

FREE RESOURCES
co-designed by CoLAB iGTC
School of Tourism Development, Maejo University

User Research Methods:

A Closer Look on the Building Block of User Research Methods Landscape with the Lean Approach

Downloads:

- *iGTC Contextual Research Tools*
- *iGTC User Research Tools*



www.mjuigtc.com



#iGTCCoLAB

Discover
insight into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

Problem

Solution

Opportunity Scoring Matrix

NARRATOR

RESEARCHER

CREATOR

INNOVATOR

Job Journey





Job Story





User Story

Key Insight

Problem Definition

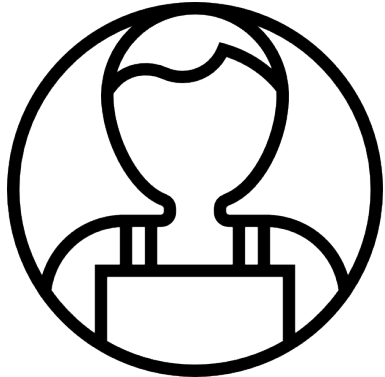
Design Brief





PROTO
PERSONA



NAME







BEHAVIOURS





DEMOGRAPHICS

NEED/GOALS



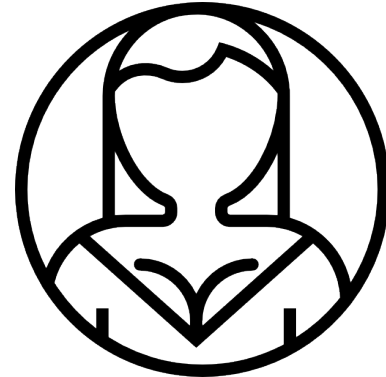
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PROTO
PERSONA



NAME







BEHAVIOURS





DEMOGRAPHICS

NEED/GOALS



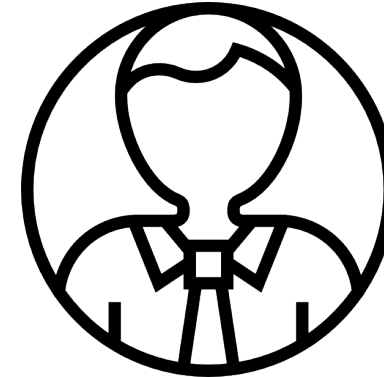
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PROTO
PERSONA



NAME



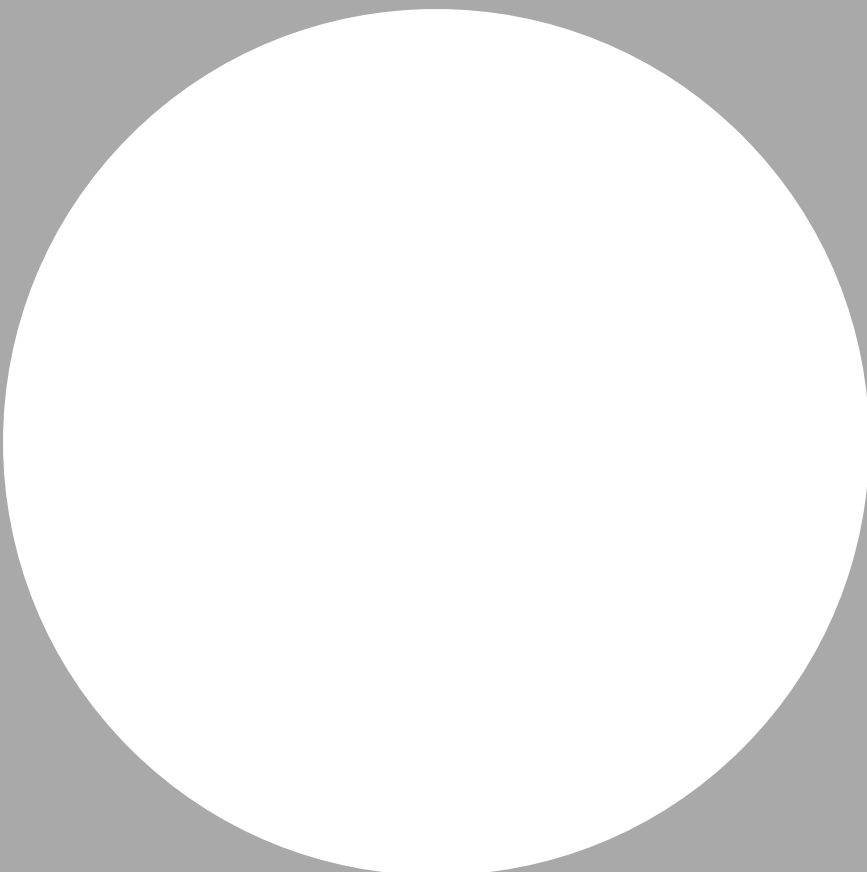
BEHAVIOURS

DEMOGRAPHICS

NEED/GOALS



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“ ”
.....

Age:
Job Title:
Status:
Location:

Characteristics:

Favourite Brand:

NAME: DATE:

ABOUT

GOALS

NEEDS

PAIN POINTS

PERSONALITY

introvert	1	2	3	4	5	extrovert
analytical	1	2	3	4	5	creative
busy	1	2	3	4	5	time rich
messy	1	2	3	4	5	organised
independent	1	2	3	4	5	team player

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into sections by lines that form the profile of a person's head. The head is facing right. The sections are numbered 1 through 7. Section 1 is at the top left, section 2 at the top right, section 3 on the right side (eye area), section 4 on the right side (mouth area), section 5 at the bottom, section 6 on the left side (ear area), and section 7 in the center of the head. Section 7 is further divided into 'PAINS' and 'GAINS'. A horizontal line at the bottom of section 7 contains the text 'What other thoughts and feelings might motivate their behavior?'. The word 'GOAL' is centered at the top of the canvas.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

GOAL

SCENARIO

PROJECT

DATE



OFTEN, **USER STORIES** ARE FORMULATED LIKE THIS:

As a

..... (type of user/persona/role),

I want

..... (action),

so that

..... (outcome).

User Story Statement

1

As a I want so that

PERSONA

ACTION

DESIRED OUTCOME

persona

“**As a** regular customer,

action

I want to get notifications from restaurants I prefer that are nearby,

outcome

so that I don't have to search.”

SCENARIO

PROJECT

DATE



ONE WAY TO FRAME AN **INSIGHT** IS
WITH THIS TEMPLATE:

..... (persona, character, role)

..... (activity, action, situation)

because

..... (aim, need, outcome)

but

..... (restriction, obstacle, friction).

User Key Insights

1

2

3

4

..... wants **because** but

PERSONA ACTION NEED OBSTACLE

Alan **persona, character, role**

wants **action, situation** to eat less chocolate,

because **aim, need, outcome** it makes him happy

but **restriction, obstacle, friction** it makes him ugly (*fat*).

SCENARIO

PROJECT

DATE



AS AN ALTERNATIVE TO USER STORIES,
YOU CAN ALSO FORMULATE **JOB STORIES**
LEVERAGING THE JTBD FRAMEWORK, SUCH AS:

..... (situation/context),

..... (motivation),

..... (expected outcome)

Job Story Statement

1

2

3

When I want to So I can

SITUATION

MOTIVATION

EXPECTED OUTCOME

situation / context

“When I stroll through a new city around lunch time,

motivation

I want to be notified when I’m near a restaurant that matches my preferences

expected outcome

so I can go there directly instead of searching for it.”

User Research Wall

OFTEN, **USER STORIES** ARE FORMULATED LIKE THIS:

As a
ในฐานะเกษตรกร..... (type of user/persona/role),
I want
ต้องการที่จะพัฒนาสินค้าเกษตรให้มีมูลค่าเพิ่ม..... (action),
so that
เพื่อเพิ่มรายได้ให้กับครอบครัว และพัฒนาหมู่บ้าน..... (outcome).

User Story

ONE WAY TO FRAME AN **INSIGHT** IS WITH THIS TEMPLATE:

เกษตรกร..... (persona, character, role)
ต้องการที่จะพัฒนาสินค้าเกษตรให้มีมูลค่าเพิ่ม..... (activity, action, situation)
because
เพราะสินค้าเกษตรมีอายุสั้น เน้นเสียง่าย..... (aim, need, outcome)
but
แต่ไม่รู้วิธีการแปรรูป / แต่ไม่มีความรู้ / แต่เข้าถึงทุน หรือปัจจัยสนับสนุนการผลิต..... (restriction, obstacle, friction).

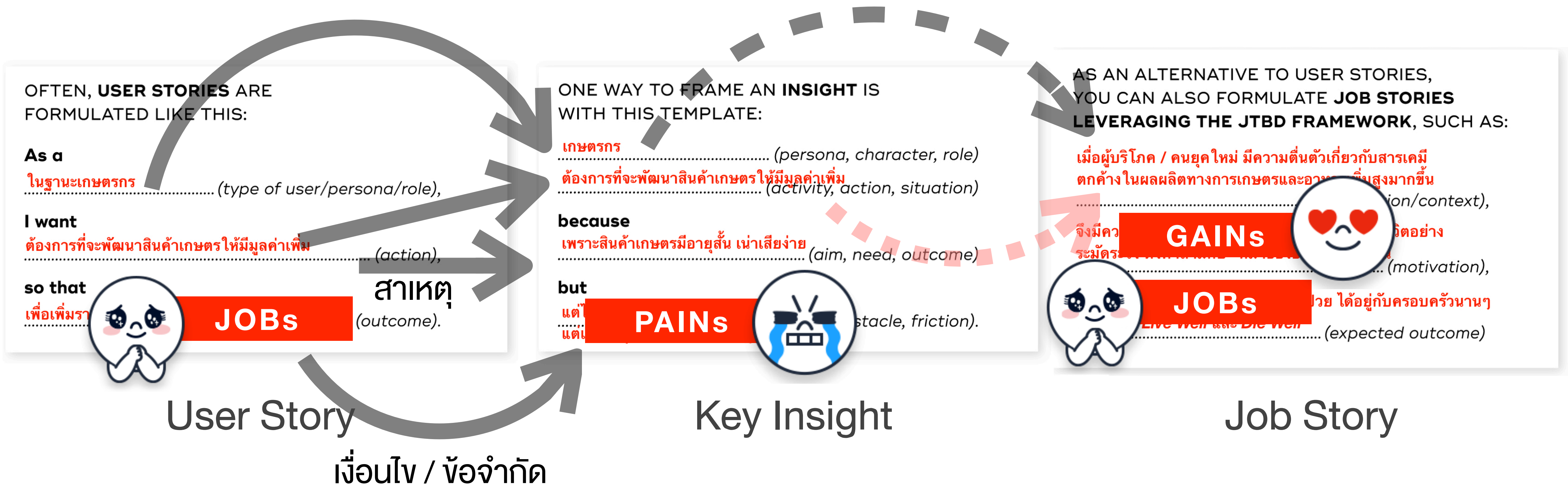
Key Insight

AS AN ALTERNATIVE TO USER STORIES, YOU CAN ALSO FORMULATE **JOB STORIES** LEVERAGING THE JTBD FRAMEWORK, SUCH AS:

เมื่อผู้บริโภค / คนยุคใหม่ มีความตื่นตัวเกี่ยวกับสารเคมีตกค้างในผลผลิตทางการเกษตรและอาหารเพิ่มสูงขึ้น..... (situation/context),
จึงมีความต้องการบริโภคอาหารปลอดภัย และใช้ชีวิตอย่างระมัดระวัง ตั้งคำถามกับ “ที่มาของอาหาร” มากขึ้น..... (motivation),
หวังไว้ว่า จะได้มีชีวิตที่ยืนยาว ไม่เจ็บป่วย ได้อยู่กับครอบครัวนานๆ *Eat Well Live Well* และ *Die Well*..... (expected outcome)

