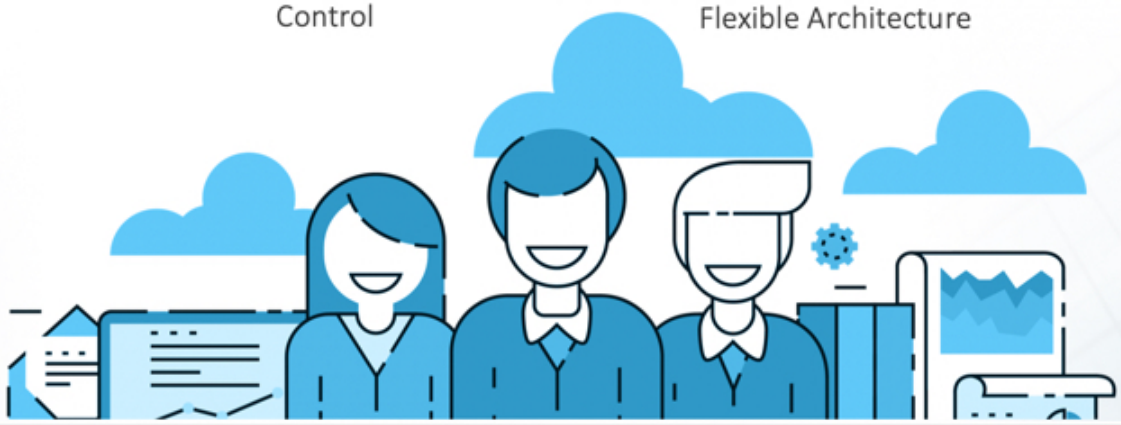
The Hard Thing About User Research

I'm Emera.

10+ years in product management roles
14+ years in media/advertising technology

OUR MISSION IS TO DELIVER MARKETING THAT **EVERYONE LOVES.**

CONSUMERS	MARKETERS	AGENCIES	PUBLISHERS
Better Digital Experience	Outcomes	Better Client Results	Experiences
Ad Relevance + Delight	Transparency	Future-Proofed “Products”	Monetization
Clear Value-Exchange	Control	Flexible Architecture	Differentiation



MediaMath

Today, I'm going to talk about:

- [ ] my struggle with user research
- [ ] how I developed user research habits
- [ ] how to get started (maybe even today?)

But first, housekeeping:

Got a question? Ask!

Slides @ iamemera.com/slides

Tweet & Gram @iamemera

The Problem

We should be talking to more customers.

But in B2B, I need the sales team onboard and I need the client success manager to sign-off and the VP only agrees if we use SmartSheet to schedule interviews and, oh I need buy-in from the CRO too.

Or, I can #justdoit

These efforts were...

- [x] not scaleable.
- [x] not sustainable.
- [x] too time intensive.
- [x] not goal-oriented.

New company,

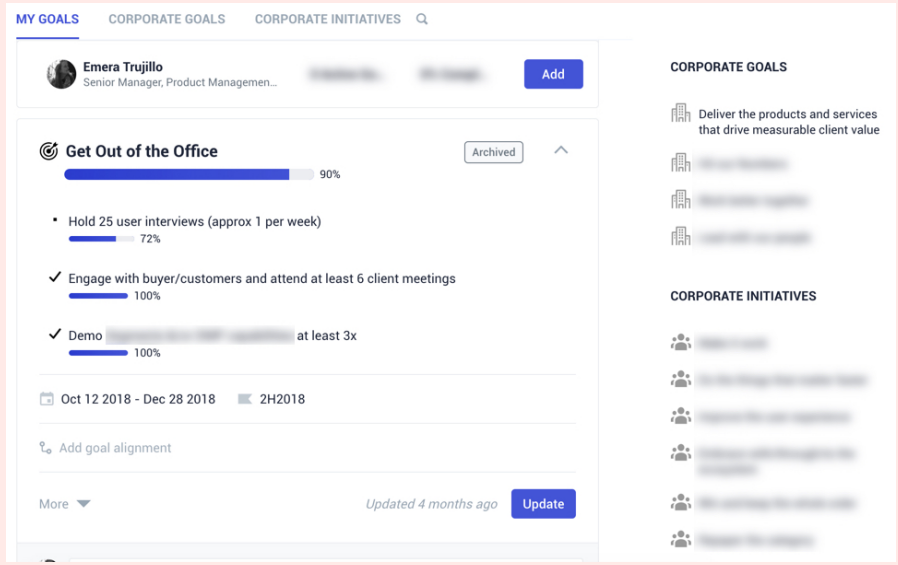
new UX activities...?

