Expanding your roadmap

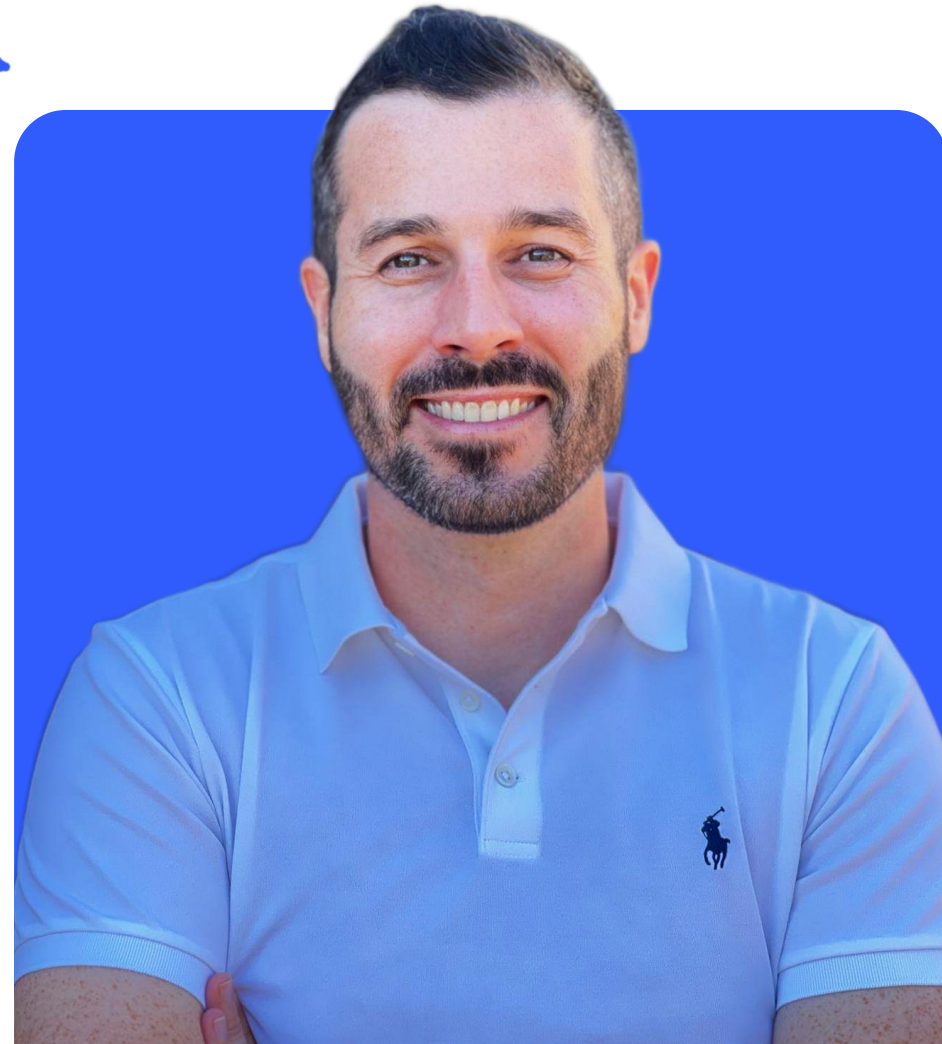Incorporating market research to enhance your practice

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The *UX Research Reckoning* is here

The biggest reason UX Research is facing this reckoning is that we do way, way too much middle-range research.

- *Judd Antin*

The next 20 mins

The UXR Roadmap…

…expanded

But how?

And why?

The UXR roadmap…

User Diaries Concept Testing Iterative Usability Evaluative Testing

The UXR roadmap…

User Diaries

Concept Testing

Iterative Usability

Evaluative Testing

What are our users' needs?

What are their pain points?

What is their current journey?

What tools are they using?

What do users like about this idea?

What do they dislike?

How would they improve it?

Can users complete core tasks?

How easy is it to use?

What can be improved?

Can users complete core tasks?

How easy is it to use?

Are users satisfied?

What can be improved?