Job Story

User Research Wall

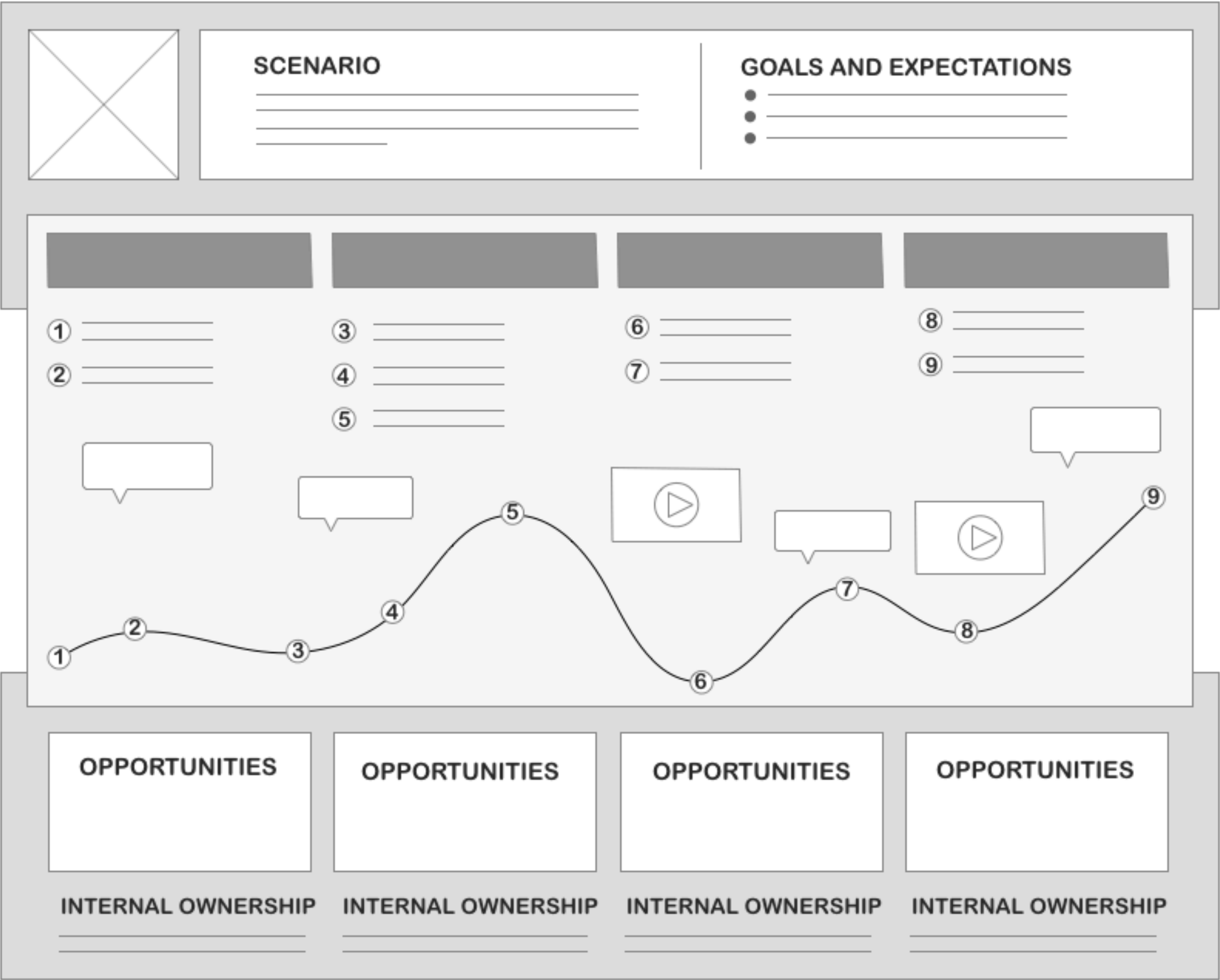


Customer Journey



illustrated by
ANUWAT CHURYEN (2018)

The Three Zones of a Customer Journey Map



Zone A: The Lens



actor



scenario

Zone B: The Experience



phases



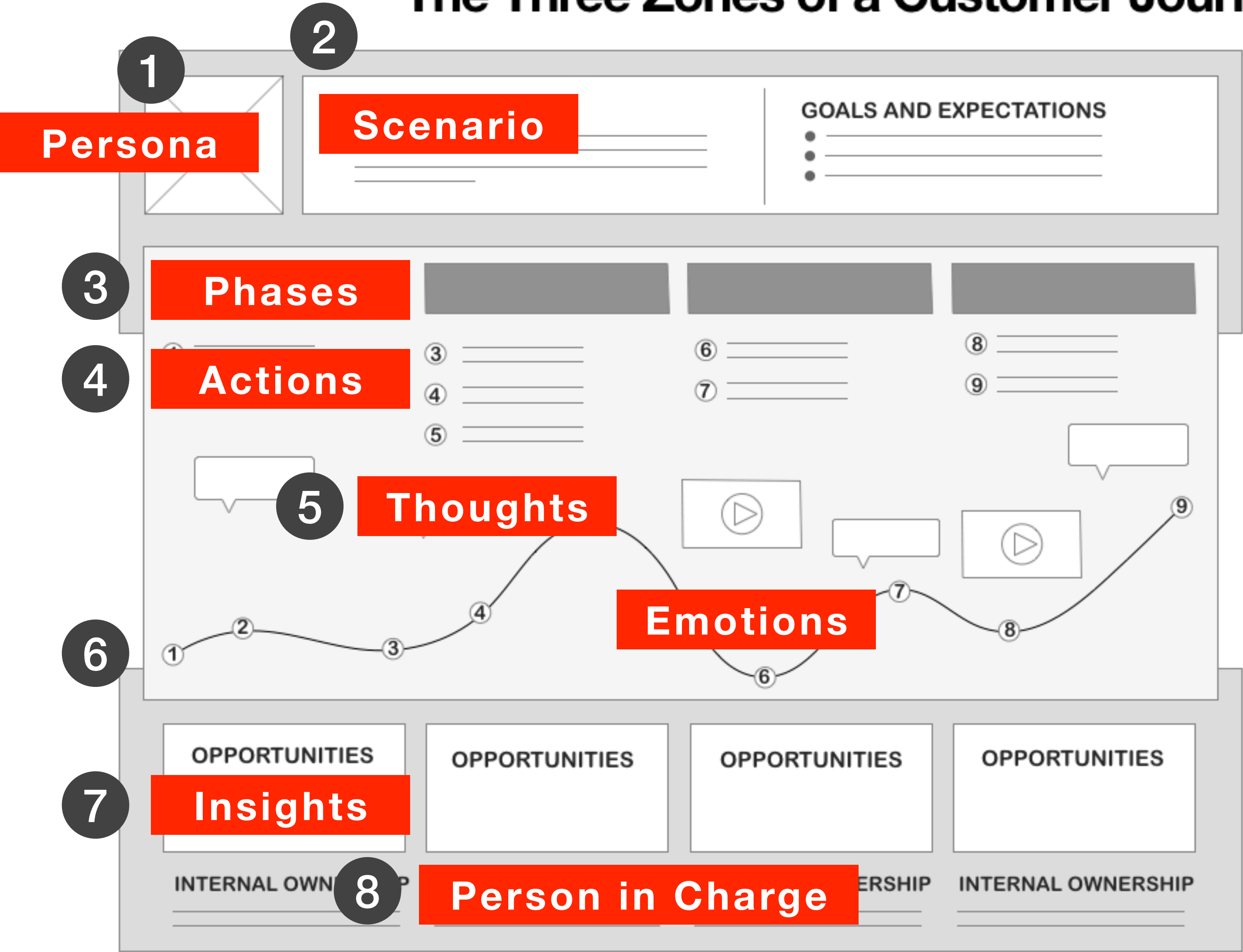
actions, thoughts,
emotions

Zone C: The Insights





opportunities

The Three Zones of a Customer Journey Map



Zone A: The Lens

 actor

 scenario

Zone B: The Experience

 phases

 actions, thoughts, emotions

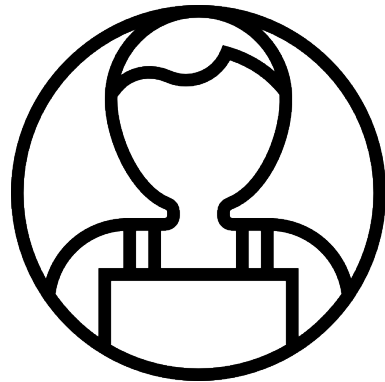
Zone C: The Insights

 opportunities

The Three Zones of a Customer Journey Map



Job Journey



User Research Wall



illustrated by
ANUWAT CHURYEN (2018)

Job Map

Aware

Appeal

Ask

Act

Advocate



← 50-150 DOS →

I Know

I Like

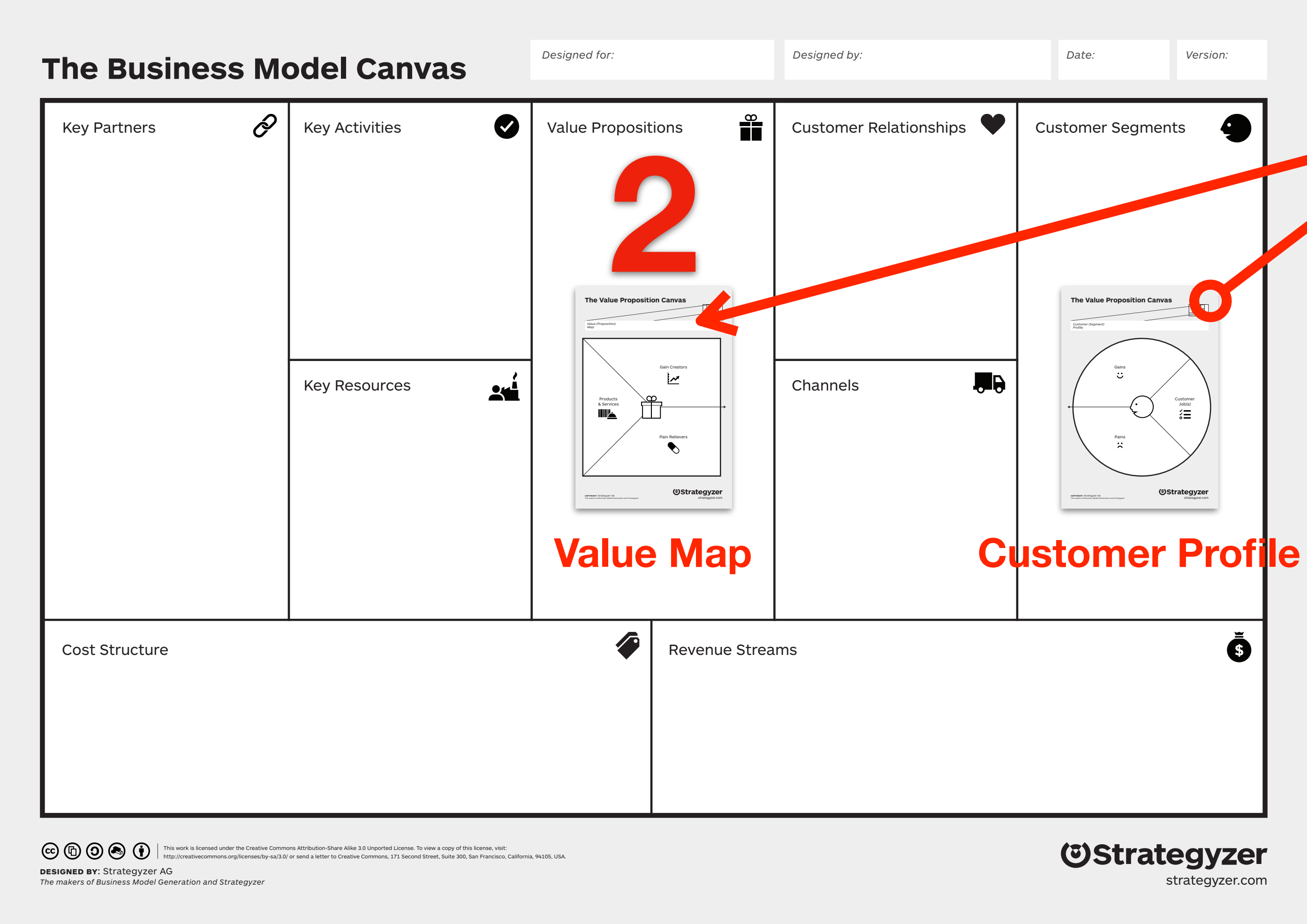
I Convinced

I'm Buying

I Recommend

Source: The New Customer Path
by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan (2017)

illustrated by
ANUWAT CHURYEN (2018)



