



UX Research Portfolio

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Introduction



Me: A short work history

I am a **UX Design Researcher** who is curious about people and passionate about creating products and services tailor made for their context.

I was trained at **MIT** and have had the opportunity to work for high profile companies including **TomTom** (in Amsterdam) and **Disney Interactive Group** (in Tokyo). Through my work at MIT, I was also able to provide consultancy work for **Marriott Hotels**, **the Massachusetts Bay Transit Authority**, and **RAI**, Italy's national broadcasting company.

My work has led me to work on a wide variety of products including: running watches, apps for public transit, cycling computers, GPS dog trackers, sat-navs for scooters, games for the Japanese market, and smart tables for hotel lobbies.

I have conducted UX research in **ten countries** and on **four continents**.





How do I work?

I conduct research for **all stages** of the product development process: from “blue sky,” open explorations in the discover phase to validation oriented research in the deliver phase.





What methods do I use?

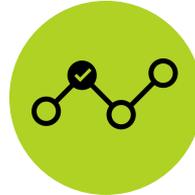
I utilize a broad toolkit of UX research methods. I select the appropriate method based on stakeholder input and the research questions we are trying to answer.



**Co-Design
Workshop**



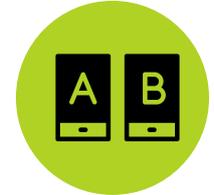
**In-context
Interview**



**Journey
Maps**



**Persona
Creation**



**Usability + A/B
Testing**



**"Wizard of Oz"
Testing**



**Card
Sorting**



Shadowing



**Diary
Studies**



**Survey
Creation**



UX Method Cards

To help in selecting the best research method, my team has created this deck of UX method cards. We often use these cards in kickoff meetings with stakeholders to decide the best way to approach the research.

User Interview

Explore users' attitudes towards a situation and understand their goals and needs

User Research ● ●



- Perform the interview and analyze results
- Get an in-depth knowledge of potential customers
- Used for Persona Creation
- Helps to find opportunities

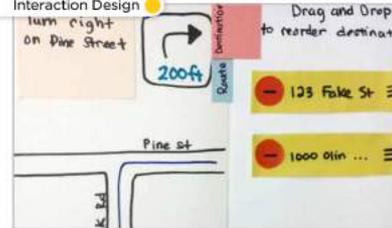
Complexity: S M L XL

Discover • Design • Deliver

Paper Prototyping

Demonstrate a prototype or concept in a tangible form

Interaction Design ●



- Interaction is scripted or simplified
- Printed Wireframes, Sketches or on device Mock-up
- Quick feedback for interaction designers, fast iterations possible
- Used for Usability Testing
- Low effort, low cost

Complexity: S M L XL

Discover • Design • Deliver

Usability Testing

Evaluate the usability of a product or prototype

User Research ● ●



- Recruit people that represent the target group
- Users perform specific tasks in a lab
- The interaction is observed and analyzed
- Identify the most important usability problems, propose improvements

Complexity: S M L XL

Discover • Design • Deliver

Co-design Workshop

Designing while the stakeholders give live input

Interaction Design ●



- Sketch questions and solutions on the spot
- Stakeholders give feedback and together a solution is designed

