

A dark night scene of a castle with fireworks exploding in the sky. The castle is illuminated with blue and red lights, and the fireworks are in various colors, including red, white, and blue. The text is overlaid on the scene in a white, serif font.

*... And they lived
happily
ever after.*

The tale between market and user research.



Once upon a time...



*Market
research
ruled the
world.*

Market research came about
in the 1920s.

Daniel Starch developed a theory
that advertising had to be **seen,**
read, believed, remembered, and
most importantly, **acted upon,** in
order to be considered effective.

*Let's work together
in doing research!*



Market and User Personas

ACTIVELY CURIOUS AMANDA

35, Single, Project Manager at Yahoo!



“Nothing is impossible. The word itself says, I’m possible.”

AMANDA'S BACKGROUND

Amanda is a project manager who just moved into a cozy 1-bedroom apartment. *“It’s smaller than my old place but it suits me and my cat Yancy just fine.”*

At work and at home, Amanda is a creative problem solver. *“I have an eagerness to learn. To me if you’re not curious, it’s like being complacent.”* She’s always on the lookout for DIY solutions to make the most of her space. For example, her closet is tiny so when she saw an over-the-door IKEA shoe rack on Apartment Therapy, she got really excited. *“It was too wide but I got it and figured*

out how to cut the bars to make it narrow enough for my door.”

Time management is important for Amanda. She’s busy juggling work, friends, and dating so she looks for ease in all things including eco-friendliness. She tries to be green where she can, but she won’t sacrifice convenience or cost. *“I try to recycle and I prefer natural products. I buy some green but if a product doesn’t work for me or is too expensive I just go with something else.”*

Amanda sets goals to reach for. She makes lists for everything: books to read, movies to watch, restaurants to try, and places to travel.

DAY IN THE LIFE

Most days begin at 6am with a “soft wake up” via her Up bracelet and sleep cycle tracker. *“I try not to get sucked into my iPhone but I usually check Twitter for news before I get out of bed.”* She has coffee while scrolling through an RSS reader on her “old school” Mac laptop to see space saving ideas on Apartment Therapy, fashion news, and what’s cool on the web from Mashable. She spends so much time online that by 8:30, she’s rushing to finish her hair and makeup. *“I can’t tell you how many times I’ve forgotten to turn off my flat iron!”*

Throughout the day, Amanda checks Facebook and Twitter. Mostly to keep up with friends and get news. She tries to be purposeful in her posts. *“I’m not an over-sharer.”* She’ll write a review about an experience on Yelp or Amazon about products she likes and provides guidance. *“When I was setting up my Apple TV, I wrote a review because it I had issues with it recognizing the router and it took me some time to figure it out. I didn’t want other people going through the same problem.”*

Amanda’s work hours are erratic. This is frustrating because Yancy insists on food by 8pm so Amanda sometimes has to go home, then go back to work, and finally returning home well after dark. *“I really hate*

coming home to a dark house.” She makes dinner for herself before watching Netflix or Apple TV or reading on her iPad and before going to sleep after midnight.

Amanda likes to try new things. On weekends, she spends her precious free-time exploring new restaurants with friends, going on hikes, and planning short weekend adventures. She aspires to travel more but doesn’t want to leave Yancy home alone for more than a couple of days.

TECHNOLOGY ADOPTION: EARLY MAJORITY

A lot of Amanda’s awareness about the latest and greatest tech comes from co-workers and friends. She likes to see what her friends have to say about a new product before she invests in it. *“I’ll stand in line for version 1.0 but she’s not going to give me credit for it unless she gives herself credit thanks to her friends.”* For example, she saw a smart home AC on an RSS feed. For example: The new app for AC was so easy to use so Amanda was delighted to try it. *“I saw a window AC that you control with your phone. Convenience is something you delay when you’re in a hurry. It’s cool to see products you can take with you. It’s worth the investment.”* She’ll take a product if it serves a purpose in her life and often buys online to save the time of going to the store.

Amanda’s Goals:

1. **Getting the most out of her space** – she wants to check To Dos off her list and get a sense of accomplishment.
2. **Maintaining a comfy home** – she wants for her to come home to a cozy and comfortable environment for her and Yancy.
3. **Staying healthy, happy, and curious** – she is curious and seeks out new experiences and challenges.

NON-STOP NESTERS

NATE + MARISA

41 and 39, Married, both work full-time



“Hobbies? What are hobbies? The kids are our hobbies.”

NATE AND MARISA'S BACKGROUND

Nate and Marisa have been married for 12 years. They’re raising their 2 daughters and a dog called Rocco in the house they bought and remodeled themselves 5 years ago. Nate is a communications consultant and Marisa works as an elementary school teacher.

Their image is important to them. They’re usually the ones orchestrating get-togethers and coordinating events for their kids and friends.

They’re both very curious and if there’s something they haven’t heard of before, they’re quick to pull out their

phones and Google it. *“I Google everything. I Google at least 3 or 4 things a day. Who’s in that show? What’s the best doctor in the area?”* They’re open to new experiences and prefer to try do things themselves rather than hiring someone.

DAY IN THE LIFE

With two little ones running around, routine is key. Marisa gets up early every morning to work out, shower. Nate wakes up shortly after her and checks his email, Facebook, sports and weather on his Galaxy before getting out of bed. They make breakfast and head out the door by 7am to bring the kids to school and head to work.

