Ivan Zverev

UX Researcher
Portfolio*

* It is not ready yet; I am working on it to provide more case studies.
* Updated 01.06.2023

Usability lab in Otkritie Bank

HI!

I'm Ivan, and I'm excited to share a bit about my journey as a Senior User Experience researcher and Insights manager, coming from a background in psychology. Over the past 10 years, I've had the joy of exploring what customers really want and discovering the best ways to meet their needs. My passion lies in a customer-centered approach where I utilize analytics, conduct customer development studies, run engaging design thinking workshops, and perform careful usability testing, alongside other UX research methods. I genuinely believe that adopting the Lean methodology helps us achieve one important goal: quickly gathering meaningful insights in an iterative and budget-friendly manner, which allows us to validate our hypotheses just in time.

I have experience in leading teams and owning products, which gives me the ability to build a UX team from the ground up. Here's a brief look at my work journey.
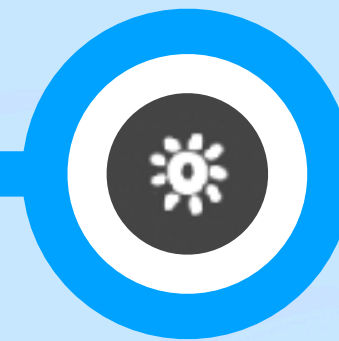
Key Career Highlights

2011—2013
AFISHA&RAMBLER MEDIA HOLDING
I began my research career in one of the biggest web services providers with a monthly audience of 40 mln people and 1700+ employees.

2016—2019
**STAROST V RADOST CHARITABLE FOUNDATOIN**
I launched a successful crowdfunding platform that became part of the fund. I then became the head of digital products, created a digital product team, and was responsible for all digital product decisions. Our team also created the first usability laboratory in a Russian NPO, where I conducted discovery research and UX testing.

2019
CATERME
The growth manager role was new to me. That was the first time I was focused on quantitative research and funnel optimization. I developed product hypotheses based on data and unit economics and performed A/B tests and usability testing. We achieved the performance of one confirmed hypothesis out of 10 and made a local website redesign that decreased the bounce rate.
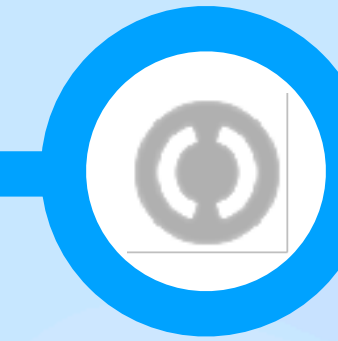
2020—2022
OTKRITIE BANK
We started our UX team in the Small / Medium-sized enterprises dept together with a colleague. After six months, our UX team of five researchers conducts all kinds of qualitative research and responds to all discovery needs. My core task was not only to provide everything necessary for a successful discovery phase but also to keep an eye on the emotional health of the team.

Current position

How can I help your product?

2022
UCRAFT
As a Senior UX researcher, I do almost the same things I did at my previous place: I develop methodology, conduct research and present the results, organize teamwork, and train two interns. 100% of all communication and research is in English.

Learn more on my LinkedIn page

2023
(under NDA)

Help you determine your product questions and plan what and how to research.

Build UX research process (gathering requests, managing research backlog, choosing methodology, etc)

Conduct all types of UX research and bring significant insights.

Analyze and summarize the results and conduct workshops with the team, making the insights clear.

Create wireframes and interactive prototypes for testing purposes

Support the process of implementing the recommendations

Plan and conduct quantitative research (A/B testing, questionaries).

Build a UX team and organize its work.

Develop UX-competencies within the team, organise and participate in talks.

International Focus

UK

RUSSIA

USA

PORTUGAL

ARMENIA

I worked with international products targeted to audiences in the United States, United Kingdom, Portugal, Armenia, and Russia.

In cooperation with local recruitment agencies, I conducted in-depth interviews and remote usability tests.

How do I work?

I love diving into research throughout every stage of the product development process. From exploring new ideas during the discovery phase to validating our findings in the delivery phase, I'm all about making the process as valuable as possible by working iteratively.

GET DATA ANALYZE → **DISCOVER** → **GET INSIGHTS EMPATHIZE** → **IDEATE PROTOTYPE TEST**

GET DATA ANALYZE	DISCOVER	GET INSIGHTS EMPATHIZE	IDEATE PROTOTYPE TEST
UX Research Briefing	Desk Research	Customer personas	Brainstorming
Web analytics	Design-thinking	Workshops	Prototyping in Figma
Statistical analysis	Qualitative Surveys	Customer Journey Mapping	Usability Testing
	In-depth Interviews	Blueprints	Card Sort / Tree test
	Field Studies	JTBD Framework	First Click test
	First Click Testing		Eye-tracking
			A/B tests

Case Studies

- ✓ First session in Online Banking
- ✓ Online banking navigation study
- ✓ Persona creating for a new product

First session in Online Banking

#complex study #desk research
#in-depth interviews #CJM
#blueprint #support

First session in Online Banking

Project Overview

Any bank takes serious care about the security of customers' accounts. Sometimes, it can have a negative impact on the customer experience. This impact is not easy to track, so resources will continue to be wasted, and customers will remain unsatisfied. So one day, a product owner working on CSI of online banking discovered many calls to a support team with one question — how to log in? He involved our department in researching this part of the customer journey.

Key Tasks

○ Explore and understand client experience: what issues they face when trying to start using online banking.
○ Come up with a list of insights and further assumptions that can help to improve the CSI of online banking and decrease the number of calls to the support team regarding logging in.

First session in Online Banking

Research setup

GET DATA ANALYZE

UX research briefing to uncover the goal of the research and stakeholders' expectations.

Customer behavior analytics
- Explore the account activation funnel to find the critical action that leads to a call
- Analyze customer call recordings to assume what issues customers may face

DISCOVER

UX expert review of the first session user journey to bring more details and focus on possible CX issues.

We held in-depth interview sessions to dig into the assumptions from the previous step and learn how our customers have solved their login issues. I conducted 8 interview sessions where I discovered recurring patterns and insights.

GET INSIGHTS EMPATHIZE

Customer journey mapping to structure the findings and insights, aligning it with a blueprint of the customer activation process.

Workshop to discuss the insights and craft a roadmap on what changes to make and how to verify them live.

IDEATE PROTOTYPE TEST

Given that the changes were easy and cost-effective to implement on the front end, we happily decided to proceed with them. We tracked the number of calls and the percentage of successful logins on the first attempt.

First session in Online Banking

Customer Journey Map and a Blueprint (from a bird's eye view)
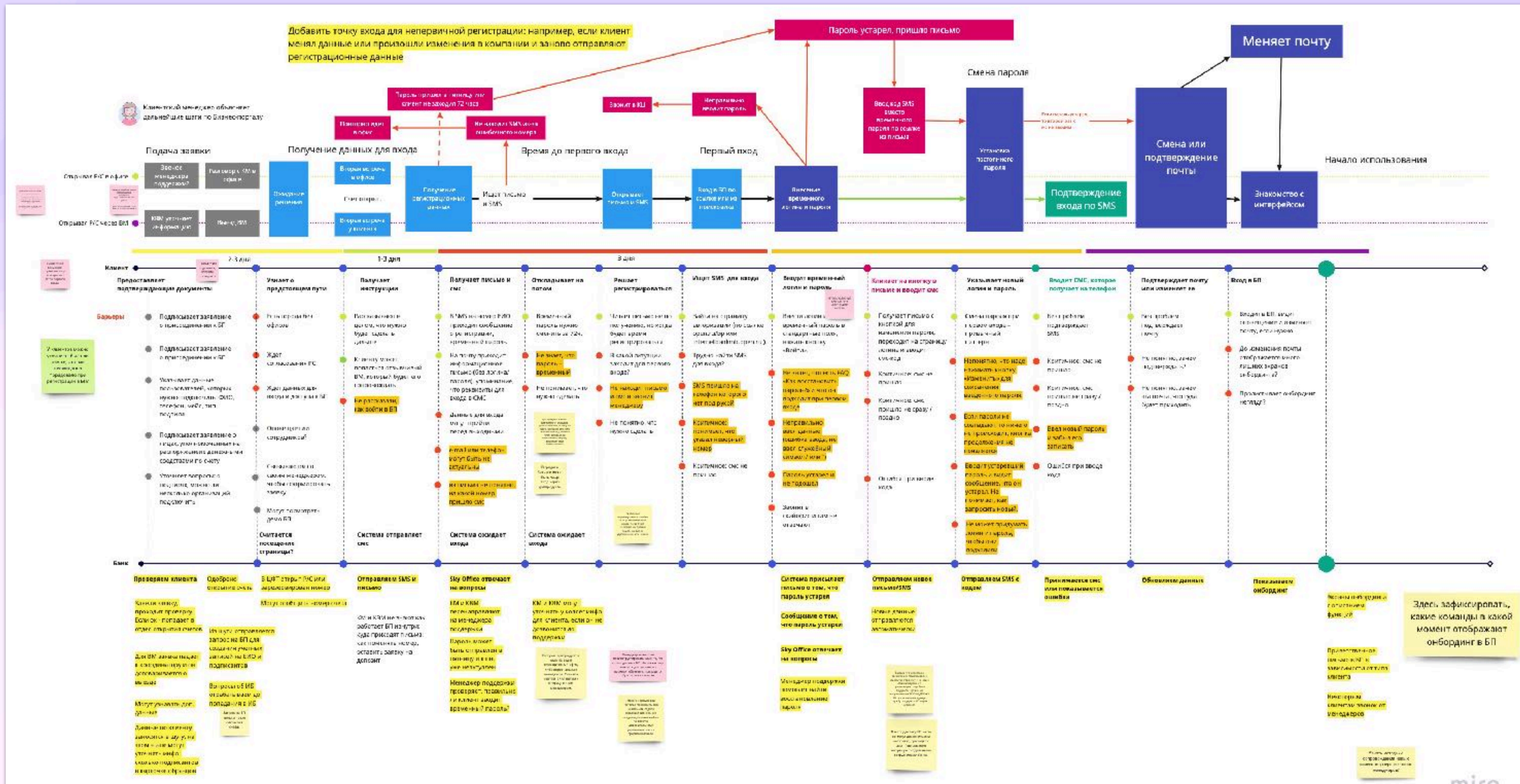
First session in Online Banking

Customers' profiles

Small-scale Entrepreneur
He does everything himself, so he can not keep all the details in his head. He expects service to help, but in case of problems, he prefers to work them out himself and then call support.