Complexity: S M L XL

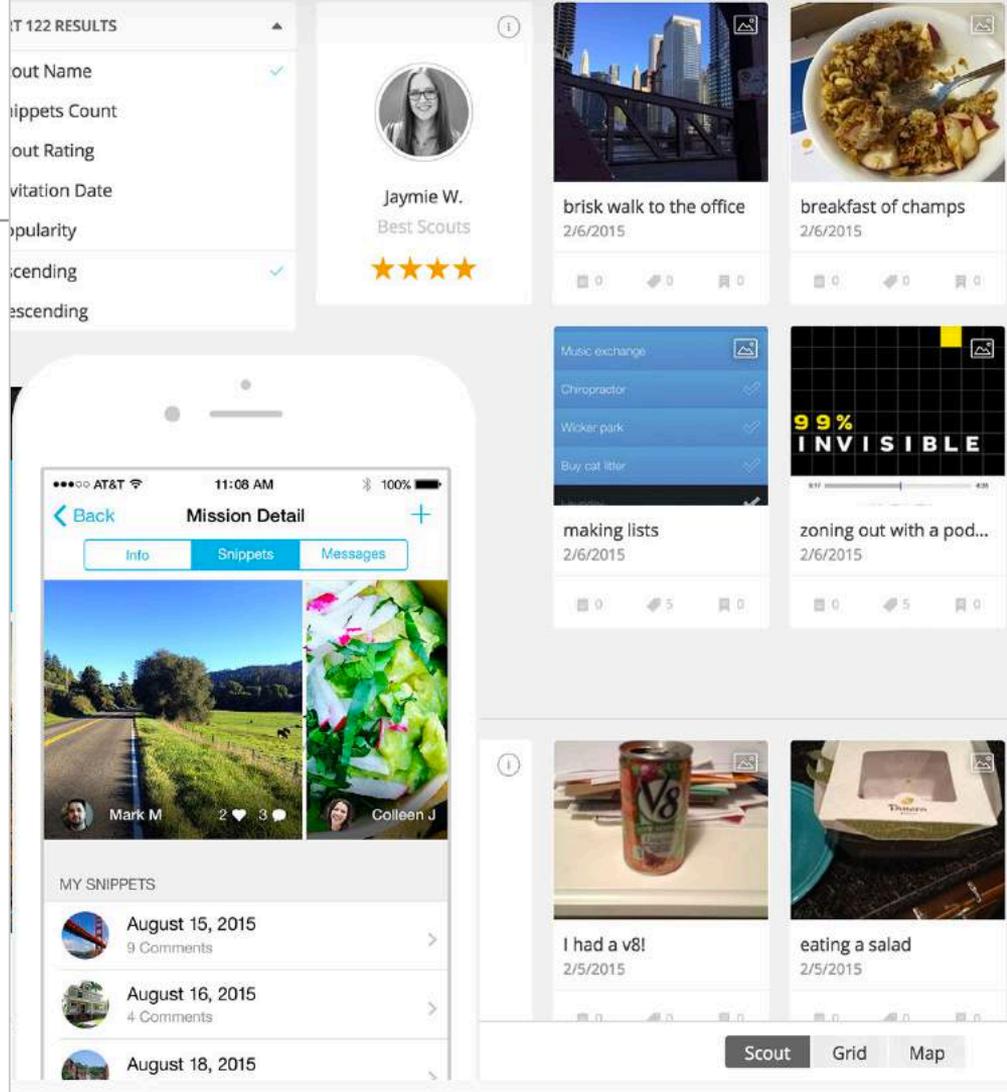
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Digital Research Tools

I am also well versed in using digital tools for UX research.

Some of my favorites include:

1. **D-Scout and ContextMapp** - for diary studies
2. **Mural.co** – for remote collaboration, workshops and journey maps.
3. **User Testing.com** – for remote usability testing and international recruitment
4. **Treejack** – for information architecture



INTERNATIONAL FOCUS

I have setup and conducted on-the-ground user research in the Netherlands, France, Germany, the UK, Italy, Spain, the US, and Japan. I have also setup and led UX workshops in Peru and Russia.



EXPERIENCED WITH:

- Working with translators.
- Working with local recruitment / research agencies.
- Providing strategic guidance on product localization.

Case Study 1:

Sat-Nav for Scooters

Project Overview



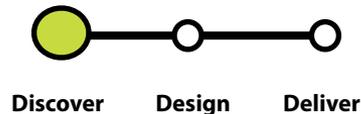
Case 1: Scooter

In Spring 2015, TomTom was in the early stages of developing a navigation device for scooters.

The research that I conducted for this project had two goals:

1. Exploration: Better understand the habits, desires, painpoints, and highlights of the European scooter driver.
2. Validation: Validate key pieces of the product proposition (e.g. feature set, hardware, and navigation prototype) within the real scooter driving context.

Where were we in the Product Dev Process?



RESEARCH SETUP



Case 1: Scooter



1: in-context interview

- I interviewed 6 scooter drivers in Milan and 6 in Amsterdam, next to their scooters.
- I asked them lots of questions about scooter accessories, their current solutions to navigate, and what their daily scooter commutes looked like.