Value Proposition Canvas

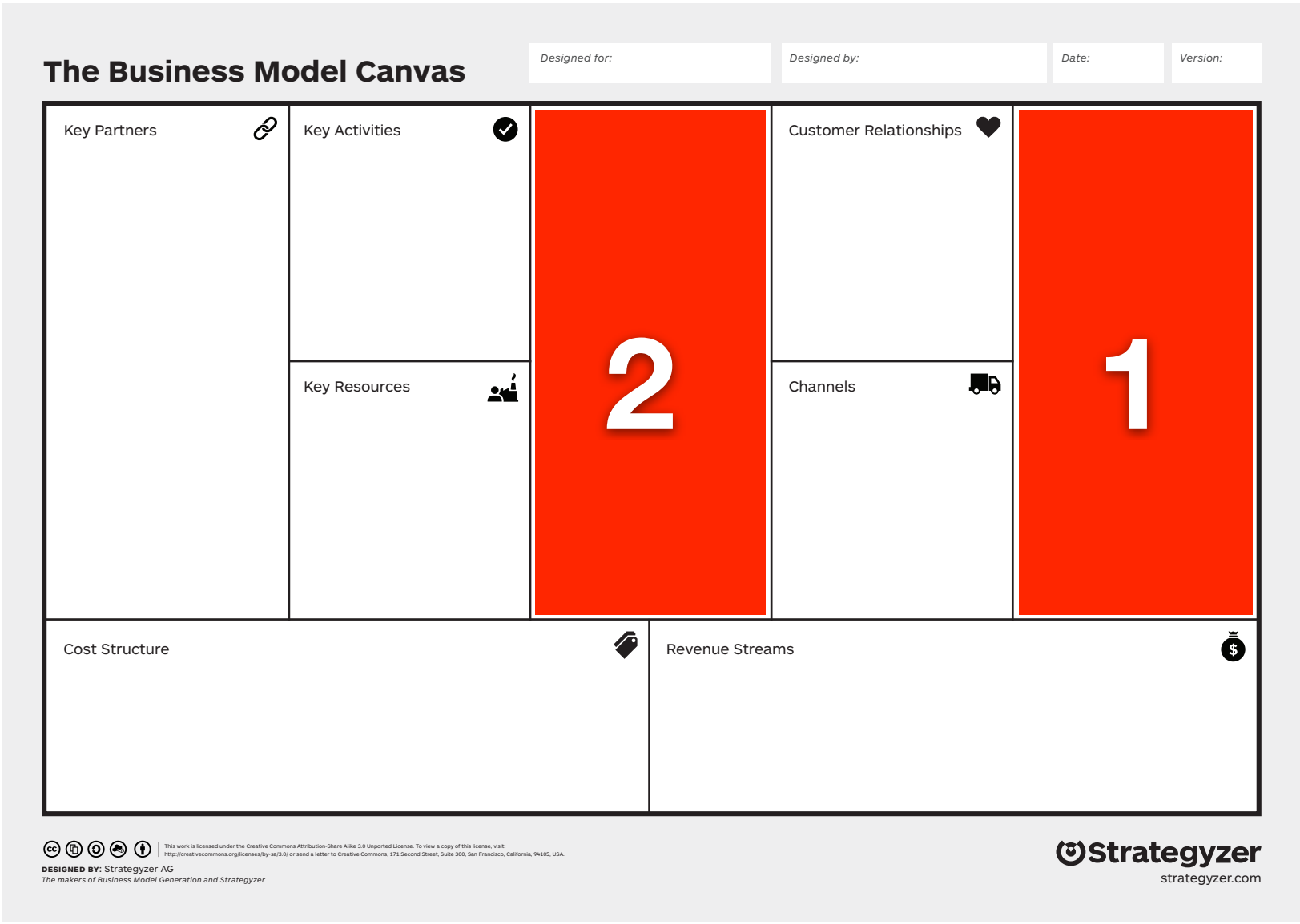
2

Value Map

Customer Profile

1

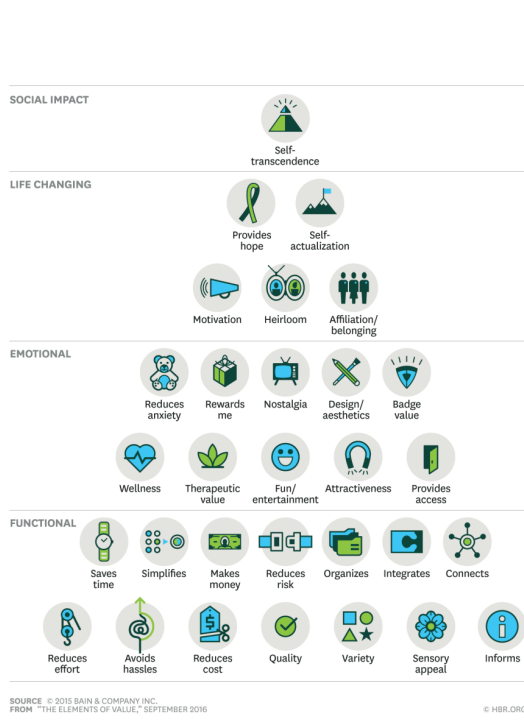
Business Value Design Pathway



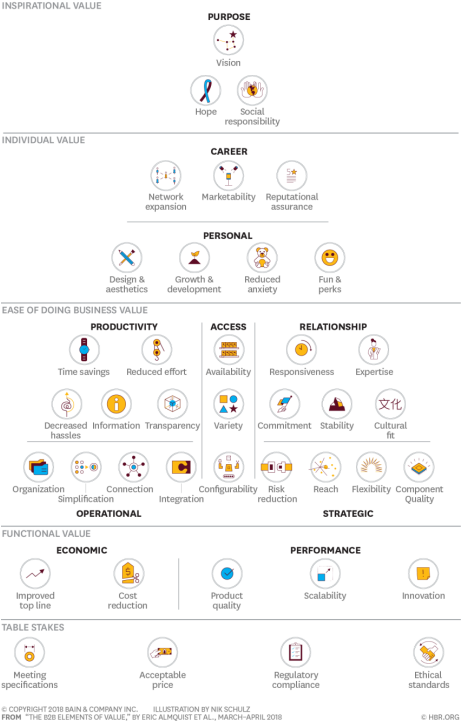
Business Model Canvas (BMC)

Toolset designed by Strategyzer, NN/G Nielsen Norman Group, Bain & Company

Business Value Design Pathway illustrated by Anuwat Churyen (2018)



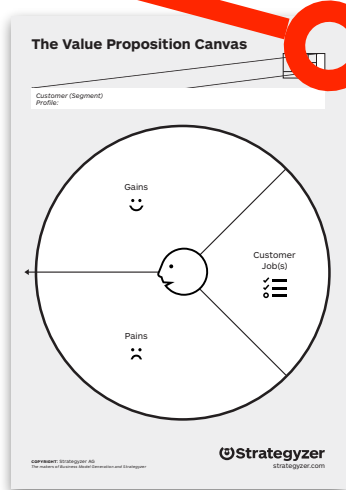
B2C



B2B

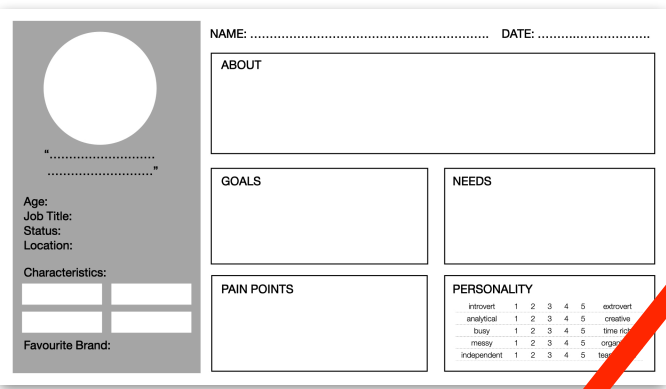
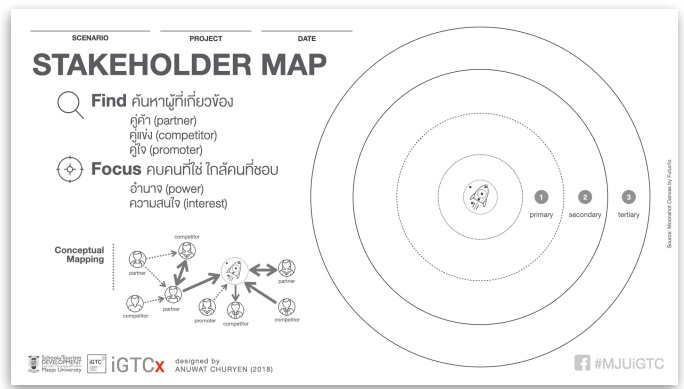
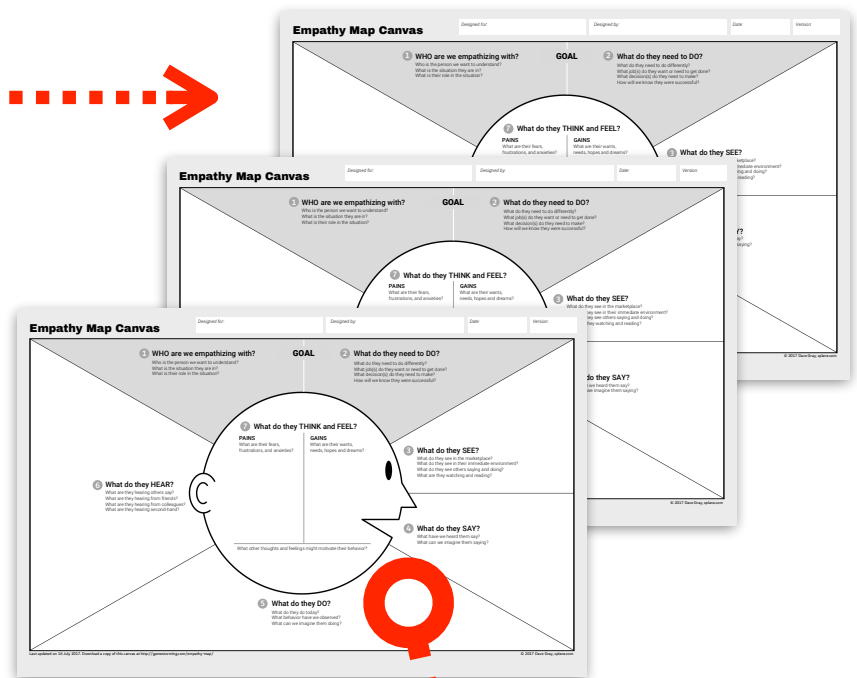


Value Map

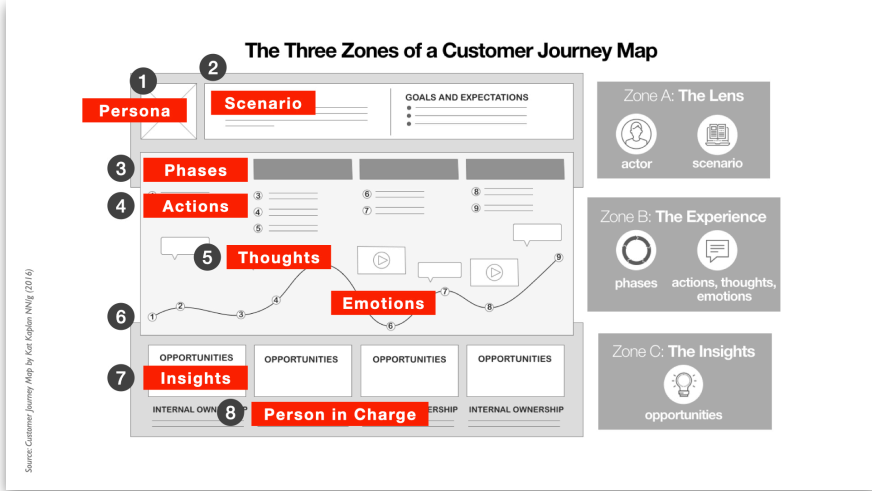


Customer Profile

Value Proposition Canvas (VPC)



Business Value Design Pathway



JOBS-TO-BE-DONE NEEDS FRAMEWORK

JOB EXECUTOR

CORE FUNCTIONAL JOB

DEFINE

LOCATE

PREPARE

CONFIRM

EXECUTE

MONITOR

MODIFY

CONCLUDE

50-150 desired outcome statements

RELATED JOBS

Related job statement 1
Related job statement 2
Related job statement 3
Related job statement 4
Related job statement 5
...
Related job statement n

***Help get
More Jobs
Done***

EMOTIONAL JOBS

Emotional job statement 1
Emotional job statement 2
Emotional job statement 3
Emotional job statement 4
Emotional job statement 5
...
Emotional job statement n

***Add
Emotional
Appeal***

CONSUMPTION CHAIN JOBS

Purchase
Receive
Install
Setup
Learn to use
Interface with
Transport
Clean
Store
Maintain
Upgrade
Repair
Dispose

***Improve
User
Experience***

FINANCIAL OUTCOMES

Financial outcome 1
Financial outcome 2
Financial outcome 3
Financial outcome 4
Financial outcome 5
...
Financial outcome n

Desired outcome statement 71
Desired outcome statement 72
...
Desired outcome statement n

***Enhance
Business Model***

The Desired Outcome Statement (DOS)

Outcome Statement =

(direction of improvement)

performance metric +

(time or likelihood)

object of control +

(the desired outcome)

contextual clarifier

(describing the context in which the outcome is desired)

Example; Job of
listening to music

Outcome Statement =

(direction of improvement)

minimise the likelihood that

(time or likelihood)

the music sounds distorted

(the desired outcome)

when played at high volume

(describing the context in which the outcome is desired)

Opportunity Algorithm

**Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)**

	When [job step], how <u>important</u> is it to you that you are able to:					When using [solution], how <u>satisfied</u> are you with your ability to:				
	Not at all important	Somewhat important	Important	Very important	Extremely important	Not at all satisfied	Somewhat satisfied	Satisfied	Very satisfied	Extremely satisfied
Outcome 1	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Outcome 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Minimize the time it takes to get the songs in the desired order for listening

