



DrupalCon
ATLANTA2025
24-27 MARCH

Survey Says!

User Experience Research for Digital Platforms



Matthew Dichter
Executive Creative Director, JAKALA





Today's Agenda

- 01** What is UX Research?
- 02** Methods: Time and Value
- 03** UXR Methods for Common Questions
- 04** FAQs
- 05** Family Feud!



01

What is UX Research?



Where do we need to go? How will we get there?

**Imagine you are going on a cross-country road trip,
how would you get to your destination?**

Would you follow the setting sun?

Pull out a road atlas?

Or would you use real-time data and put the address in Google Maps?



UXR helps ensure you reach your goals effectively.

- 01** Build insights & identify issues
- 02** Offer the best solutions
- 03** Ensure effective implementation



Common research activities & methods

01

DEFINE:

Plan + Prepare
Design + Evangelize

→ **Expert Reviews: Heuristic & Competitive Analysis**

Assess the usability of a product, identify strengths, weaknesses, and areas for improvement based on established usability principles and an analysis of competitor offerings.

→ **Behavioral Analysis**

Examine interactions, patterns, and preferences and provide insights into user engagement, navigation behavior, and content effectiveness.

→ **Qualitative Generative Research: 1:1 Interviews & Focus Groups**

Direct conversations with client stakeholders or customers to dive deeper into a subject without interruptions and to get rich feedback from the user.

→ **Baselining: Surveys, Current State Usability Testing**

Gather quantitative and qualitative data, identify pain points, usability issues, and user preferences, provide a foundation for future improvements and measuring the impact of changes over time.

02

BUILD:

Build + Launch
Enhance + Support

03

SCALE:

Enhance + Support
Optimize + Extend



Common research activities & methods

01

DEFINE:

Plan + Prepare
Design + Evangelize

02

BUILD:

Build + Launch
Enhance + Support

03

SCALE:

Enhance + Support
Optimize + Extend

→ **Navigation Testing: Card Sorting, Tree Testing, Menu Navigation Testing**

Aims to assess and improve the organization, structure, and functionality of a website's navigation system to enhance user findability and navigation experience.

→ **Impression Testing: Copy Testing, 5-Second Tests & Adjective Finding**

Gathers quick and valuable user feedback to assess the clarity, impact, and effectiveness of website content and design elements, ensuring a positive and engaging user impression.

→ **New Design Usability Testing**

Involves observing and evaluating user interactions with a product or website to identify usability issues, gather feedback, and make iterative improvements, ultimately enhancing the user experience.



Common research activities & methods

01

DEFINE:

Plan + Prepare
Design + Evangelize

02

BUILD:

Build + Launch
Enhance + Support

03

SCALE:

Enhance + Support
Optimize + Extend

→ **Benchmarking: Surveys, Behavioral Analysis**

Evaluates user perceptions, preferences, and behaviors, enabling a comparison between the user experience of the new designs and the existing design, providing insights for iterative improvements and assessing the impact of design changes on user satisfaction and engagement.

→ **Validation: Iterative Usability Testing**

Confirms the effectiveness of design changes and improvements by observing user interactions, gathering feedback, and iterating on the design based on user insights, ensuring that the final product meets user needs and expectations.

→ **Optimization: A/B Testing, 1:1 Interviews, Focus Groups**

Uncovers user preferences and insights, and informs iterative improvements, resulting in an enhanced user experience and alignment with user expectations.