An accountant in a medium-sized company
She is a trusted person in charge of everything related to bank accounts. She also helps an owner open a new one. However, the owner prefers to keep his credentials on his mobile and email.

Key Insights
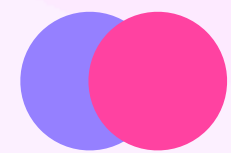
Where is my password?
Since the bank sends a temporary password via SMS (as well as 7 additional SMS), customers often forget where to find it. Some of them couldn't locate it because it was among other messages with banking information.
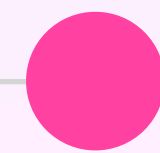
The password is on a CEO's phone
It is common for the CEO's phone number to be the only one mentioned in the contract, so he receives all the SMS. Managers don't want to bother their boss with finding the password, so they try to solve it by approaching the support team.
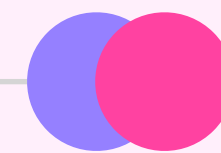
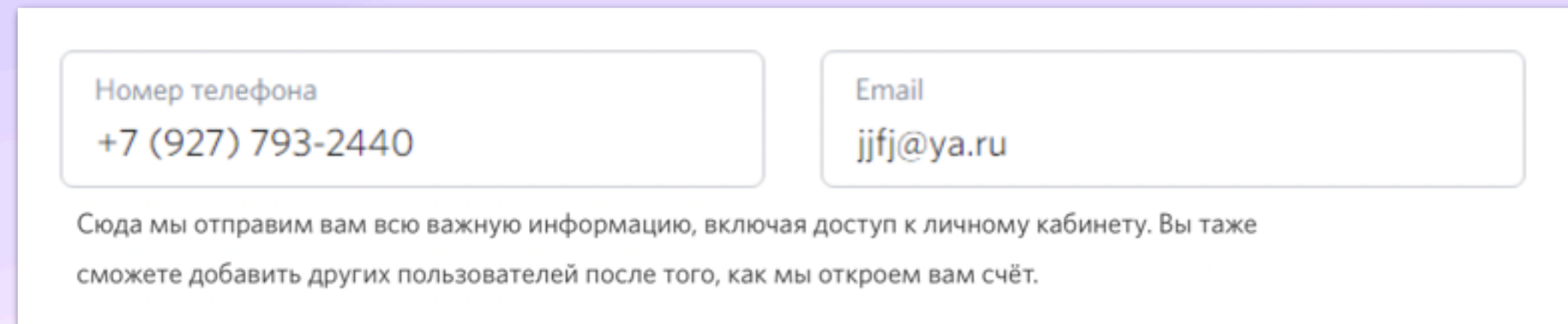**The logic of a temporary password is unclear. The UI needs to be fixed.**
Customers couldn't get the idea of changing the password in 72 hours and when they got an error while logging in, they couldn't understand what to do. Since they needed to log in immediately, they didn't try to figure it out or reach the support team.

First session in Online Banking

Key Decisions

● **Inform clients at the application stage**
We place the information on the application page that the phone number will be used for receiving login credentials.

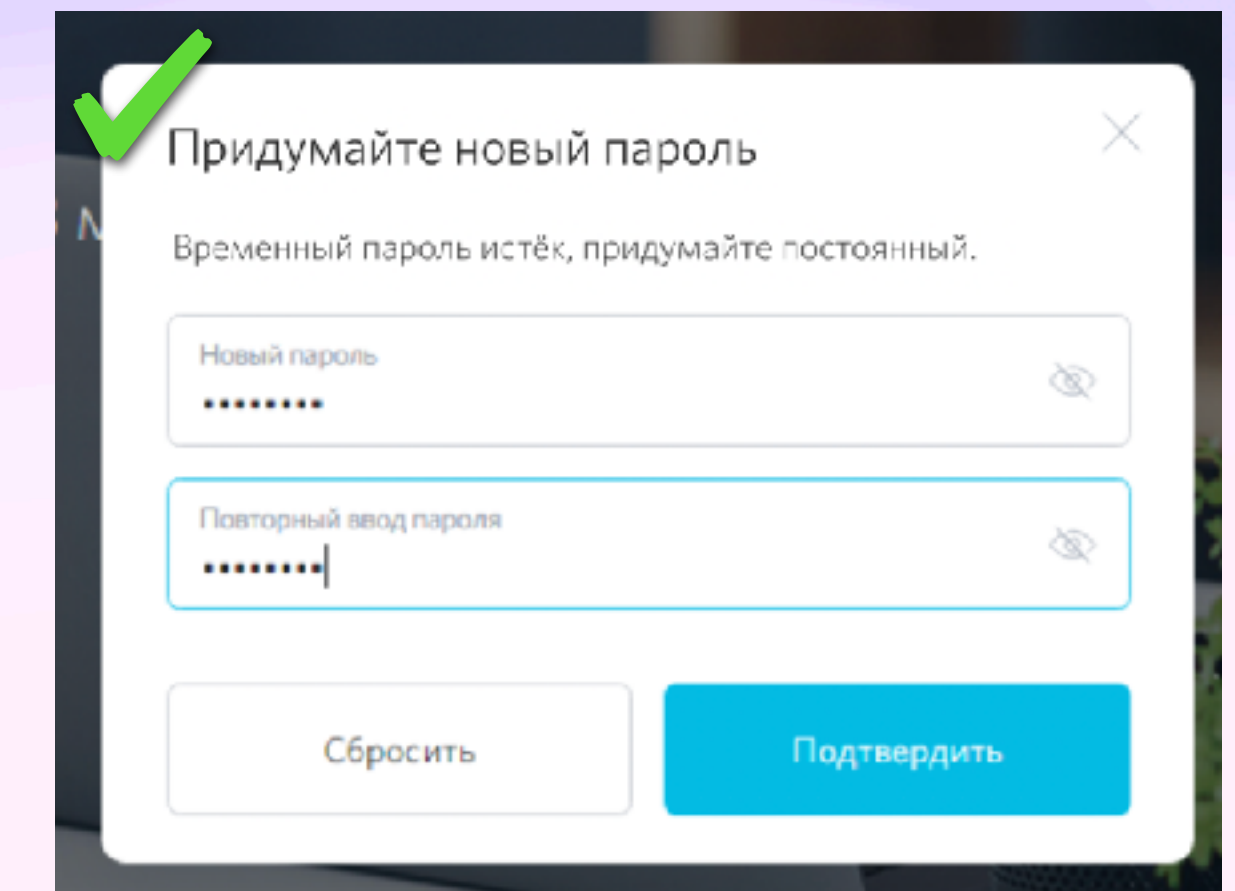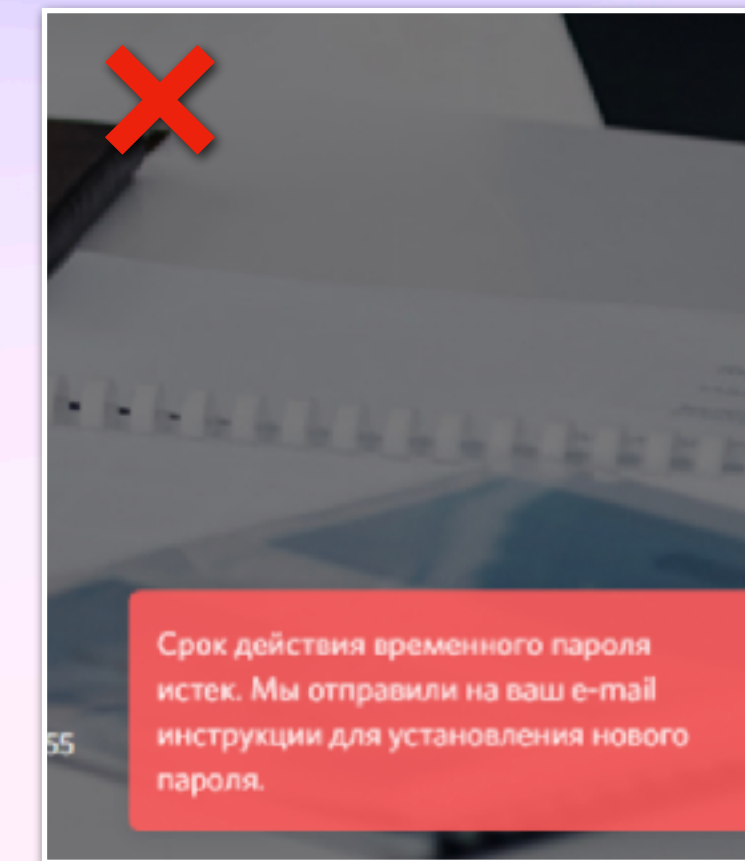| Номер телефона	Email
+7 (927) 793-2440	jjfj@ya.ru

Сюда мы отправим вам всю важную информацию, включая доступ к личному кабинету. Вы таже сможете добавить других пользователей после того, как мы откроем вам счёт.

