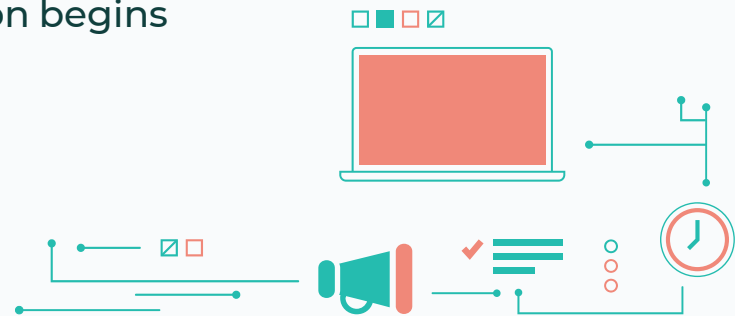


User's Research

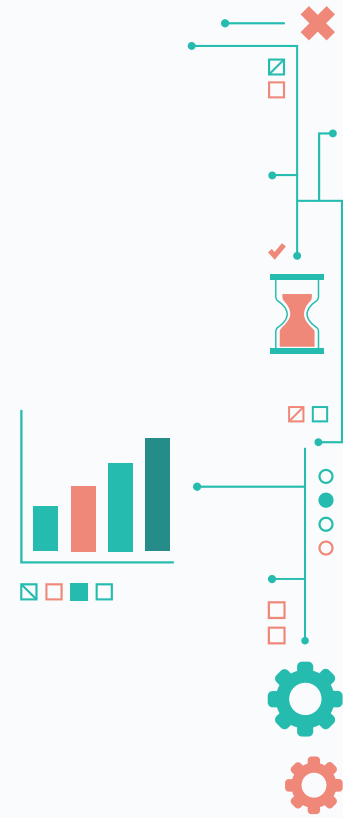
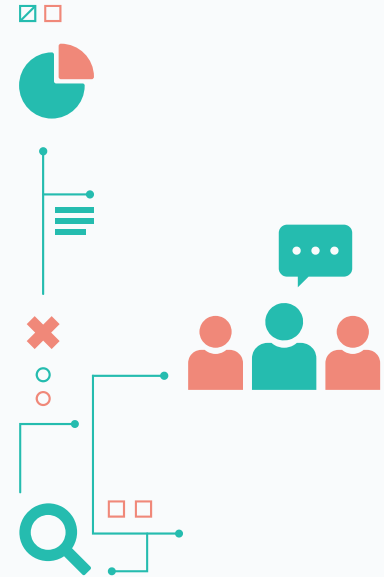


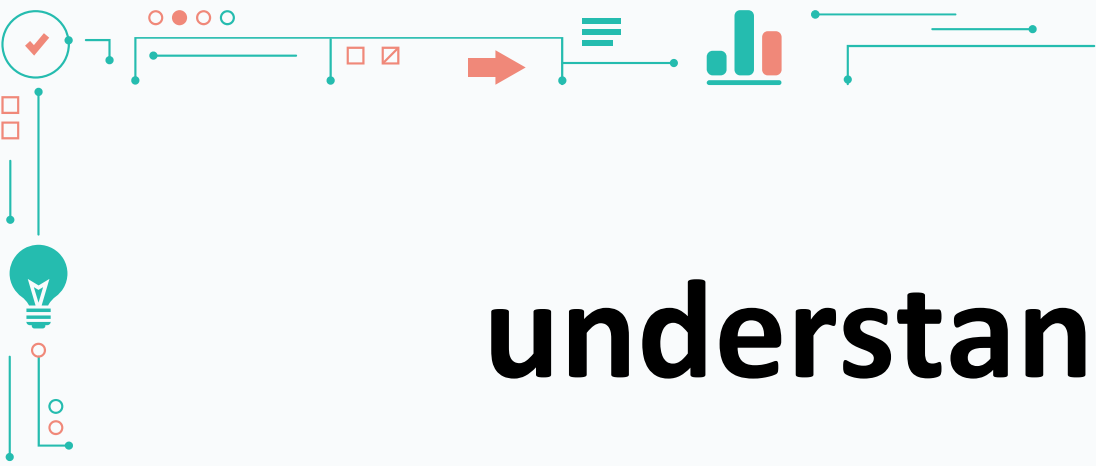
Here is where your presentation begins



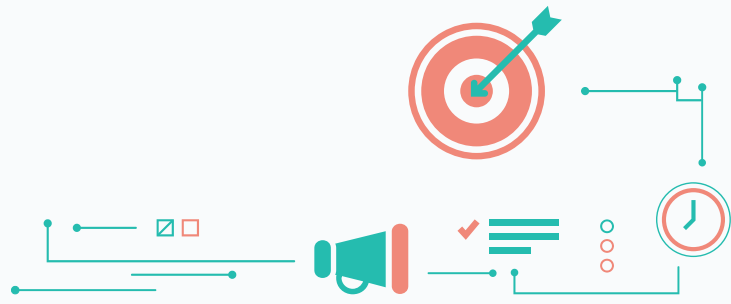
01

WHAT



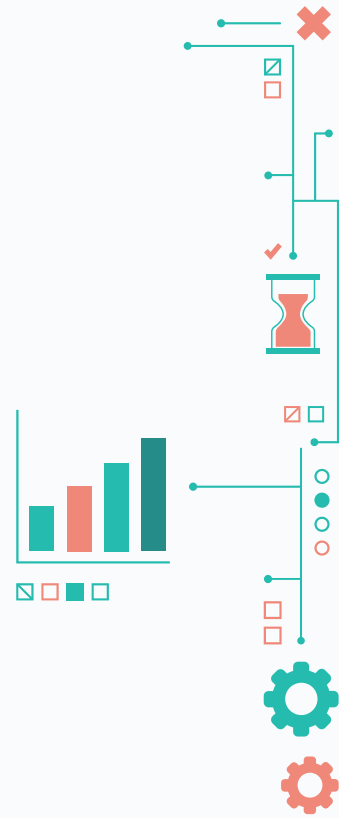
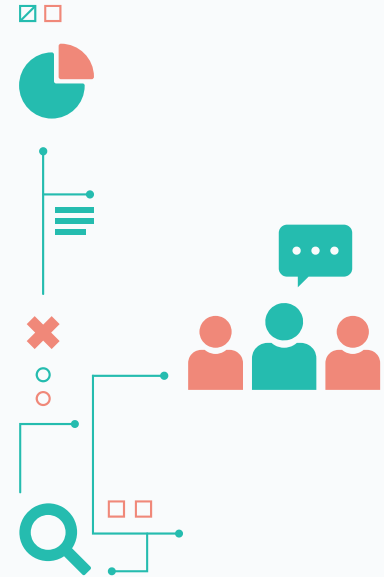


understanding your users and their needs



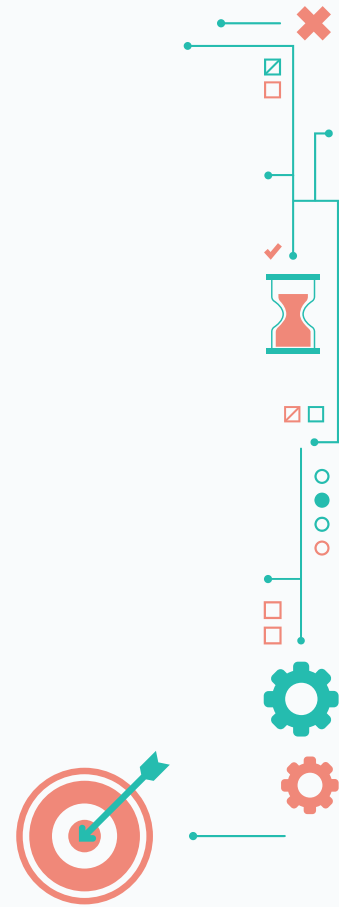
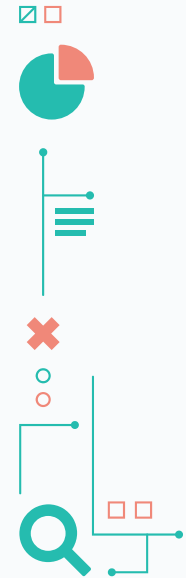
02

