



Research for Normal People

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Research for Normal People

- What to do when you don't have ...
 - ☯ Much time
 - ☯ Much budget
 - ☯ Much expertise with this sort of thing
- But you need ...
 - ☯ Answers for questions that need answering
 - ☯ Real-time data
 - ☯ Ways to apply what you learn, to what you do tomorrow



Now, Tell me More About Your Problems ...

- Common issues in your e-communities
 - ☯ Do you know why they participate?
 - ☯ Do you know why others don't?
 - ☯ Do you know who "they" are?
- Ideally, you'll learn:
 - ☯ Who visits
 - ☯ Why they come
 - ☯ Why they don't
 - ☯ How often they do
 - ☯ What their normal behavior pattern is
 - ☯ How happy they are
 - ☯ Did they find what they needed
 - ☯ Whether they'll refer ... or come back
 - ☯ Where else do they go



First, Begin with Your Problems

- Common issues in your web management
 - ☯ Do you know why they visit or participate?
 - ☯ Do you know why others don't?
 - ☯ Do you know who "they" are?
- Ideally, you'll learn:
 - ☯ Who visits
 - ☯ Why they come
 - ☯ Why they don't
 - ☯ How often they do
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 - ☯ How happy they are
 - ☯ Did they find what they needed
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 - ☯ Where else do they go



I See a Trend

- These are generally the same questions
 - ☯ Ditto for other verbs we like ...
 - ☯ “Register,” “Attend,” “Join” etc.
 - ☯ Think: audience, motive, action, response
- How do we learn what we need?
 - ☯ Surveys, and more
 - ☯ Traffic metrics/user stats
 - ☯ Comparative profiles
 - ☯ Testing & evaluation
 - ☯ Observation/ethnography
 - ☯ Personal interviews
 - ☯ Focus groups
 - ☯ Demo/training feedback
 - ☯ Historical/trend analysis



Illustration: Good Survey Questions

- I have a battery of questions that work well
 - ☯ Some of the basics in web:
 - ☯ Why do you visit? (litany of features)
 - ☯ Why do you visit? (your professional need)
 - ☯ Did you find what you were looking for?
 - ☯ If not, why not?
 - ☯ Satisfaction: with depth & uniqueness of content, quality of navigation
 - ☯ And some of the extras:
 - ☯ How much does the web contribute to membership value
 - ☯ What are your communications preferences



Big Issue: The Long & Short of It

- Many of us prefer to ask very short surveys
 - ☯ Works well, but need to meet a few conditions
 - ☯ Identify the respondent (to do overlays)
 - ☯ Allows for analysis by segment
 - ☯ Divvy up questions across instruments
 - ☯ So far it seems like you need to know a lot
 - ☯ No need to collect it all overnight
 - ☯ But linking it is really helpful
 - ☯ If you can't link, then doing it all at once makes more sense



Engagement vs. Decision Support

☯ Engagement is critical: inexpensive online tools allow popups

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headlines

Executive Alert - NIRI Sheds Light on Trading Blackout and Quiet Period Practices

Executive ALERT
Updates on issues vital to the practice of investor relations

New research indicates that 82% of respondent companies have a quiet period and 98% have a trading blackout period.

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How long is your company's quarterly stock trading window for insiders (in business days)?

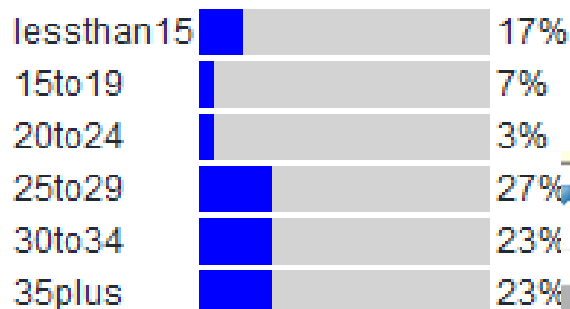
Less than 15 days
 15 to 19 days
 20 to 24 days
 25 to 29 days
 30 to 34 days
 35 days or more

Surveys as Engagement Techniques

How long is your company's quarterly stock trading window for insiders (in business days)?

- Less than 15 days
- 15 to 19 days
- 20 to 24 days
- 25 to 29 days
- 30 to 34 days
- 35 days or more

RETURN TO POLL



Total votes: 30

- ☯ Content that is engaging for members (perhaps not us)
- ☯ Traditional ratings of content and encouraging comments, easy with blogs, sometimes your site
- ☯ Issues with managing or influencing content: as with social media
- ☯ Some editorial control “administrator privileges” will suffice

Post a Comment

Comments 1 - 10 of 11607 First | « Prev | Next » | Last



Berryh Fri Mar 12, 2010 06:23 am PST | Report Abuse

2288 540:

pass the health care plan people are dieing and need care now not later

▶ Replies (215)



Jack Fri Mar 12, 2010 06:37 am PST | Report Abuse

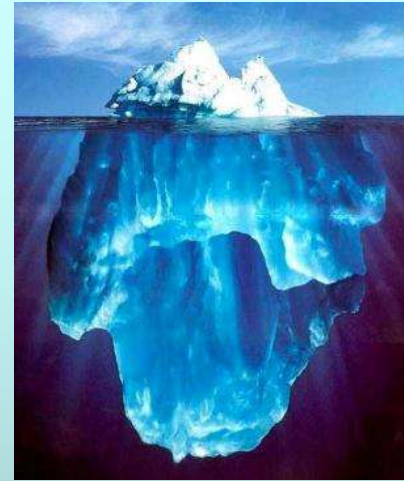
2858 181:

Seams like Obama spent the first year sightseeing while he should have been kicking the Democrat's ass to get something done, if ever a bunch needed a leader it's them!!!

▶ Replies (106)

Cooler Techniques to Learn What You Need

- Let's take a step back from tactics
 - ☯ How often do you base decisions on gut?
 - ☯ How often do a few complaints serve as the “voice of the customer?”
 - ☯ Generally we need to distinguish between “ya got a point there” and “you're weird”
 - ☯ Difference between complaint being
 - ☯ Tip of the iceberg
 - ☯ N=1 or “lone gunman”
 - ☯ Another reason why research is important:
 - ☯ Facts are our friends
 - ☯ They validate ... and *disarm*



Why a Mix of Techniques Really Works

- Surveys & metrics only get you so far
 - ☯ I need both logical & emotional perspectives
 - ☯ Getting past “fine”
 - ☯ Understanding you better than you know yourself
 - ☯ What people say and do are two different things
 - ☯ This is why observation of behavior is important
 - ☯ In-person: office visits and behavior tracking
 - ☯ Personal demos
 - ☯ Think experience, then question ...
experience then question
 - ☯ Having something to react to & talk
about helps