● **Proofread texts with a UX Writer**
We rewrote the emails and SMS texts to make them less wordy and more straightforward to understand.

● **Rework the temporary password logic**
When the temporary password expires, don't display an error; instead, let the customer create a new password.

❌ Срок действия временного пароля истек. Мы отправили на ваш e-mail инструкции для установления нового пароля.

✅ Придумайте новый пароль
Временный пароль истёк, придумайте постоянный.

Новый пароль

Повторный ввод пароля

Сбросить   Подтвердить

Number of calls to the support team ("Password recovery" topic)

7558	7001	5788	5101	5820	4623	4090
May 2021	June 2021 (changing made)	July 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021

Online banking Navigation Study

#complex study #remote #UX testing #open card sort #kardsort #blueprint #guidelines #support
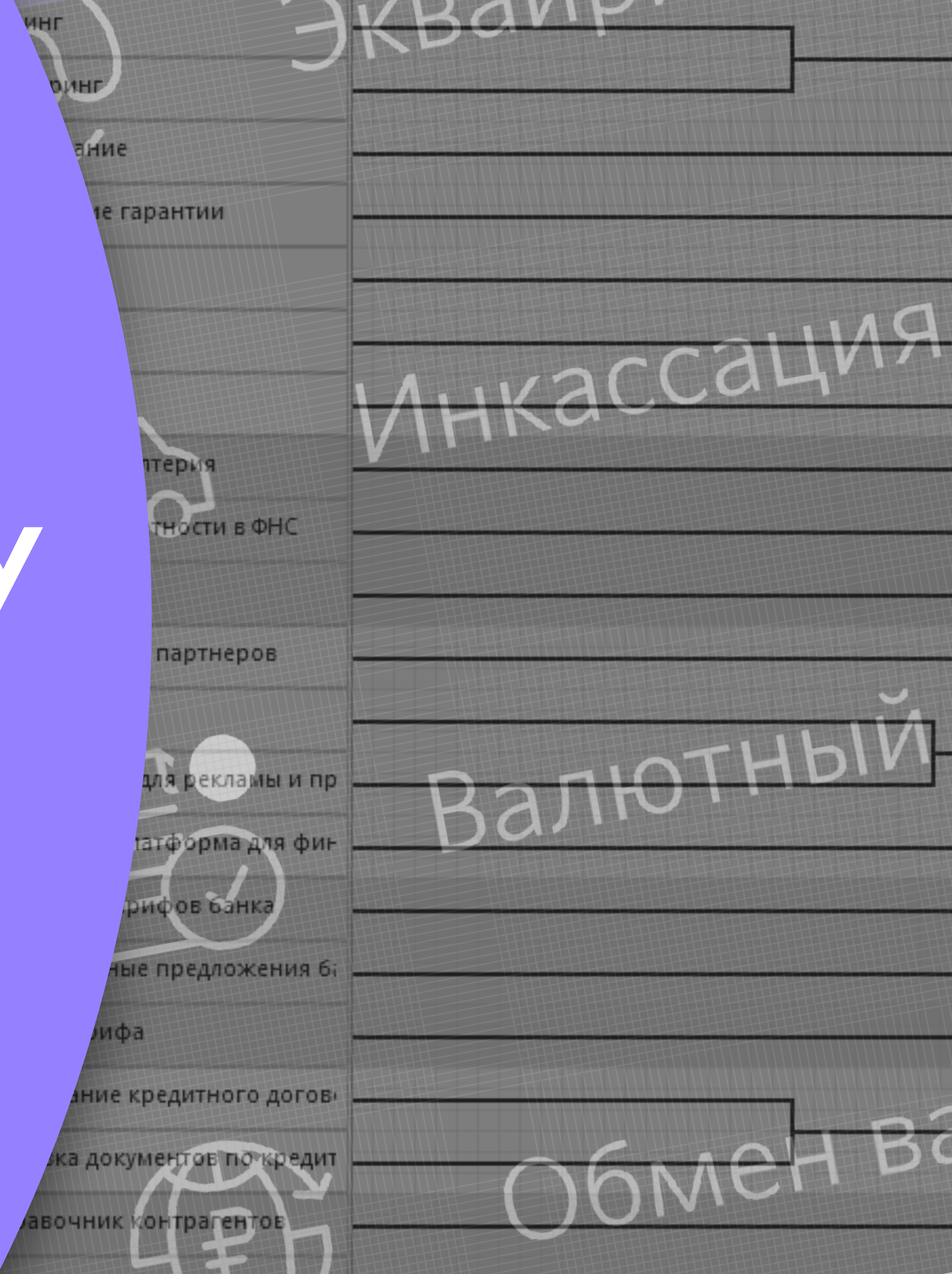
Online banking navigation study

Project Overview

As a product evolves quickly with new sections popping up nearly every month, it's easy for navigation to become challenging. Over time, customers might find themselves struggling to locate sections and features. When feature owners merge multiple sections under an unclear name, it can lead to confusion, prompting customers to reach out to support or even consider other options. Unfortunately, we've encountered this situation again. It's also become a challenge for feature owners to determine the best place for new sections to be added.

Key Tasks

- Explore what issues customers face when they try to find some essential sections during the initial period of use.
- Come up with insights into what navigation structure will solve the issues and increase customer satisfaction.
- Verify the assumption from the PO that customers are overwhelmed by the number of menu items. Therefore, they want to customize the menu and highlight the most useful ones.
- Provide information for creating a guideline for menu scaling.

«You said that there are special offerings to a small business, some discounts. I've chosen you because you have those discounts, your manager sent me a link to a page with them. But now I've lost the link, lost the page in your menu and even your manager is unable to help me».
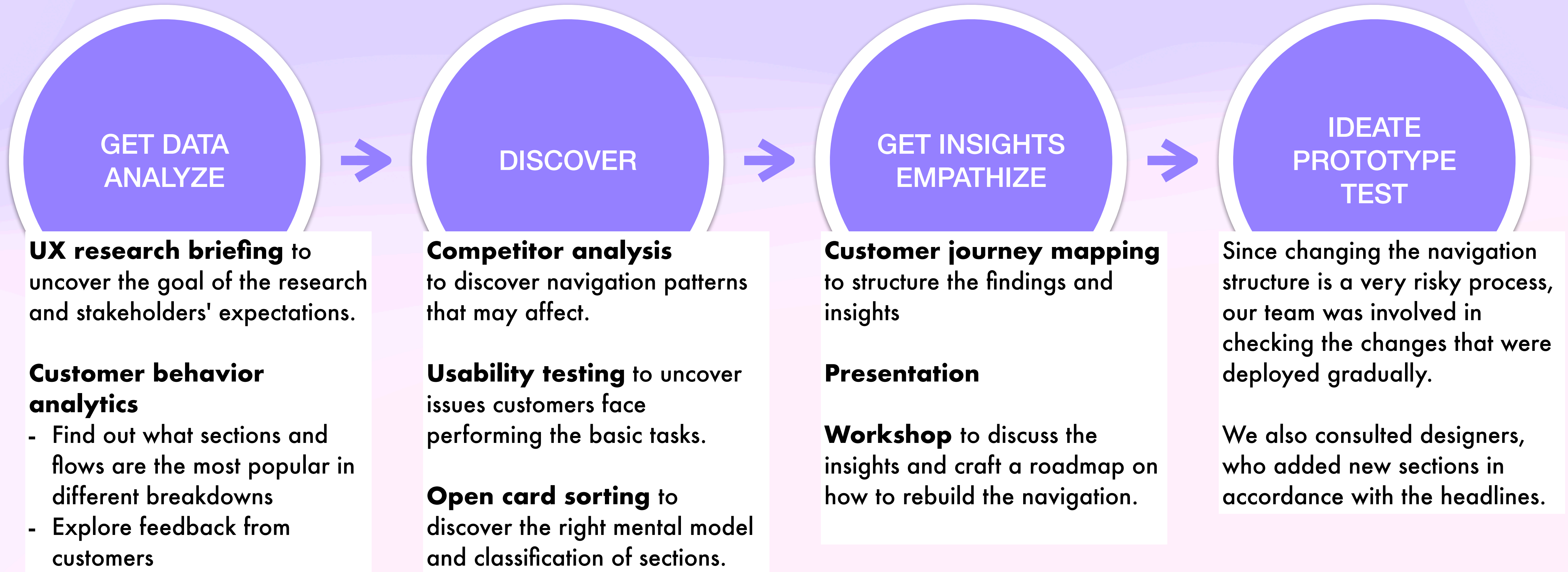*(A message to a customer support)*

Эквайринг

Инкассация

Валютный конт

Обмен валют

Online banking navigation study

Research setup

GET DATA ANALYZE

UX research briefing to uncover the goal of the research and stakeholders' expectations.

Customer behavior analytics
- Find out what sections and flows are the most popular in different breakdowns
- Explore feedback from customers

DISCOVER

Competitor analysis to discover navigation patterns that may affect.

Usability testing to uncover issues customers face performing the basic tasks.

Open card sorting to discover the right mental model and classification of sections.

GET INSIGHTS EMPATHIZE

Customer journey mapping to structure the findings and insights

Presentation

Workshop to discuss the insights and craft a roadmap on how to rebuild the navigation.

IDEATE PROTOTYPE TEST

Since changing the navigation structure is a very risky process, our team was involved in checking the changes that were deployed gradually.

