How to do UX research in a COVID-19 world.

Everything you need to know.

keep it usable

This handout is brought to you by:

Highly skilled UX and behavioural science experts. Use psychology, neuroscience, human factors, research and design expertise to create superb experiences.

The best UX lab in the UK. Psychology, ergonomics and ethnography combine to craft this unique research experience. Increased effectiveness, validity and observer experience.

High quality user recruitment by UX specialists. Utilising scientific principles to eliminate bias in the user recruitment process. Get better participants and attendance rates.

Recruiting participants.

- Participants will need extra reassurance before applying for research.
- Explain the environment they'll be in and how you'll be keeping them safe.
- Include extra questions in the screening process to assess their exposure to COVID-19 and the associated risk that they may have it.
- Speak to each person to explain the measures that have been put in place and any rules they'll need to follow, such as arriving at the UX lab with a mask on.
- Re-screen each person closer to their interview day/time.

iNeedUsers

*"The recruiting was **EXCELLENT** and the staff were really superlative"*
Foxconn talking about INeedUsers.com

Using a UX lab.

- Ensure your lab has extra safety measures in place.
- Participants should be kept in separate waiting areas. These need to be cleaned for each person.
- All surfaces should be disinfected before each test.
- For the best participant experience, they should be sat alone in a room so that they can remove all uncomfortable PPE, you can see their facial expressions and hear them properly.
- Only offer them drinks and snacks that are individually sealed.

"Home UX Lab is of the most brilliant ideas I've seen for quite some time. I really think it's something special."
*Joe Natoli, Author*

HOME UX LAB

Individual testing booths now in place at Home UX Lab, as well as their famous homely research lab.

"One of the problems with remote testing is that you may never discover important interactions, such as this gentleman who uses a capacitive pen for all of his device inputs. He has also added a sticker with a number to the inside of his phone case. Observing and questioning these things can lead to the most interesting conversations and important behavioural insights"

Lisa Marie Ortega MSc BSc
Head of research at Keep It Usable
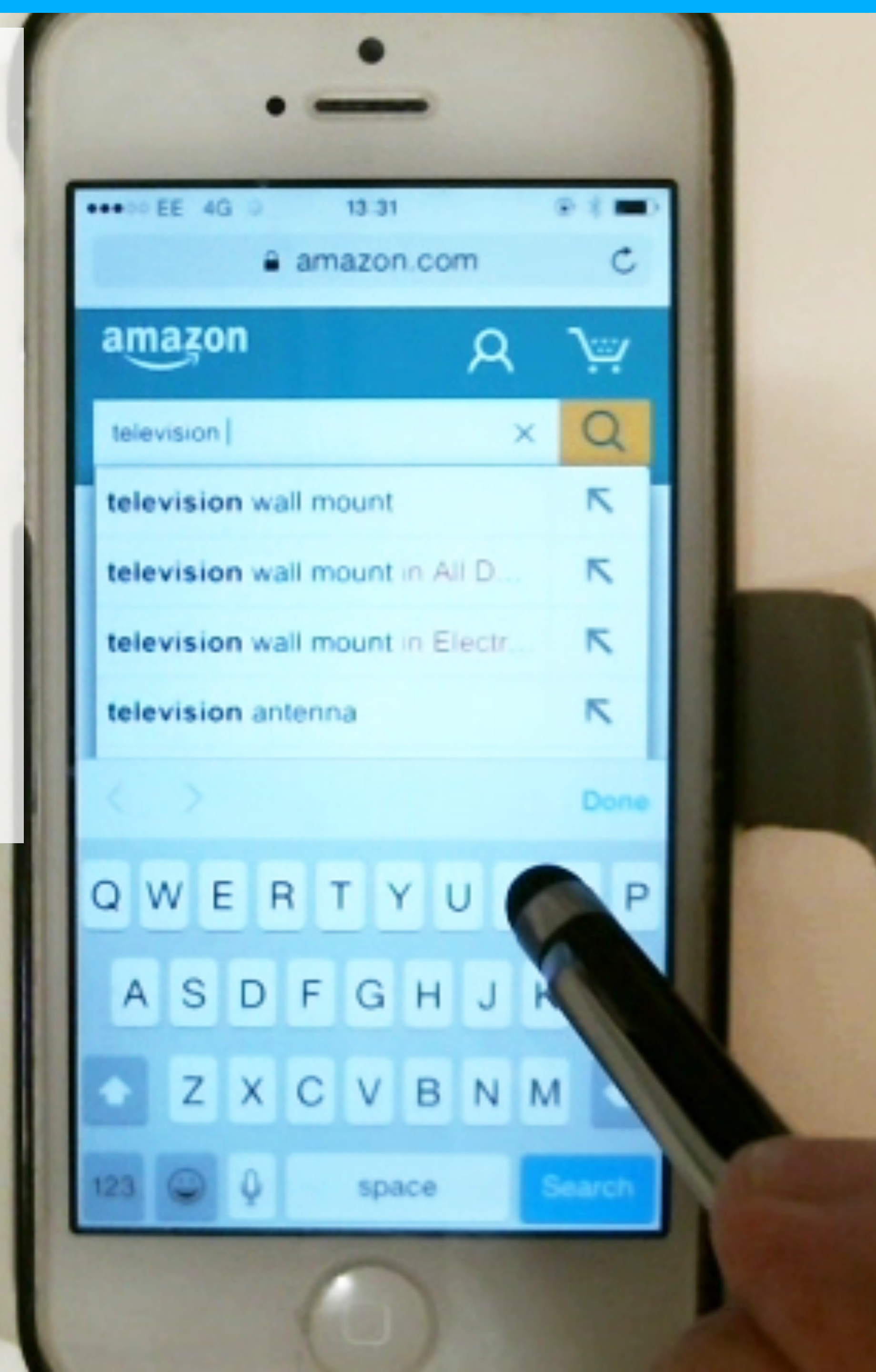
Moderation and process.

- Schedule extra time between each interview to enable thorough cleaning to take place.
- Wear PPE when meeting the participant.
- Hands to be sanitised before handling anything.
- Anything used in the research should be disposed of if it cannot be sufficiently disinfected (e.g. post-its).
- Check government guidelines to see what is allowed with regards to meeting people not in your household, PPE guidance and social distancing.
- Take extra time to explain how the session will work to keep the person safe.
- Don't pay them in cash!

keep it usable

We're a small team of highly specialist experts.

We utilise a deep understanding of human behaviour and digital psychology to craft effective user experiences.

- Uncover how your customers **really** think.

- Understand the full customer journey across **all platforms.**

- Uncover **why** they do what they do.

- Pinpoint **barriers** in your digital experiences.

- Provide **solutions,** test new **ideas** and identify new **opportunities.**

- Increase **conversion** and **long term** usage.

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Did you know?

You only need to set up up one supplier (KIU LTD) and you can use any services from any of our companies! Just one invoice. We keep it simple.

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iNeedUsers

HOME UX LAB

UX agency

User recruitment

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