

Maximize  
the voice of customers  
through design research

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**Kit Zhang**

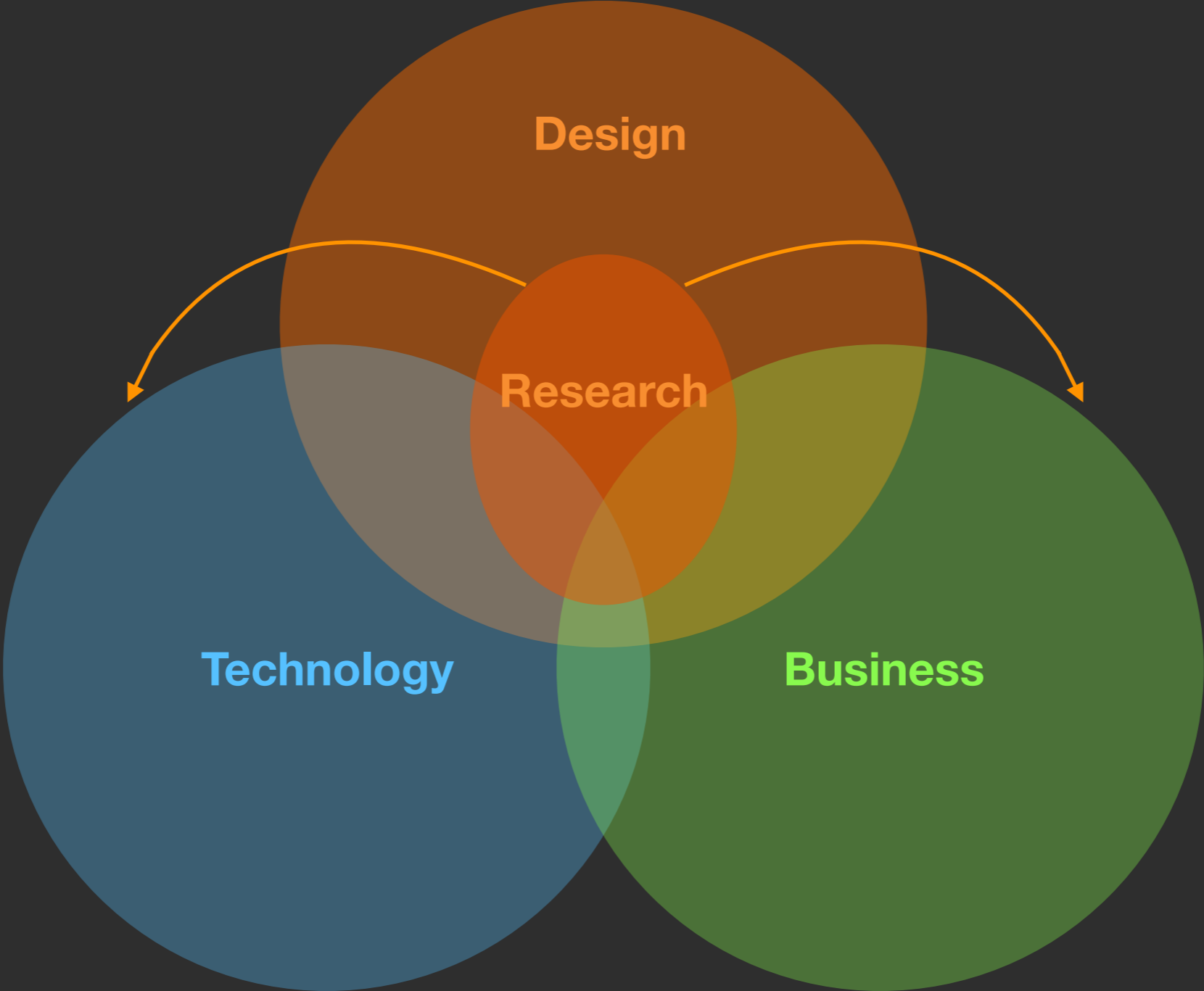
Sr. User Experience Designer, Design Manager @ Amazon

# CUSTOMER OBSESSION

*"Our vision is to be earth's **most customer-centric** company;*

*— Jeff Bezos*

Innovation takes collaborative genius, diversity, and conflicts



prime now FREE 2-hour delivery on thousands of items shop now

Electronics > Computers & Accessories > Computer Accessories & Peripherals > Keyboards, Mice & Accessories > Mice

You purchased this item on November 8, 2016.