02

UXR Methods: Time and Value



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Hour**

Heuristic Evaluation

What it is:

Assess the website's compliance with established usability principles

Why we do it:

Rapid identification of key usability issues, recommendations for improvement, quick wins for enhancing the user experience

Competitive Analysis

What it is:

Review how competitors approach their website design and user experience

Why we do it:

Understanding competitor strategies, identifying differentiation opportunities, gaining inspiration for design improvements

Heatmap Analysis

What it is:

Analyze user behavior data, like clicks and scroll patterns, to understand how users engage

Why we do it:

Understanding user engagement patterns, identifying areas of interest, pinpointing potential usability issues



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Day**

First Impression Testing

What it is:

Users are asked to provide their initial reactions and thoughts on the website's design, layout, and messaging

Why we do it:

Quick feedback on design elements, identifying areas for improvement, creating a positive first impression

Surveys & Questionnaires

What it is:

Online surveys or questionnaires to gather quantitative data from a larger user sample

Why we do it:

Provides insights into user preferences, behaviors, satisfaction levels and identify trends or patterns to inform the redesign or optimization process

Web Traffic Analysis

What it is:

Analyze the user flow within the website or application to identify bottlenecks, drop-off points, and areas of optimization

Why we do it:

Surfaces info that lets us optimize the user journey, streamline navigation, and improve the overall user experience



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Week**

Focus Groups

What it is:

Organize and conduct virtual sessions with a small group of users to explore user perceptions, opinions, and preferences

Why we do it:

Provides opportunity to uncover a range of perspectives that inform product improvements and enhance the experience

Card Sorting

What it is:

Activity to understand users' mental models and preferences for organizing and categorizing website content

Why we do it:

Provides data for improved information architecture, intuitive navigation, user-centered website structure

Tree Testing

What it is:

Testing activity to evaluate the effectiveness of the website's information architecture and navigation

Why we do it:

Identify any issues or confusion in finding information; informs improvements to the website's structure and navigation.



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Sprint**

A/B Testing

What it is:

Compare design variations or content layouts and measure their impact on user behavior, engagement metrics, and conversions

Why we do it:

Allows for data-driven decision-making and iterative improvements during the sprint

Usability Testing

What it is:

Conduct remote testing sessions with participants using screen-sharing technology or remote testing platforms

Why we do it:

Gather user feedback and observe interactions with the website or prototype, uncovering usability issues and identifying areas for improvement

User Interviews

What it is:

Conduct individual interviews with users to gather qualitative insights about their needs, goals, and pain points

Why we do it:

Interviews from multiple user groups to understand user perspectives, motivations, and expectations, guiding the redesign or optimization process



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Month**

User Persona Development

What it is:

Conduct interviews and surveys to develop user personas that represent different segments

Why we do it:

Personas provide a deep understanding of user needs, goals, and behaviors to guide the redesign or optimization process

Journey Mapping

What it is:

Create user journey maps to visualize and understand the end-to-end experience of users as they interact with the website

Why we do it:

Helps identify touchpoints, pain points, and opportunities for improvement, enabling a holistic view of the user experience

Contextual Inquiry

What it is:

Observe users' behaviors, needs, and challenges in their natural environment while they interact with the website or product

Why we do it:

Allows for a deep understanding of users' real-world contexts, tasks, and challenges



Research can be done quickly or over long periods of time

Here's what can we accomplish in — **One Year**

User Research Program

What it is:

Ongoing research activities such as user interviews, usability testing, surveys, and other studies to support continuous improvements to the platform

Why we do it:

Understanding user needs, behaviors, and preferences leads to more informed decision-making.

Analytics & Performance Tracking

What it is:

Continuous monitoring of web analytics and performance metrics to track user behavior, traffic patterns, conversion rates, and other relevant data

Why we do it:

Identify areas for optimization, track the impact of design changes, and make data-driven decisions throughout the year.

Iterative Usability Testing

What it is:

Conduct testing at different stages throughout the year to gather user feedback and evaluate the effectiveness of design changes

Why we do it:

Allows for testing and refining design iterations based on user insights.



03

UXR Methods for Common Questions



Redesign considerations

"We're planning a website redesign and want to ensure it's user-friendly, modern, and engaging."

UX Research Methodologies:

- Surveys
- 1:1 interviews
- Card Sorting
- Tree Testing
- Menu Navigation Testing
- Usability Testing





User behavior puzzles

"We know users are experiencing issues on our site, but we don't know what they are."