#goals

Get out of the office

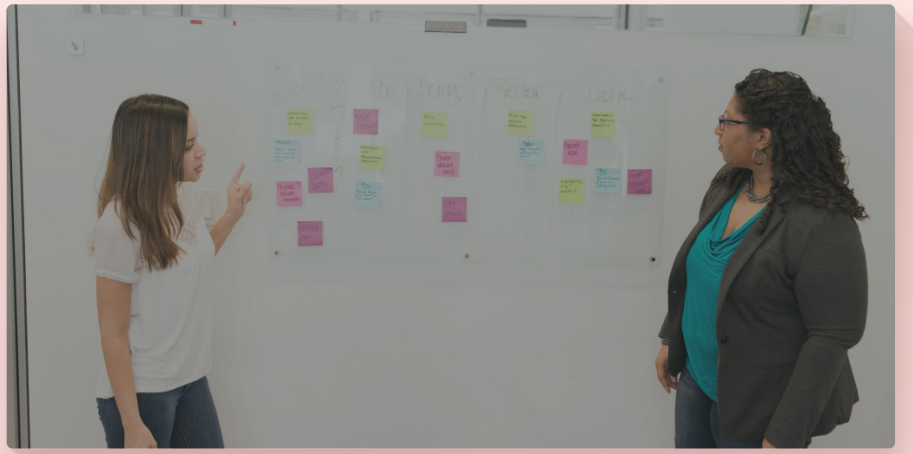
- [ ] at least 1 customer engagement (demo, pitch, save, etc.) per month
- [ ] at least 1 user engagement per week

Make them real goals.

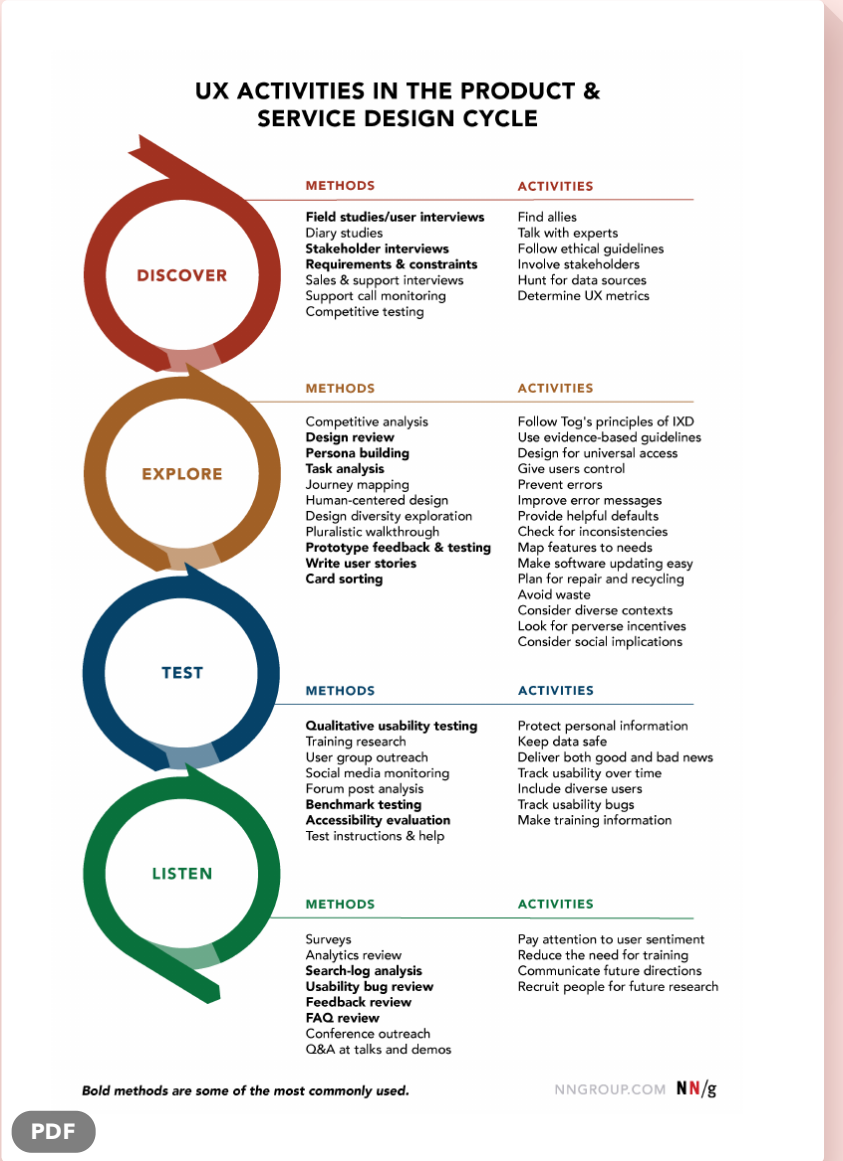


Identify a research question.

