

UX Methodology: Look and Ask

User Research Methods: From Strategy to Requirements to Design

Look and Ask

**Design a(n) (product, service, tool)
for (stakeholders). Find and
build a specific persona. Start by
gaining empathy.**

Look

1. Observe

Look

Observe Existing Solutions:

1. **Where do solutions to your design challenge reside? Brainstorm all existing delivery methods - Online, in Products, in Signage and Wayfinding, in Print Products, etc.**
2. **Discover ways you can observe current users engaging with current solutions: watch people, ask friends to use a product, etc.**

Look

From Observation to Requirements

1. Take your observations and develop a list of needs - both addressed needs and un-addressed needs

Addressed Needs

- Schedules Online
- Circle Link Available
- Signage
- Bus Stops

Unaddressed Needs

- Schedules not accurate
- Tickets hard to buy
- Signage not clear

Look

List Requirements Based On Needs Assessment

Requirements of New Design Solution:

- Accurate Schedules
- Easy Access
- Clear Signage
- Better Bus Stops
- Updated Information
- Easy way for riders to send alerts
- Integrate Circle Link schedule into RTA's

Ask

2. Interview Key Stakeholders

Ask

Locate Key Stakeholders:

1. List ALL Stakeholders
2. Choose key players to interview
3. Build Out Persona from Interview

Ask

1. What do they see?
2. What do they do?
3. What do they think?
4. What do they feel?



“Jane”

A professor of mathematics in the engineering school at Case, Jane just moved to Cleveland from New York where she received her PhD. She lives fairly close to work, in Shaker Heights. She prefers taking public transportation or riding a bike to taking her car, but finds that this is more difficult here than what she is used to in New York. She finds the information confusing and difficult to find. The streets and especially the sidewalks are not regularly plowed or salted, making both car travel and other modes of transportation difficult during the winter months. Everyone she talked to when she moved told her, “You have to have a car” and, “A car is the only way into work.”

Ask

Remember: Interviews will give you broad emotional insights, not specific answers. The interviews can be the key component of understanding the emotional impact of the design.

From Strategy to Design

Look, Ask, Design

**Compile Observations
and Interviews and Build
Designs for Personas**



“Jane”

A professor of mathematics in the engineering school at Case, Jane just moved to Cleveland from New York where she received her PhD. She lives fairly close to work, in Shaker Heights. She prefers taking public transportation or riding a bike to taking her car, but finds that this is more difficult here than what she is used to in New York. She finds the information confusing and difficult to find. The streets and especially the sidewalks are not regularly plowed or salted, making both car travel and other modes of transportation difficult during the winter months. Everyone she talked to when she moved told her, “You have to have a car” and, “A car is the only way into work.”



“Jane”

- Works in University Circle, lives in Shaker Heights.
- Prefers public transportation, but finds the information confusing and difficult to find.
- Winter months are especially hard.
- Everyone she talked to when she moved told her, “You have to have a car” and, “A car is the only way into work.”

Design

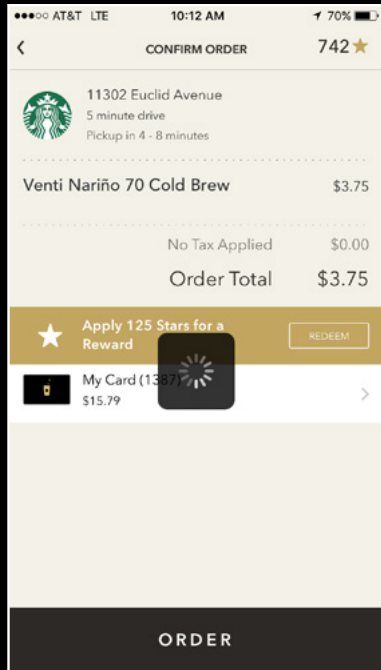
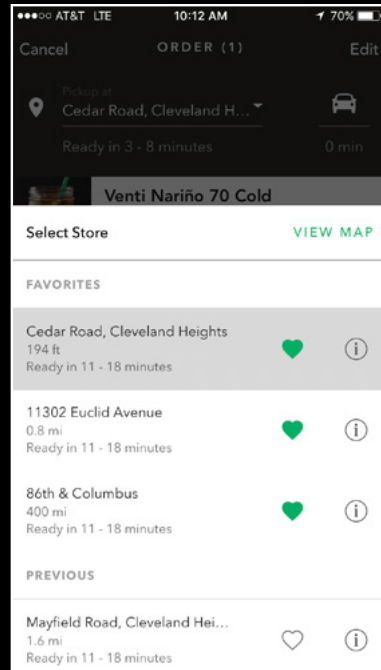
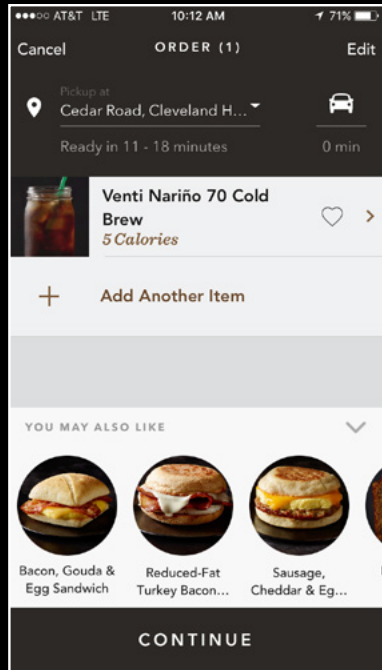
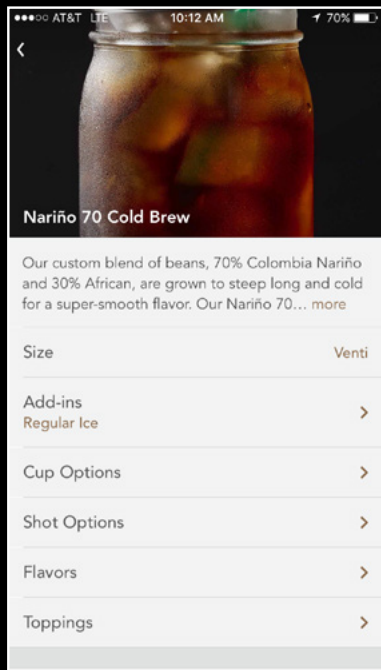
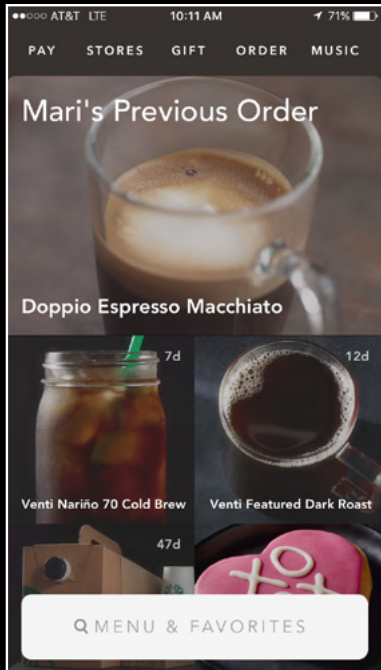
3. Layout Design Solutions

Design

Use Trends Wisely

ex: Chatbots

Design



Look, Ask, Design

1. Observe

2. Interview Key Stakeholders

3. Layout Design Solutions