2: card sorting

- I created cards which showed features we were considering for our product.
- I asked participants to sort the cards from most favorite to least favorite and to explain why.



3: concept testing

- I created a box which featured some illustrations of the product and a 3-D print of the product inside.
- Participants could take the product and imagine where they would mount it on their scooter.



4: shadowing

- Participants were given a navigation app on a phone, which I mounted to their scooter mirror bar.
- Participants drove their commute to work with the app, while I followed behind on my own scooter (+GoPro on my helmet.)



User Snapshots

GUISEPPE

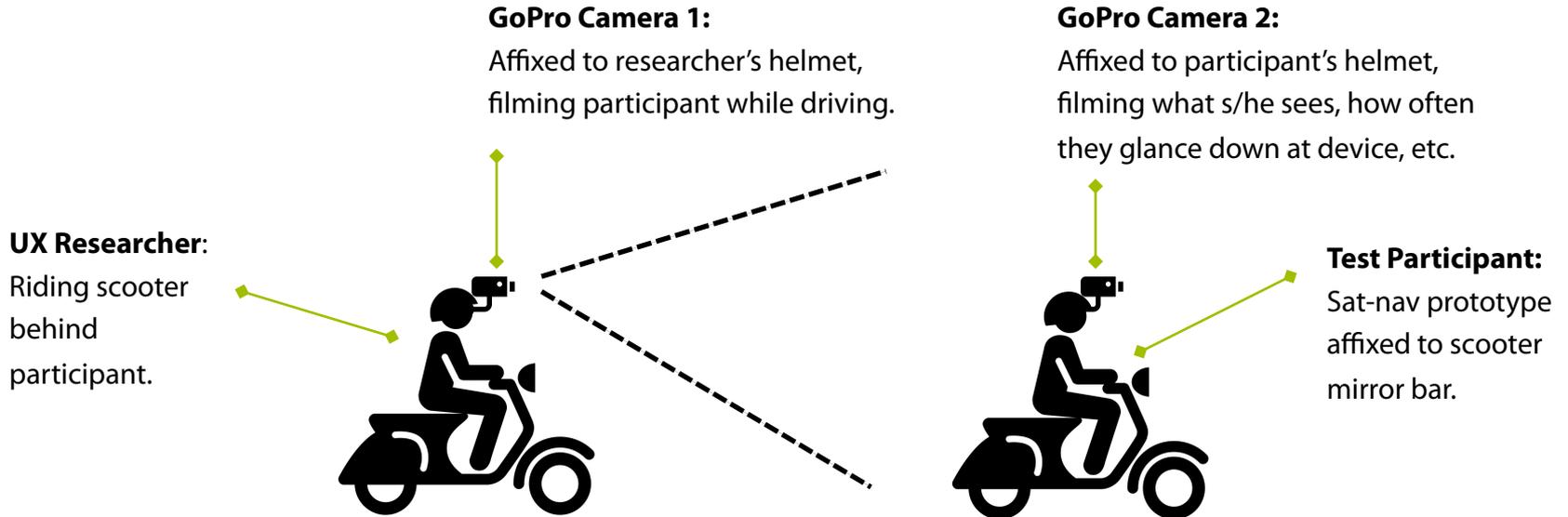
“I’m part of a scooter club. I’ve had many scooters since I was a teen...I have ten pairs of scooter gloves for all the seasons.”

- Age: 44
- Home: Milan, Italy
- Scooter Brand: Majesty
- Engine Size: 400 cc
- Relationship to Scooter: Passionate
- Tech Level: High
- User Type: Scooter Enthusiast





Shadowing Setup (on a scooter!)





Key Insights

- 1. Current Painpoints:** Participants often check Google Maps on their way to a destination. They have to stop, take their phone out of their pocket, and take off their gloves to check it.
- 2. Traffic Information:** Checking traffic information (on Google Maps or radio) is not that important for scooter drivers. All our participants weave through cars to bypass traffic (we saw this in the GoPro video footage).
- 3. Interaction on the Move:** Interaction with a screen is extremely difficult on a scooter. Participants take their eyes off the road to look at the screen. Eye-catching zoom animations and high contrast work best for visibility outside and on-the-move.