UX Research Methodologies:

- 1:1 Interviews
- Journey Mapping
- Current State Usability Testing





User feedback requests

"Do you have any insights into what our customers really want?"

UX Research Methodologies:

- Surveys
- User Interviews or Focus Groups



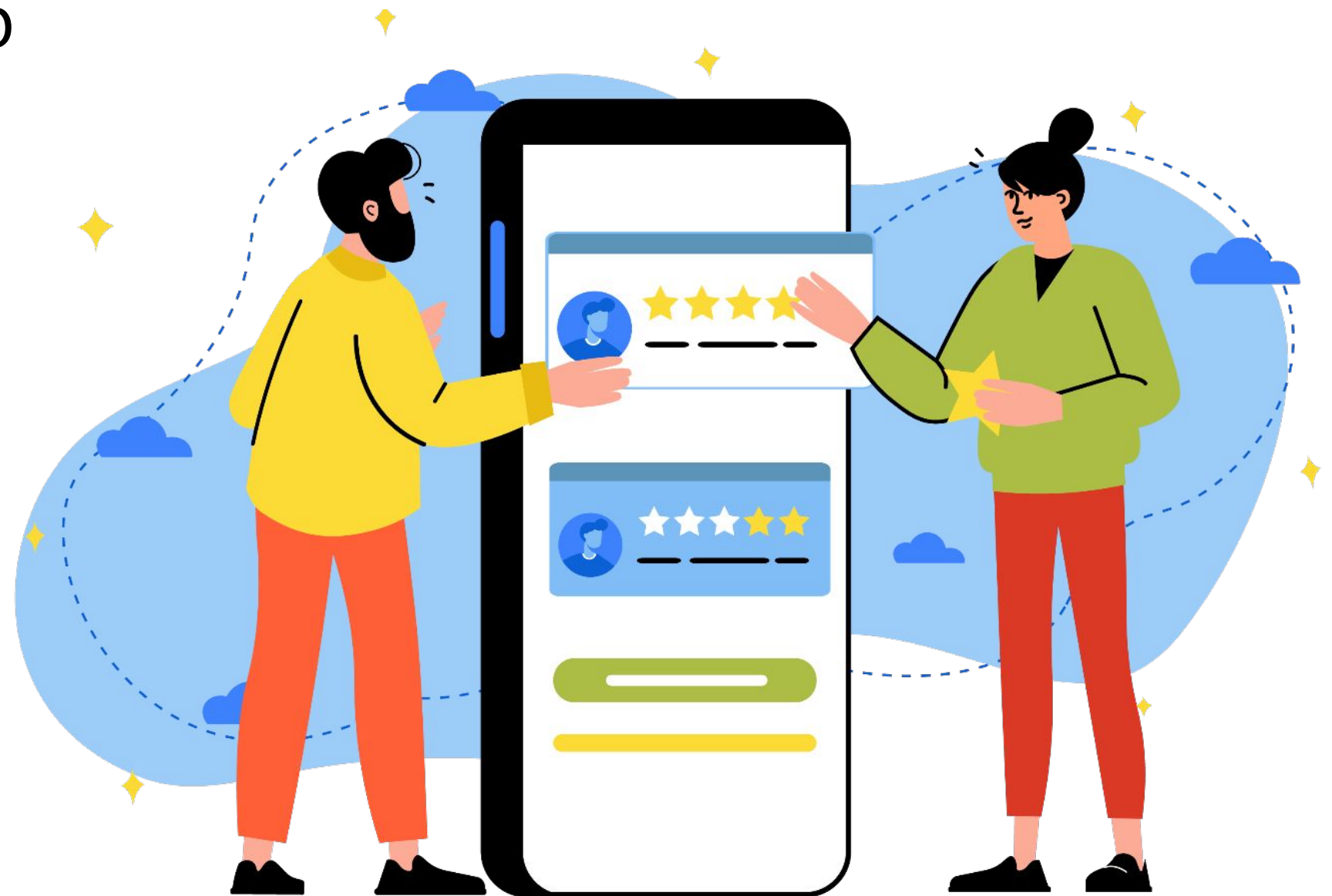


Competitor comparisons

"How does our user experience stack up against our competitors?"

