TESTING FOR A USER NEED

Think your contextual research has identified a user need? Check your findings by carrying our this 7-step interview with a user. If you do have a user need, you'll find that the interview results in a rich narrative describing the user's problem in depth.

Note: At any time during the interview, the questions may lead you or the user to re-define the underlying need. If that happens, return to Q1.

1. Express the user need.	- *"As I understand it, you need/want/would like to…"*
2. Get behind the user need.	- *"Why is that important to you?"*
3. Test to see if the need is an important one. If it's not, there's no point trying to solve it.	- *"Is this an issue that keeps you awake at night, or that you think about regularly?"*
4. The next few questions attempt to put people back "in the moment" since this will enhance their memory of the need.	- *"When did you first realise you needed something to solve that problem?"* - *"Where were you?"* - *"What were you doing, or trying to do when this happened?"*
5. Now let's see if people have tried to solve the problem themselves.	- *"Did you try to solve the problem yourself (a DIY solution)?"* - *"What kind of solutions did you try? Or not try? Why or why not?"* - *"Did any of them work?"*
6. Now let's see if people have attempted to buy a solution to the problem.	- *"Have you tried to buy something to solve this problem?"*
7a *If people answer "No" to Q6, it could be because they think there isn't a solution, or it may not really be a user need. So if people say, "No" to Q6, ask these questions to clarify their response.* *(Note: The last question about payment isn't a marketing question: it's another check to confirm this is a real user need. If people say, "I wouldn't pay much," or they would only use a free solution, it's probably not a real issue for them).*	- *"What's prevented you from looking for a solution?"* - *"How much does the problem cost you in time and money?"* - *"If there was a solution to your problem, what would you pay for it?"*
7b If people answer "Yes" to Q6, let's find out more about their search for a solution.	- *"What specifically happened to make you start looking for a solution?"* - *"Tell me about how you looked for a solution to solve your problem."* - *"What solutions did you try?"* - *"What solutions did you reject?"* - *"How did you decide between one solution and another?"* - *"Are you happy with the solution you've found?"*

USERFOCUS

THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it's my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

Dr David Travis @userfocus

ATTEND A WORKSHOP

Attend a public training courses. You'll find an up-to-date schedule here:

https://www.userfocus.co.uk/training/index.html

BUY AN ONLINE COURSE

Buy one of my online video courses on Udemy. You'll find a list here:

https://www.udemy.com/user/davidtravis/

INVITE ME IN

I can bring my workshops to you and run them for a fixed all-inclusive fee no matter where you are. You'll find more information on in-house training here:

https://www.userfocus.co.uk/training/in-house-training.html

COLLABORATE

Commission me to optimise the user experience of your product or service. You'll find more information on my consultancy services here:

https://www.userfocus.co.uk/consultancy/index.html