Case Study 2:

Running + Music

Project Overview



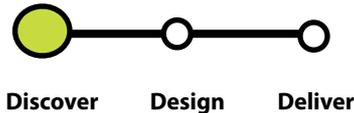
Case 2: Run + Music

In January 2015, TomTom was looking for a USP for its new running watch and was considering music as an option.

The research that I conducted for this project focused on:

1. Current Habits + Solutions: How do users currently experience running with music? How do they experience their running arm bands, headphones, creating playlists, etc?
2. Delivering Requirements: If TomTom were to create a running watch with music, what elements would create the best experience for the user?

Where were we in the
Product Dev Process?



RESEARCH SETUP



Case 2: Run + Music



1: journey map (WS)

- In a workshop format, we invited 10 runners (5 casuals, 5 more serious) to learn about their running habits.
- One activity was to create a step-by-step user journey for their experience of “going on a run” with music.



2: co-design (WS)

- Another activity was to “design” your ideal running app on paper.
- We gave the user a number of widgets from existing running apps (including music), as well as blank squares where they could draw what they wanted.



3: in-context interview

- We then interviewed each runner individually, outside with their running gear.
- We asked lots of questions about their running arm bands, headphones, and experience with creating running playlists.



4: shadow a run

- We then observed how runners ran while listening to music.
- We followed behind them on a bike and filmed the experience using a GoPro attached to the bike handlebars.

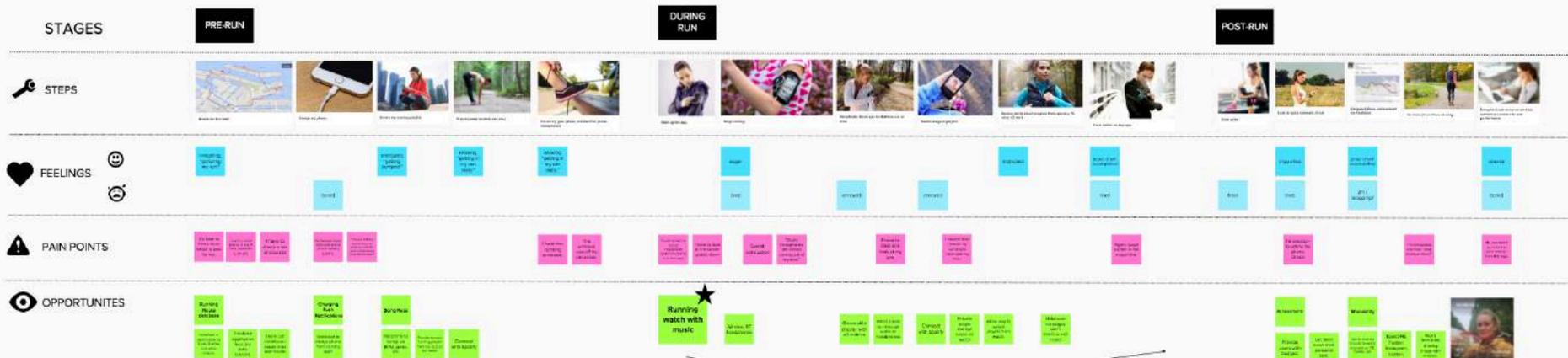


Case 2: Run + Music

CUSTOMER JOURNEY MAP

As part of the co-design workshop, we asked runners to describe their experience of "going for a run" as a story. As they told their story, each step was written on a post-it. This customer journey was the final result.

CUSTOMER JOURNEY MAP: "Going for a run"





CUSTOMER JOURNEY MAP: "Going for a run"



Case 2: Run + Music

STAGES

PRE-RUN



STEPS



Decide on the route



Charge my phone



Create my running playlist



Prep my body (stretch, eat, etc.)



Put on my gear (shoes, armband for phone, headphones)



FEELINGS



Imagining, "picturing my run."

energized, "getting pumped."

relaxing, "getting in my zen state."

relaxing, "getting in my zen state."

bored



PAIN POINTS

It's hard to find a route which is best for me.

I want a route that is X km, X mins, beautiful, quiet, etc.

I have to check a lot of sources

Runkeeper uses GPS and drains phone battery quickly.

"I think nothing worse than not getting over the joy I run because your people don't."

