



Think like a researcher:

A recipe from one researcher's cookbook

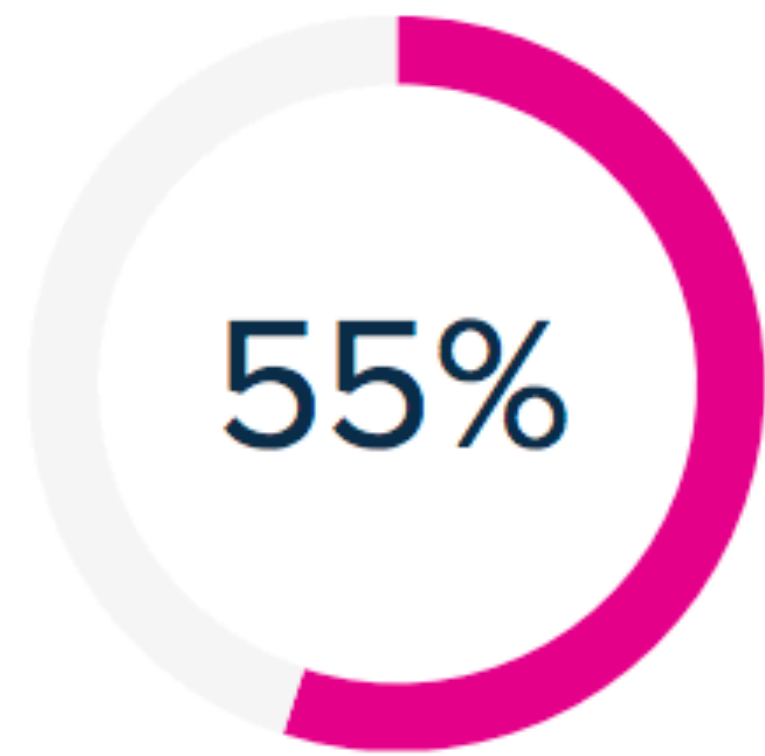




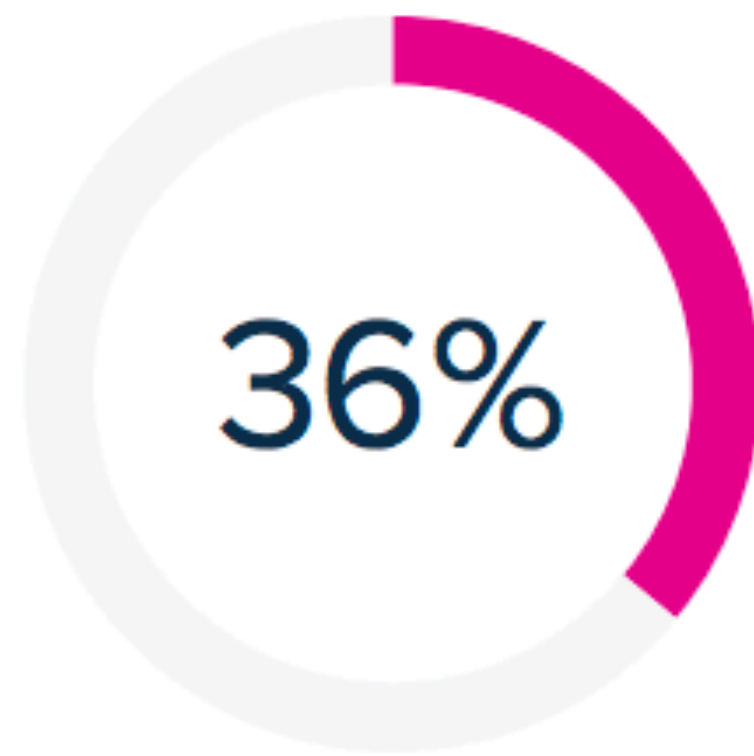
**But why?**



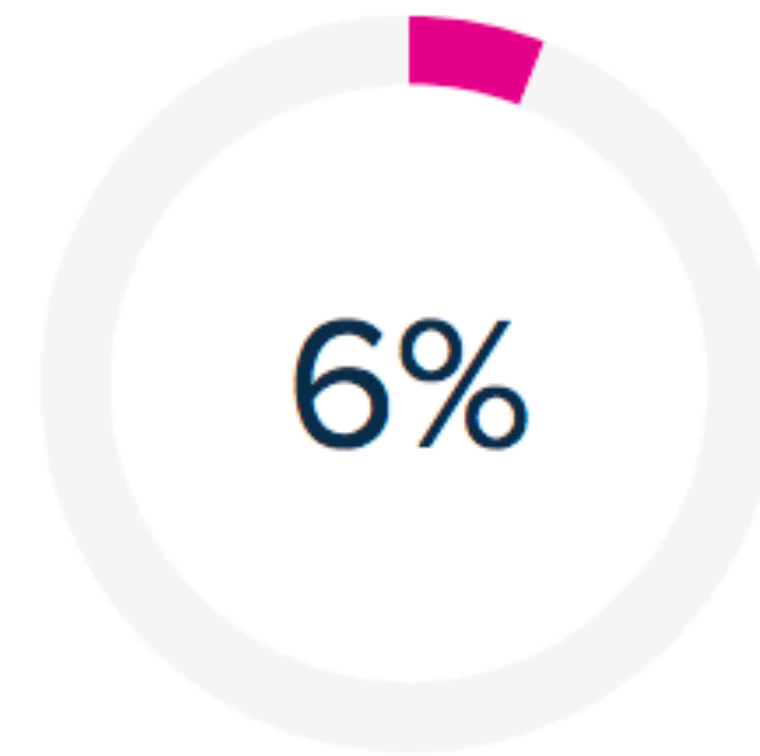
# Research is a team sport



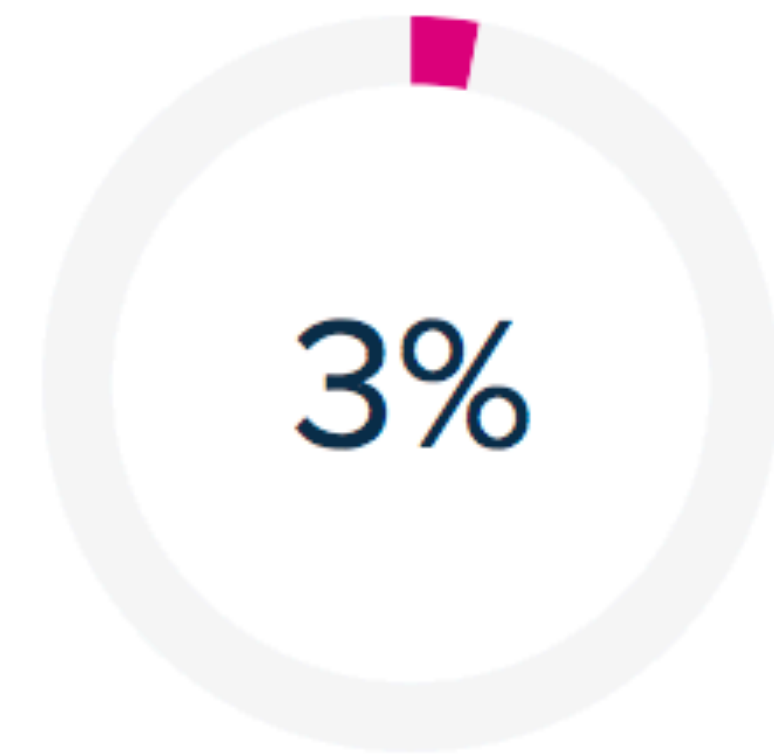
1+ PEOPLE ON THE TEAM  
REVIEW RESEARCH AND  
REPORT TO REST OF THE  
TEAM



TEAM REVIEWS  
RESEARCH TOGETHER



ANOTHER TEAM IN THE  
ORGANIZATION REVIEWS  
RESEARCH AND SENDS  
US A REPORT



OTHER

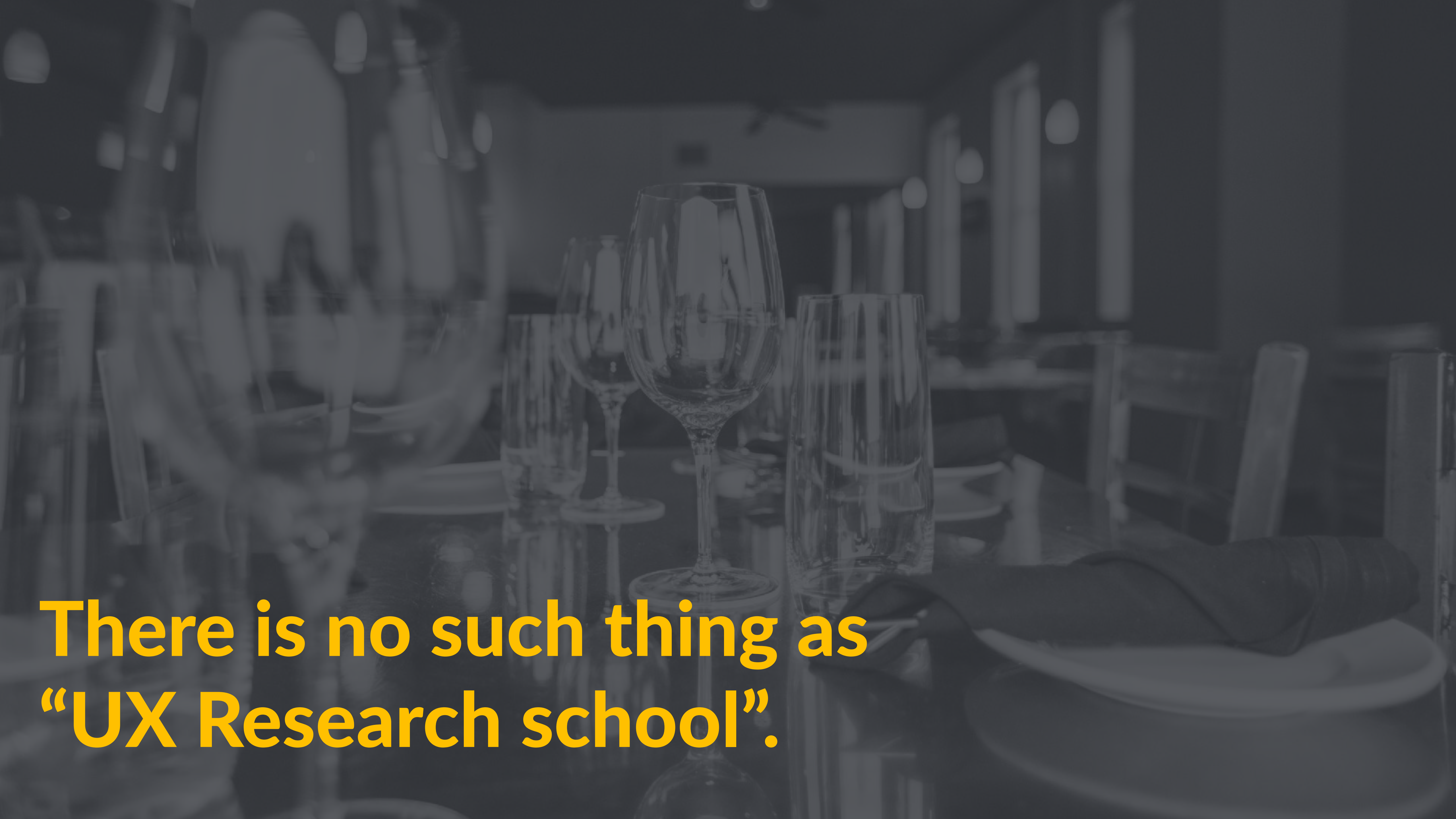




Refactoring UX:

**Focus on the whole experience,  
not just your individual discipline.**





**There is no such thing as  
“UX Research school”.**



# We're a mixed bunch



Design/MBA



Graphic  
design



Psychology



Psychology



Psychology



Industrial  
Design



Industrial  
Design



Industrial  
Design



Anthropology



Art History



Public  
Relations



Accounting



Commerce/  
Marketing



Commerce/  
Marketing



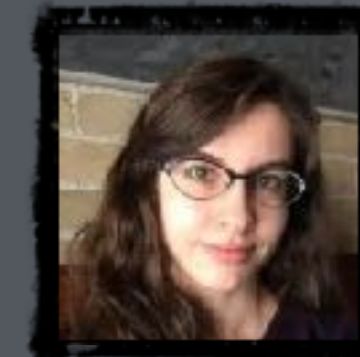
Marketing



Computer  
Science



Electrical  
Engineering



Global  
Development



# There are many misconceptions about what researchers do.



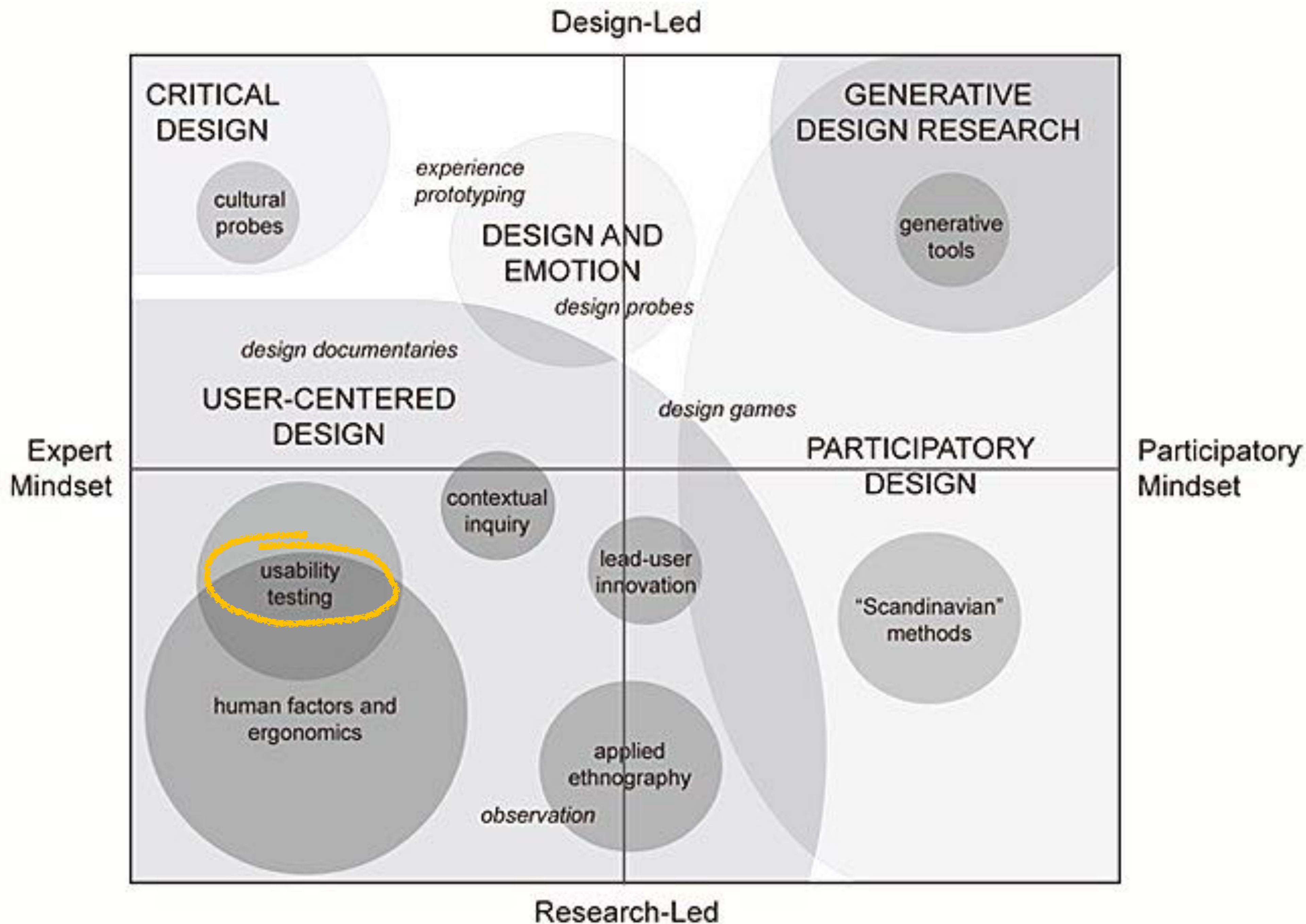






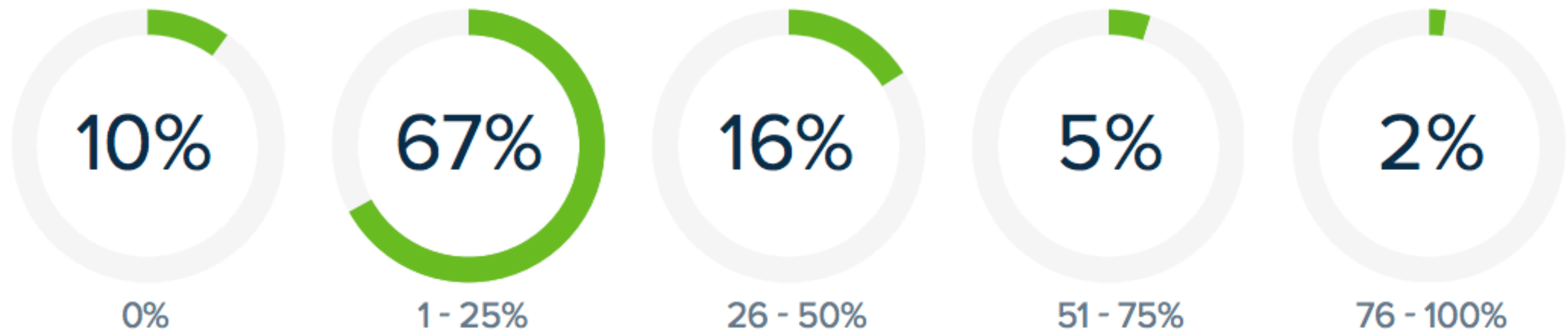








# Time spent on usability tests







Jared M. Spool

Follow

Thank you for encouraging my behavior! Founder of @UIE. Co-Founder of @CenterCentre. Exploring...

Apr 19, 2015 · 6 min read

# The Redesign of the Design Process

The user researcher's role has changed. It used to be about running studies.

Top highlight

Now it's about growing the team's understanding of their users.





**It's all about making sense  
of information.**





# FROM INTERVIEWS TO JOURNEY MAPS

## Opportunist

What a journey with Precommerce *could* look like





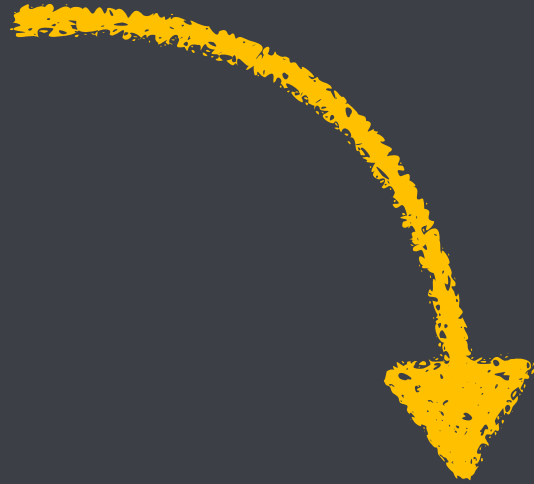
FROM  
LISTS  
TO  
INFORMATION  
ARCHITECTURE

Theme features - Theme-by-theme feature list & description

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on August 10, 2016 by Nicola Evans

Theme name

	A	B	C	D	E
	Theme name	Inventory size / purpose (where applicable) (Taken from inventory audit)	Features	Feature descriptions	Notes
1	Theme name	Inventory size / purpose (where applicable) (Taken from inventory audit)	Features	Feature descriptions	Notes
2					
3					How do we want to describe these
4	Jumpstart	Small (1-6 products)	Small inventory	Ideal for stores with a small number of products	
5		Perfect for crowdfunding campaigns	Slideshow	Show of images in a slideshow	
6			Goal-tracking tool	Track and display the success of your crowdfunding campaign	
7			'As seen on' section	Promote your products with this 'As seen on' section	
8			Video on homepage	Showcase a video on the homepage	
9			FAQ modules	An optional FAQ section can be included	
10					
11	Venture	Large	Large inventory	Ideal for stores with a large inventory	
12			Mega nav	A large navigation with multiple columns able to show product images	
13			Homepage slideshow	Show of images in a slideshow	
14			Promotional banner	Promote your latest sale, promotion, discount or more in a banner	
15					
16	Boundless	Medium	Medium inventory	Ideal for stores with a medium number of products	
17			Great for large product images	Show of your high-resolution photography	
18			Promotional badges	On sale and Sold out badges shown on collection page (Fashion-focused)	Need to mention homepage?
19			Edge to edge slideshow	A slideshow that spans the entire width of the page	Parallax slideshow
20			Infinite scrolling	Products continually load on the same page	
21			Sticky navigation	Navigation will stay fixed so that it's always shown on the page	top
22			Ajax cart	Keep your customers in their shopping flow with an animated cart	
23			Signup form		
24					
25	Simple	Medium - large	Medium - large inventory	Ideal for stores with a medium to large number of products	
26			Slideshow navigation	This section navigation is on the side of the main content area	



shopify themes

COLLECTIONS NEW THEMES

Shopify.com Log in Get started

### All themes

55 themes Most recent

Price

- Free 10
- Paid 45

Number of products

- Single Product 4
- Small Catalog 13
- Medium Sized Catalogs 27
- Large Catalogs 15

Layout style

- Wide 18
- Grid 21
- Masonry Style Grid 13
- Editorial Look 21
- Row Style 22

Product page

- Tabs 15
- Image Zoom 201
- Size Chart 17
- High Definition Images 34
- Gallery 28
- Video 8
- Related Products 43