We also consulted designers, who added new sections in accordance with the headlines.

# Online banking navigation study

Conducting the research

UX Test
I conducted 6 sessions with newcomers and got repetitive issues. The most hard-to-find sections appeared to be Profile settings and Foreign operations. The most confusing ones were the Services and Personal offers, which differed from those of the competitors.
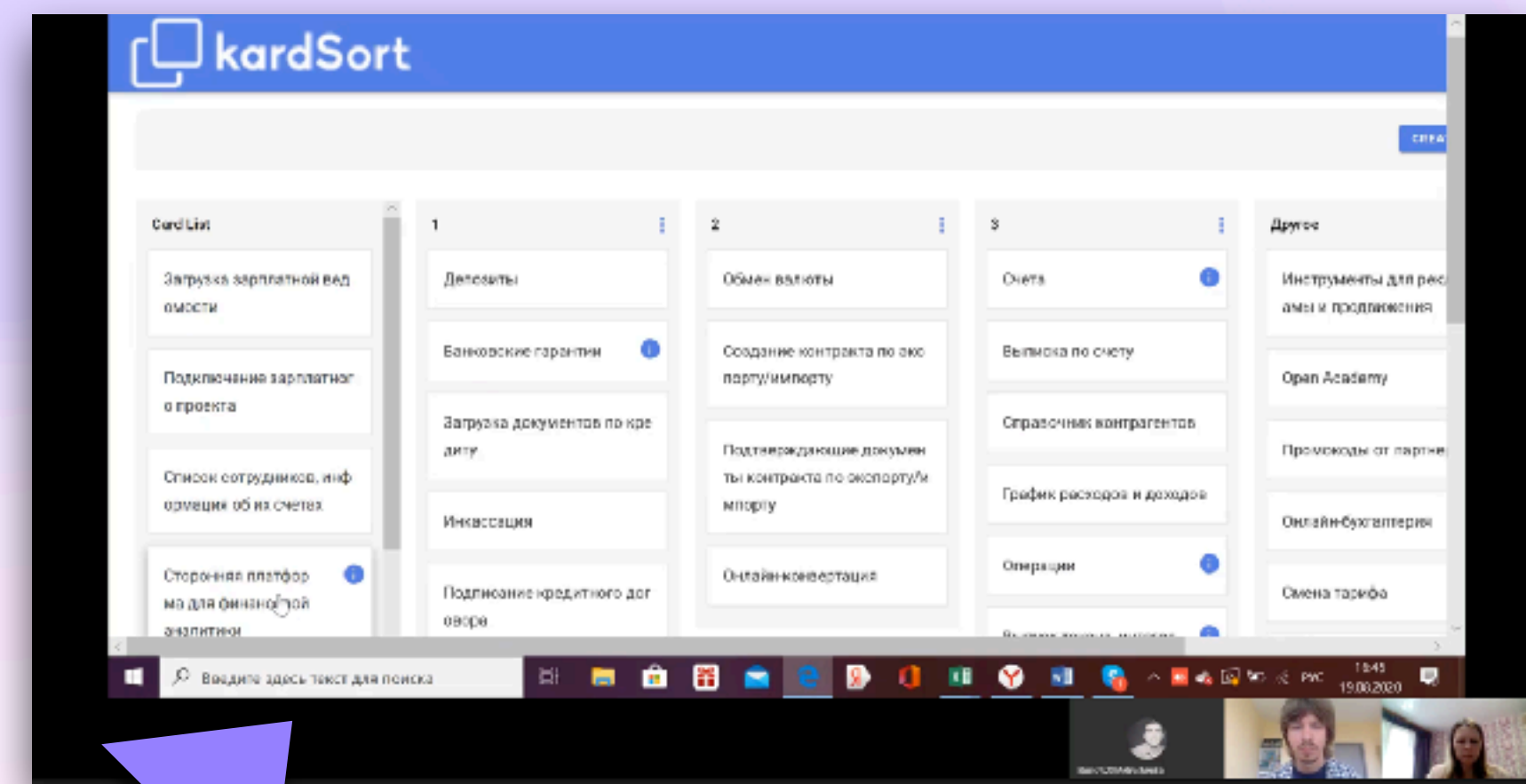
Competitors analysis
8 competitors' online bankings have been evaluated. I discovered several patterns that our structure doesn't follow. Paid attention to these patterns in the next steps
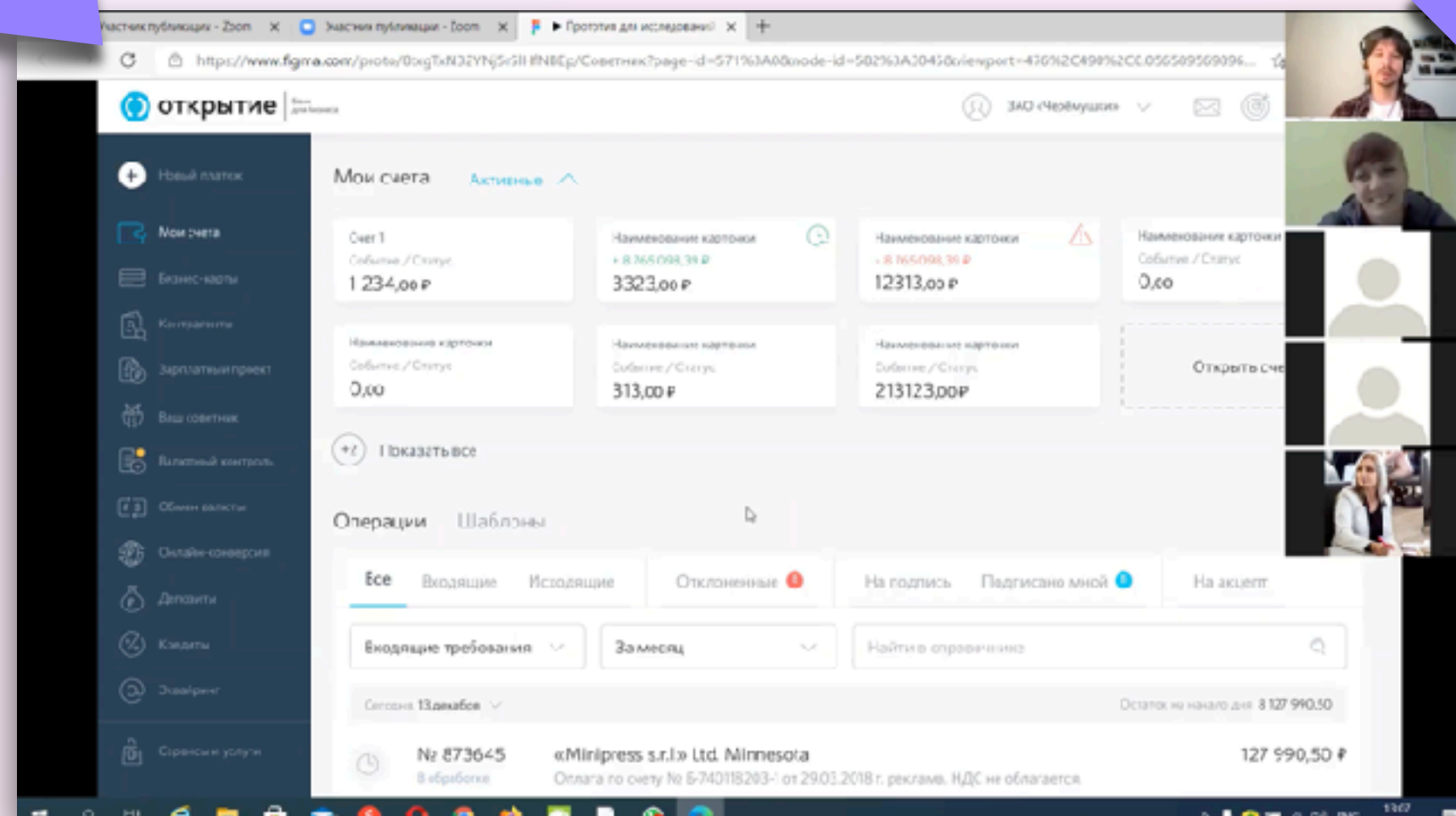
Open Card Sort
I conducted two series of remote open card sorting sessions — with 8 current customers and 9 competitors' customers to avoid the influence of the previous experience. The stimulus material was the sections of our website. As a result, we got a Similarity diagram.

Online banking navigation study

Research Insights

Classification based on product or department structure does not work

Customers, whether they already use our bank or not, organize sections according to their everyday needs. It's easy to see how our menu structure might have felt a bit fragmented at first.

Day-to-day operations

Customers were frustrated by the large number of useless sections and tried to find daily-used features among them. During sorting, the most frequent group of items represented services customers already used or purchased.

Some of the items' names were confusing

Customers were frustrated with the Services or Products sections. They couldn't describe the difference. At the same time, they navigated there to find something they couldn't find quickly and got more confused if the content of these sections was unexpected.


Similarity diagram.