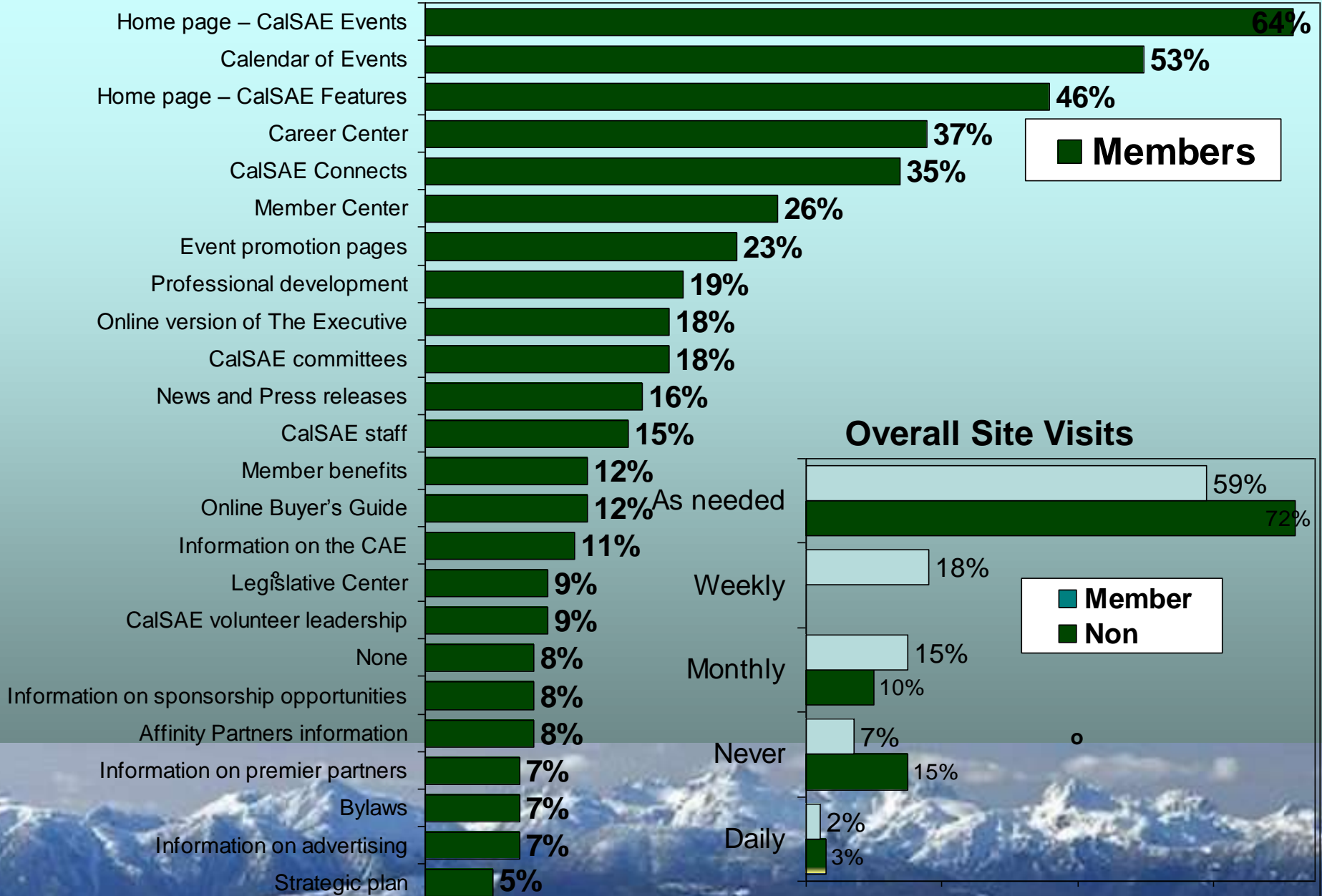


Now, Back to That “Normal” Thingie...

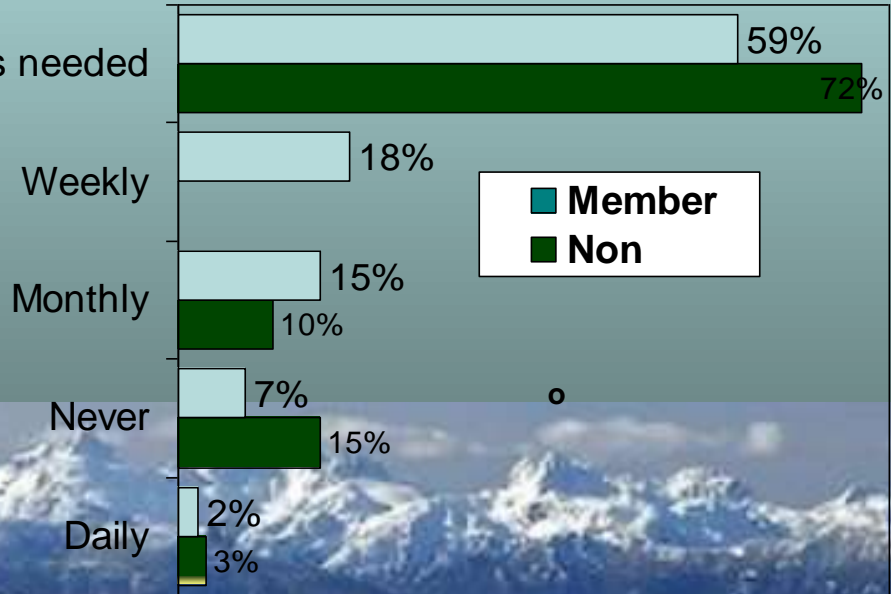
- Surveys & metrics only get you so far
 - ☯ Most of us don't have a lot of time
 - ☯ Sitting with me for an hour is stretching it
 - ☯ Yes, research really is a long & winding road
 - ☯ It's iterative, what we learn raises new questions
 - ☯ Progress means building on previous findings
 - ☯ How to fit it in?



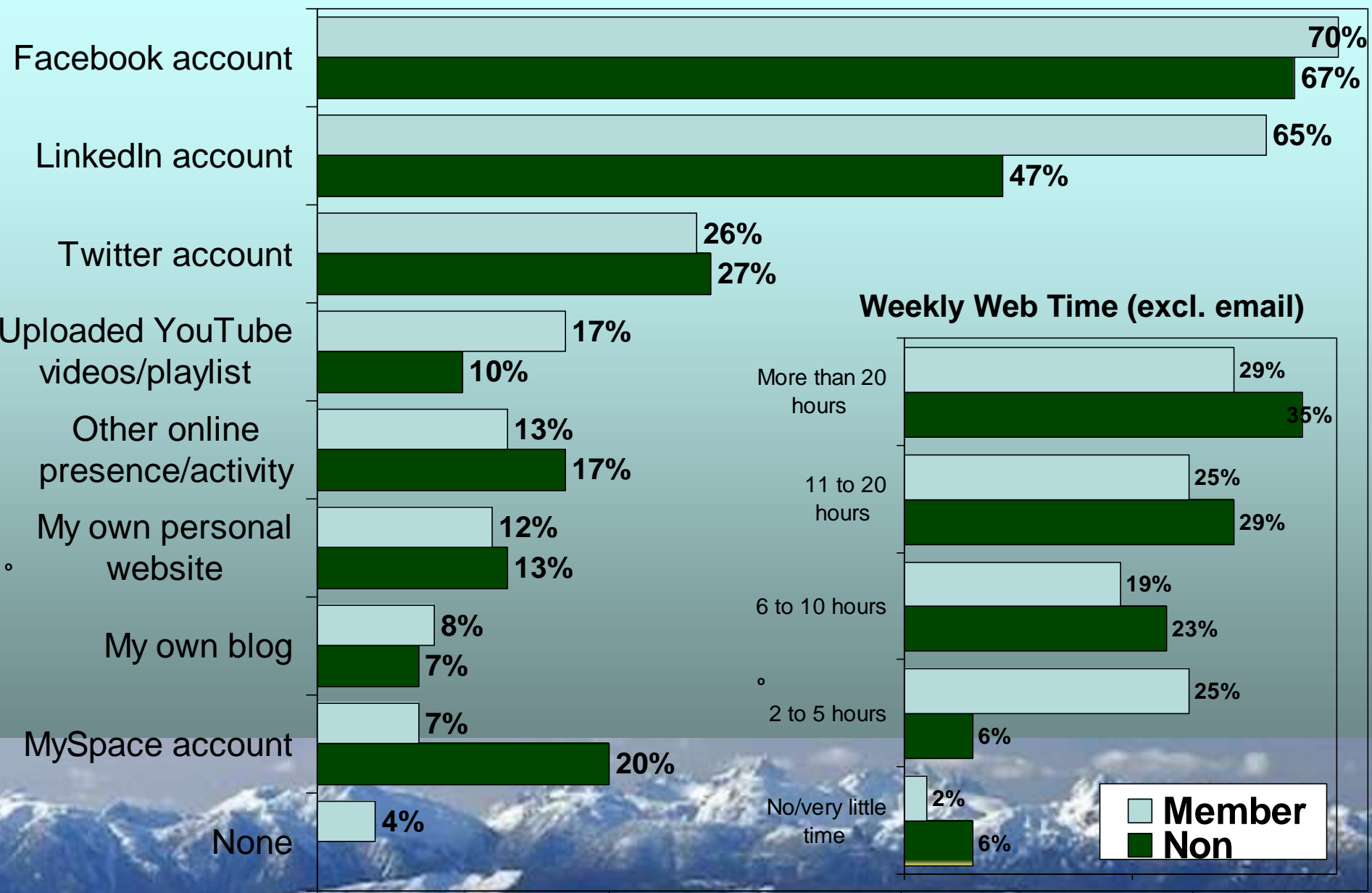
CalSAE Website: Features Visited at Least Occasionally