Home page

Navigation

Marketing and social media

Industry

Narrative - Free 3 styles

Local - \$160 3 styles

Editorial - \$100 2 styles

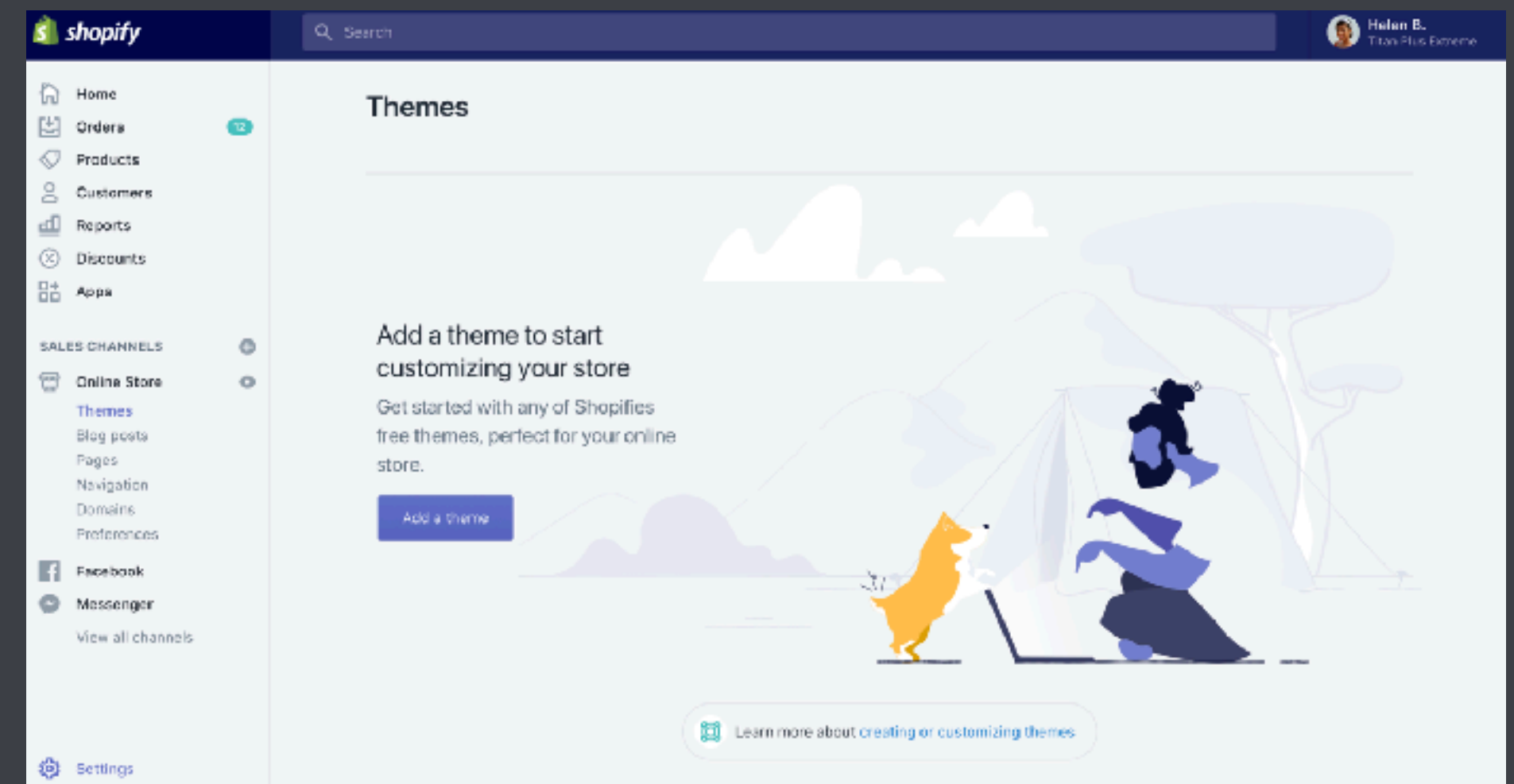
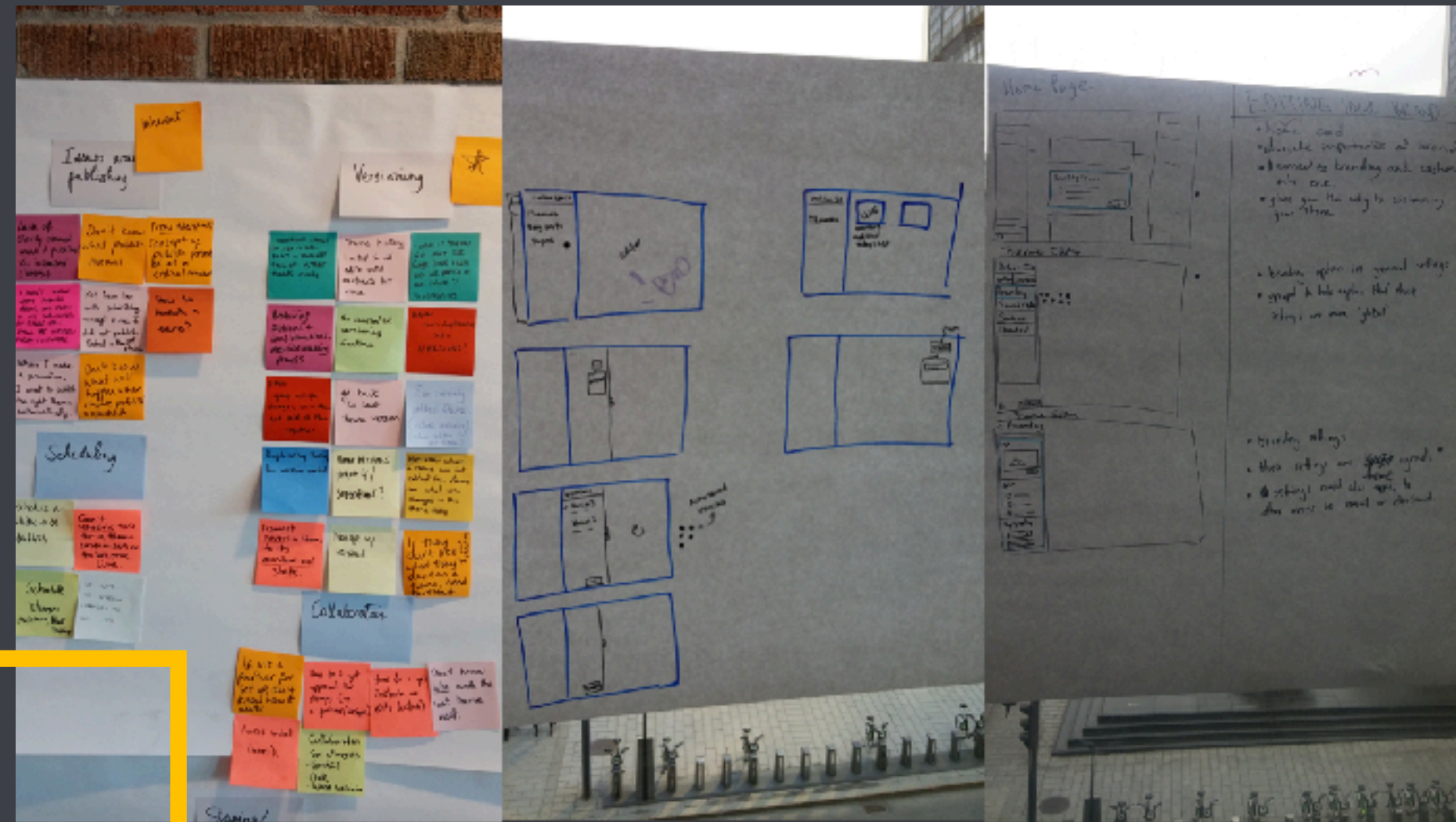
Hendy - \$180 3 styles