WHY



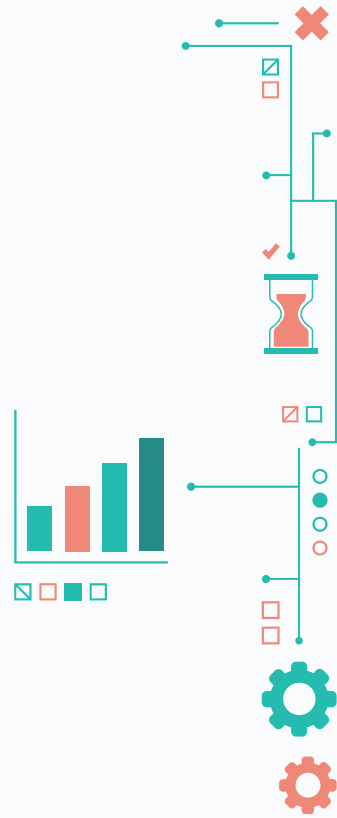
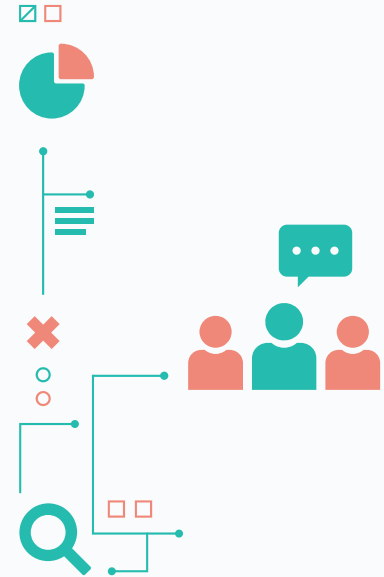
a foundation for creating products, services, or solutions that truly meet the needs, preferences, and pain points of the people they're intended for

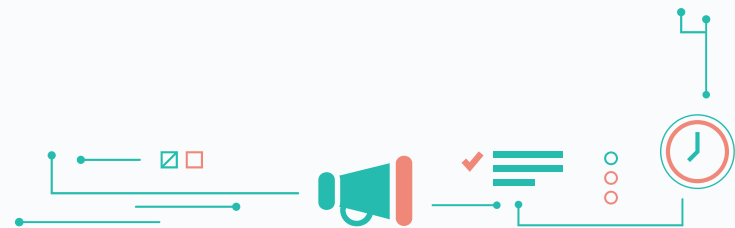
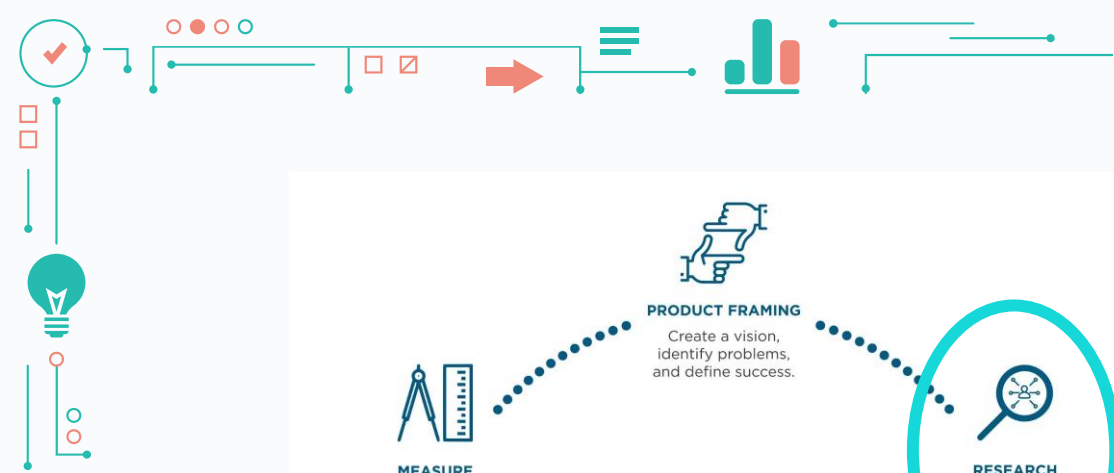
every decision is informed, user-focused, and aligned with both user and business goals