UX Research Methodologies:

- **Competitive Analysis**
- **Heuristic Analysis**
- **Comparative Usability Testing**





Customer satisfaction issues

"We've been reading negative reviews and received high call volume regarding issues on the site."

UX Research Methodologies:

- Surveys
- Thematic Analysis/Affinity Mapping of Call Logs
- Focus Groups or 1:1 Interviews
- Usability Testing





Navigation-related concerns

"Our website's navigation structure is confusing for users."

UX Research Methodologies:

- Card Sorting
- Tree Testing
- 1st Click Testing
- Menu Navigation Testing





Continuous Maintenance and Optimization

"We're interested in identifying areas where we can optimize the experience on our site."

UX Research Methodologies:

- Usability Testing
- 1:1 Interviews or Focus Groups
- Surveys
- Behavioral Analysis
- A/B testing





04

FAQs



Frequently Asked Questions



How long does a typical research project take?

It can vary depending on factors such as the scope of the project, the research methods involved, and the number of participants. It's important to work with project stakeholders to understand specific needs and provide a timeline that aligns with their goals and constraints.



What if we have a limited budget? Is research still worth it?

Yes! Many of the activities presented today can be performed on a limited budget. Investing in research allows you to identify and address usability issues early on, resulting in cost savings by avoiding expensive design changes later.



Frequently Asked Questions



We already have analytics data. Do we still need additional research?

Analytics data provides valuable quantitative insights, but it often lacks the "why" behind user behaviors. Research complements analytics by providing qualitative insights and a deeper understanding of user motivations, preferences, and pain points. By combining analytics data with research findings, we can uncover actionable insights for more informed decision-making.



Frequently Asked Questions



We already know our users, is research really necessary?

While you may have a good understanding of your users, it's important to consider the value of systematically gathering data through proper UX research methodologies. This ensures that the insights and recommendations provided are based on reliable and unbiased information. By following rigorous research practices, such as unbiased sampling, avoiding confirmation bias, and collecting accurate and complete data, we can mitigate the risks of biased findings, overgeneralization, and inadequate user understanding. This systematic approach allows us to deliver a user experience that truly meets user needs, informed by data rather than assumptions, leading to a higher chance of success in meeting your business goals.



Frequently Asked Questions



Is there a "shelf-life" for research that had been conducted in the past?

The validity and relevance of research findings can diminish over time as user needs and expectations evolve, technology advances, competitors introduce new offerings, and contextual factors change. It is important to consider the timeframe and context of previous research when applying it to current design projects and supplement it with updated research when necessary.



Is research a one-time investment or an ongoing process?

Research can be both a one-time investment for specific projects and an ongoing process for continuous improvement. For major projects, conducting research upfront is crucial. However, user needs and behaviors evolve over time, and periodic research allows us to stay updated and make iterative enhancements to your digital experiences to maintain their effectiveness.



Frequently Asked Questions



Can we measure the ROI of research?

Measuring the exact ROI of research can be complex, as it encompasses various factors such as increased conversions, improved user satisfaction, reduced support costs, and enhanced brand perception.

It's critical to define relevant metrics and establish baselines to track the impact of research initiatives on key performance indicators, providing tangible evidence of the value research brings to your business.

- Research shows that, on average, every \$1 invested in UX brings \$100 in return. That's an ROI of a whopping 9,900%. (Forrester)
- 70% of customers abandon purchases because of bad user experience. (Baymard)
- 33% of customers who ended their relationship with a company did so because the experience wasn't personalized enough. (Forbes)
- 76% of consumers think companies should understand their expectations and needs. (Salesforce)



05

Family Feud!



FAMILY FEUD

DrupalCon Edition