Trademark - \$180 2 styles

Capital - \$160 3 styles

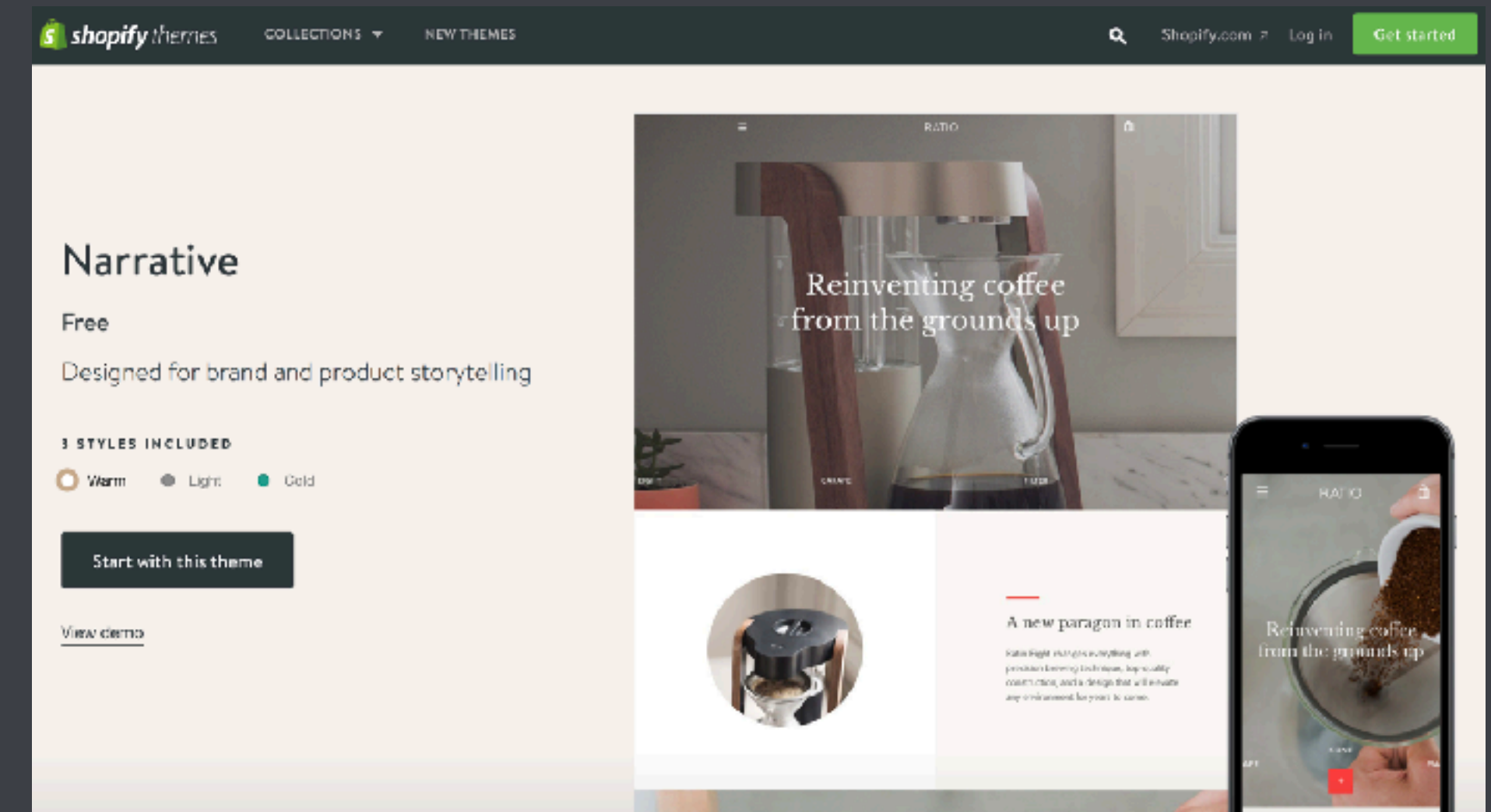
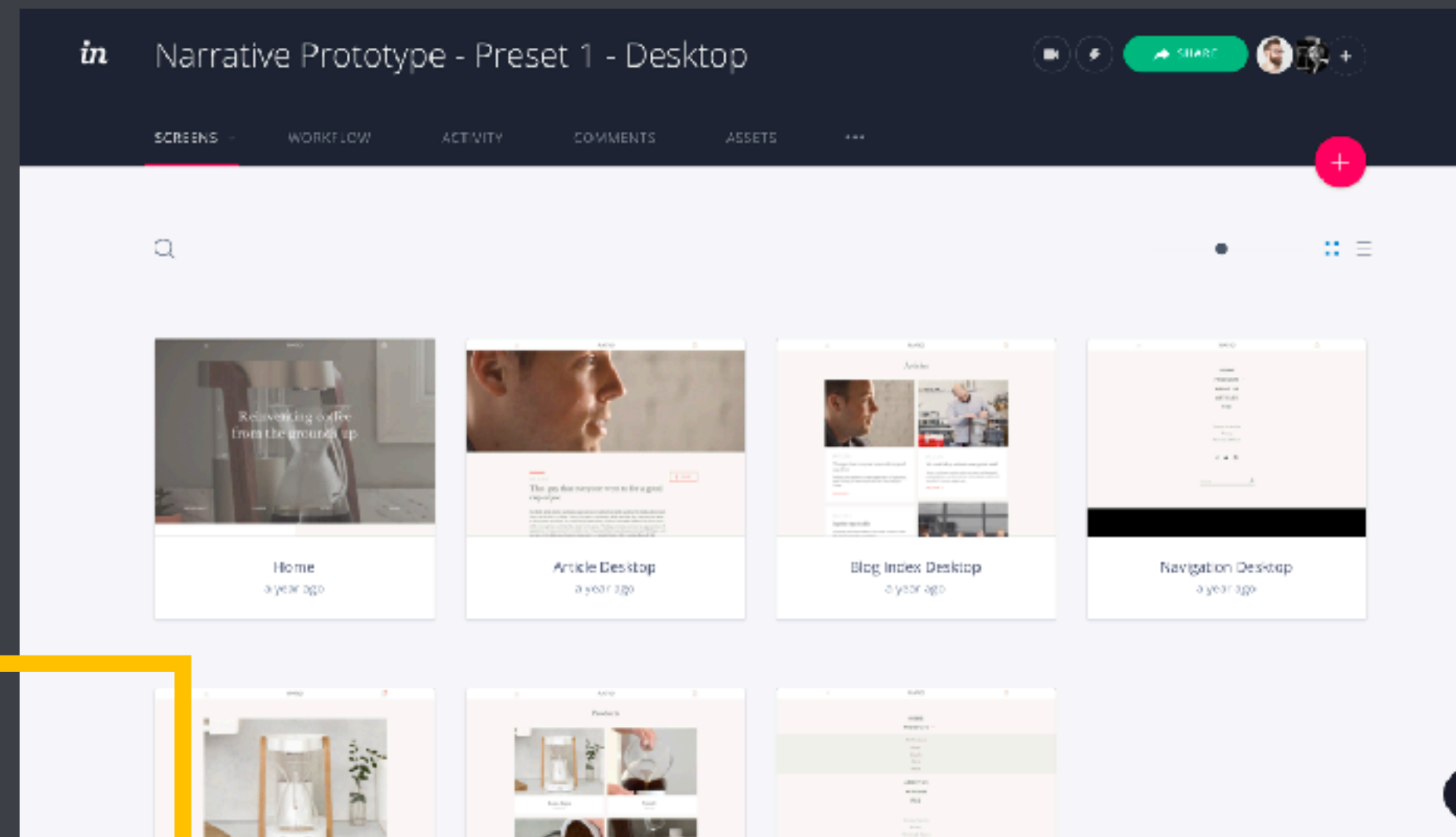


# FROM SKETCHES TO MOCKUPS





# FROM MOCKUPS TO WEBSITES

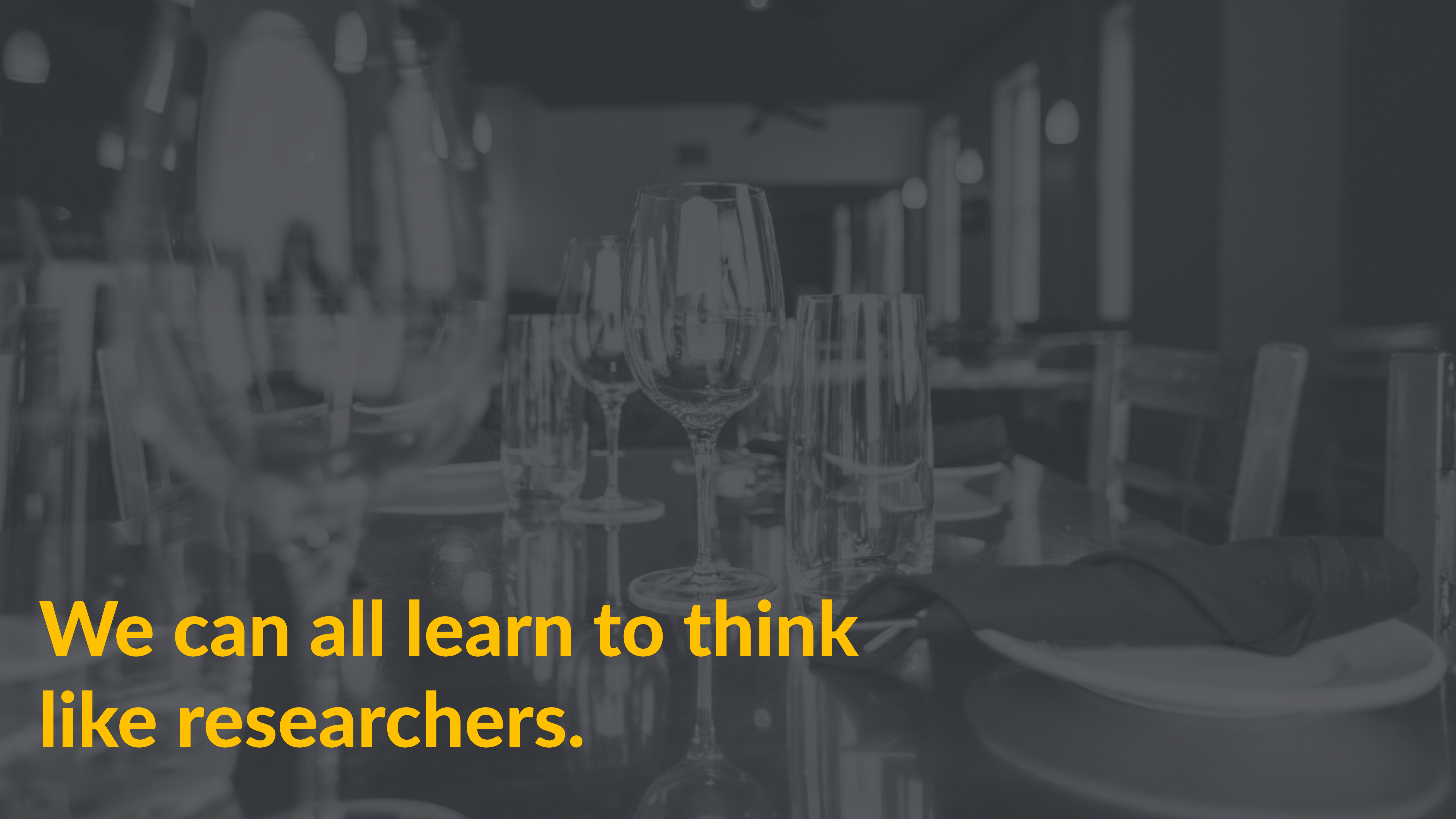






**We're all good at making  
sense of information.**





**We can all learn to think  
like researchers.**





**We can help grow our teams'  
understanding of users.**



DARK MATTER  
AND TROJAN  
HORSES

A STRATEGIC  
DESIGN  
VOCABULARY





**We still go to restaurants to enjoy the work of a professional chef.**





**There is more to the practice of chef than being liberal with butter.**





**There is more to the restaurant  
than a place to consume food.**





**With the increase in quality of  
cooking at home for enjoyment...**





... is an increase in the range of food experiences available.





**An analogue with everyday  
and professional research.**



# The recipe

1

The ingredients

2

The prep

3

The taste test





#1: The ingredients

**Find information all around you**





WEEKLY SPECIALS £3.50  
HOT DRINKS  
ESPRESSO £1.30  
MACCHIATO £1.35  
EXTRA SHOT £0.35, SOYA MILK £0.35  
TEA (English breakfast, Earl Grey, Lemon, Caramel, Peppermint, Vanilla, Green Tea)  
COFFEE £3.00

ENGLISH MUFFIN, Scrambled egg  
EGGS any style on toast 6.75  
OATS  
HOMEMADE GRANOLA, Honey/Jam  
OAT & BERRY MUESLI  
GOLDILOCKS PORRIDGE








# Discussion Forums



Home > Discussion Forums > Ecommerce Marketing > Discount code - Limit to 1 time per customer

  
Hello Michael. I see some new products have been added to our store. Should we showcase 5 new products in a Facebook ad and generate some traffic?

## Stop trying to do it all alone. Add Kit to market your store

[Learn more](#)



TOPIC



Jane

Member

Posts: 36

## Discount code - Limit to 1 time per customer

September 20, 2013

↑25

**This post is outdated**

Hi,

I want to limit this particular discount for 1 time use per customer. Can this be done?



# shopify sections

[Top](#)[Latest](#)[Accounts](#)[Photos](#)[Videos](#)[More options ▾](#)

Who to follow · [Refresh](#) · [View all](#)



**Gordon Hatusupy** @gordon...

Followed by [Dylan Blanchar...](#)

[Follow](#)



**LizardBats Allen** @elizall...

Followed by [Jen Chow](#) and ...

