"HOLISTIC" RESEARCH IN CX: TIPS & TRICKS

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INTRO

"Holistic" is quoted. Thus, Design Research already has to be holistic, with a combination of qualitative and quantitative inputs. If your daily diet of insights is not balanced, then it's not nutritive enough, which is a quite typical pattern in most CX teams, and not good.
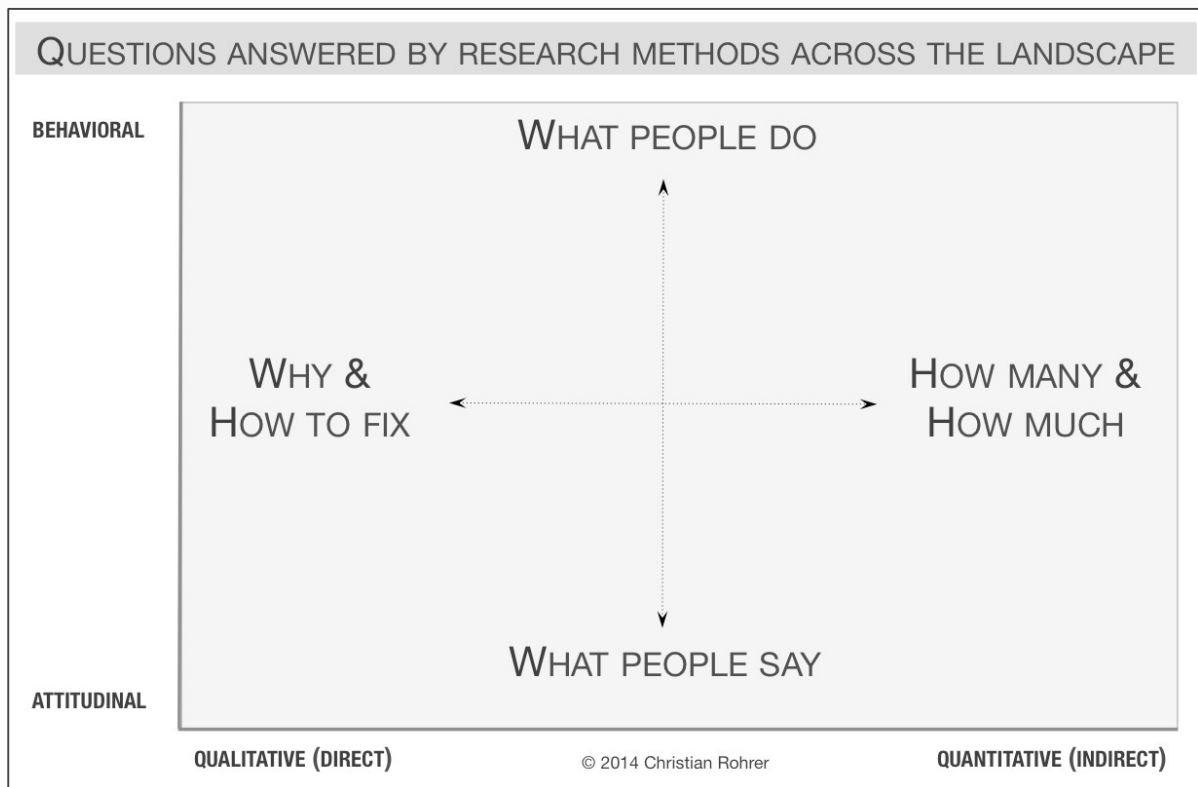
IN MOST CASES

Design Research is the ultimate fuel of all Experience Design projects.

QUANTITATIVE INPUTS:

Answers to "what".

QUALITATIVE INPUTS:

Answers to "why" and "how".

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE

BEHAVIORAL

WHAT PEOPLE DO

WHY & HOW TO FIX

HOW MANY & HOW MUCH

WHAT PEOPLE SAY

ATTITUDINAL

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DESIGN RESEARCH PHASES

The general idea of how design research works. Steps could be combined, but better not to be skipped.

PHASE 1: EXPLORATORY RESEARCH

#WHAT TO DO

- What do they need?
- Where should we focus?

PHASE 2: GENERATIVE RESEARCH

#HOW TO DO

- How do they want to have it?
- Which way we should go?

PHASE 2: EVALUATIVE RESEARCH

#DID WE DO GOOD

- Can they use it?
- How we can improve it?

DESIGN RESEARCH LEVELS

Practically an indication of the quality and reliability of insights.

LVL 1: WHAT PEOPLE **SAY**

- Surveys
- Feedbacks
- Questionnaires
- Basic interviews

LVL 1: WHAT PEOPLE **DO**

Lvl 1+
- Analytics
- Logs
- Observations

LVL 1: WHAT PEOPLE **FEEL**

Lvl 2+
- Sophisticated observations
- Semi-structured interviews
- Continuity and steadiness in the stream of insights

COMMON AND USEFUL QUALITATIVE RESEARCH METHODS

The general idea of how design research works. Steps could be combined, but better not to be skipped.

SERVICE SAFARI

Enables the researcher to experience the context that the product or service is experienced by the users, get to know the product/service and the context it is in, and see it from the users' perspectives.

PROS: Comprehensive, fast, compact
CONS: Extensive knowledge of usability is needed.
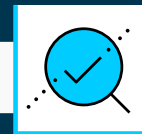
SEMI-STRUCTURED USER INTERVIEW

Listening to the approaches of the participants and observing their behaviors through the interview scenario within the framework of predetermined objectives.

PROS: Your team can learn how to do it.
CONS: Difficult to spot errors for rookie eyes. Can lead to mis-insights.
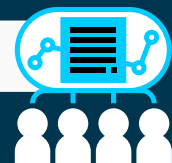
HEURISTIC EVALUATION

The measurement of the usability of products or services is based on heuristics determined by usability experts as a result of their previous experience.

PROS: Fast, not extremely difficult for internal teams.
CONS: Doesn't involve real users.

USABILITY RESEARCH

Unveils the usability problems of a product or service through the designed tasks by observing and listening to the participants.

PROS: The ideal point to start qualitative research in an organization.
CONS: Research knowledge is prominent even while outsourced.

BENEFITS

- Makes the right decisions fast
- Enables effective, meaningful designs
- Optimizes development & delivery costs
- Enables fact-based actions

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COMMON QUESTIONS

● **WHERE TO START INVESTING?**

BK: On the evaluative side: mostly Usability Testing and Service Safaris could be the best options in order to understand the value.

● **WHAT IF QUANTITATIVE AND QUALITATIVE INPUTS ARE CONFLICTED?**

BK: They simply can not, for a lot of reasons. To begin with, they're not even directed to the same questions. If somehow they are conflicting, there must be a very big mistake.

● **HOW TO DEAL WITH BIASES?**

BK: Don't use data to justify decisions, instead support your decision-making process with fact-based "nutrient" insights. Do it in every decision, biases will dissolve during the process.

● **CAN'T WE MAKE DECISIONS, BASED ON SURVEY RESULTS?**

BK: It depends on the decision. But remember, surveys are based only on "what they SAY", not what they DO or THINK. So most cases, I wouldn't recommend it.

ABOUT THE HOST

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