

# Alexander – „one-man UX army“

## **BACKGROUND:**

- User Researcher
- Works in the software house
- Single
- Graduated Usability & Multimedia at California Institute of Technology

## **DEMOGRAPHICS:**

- 30 years old
- Income: \$95,000 yearly
- Urban

## **IDENTIFIERS:**

- Quiet and reserved, interested in how and why things work
- HCI conference enthusiast

# Alexander – „one-man UX army“

## **GOALS:**

- Investigate user appreciation of concepts and products
- Specifying user and functional requirements through qualitative and/or quantitative research techniques.
- Support and collaborate with the team of designers, developers and business owners in creating products/services with meaningful experience to the end users
- Strong self-development through participation in interesting projects

## **CHALLENGES:**

- Validate business goals from the user's perspective
- Provide high-quality, reliable and convincing data
- Getting everything done with in a short time and fast changing environment

## **HOW WE HELP:**

- Reduce time and effort of collecting the data
- Help to change „data“ into „information“
- Help to chose the most effective way for obtaining information, depending on the nature of the project
- Help to convince stakeholders that recommendations based on the research should be taken into account

# Alexander – „one-man UX army“

## REAL QUOTES:

- “It is far better to adapt the technology to the user than to force the user to adapt to the technology”
- “Pay attention to what users do, not what they say”
- “Easy is Hard”

## COMMON OBJECTIONS:

- I`m familiar with many similar tools. In which areas you are better / different than your competition?
- I`m not sure how much effort I need to put in order to effectively use the tools

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## **MARKETING MESSAGING:**

- Work smarter with the all-in-one user research toolkit

## **ELEVATOR PITCH:**

- We give you the ultimate user testing solution for improving the user experience of your site

# Contexts of use

1# dimension – type of projects:

- trial – not a real project, additional research to get more insights
- first purchase - uses one or more tools in one of the real projects for minor clients
- uses UT as a major tool to do the job for one of the serious clients

2# dimension - sharing and development of data:

- uses tool only for himself to know the users better and get insights
- uses visualisation (visualises data himself) for bussiness presentation/pitch with his bosses; collaborates with other people at the office
- uses data visualisation (visualises himself) for bussiness presentation with clients; collaborates with other external teams/team members

3# dimension – tools I need:

- visitors recording/card sorting/survey,
- automated testing/form tester/feedback form
- 8/11 tools

## Landing page and registration

Alexander stumbled upon UsabilityTools while browsing **UX Tools catalogue** on **UXMastery** - his favorite UX knowledgebase. He was just curious why UT appeared in almost every category - Is it some kind of combo? – he asked himself.

Browsing UT main page he realised that UTC is focused on UX/usability in contrary to Clicktale which he used lately. He saw UsabilityTools as something more just a bunch of toys for mindless marketers, he thought it is a perfect match for professional like him. Main page's aim was to show all tools UT offered. - it encouraged him to read some of the documentation and watch almost all video tutorials.

Taking advantage of UT leanness he decided to use one of the tools in one of his projects. Why not, he said to himself, it's good to try something new and have an edge over other UX fellows. I could use this kind of swiss army knife in lean environment at my job.

# Using the tools/trial

He started with card sorting and took a sweep at persona creator (the heck is that?) thinking the latter was a little overpromising but far from dissapointing. Card sorting interface seemed a little confusing in the first place but it was easy to learn how to organise the cards and add survey pages so in the end he really liked it. While previewing he felt a little dissapointed realising that card sorting didn't work on his iPad since he considered it a must in XIX c.. His evaluation remained positive though.

**Collect screen** was a little bit complicated – it was hard to comprehend those ,credits' – couldn't they make it more straightfroward? – he thought. Still integration with Cint, which he heard of from Clicktale newsletter was a nice surprise (Is there anything harder than finding 100 panelists in a rush?).

After sending card sorting to his fellows at work he was a little bit stressed (will it work?) but everything went smoothly. He got his answers in 3 hr and logged in to UT again. **Analyze screen** surprised him a little with no visualisation options but as an experienced UX geek he easily managed to transform the data into information himself.

## Buying process

Alex didn't bother to ask his boss about money for UT and bought the smallest monthly subscription himself (knowing from FUD that he can upgrade or resign any time). He still couldn't comprehend the pricing but he was almost sure that the amount of credits he bought will suffice.

