User Research Analysis

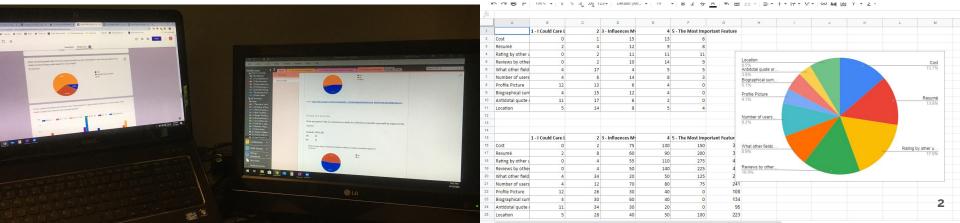Collecting Data, Mapping Findings, and Gaining Insight

Compiling Research Data (digitally)

I compiled the data from user research into Microsoft OneNote for keeping. Most of the notes from user interviews was already there, but taking the information and results of the survey took time to copy (pictured left). Additionally, more curating of the of the survey results in Google Sheets was needed to create findings (pictured right).

Assembling Findings
(physically)

Processing through the data led to a number of findings (pictured right).

Colors:
Blue: survey findings (many already insights)

Yellow: Interview Participant #1

Pink: Interview Participant #2

Orange: Interview Participant #3

Insights

Finally looking at the groups, each area resulted in 2-4 insights (things like key observations, most important features, summarizing behaviors and attitudes).

The insights are added to the map in Red, and then were recorded into my digital notes. Some of those insights, those that really shifted my design assumptions, can be found on the following pages.

Insights

Our Users:

- 60% of users believe their problem is urgent
- It is not hard to find solutions
- Users have used google, social media, books, phone a friend. And 60% of them will solve their problem there.
- Users will only ask for help after having exhausted themselves or realizing they have no motivation to solve it themselves
- Users do not want to pay if there is any frustration

(cont. on next)

Insights

Our Users: (cont.)

- Users pay for quick expert help because
  - they want to plug the dam urgently, but will research and fix it themselves, or hire a physical expert later down the road.
    - This group wants a good expert and his advice, but needs immediate answers and can't wait.
  - They need direction or solutions for a problem in 2-12 hours, and know they can get it from a particular expert source
    - This group is willing to wait for the expert

Our Users: (cont.)

- Frustrations for users come because
  - Help is not skilled,
  - The user is smarter than the help
  - It takes too long
  - Canned responses not for their context
    - Experts cannot copy and paste in a chat
  - User goals are clearly not expert goals
    - Experts need to ask for Goals
  - It takes a proportionally long time for easy solution
- Spending money on experts only happens about once a month
- Common unsolved problems are in computers, Health and Wellness, Smartphones, Relationships, Games, Parenting, TV and Internet Providers (respectively ranked)
  - Cooking, Home Repair, Education are also top problems but often solved

Finding an Expert and Solution:

- Before choosing to spend money Users
    - ○ Want to Exhaust all personal or free options, and
    - ○ Feel the need to Relieve all or some of the urgency of a problem
    - ○ Be willing to trade time for money
    - ○ Know the problem will be solved efficiently
- Users know it is the right answer BECAUSE they know the Expert well
- Users are skeptics of paying until they KNOW VALUE is coming back efficiently and timely
    - ○ Users know quality and value are coming back when they trust the experts ability or recommendation from others
    - ○ And they will even interview the expert until they are no longer skeptics of the experts value
    - ○ Users use (1) Ratings and Reviews, (2) Resumé and Cost, and (3) # of "helps", what other fields they are experts in, location; to "know" the expert's value, respectively

Finding an Expert and Solution: (cont.)

- The skeptic User (because of past experience) **will not** risk money **without** knowing they will receive value in return
- All users will be unsatisfied if they have to double check the expert's work, advice, solution. There can be no bullsh**
- Satisfaction for paid help comes because
  - The correct solution is given
  - Benefits them right now
  - The Expert is skilled
  - There is good communication from the expert
    - § Vulnerability or Realness
    - § Validation of user choices
    - § Acceptance of choices and no judgement
  - It is quick and efficient

"Online Experts mean I will probably find the answer"

~ user interview quote

~ user interview quote on canned responses in chat

"If you're unwilling to type it, I'm unwilling to read it"

Insights

Specific Features:

- Expert Information, Profile, Resumé, must be organized well to serve varying degrees of urgency each user problem will have because their "research the expert" time will vary.
- Even urgent problems can use chat because "urgent" can mean solved today or in the next few hours
- User say that rating an expert is likely to happen immediately, but reviewing is more likely to happen as a follow up after a few hours.
    - Reviews and ratings is necessary for users to feel satisfied and to find the expert that will indeed solve their problem. Therefore in order to grow the app and its usage (business requirement) we need more reviews and ratings

(cont. on next)

Specific Features: (cont.)

- Getting help in under 1 minute is not necessary when paying because users expect the correct solution. Even up to 5-10 minutes.
- Users want
    - to be treated with respect,
    - to over communicate the problem to the expert, and
    - to explore their context thoroughly with the expert
- Users have a desire for all three options Video, Chat, Call,
    - Over half would desire to send information about the problem before a call, this may depend on urgency
- Chat is a necessary evil for Comfort, Busy people, and a sense of control.

Being the Expert:

- Users hesitate to become Experts because they are
    - Busy
    - They have other values for their work
    - Cant' be interrupted
    - Believe it's a mindless exchange of money and knowledge
    - Don't know what their expertise is
- Very few users want to consider becoming a paid expert when they are paying to solve a problem.

Being the Expert: (cont.)

- Users might be Experts or have a better experience because
  - Ego,
  - They want to help their fellow man,
  - Pay is worth their time
  - Good scheduling available time function
  - Getting to choose who they help
  - Know the context of the users problem well (and save time)
- Experts want
  - to not be bugged at random,
  - choices on how they will be notified,
  - somewhere between $8-17 for about 5 minutes.
  - Options for being pay scale.
- Experts therefore will most likely come from two groups, those that are really good experts but are busy, or those that need the income and will as a part time career, be an expert.