

The Role of **User Research** in Customer Satisfaction and Retention

**When it comes
to customer satisfaction,
product design has to be right**

The Hammer



Wine Bottles



Doors



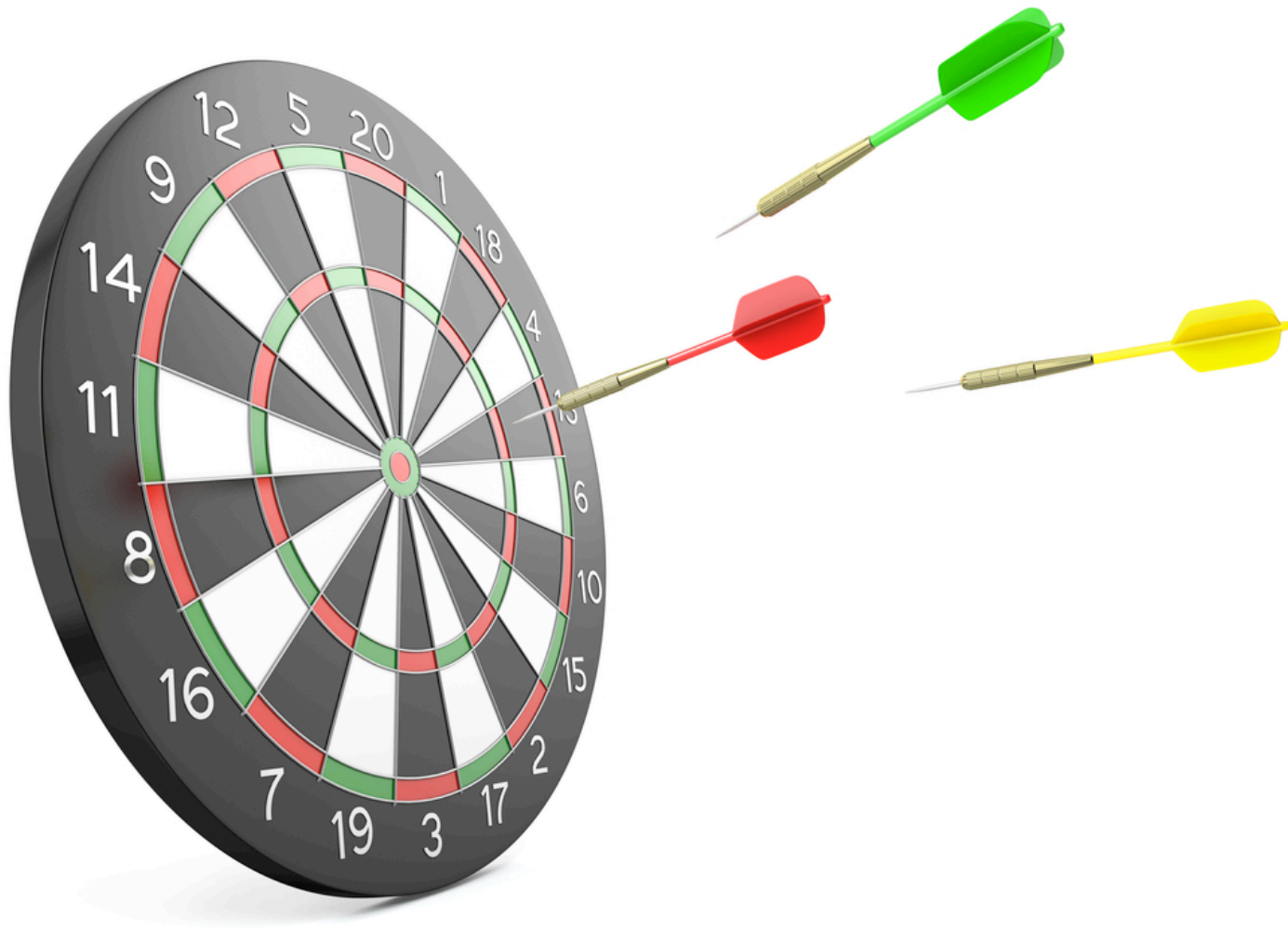
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Yet . . .



**More features does not
equal a better product**



**How do we figure out
what actually works
for the customer?**

And what does customer satisfaction **actually mean?**



Customer satisfaction reflects
the **expectations and experiences**
that the customer has with a product or service.

Expectations reflect both **past and current**
product evaluation and use experiences.

