

whatever.

User research your team will  
actually give a sh!t about



Hi!

Editorial & magazine designer

Graphic designer

Web/digital designer

UX/UI designer

UX consultant

User researcher

**S P A R C K \***



# What is user research?

There are known knowns.

These are things we know that we know.

There are known unknowns.

That is to say, there are things that we know we don't know.

But there are also unknown unknowns.

There are things we don't know we don't know.

*- Donald Rumsfeld*



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OKAY, NOW, LET'S NOT JUMP  
TO CONCLUSIONS, EVERYONE.






Invention is not the same as innovation.

- *Tim Brown Change by design*

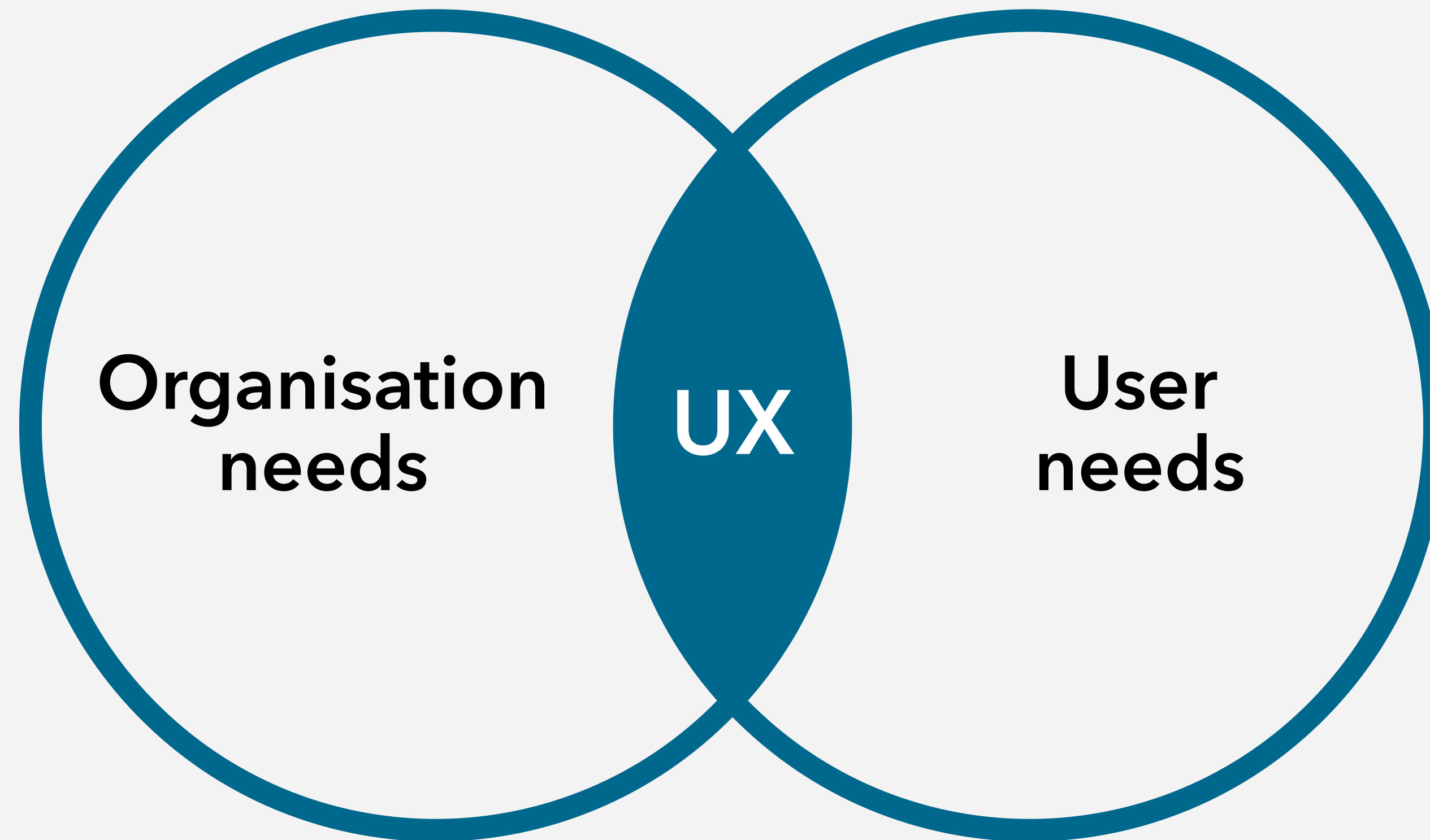




Without user research, you won't know what problems you're trying to solve, what to build or if the service you create will work well for users.

