### GUERILLA UX





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

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



• 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!



• PUBLIC SPACE WHERE YOU CAN ASK PEOPLE FOR A FEW MINUTES TO GIVE YOU FEEDBACK,

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- APPROPRIATE DEVICE A TABLET, PHONE OR LAPTOP
- CAMPUS CAFÉS AND PUBLIC AREAS ARE IDEAL



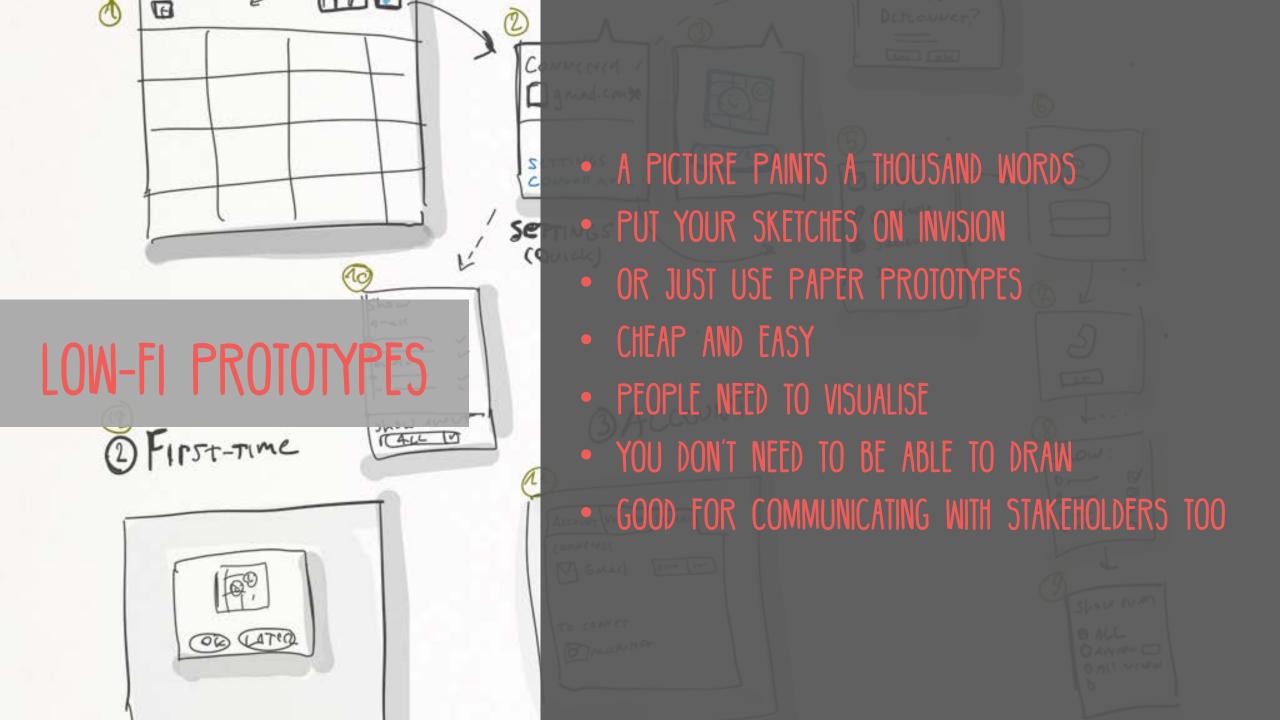


- WHO YOU ARE
- WHERE YOU WORK
- WHAT YOUR GOAL IS
- THEIR TIME COMMITMENT
- THEIR COMPENSATION.
- BE FRIENDLY, BUT NOT PUSHY.
- GIVE PEOPLE THE CHANCE TO OPT OUT OR COME BACK LATER TAKE PAPER WITH TIME SLOTS PRINTED SO THAT PEOPLE CAN SIGN
  UP FOR A LATER TIME.









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

## UNMODERATED AND REMOTE RESEARCH

### IDEAS?