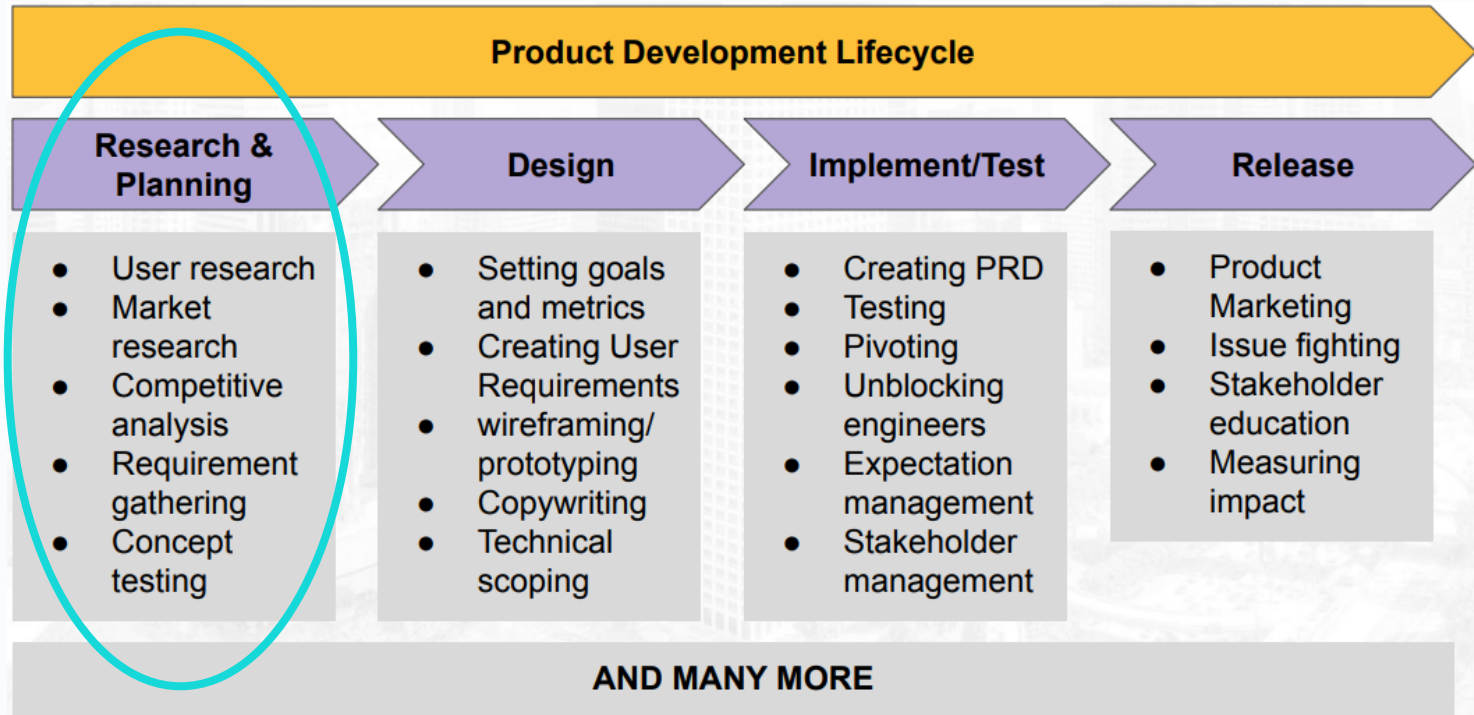


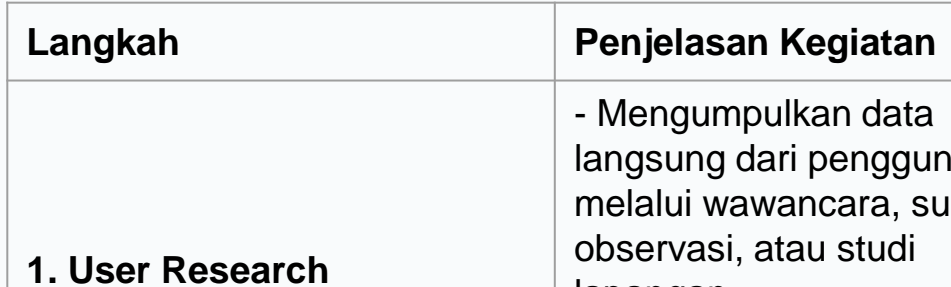
03

WHEN

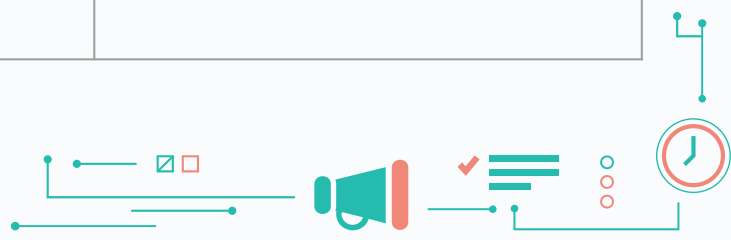






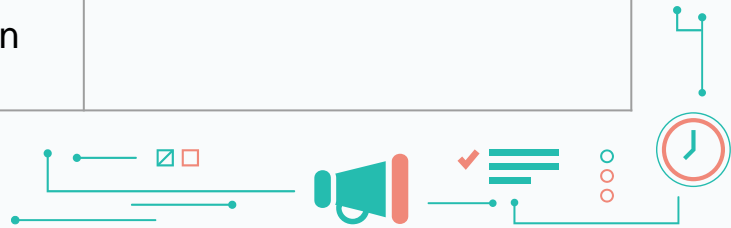


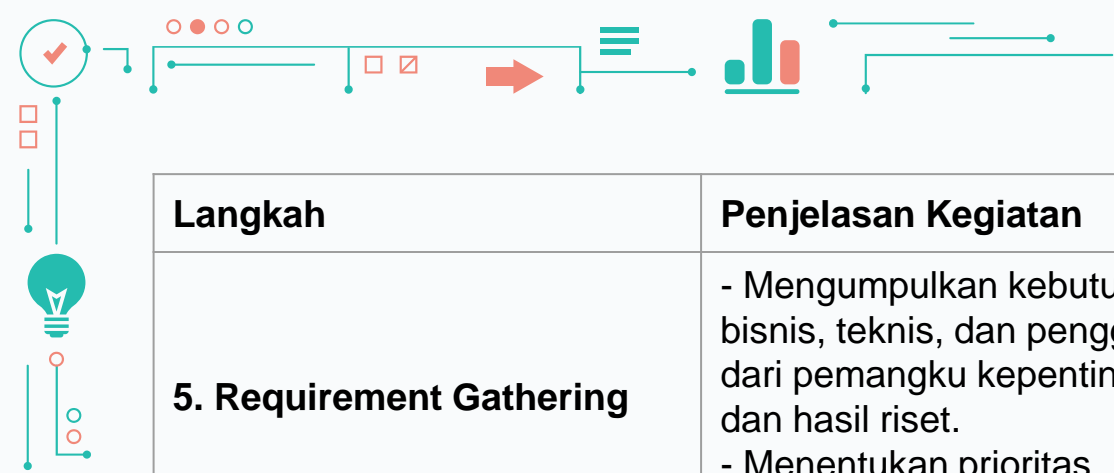
Langkah	Penjelasan Kegiatan	Artefak yang Dihasilkan
1. User Research	<ul style="list-style-type: none">- Mengumpulkan data langsung dari pengguna melalui wawancara, survei, observasi, atau studi lapangan.- Memahami kebutuhan, perilaku, pain points, dan preferensi pengguna.	<ul style="list-style-type: none">- User Persona: Representasi pengguna berdasarkan hasil riset.- Pain points & user goals.- Laporan hasil riset kebutuhan pengguna.
2. Market Research	<ul style="list-style-type: none">- Menganalisis kondisi pasar untuk memahami tren, peluang, dan kompetitor.- Mengidentifikasi posisi produk dalam pasar.	<ul style="list-style-type: none">- Laporan analisis pasar.- Profil target pasar.



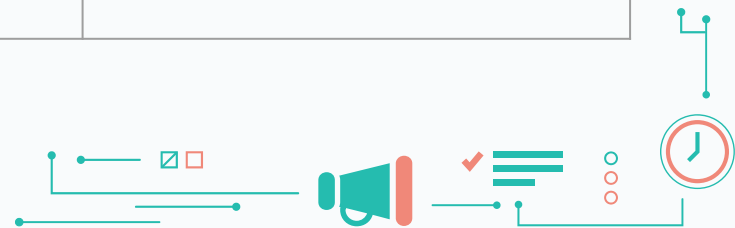


Langkah	Penjelasan Kegiatan	Artefak yang Dihasilkan
3. Competitive Analysis	<ul style="list-style-type: none">- Mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman (SWOT) dari kompetitor langsung/tidak langsung.- Membandingkan fitur produk dan strategi kompetitor.	<ul style="list-style-type: none">- Laporan analisis kompetitor.- Daftar fitur unggulan kompetitor.
4. Business Model Definition	Menyusun Business Model Canvas (BMC) berdasarkan hasil riset pengguna, pasar, dan kompetitor. <ul style="list-style-type: none">- Memetakan elemen-elemen kunci seperti segmen pelanggan, proposisi nilai, saluran distribusi, dan aliran pendapatan.	<ul style="list-style-type: none">- BMC: Business Model Canvas yang menggambarkan strategi dan model bisnis produk.