To satisfy customers, you need to understand
the nature
of customer expectations

Explicit Expectations:



It will print 10 pages/minute

Implicit Expectations:



It's going to be easy to use

Static Performance Expectations



It will be dependable and last several years

Dynamic Performance Expectations



I can update the printer driver if needed

Technological Expectations



I can now output what I used to send to send to print shop

Interpersonal Expectations



I like this company and depend on their friendly tech support

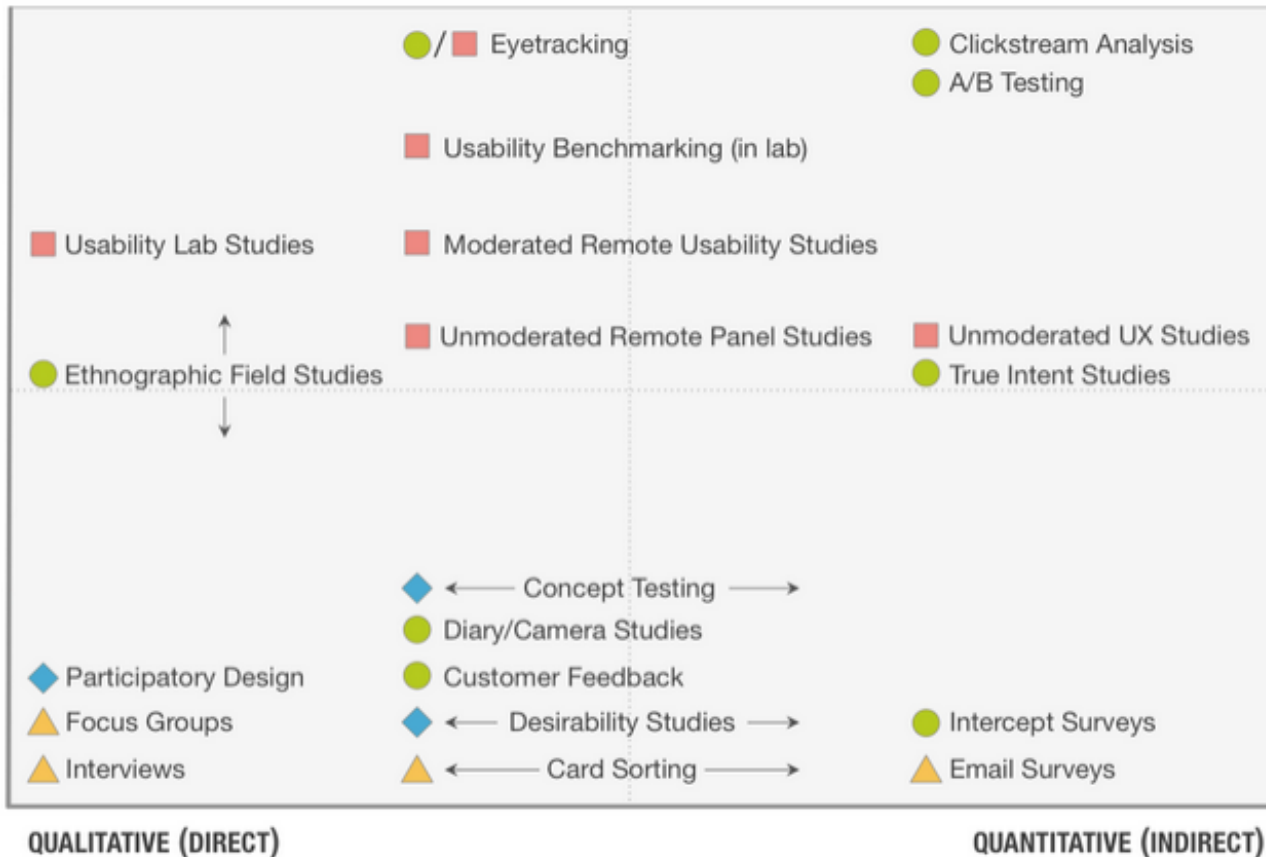
**How can
research help?**



A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

ATTITUDINAL



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Green circle: Natural use of product
- Red square: Scripted (often lab-based) use of product
- Orange triangle: De-contextualized / not using product
- Blue diamond: Combination / hybrid