(spend time on this.)



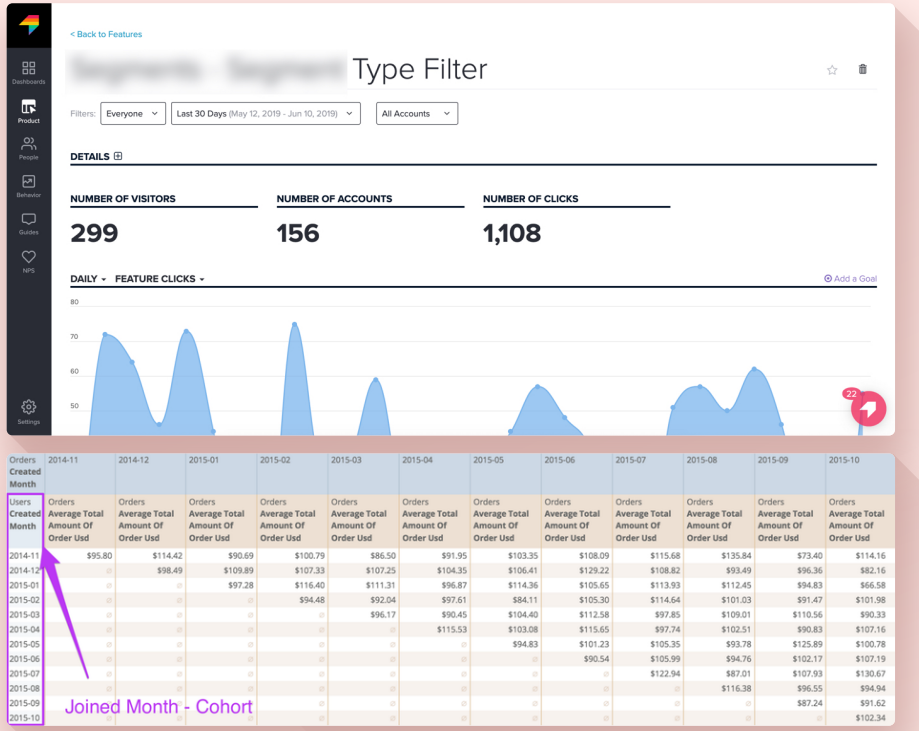
Select a method & activity.