Correspondence of menu items to the participants' groups.
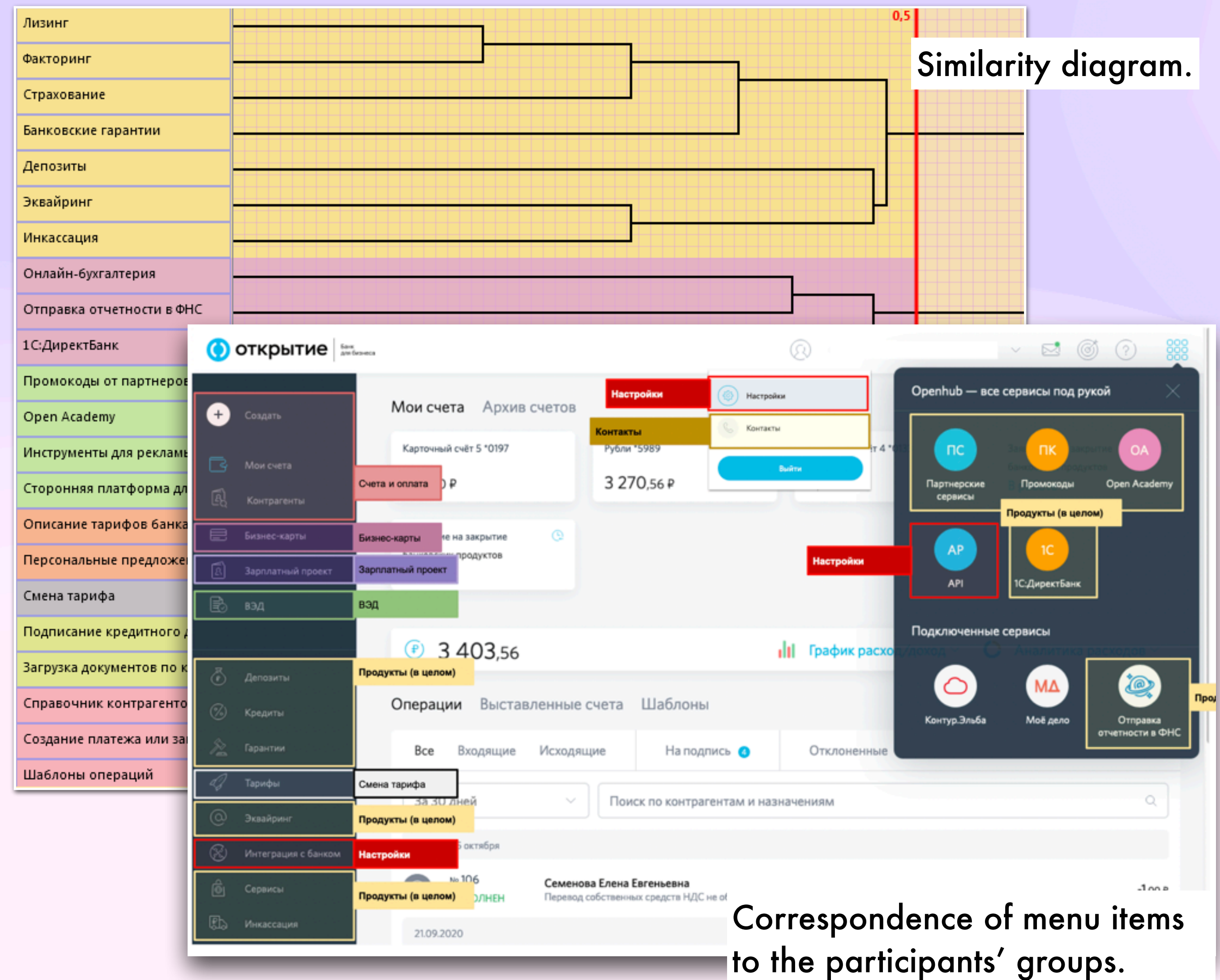
Online banking navigation study

Key Decisions

Rearranging the menu items
We reworked a menu, putting the most frequently used items on top, moving the most popular services out of the secondary level, hiding rare items, relocating Settings and Contractors items to the most common place, and renaming some items to make them clearer.
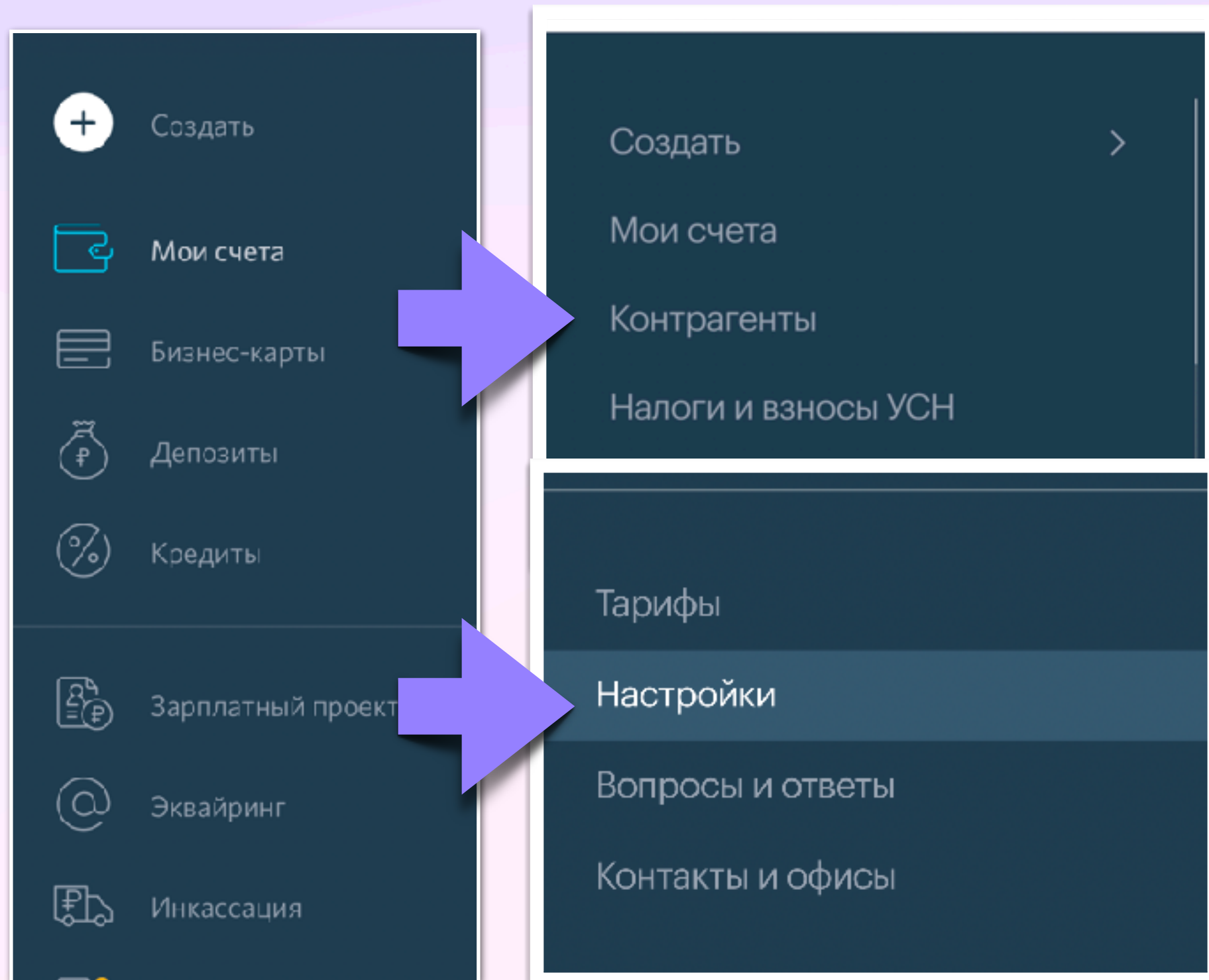
Creating guidelines
To start, we all agreed that placing new sections randomly wouldn't work well. It's important to first make an assumption based on the card sorting results. After we determine the best spot for a menu item, we can put it to the test with either moderated or unmoderated UX tests.

Further research
We found that the sample size was a bit smaller than ideal, so we can't quite conclude that the results have strict statistical significance just yet. This is why we highly recommend moving forward with the second step of the study, adding at least 10 more participants to each group for more robust findings.

Persona creation for a new product

#complex study #remote #UX testing #open card sort #kardsort #blueprint #guidelines #support

Persona creation for a new product

Project Overview

The pandemic has brought about a unique situation where, while many more people are embracing online shopping, others discover they have valuable offerings to share. In response, the company has chosen to focus on the e-commerce landscape by developing an intuitive e-commerce website builder. However, since this was our team's first venture into this specific market, we realized how important it is to understand our users—getting to know their context, motivations, needs, and even how they approach using similar products from competitors. This insight is crucial for us to truly step into their shoes and make informed product and design decisions.

Key Tasks

- Gather all the ideas and assumptions regarding personas across the marketing team and product managers.
- Validate these assumptions on a competitor's customers.
- Create and visualize personas.
- Present personas and make them an easy way to communicate and make decisions.

Persona creation for a new product

Research setup

GET DATA ANALYZE

Workshop to gather the ideas and assumptions from the marketing team and product managers.

Proto Personas creating
- Summarize all the assumptions into compact persona descriptions
- Figure out the most critical assumptions to verify.

DISCOVER

Conduct interviews with target audience representatives to discover everything we context, tasks, pains, and values.

Put all the findings into a table that will be easy to analyze.

GET INSIGHTS EMPATHIZE

Analyze the results and find repeating patterns. Sometimes I re-listen to the recordings to ensure I didn't miss any critical details.

Presentation

Workshop to discuss the insights with the team.

IDEATE PROTOTYPE TEST

Brainstorm what gains and benefits can we provide to match persona's pains and values

Share the personas with other product departments.

Persona creation for a new product

initial market research data

?

?

Small-scale merchant

Newcomer to e-commerce.
Doesn't have experience in creating a website (or have a little experience in the past)
Experience problems with shipping and order processes
Number of employees - 0 or 1
Region: US, UK, Western Europe
Income - small**.**

Middle-scale merchant

A business owner with much knowledge in sales and networking skills. He is in search of a scalable eCommerce website with the possibility to custom design and free selling subscriptions.
Number of employees - 20-50
Region: US, UK, Western Europe
Income - high.

