

Two overlapping circles, one grey and one orange, positioned to the left of the main title.

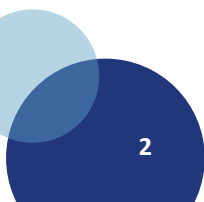
# UX RESEARCH

im Lock Down

Ein Erfahrungsbericht



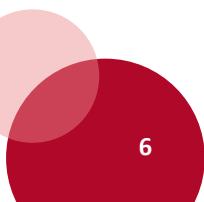
Till



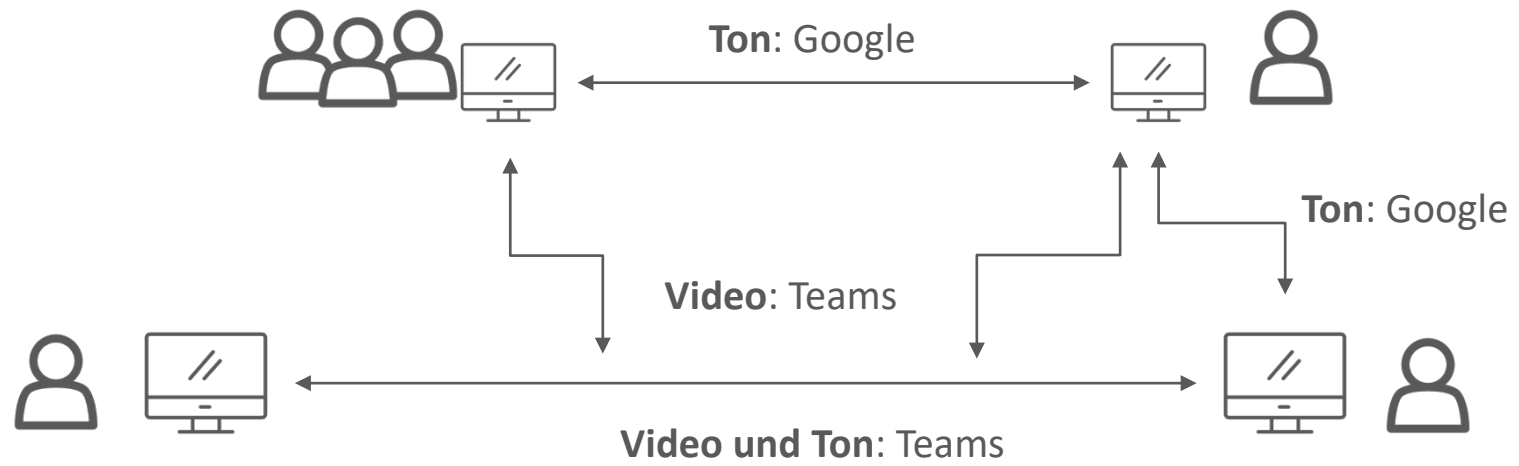
# Eine Geschichte

- Kann man überhaupt online **UX Research** betreiben?
- Welche **Tools** können wir nutzen?
- Wie geht man mit der **Zielgruppe** um?
- Wie kann man **internationale Projekte** umsetzen?
- Kann man **Workshops** online und remote durchführen?
- Wie geht es dann **weiter**?





## Zwei Tools!



# Remote Workshops?

**Consulting project**

Share

Process Flow: Brainstorming session → New product idea → Prototyping → Prototype evolution → Review → Brainstorming session → Quick design → Prototyping

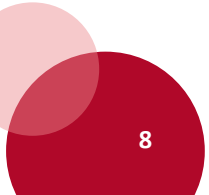
**EMILY**

**MATTHEW**

Application and settings	Transactions	Additional information
Interaction with application	Settings	Finance management
Manage the app from an iPhone	Bank product	Bank cards
Manage the app from an Android device	Transfer money	Bank news
Manage accounts	View transaction history	Analytics
Find application in the marketplace	Be secured	Bank news
Set financial goal	Use transactions template	Search for the nearest office
	Set up automatic payment	Take out a loan easily
	Form a bank statement	Search for the nearest ATM
	Receive updates on banking service	See loan payments analysis
	Calculate deposit returns	Monitor currency rate
	Make third party payments	See deposit additions analysis
	Be offered with healthy programs	Estimate future expenses
		Compare offers of the competitors

Wireframes: Mobile App, Desktop App, Surface Hub

Marketing Copy: "We are on a mission to help teams create the Next Big Things", "The world of work has dramatically...", "We help teams and organizations...", "We follow these values building our business, team and brand", "Play as a team, to win the world.", "Creating a better version of ourselves every day", "Drive change and be open."







- Viele Dinge können, mit ausreichender Vorbereitung, remote abgebildet werden. Das wird auf Dauer vergünstigen und vereinfachen.
- Gutes Remote-Setting verbindet Kollegen und Mitarbeiter miteinander.
- Workshops sind offline einfach besser.
- Manche Usability-Tests (Produkte, Car, starke Prototypen) sollten besser im Studio bzw. offline stattfinden.





Das war's für heute.

Gibt es noch Fragen?

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 NOVA