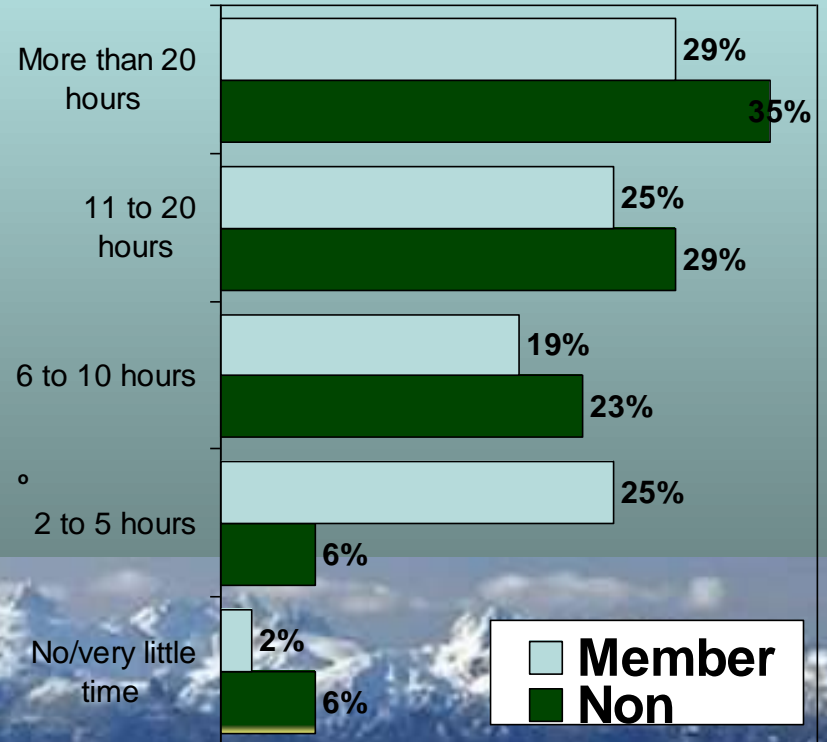
Overall Site Visits



Current Social Media and Online Presence Today



Weekly Web Time (excl. email)



■ Member
■ Non

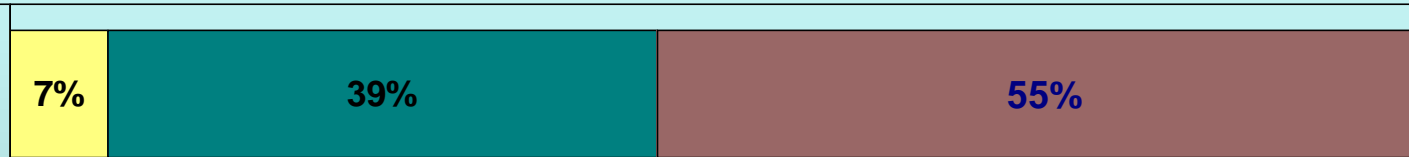
Awareness of CalSAE Social Media Vehicles

Audience consists of many social media users today, although few are very aware of CalSAE initiatives the CalSAE connects has a strong foothold among members.

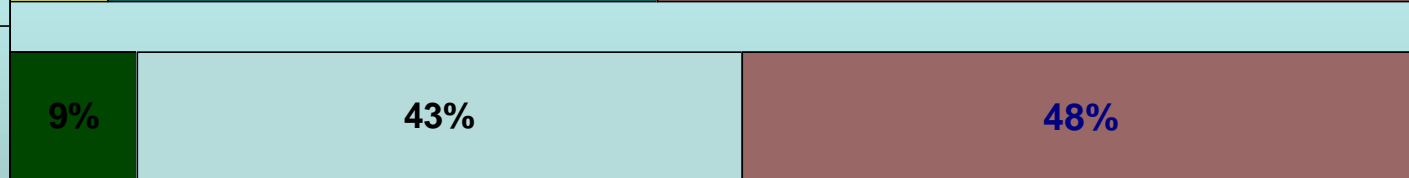
Very aware Somewhat aware Not aware at all