Color: Blue | Configuration: Logitech M510 Wireless Mouse | View this order



Roll over Image to zoom In

Logitech

### Logitech M510 Wireless Mouse, Blue, 910-002533

★★★★★ 10,483 customer reviews | 787 answered questions

List Price: ~~\$39.99~~

Price: **\$19.99** ✓prime

You Save: **\$20.00 (50%)**

Your cost could be \$9.99. Eligible customers get a \$10 bonus when reloading \$100.

**In Stock.**

Want it tomorrow, Oct. 31? Order within **3 hrs 13 mins** and choose **One-Day Shipping** at checkout. Details

Ships from and sold by Amazon.com. Gift-wrap available.

Color: **Blue**



Configuration:

Logitech M510 Wireless Mouse

- Contoured shape with soft rubber grips provide all-day comfort
- Back/forward buttons and side-to-side scrolling plus zoom let you do more, faster Requires Logitech Options software
- 2-year battery life practically eliminates the need to replace batteries Battery life may vary based on user and computing conditions
- Comes with a tiny Logitech Unifying receiver that stays in your computer - plug it in, forget it
- Wireless operating distance: Approx 10m\* ;Sensor Resolution: 1000

Compare with similar items

Used & new (28) from \$12.55 & FREE shipping.

Report incorrect product information.

Share | 2K+ Shares

Qty: 1

- Include 3-Year Protection for \$1.85
- Include 2-Year Protection for \$1.04

Add to Cart

Turn on 1-Click ordering for this browser

Ship to:

Yue Zhang- Mercer Island - 98040

Add to List

Add to your Dash Buttons

#### Other Sellers on Amazon

**\$19.99**

✓prime

Sold by: BuyBuyEnJoy

Add to Cart

**\$19.99**

✓prime

Sold by: Elite Shop(No Tax)