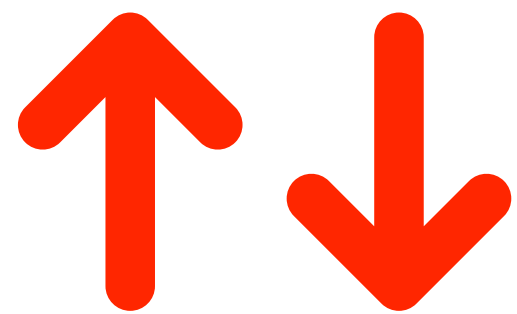
Example

Opportunity Score DOS01 = $2 + (2 - 4) = 0$

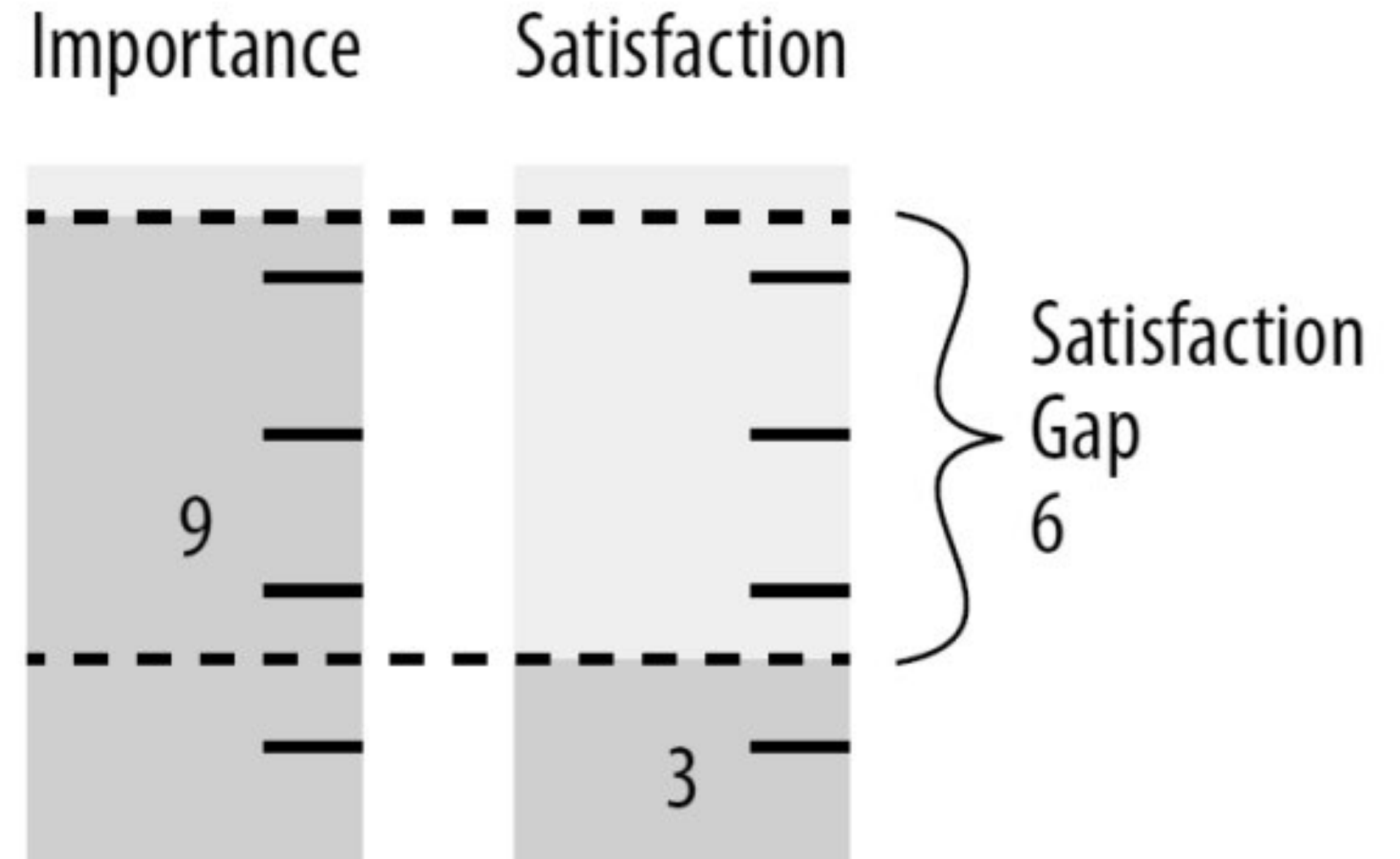
Opportunity Score DOS02 = $5 + (5 - 2) = 8$

Opportunity Score

Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)



**Unmet Needs
vs Over Served**



Importance + Satisfaction Gap = **Opportunity Score**

9 + 6 = 15

SCENARIO

PROJECT

DATE

Importance

Satisfaction

ความสำคัญ

ความพึงพอใจ

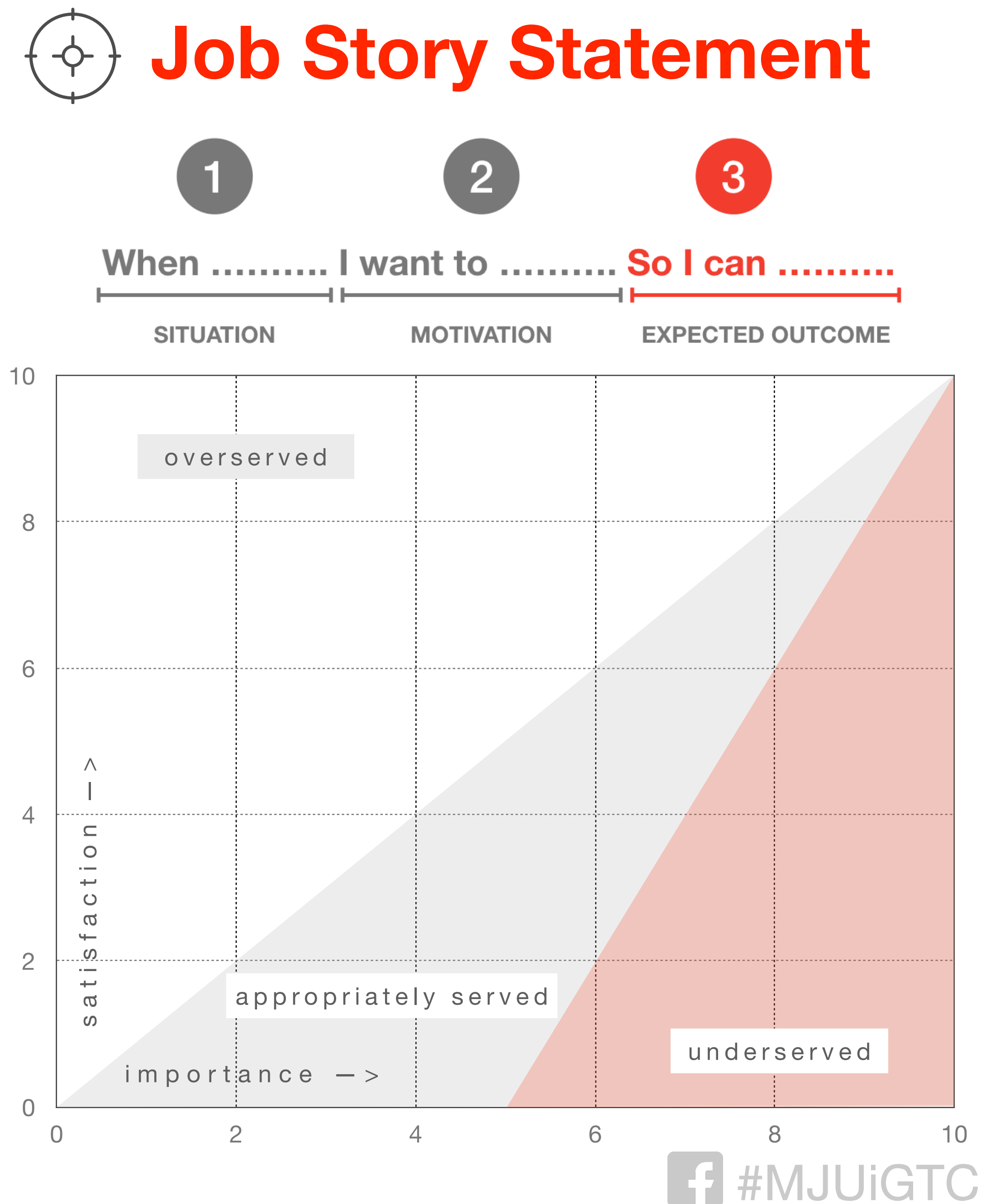
Opportunity Score =

Outcome Importance +

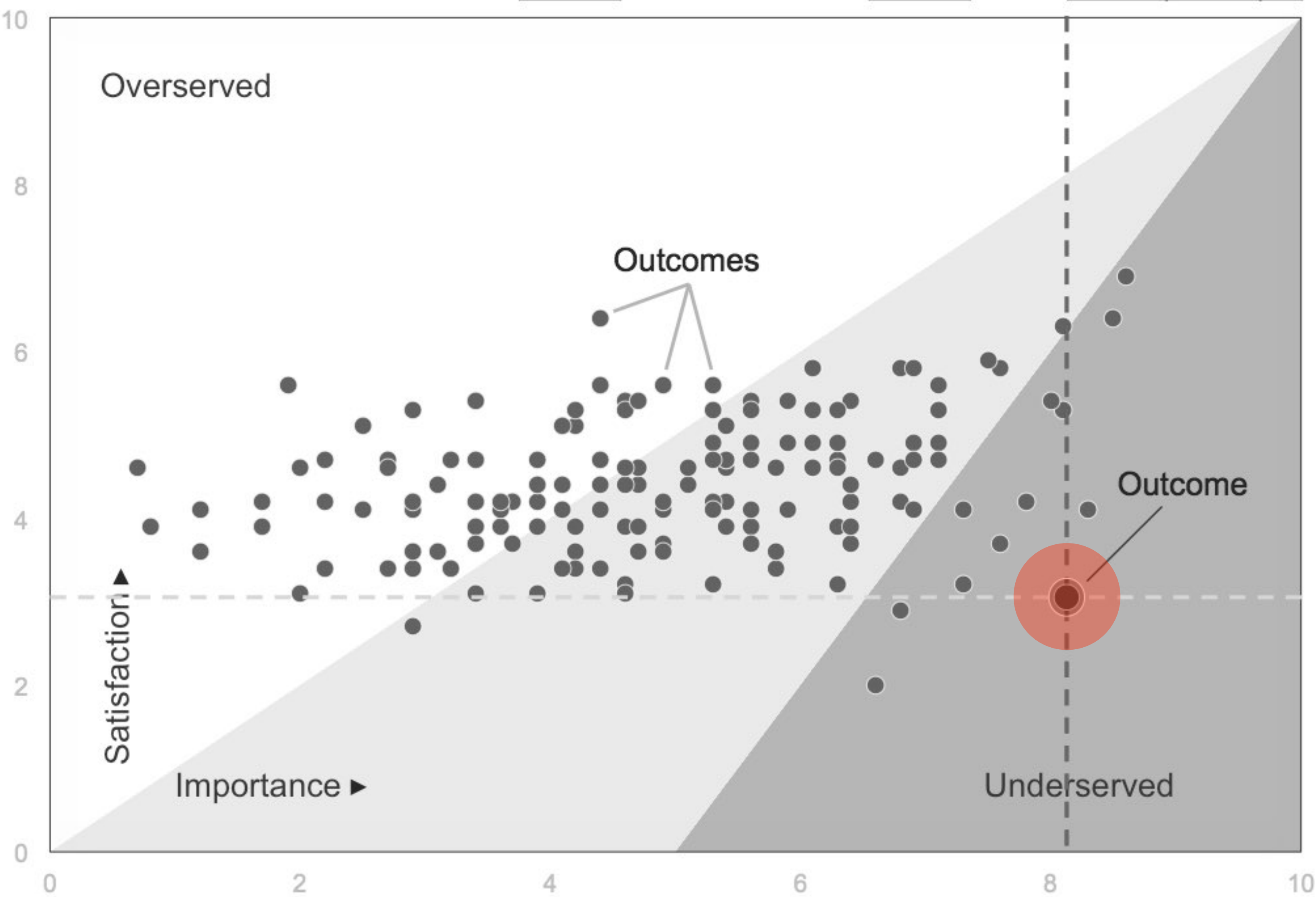
Max (Outcome Importance -

Outcome Satisfaction, 0)

Outcome	Importance (X)	IMP	Satisfaction (Y)	SAT	Opportunity	OPP
1	1 2 3 4 5		1 2 3 4 5		IMP + (IMP - SAT)	
2	1 2 3 4 5		1 2 3 4 5		() + [() - ()]	
3	1 2 3 4 5		1 2 3 4 5			
4	1 2 3 4 5		1 2 3 4 5			
5	1 2 3 4 5		1 2 3 4 5			
6	1 2 3 4 5		1 2 3 4 5			
7	1 2 3 4 5		1 2 3 4 5			
8	1 2 3 4 5		1 2 3 4 5			
9	1 2 3 4 5		1 2 3 4 5			
10	1 2 3 4 5		1 2 3 4 5			
11	1 2 3 4 5		1 2 3 4 5			
12	1 2 3 4 5		1 2 3 4 5			
13	1 2 3 4 5		1 2 3 4 5			
14	1 2 3 4 5		1 2 3 4 5			
15	1 2 3 4 5		1 2 3 4 5			