[Follow](#)



**Lifehacker** @lifehacker

[Follow](#)

[Find friends](#)

Trends · [Change](#)

[#ouaxc](#)

[#WASvsCIN](#)

37.1K Tweets

[#Diwali](#) 🪔

118K Tweets

[#SundayFunday](#)

10K Tweets

[#Patriots](#) 🇺🇸

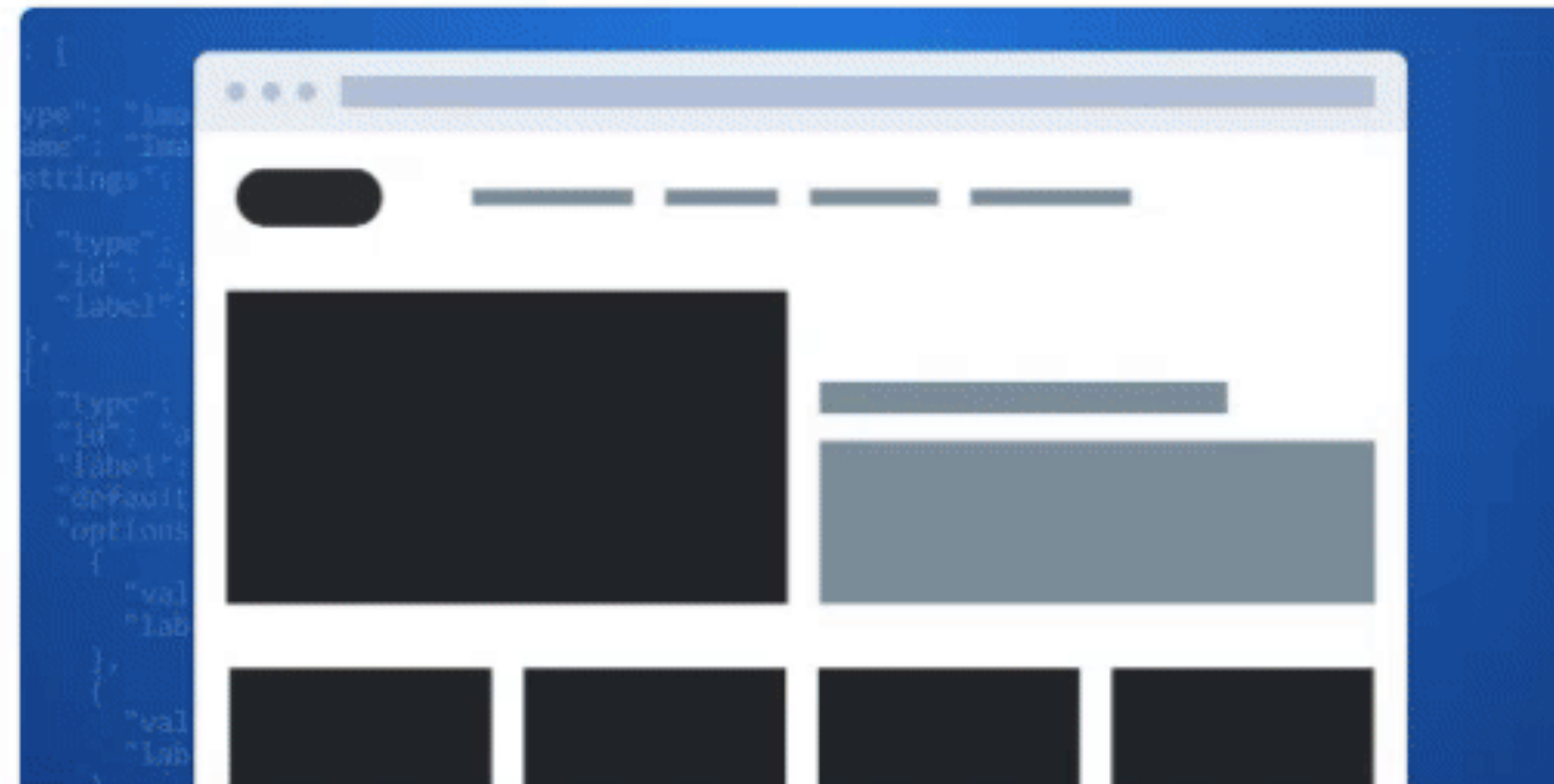
18.5K Tweets

[#howshehustles](#)



**Shopify Partners** @ShopifyPartners · 23h

We're happy to introduce a new feature that will make **Shopify** Themes more customizable than ever before: **sections** 🙌



## Introducing Sections for Shopify Themes – Shopify

At Shopify, we're always looking for ways to make the lives of our merchants and partners easier. In our mission to make that a reality, we'r...

[shopify.com](#)



1



13



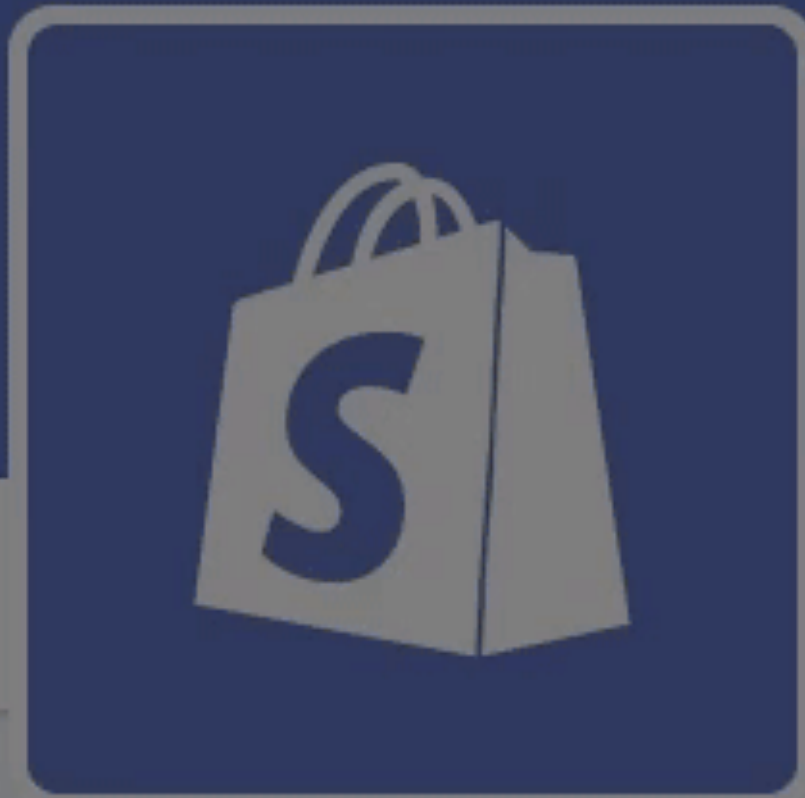
**Kelly Vaughn** @mrskellyvaughn · Oct 28

Launched a [@Shopify](#) site using new **Sections** functionality. Client says **Sections** makes updating his site much easier. [smmagnetics.com](#)



Michael Brand





## Shopify UX

@ShopifyUX

An interdisciplinary team of designers, front-end developers, content strategists, and researchers.

Canada

ux.shopify.com

Joined April 2015



Shopify UX

@ShopifyUX

+ Follow



Our new Polaris design system is the culmination of all our @ShopifyUX disciplines. We think you'll like it.

[buff.ly/2oUWIjF](https://buff.ly/2oUWIjF)



RETWEETS  
129

LIKES  
331



11:45 AM - 20 Apr 2017



17



129



331





**Jean-Michel Lemieux**  
@jmwind



**Tobi Lütke** @tobi · Apr 28

Neat. Now lets capture the last 2%! [priceonomics.com/what-software-...](https://priceonomics.com/what-software-...)

### A Complete Ranking of Software by Customer Satisfaction

Rank	Company	Category	%	Rank	Company	Category	%
1	Shopify	Ecommerce Software	98%		Chattrify	Live Chat Software	88%
	Live Chat	Live Chat Software	98%		SalesIQ	Live Chat Software	88%
	MyLiveChat	Live Chat Software	98%	48	Unbounce	Landing Page Builders	87%
	Tawk.to	Live Chat Software	98%	50	Emma	Email Marketing Software	87%
	Intercom	Live Chat Software	98%	51	Cargo	Portfolio Builders	86%
6	Mailchimp	Email Marketing Software	97%		JumpSeller	Ecommerce Software	86%
7	Constant Contact	Email Marketing Software	96%		Vertical Response	Email Marketing Software	86%
	ConvertKit	Email Marketing Software	96%	54	JotForm	Form Builders	85%
	SmartSupp	Live Chat Software	96%		Userlike	Live Chat Software	85%
10	Cognito Forms	Form Builders	95%	56	Infusionsoft	Email Marketing Software	84%
	Formet	Portfolio Builders	95%	57	Wufoo	Form Builders	83%
12	Squarespace Commerce	Ecommerce Software	94%		GoDaddy Online Store	Ecommerce Software	83%
	Robly	Email Marketing Software	94%		Zoho Campaigns	Email Marketing Software	83%
	Formilla	Live Chat Software	94%		Casengo	Live Chat Software	83%
15	Thrive Landing Pages	Landing Page Builders	93%	61	Formstack	Form Builders	82%
	Drip	Email Marketing Software	93%		Foliolink	Portfolio Builders	82%
	Mailchimp	Email Marketing Software	93%		HappyFox	Live Chat Software	82%
	SnapEngage	Live Chat Software	93%		ClickDesk	Live Chat Software	82%
	Purechat	Live Chat Software	93%	65	Dunked	Portfolio Builders	81%
	Crisp	Live Chat Software	93%		FreshChat	Live Chat Software	81%
	HelpOnClick	Live Chat Software	93%	67	Cone Commerce	Ecommerce Software	80%
22	EmailMeForm	Form Builders	92%		AWeber	Email Marketing Software	80%
	Form Assembly	Form Builders	92%		Benchmark	Email Marketing Software	80%
	22Slides	Portfolio Builders	92%	70	BigCommerce	Ecommerce Software	79%
	SendinBlue	Email Marketing Software	92%		KickOffLabs	Landing Page Builders	79%
	Zendesk	Live Chat Software	92%		Livperson	Live Chat Software	79%
27	Big Cartel	Ecommerce Software	91%		Chatnox	Live Chat Software	79%
	GetResponse	Email Marketing Software	91%	74	UberCart	Ecommerce Software	78%
	Campaign Monitor	Email Marketing Software	91%	75	Wix Commerce	Ecommerce Software	77%
	Drift	Live Chat Software	91%	76	Weebly Commerce	Ecommerce Software	76%
31	Typeform	Form Builders	90%		Campaigner	Email Marketing Software	76%
	SmugMug	Portfolio Builders	90%	78	Leadpages	Landing Page Builders	75%
	AllYou	Portfolio Builders	90%	79	Magento	Ecommerce Software	74%
	WooCommerce	Ecommerce Software	90%	80	Adobe Portfolio	Portfolio Builders	73%
	Instapage	Landing Page Builders	90%		LaunchRock	Landing Page Builders	73%
	OptimizePress	Landing Page Builders	90%	82	3dcart	Ecommerce Software	72%
	Olark	Live Chat Software	90%	83	Krop	Portfolio Builders	71%
38	Photoshelter	Portfolio Builders	88%	84	Zenfolio	Portfolio Builders	70%
	Fotomercant	Portfolio Builders	88%		Prestashop	Ecommerce Software	70%
	OpenCart	Ecommerce Software	88%	86	Viewbook	Portfolio Builders	69%
	Click Funnels	Landing Page Builders	88%	87	Spark Pay	Ecommerce Software	65%
	ActiveCampaign	Email Marketing Software	88%		Goodsie	Ecommerce Software	65%

5

67



210



**\matt**  
@emjayess

[Follow](#)

Replying to @tobi @jmwind

Now rank by developer satisfaction; I recently (reluctantly) agreed to help a biz using shopify, and so far it's all pain & displeasure.



