User Experience Program

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Summary

Usability testing is key to providing actionable feedback, and essential to the design process. Sourcing users for research and feedback is particularly challenging as we require technical / coding skills to test our products. While the customer feedback we gather through customer success tickets and surveys are valuable, we also need a way to explore our user's behaviors and needs in more depth.

Our goal is to roll out a User Experience Program by creating an automated process for recruitment, coordinating interviews, gathering moderated or unmoderated feedback, and thanking our participants using a few integrated applications.

Goals

The following are some preliminary goals for the User Experience Program:

- Have a database of users to test with at anytime
- Find users willing to give us feedback
- Interview users to better understand how they're using our product
- Identify pain points in the current experience of using our product
- Get regular feedback from engaged users
- Reduce the amount of time we spend in usability testing sessions
- Reduce the amount of time we spend recruiting test participants
- Streamline and automate the above processes as much as possible!

Program to do's (internal)

- Create / design a landing page attractive to developers and map out touchpoints or customer entry points (ie support, in our feedback in platform, design blog, etc) how will someone learn about it and find it?
- Put landingpage on SCW site
- Decide what we ask or a form for customers to enter their information for the program
- Ie are you a developer or a admin?
- What languages do you code in?
- What is your t-shirt size?
- What do you want to fix most on the scw platform
- Name, email company you work for

Jobs to be done

- As a product designer, when I am exploring or validating an idea, I want to be able to interact with users so I can learn more about them and incorporate this understanding into the product.

- When I am doing user research and testing, I want to be able to find users easily, so I can spend my time learning more about them rather than coordinating the process.

- When I am engaging in user research as a participant, I want to be able to give feedback quickly and easily, so I can move on to my primary responsibilities.

Landing Page

We'd like to have a landing page with a form to collect user's information, and provide a link to the landing page from various touch points:

- following developer satisfaction surveys
- email marketing campaign
- feedback link (via SCW navigation),
- design blog (to come)
- social media – facebook, linkedin, youtube, twitter

We'd like to reimburse participants with swag or gift cards (for longer recorded sessions, or when we need to recruit).

Incentives

Occasionally we'll need to incentivize our users who are more difficult to recruit for, and apply to: longer recorded sessions, users we have to recruit specific languages, users with visual impairments, or users that haven't opted in via the Experience Program, and prior to using swag as a form of reimbursement.

Gift Cards
We're requesting a budget for 40 $50 (Amazon) gift cards to attract potential recruits for 2022
This breaks down to 5 usability testing reimbursements per month for the rest of the year.

Other Incentives?
We'd love to send participants something if they've opted in to the Experience Design program and participate in a session– Idea: we could create limited edition "Secure Code Warrior Experience Design Program" tees / sweatshirts / hats / stickers etc. – Sarah to talk to marketing / Junie about ideas

Tools Needed

Userflow - Surveying, Onboarding

Userflow is an onboarding tool we use to help us guide users to realise value quickly through self-service, which increases our overall retention and engagement over time.

Calendly or other scheduling software

Automate the scheduling of useability testing – Sarah to investigate

How to Incentivize Candidates- Gift Cards / Certs / Gear

How to budget for this? Sarah to investigate

Dovetail App

Idea – Promotional Videos

Usability Testing Videos for Testing to Recruit Candidates

Background
We'd like to be able to send potential candidates a recruiting video to explain usability testing and what it's purpose is, how the test will go and what to expect. We want to appeal to candidates and make it a fun positive experience for them so they'd want to participate again. We can use the videos to promote the SCW experience design program, in the design blog or social channels.

Usability Testing Videos for Internal Training

I'd like to record a Usability How to for Internal Product Designers / UX researchers as well, with some quick tips on how to get the most out of usability testing / successful outcomes / best practices / follow up survey etc.