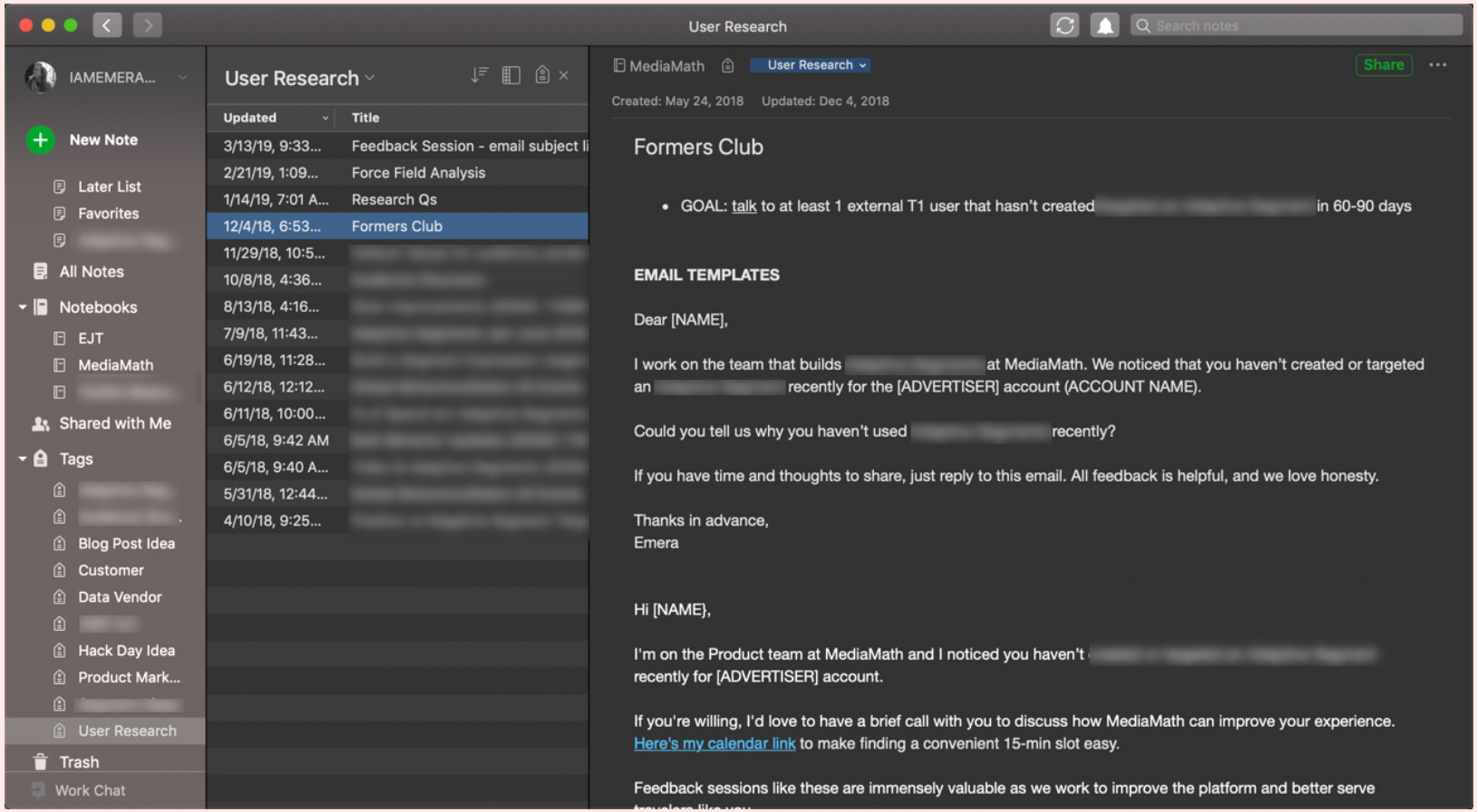
The Tools

To find users:

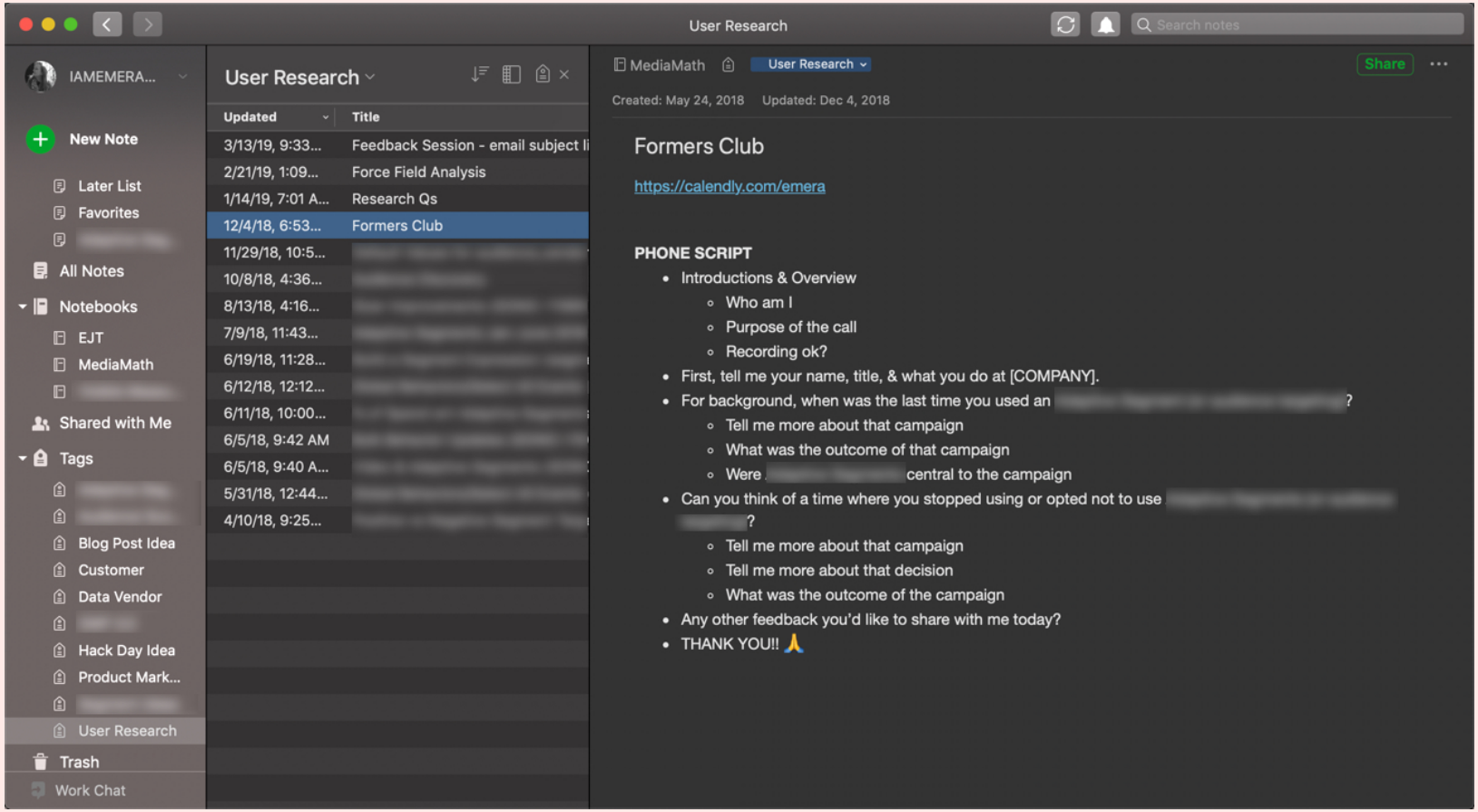
- Pendo - identity users based on activities or patterns of use
- Looker - co-hort analysis for churned account interviews