Later on he talked his boss into buying a bigger package. He had to show him the documentation and send some blog posts from UT blog to prove that UT is both easy to learn for other team members and credible (clients, case studies, press). Thus he made UT the primary multitool in his company replacing Clicktale and VisualWebsiteOptimizer.



# Brian – „decision maker“

## **BACKGROUND:**

- Head of UX department
- Works in full service design / ad agency
- 14 years of work experience
- Married with 2 children

## **DEMOGRAPHICS:**

- 38 years old
- Yearly income: \$140,000
- Suburban

## **IDENTIFIERS:**

- Assertive and outspoken – he is driven to lead
- Excellent ability to understand difficult organizational problems and create solid solutions
- Action-oriented „doer" who is focused on immediate results and impatient with long explanations
- Values knowledge and competence, and usually have little patience with inefficiency or disorganization

# Brian – „decision maker“

## **GOALS:**

- Responsible for creating strong client relationship, team management and business development
- Coaching team members

## **CHALLENGES:**

- Managing projects with utmost speed and quality
- Effectively liaise between the client side and technical side so that the needs of the business and customers are being met
- Reduce the amount of time spent on low-value activities

## **HOW WE HELP:**

- Improve quality of the design decisions, shorten research time
- Delight the business
- Clarify value of the tools for the team members and the business

# Brian – „decision maker“

## **REAL QUOTES:**

- “Start with the end in mind. ”
- “Your biggest enemy is the unknown and assumptions.”
- “Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.”

## **COMMON OBJECTIONS:**

- I know what I want to achieve but I`m not sure which tools to use
- How can your tool help me diversify my business?
- How much will it cost me to use them?

# Brian – „decision maker“

## **MARKETING MESSAGING:**

- Measure & improve the quality of UX

## **ELEVATOR PITCH:**

- Our tools guide you through every stage of product development process ensuring that your design decisions are right

# Contexts of use

1# dimension – type of projects:

- trial – asks one of his juniors to verify tools' credibility
- first purchase – after positive evaluation he uses one or more tools in one of the real projects for minor clients
- decides that UT will be a major tool to do the job for one of the serious clients – all or most of research during development process covered by UTC

2# dimension - sharing and development of data:

- wants to take a look at the ongoing experiments done by his junior
- wants to have control over work conducted by various teams/team members

3# dimension – tools I need:

- other people claim the need for specific tool/ recommend using some of the tools

## Landing page and registration

Brian was looking for something that will give him a chance to improve his team/company competitiveness. He just googled ,usability suite', ,user testing combo', usability tools' and saw UT appear on SERP. He opened UT along with UserZoom and Clicktale in cards of his browser.

After scanning landing page he quickly realised what is the main advantage of UsabilityTools. Suddenly he remember all the problems with tools he used recently (SurveyMonkey, Loop11, CrazyEgg). Integration was impossible without some coding and duct tape, teaching juniors how to use it was pain in the ass. Pricing was different and costly. As for manager it was important for him to take a broader perspective – maybe the tools aren't state-of-the-art but it will be a huge gain for the company.

He didn't even bother to register he just sent a link to one of juniors and asked him to make an evaluation of UT and benchmark other tools.

# Using the tools/trial

While his junior was benchmarking tools and running some experiments Brian decided to take a look at the UT (even the old fart like me can learn something new). He was a little dissatisfied with no option of managing the accounts – he had to ask his junior to change the password so that he could see the tools from the inside.

Since he was just taking a tour he was a little confused with so many tools in one place. He couldn't remember what kind of experiment his colleague started but fortunately there was a dashboard that linked to experiments. He continued to Analyze screen of **Click Tracking**.

Neat, he thought. The interface wasn't ground breaking but still it was useful, better in means of capabilities than anything Brian's ever seen. He played a little bit with **areas of interest** (still discovering what it is almost drove him nuts).

He tried some other tools and thought: maybe it's not beautiful but it's definitely handy.

## **Buying process**

Brian bought a small package of credits to test UT in the first place. After the evaluation he thought a lot about which tool to choose. Clicktale tempted him with a discount, UserZoom felt a little bit out of range but still it came out to be the most professional and credible of all multitools. UsabilityTools was new to the market but it brought him something he was looking for all the time.

He decided to buy medium monthly subscription of UT. The deciding factor was support which was aimed to really help him out not just sell anything at any cost. He felt it is the optimal choice for his company which will reduce both costs and learn curve for new workers.