The UXR roadmap…

Middle Range

User Diaries	Concept Testing	Iterative Usability	Evaluative Testing
What are our users' needs?	What do users like about this idea?	Can users complete core tasks?	Can users complete core tasks?
What are their pain points?	What do they dislike?	How easy is it to use?	How easy is it to use?
What is their current journey?	How would they improve it?	What can be improved?	Are users satisfied?
What tools are they using?			What can be improved?

The UXR roadmap…expanded
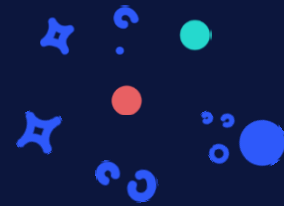
Macro Research
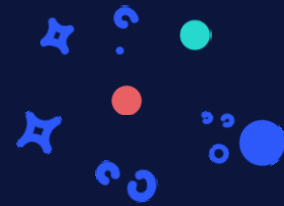
Middle Range
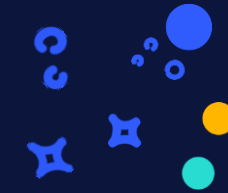
Micro Research
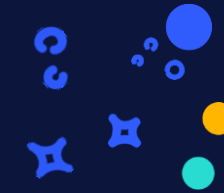
The UXR roadmap...expanded

Macro Research

Middle Range

Micro Research

Market Research Lens

How is our brand perceived?

What's the competitive landscape?

Where does opportunity exist to innovate?

Is there an opportunity to make money?

What feature set provides the furthest reach?

How much money will this make?

How do we talk about this product?

Do our communications resonate?

How do we optimize our pricing?

How?
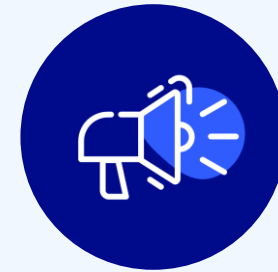
Answering market research questions

Attitudes and usage study

- Market focused
- Follows the marketing funnel
- Expands aperture around customer understanding

Take rate analysis

- Critical financial input
- Business oriented concept testing
- Conjoint analysis
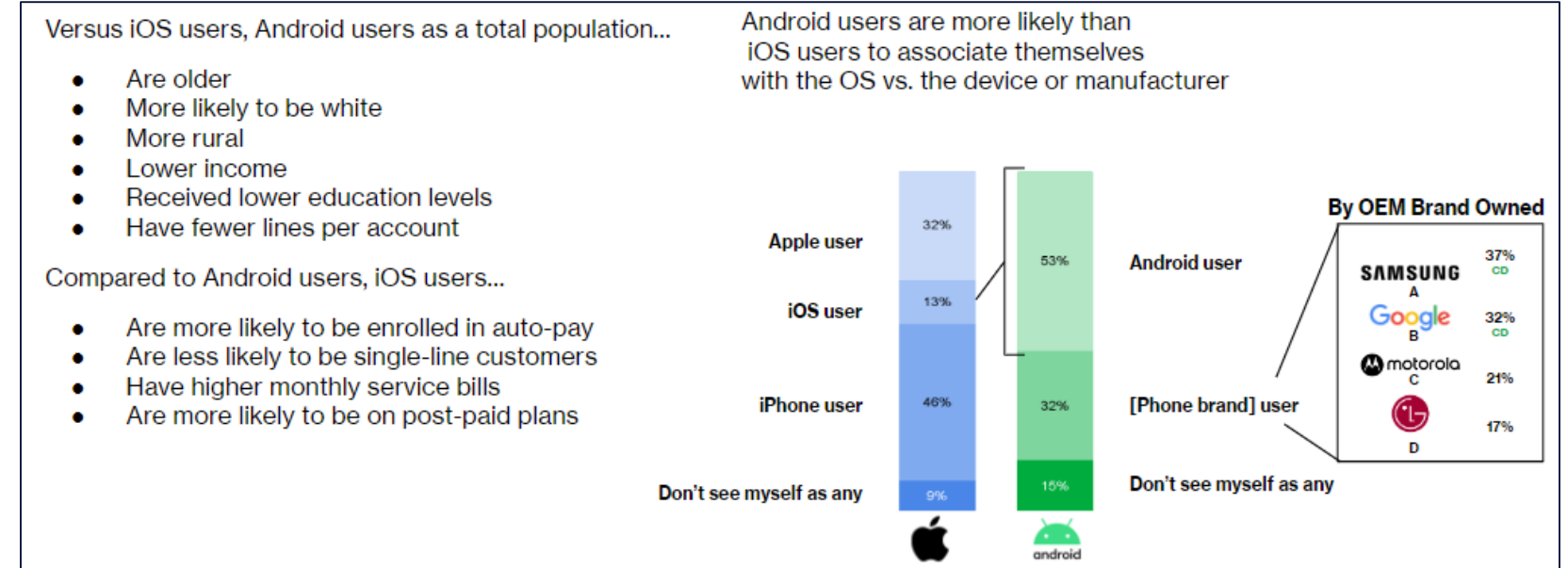
Communication testing