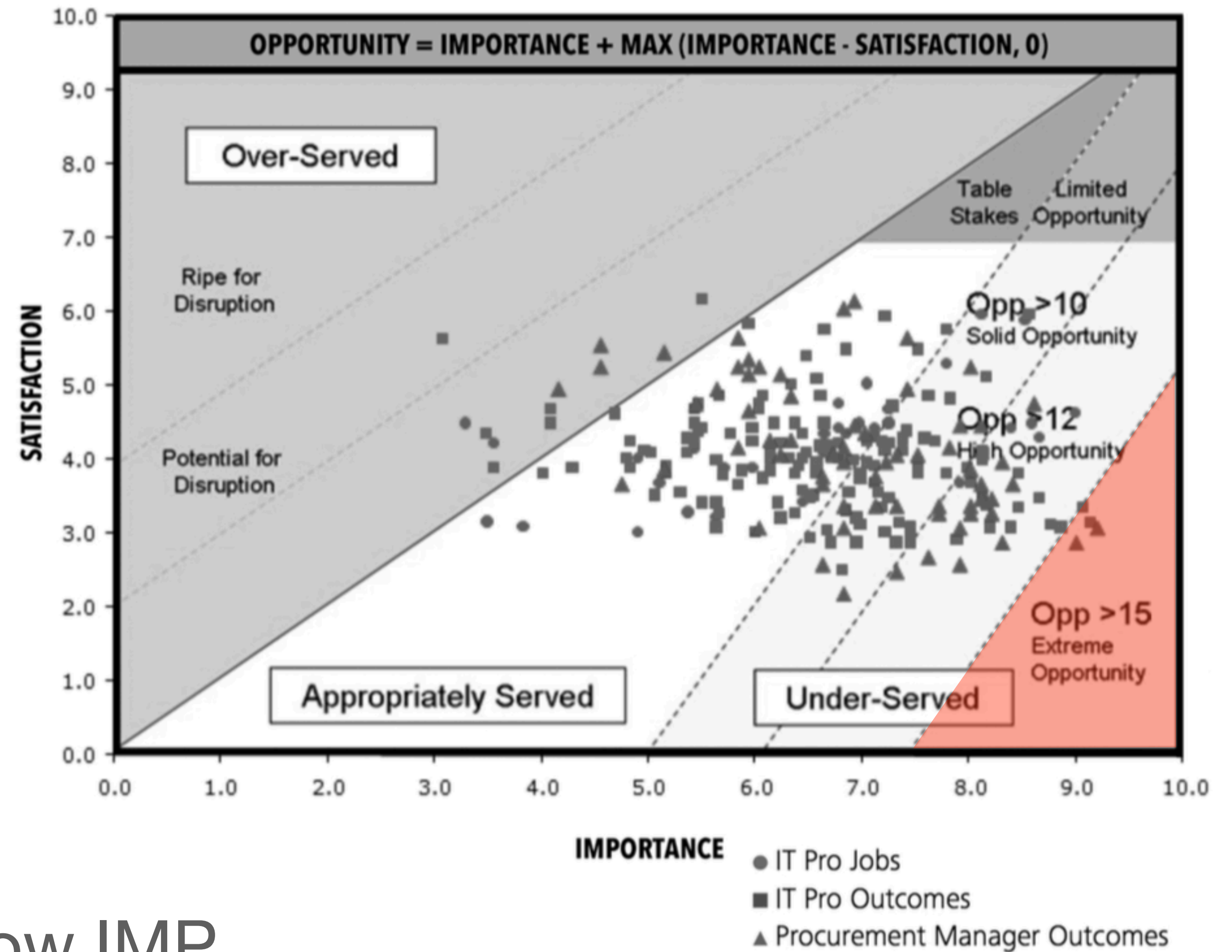


	Importance						Satisfaction						Opp. Score
Outcome	1	2	3	4	5	IMP	1	2	3	4	5	SAT	OPP
Minimize the time ...	5	5	9	47	34	8.1	12	28	30	17	13	3.0	13.2
				81%						30%			$8.1+(8.1-3.0)$



Opportunity Scoring Matrix

Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)



ODI Segmentation

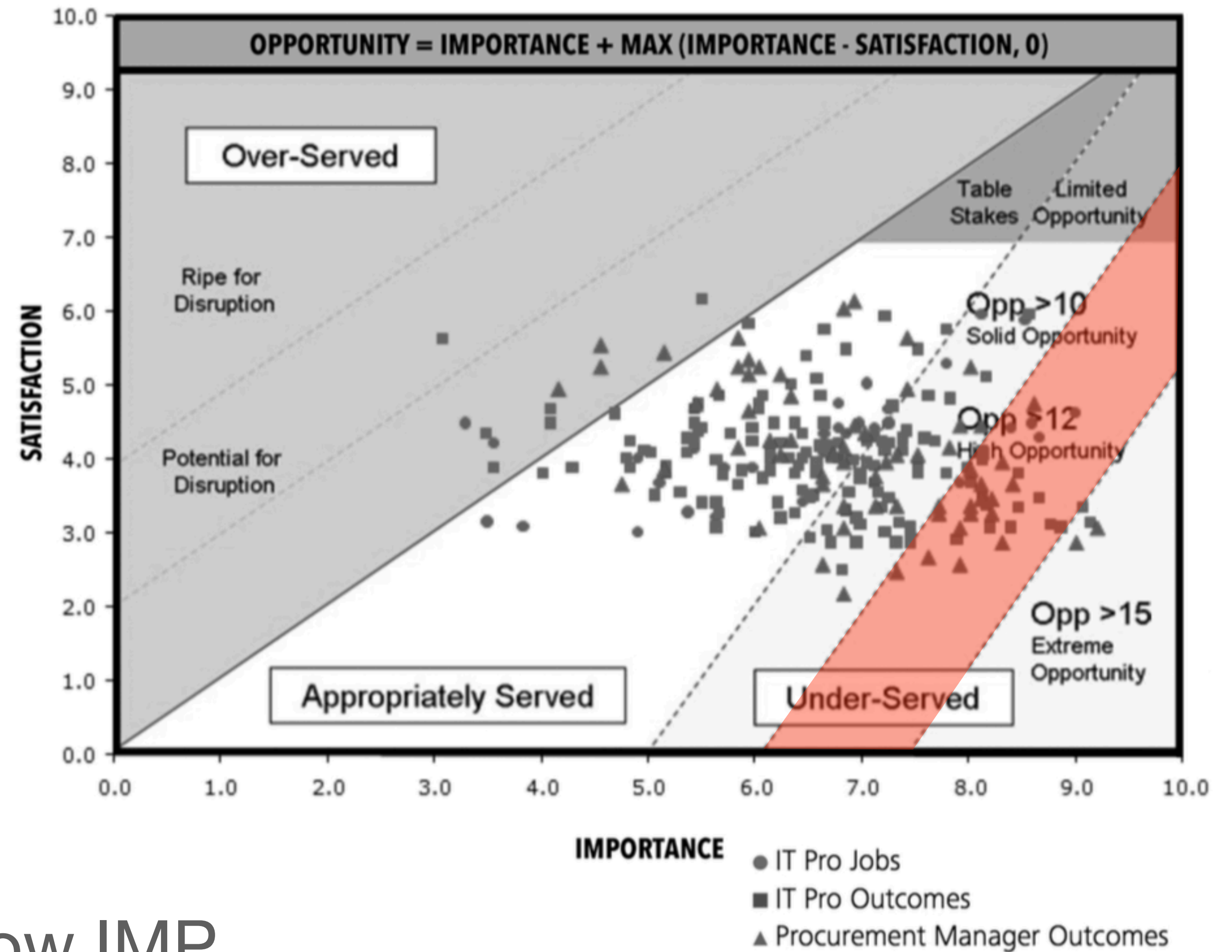
Over-Served —> High SAT Low IMP

Appropriately Served —> Middle SAT Middle IMP

Under-Served —> **Low SAT High IMP**

Opportunity Scoring Matrix

Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)



ODI Segmentation

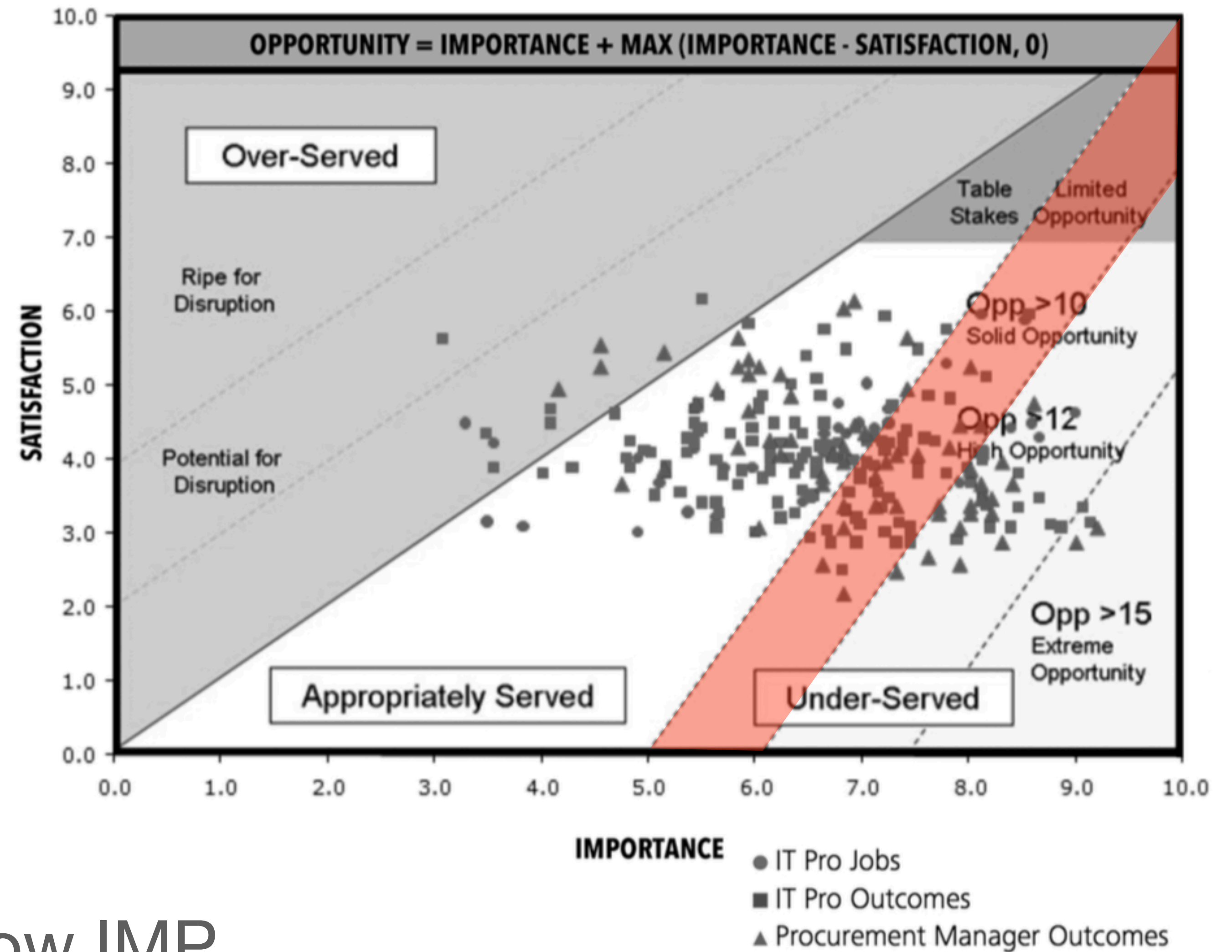
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ODI Segmentation