I hate the running armband.

The armband cuts off my circulation.



OPPORTUNITIES

Running Route database

Database is searchable by X km, X mins, and other criteria.

Database aggregates from 3rd party sources.

Users can contribute / create their own routes.

Charging Push Notifications

Reminder to charge phone from running app?

Song Recs

Recommend songs via BPM, genres, etc.

Provide sample running playlist from top 50s on our watch.

Connect with Spotify



CUSTOMER JOURNEY MAP: "Going for a run"



Case 2: Run + Music

STAGES

DURING RUN



STEPS



Start up the app.



Keep running.



Periodically check app for distance run or time.



Switch songs in playlist.



Receive alerts about progress from app (e.g. "5 mins, 1.5 km").



Press button to stop app.



FEELINGS



eager

tired

annoyed

annoyed

motivated

proud of self, accomplished

tired



PAIN POINTS

Touch screen is not so responsive when the phone is in my bag.

I have to look at the screen upside down.

Sweat, exhaustion

"Stupid headphones are always coming out of my ears."

I have to stop and look at my arm.

I have to stop / pause my run and it interrupts my flow.

Again, touch screen is not responsive.



OPPORTUNITIES

Running watch with music

Wireless BT headphones

Glanceable display with all metrics

Metrics read out through audio on headphones

Connect with Spotify

Provide ample storage space on watch

Allow way to switch playlist from watch

Make sure messages don't interfere with music!





CUSTOMER JOURNEY MAP: "Going for a run"



Case 2: Run + Music

STAGES

POST-RUN



STEPS



Drink water.



Look at quick summary of run



[Irregular] Share achievement on Facebook.



Go home (if not there already)



[Irregular] Look at run on desktop website to compare to past performance.



FEELINGS



tired

Inquisitive

tired

proud of self, accomplished

Am I bragging?

relaxed

bored



PAIN POINTS

I'm sweaty + touching my phone. Gross!

I'm exhausted and now I have to move more?!

My run didn't sync to the web version from the app.



OPPORTUNITIES

Achievements

Provide users with badges.

Let them know their personal best.

Sharability

Achievements should be easily shareable on FB, Twitter, etc.

Need FB, Twitter, Instagram, button.

Nicely formatted sharing image with metrics.



MY GEAR (user insights)

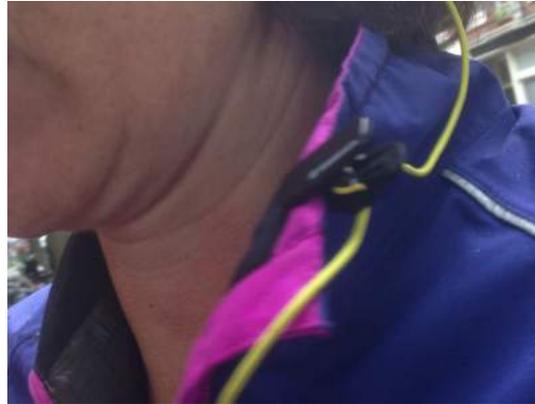


Case 2: Run + Music



Marjorie

"I wear it because it feels tight on my head."



Marjorie

"I like the control here by my neck. It's convenient - I can see what I'm doing."



Tim

"The running armband is a pain. The plastic screen on the front makes it hard to press on my phone."



Key Insights

- 1. Running arm band is a pain:** The running arm band is a huge painpoint for users. The plastic casing on these arm bands makes it difficult to interact with your phone and it is a pain to look at your phone continuously on your arm.
- 2. Headphones are a pain:** Headphones get caught on your arm when running and are often pulled out of your ear. Headphones that feature a control that is visible rather than behind the ear are more highly appreciated.
- 3. Music + Running Playlists:** Runners have very specific ideas about what is good music for running (certain genres, certain BPM, etc.) Music files on their phone take up a lot of space, so they prefer Spotify.





Business Outcomes

- 1. Unique Selling Point:** Because of my research, the idea of “music on the wrist” was solidified as the USP for our new running watch, the TomTom Spark. The Spark has since become a highly successful product from both a sales and reviews point of view.
- 2. Headphone Design:** My research on users’ existing headphone solutions heavily informed the design of our wireless headphones.
- 3. Partnerships with Spotify:** TomTom began to look into partnerships with Spotify to become the first running watch company to partner with them.