Persona creation for a new product

Proto personas generating workshop
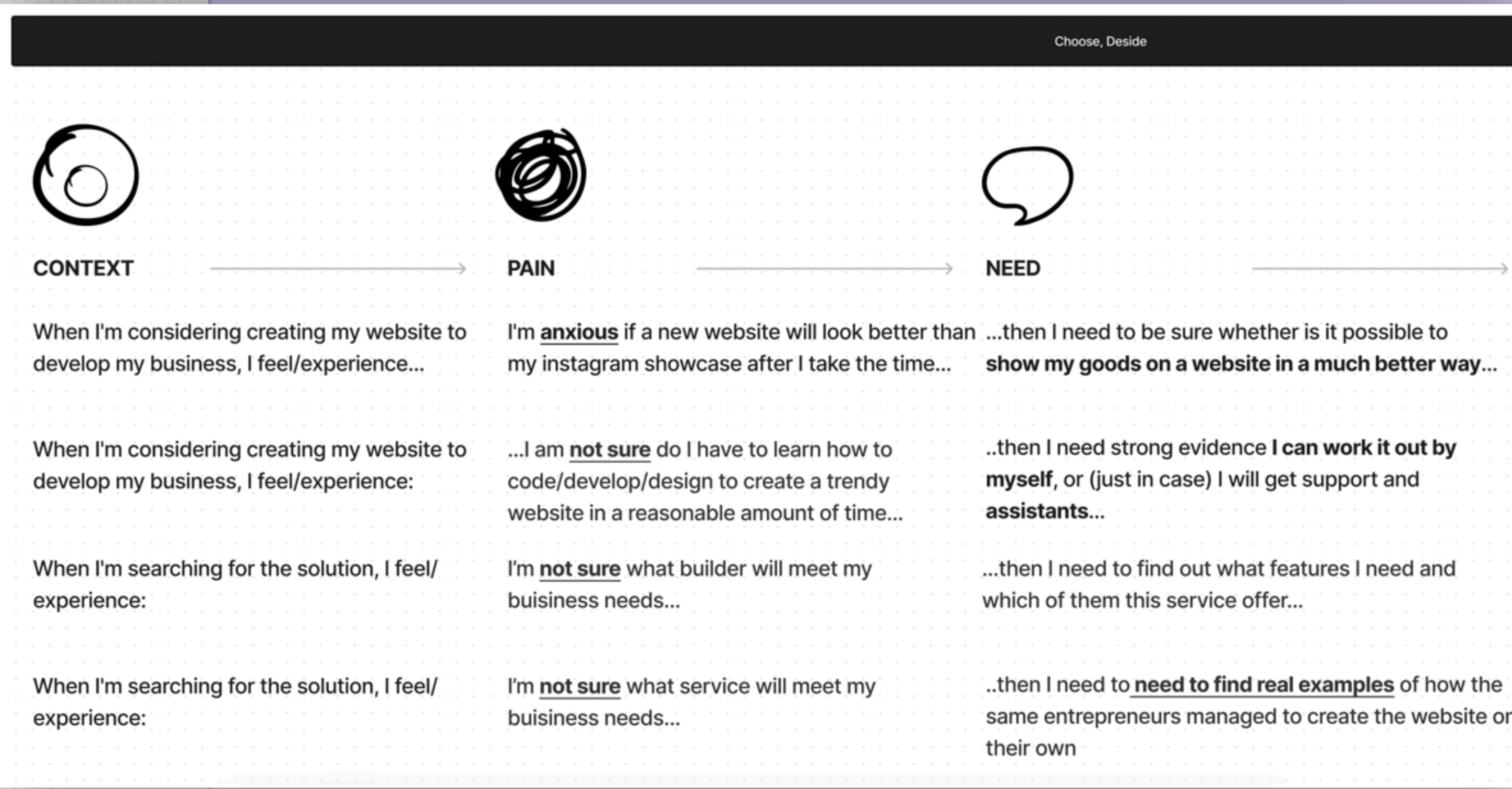
Persona creation for a new product

Personas in-depth interview scenario

Qualification questions	
- Where are you from? How old are you? - What is your occupation? (designer or entrepreneur) - Do you have any experience creating websites on your own in any web builder services? (yes) - When was the last time you created or managed a website using this service? (ok if less than half of a year ago) - For designers: how many years of experience in creating websites do you have? (experienced of not) - For entrepreneurs: do you sell something on your website right now? (if the experience is relevant) - What type of goods do you sell / services do you offer?	Verifying the information from the screener. Identify whether the participant is involved in creating websites. If he/she is not involved, stop the interview.
Main questions	
1. So let's start. First of all could you please tell me: - For entrepreneurs: what your business is all about? What do you offer? What kind of industries does your business involve in? Do you have a website to offer that? - For designers: What is your job? What are you in charge of? Tell me, how does your work involve creating websites? Is it your daily work routine?	Identify how the participant is involved in creating websites.
Entrepreneurs | dropshippers 2. First of all, I'd like to understand how your day as an entrepreneur goes. Could you please describe your daily routine as an entrepreneur? 2.1 Thank you. Now let's go back in time and discuss how your business developed. Can you tell me how you got started? What was the biggest challenge while establishing your business?	Problem-solving part. Here we are going to get as many details about customer experience as we can. Don't hesitate to ask again or clarify if the answer is not clear. *More emotions and positive feedback*

2.1 Why did you decide to make a website for your business?

2.2 How did you expect the website would help grow your business?

2.3 What services did you choose for that task? Why?
//If multiple services and some of them are dropped//
— What are your biggest complaints about their product or service?

2.3.1 What service do you use now? Who decided to use or buy this service you use now?

2.4 Can you describe the case where you created a website? If it is possible, give me the details.
Here, we must guide the interviewer from one step to the next, figuring out the following at each step:

- What kind of challenges did you meet on this step? How did you solve that?
- // IF NO CHALLENGES // So please think back to the situation that made you angry. What was that? How did you solve that?

Try to ask 3-5 "whys" during the answer, e.g. "The builder was inconvenient" — "Why? What was inconvenient?"— "How to register the site?"— "Why?"— "Because the name I love has been already picked, and I was stuck for a day until I came up with a new one".

2.5 In general, has the service met your expectations? What problems are you experiencing now? *3-5 "whys".*

Closing questions	
Is there anything else that might have made your life easier when creating the site? Is there anything else you'd like to say that I haven't asked you? **Additional questions from the team.** Thank you! That was very useful and productive to talk to you! Can you recommend somebody else to talk about this stuff?	Final questions

An in-depth interview scenario designed to be easy to use for interns as well.

Persona creation for a new product

Insights table (from a bird's eye view)

