User Research & Strategy
Our services packages

Agency

Hancock and Rowe

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At Hancock and Rowe we create liberating digital experiences for your users of today and tomorrow.

You need to connect with your customers, clients, and users online. We help you navigate your digital world through deep user research to help you understand the behaviours, needs, and preferences of your audiences.

Our approach

Your customers are the beating heart of your business. It's integral to understand your audience and their needs. We do this before we go anywhere near the drawing board to create your vision.

We then build upon our user research to create, plan and strategise your new digital product ensuring its longevity and adoption by your target audience. These are the building blocks for your success today and in the future.

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What is user research & strategy?

User research & strategy is the foundation of the user experience design process.

We strategise an approach to your product and or service to help us understand your business goals and match these with your users needs. Needs discovered through user research, alongside other insightful data points such as user goals, considerations, frustrations, behaviours and backgrounds.

We feed the findings from the research phase back into the strategy to create documentation such as personas and customer journey maps. This documentation will align multiple teams within your business including marketing, sales and product to start making user centred decisions.

How will user research & strategy benefit my business?

Employing user research before designing or developing a new product or service reduces the risk of creating the wrong solution.

Budget spent on research to inform a product strategy and user centred design process will be less than the cost of fixing avoidable flaws, loss of users and spending to obtain new ones.

» On average, every $1 invested in UX brings a return of $100. An ROI of 9,900%*

*Forbes

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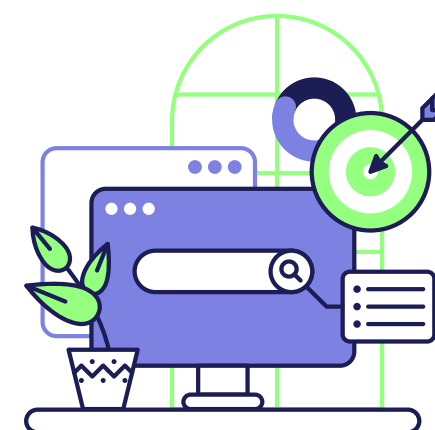
How much will it cost?

Our user research and strategy packages come in a variety of sizes to suit your specific needs.

Service Please note, each service is described in detail on the following page.	Bronze £4,650 excl VAT	Silver £9,525* excl VAT	Gold £13,125* excl VAT
User survey	✓	✓	✓
User behaviour observations	✓	✓	✓
User interviews x 5 (30 mins per interview)**		✓	✓
Usability testing of current product (5 x 30 min sessions)**			✓
Playback & Strategy Workshop		✓	✓
Personas	✓	✓	✓

*Additional interviews. Batches of 5: +£2,100 excl VAT

**Participant recruitment available on request (from £1,200 excl VAT)

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Our services & process, in detail

1. User survey

Finding insights from a larger sample of your audience without the expenditure of time talking 1 to 1 with users. These findings are more quantitative vs the qualitative findings of interviews but they give us the opportunity to qualify findings from a smaller sample of users or insights from the team.

- *Hotjar micro survey to recruit users*
- *Survey creation using Google forms or Maze*
- *Report of findings*

2. User behaviour observations

Along with observing a small number of users carrying out a number of tasks through user testing, we can observe the behaviour of live users on your platform or website through our preferred service, Lucky Orange.

- *Review 50 session recordings*

3. User interviews

Hearing directly from your customers is the best way to really understand your impact or where you are falling short of the target.

- *Interview script and questions*
- *5 x 30 minute interviews*
- *Transcripts*
- *Video edits of interviews*
- *Report of findings*

4. Usability testing

Taking a look at your current platform through the eyes of your users really helps identify the key problems with your user journeys and functionality. We can understand not only what doesn't work but why this causes frustration, giving us more insight to give your team data to build empathy for your users.

- *Setup of testing environment*
- *5 x 30 minute test sessions*
- *Video snippets of test sessions*
- *Report of findings*

5. Playback & strategy workshop

An interactive workshop for you and your team to discover the findings of the research. A great way for your team to build empathy for your users, hearing directly from them about their experiences via quotes, videos and data.

- *Workshop creation*
- *3 - 4 hour Workshop (half day)*
- *Up to 5 workshop exercises (Download learnings, Share inspiring stories, Find themes, Insight statements, 'How might we' question creation)*
- *Workshop report*

6. Personas

Using the data found in the research we can create user personas to help guide your team when making decisions for design, product roadmaps and marketing messaging. These personas will be the catalyst for any further decision making.

- *3 x persona documents*

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Ready to get started but not sure how?

Get in touch to find out how our packages can help you.

Talk to us
01634 926 301

Email us
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Visit us
hancockandrowe.co.uk

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