Langkah	Penjelasan Kegiatan	Artefak yang Dihasilkan
5. Requirement Gathering	<ul style="list-style-type: none">- Mengumpulkan kebutuhan bisnis, teknis, dan pengguna dari pemangku kepentingan dan hasil riset.- Menentukan prioritas kebutuhan.	<ul style="list-style-type: none">- Daftar kebutuhan fungsional dan non-fungsional.- Customer Journey Map (CJM): Memetakan perjalanan pengguna berdasarkan kebutuhan.
6. OKR Definition	<ul style="list-style-type: none">- Menyusun Objectives and Key Results (OKR) berdasarkan BMC, hasil riset, dan kebutuhan pengguna.- Menentukan tujuan strategis produk serta metrik keberhasilannya.	<ul style="list-style-type: none">- OKR: Tujuan strategis yang jelas dan terukur untuk tim atau produk.



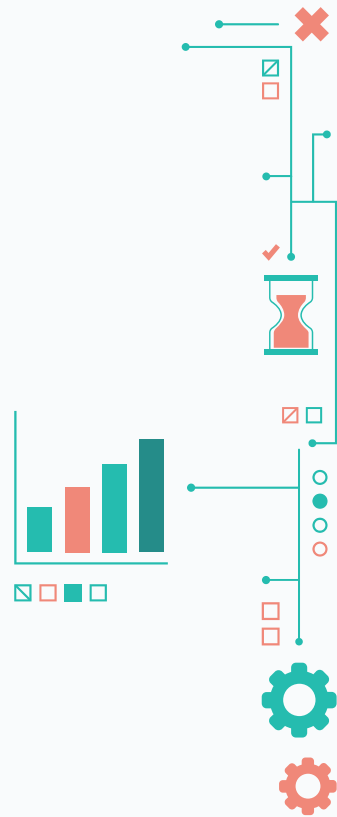
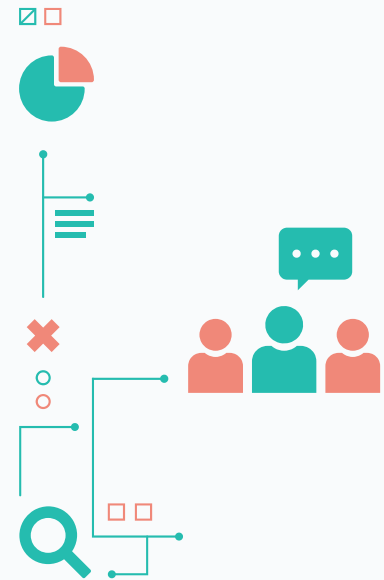


Langkah	Penjelasan Kegiatan	Artefak yang Dihasilkan
7. Concept Testing	<ul style="list-style-type: none">- Menguji ide awal atau konsep produk dengan pengguna atau pemangku kepentingan untuk validasi.- Mendapatkan umpan balik awal terkait kelayakan konsep.	<ul style="list-style-type: none">- User Flow: Diagram alur langkah yang harus dilakukan pengguna.- Umpan balik pengguna.- Laporan validasi konsep.
8. Product Metrics Definition	<ul style="list-style-type: none">- Menentukan metrik yang akan digunakan untuk mengukur keberhasilan produk.- Metrik diturunkan dari OKR dan kebutuhan pengguna.	<ul style="list-style-type: none">- AAARRR Metrics: Metrik untuk setiap tahap funnel (Acquisition, Activation, Retention, Referral, Revenue).- HEART Framework Metrics: UX metrics untuk Happiness, Engagement, Retention, dll.- North Star Metric (NSM): Metrik utama yang mewakili nilai inti produk.- Product Metrics Report: Dokumen yang merangkum metrik utama produk.



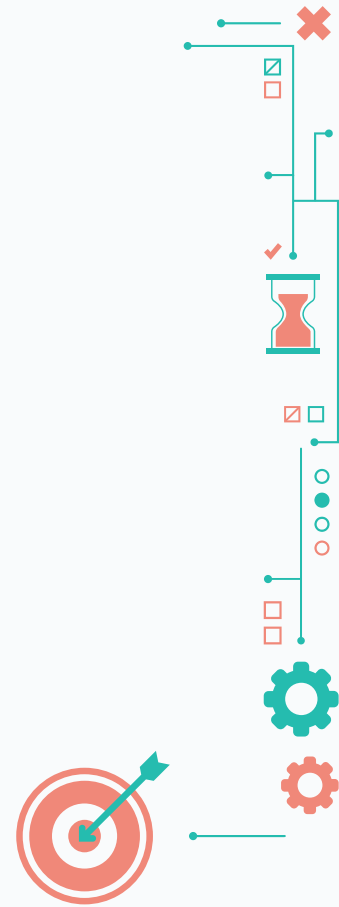
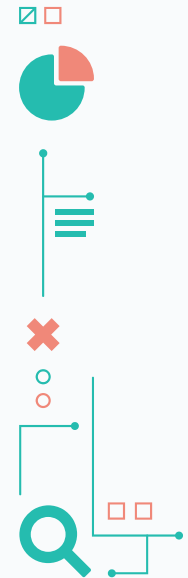
04

HOW



Method

- Survey
- A/B testing
- Focus group discussion
- Usability testing
- User interview
- Contextual inquiry
- User Feedback
- Heatmaps



1. User Research : User Persona

What

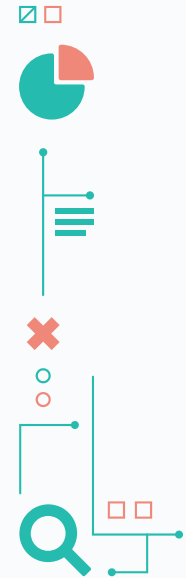
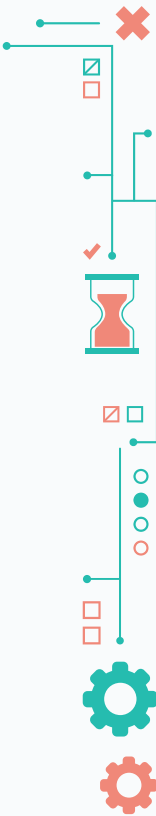
personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

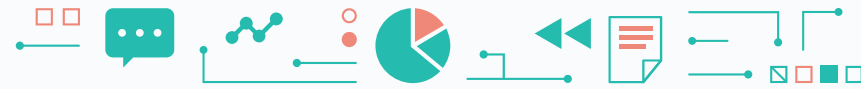
Negative Persona

a representation of who you *don't* want as a customer.

Ex :

- professionals who are too advanced for your product or service
- students who are only engaging with your content for research/knowledge
- potential customers who are just too expensive to acquire





User Research : User Persona



Assaf

About

- 👤 28 Years old.
- 💰 9K per month.
- 🏠 Rent apartment in Tel Aviv
- 💻 Medium- High Tech proficiency.

Core Needs

- Find exactly where are the groceries he wants.
- Remembers where to find each shops he liked.
- Makes shopping faster with direct route.
- Finds a vegetarian place to eat.
- Find a new and recommended place to eat.

