

# GUERRILLA UX





UNDERSTAND USER EXPECTATIONS, BEHAVIOURS, NEEDS, AND MOTIVATIONS THROUGH METHODOICAL, INVESTIGATIVE APPROACHES.



# UX RESEARCH

INSIGHTS ARE USED TO ENSURE THAT ALL PRODUCT DESIGN DECISIONS BENEFIT THE USER.



YOU ARE NOT THE USER!

WHY IT'S IMPORTANT

WE'RE ALREADY DOING IT

NATIONAL STUDENT SURVEY

STUDENT CLOSENESS

LOTS OF OTHER ACTIVITIES



# GUERRILLA?

- WHEN WE DON'T HAVE RESOURCE OR TIME FOR FORMAL, STRUCTURED UX RESEARCH.
- FOR EXAMPLE FOR 'SMALLER' PROJECTS, WE CAN STILL DO THINGS TO GET VALUABLE FEEDBACK.
- MEET TIME AND BUDGET GOALS, BUT STILL BE RIGOROUS ENOUGH TO GATHER VALUABLE FEEDBACK.

- YOU CAN EASILY RECRUIT YOUR TARGET PARTICIPANTS
- YOU WANT TO GATHER GENERAL FIRST-IMPRESSIONS AND SEE IF PEOPLE UNDERSTAND YOUR PRODUCT'S VALUE
- YOU WANT TO SEE IF PEOPLE CAN PERFORM VERY SPECIFIC TASKS WITHOUT PRIOR KNOWLEDGE
- YOU CAN GET SOME VALUE OUT OF THE SESSIONS AND THE ALTERNATIVE IS NO RESEARCH AT ALL

## BEST USES FOR GUERRILLA RESEARCH

## WHEN SHOULD YOU AVOID GUERRILLA METHODS

- SENSITIVE TOPICS - HEALTH, MONEY, SEX, RELATIONSHIPS
- PARTICIPANTS NEED VERY SPECIFIC KNOWLEDGE
- WHEN THE CONTEXT WILL GREATLY IMPACT THEIR USAGE AND YOU CAN'T TALK TO THEM IN THAT CONTEXT
- WHEN YOU DO HAVE THE TIME OR BUDGET TO DO MORE RIGOROUS RESEARCH!

- SHORTENED VERSIONS OF USABILITY TESTS OR INTERVIEWS.
- PUBLIC SPACE WHERE YOU CAN ASK PEOPLE FOR A FEW MINUTES TO GIVE YOU FEEDBACK,
- APPROPRIATE DEVICE - A TABLET, PHONE OR LAPTOP
- CAMPUS CAFÉS AND PUBLIC AREAS ARE IDEAL

## LIVE INTERCEPTS





- HAVE A SCRIPT PREPARED:

- WHO YOU ARE
- WHERE YOU WORK
- WHAT YOUR GOAL IS
- THEIR TIME COMMITMENT
- THEIR COMPENSATION.

- BE FRIENDLY, BUT NOT PUSHY.

- GIVE PEOPLE THE CHANCE TO OPT OUT OR COME BACK LATER -  
TAKE PAPER WITH TIME SLOTS PRINTED SO THAT PEOPLE CAN SIGN  
UP FOR A LATER TIME.



## LIVE INTERCEPTS



- HIGH VOLUME OF YOUR TARGET AUDIENCE

- GET PERMISSION TO BE THERE

- BE VISIBLE BUT NOT IN THE WAY

- STABLE WI-FI

- WALL PLUGS

- CHECK OUT THE LOCATION AHEAD OF THE SESSION



## LIVE INTERCEPTS- LOCATION

# LOW-FI PROTOTYPES

② First-time

- A PICTURE PAINTS A THOUSAND WORDS
- PUT YOUR SKETCHES ON INVISION
- OR JUST USE PAPER PROTOTYPES
- CHEAP AND EASY
- PEOPLE NEED TO VISUALISE
- YOU DON'T NEED TO BE ABLE TO DRAW
- GOOD FOR COMMUNICATING WITH STAKEHOLDERS TOO

- DIARY STUDIES
- SURVEYS
- HOT JAR
- SKYPE USING PROTOTYPE

## UNMODERATED AND REMOTE RESEARCH

IDEAS?