*- GDS Service Manual*






**Organisation  
needs**

**UX**

**User  
needs**





“If your work doesn’t support the business, you have failed, no matter how good the design.”

*Erika Hall, Just enough research*



A person wearing a red and blue plaid shirt is gesturing with their hands in a meeting room. In the foreground, a wooden table holds a laptop displaying a dashboard, an open notebook, and a smartphone. The background is slightly blurred, showing other people in a professional setting.

# A shared understanding





- Start with user needs
- Do the hard work to make it simple
- Design with data
- Iterate. Then iterate again
- This is for everyone
- Understand context
- Make things open: it makes things better




**User research  
is a team sport.**

<https://userresearch.blog.gov.uk/2014/08/06/have-you-had-your-recommended-dose-of-research/>



“In a multidisciplinary team each individual becomes an advocate for their own technical specialty... likely resulting in a grey compromise...”





...in an interdisciplinary team  
there is collective ownership  
of ideas and everyone takes  
responsibility for them."

*- Tim Brown Change by design*



How might we?



DIFFERENT  
HARDWARE?

RULES FOR DIFFERENT  
ROLES

- NUMBER OF PROMPTS IN  
SESSIONS

COMMUNICATION \$

UNDERSTANDING

Pressure storage  
MENDI

Encourage  
people to  
'take care'  
of cards

STOP EXPECTING  
THAT TESTERS  
UNDERSTAND  
SECURITY

COMMUNICATE  
THE PROCESS  
BETTER TO TESTERS

Improve  
Understand  
of security

make it  
simpler  
for a  
tester

REDUCE CONFUSION  
ON WHERE TESTERS  
SHOULD KEEP CARDS/

USER EXPERIENCE  
Improve  
messaging to

MAKE TESTERS  
AWARE WHY OR  
UNDERSTAND

Make it easier for  
Testers

Reduce Number  
of logins

FT

sws  
or

Mechanical  
brake









**If a research report  
sits on a server and  
no-one reads it,  
does it exist?**



# Storytelling



A woman with long, curly brown hair is shown in profile, speaking into a red megaphone. The megaphone is decorated with various animal rights posters and signs, including one that says "KILLS!", another with "1732 364546" and "www.animalsaid.org.uk", and another with "FOR ALS". The woman is wearing a black top. The background is a blurred crowd of people.

# The power of words



Users are not  
receptive to this idea.



“Don’t go there.  
Only an idiot would go  
down that thought process.”

*- User interview participant*



A group of people are gathered around a table in a meeting. One person is pointing at a laptop screen which displays a dashboard with charts and graphs. Another person is holding a pen over a document with handwritten notes. The scene is dimly lit, focusing on the collaborative work.

# Making research easily accessible (and engaging)



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 we  
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 4

Quont  
 => What?  
 Qual  
 => Why?

Youtube  
 Instagram  
 LinkedIn

Local press  
 National Radio  
 Local Radio

Survey  
 Cathedral w/ operators hrs @

Trade Assoc.  
 Assoc. of transport lawyers  
 Assoc. of vehicle repairers  
 Road + highway Assoc.  
 Society of motor mfrs  
 Caravan club  
 Chamber of Commerce  
 Motor industry Federation  
 Motor in Personal Bureau  
 Society of motor mfrs (UK)  
 World Road Assoc. (ITS)  
 Vehicle certification agency  
 Vehicle Type

Specialist Company services  
 DVSA VIBRATOR  
 Authorised MOT examiner  
 Motorcycle instructor

Advocacy / lobbying

Campaign for better transport  
 Road Safety Foundation  
 Assoc. of Transport Co-ordinating officers  
 Roadsafe (charity)  
 Nat. Alliance of Public Transport Advocates  
 Brake road safety charity  
 Public and Commercial Services Union

Business network  
 Business associate  
 Family co-director  
 Friend Accountant  
 Customer Lawyer  
 Admin Roles  
 Business Admin

