Zappos User Observation Plan

Zappos Version 1 29/07/2016 5PM

The <u>goal</u> is to understand the <u>need</u> that inspires Zappos business.

John Smith will lead the observation.
Mary Brown will record the observation.

Observations

1
User	**Marvin Cannon**
When	**05/08/2016 12:00**
How	**45min – In person**
Where	**1455 Custer Street, SF CA 94124**

2
User	**Rhonda Graves**
When	**05/08/2016 13:00**
How	**45min – In person**
Where	**923 E. San Juan Street Millington, TN 38053**

3
User	**Gilberto Hammond**
When	**06/08/2016 11:00**
How	**45min – In person**
Where	**278 Saxon St. Augusta, GA 30906**

4
User	**Crystal Perkins**
When	**01/01/1970 12:00**
How	**45min – In person**
Where	**127 Mayfair St. Easley, SC 29640**

5
User	**Edward McDaniel**
When	**06/08/2016 16:00**
How	**45min – In person**
Where	**127 Mayfair St. Easley, SC 29640**

6
User	**Elena Houston**
When	**06/08/2016 17:00**
How	**45min – In person**
Where	**385 South Country Street Sarasota, FL 34231**

Your Trigger Questions

- **How often do you dress up? Why?**
- **When was the last time you went to a party? Where?**
- **Can you show me where you keep your shoes?**

Your Props

- **Paper sketches of the screens.**
- **Vintage dress.**
- **My daughter's un-returned un-worn pair of hiking boots still in a shoe box.**

Before Observation

- **Discuss assumptions with your partner and others on your team.**
  Focus on what you are validating – a pain, a need or a solution. It is very useful to separate what you actually know from what you only assume to know.

- **Practice your triggers and props with your partner.**
  Role play. Do a dry run of the user observation with your partner. Switch roles to observe each other.

- **Decide how you introduce yourself and your partner to the user.**
  User observation is the opposite of a sale pitch! Try to disassociate yourself from your business. Imagine someone else started it. Connecting yourself to the objective of the observation will create positive bias.
  Examples:
  You are graduate students, who need to understand better X.
  You are someone contemplating starting a business to benefit X.
  You are helping a friend to better understand X.
  You are considering finding a job doing X.

- **Dress appropriately.**
  Be respectful and be comfortable. Do not ruin your observation by wearing black sunglasses or by shivering from cold.

- **Prepare your tools.**
  Choose practical notepad and pencils. Consider that you might need to take notes standing or offer the user to sketch something. Charge your cameras, phones and recorders.

- **Pack your props.**
  Paper sketches of the screens.
  Vintage dress.
  My daughter's un-returned un-worn pair of hiking boots still in a shoe box.

- **Prepare compensation.**
  Do not use money. Think about nice gestures AFTER the observation – lunch, gift cards, flower delivery... By far, the best reward for someone's time is to listen to them and stay focused during the observation. That will give them sense of importance. We all want to share.

During Observation

- **Introduce yourself and your partner according to agreed scenario.**

- **Express gratitude for the user's time.**

- **Ask if your partner can record the observation – take photos and/or videos.**

- **Listen! Let the user speak.**
  User observation is the opposite of sales pitch! Your role is to listen.

- **Observe physical details to see the context.**

- **Use your triggers to keep the momentum and to keep the user on topic.**

- **Ask "why?" questions to dig deeper.**
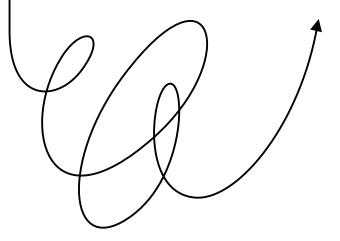
After Observation

- **Compensate the interviewee according to the agreed plan.**

- **Before you forget the context, together with your partner discuss and rewrite your notes.**

- **Make your notes actionable. For example, decide how you will validate newly found insights.**

- **Exchange a constructive feedback with your partner. Considered switching roles for the next observation.**
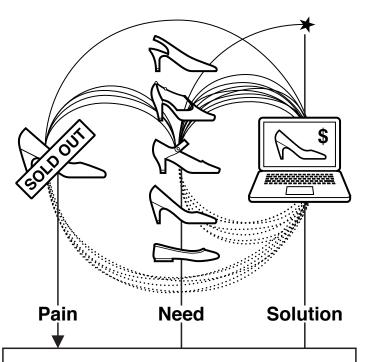
- **Iterate and validate again.**

Sample use cases to conduct your observations

Gisele loved shoes. She lived in a small town and the selection was very limited in the nearby mall. She would call stores in other parts of the country looking for designs she found in magazines. If she were lucky to find that pair and in her size, few store were willing to ship, and even fewer were willing to accept the pair back if it did not fit. Besides that, the shipping was often more than the shoes. Gisele hated that most women in her town wore the same shoes. Gisele needed a way to see what other shoes were on the market, and have them shipped to her in various sizes and colors without commitment. Zappos was the perfect solution. Gisele's pain surfaced the needs and drove the successful architecture of the solution. Without free fast shipping of unlimited number of pairs, and free seamless 365 days return policy, customers would not overcome the established ritual of purchasing a pair of shoes in brick and mortar.

Joseph loved music. He loved to have his music wherever he went. He spent time every morning choosing from hundreds of CDs in his home collection for his Discman. He was guessing the mood for the day. He could only carry about 15 CDs in his backpack, and some CDs only had one track he liked! Joseph needed a way to spontaneously access all his music on the go. The iPod was the perfect solution. Steve Jobs envisioned iTunes and iPod. It took a visionary to challenge the 12 tracks album. But it was Joseph's pain that surfaced the needs that drove the successful architecture of the solution. iPod was bigger than most competing players, but still smaller than a pack of cigarettes. Most importantly, it carried Joseph's entire music collection, more songs than could fit in anyone's backpack.

Pain **Need** **Solution**

Pain **Need** **Solution**

Gisele could not wear shoes other than those available in a local mall.

Sample trigger questions to validate pain:
• How often do you dress up? Why?
• When was the last time you went to a party? Where?
• Can you show me where you keep your shoes?

Joseph could not have all his music with him wherever he went.

Sample trigger questions to validate pain:
• Who is your favorite musician? Why?
• When was the last time you listened to music? Where?
• Can you show me your music collection?

Gisele needed a way to choose from and buy other shoes on the market.
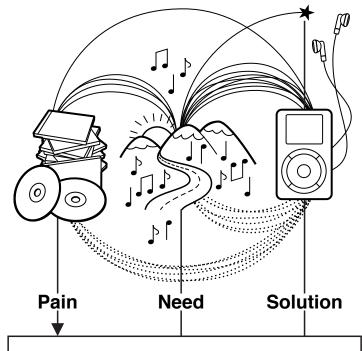
Sample trigger questions to validate need:
• How many pairs of shoes would you have if you could shop anywhere?
• When do you usually buy new shoes? Why?
• Do you ever buy shoes when you travel? Why? (Why not?)

Joseph needed a way to spontaneously access all his music on the go.

Sample trigger questions to validate need:
• How do you listen to music? Why?
• When do you listen to music? Why?
• Can you show me your music collection?

An online shoe store with free fast shipping and returns.

Sample trigger questions to validate solution:
• How do you find shoes you like?
• Do you shop on-line? Why? (Why not?)
• Have you ever bought clothes on-line? Why? (Why not?)

A pocket size portable player that carried Joseph's entire music collection.

Sample trigger questions to validate solution:
• Put the working prototype on the table and ask: What do you think this is?
• Please pick it up and try using it.
• Would you carry this with you? Show me how.