Members

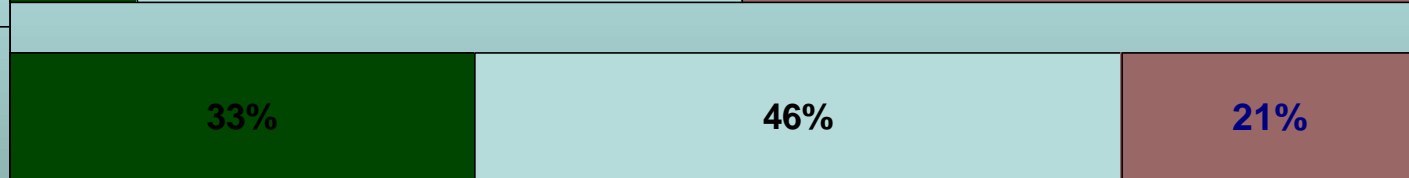
CalSAE Twitter feed



CalSAE Facebook page

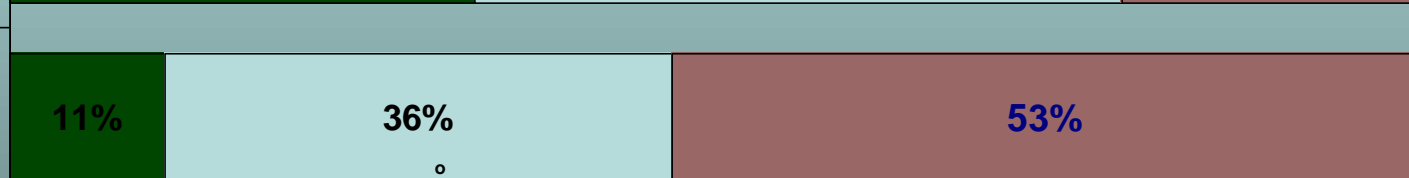


CalSAE Connects social networking site on our website

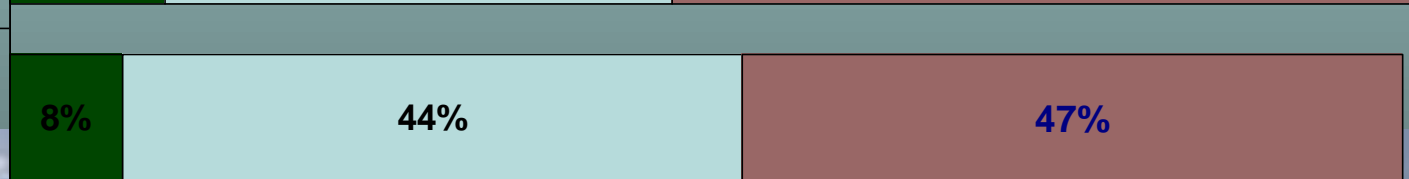


Non-Members

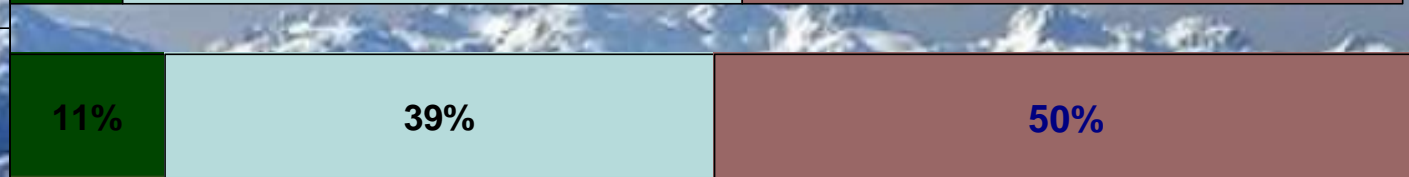
CalSAE Twitter feed



CalSAE Facebook page



CalSAE Connects social networking site on our website

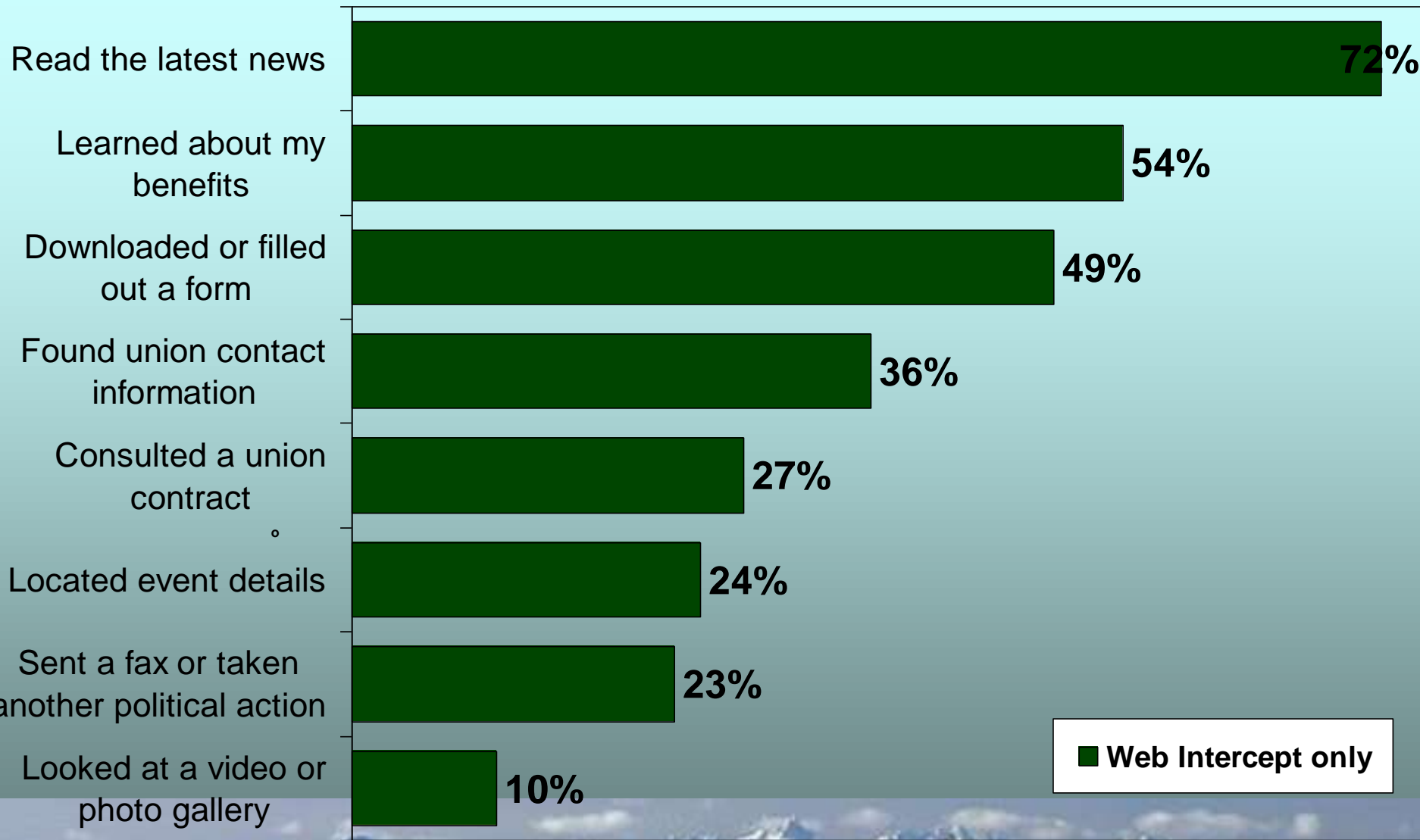


Segmentation and Filtering

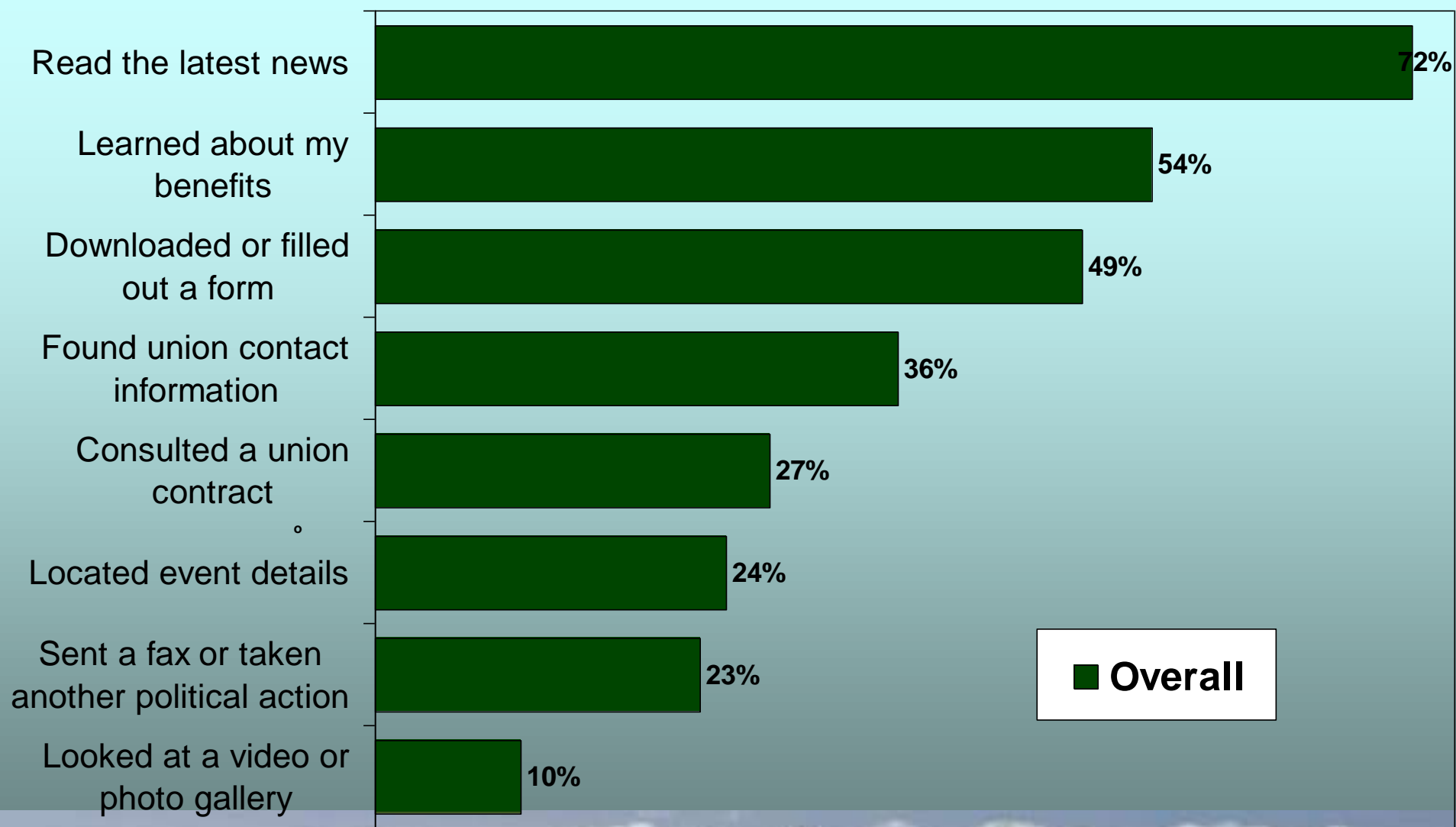
- This is a “do as I suggest” rather than do as I did
 - ☯ When I co-founded a dot-com I relied on real-time testing
- Critical to cross-tab, understand your core audiences
 - ☯ With push email, other communications, best to be able to contact the right person
 - ☯ Manage the initial relationship; they’ll get the hint and follow your lead
 - ☯ Best customer visitor (member or non) will use RSS feeds; give you a clickstream to help understand behavior, needs