Cohorts

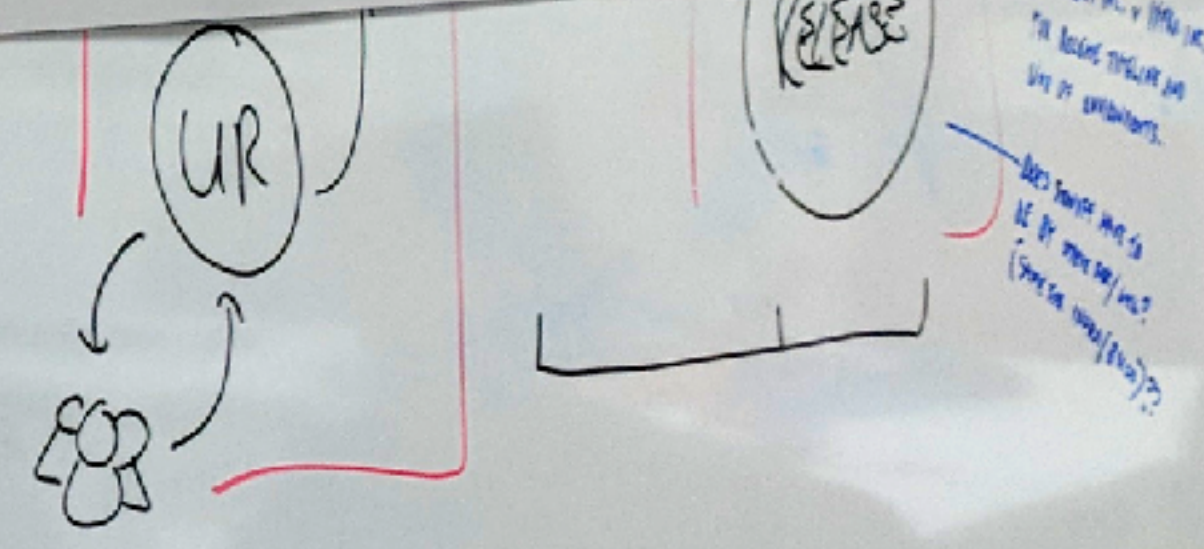
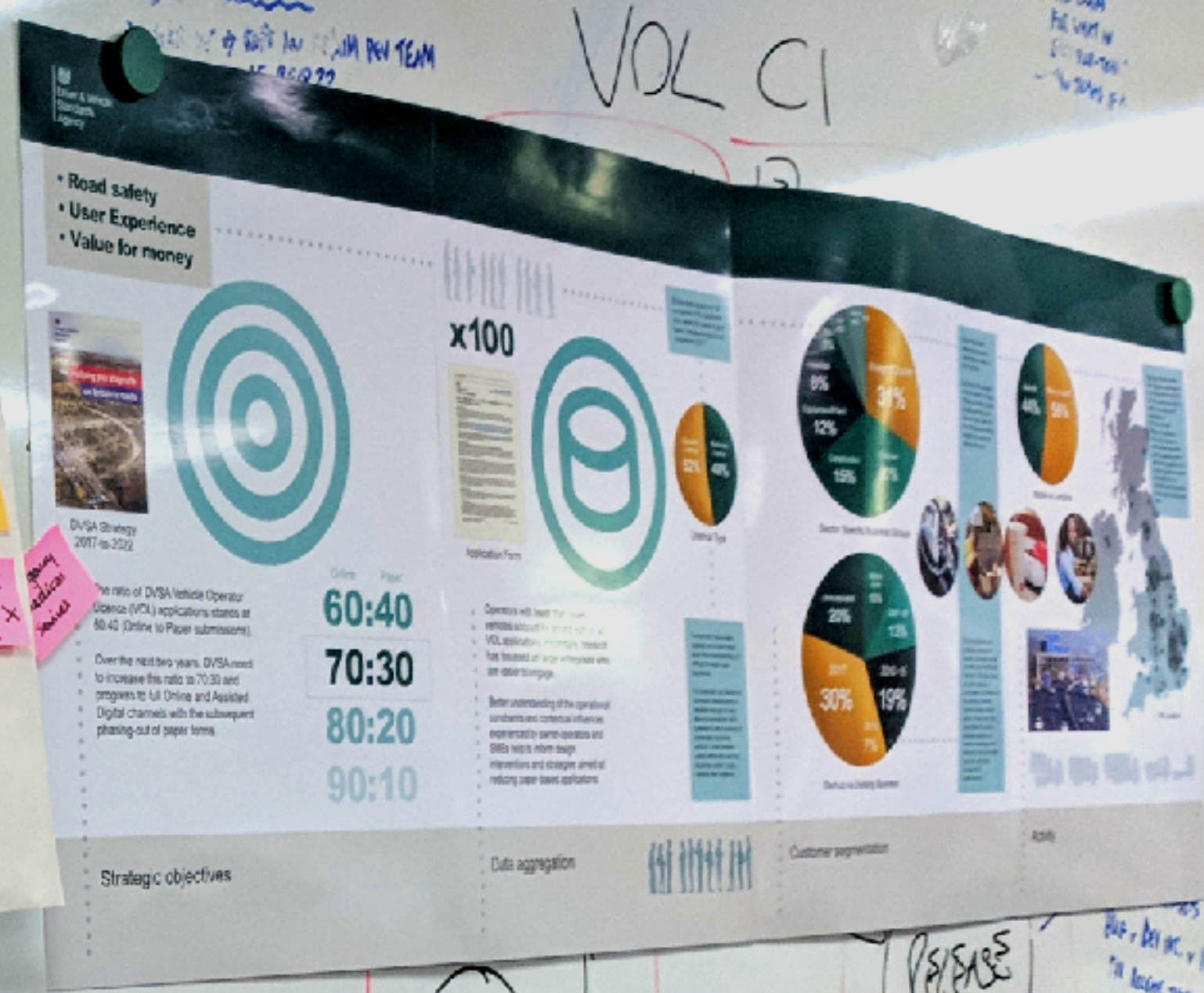
Focus group