Why he get to the market ?

Price	██████████
Local food	██████████
Quality	██████████
Vibes	██████████

Motivation

- Loves the market vibes and variety.
- Usually finds something new to try.
- Easy access to things he needs
- Love the market location and like to hang around after he finishes shopping.

“ I love doing my shopping at the market, but I wish to finish it quickly so I could get something to eat ”

2-3
Per month
Market visits


Pain Points

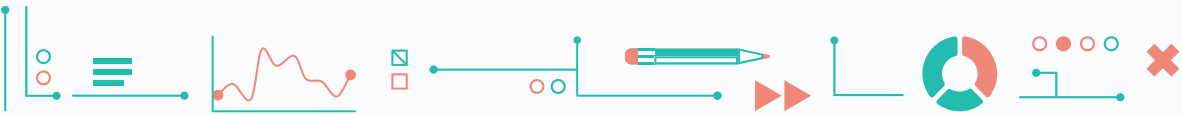
- Have a hard time to find a restaurant that serve vegetarian food .






Another Example

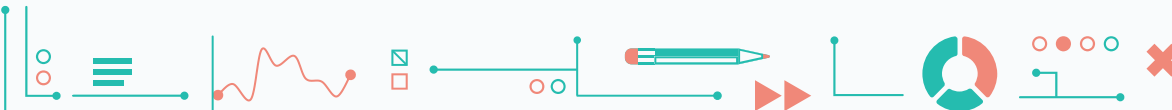
	PERSONA NAME: 1 Sample Sally	SECTION 1: WHO?
BACKGROUND <i>Job? Career path? Family?</i>	2	<ul style="list-style-type: none">• Head of Human Resources• Worked at the same company for 10 years; worked her way up from HR Associate• Married with 2 children (10 and 8)
DEMOGRAPHICS <i>Male or female? Age? Income? Location?</i>	3	<ul style="list-style-type: none">• Skews female• Age 30-45• Dual HH Income: \$140,000• Suburban
IDENTIFIERS <i>Demeanor? Communication preferences?</i>	4	<ul style="list-style-type: none">• Calm demeanor• Probably has an assistant screening calls• Asks to receive collateral mailed/printed






Another Example

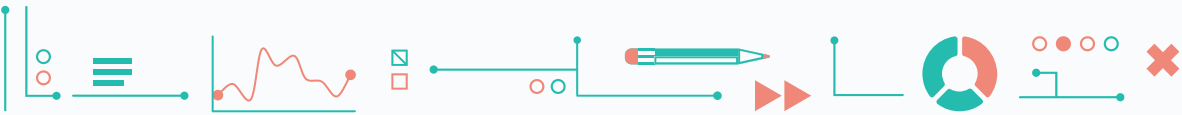
 PERSONA NAME:	Sample Sally	SECTION 2: WHAT?
GOALS <i>Primary goal? Secondary goal?</i>	5 <ul style="list-style-type: none">• Keep employees happy and turnover low• Support legal and finance teams	
CHALLENGES <i>Primary challenge? Secondary challenge?</i>	6 <ul style="list-style-type: none">• Getting everything done with a small staff• Rolling out changes to the entire company	
WHAT CAN WE DO <i>... to help our persona achieve their goals?</i> <i>... to help our persona overcome their challenges?</i>	7 <ul style="list-style-type: none">• Make it easy to manage all employee data in one place• Integrate with legal and finance teams' systems	





Another Example

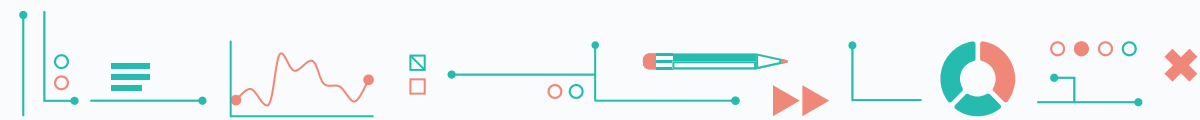
 PERSONA NAME:	Sample Sally	SECTION 3: WHY?
<p>REAL QUOTES <i>About goals, challenges, etc.</i></p>	<p>8</p> <ul style="list-style-type: none">• “It’s been difficult getting company-wide adoption of new technologies in the past.”• “I don’t have time to train new employees on a million different databases and platforms.”• “I’ve had to deal with so many painful integrations with other departments’ databases and software.”	
<p>COMMON OBJECTIONS <i>Why wouldn’t they buy your product/service?</i></p>	<p>9</p> <ul style="list-style-type: none">• I’m worried I’ll lose data transitioning to a new system.• I don’t want to have to train the entire company on how to use a new system.	






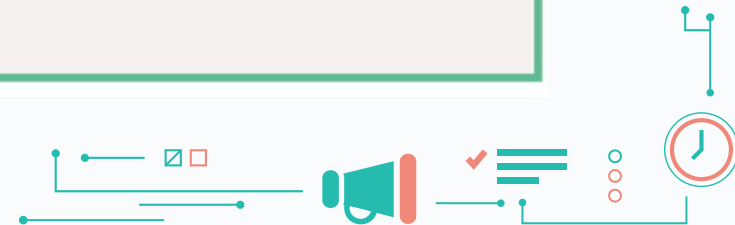
Another Example

	PERSONA NAME:	Sample Sally	SECTION 4: HOW?
<p>MARKETING MESSAGING How should you describe your solution to your persona?</p>	10	<ul style="list-style-type: none">• Integrated HR Database Management	
<p>ELEVATOR PITCH Sell your persona on your solution!</p>	11	<ul style="list-style-type: none">• We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.	




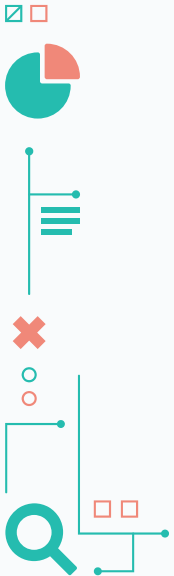
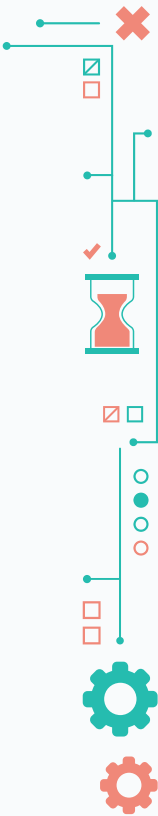
Template

 PERSONA NAME:	[you type here]	SECTION 1: WHO?
BACKGROUND <i>Job? Career path? Family?</i>	<ul style="list-style-type: none">[you type here]	
DEMOGRAPHICS <i>Male or female? Age? Income? Location?</i>	<ul style="list-style-type: none">[you type here]	
IDENTIFIERS <i>Demeanor? Communication preferences?</i>	<ul style="list-style-type: none">[you type here]	