Main Deck

Crew

Grog Fests

Bewitched Portraits

Portraits

Book O' Records

Scour the crew!!



Shortcuts

🍷 Game of Thrones Sunda...

🍎 Shopify Entrepreneurs

🍌 MTL Trad... be moarr than 20

Install our new app at **Storetasker.com**



Carson



storetasker  
by Carson

THE #1 SHOPIFY SELLER COMMUNITY



shopify experts

Boarded ▾

✓ Hail-shots

🔗 Blabber t' yer mates



Scrawl Message



Photo/Video



Treasure



More



Scrawl somethin'



Portrait/Movin' Portrait



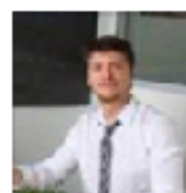
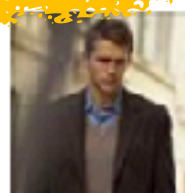
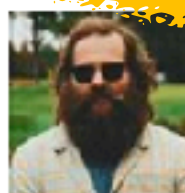
Feeling/Activity



ADD SCALLYWAGS

CRE 41,648 Members (1,160 scallywags be boardin')

MATES



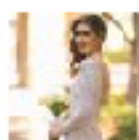
SUGGESTED MEMBERS

Hide



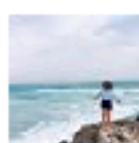
Justin Avery

Add Crew



Dina El-Shimy

Add Crew



Anjela Freyja

Add Crew

▼ Thar be More!

WHAT IT BE ARRRBOUT

PINNED POST



Jonathan Kennedy

Month o' May 9, 2016

Please read before posting! Thank you.

\*\*\*Not all posts get approved. Please put some thought and detail into your questions. There are over 100 posts a day and we approve only 10-15 a day, to keep the group feed interesting and the value high. Our general rule of thumb for approving is that the post/topic or question (which will bring answers) must bring value to at least 100 people. Make your



Install our new app at **Storetasker.com**



Carson



storetasker  
by Carson

THE #1 SHOPIFY SELLER COMMUNITY



shopify experts

Boarded

Hail-shots

Blabber t' yer mates



Dalia El-Shimy divvied a anchor

One sunrise ago at 9:37in the mornin'

Hello! I'm a UX researcher at Shopify and I have a quick question for anyone who's used the Shopify "Buy Button"  
(<https://help.shopify.com/manual/sell-online/buy-button>)

What type of website did you have before you decided to add a "Buy Button" to it? (e.g. a blog, ecommerce with another platform, etc.)

And how was the experience of integrating the "Buy Button" into your website's existing design/user experience?

Thank you!



ADD SCALLYWAGS

+ e-bottle



CRE 41,648 Members (1,162 scallywags be boardin')

WMATES



SUGGESTED MEMBERS

Hide



Justin Avery

Add Crew



Dina El-Shimy

Add Crew



Anjela Freyja

Add Crew

Thar be More!







A dimly lit restaurant interior with a table set with wine glasses, plates, and a folded napkin. The scene is captured in a dark, moody style with a blue-grey color palette. The focus is on the glassware and the table setting in the foreground, with the background showing other tables and chairs in soft focus.

#2: The prep

**Minimize the surprises**













COPS & ROBBERS  
SMASH  
COWBOYS & INLAWS

Dicky  
www.australianfresh.com.au







# The design sprint



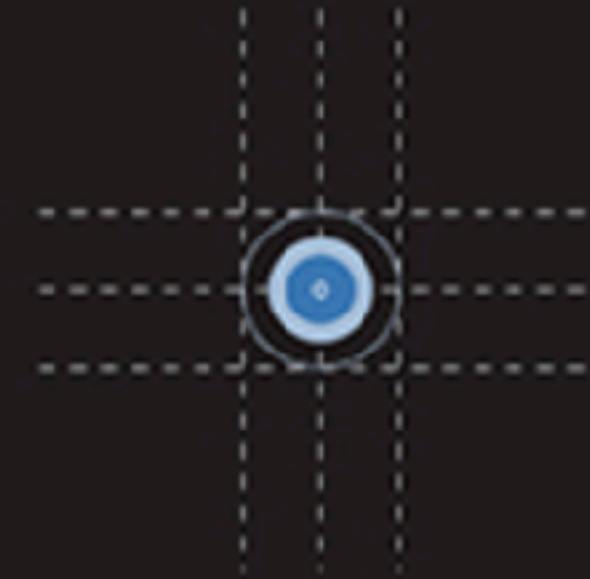
**Understand**



**Diverge**



**Converge**



**Prototype**



**Test**





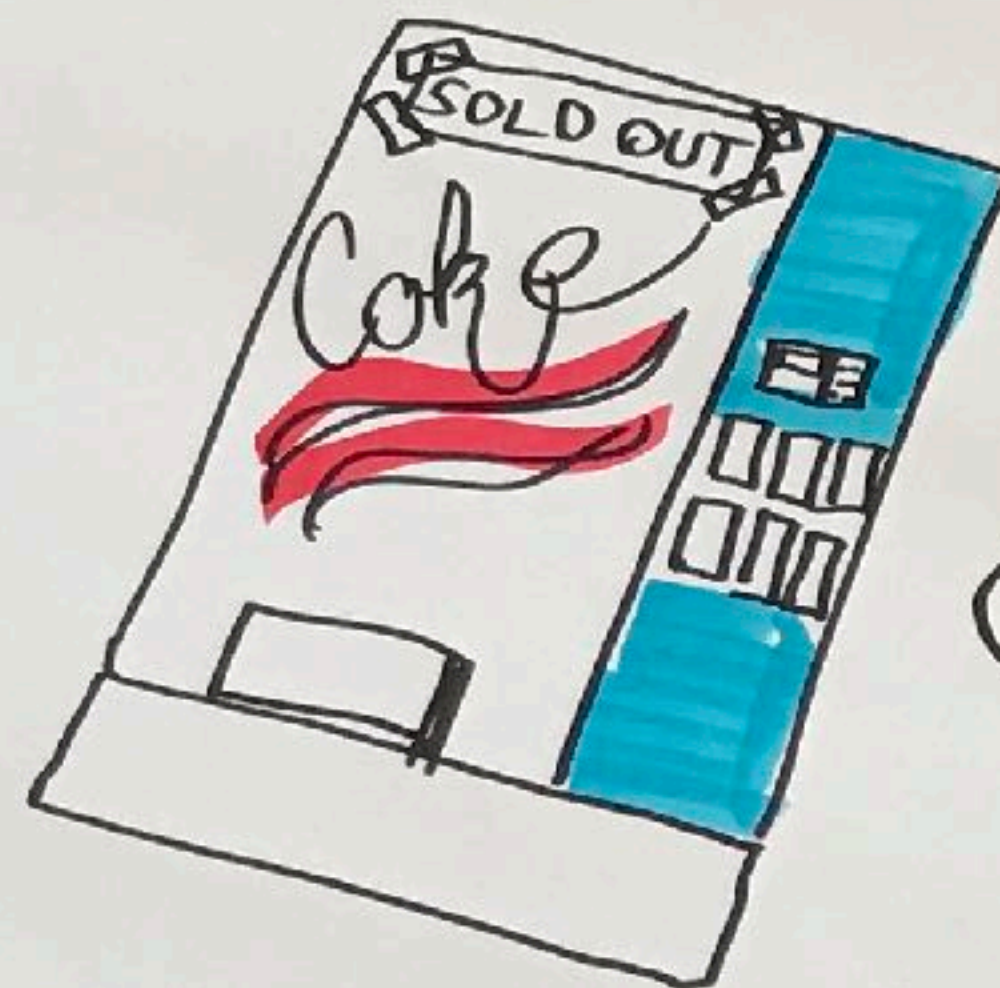
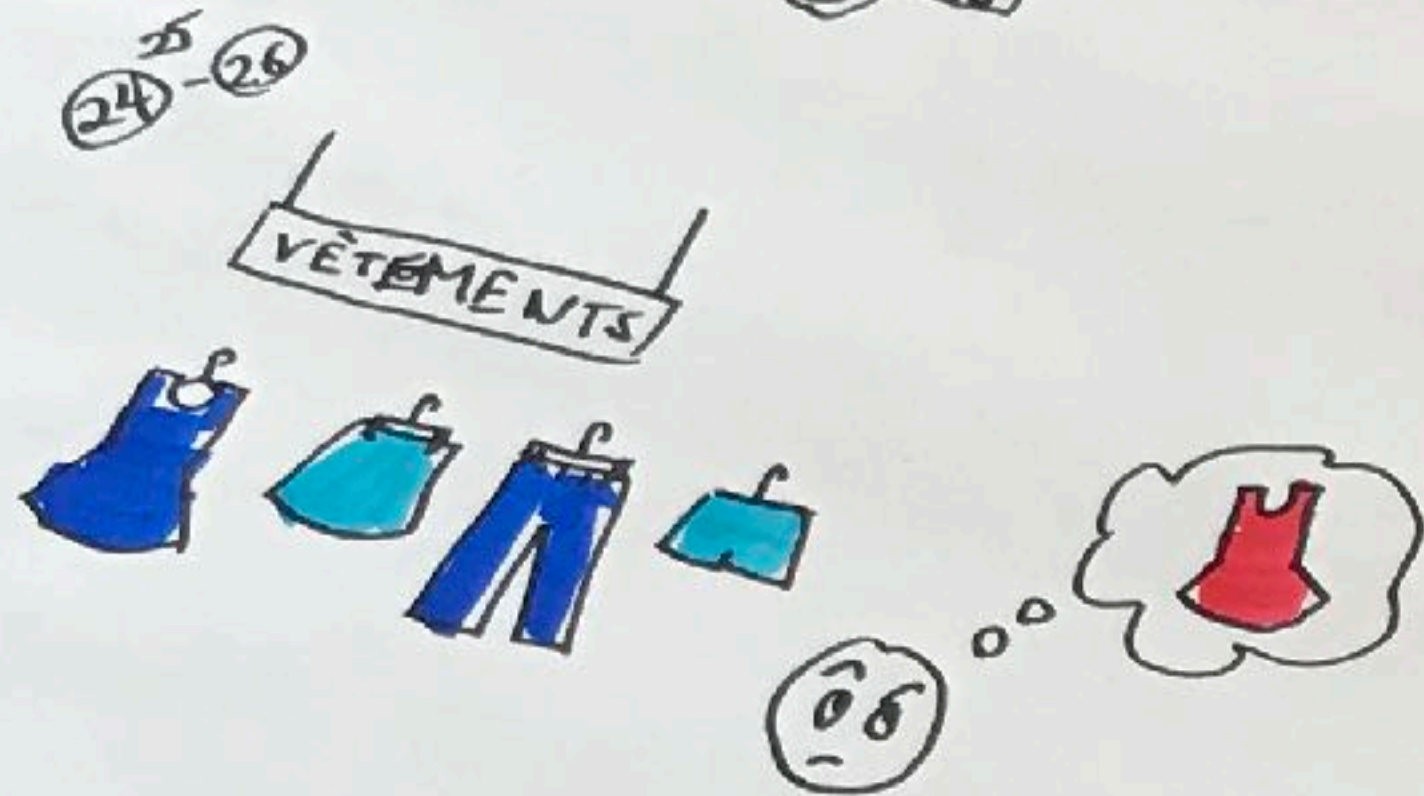
**Understand**