Marisa coordinates with other moms to have days off work, and vice-versa, to take care of the kids. They’re a close knit family. She and her husband are heavily involved in their kid’s extracurricular activities, so they balance their careers and social life with PTA’s and soccer games.

After school and work they make dinner and will either read books they’ve downloaded to their iPads from the local library or watch TV shows on Roku.

One of Nate’s pet peeves lights left on. When his daughter has friends over they leave them lights on all over the house. He has to follow them around turning every one off. Another problem they encounter is when their little one gets up to go to the bathroom, it’s so dark she wishes there was a way to automatically turn lights on and off without getting out of bed.

On the weekend they go to the park or hang out around the house. Music is a big part of their life and they use wireless speakers to control Pandora but are interested in Sonos. *“I want the Sonos so we can have different music though the house. My brother has it and I started researching it after I saw it at Costco. Sonos links up to your Wifi. It looks incredibly easy. The only reason I don’t*

have it is that each box is \$300. The Jawbone one is \$100.”

TECHNOLOGY ADOPTION: EARLY MAJORITY

Keeping things running smoothly is important to them, so they are always on the lookout for new ways to manage the work-life balance. *“Technology helps us but we don’t have that Jetson’s kind of life. We’re not interested in the next big toy. It has to serve a purpose, if it’s not going to be used every day I won’t get it.”* Marisa and her husband find out about technology through word-of-mouth or Facebook. *“I discover stuff on Facebook, Gizmodo and Wired. My brother and I talk about new apps we’re into.”* And will usually research more about it if it solves a problem.

They don’t consider themselves early adopters, but they’re using technology to make technology easier to use. *“New tech is so advanced now?! I YouTube for instructions rather than read the manual. Even at Ikea, stuff is so hard so I Google the instructions and find a YouTube video. We just got the Prius and I have to program in my favs so I don’t want to read the instructions.”*

They like to try new products and stores but when a brand has proven to work, they’re loyal and they can’t help but tell everyone about it. *“I stop people at Target to tell them about a product I have tried and love.”* They research online and will buy at the store or online, depending on what is most convenient and quick.

Nate and Marisa’s Goals:

1. **Creating a safe, reliable environment for their kids** – creating a home that’s welcoming, safe and cozy
2. **Being good parents** – they would rather focus on building a family than climbing the career ladder.
3. **Staying connected to friends and family** – their social life with family is important to them.

*Sometimes you
feel like the enemy.*



market research vs. user research

- how **open** to an idea, product, or service people are
- market research helps define a marketing strategy
- It's a decision based on who the company wants to target

- how will people **use** this product or service
- what are their needs, goals, and behaviors around this service
- Design research helps us in designing and building a product or service that is intuitive and useful for the people using it

Combined Personas

Vs.

Separated Personas

- 1 guide post
- Great for onboardings
- But market demographics change quicker than behavioral personas

- Hard to keep track of segmentation vs. personas
- Market segmentation is easier to track through journey vs. user personas

MAPPING OUT RESEARCH

Market Research

Brand Research

1st interaction
with the brand

Point of
'Conversion'

Ah-Hah!
Moment

Customer Touchpoints

**Exploratory
User Research**

User Research



*As soon as your
potential customers engage
with your brand,
the conversation changes,
because now
your customers **know** you.*



My

3

Lessons

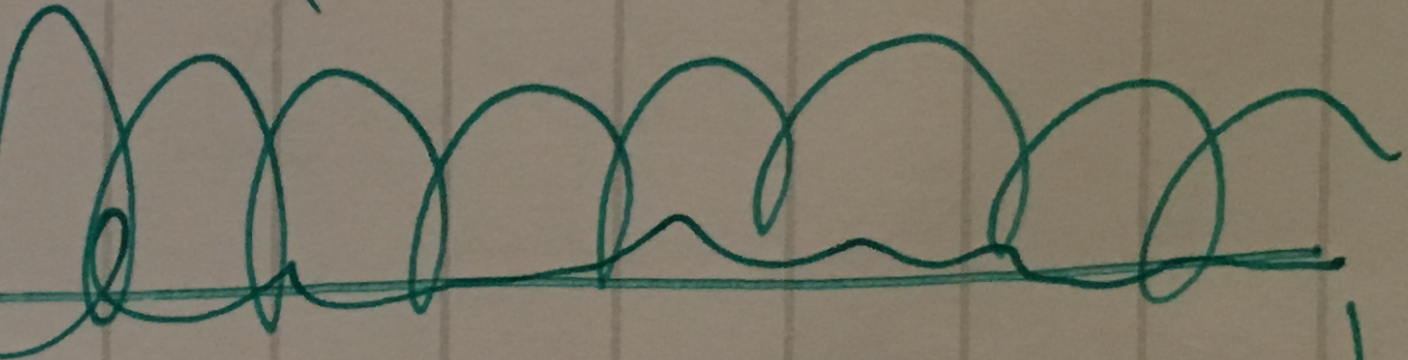
Learned



1.
*Research is a
conversation
sometimes a
dance*

marketing

1st
to purch



how people use
product

2.
*Draw/map
out your
research*



3.
*It helps to
define your
'aha' moment*

*... And
they lived
happily
ever after.*

Thank you!