External user community

Pedestrian Passengers  
 Young driver  
 Learner Driver  
 Residents  
 Car driver  
 Motorcyclist  
 Goods vehicle driver  
 Goods vehicle operator  
 Public Service vehicle driver  
 Public Service vehicle operator  
 Transport Manager  
 RAC  
 Automobile Grouping Assoc.

Certificate of Prof. Competence CPC

UK (Group) vehicle mfr.  
 Non-UK vehicle x mfr.



European Parliament and Council  
 GB law England, Wales, Scotland  
 EU law  
 Northern Ireland law  
 Non-EU international jurisdiction  
 HMRC  
 Hand office  
 D. School + Banning Service  
 Disclosure Scotland  
 National law enforcement  
 Road policing unit  
 Identity check  
 Companies house  
 Equifax  
 Call Credit

Regulatory Bodies  
 Law  
 Stakeholder Management  
 Product Owner  
 Delivery manager  
 Delivery teams

Executive  
 Dept for Business, Energy + Ind. Strategy  
 Health and Safety exec.  
 Highways England  
 Disabled Persons transport advisory c. HSE  
 Office of Rail and Road  
 Transport focus

Gov. England  
 Welsh parliament  
 Scottish parliament  
 Northern Ireland Executive  
 County Council  
 District Council  
 Parish Council

Dept for Infrastructure N. Ireland  
 DVLA N. Ireland  
 DVSA  
 N Ireland Licensing

Dept for Transport  
 Traffic Commissioner for Great Britain (x8)  
 DVLA  
 DVSA

Deputy traffic Commissioner  
 Scotland  
 VLO N. West of England  
 VLO N. East of England  
 VLO East of England  
 VLO West of England

Specialist teams  
 UX consultants  
 Business Change team  
 Delivery team B2B  
 Service channel  
 Assisted digital

frames  
 med

develop  
 release/xy

START  
 RELEASE



User Research Knowledge ☆ Personal Private

Show Menu

**Ice box** ...

Add questions in here that you don't think are relevant anymore but can't quite cope with deleting yet!

Add a card...

**What we don't know (backlog)** ...

These are the questions you don't have an answer to yet. Mark these red to help you keep track

For example... Do users use this service on mobiles?

For example... do users need to save progress while doing the form?

Add a card...

**Next up** ...

Move the questions here that are the next priorities

for example... how long does it take users to go though the application?

Add a card...

**Doing** ...

Add here the research questions you're currently pursuing

for example... do users know what a CSV is on the download screen?

Add a card...

**What we think we know (in progress)** ...

When you have some evidence for a question being answered, move it here. Label the card amber. You can add the evidence for this in the notes card on the Trello.

For example... how do users respond to the menu options?

Add a card...

**What we know (done)**

When you are confident you know something, turn the question into a statement and move it here. Mark it green. Add the evidence in the Trello card comments

For example... users need to be able to upload pdf and images to the evidence page

Add a card...



2 views ☆

SHARE EDIT

✓ Site visits

- 🗨️ Site name
- 🗨️ Site name
- 🗨️ Site name
- 🗨️ Site name

👉 Phone survey

✓ Stakeholder interviews

- 📍 P1
- 📍 P2
- 📍 P3
- 📍 P4
- ... 4 more

✓ Usability testing - prototype name

- 📍 P1
- 📍 P3
- 📍 P4
- 📍 P5
- 📍 P2





| “Everyone is responsible  
for looking out for the user.”

- Erika Hall, *Just enough research*



A glowing neon sign in the shape of a question mark, set against a dark, graffiti-covered wall in a tunnel. The sign is illuminated with a bright white light, and the word "Questions?" is written in white text across it. The background is a dark, narrow hallway with walls covered in graffiti and graffiti tags. The floor is dark and reflective, showing the light from the sign. The overall atmosphere is mysterious and urban.

Questions?