



## Module 3

# User goals

## Introduction

Through a number of research techniques (usability testing, online surveys, interviews, analytics), you have acquired a large amount of raw data - both quantitative and qualitative. The goal of the research has been to identify the problems our software should be solving for users.

In this module, you'll understand the need to analyse the research data that you gather. It's only through analysing this data that you can clearly articulate the problems that you're attempting to solve for the end-user of your digital product.

You'll look at a number of frameworks and techniques that will help us make sense of our research data and articulate the problems to be solved.

One of these is triangulation, which is using multiple data sources as a way to provide a more accurate understanding of the problem to be solved. The module will also bring you through how to prepare and facilitate an affinity diagram session and understand the benefits of the outputs.

You'll also know how to prepare a customer journey map and understand its importance in capturing user goals. You'll be introduced to the idea of design personas, you'll understand the benefits of using them and you'll learn how to prepare them. You'll also be able to prepare a customer value curve and know the key benefits of using it in your design process.

There are two projects to complete during this module:

- Affinity diagram
- Customer journey map

## Topics covered include:

- Triangulation
- Affinity diagrams
- Customer journey map
- Personas
- Customer value curve
- Empathy maps

## Recommended reading

User Story Mapping

Jeff Patton

@jeffpatton

Lean UX

Jeff Gothelf

@jboogie

## Additional resources

- Blur Ocean Strategy
- Affinity Diagrams: Tips and Tricks
- Perfecting Your Personas
- About Face: The Essentials of Interaction Design - Alan Cooper

## Note taking

### Triangulation

Multiple sources for better results

↳ use more than one technique.

→ Looking for patterns.

↳ Clean up and structure the messy process of research

### Affinity diagrams

→ Share all research.

→ Give the team time to digest.  
- take notes.

→ Write an (descriptive) observation per post-it.

→ As a team, group items together  
- discussion.

→ Name groups of notes.  
- meaningful and descriptive.

### Benefits

→ foster collaboration.

→ faster analysis.

→ high quality output

→ gets people moving.

→ shared understanding

→ buy-in

→ gives everybody a voice

## Customer journey map

- List of steps from start to end of process
  - some offline, some online.
- Outline goals, behaviours, pain points etc per step.
  - not always distinct.
- Assess each as positive or negative.

## Benefits.

- highly structured
- easy to understand
- easy to share
- customer pov.

## Personas

- Challenge assumptions } Intro objective data
- Intro empathy.
- Cut down fake persona data to a minimum
- Connect actual research to a persona.
- Design personas are not marketing personas.

### Customer value curve

A way of benchmarking  
↳ competitive analysis.

Identify differentiators.

Identify competitive gaps.

Provide strategic direction.

### Empathy map

Gives us a shared understanding  
of users.  
↳ can be specific to project.

Quadrants around user

↳ place notes to create  
empathy map