What Do You Intend to Do at xyz.org Today

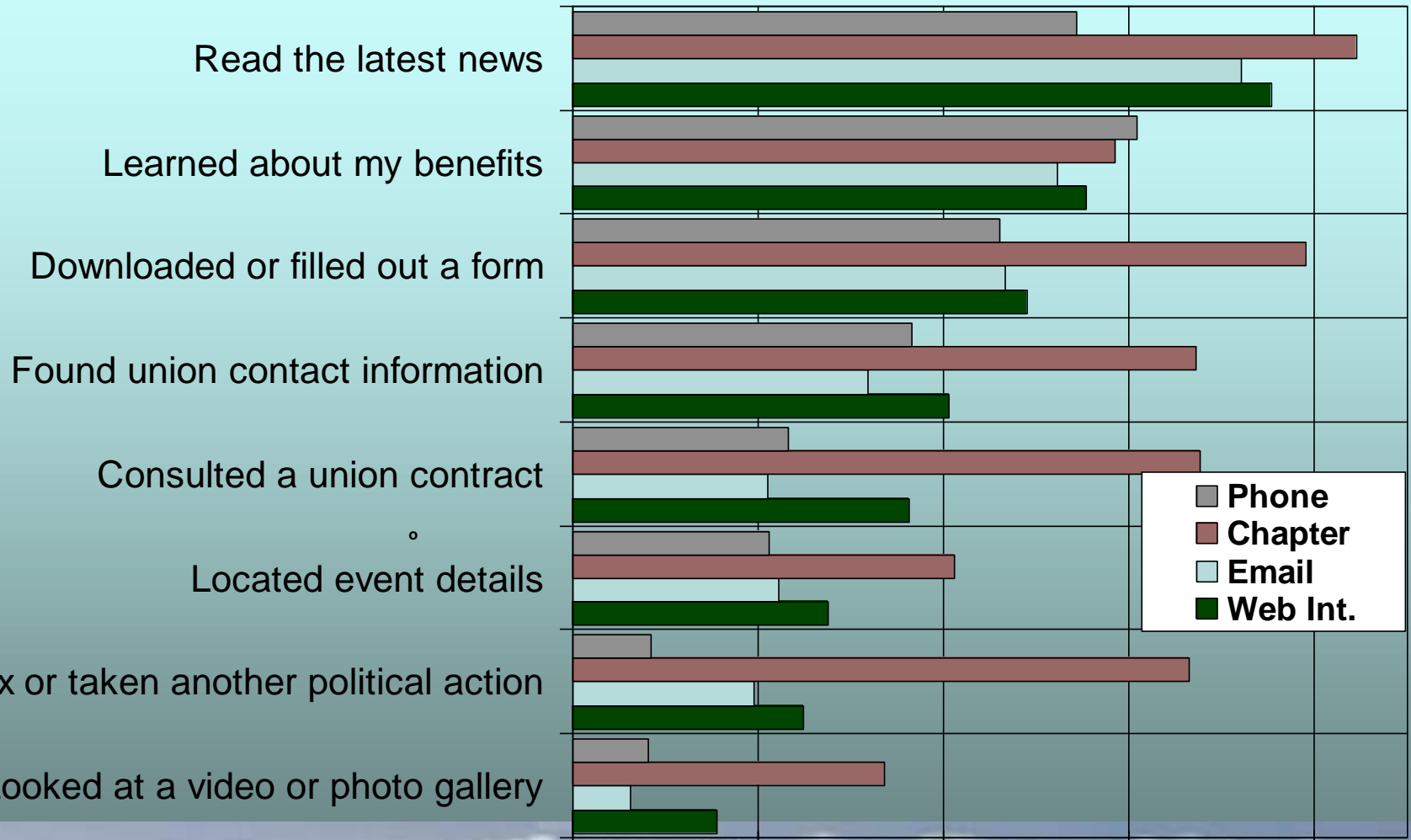


Which activities have you done at xyz.org in the past



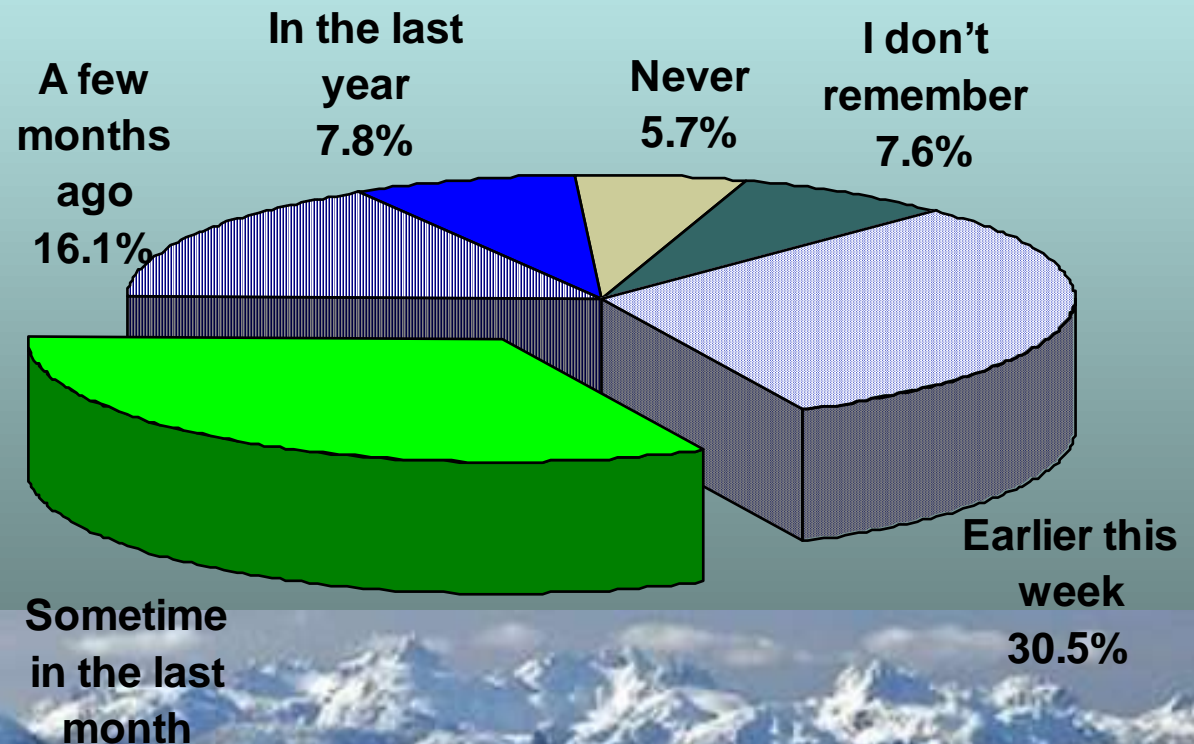
Responses Vary Considerably by Method

0% 20% 40% 60% 80%

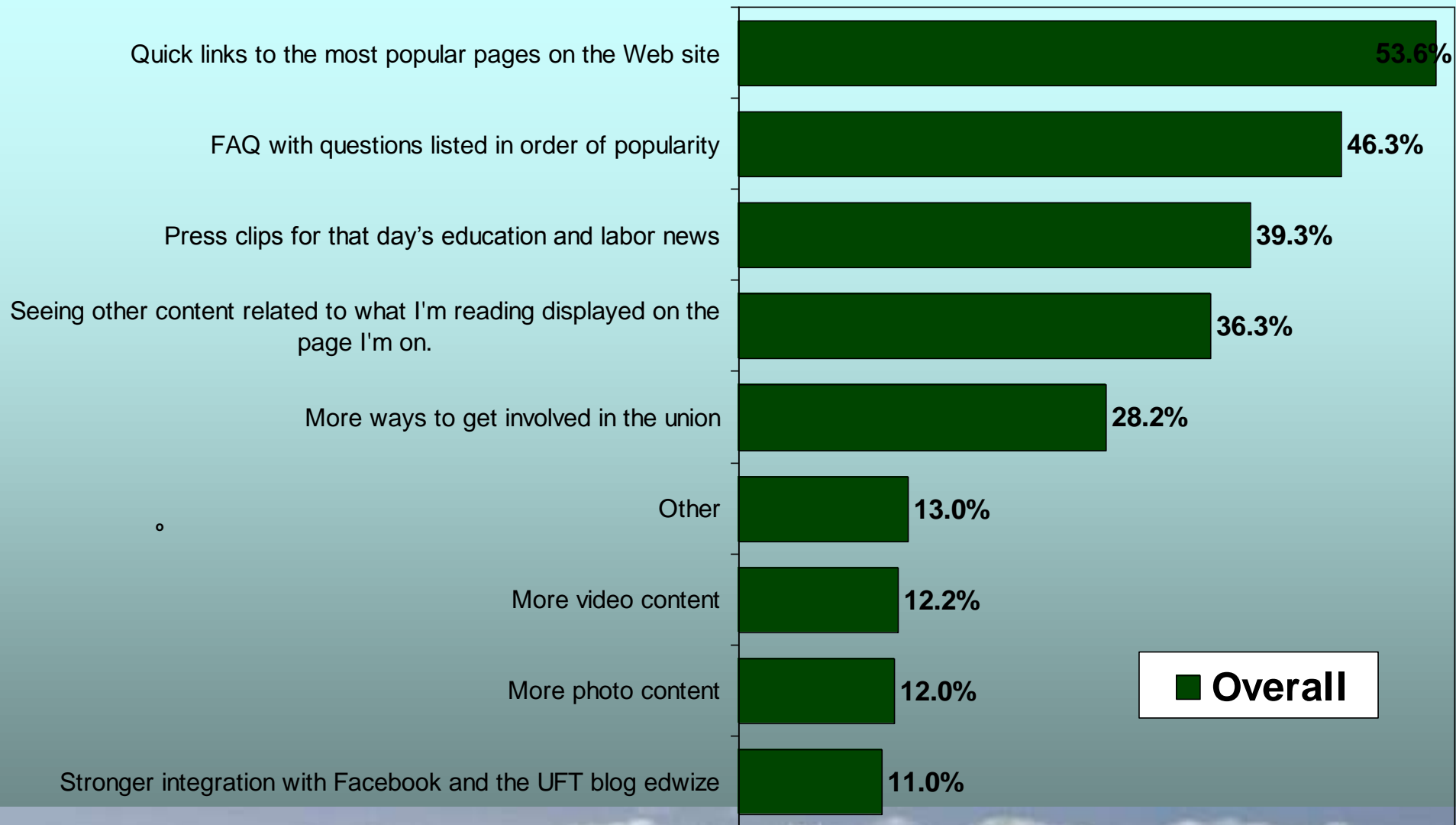


When Was the Last Time You Came to This Web Site

