The focus is on discovering their needs and desires. Where user testing determines usability, a field study determines desirability.

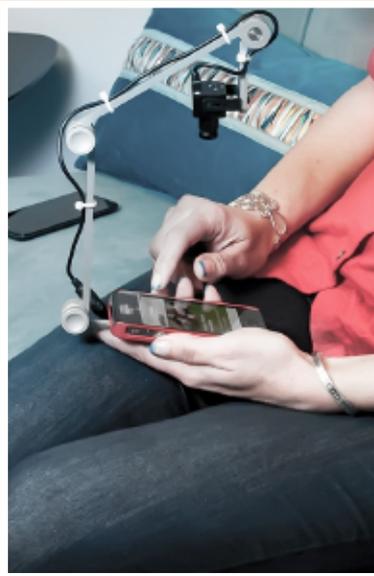
What is it your users really desire? What features and functionality are most valuable to them and why? Our field studies use rapid ethnography to get you into the field quickly and learn what issues, pain points or opportunities can be leveraged in your UX strategy.

Client Testimonial

"I think Experience Dynamics user research was a big step in the right direction. I have seen how defining a customer experience by segments (e.g. demographic, psychographic, behavioral etc.) allows a much richer discussion of the "user profile"/ target market at the executive level. While we might fight over the relative value of features all day long, we all can easily agree that "Trusting Trina" doesn't want tech specs"

-Peter Batten, Chief Strategy Officer, Chrome Systems

Find out what lights your users candles and you can build the right thing. Field Studies help avoid poor decisions, focus your feature set and help you elevate the most valuable functionality.



ABOUT

Experience Dynamics takes your User Experience (UX) to a new level with our results oriented **User Centered Design** methodology.

The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

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