Questions	Lin	Jeremy	Tailey	Shushanna	Samuel	Nick	Galgodot	Gareth	Saira	Isla
Segment	Small	Small	Small	Small	Mid	Mid	Mid	Mid	Mid	Mid
Date	14/07/2022	18/07/2022	18/07/2022	19/07/2022						
Link to the recording	https://app.usertesting.com/v/53fa0054-d037-4a51-9db5-d5283bd1a71f?encrypted_video_handle=200c3017-7ffa-453a-ad27-1a6399bd379e#!notes&shared_via=link	https://app.usertesting.com/v/41939fa9-66c8-45a6-b8b3-3b9f13e0d467?encrypted_video_handle=6df337d-f14ee56f17f1?encrypted_video_handle=756ccc0ba7-3521409c-bec7-ac33a4c80454#!notes&shared_via=link	https://app.usertesting.com/v/82af37b5-511a-498f-837d-f14ee56f17f1?encrypted_video_handle=756ccc0e51b1c1-9663-4567-976c-719889c8fda4#!notes&shared_via=link	https://app.usertesting.com/v/922fe29d-7c53-4e03-b426-713a0727027c?encrypted_video_handle=489c10df-7dc4-4e2c-bf3e-353e5abcb80f#!transcript&shared_via=link	https://app.usertesting.com/v/05b7f218-72f0-4004-89cc-f10efb80b420?encrypted_video_handle=489c10df-7dc4-4e2c-bf3e-353e5abcb80f#!transcript&shared_via=link	https://app.usertesting.com/v/1948f1c5-4c9b-4a2b-9147-a4693ce41cdd?encrypted_video_handle=dae79bbf-8cad-4ada-b4fb-5cc63ed3da4d#!transcript&shared_via=link		https://app.usertesting.com/v/e0958e8c-7f48-413e-9a38-ccf5865444ca?encrypted_video_handle=be339333-707f-45b8-a9f0-d0a5cbfcaf29#!/transcript&shared_via=link		https://app.usertesting.com/v/436f4f-8203-470e-82a2-0a564cf825f1#!transcript&shared_via=link
Location	China	Maryland, USA	Milwaukee, Wisconsin, USA	South Carolina, USA	Germany	Australia	USA New-York	Germany	Canada	UK
Age	31	35	29	42					24	25	30
Occupation	Entrepreneur	Entrepreneur, guitar teacher	Full-time customer support representative, running a small dispatching company	Business consultations and a mystery shopper	IT company that creates websites for customers and personal use. The website is for Crypto and NFT.	Marketing delivery manager	retail compony, online b2b b2c , electronics, sell online. Ecomerece platform.	telecommunication company, consulting, selling hardware	security engineer	Digital marketing manager
Expirience in business	1 year	1 year	1 year	4	?		5		3	
Expirience in creating sites	Five years	2 years	1 year	3		3		3		5		1	7
Type of business	Dropshipping	Guitar classes	Truck dispatching company	Consultants	NFT product	Banking service	Retail company	Retail and consulting company	Security audit	1	5
Products	Hoodies and t-shirts	Guitar lessons	Dispatching service	Consultations	Selling NFTs	Offering paylater services	30-40 machines items	Consulting, hardware	Security audit	Selling kitchens	Home kitchem
what your business is all about? What do you offer?	Print-on-demand business. Recently started. After graduating he searched about what kind of business to start. He saw some reviews and tutorials on YouTube of what service to use (Shopify) and how to create website. He decided to go with a dropshipping since it is almost a zero cost start. Picked Printify as a service. Since he has some exp in building sites he decided to do that. Now he sells hoodies and t-shirts with his own design he crafts for each item. Started to do social media accounts to post and attract - in products. Dont use google but consider its tiktok etc. Reviewed several platforms in youtube - dropshipping. Much easier. Hoodys, tshorts, dont want to put for many stuff	Participant started to think about teaching the guitar about 10 years ago, when he worked in a company. Then he moved to another state with his family, his wife got a job and then he decided to follow his dream. He decided to start with facebook and provide classes for people in neibourhood. Then he decided to create a website, and it still plays important role.He has several requests per day.	She has a family working in the trucking business and she works as an evening to night shift customer support representative. Homeschools a kid, dedicates 2-3 hours for dispatching business. Haven't been in the business for a full year yet, trying to put themselves out there more and start scaling their business.	She started to do some freelance 4 years ago so she has expirience in website building. She offers free subscriptions to a business assesment of whats going right or wrong. Than she can go deeper and help to understand the quality of services using mystery customer methodology and uncl assesment of the website. She can also try creating and selling NFT, tomput in a nutshell offer some one-time pay service not subscription.	It is about creating a digital solutions for clients but now they focused on NFT stuff. So they decided to try creating and selling NFT, tomput in a nutshell they have a marketplace of NFT tokens	They offer customers buy now pay later services, they have different plans/packages to do that so they offer that and makr a websites to promote this services. He's also a freelancer and do some webpages as a freelance work	Her business is about selling the electronics stuff online, b2b and b2c retail company. They sell basicali electronics online.	The company he works in is involved in -quality control (in terms of telecommunications) -software (internal, external and customized software that's developed according to client's needs and specifications). -research and development projects -hardware manufacturing -localization -data analytics & data collection.	She works as a cybe seurity ergeneer in a company with 5 devisions. The offer different consultations and cyber security audit. She was pretty proactive and when came to the company suggested to conduct internal audit then payed attention to the website wich was old-fashioned.	Isla's company started to sell kitchens online several years ago. For that purpose, they decided to create a website to get leads and start selling.
daily routine as an entrepreneur	Went to store and put more design products. Desktop. Try to walk through social media. Every day starts with figuring out what changes to bring to the website. He spends a lot of time trying to understand how to improve the design. Watch youtube or explore some Shopify-made websites, competitors, etc. 2-5 hours for that - the main part of work. Then he starts to think about what product to add. Since it is just a question of a new print design, he tries to craft one more print. Go to Amazon and try to find inspiration in the popular t-shirt section. Then marketing stuff - try to understand what text to post to attract people to the site.	Basically, the routine is about managing incoming requests. He does not interact with the website every day. He starts by reading income Emails every day, it takes time because he gets a lot of spam emails. Then he read Facebook Messenger and answer to the requests from potential trainees, or post something there because promoting in Fb is more active. Sometimes he Occasionaly write a post to his blog. Once in three months.	She's a mom of a 2lyo kid, so she starts her day early, manages kid's homeschooling stuff first then dedicates 2-3 hours to her dispatching business plus social media management for her own small brand. Then works evening to night shift for her customer rep job. She is in charge of paperwork, calls, connecting logistic services and drivers, solving the problems. She also does some work on client that was scheduled and then from there, usually connect via zoom. That calls never take mor then half an hour. Then she can proceed to a review of some site or anything and it can take 2 or 3 hours. Also she pay attention to a payments, that everything is ok with that.	after cooking breakfast tending to the little ones she checks emails first. Usually after that she checks any orders or any inquiries that she has, voicemail messages, SMS or text messages making sure she hasn't missed anything overnight, urgent or needed to immediately be done after that. She usually just working on personal business until get a client or until has a client was scheduled and then from there, The participant is a chief of IT department so he is un charge of managing website creation process. 25-220 goods on the page.		During the tome when she was creating the website, she spent all the time only for this. She started to research how to create a website, then managed other stuff. She didn't mix this acitity with	He makes websites for companies, personal reasons, clientsand freelance projects. He has experiences using web builder services From the website side, he daily checks the website, see if there are any issue reports or reviews, the site traffic From a periodic standpoint, he may need to make some changes and updates (ex. layouts), check the analytics (most visited pages, most visited domains, most used features)	She didn't spend much time on a website since it has been created. It is not nessesary to manage that becouse they dont have any list of goods and other stuff to sell. That's why it just work and a contacts page do serve all the leads. But there could be some minor fixes and she can do that during the day	
how your business developed. Can you tell me how you got started?	He started his Ph.D. but understood he was not a science guy and decided to do the more practical. He began to find some offline work like user testing and all the stuff but then realized that an online store could be cost-effective for him and easy to start. Then he began to search for info and found some youtube courses on how to create drop shipping stuff in Shopify. Watched about 30 videos and decided to start. Since he had a technical background, he was pretty familiar with the integrations and web dev, so he integrated Printify stuff to his store with less effort. But the only question that remains is how to make this website good in terms of design and usability	Launched in late 2021. Before he was a corporate guy. The first part was site, then he created fb page and started to work on marketing stuff. Got everything done in January. Now he works on brand awareness since he understands that this is the basics.He want to promote his courses to nearest towns so he started to work on SEO stuff that platform offers.	Since working with the company she didn't want to leave for an outside job anymore, but was eager to have her own business so she started doing her research, meanwhile her significant other's father was running a trucking business and needed someone to manage the loads and skip the paperwork. Her family members talked her into, she took a programme and started from there. They hesitated between Wix and Squarespace to launch the website and went with Wix (lower prices). Mentions that she didn't face much challenges since her significant other was already a trucker and it eased her job as a dispatcher.	Later she was a 3d artist and suppost specialist for a several years. Then she switched to a website stuff. She enjoyed creating a website but she was asked to do that as well. She was asked to do 2-3 websites. She was asked to do that for free but since she started to spent all time and had no time for previous occupation she decided to switch over and put everything together on a website. So she decided to become a freelancer. Now she is going to think about hiring somebody to help with job tasks	So the owner decided to start that kind of business. The gathered and conducted a siries of brainstorms. Since they were in charge only in creating a website they conducted their brainstorming of what platform to choose and how to manage the other stuff. The NFTs was created by designers team?			That is a company founded by her friend. Now they have a clients and just got a new ones sending a links or emails. But since the have not much revenue they are going to figure out how to develop the business and promote that. So the website is a tool for that.		They started to sell kitchens several years ago. To do that, they decided to open showrooms and get the first customers using the website. So they decided to start creating a website and promote that. The main feature was an application form, but they plan to make more than a simple lead-generating website.
Why did you decide to make a website for your business?	This is a dropshipping business so the website is necessary. In addition, he decided to start from online business because he was pretty confident in his developer skills.	To represent his business on search results and use SEO stuff to get more clients, to rise awareness	They mostly relied on the word of mouth, since her significant other had trucker friends and they didn't need to do much advertising. If the job is well done, the clients spread the word around the city. He brought in the truckers and she managed 5 on her own already. But since they needed to have more clients, it was necessary to start promoting, to reach more people outside of the city and have more exposure. Website could've helped to get more customers and represent her offers in a better way. Since she has some plans (options) like services	That was an initial stuff she made for her as a freelancer. She decided to put everything together when she realised she have loads of incoming tasks, she is interested in that and no time for previous occupation.				First when she came to the company the website was old-fashioned. The other thing was that they had a new logo with colors different from the website ones. So the boss decided to upgrade the website with a new look and feel. First he decided to go to the external web design studio, but then Saira came up with a suggestion that their department can manage that. The company had a website before, but then it got taken down. They		

Persona creation for a new product

Key Insights

Small-scale merchant feels anxious.
When an entrepreneur starts a business, she faces uncertainty and a small budget. Creating a website on your own can be anxious, especially if no one can help. So, entrepreneurs choose services they already use or those their friends use. They also look at how much information is on YouTube and the support section of the service. They are afraid of being left without support.

Middle-scale merchant is actually another person.
We initially noted that the owner of a medium-sized business can indeed create their own website. However, based on the results from our questionnaire, we found that they tend to be less involved in the process than we expected. It appears that the decisions are primarily made by the employee assigned to handle it, with the business owner taking on a more client-like role.

Middle-scale business employers are less anxious and more deadline-dependent.
This persona seems to be pretty enthusiastic to work on the company's old-fashioned website. He suggests redesigning that, but since the company doesn't have a web design department, he leads the process himself. The main challenge is to make a website following a brand book and manage SEO ideas and requirements. And to meet the deadline of course. They're not as anxious as small-scale entrepreneurs because they're not betting all their money on it.

Persona creation for a new product

Key pains

😓 She's anxious about whether she can manage the web builder service because crafting a website still seems complicated and time-consuming.

🤕 The transition from the previous service, which I was not satisfied with, takes a long time because you have to create a site from scratch.

😩 I have so many things to manage, so I can not spend time with my family and recover.

