

Challenge

We want to know how our product or service is being used in new ways.

Challenge

How is our product used in real-life?

Challenge

We want a good understanding of the people that use our product or service.

Challenge

What do people dislike about our product or service?

Challenge

We want to change the name or style of our product.

Challenge

The customer is not always the user.

Challenge

What do users need?

Challenge

How can we test a product before the release?

Challenge

Customer complaints are rising.

Challenge

We need to redesign our service or product.

Challenge

How do we discover new products or partners with whom we can enter into new markets?

Challenge

We want to expand our service or product efficiently.

Challenge

We want to make our product easier to use.

Challenge

We want our users to have a good experience.

Challenge

Our company's online presence isn't working.

Challenge

Which parts of our product or service have opportunities for innovation?

Challenge

I have a great idea, but how do I turn it into a successful product?

Challenge

How do we collaborate when many stakeholders are involved?

Challenge

We want to benefit from our people's experience and know-how.

Challenge

How do we prepare our product or service for unforeseen situations?

Challenge

How do we make a product or service for 5 years into the future?

Challenge

How can we explore different ways our product/service could function/look?

Challenge

We don't have a lot of time to invest.

Challenge

Write your own challenge.

If you have a suggestion for a challenge that isn't listed, tell us about it and we'll try to match the best method to your problem.

visit www.usewell.be for contact information

Method

Brainstorming

is an individual or group process for quickly generating alternative ideas or solutions for a specific topic

Method

Card Sorting

is a reliable and inexpensive method for finding patterns in how users would expect to find content or functionality

Method

Checklist Review

is a usability checklist that was established by industry and academia for the best practices for interface design

Method

Context Mapping

is an observation-based method and can deliver new insights based on real experience instead of assumptions

Method

Customer Journey Map

represents everyday user experience; revealing gaps in service and opportunities for improvement and innovation

Method

Diary

can be used to let respondents, observers or respondents, record activities or events that are difficult to recall accurately, that are easily forgotten or that are sensitive to talk about

Method

Focus Groups

can help you evaluate the composition and needs of your target audience by talking directly to your users

Method

Interviews

are a good way to discover facts and opinions held by potential or current users

Method

Mapping

helps organisations establish landmarks, clarify relationships and identify ways forward or it can be used as a tool to reflect on previous processes

Method

Personas

put a human face to users and encourage those working on a project to think and design for real people

Method

Prototyping

models things to be further developed and allows stakeholders to give feedback during development instead of after implementation

Method

Scenarios

give a project a visual context and encourage projects to be developed for real and unexpected situations

Method

Shadowing

provides a better understanding of the behaviour, needs, problems, desires and motivations of people who use a product or service

Method

Task Analysis

provides insight into how users currently organise, think, and talk about their work as well as how they currently perform required tasks

Method

User Experience Test

is a quick and effective means to uncover both major and minor design flaws within a website, application, service or product