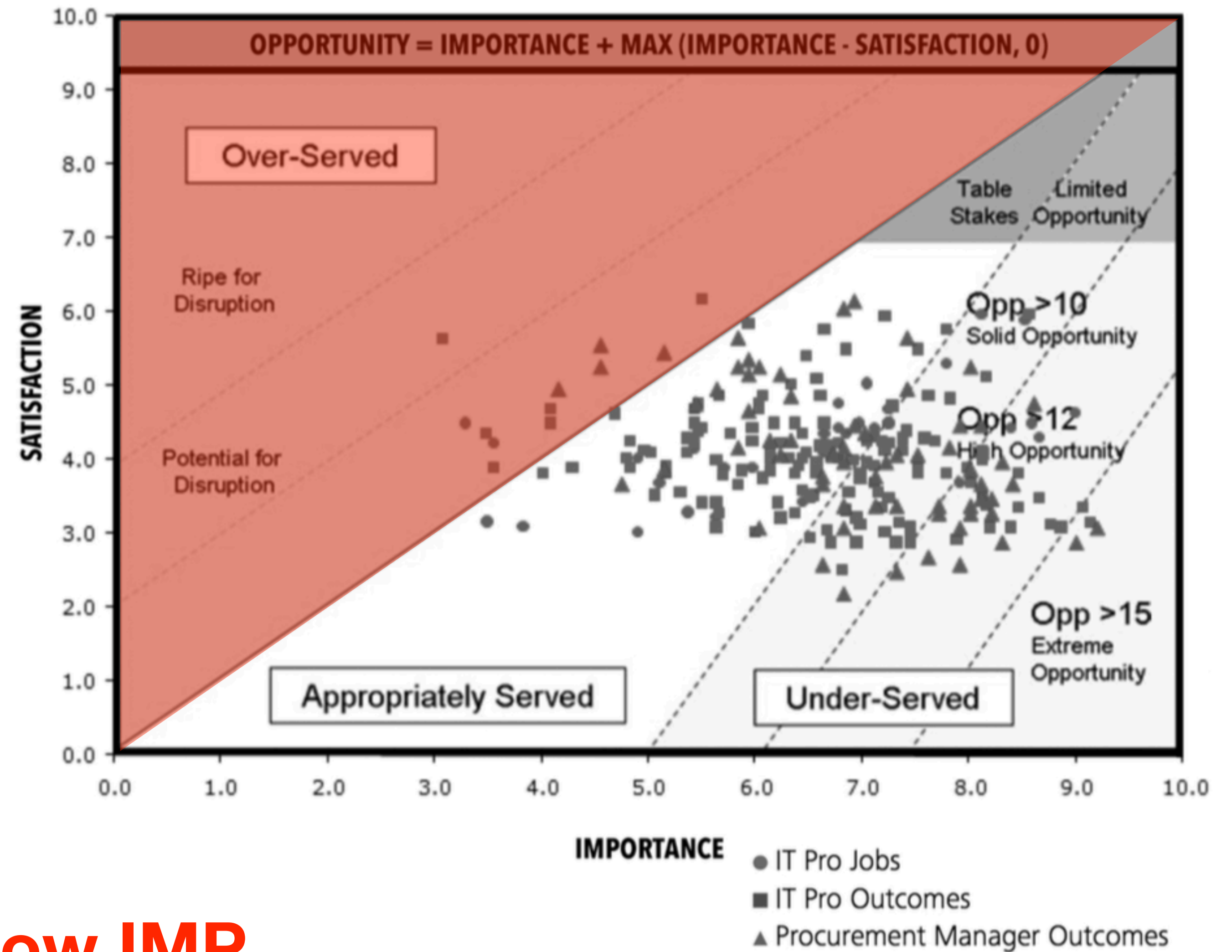
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Outcome Satisfaction, 0)



ODI Segmentation

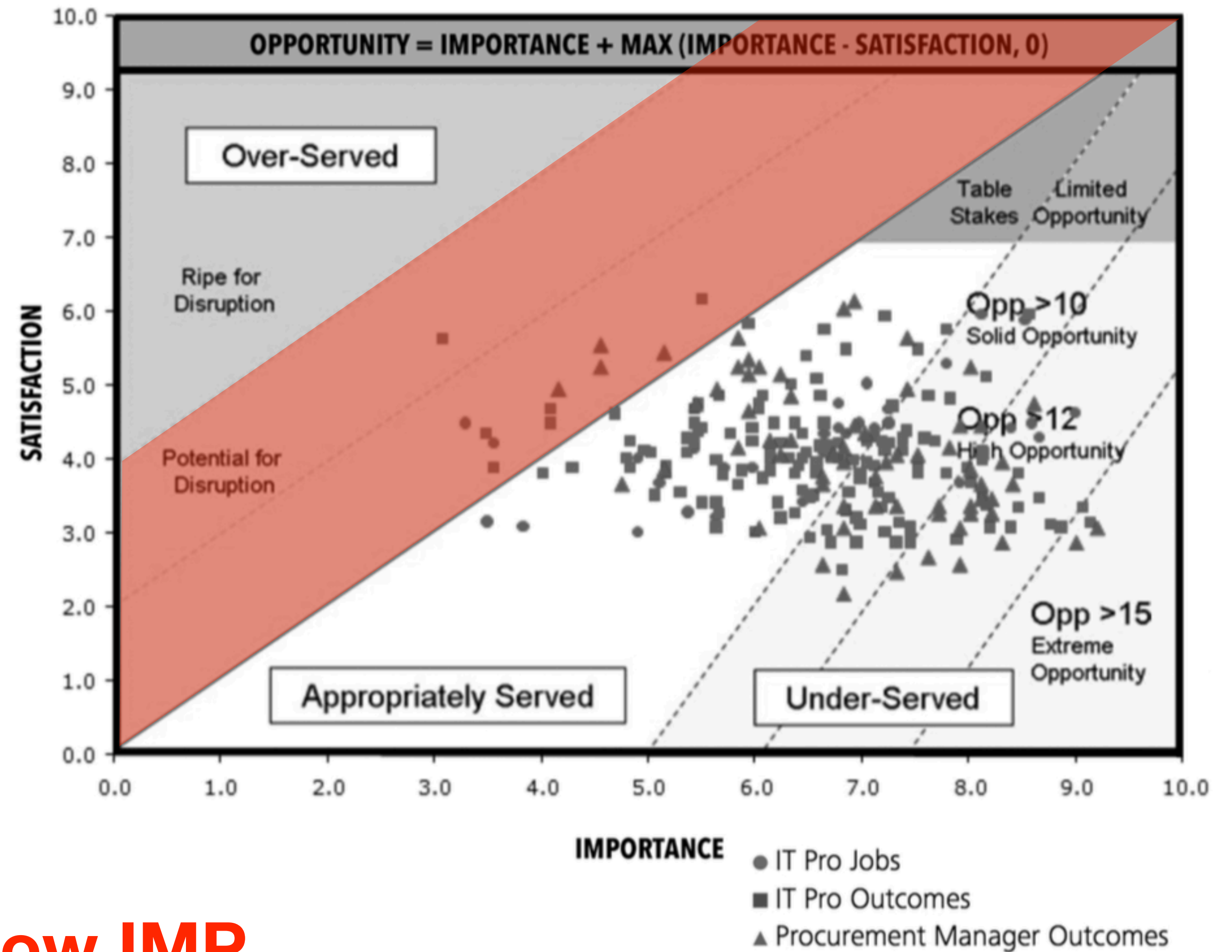
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ODI Segmentation

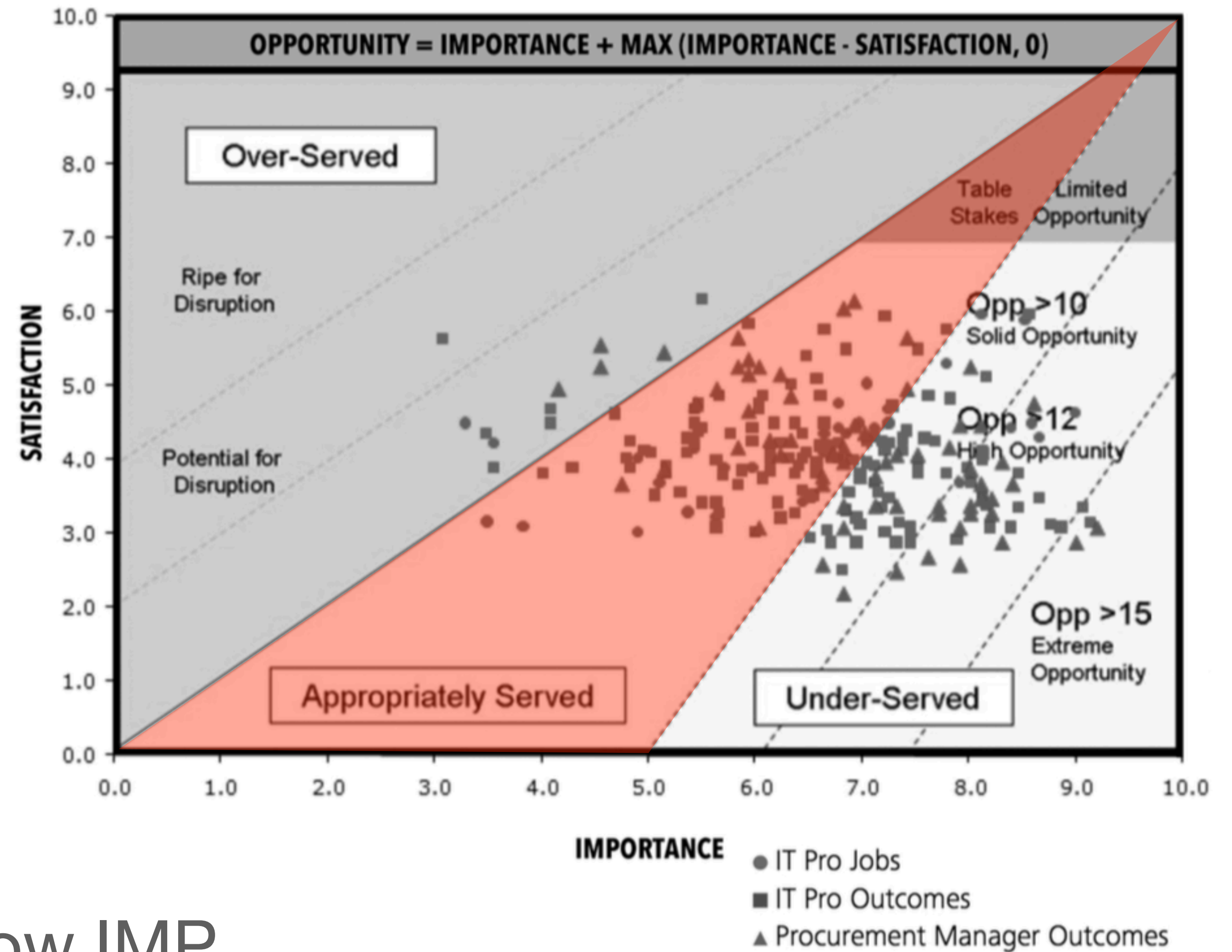
Over-Served —> **High SAT Low IMP**

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Opportunity Scoring Matrix

Opportunity Score =
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Max (Outcome Importance -
Outcome Satisfaction, 0)



ODI Segmentation

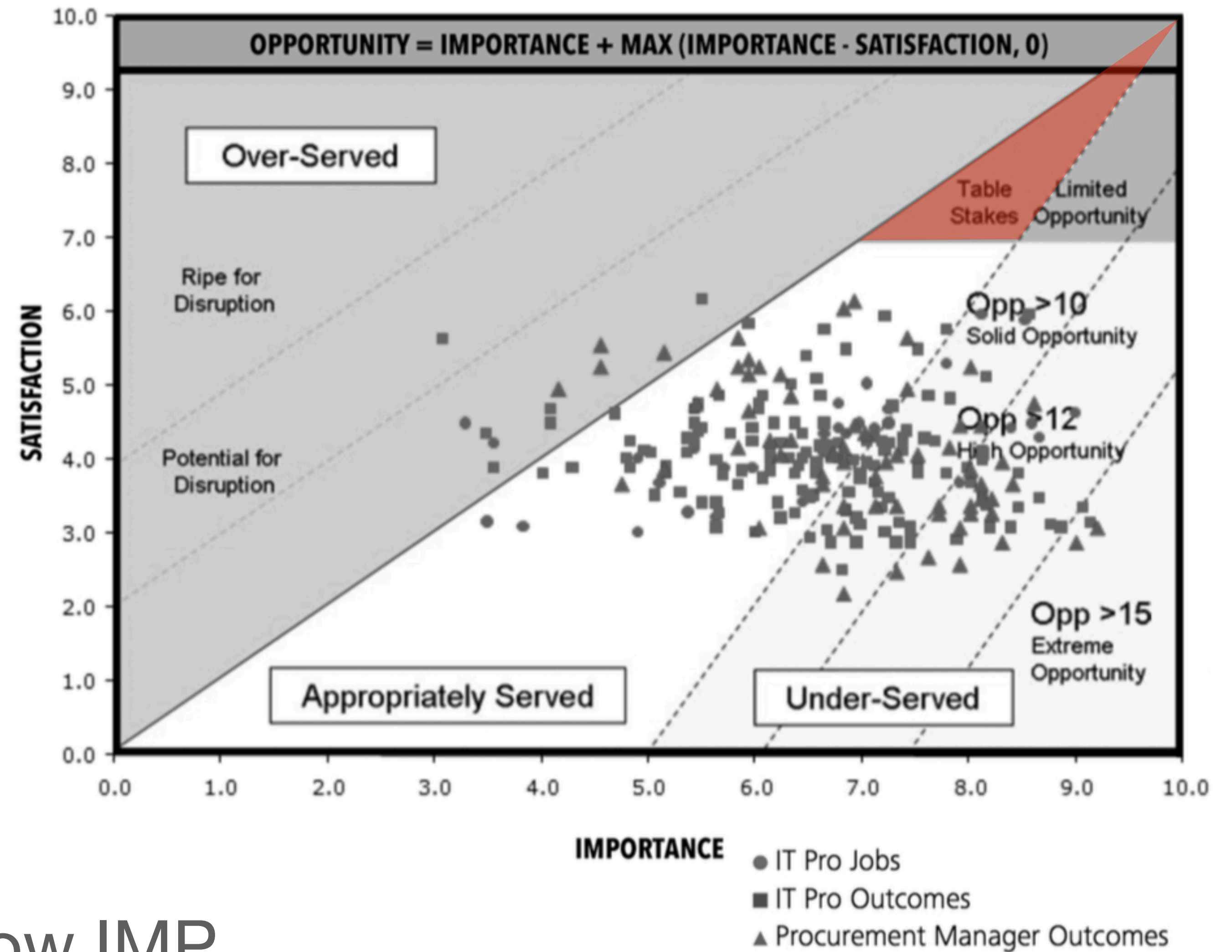
Over-Served —> High SAT Low IMP

Appropriately Served —> **Middle SAT Middle IMP**

Under-Served —> Low SAT High IMP

Opportunity Scoring Matrix

Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)