- Qual or quant
- Connects research to product and marketing
- Used as input to predict sales

Attitudes and usage

Methodology that helps businesses understand their market and consumers. One of the most comprehensive and flexible methods - sets the stage for a variety of decisions.

- Enables market sizing analysis

- Illuminates customer sentiment / competitive pressures

- Highlights underserved consumer segments

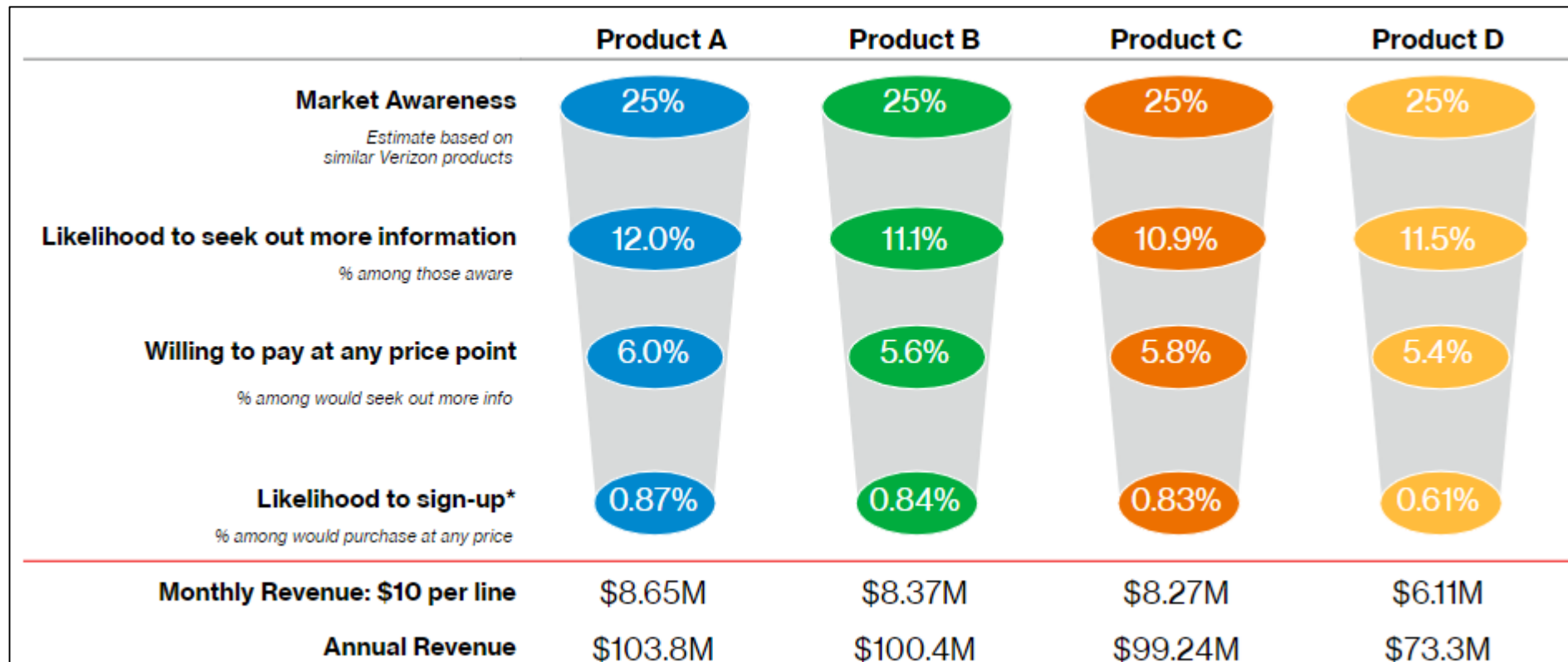- Develop effective marketing and communications strategies

Versus iOS users, Android users as a total population...