Template


User Research
Search notes
IAMEMERA...
New Note
Later List
Favorites
All Notes
Notebooks
EJT
MediaMath
Shared with Me
Tags
Blog Post Idea
Customer
Data Vendor
Hack Day Idea
Product Mark...
User Research
Trash
Work Chat
User Research
Updated
Title
3/13/19, 9:33... Feedback Session - email subject li
2/21/19, 1:09... Force Field Analysis
1/14/19, 7:01 A... Research Qs
12/4/18, 6:53... Formers Club
11/29/18, 10:5...
10/8/18, 4:36...
8/13/18, 4:16...
7/9/18, 11:43...
6/19/18, 11:28...
6/12/18, 12:12...
6/11/18, 10:00...
6/5/18, 9:42 AM
6/5/18, 9:40 A...
5/31/18, 12:44...
4/10/18, 9:25...
MediaMath
User Research
Share
Created: May 24, 2018 Updated: Dec 4, 2018
Formers Club
GOAL: talk to at least 1 external T1 user that hasn't created in 60-90 days
EMAIL TEMPLATES
Dear [NAME],
I work on the team that builds at MediaMath. We noticed that you haven't created or targeted an recently for the [ADVERTISER] account (ACCOUNT NAME).
Could you tell us why you haven't used recently?
If you have time and thoughts to share, just reply to this email. All feedback is helpful, and we love honesty.
Thanks in advance,
Emera
Hi [NAME],
I'm on the Product team at MediaMath and I noticed you haven't recently for [ADVERTISER] account.
If you're willing, I'd love to have a brief call with you to discuss how MediaMath can improve your experience. Here's my calendar link to make finding a convenient 15-min slot easy.
Feedback sessions like these are immensely valuable as we work to improve the platform and better serve