ODI Segmentation

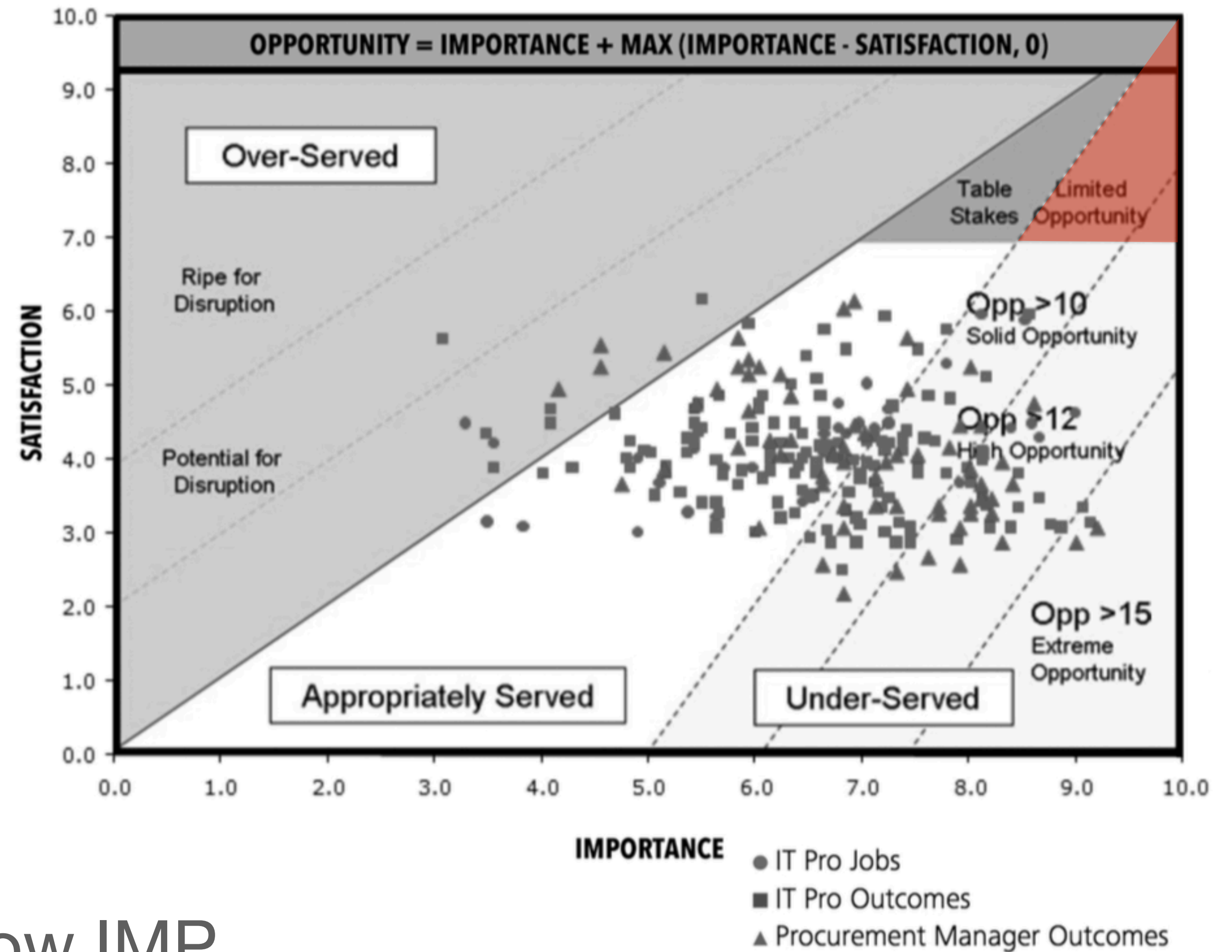
Over-Served —> High SAT Low IMP

Appropriately Served —> **Middle SAT Middle IMP** —> **Table Stakes**

Under-Served —> Low SAT High IMP

Opportunity Scoring Matrix

Opportunity Score =
Outcome Importance +
Max (Outcome Importance -
Outcome Satisfaction, 0)



ODI Segmentation

Over-Served —> High SAT Low IMP

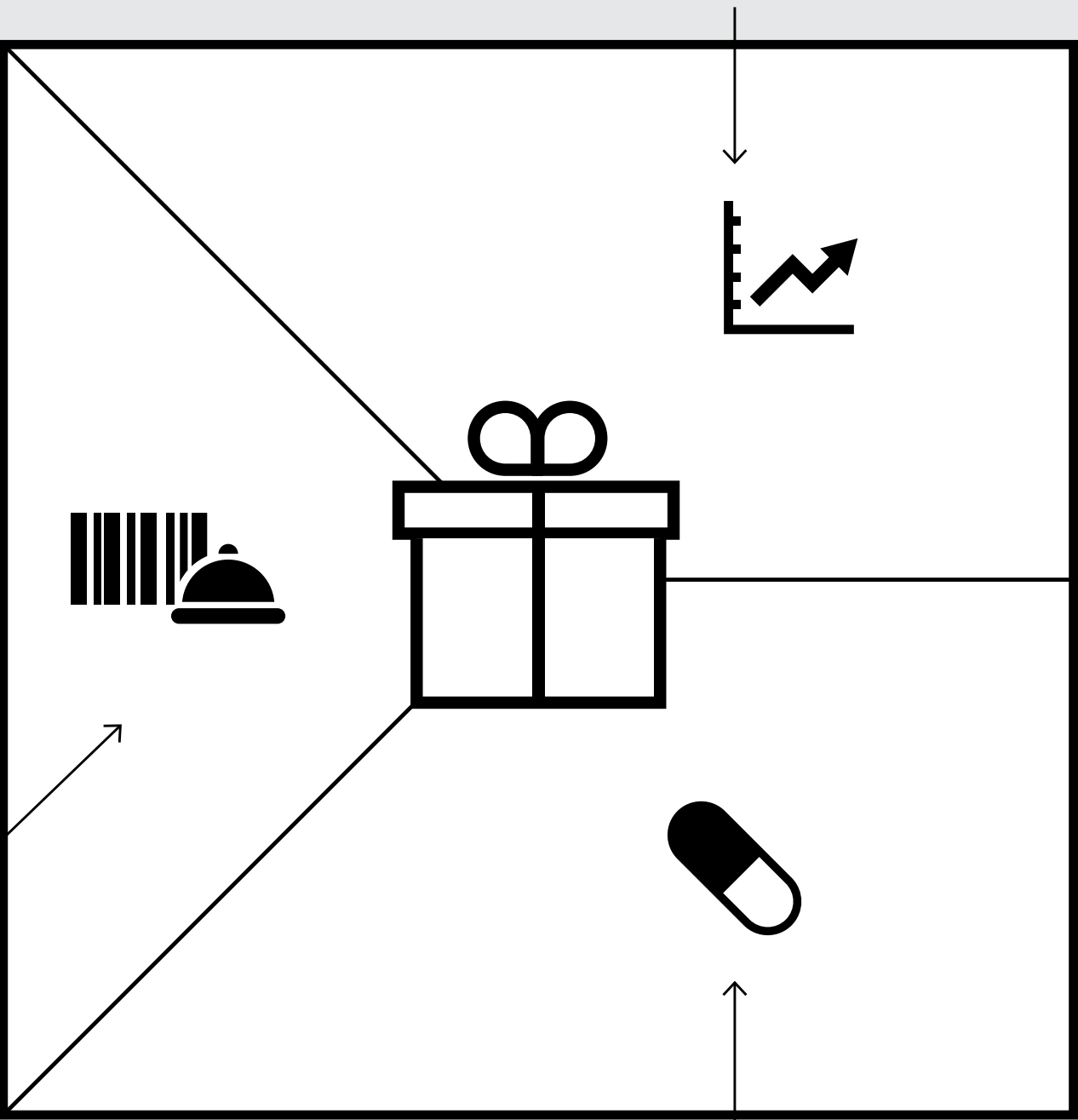
Appropriately Served —> **Middle SAT Middle IMP** —> **Table Stakes**

Under-Served —> Low SAT High IMP

Value Map

The Value (Proposition) Map describes the features of a specific value proposition in your business model in a more structured and detailed way. It breaks your value proposition down into products and services, pain relievers, and gain creators.

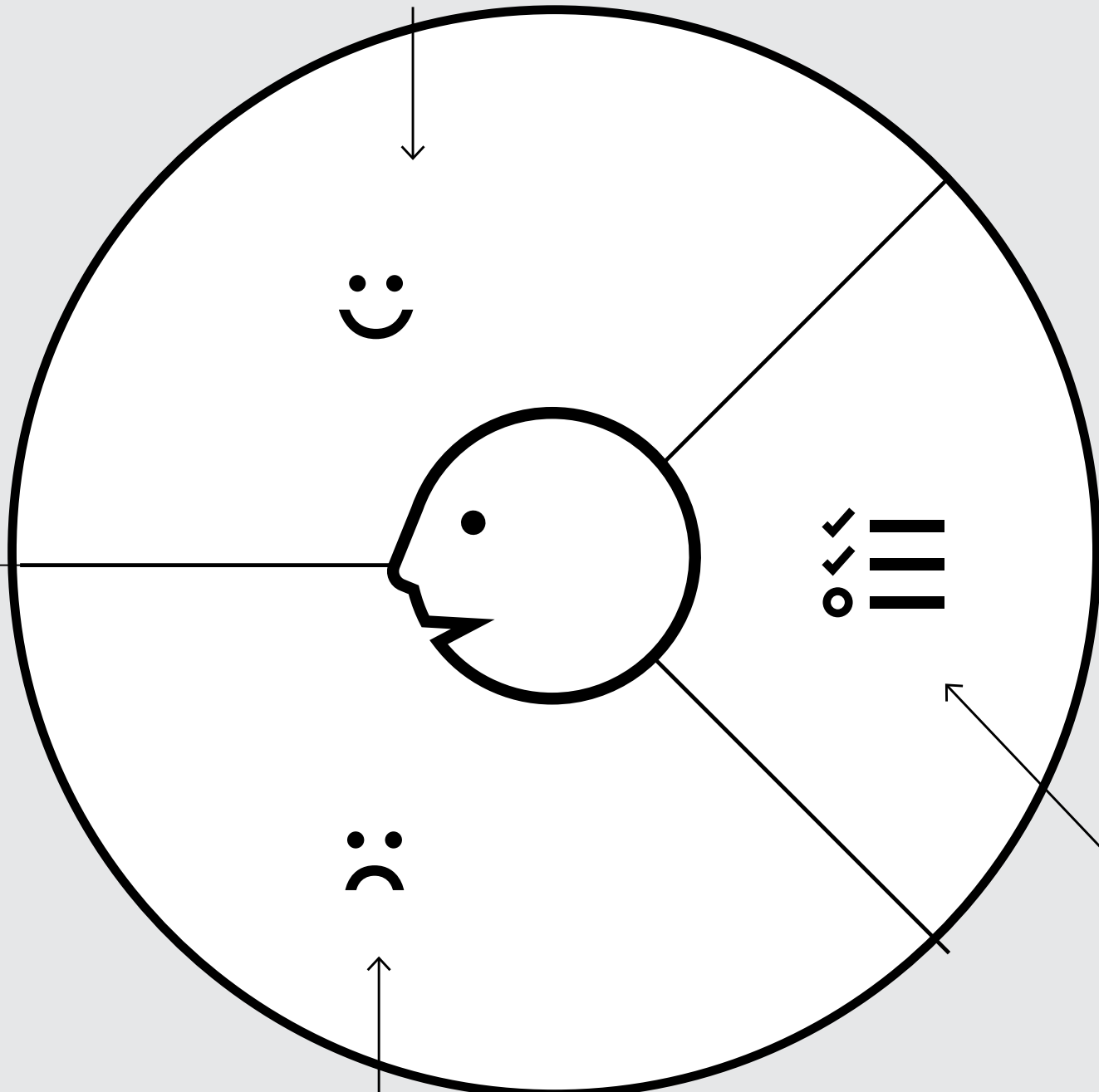
นำเสนอ
คุณค่าใหม่
(สินค้า / บริการ)



หาทางเพิ่ม

หาทางแก้ไข

ประโยชน์



Customer Profile

The Customer (Segment) Profile describes a specific customer segment in your business model in a more structured and detailed way. It breaks the customer down into its jobs, pains, and gains.