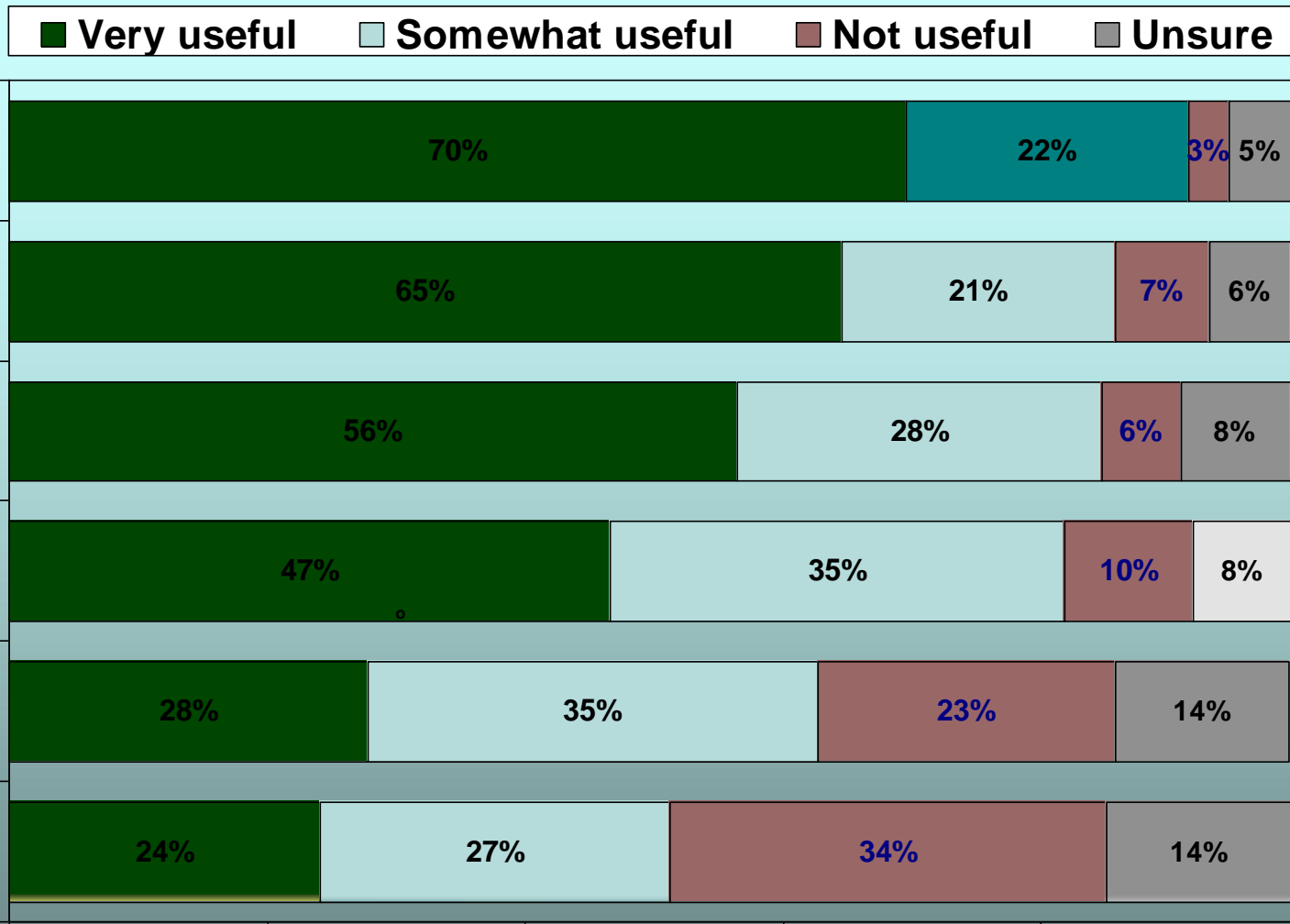
- Simpler way to ask the question than “how often this year”
 - Might want to know both, and measure by segment
 - Compare this to your actual traffic
 - Link this response to stated need: what causes “stickiness”



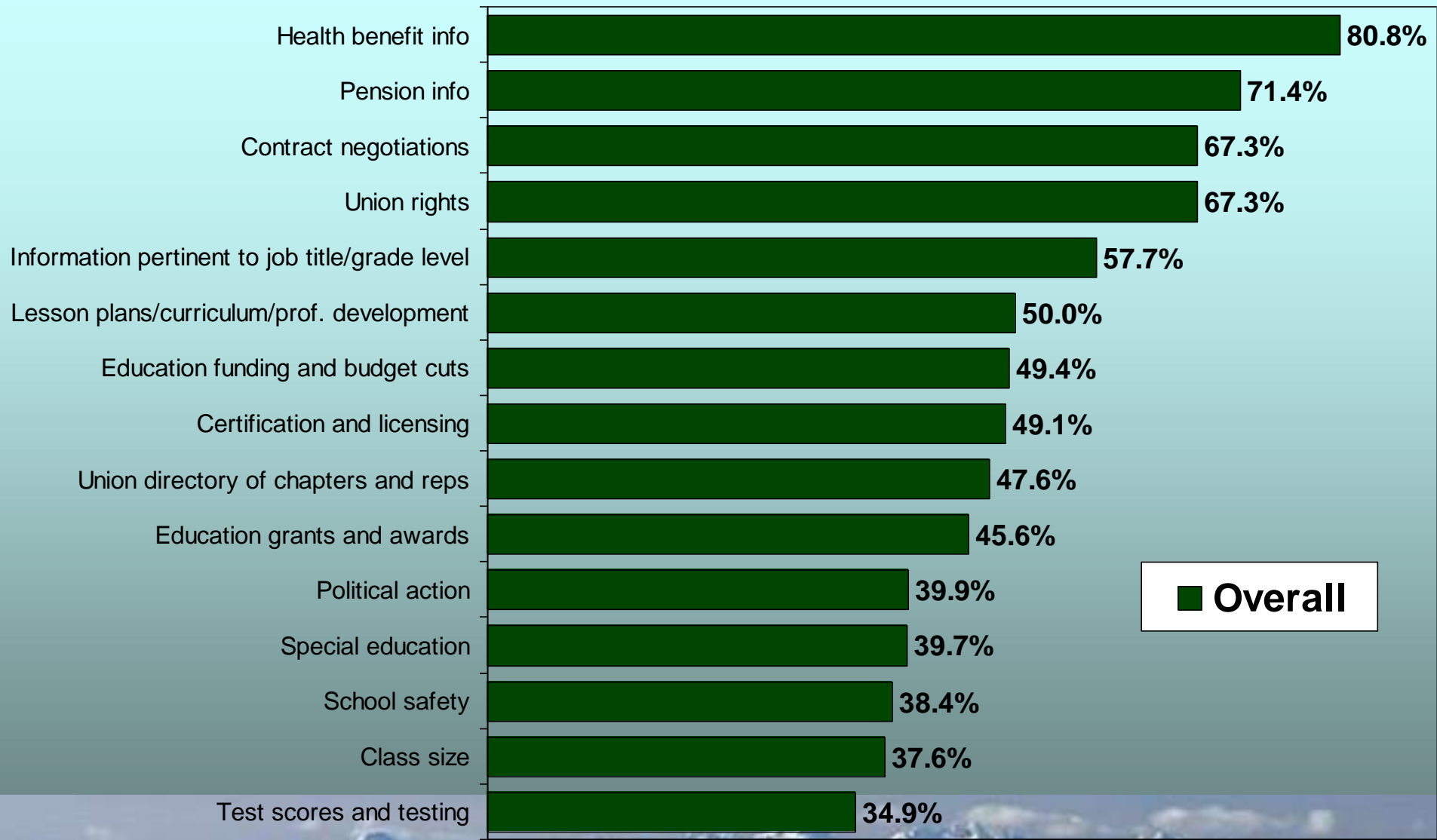
Improvements to xyz.org You Would Find Beneficial



