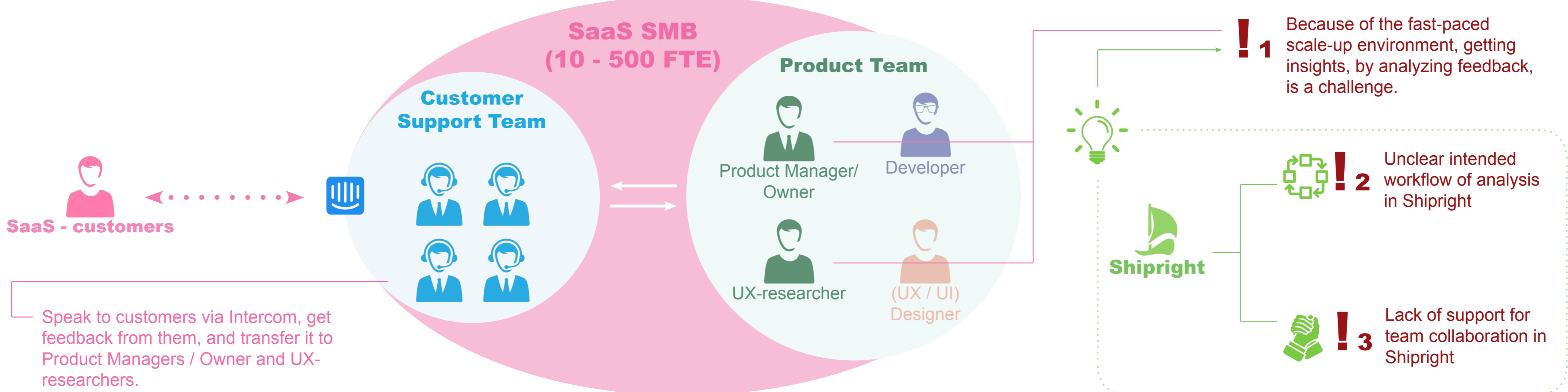


Towards a digital user research tool

a digital workflow of user research for scale-up software companies

The problem encountered is that, though rich insights from user research is desired, the fast-paced environment of scale-up companies prevents them from being able to spend enough time and attention on user research. Shipright is a digital tool meant to tackle this problem. However, users seem to not fully understand the steps of analysis, that it tries to show. Besides that, team collaboration is not supported yet.



❌.1 How to guide users towards the use of filters, to distill feedback out of integrated live-chat-support data (e.g. Intercom)?

To speed up the analysis process, live-chat-support data can be automatically imported into Shipright. But, relevant insights can only be created from relevant data, and in this import irrelevant data are included too.

❌.2 How can Product Managers and Owners, and UX-researchers be enabled to store qualitative, customer data in a structured way?

What aspects of insight-categorization are viewed as important for analysis? To clarify the intended workflow in Shipright, these aspects need to be implemented.

❌.3 How to involve Customer Support teams and customers in the translation of feedback data (into customer insights)?

Customer Support teams interact with customers on a daily basis, and understand them better than the product team. But, they are not much involved in the creation of insights from feedback they collect. Also, concluded insights should be verified by their very source: the customers.

The Proposed Solution

1 Import feedback data into Shipright. Then distill these data using subsets of filters in the Home screen. Find the relevant data to start your analysis!

2 Go through collected feedback and create insights from it. Tag these insights with Product Aspects and Customer Types, to categorize them.

3 Get an overview of all created insights and categories. Engage colleagues and customers by updating them about the status of insights, throughout the analysis process.

Connect with colleagues and customers via Intercom. Update them about the status of insights, so they can be involved.

G.I.L. Lasamahu
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Committee Dr. ir. Romero Herrera, N.A.
Dr. Creusen, M.E.H.
Legendijk, F.
Company Gribble