Add to Cart

**\$21.49**

Add to Cart

# Why is it so **challenging**?

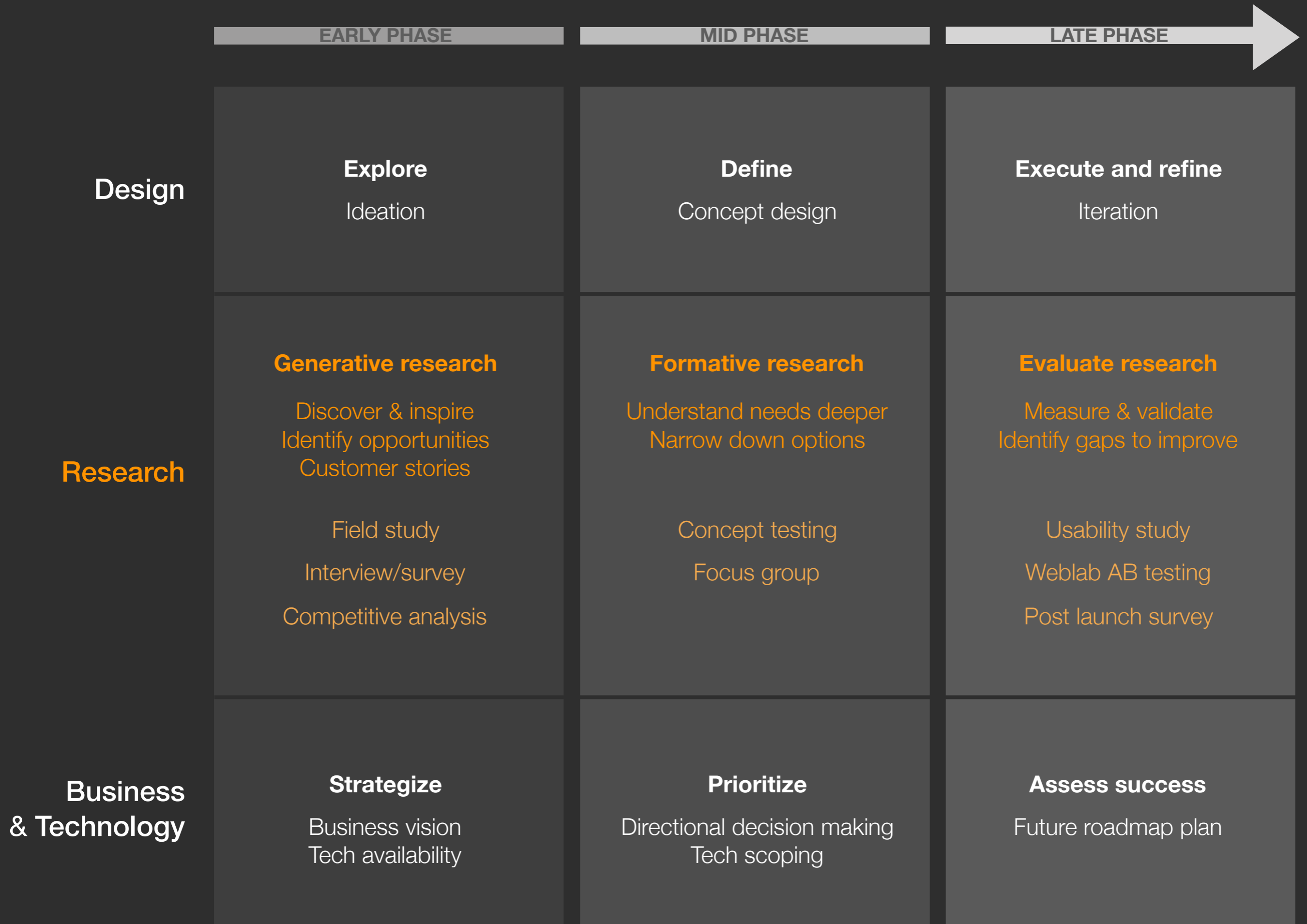
It looks so easy

Different goals

Over simplified interpretation

How do design research  
**influence & impact**  
product development?

Choose the right  
research methodologies



EARLY PHASE

MID PHASE

LATE PHASE

Design

**Explore**  
Ideation

**Define**  
Concept design

**Execute and refine**  
Iteration

Research

**Generative research**

Discover & inspire  
Identify opportunities  
Customer stories

Field study  
Interview/survey  
Competitive analysis

**Formative research**

Understand needs deeper  
Narrow down options

Concept testing  
Focus group

**Evaluate research**

Measure & validate  
Identify gaps to improve

Usability study  
Weblab AB testing  
Post launch survey

Business & Technology

**Strategize**

Business vision  
Tech availability

**Prioritize**

Directional decision making  
Tech scoping

**Assess success**

Future roadmap plan



# Approve the key points from different angles

## Different **research methods**

Quantitative vs. qualitative

Attitudinal vs. behavioral

Relevant findings from other teams' research

## Different groups of **participants**

Different customer segmentations;

Customers have used/not used similar products.

## Different **designs**

Concept testing different design concepts to understand customer values

Involve stakeholders in  
design research

# Why to involve stakeholders in design research?

Create empathy for customers.

Increase acceptance of research findings.

Motivate the team to fix customer frustrations directly observed from research.

Help everyone understand and appreciate the user experience effort.

# How to involve stakeholders in design research?

Plan together

Invite stakeholders to participate user research as much as possible

Be transparent

Involve all disciplines in defining next steps

Format matters when  
delivering research insights

# Choose the right format to **present** research insights to stakeholders

## **High level executive summaries**

Bullet points, easy to understand summaries

With key takeaways

Summary delivered as soon as possible

## **Research report discussion**

Focus on surprising findings and actionable insights

## **Video clips**

Video clips are memorable and understandable.

Show many voices in video/quotes to make key points

# Choose the right format to **document** research insights to stakeholders

## **Track key metrics**

Define the right UX metrics align with project goals

Keep track key metrics to measure changes and improvements over time.

## **Full research report**

Insights need to be backed up with data/evidence.

There is a danger of letting the data speak for itself

Qualitative data IS data, not just anecdotal.



*“the most important person in the room – the customer”*



# Research's role in influence and impact

Research is NOT to bring strong points  
to fight between disciplines or teams.

Research is a secret weapon  
to bring a team together with customer centric mindset.

Thanks