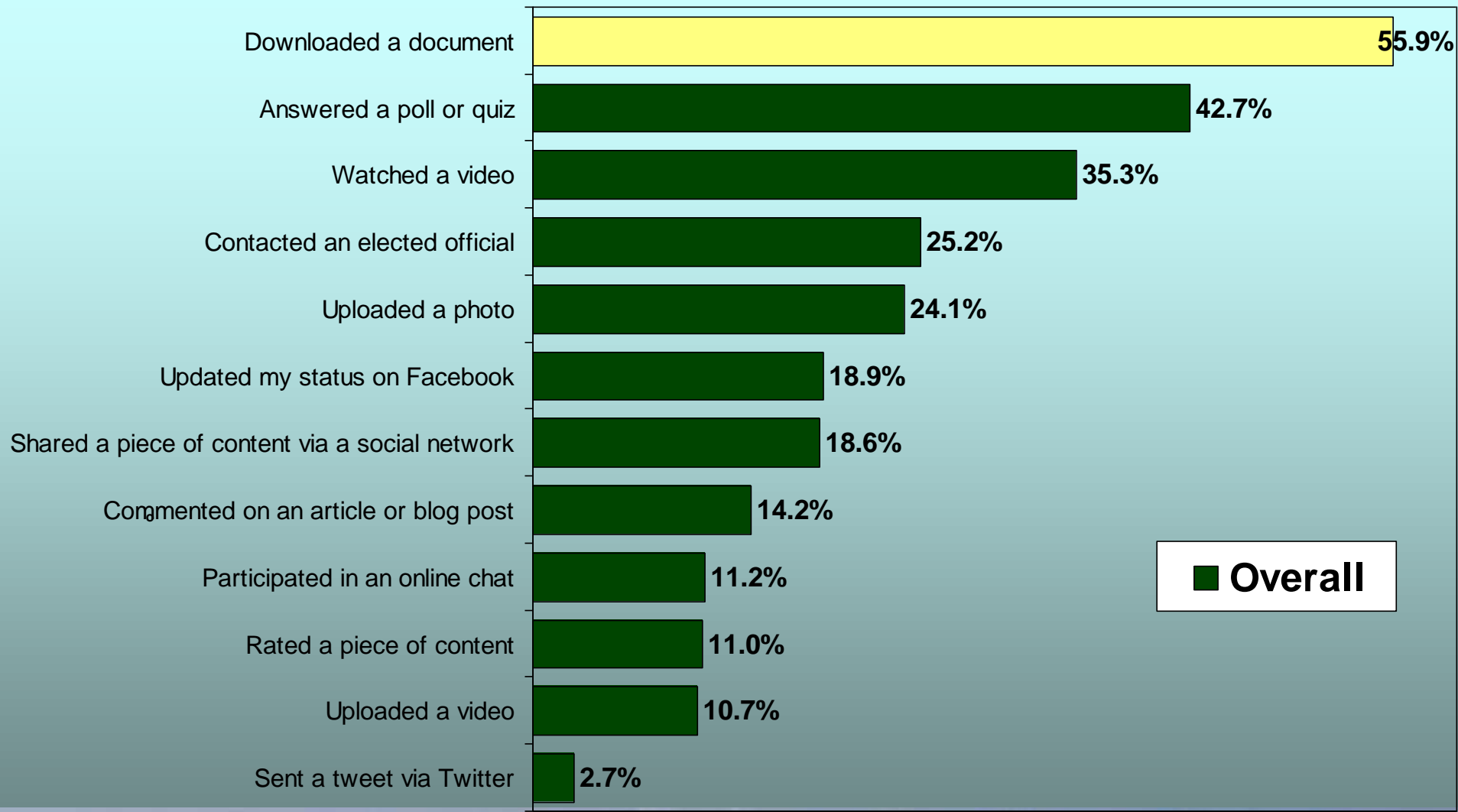
How Useful Would You Find these Web Site Tools



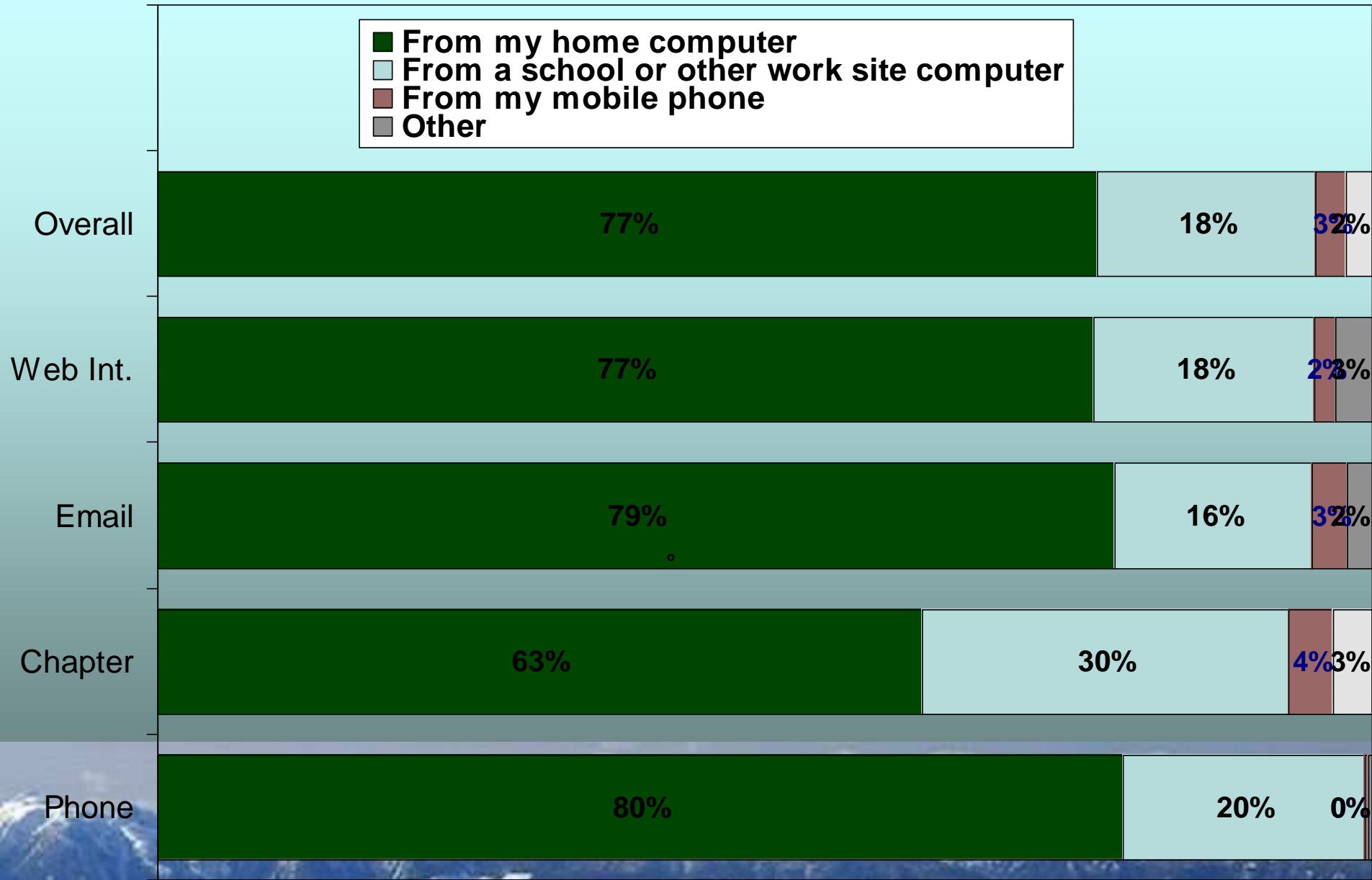
Topic Areas Would Like to Be Able to Explore at xxx.org