งาน

ปัญหา

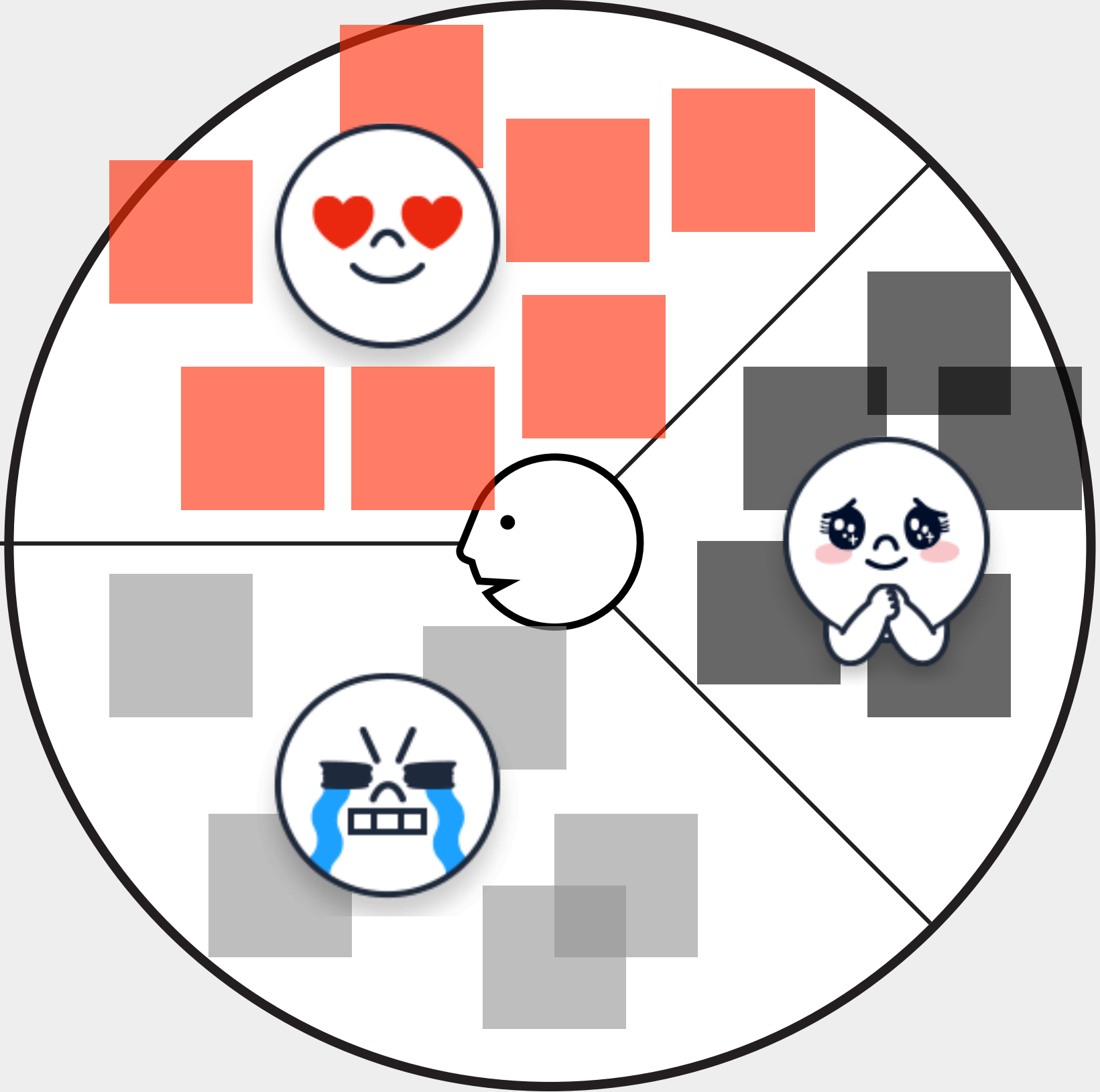
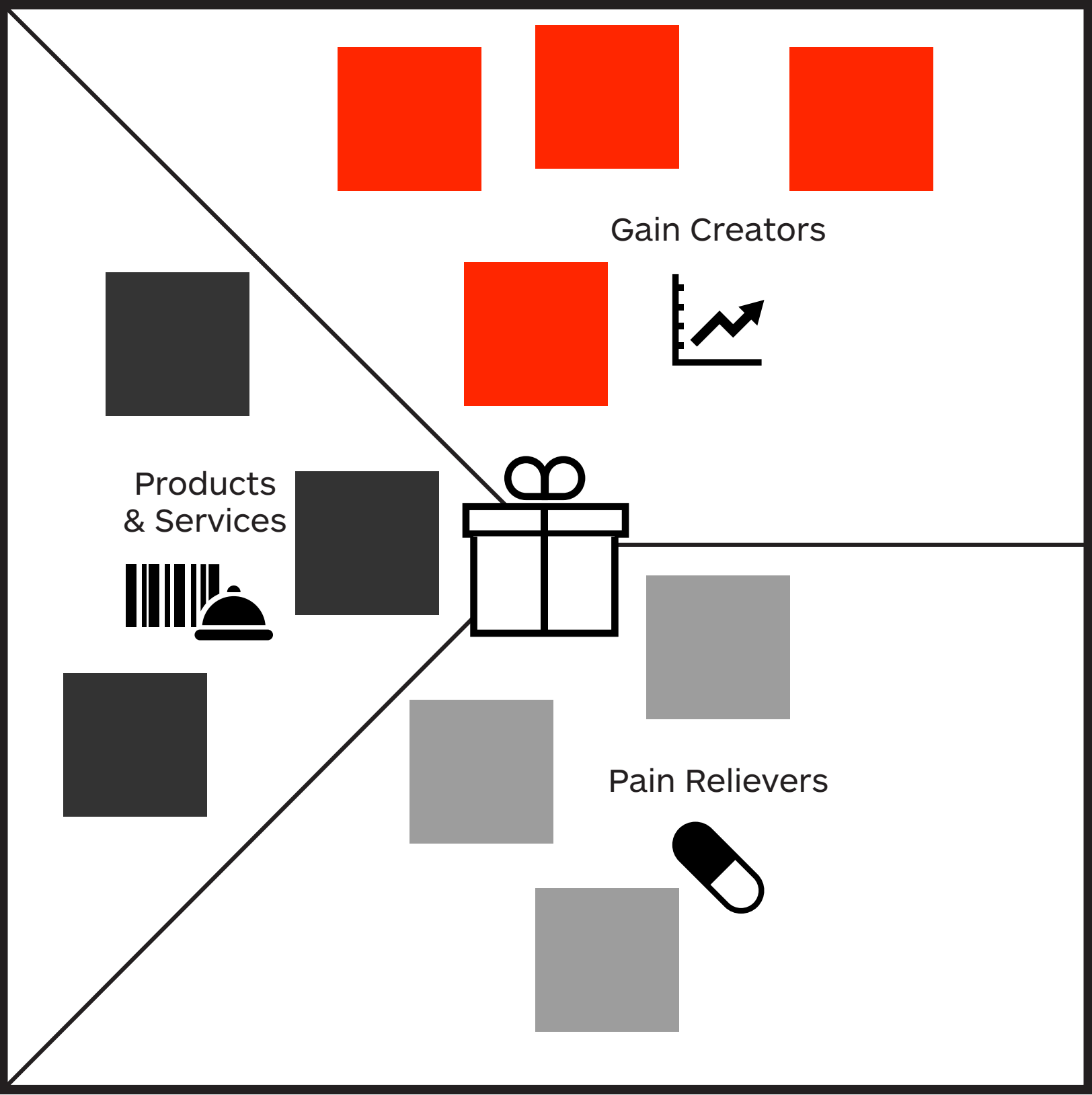
Fit

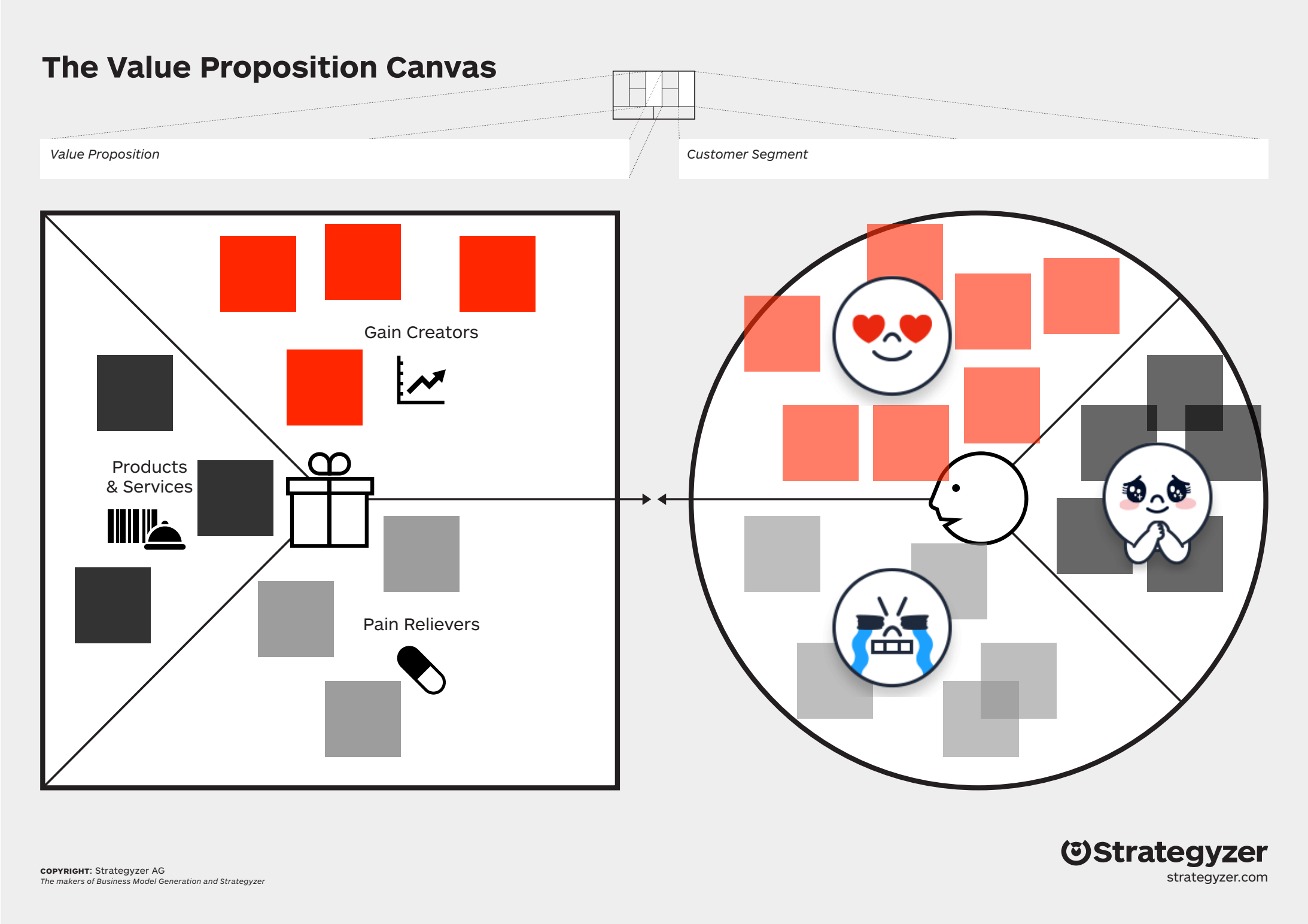
You achieve **Fit** when your value map meets your customer profile — when your products and services produce pain relievers and gain creators that match one or more of the jobs, pains, and gains that are important to your customer.

The Value Proposition Canvas

Value Proposition

Customer Segment





Source: strategyzer.com/vpd




illustrated by
ANUWAT CHURYEN (2018)


Ad-Lib Value Proposition Template

Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to creating value. Prototype three to five different directions by filling out the blanks in the ad-lib below.


OBJECTIVE
Quickly shape potential value proposition directions



OUTCOME
Alternative prototypes in the form of "pitchable" sentences



Our  Products and Services


help(s)  Customer Segment

who want to

 jobs to be done

by  verb (e.g., reducing, avoiding)  and a customer pain

and  verb (e.g., increasing, enabling)  and a customer gain.

(unlike  competing value proposition)

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Strategyzer
www.strategyzer.com/vpd