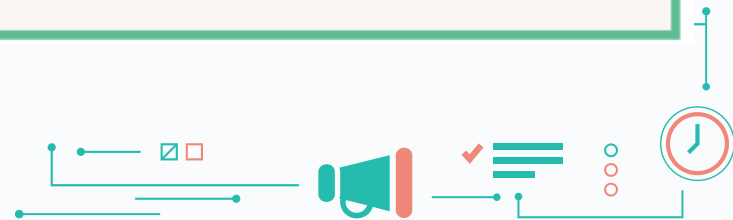
Template

 PERSONA NAME:	[you type here]	SECTION 2: WHAT?
<p>GOALS Primary goal? Secondary goal?</p>	<ul style="list-style-type: none">[you type here]	
<p>CHALLENGES Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none">[you type here]	
<p>WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?</p>	<ul style="list-style-type: none">[you type here]	



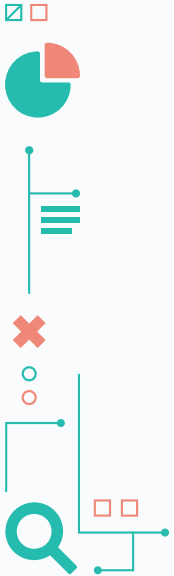
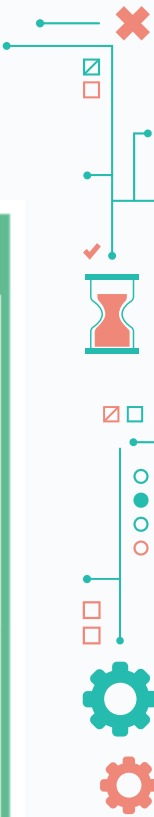
Template

 PERSONA NAME:	[you type here]	SECTION 3: WHY?
<p>REAL QUOTES</p> <p><i>About goals, challenges, etc.</i></p>	<ul style="list-style-type: none">• [you type here]	
<p>COMMON OBJECTIONS</p> <p><i>Why wouldn't they buy your product/service?</i></p>	<ul style="list-style-type: none">• [you type here]	



Template

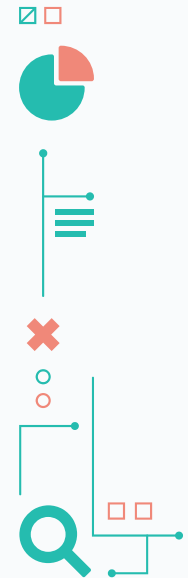
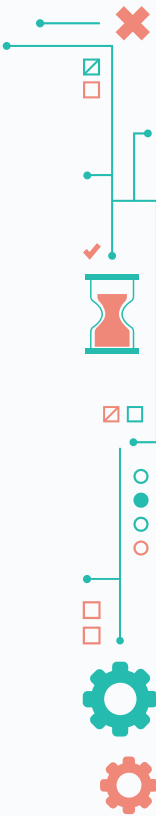
	PERSONA NAME:	[you type here]	SECTION 4: HOW?
<p data-bbox="409 465 826 497">MARKETING MESSAGING</p> <p data-bbox="446 500 790 541">How should you describe your solution to your persona?</p>		<ul style="list-style-type: none"><li data-bbox="919 448 1128 476">• [you type here]	<p data-bbox="475 809 761 836">ELEVATOR PITCH</p> <p data-bbox="465 841 774 858">Sell your persona on your solution!</p>



5. Requirement Gathering : Customer Journey Map (CJM)







What

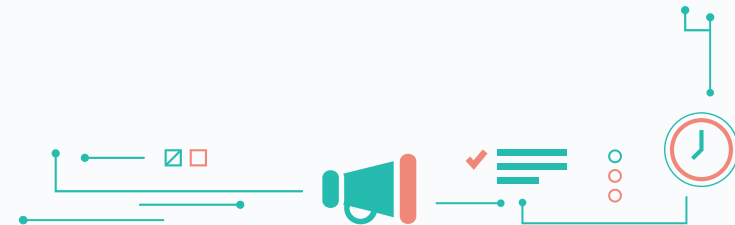
- *Traces the interactions for typical customers, their decisions, and emotions **throughout the product acquisition cycle.***
- *The customer journey map is completed for a representative persona in **each market segment.***
- *After completing the customer interview worksheets, you will summarize customers **with two to five personas.***



Example

Sharon (persona) is a 33-year old teacher. Her home coffee maker broke on a Monday morning when she needed to arrive at work early for a meeting with school staff. During breaks in the school day, Sharon checks features and prices of coffee makers online, and she noticed an ad on television in the break room for a coffee maker. After work, she goes to the mall to pick up her dry-cleaning, so she also stops at a nearby department store that advertises small appliances and sells brands she trusts. With scheduled exams for her students during the week, she decides to purchase a coffee maker immediately since it has comparable features and prices compared to the ones she researched online. She is delighted to receive special coupons via email for disposable supplies, like filters and special blend coffees.

	Search	Evaluate	Test	Purchase	Retain
 Persona Sharon, 33 Teacher					
CUSTOMER EXPERIENCE					
Touchpoints	-TV advertising -YouTube "How To"	-Talk to friends -Prior brand use	-Search nearby locations for brand	-Urgency of need	-Product registration
Channels -Online -In store	-Online: Search Amazon	-Online: Compare features -In store: Compare available features	-In store: Price comparison to online offers	-In store: Product availability with adequate features and price	-Online: email discount coupons for disposable supplies
Emotions					
Internal Processes	-Marketing decisions	-Competitive analysis (SWOT)	-Pricing decisions -Discount strategy	-Demonstrations	-1 week, 1 month, 6 month emails
RECOMMENDATIONS					
Improvements	-Improve search engine rank	-Mobile search comparison tool	-Link strategy and pricing	-More in store demonstrations	-Offers for similar products
Key Learnings	-Diversify marketing	-Seamless online and instore	-Differentiate online and in store	-Impulse purchase when needed	-Good email response rate



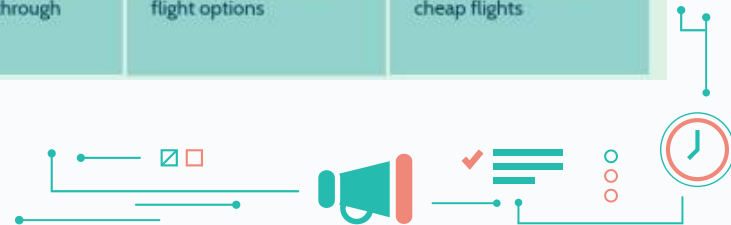
Another Example



CUSTOMER JOURNEY MAP

Customer Journey Maps connect companies with their audiences by narrating the customer experience