Script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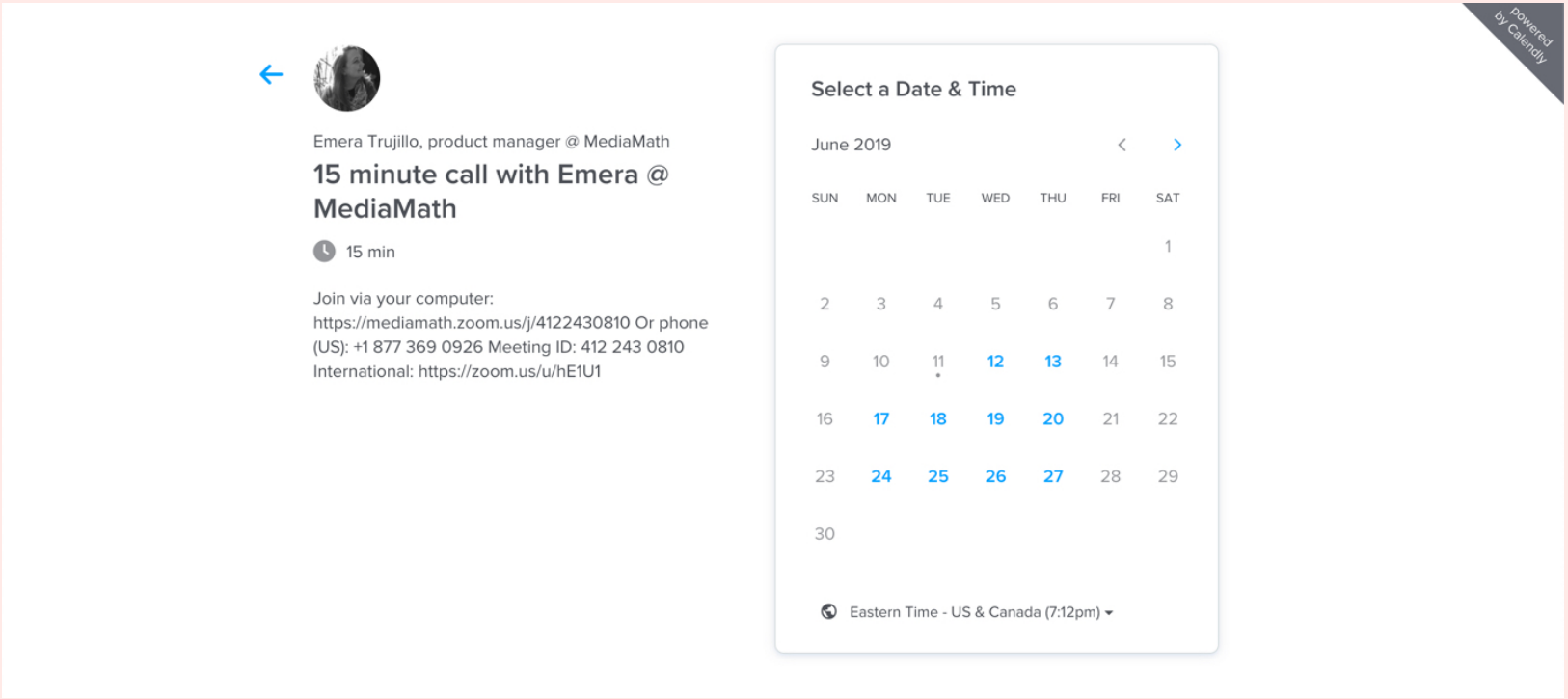
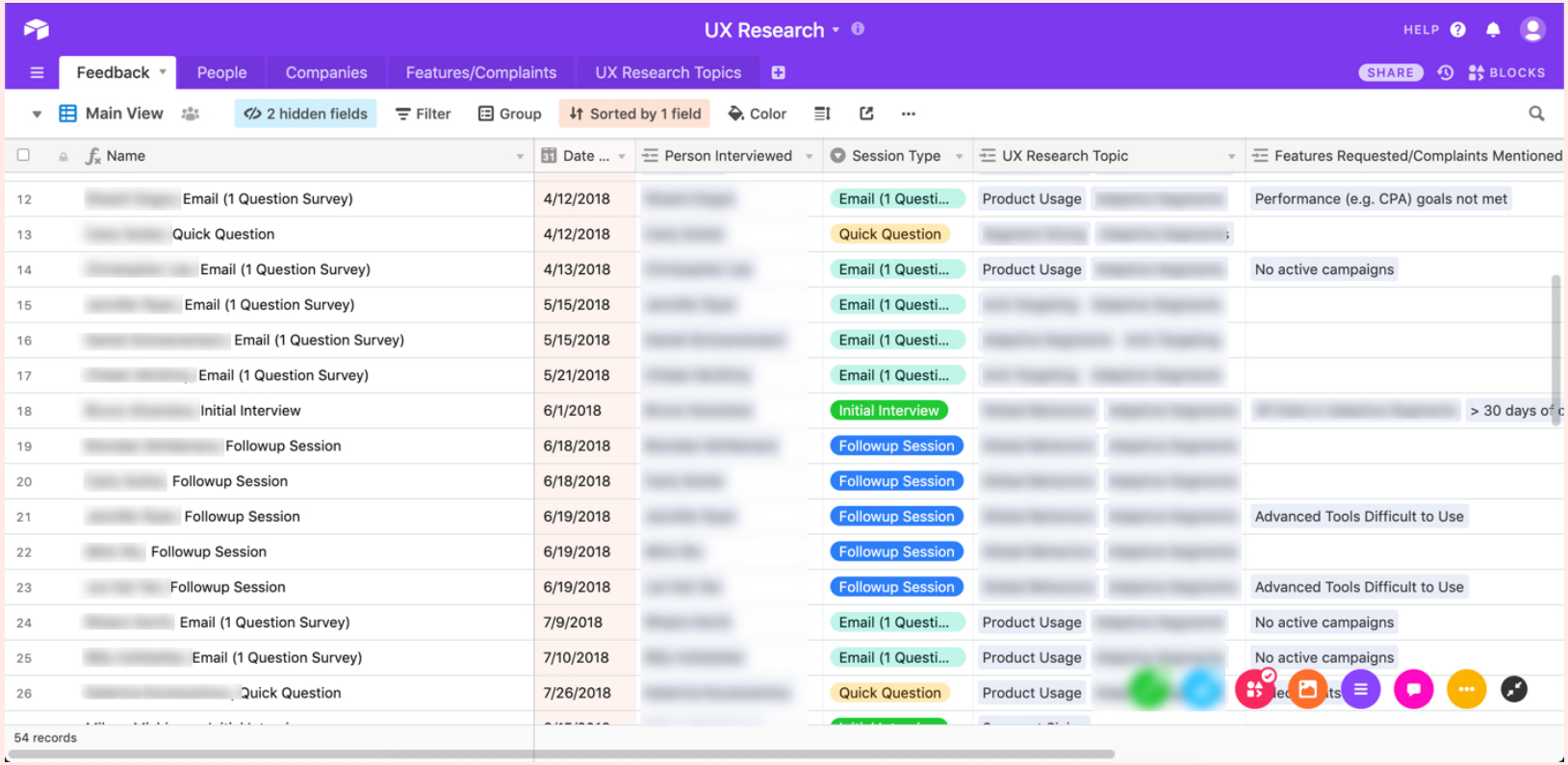
5/31/18, 12:44...
4/10/18, 9:25...
MediaMath
User Research
Share
Created: May 24, 2018
Updated: Dec 4, 2018
Formers Club
https://calendly.com/emera
PHONE SCRIPT
Introductions & Overview
Who am I
Purpose of the call
Recording ok?
First, tell me your name, title, & what you do at [COMPANY].
For background, when was the last time you used an
Tell me more about that campaign
What was the outcome of that campaign
Were
central to the campaign
Can you think of a time where you stopped using or opted not to use
Tell me more about that campaign
Tell me more about that decision
What was the outcome of the campaign
Any other feedback you'd like to share with me today?
THANK YOU!!

