RESEARCH PLAN

UX CAREERS | UX103 | RESEARCH SURVEY

UX103 Interview & Experiment Guide | UX103 Secondary Research

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Background: Design Challenge & Problem Statement

The purpose of our research study is to gain an understanding of our users, their needs, how they find information, and what they know about UX. It will guide our future *design thinking stages* of UX mapping, iteration, prototypes, testing, and designs. We will be using a combination of research methods and collecting qualitative and quantitative data.

Our overall goal is to answer the question, “How might we provide accessible information about UX careers for first-year UX students?”

Objectives:

- Gain an understanding of who our users are and where they're located
- Understand how the knowledge gap/difference on UX careers between UX students from 1st-4th year
- Learn how our users get or access information (typical behaviours)
- Know our users preferred distribution channels and their most used
- Find pain points in current systems/products/services and platforms
- Compare and contrast other products/competition

Success Metrics:

- UX Mapping
  - Experience Map
- UX Tools
  - User Persona
  - User Story
- Research Report
  - Tables
  - Graphs
  - Charts

Methodology:

Our two research methods include primary and secondary research and data collection. This will involve collecting data from first-year students at Wilfrid Laurier University in the User Experience Design Program. In addition, we will be analyzing existing company/industry reports, journal articles, and competitive products/apps.

Primary Research:

- User Interviews
- Online Surveys
- Experiments

Secondary Research:

- Competitive Products
- UX Career Job Descriptions
- UX Job Salaries
- Game Applications

Our Goals:

Goal A - Gain a stronger understanding of how much Laurier UX students are aware of UX careers and pain points they face using current systems

Goal B- Understand and learn the most popular or top UX careers students want to purse

Goal C- Gain a better understanding of why students are interested in pursuing a UX career

Goal D- Learn what information students look for when considering a job/career and their motivation factors

Research Focus:

In order to conduct our research, we are using a survey (which will be distributed online) and interviews (which are held in-person or arranged to be done virtually).

<u>Research Questions Assigned:</u>

- ➢ Who are the users?
- ➢ What do they need to do?
- ➢ Where are they located?
- ➢ What are their challenges and why are they having difficulties?

- ➢ What are their tasks? How do they expect to complete their tasks?
- ➢ How would users expect information (or other necessary stuff) to be organized on the site or in the space?
- ➢ Where would users expect to find X content on the site?

Research Questions:

Survey Questions:

- Please check all that apply
  - First-Year Student
  - User Experience Design Program
  - Minor in User Experience Design
  - Other

- Please specify your age
  - 17-19
  - 20-22
  - 22-24
  - 25+

- Select your campus
  - On-Campus -Waterloo
  - Off-Campus -Waterloo
  - On-Campus -Brantford
  - Off-Campus -Brantford
  - Other

- Are you an International Student?
  - Yes
  - No

- Select all the tools and sites you use frequently? (At least once every three months)
  - Linked In
  - Indeed
  - Laurier Navigator
  - Laurier Career Center
  - CareerFoundry
  - Nielsen Norman Group
  - Other: please specify

- Are you curious about UX careers?
    - Yes
    - No

- What about UX careers are you interested in? -Select all that apply
    - What makes a career a “UX Career”
    - Salary/Wages
    - Job titles/Descriptions
    - The growth potential for the UX industry
    - Typical responsibilities and tasks
    - Successful/Influential people in the UX industry
    - What companies hire UX professionals
    - Job/Position requirements and skills needed
    - Not Interested

- What is your main priority when it comes to "UX Careers?"

Mobile Game App

- If you have a mobile device, do you have gaming/game apps downloaded?
    - Yes
    - No
    - Yes, but I don’t use them

- Where would you expect to find the salary information on a mobile game app for a UX career?
    - In your account settings
    - On your profile/avatar
    - Always displayed on screen as a coin/money counter icon

- How would you expect UX Careers to be categorized? By...
    - Industry
    - Alphabetical Sections
    - Salary amount /range
    - Type or Role (Designer, Researcher, etc)
    - Level (Intern, Junior, Senior, etc)

Interview Questions:

- What program and year are you in?

- What is your age?

    - 17-19
    - 20-22
    - 22-24
    - 25+

- Where are you located?
- Are you an International Student?

- Describe what your priorities are for the topic “UX Careers.”
    - Are you looking for a job/internship?
    - Are you looking for a potential career path or journey?
    - Are you interested in how to utilize a UX degree?

- List some tasks you would do relating to UX Careers
    - (Learn what an *Information Architect* does?)
- How would you go about completing those tasks?
    - (Search Google, Email a professor, Use Linked In)

- Have you ever looked for information about UX careers and not found what you were looking for?
    - Describe the program/tool and explain any difficulties you had

After Interview:
Experiment Questions & Tests:

Usability and Behavior Test:

1. Have the participant use/get a device they have access to (mobile phone, laptop, tablet, etc)
2. Ask the participant to find a list/information about the job tasks/duties for a “User Experience Researcher”
    a. Record their actions, challenges, problems, and observations
3. Ask the participant to find the average salary in Canada for a “User Experience Researcher”
    a. Record time on task and satisfaction metrics

Knowledge Test:

1. Have participant name/list as many UX careers they can within 30 seconds
    a. Record the titles/names to find the most popular careers

Timeline:

1. **Research Plan:** February 14th-16th

2. **Create Survey Questions**: February 17th-19th
3. **Interviews Begin:** February 19th
4. **Gather Survey Results:** February 25th
5. **Interviews End:** February 25th
6. **User Personas:** February 26th - March 3rd
7. **User Stories:** February 27th - March 4th
8. **Experience/Journey Map:** February 27th - March 4th
9. **Research Report:** February 26th - March 8th

Survey Guide:

- **Introduction**
    - Introduce the main overview and objective of the project
    - Acknowledge and ensure participants understand that survey is voluntary
    - Discuss what the results and findings will be used for
    - Use questions listed in **Research Questions**
- **Conclude**

Provide thanks and appreciation for participating in the survey

Interview Guide:

- **Introduction**
    - Introduce all team members
    - Provide a basic outline of the project, objective, and overview
    - Introduce purpose and reasoning for data
    - Discuss why we need interviews and how their data will be used
- **Interview Questions**
    - List and explain research questions; listed in the **Research Questions** section
    - Provide sample answers if needed/clarification
    - Moderate, take notes and observations
- **Conclude**
    - Thank interviewees for their time and participation
    - Ask any follow-up questions or insights
    - Provide details and notice if interested about where results and the final project can be found