Two guiding research principles

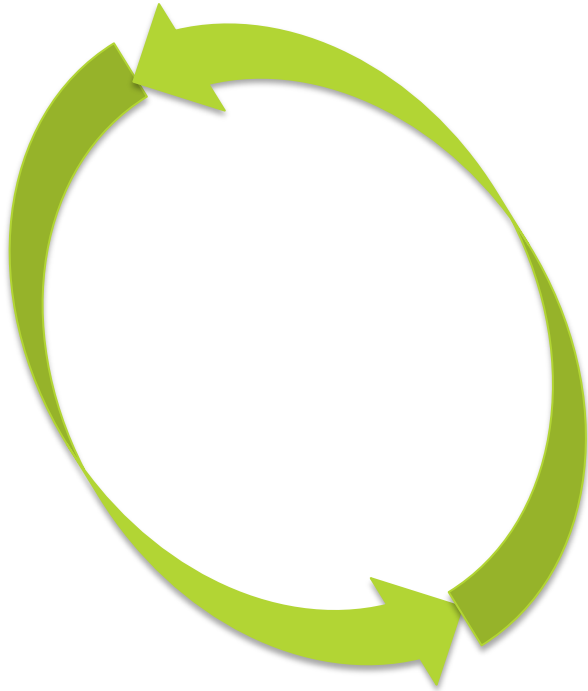


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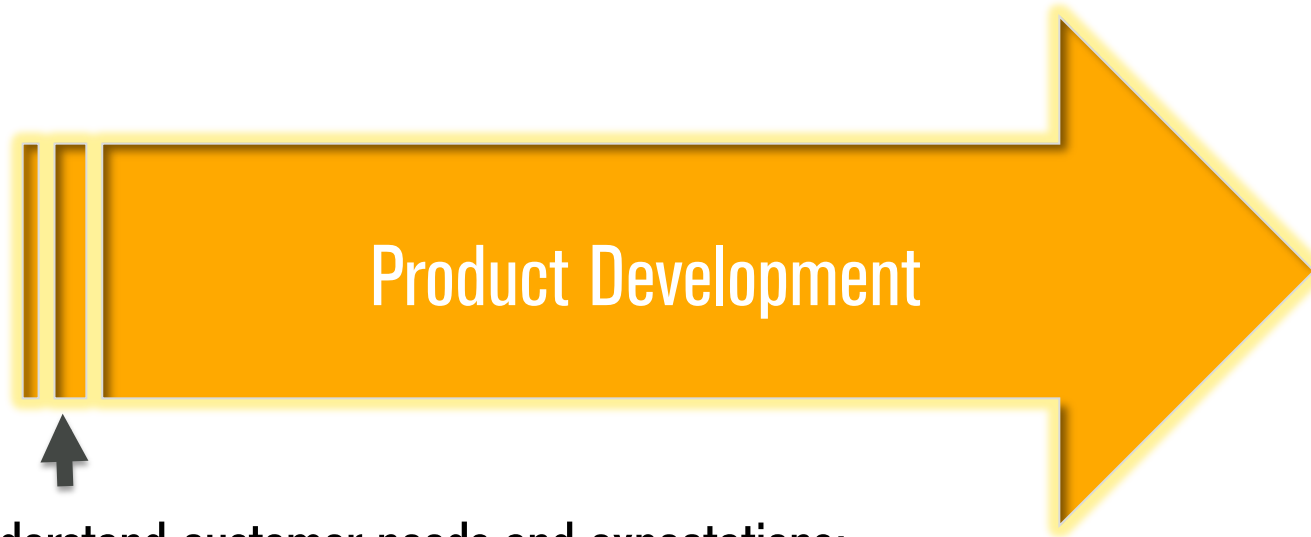
Conduct the
right research
at the
right time

#2

Create a
continuous
customer
feedback loop



Product Definition



Understand customer needs and expectations:

- Focus Groups
- Participatory Design
- Ethnographic Research
- Customer Journey Mapping
- Customer Support Logs
- Analytics Research
- Customer Surveys

Task Analysis



Confirm requirements:

- User Interviews
- Ethnographic Research
- Customer Journey Mapping

Workflows/Wireframing



↑
Test Initial Assumptions:

- In-person Guided Test
- Prototype Testing
- Card Sorting, Tree Testing

Design & Development



Design – Test – Design – Test:

- Lab-based Moderated Testing
- Remote Moderated Usability Testing
- Un-moderated Usability Testing
- Terminology Testing
- Accessibility Testing

Pre-Launch



Functional Usability Test:

- Lab-based Moderated Testing
- Remote Moderated Testing
- Performance Benchmarking
- Beta Feedback

Post-Launch



Continual Feedback:

- Customer Support Logs
- Analytics
- Heat Maps
- A/B Testing
- Customer Surveys



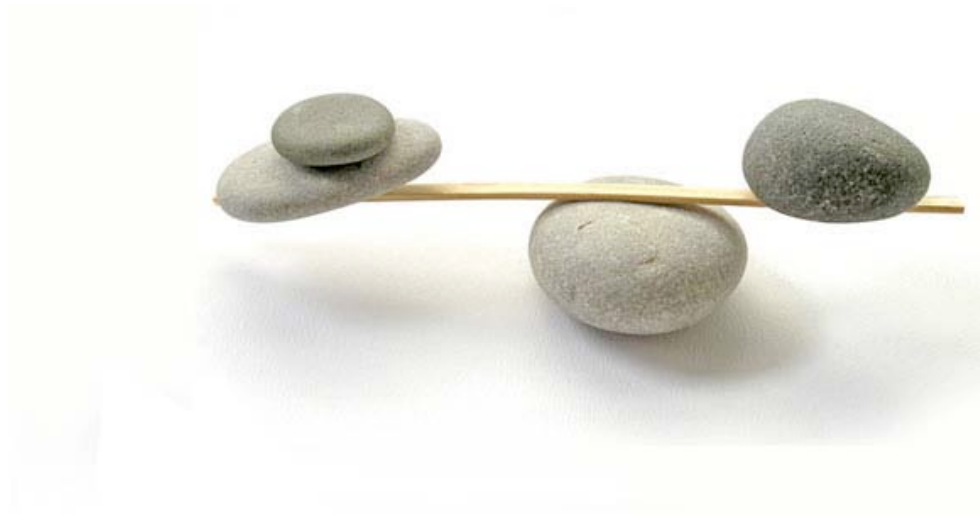
Fact #1:
**The more customer touch points,
the more successful the product**