Case Study 3:

Fitness Tracker

Project Overview



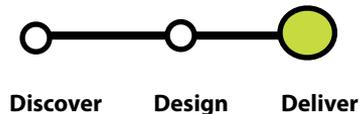
Case 3: Tracker

In June 2016, TomTom was a few months away from shipping their new TomTom Touch fitness tracker.

The research that I conducted for this project was focused on:

1. Validation: Validate the usability of the device + app during the first use experience.
2. Use Over Time: How do participants react to the device over a period of a month?
3. Exploratory Research: Use the “wizard of oz” method to test an un-developed feature.

Where were we in the Product Dev Process?



RESEARCH SETUP



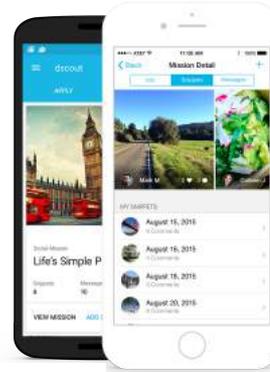
1: in-context interview

- I visited 6 participants in London and 6 participants in Berlin, at the place where they workout (e.g. home, gym).
- I asked lots of questions about their fitness gear, fitness history, and what fitness goals they have set for themselves.



2: usability test

- I tested the out-of-the-box experience for the fitness tracker.
- I tested whether people could use BT to pair their device with their phone, whether they understood the instruction manual, the app, etc.



3: diary study

- Participants then used the app for a period of one month.
- They recorded their reactions to the app each week through the diary research app, Dscout.



Case 3: Tracker



4: "wizard of oz" test

- TomTom stakeholders wanted to test a coach messaging feature, but it was not yet ready.
- So I pretended to be the TomTom Coach by sending participants motivational messages in Whatsapp.



Ed, 25 

Sample user profile

"I'm on this sweet potato diet at the moment. If I don't look good, I won't get cast in plays. They'll just choose that guy who looks fitter."

- | | |
|---------------------------|---|
| Occupation | Does 5 sidejobs to support his acting career |
| Hobbies | Painting, guitar, bouldering, drinking with friends |
| Tracker | Fitbit Charge HR. Bought it 6 months ago, usage depends on if he remembers to charge it |
| Motivation for use | Bought his tracker as one-upmanship to a mate who had one already |
| Tracks... | Likes to see progress towards his steps goal (12.000), stairs climbed and his HR when running |
| Exercising habits | He'll exercise a lot when preparing for a play, after which his fitness goes down again massively. Will exercise excessively after a phase of being unhealthy or a weekend of heavy drinking. |



Case 3: Tracker

In-Context Interview

As part of the in-context interview, I asked participants to tell me about their fitness history on a timeline. Potential relevant moments were given as pre-cut out squares, but users could also draw their own.

Your Fitness History

Name: _____
Location: _____
Date: _____

THE PAST THE PRESENT

Relevant Moments (cut out + place on timeline)

 First Steps	 Downloaded Running App	 Bought Tracker	 Bought Running Watch	 Draw Your Own!
 Personal Trainer / Coach	 Started Eating Healthy	 Ran First K Race	 Lost Weight	 Draw Your Own!

Wizard of Oz Experiment

I used the “Wizard of Oz” method to test the un-developed coach messaging feature in the TomTom Touch device.

I sent participants Whatsapp messages, using different tones of voice and different motivational strategies, asking them to imagine I was the tracker.

Then I asked participants to respond to the messages.



Key Insights



Case 3: Tracker

- 1. Wearability + Fashion:** It's very important to participants that their fitness tracker does not stand out too much. It should be small, light, and blend in with your clothing. For some, they also like to change strap colors and materials in order to match their outfit.
- 2. Motivational Messages:** Motivational coach messages that focus on success chains ("you're on a roll!") receive the most positive ratings from participants. This insight was later validated in a quantitative format (e.g. online survey, N=300 per country).
- 3. Proposition Testing:** Body Composition analysis was a key USP for our product. However, participants had no prior knowledge of this term and it wasn't well explained on the box.





Questions?

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