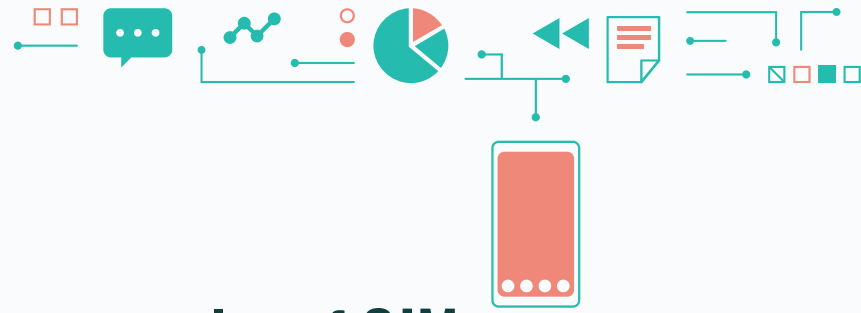
PHASES	AWARENESS	CHOICES	DECISIONS
What Do They Think?	I am tired of working from 9-5	I require a small getaway to get a break from the monotonous routine	<ul style="list-style-type: none">• Which airline should I consider?• What will cost me more- weekday or weekend flight?• Which airline should I prefer?
Search Queries	<ul style="list-style-type: none">• Why am I stressed?• Symptoms of a sedentary lifestyle• Causes of stress• Stress symptoms• When to resign?	<ul style="list-style-type: none">• Planning to resign• Going for a vacation• Stress relief holidays	<ul style="list-style-type: none">• Air UK v/s Lufthansa v/s Oman Airways• Weekday flight• Booked hotels in the location
Scope Of Improvement/ Opportunities	Showing them the ways by which they can get rid of stress through traveling	Take them to the destinations with cheap flight options	Making them aware of available, best and cheap flights



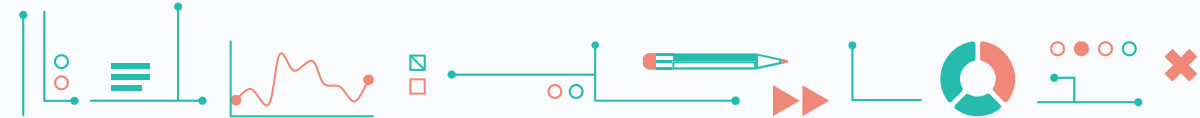
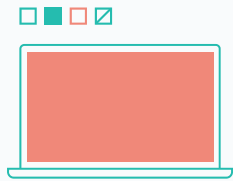
Customer Journey Map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTION	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/ service, contact customer service, read product/ service documentation	Make another purchase, share the experience.
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant	Curious, excited	Excited	Frustrated	Satisfied, excited
KPIS	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention Rate, customer satisfaction score
BUSINESS GOALS	Increase awareness interest	Increase website visitors	Increase customer rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing communications, sales	Marketing communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

Another Example



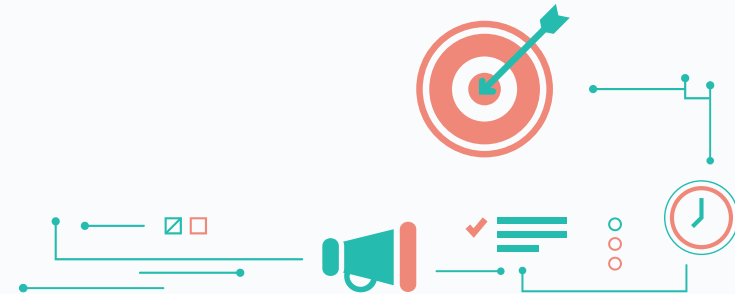
In general, there are many examples of CJM that can be used: The most important thing is that CJM must be able to explain:
Objective, Touchpoint and the Journey itself.





Common mistakes in CJM

- Too much focus on touch points
- Not considering customer input
- Having only **1 map for all customer type**
- Only one CJM made - **no improvements**



Template

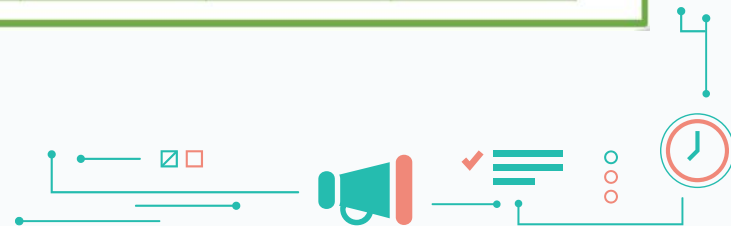


CUSTOMER
EXPERIENCE

Touchpoints					
Channels					
Emotions					
Internal Processes					

RECOMMENDATIONS

Improvements					
Key Learnings					





7. Concept Testing : User Flow

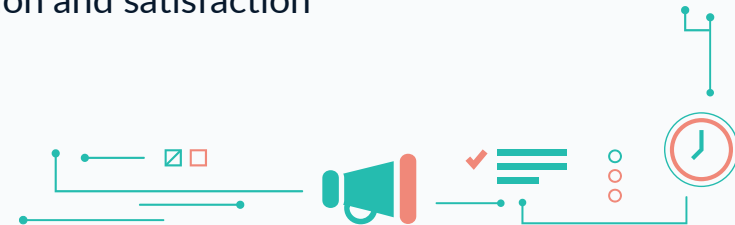


What

a visual representation of the path that a user takes to achieve a specific goal or Job-To-Be-Done within your product. User Flows clearly show the series of steps a user takes, highlighting the decisions they make along the way

Why

show Product Managers how people are actually using their product in the context of their goals and intentions. Product Managers use this visual tool to help them better understand user behavior, identify pain points, reveal potential for user drop-off, and optimize the user experience for better customer retention and satisfaction

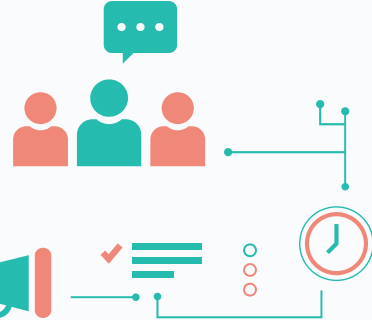


User journey vs user flow for electric vehicle renting

User journey



User flow



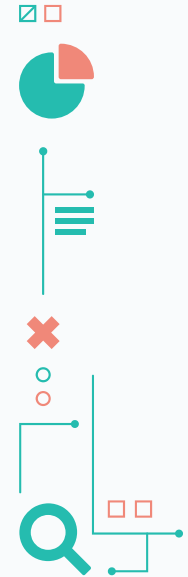
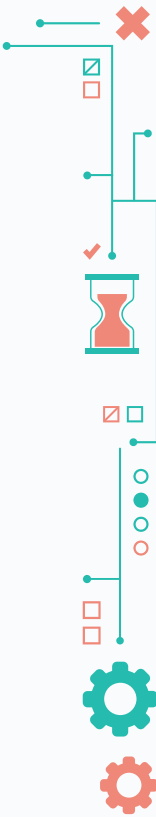
How

1. Define the User Flow's Purpose

Determine the specific user journey or task that the user flow will illustrate. Identify the user persona(s) for whom the flow is being created, as well as the main goals and objectives of the flow.

2. Step Two: Map Out the User Flow

Begin with the entry point, such as the landing page or homepage. From there, define the next steps in the user journey, such as the actions the user needs to take to achieve their goals. Identify any decision points, such as a choice between multiple options, and define the resulting paths. Continue until the user reaches their goal or task is completed.



How

3. Step Three: Add Details

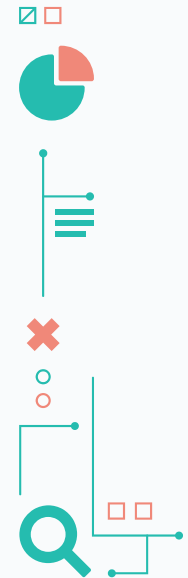
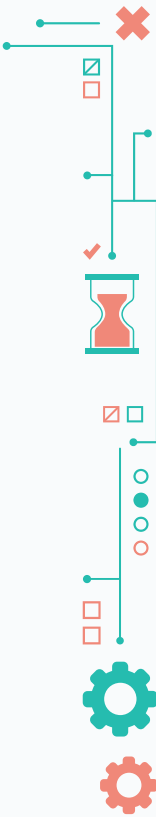
Label each step with a concise description and any necessary context. Use symbols and visuals, such as arrows or shapes, to represent specific actions or decisions. Highlight any errors or exceptions, and define the resulting paths.