Small-scale merchant

🤔 She is unsure how the content she puts on the website will be perceived on the customer's end. Is it good enough? So she feels anxious without any assistance.

Mid-scale merchant employee

⏰ Since you have a deadline commitment, you can not waste time with many changes; if you figure out that the template you picked doesn't match your ideas, you can be stuck.

🤬 Hidden fees are very frustrating: you paid a lot for a business account, but this is not enough, and you still have to pay for extensions and plugins.

😓 Managing CEO's ideas and requirements regarding the website is tricky, especially if he changes his mind

😕 I need to follow the brand book, but I can not fine-tune the shape of the elements, like rounding the corners, so the design doesn't look fine.

Persona creation for a new product

Results

Assumptions were verified, and we got a more accurate picture of our customers.

Participating in or watching the interview recordings really helped the product owners connect with their customers on a deeper level, enhancing their empathy.

The team worked harmoniously in workshops, and team members were eager to share their insights about customers. These valuable findings laid the groundwork for proto-personas, making everyone feel that their voices were truly heard.

This practice has been recognized as a success. So designers' personas are waiting to be created.

UX team management

UX Team management

Understanding the goals

I've had the opportunity to build the UX team from the ground up! It's been a rewarding journey of understanding our goals and figuring out exactly what type of specialists we need to achieve them.

Hiring process

I took the lead in crafting the application requirements and job descriptions, and I really enjoyed being part of the interview process.

Onboarding

I took an important step in welcoming newcomers by designing a friendly one-week introduction course. The aim was to help them become a vibrant, self-driving unit in no time!

Personal wellbeing

After experiencing professional burnout myself, I felt inspired to help my colleagues steer clear of it. So, we got together and created a helpful list of simple rules that really made a difference in preventing burnout for all of us. I even shared this practice at the World Usability Day conference!
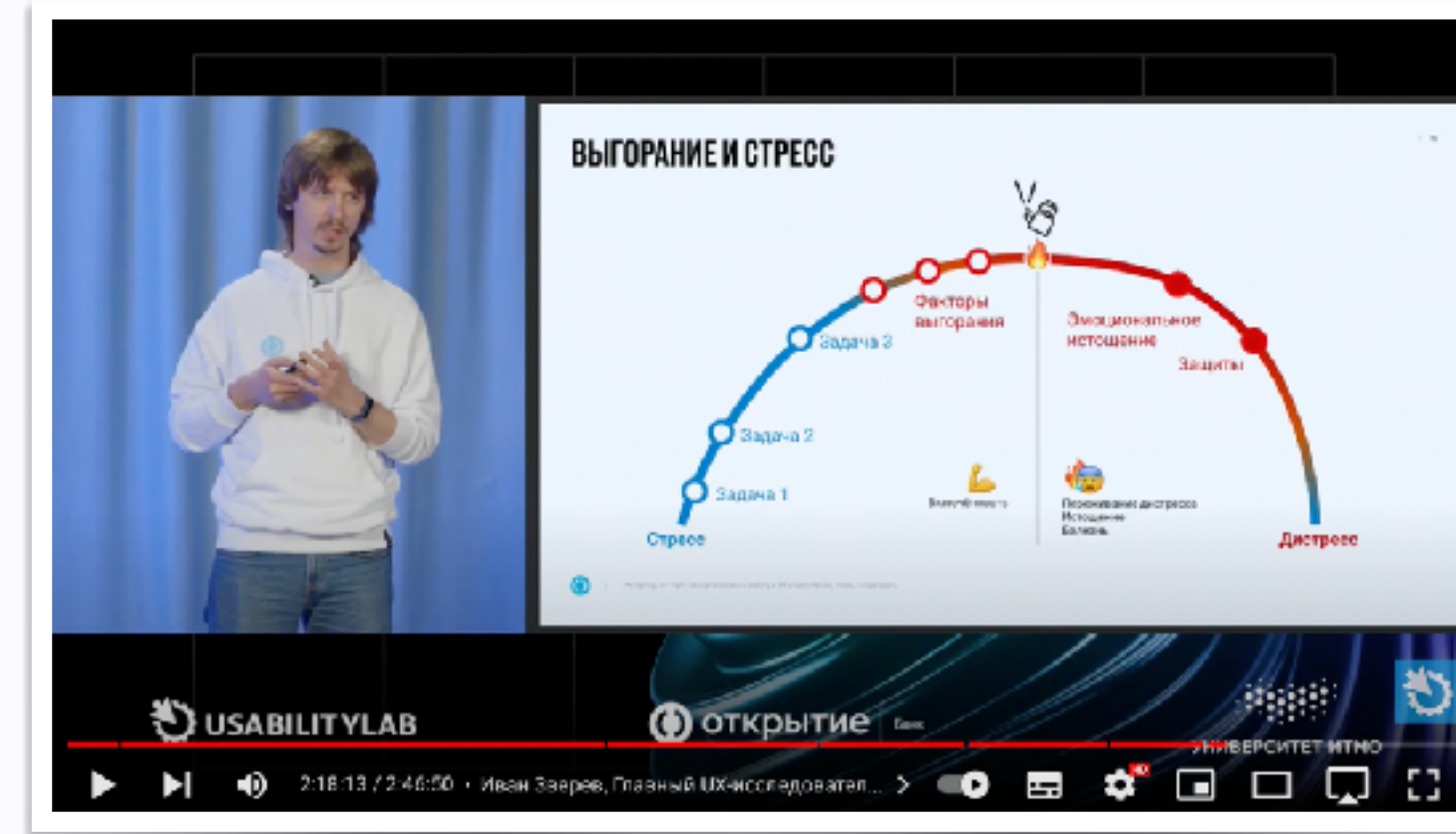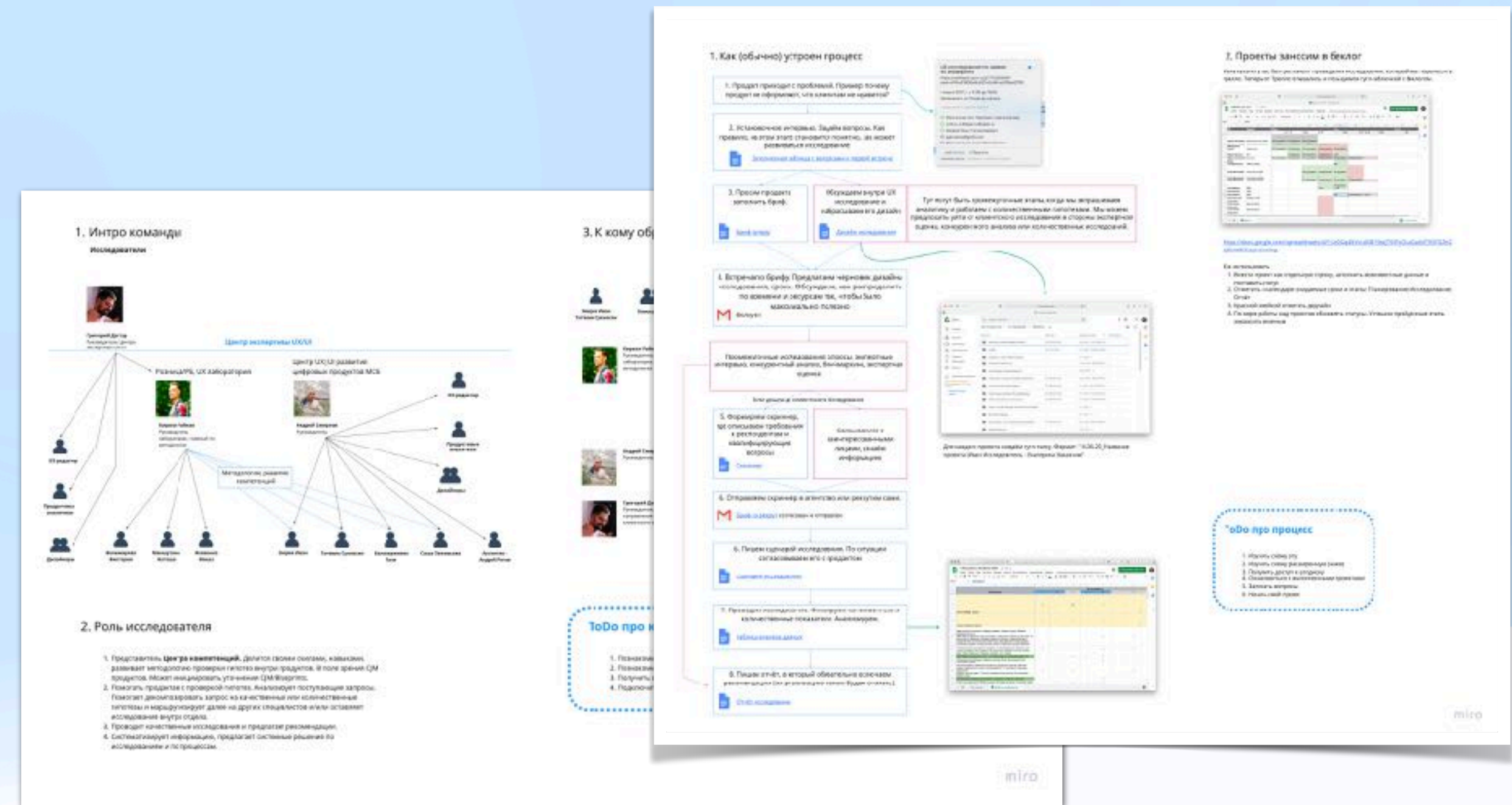
Watch on Youtube

Thank you!

And let's do something great together!

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