Fact #2:

**Best way to ensure success:
base decisions on user research
rather than best guesses**

Fact #3:
**It's always more expensive
to go back and fix later**

Find the right balance



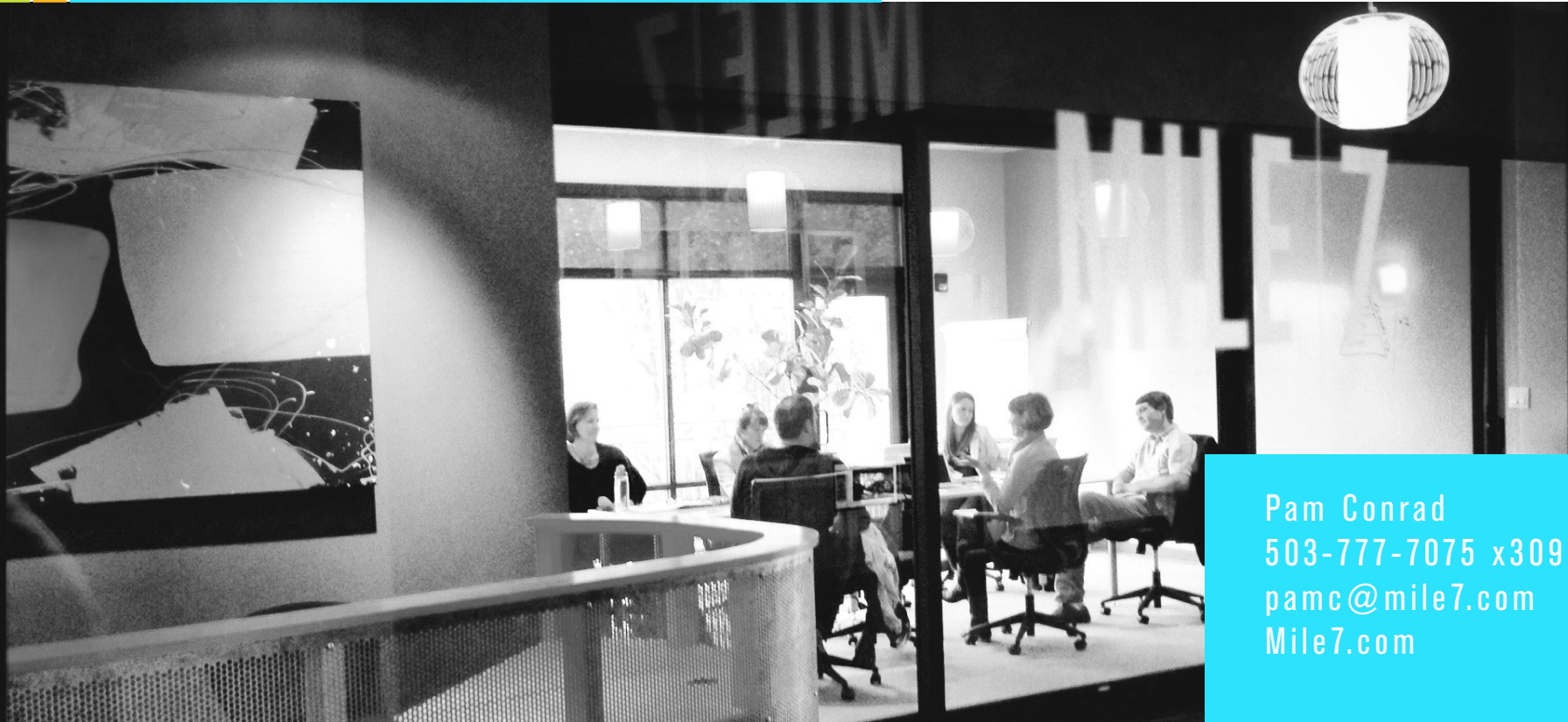
**Where does retention
come in?**

**It's always easier to keep
customers than to find
new ones.**

**“Know thy users,
for they are not you.”**

*Eric Schaffer, Human Factors International

Thank You



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