**Existing knowledge**

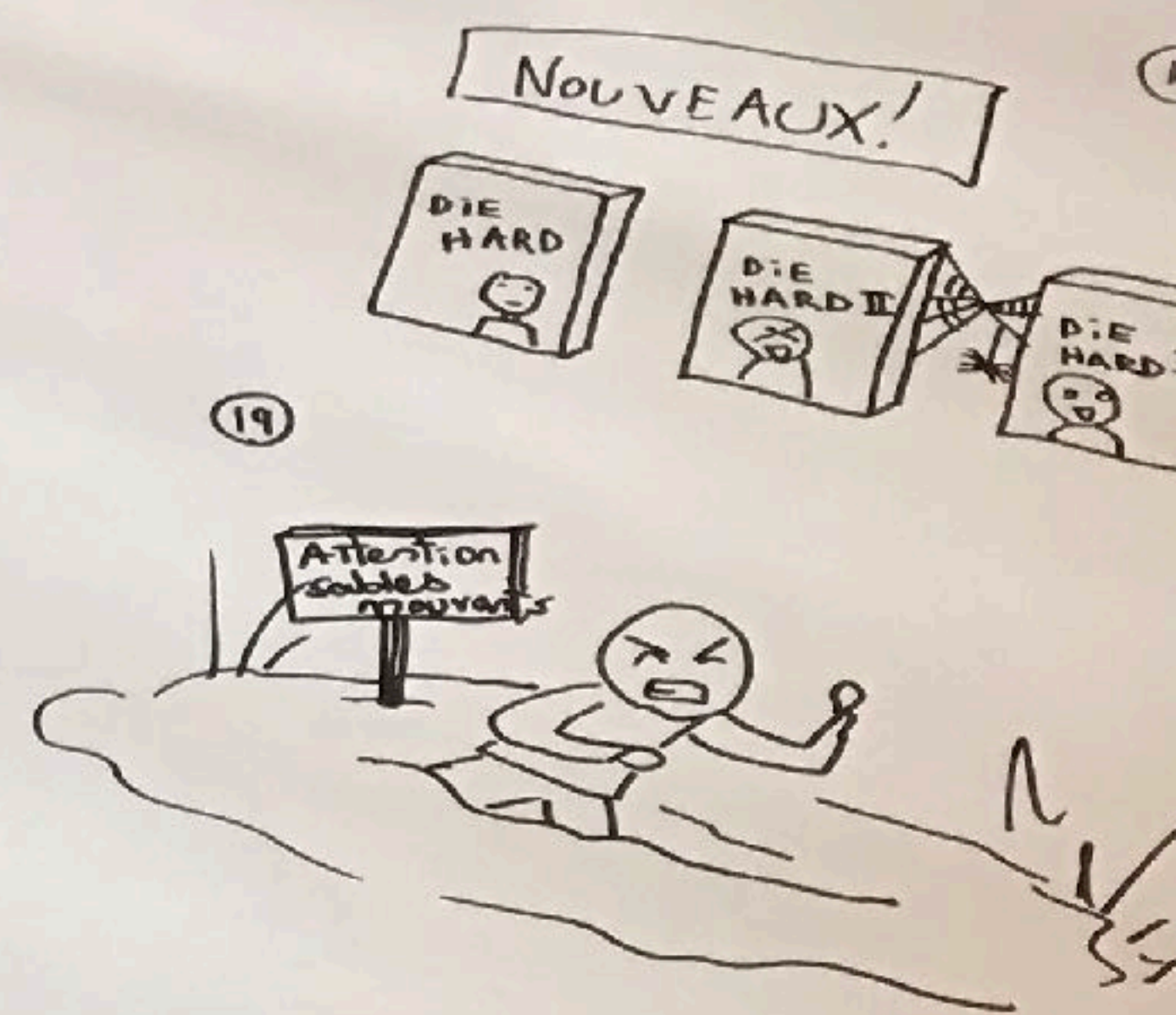
**Facts and assumptions**

**Questions and hypotheses**

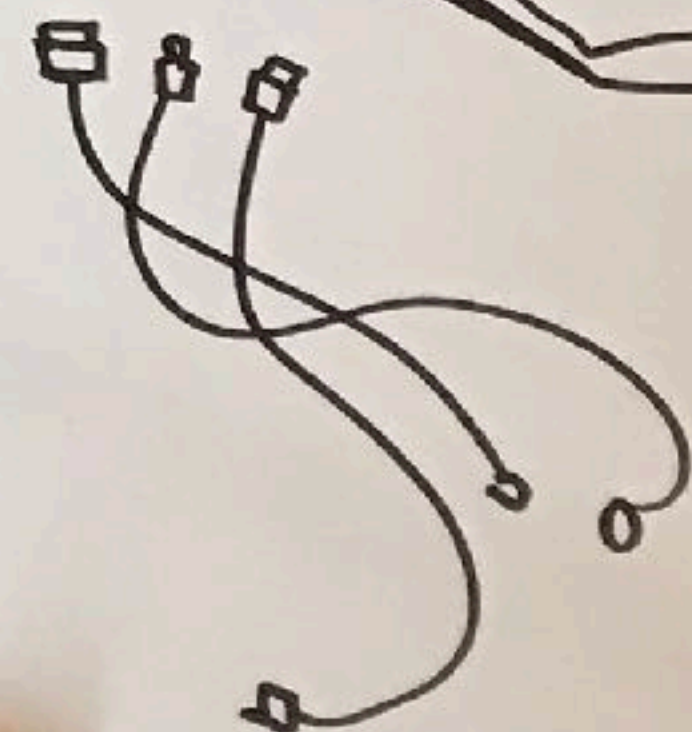
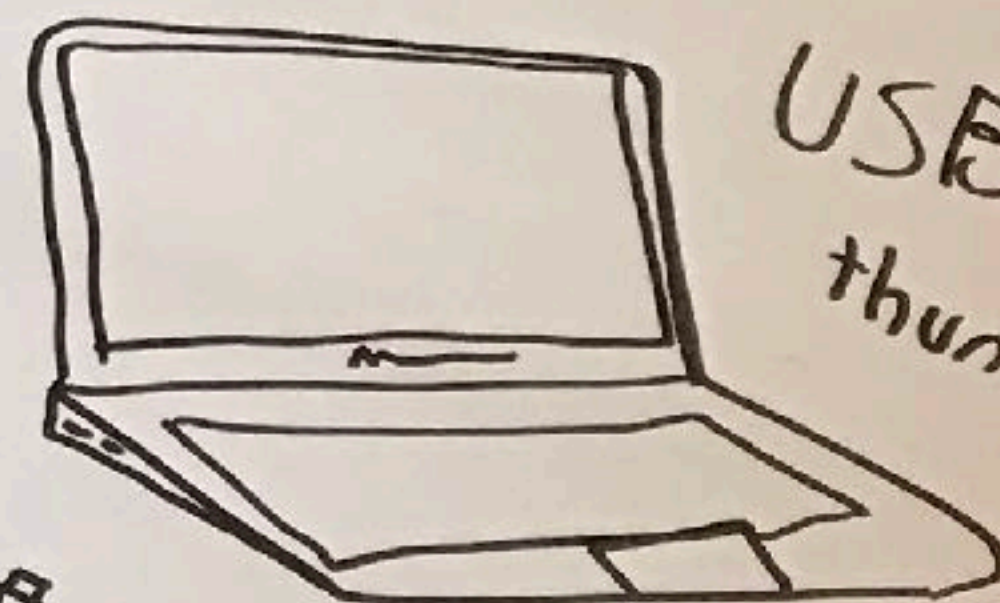