Schedule


powered by Calendly
Emera Trujillo, product manager @ MediaMath
15 minute call with Emera @ MediaMath
15 min
Join via your computer:
https://mediamath.zoom.us/j/4122430810 Or phone
(US): +1 877 369 0926 Meeting ID: 412 243 0810
International: https://zoom.us/u/hE1U1
Select a Date & Time
June 2019
SUN MON TUE WED THU FRI SAT
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30
Eastern Time - US & Canada (7:12pm)

Track

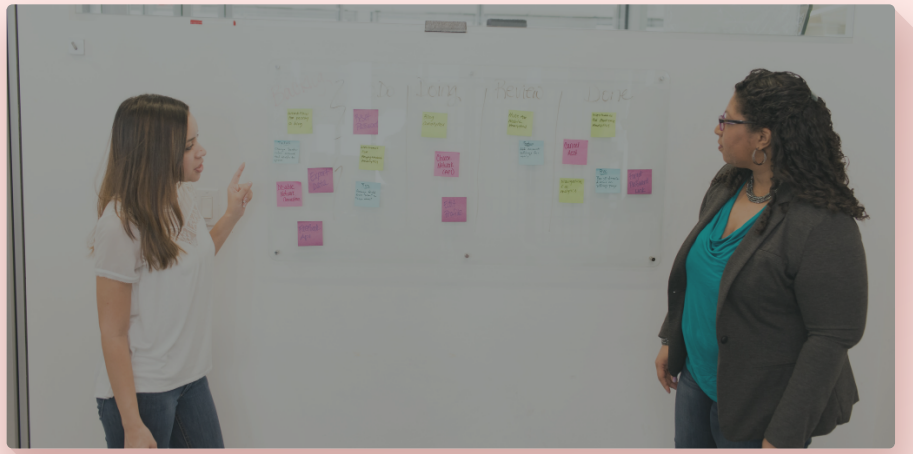

UX Research
HELP
Feedback
People
Companies
Features/Complaints
UX Research Topics
SHARE
BLOCKS
Main View
2 hidden fields
Filter
Group
Sorted by 1 field
Color
Name
Date ...
Person Interviewed
Session Type
UX Research Topic
Features Requested/Complaints Mentioned
12 Email (1 Question Survey) 4/12/2018 Email (1 Questi... Product Usage Performance (e.g. CPA) goals not met
13 Quick Question 4/12/2018 Quick Question
14 Email (1 Question Survey) 4/13/2018 Email (1 Questi... Product Usage No active campaigns
15 Email (1 Question Survey) 5/15/2018 Email (1 Questi...
16 Email (1 Question Survey) 5/15/2018 Email (1 Questi...
17 Email (1 Question Survey) 5/21/2018 Email (1 Questi...
18 Initial Interview 6/1/2018 Initial Interview > 30 days of
19 Followup Session 6/18/2018 Followup Session
20 Followup Session 6/18/2018 Followup Session
21 Followup Session 6/19/2018 Followup Session Advanced Tools Difficult to Use
22 Followup Session 6/19/2018 Followup Session
23 Followup Session 6/19/2018 Followup Session Advanced Tools Difficult to Use
24 Email (1 Question Survey) 7/9/2018 Email (1 Questi... Product Usage No active campaigns
25 Email (1 Question Survey) 7/10/2018 Email (1 Questi... Product Usage No active campaigns
26 Quick Question 7/26/2018 Quick Question Product Usage
54 records

Review

The Exercise

Identify a research question.