Done Online In the Last Month

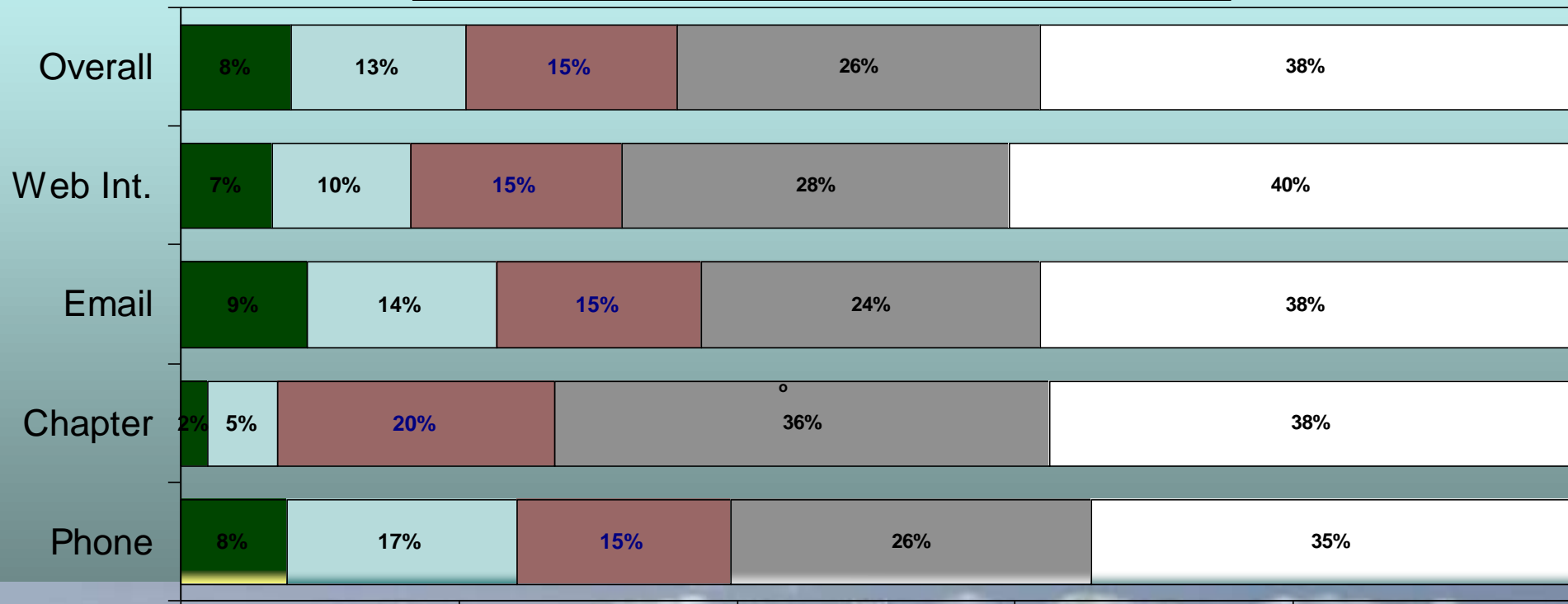
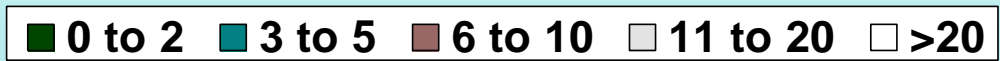


How do You Typically Access UFT.org



Computing and Analyzing Response Demographics

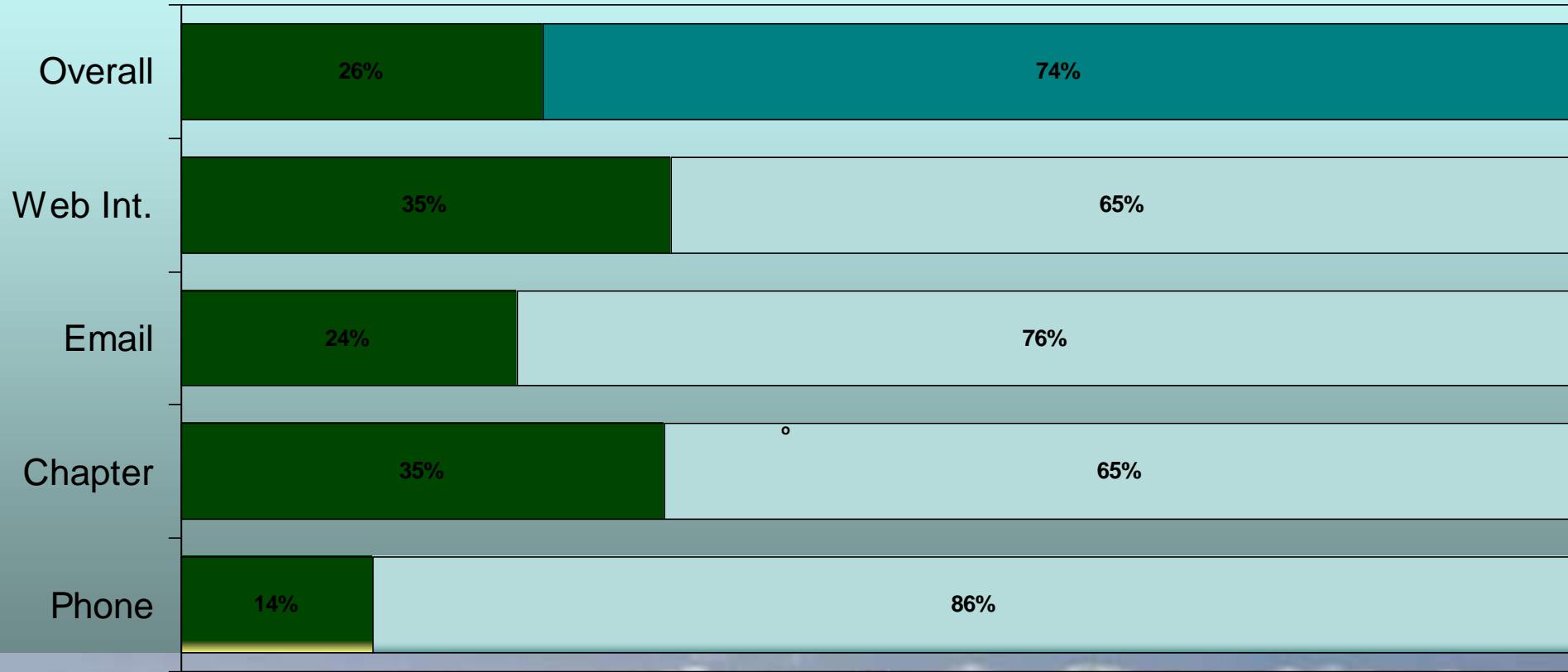
- ☯ Importance of comparative demographics (member tenure here)
- ☯ Compare across, compare to the universe
- ☯ Learn about your non-member users



Interested in Contributing to Our Redesign

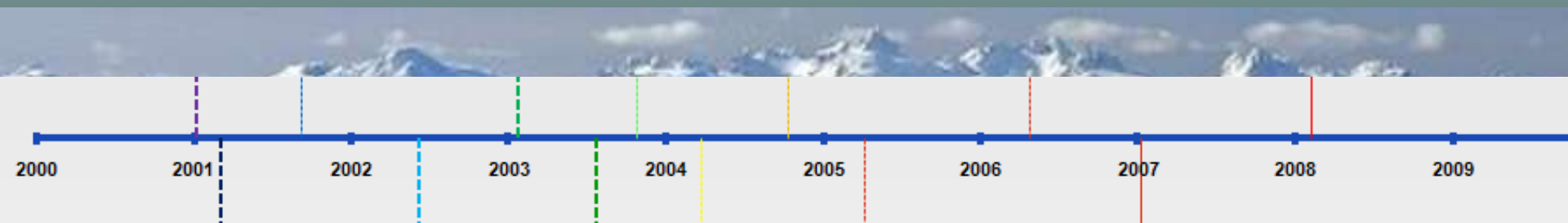
- ☯ Sometimes we forget how engaging surveys can be
- ☯ Pre-screener: pre/post, panel, recruit helpers, focus groups

Yes No



Considering the Big Picture: “History, Babe”

- Time: a big reason informing my research approach
 - ☯ How long have we actually been web-enabled?
 - ☯ How long have your own members and customers become more than computer-literate?
 - ☯ How long since they overcome an e-commerce aversion?
 - ☯ How many of your own colleagues are “halfway there?”
 - ☯ For how many of you does the scale, scope and magnitude of your online presence ...
and the challenge of fixing it ...feels too great to scale?
 - ☯ Probably a good thing we see revolutionary tools
 - ☯ New “leapfrogging” now: semantic web, 2.0 interactivity
 - ☯ How many of our members & staff still need handholding?



Research for the Future

- In our work, research has to look forward too
 - ☯ So often it's all backwards for the respondent
 - ☯ I evaluate your performance
 - ☯ I detail how you did in specific areas
 - ☯ I discuss my expectations
 - ☯ Everything is shaped by the past
 - ☯ Many best questions address the future
 - ☯ Changes, enhancements, future initiatives
 - ☯ What needs to change
 - ☯ Don't fear the process of asking
 - ☯ Set up for future tests