28  
29-30

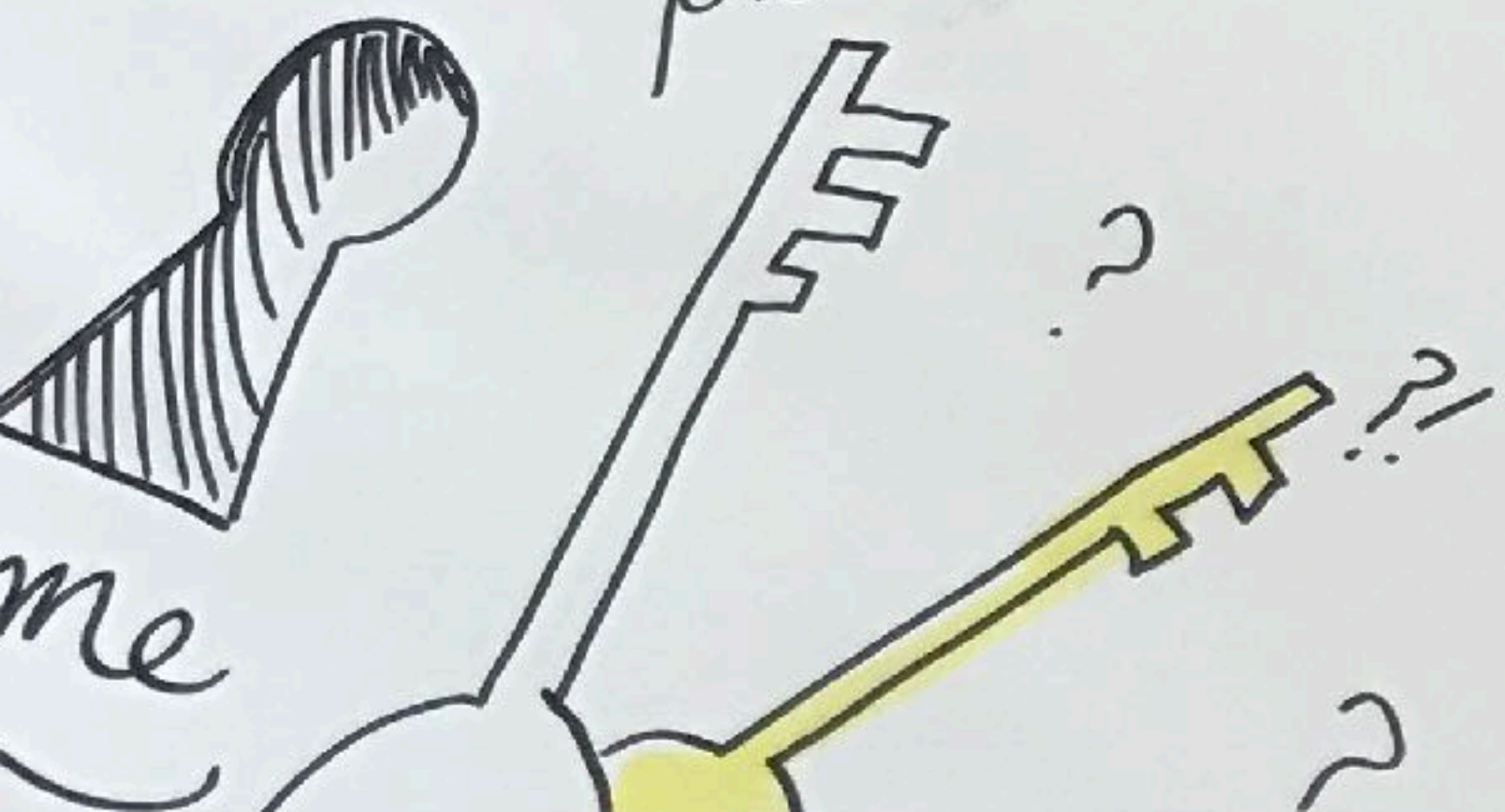


33 34-48



40-42

Clé marche plus !!







#3: The taste test

**Share the insights, not the anecdotes**









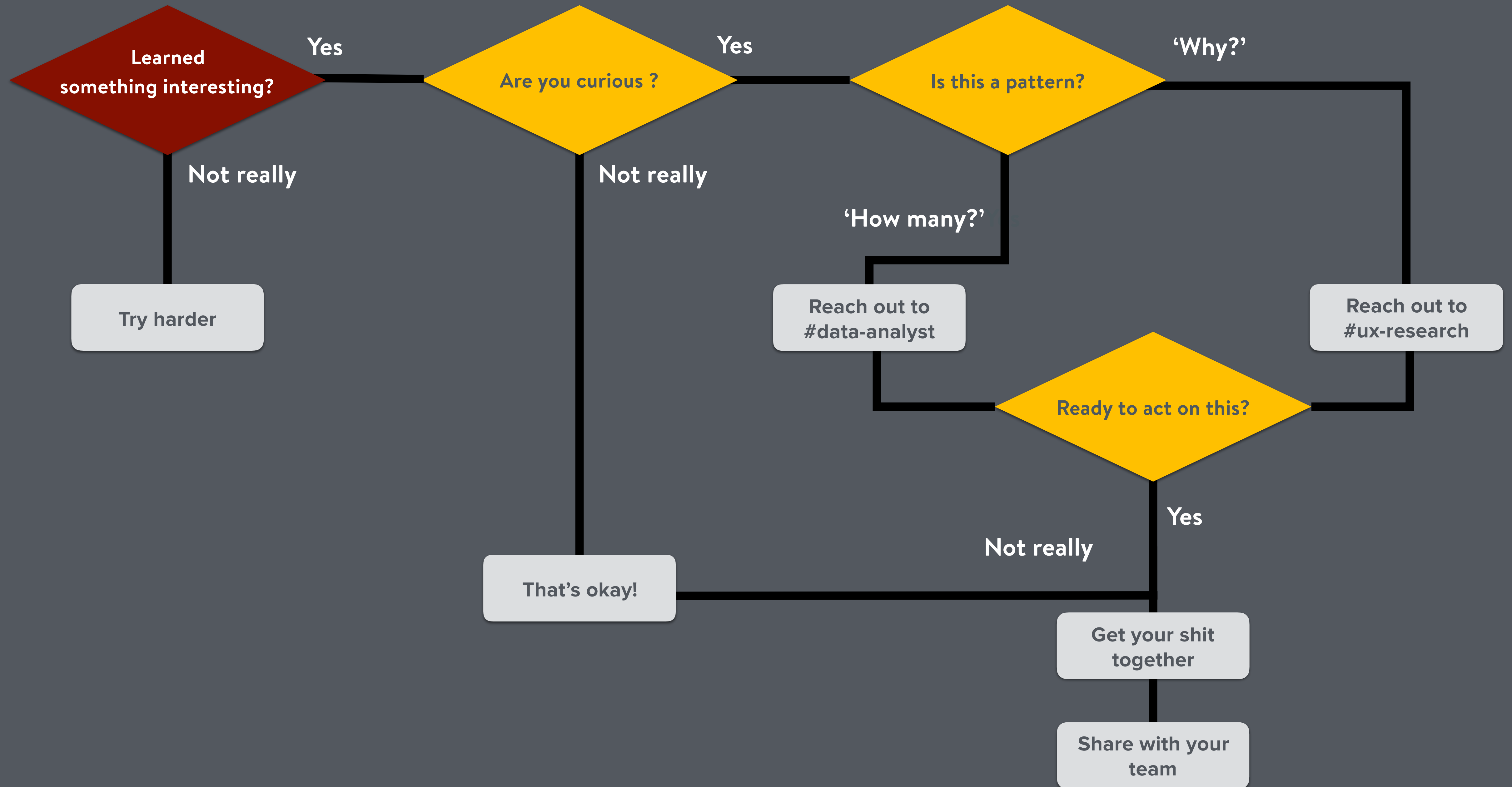




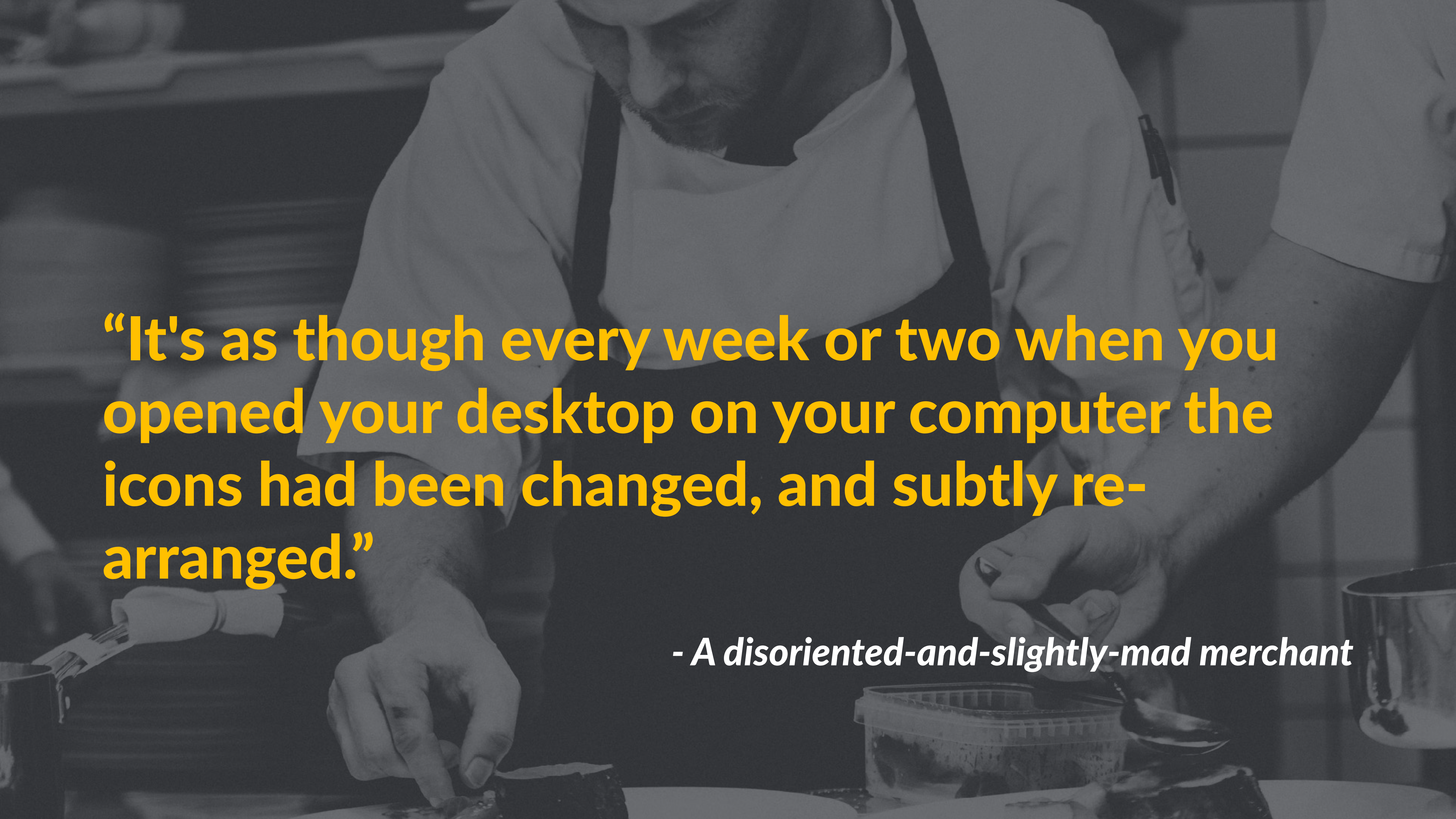












**“It's as though every week or two when you opened your desktop on your computer the icons had been changed, and subtly re-arranged.”**

***- A disoriented-and-slightly-mad merchant***





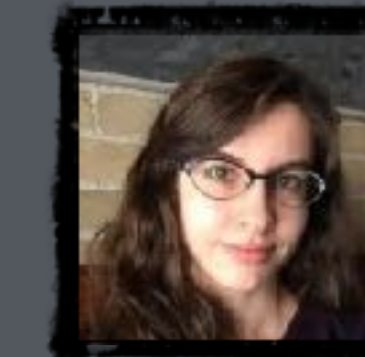
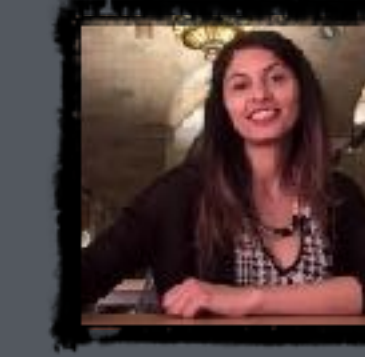
**What if your attempt at being  
a home chef doesn't work out?**







# We're here to help











**We are facilitators,  
not gatekeepers.**



We may not be able  
to scale the research  
team as fast as we'd  
like to...





... but we can scale  
research as a  
discipline instead.







**Thank you!**  
**(And bon appétit!)**