4. Step Four: Get Feedback

Share the User Flow with stakeholders, such as other Product Managers, designers, developers, and even users. Gather feedback to ensure the user flow is accurate and easy to understand. Make necessary changes to improve the flow's usability.

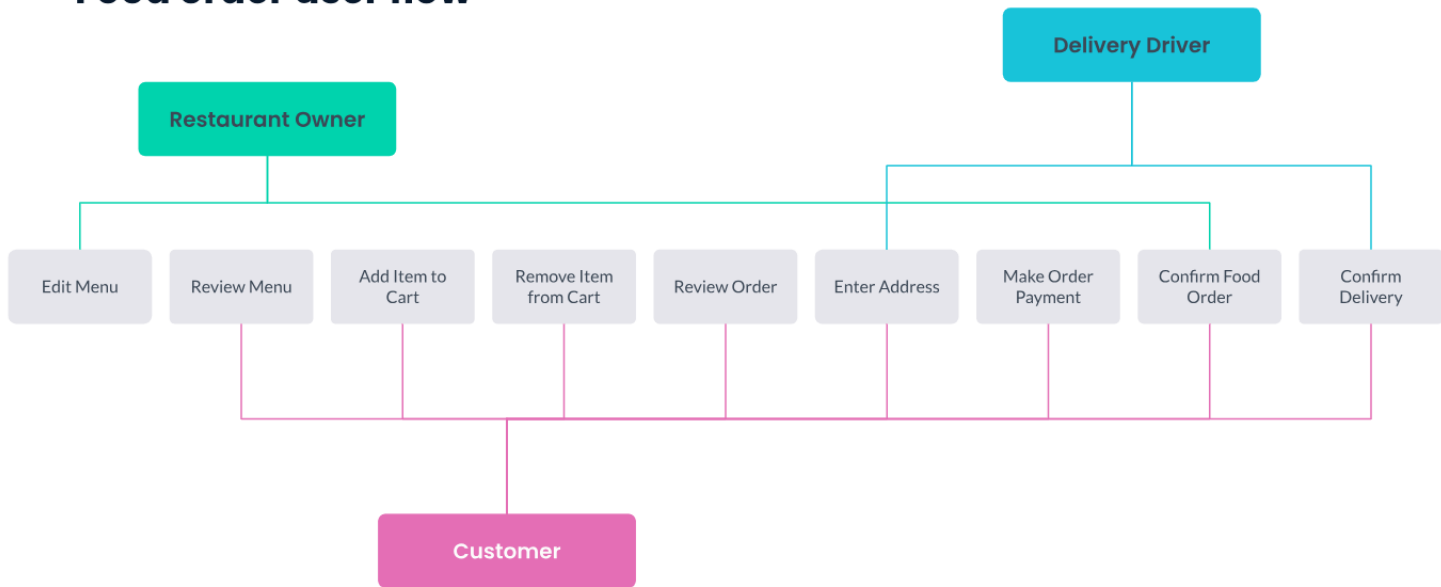
5. Iterate and Improve

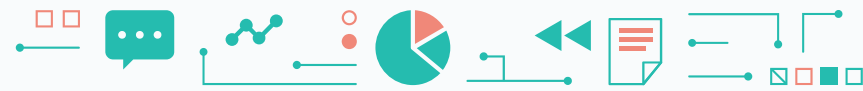
Incorporate feedback and learnings from user testing and analytics to refine the user flow. Iterate on the User Flow until it accurately reflects the user's journey and goals.



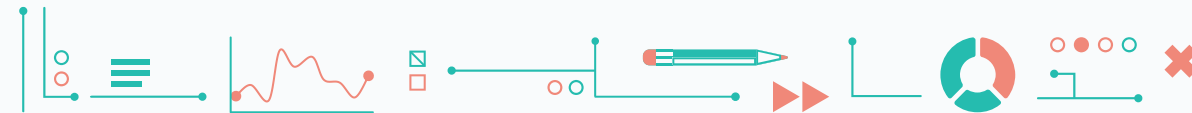
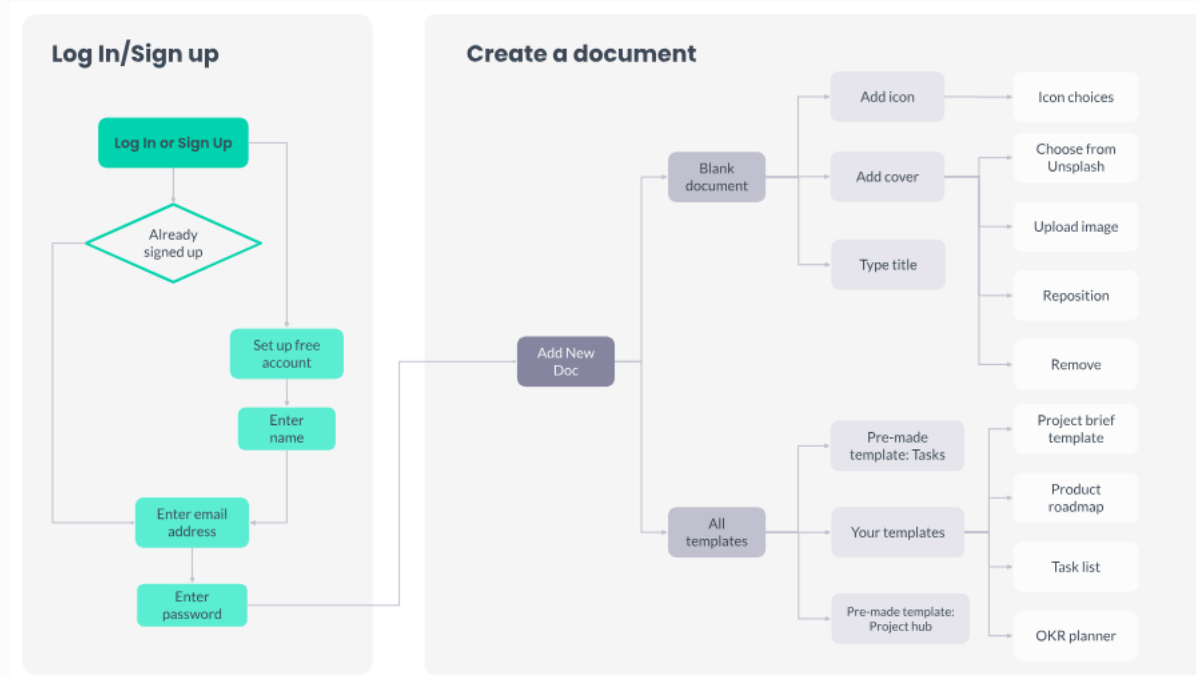
Example

Food order user flow





Example : document management sw



Thanks!

Do you have any questions?

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