(spend time on this.)



What are you trying to learn & understand about your users?

What are your users trying to accomplish? (Gather context)

How do they currently achieve this? (Analyze workflow)

What could be better about how they do this? (Find opportunities)

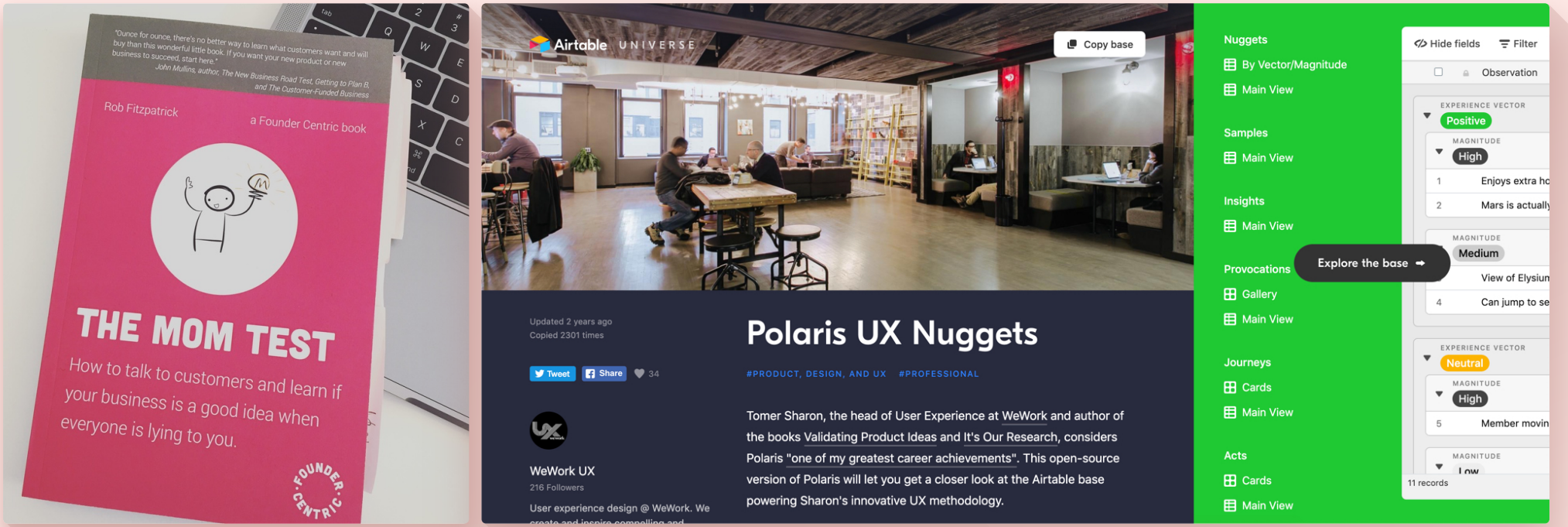
Never ask what they want, https://medium.com/user-research/never-ask-what-they-want-3-better-questions-to-ask-in-user-interviews-aeddd2a2101e

Share your research questions.

Slides @
iamemera.com/slides

Tweet & Gram
@iamemera

Resources



The Mom Test: http://momtestbook.com/
Polaris UX Nuggets:
https://airtable.com/universe/expShuhNMi0Oc0xpb/polaris-ux-nuggets

User Research Resources

Nielsen Norman Group
https://www.nngroup.com/articles/user-interviews/
https://media.nngroup.com/media/articles/attachments/ux_methods_activities_NNg_A4.pdf

Airtable & WeWork Polaris UX Nuggets
https://airtable.com/universe/expShuhNMi0Oc0xpb/polaris-ux-nuggets

Looker & Cohort Analysis
https://looker.com/blog/flexible-agile-cohort-analysis

A few Medium posts to inspire you
https://medium.com/pminsider/heres-why-you-don-t-do-customer-research-68085c3cfac5
https://productcoalition.com/how-to-ask-better-user-research-questions-a-guide-for-startup-product-managers-dc076c4004cb
https://medium.com/user-research/never-ask-what-they-want-3-better-questions-to-ask-in-user-interviews-aeddd2a2101e

User Research Tools

Pendo, https://www.pendo.io/

Looker, https://looker.com/

Airtable, https://airtable.com/

Calendly, https://calendly.com/

Deck Resources

PasteApp, https://pasteapp.com/

Pablo by Buffer, https://pablo.buffer.com & search for "wocintech"

http://guerrillagirlsontour.com/wp-content/uploads/2012/02/tkts_nyc.jpg