- Are older
- More likely to be white
- More rural
- Lower income
- Received lower education levels
- Have fewer lines per account

Compared to Android users, iOS users...

- Are more likely to be enrolled in auto-pay
- Are less likely to be single-line customers
- Have higher monthly service bills
- Are more likely to be on post-paid plans

Android users are more likely than iOS users to associate themselves with the OS vs. the device or manufacturer

By OEM Brand Owned

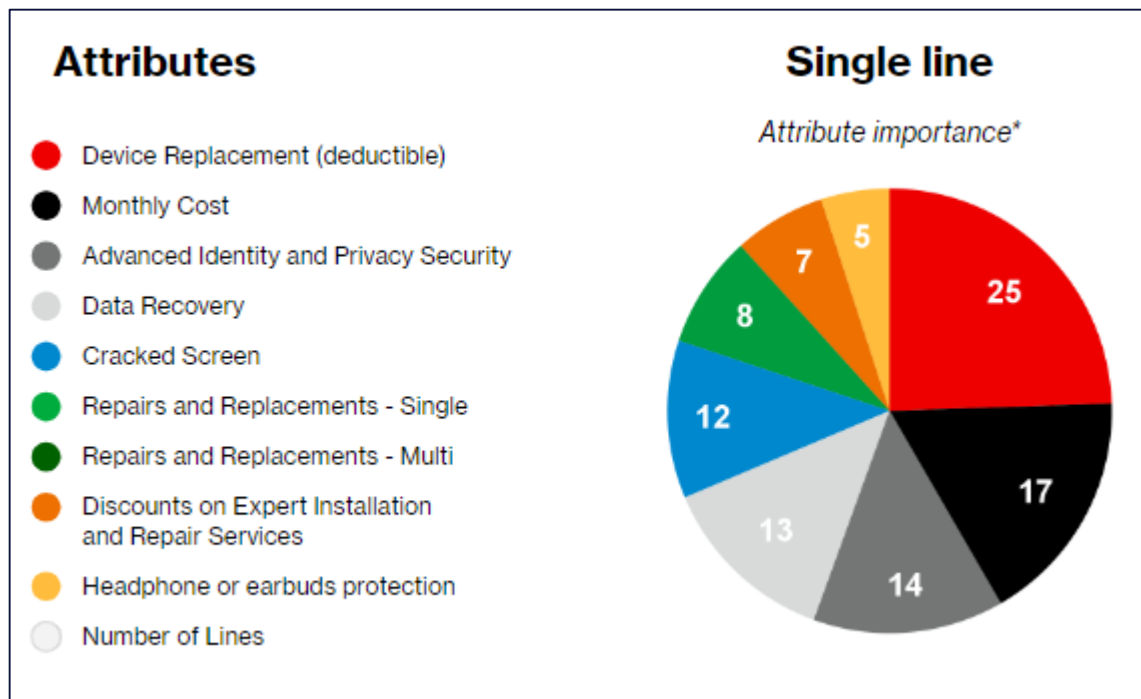|	Total Verizon Customers	Flagship (A)	Premium (B)	Mid-Tier (C)	Entry (D)
Wireless Provider Tenure (Mean in Years)	8.9 ↑	8	9	9	8
% Enrolled in Auto-Pay	25% ↓	60%	60% D	65%	40%
% Single line	20%	21%	25%	31%	25%
Mean # of lines	2.4 ↑	2.6	2.4	2.4	2.3
Phone Replacement Frequency (Mean in Years)	3.3 ↑	3.0	3.7 A	3.8 A	4.4 AB
Plan to Spend on Next Phone (Mean)	$ 650 ↑	$ 875 BCD	$ 722 CD	$ 499 D	$ 335

Take rate analysis concept testing

Common way of testing ideas at various points in the product development process. Enables researchers to expand their reach and have conversations with both business and finances teams.

- Centers on action metrics
- Includes overstatement of intention
- Best practice = calibration of results
- Allows for input into financial business case

Take rate analysis conjoint

Attributes

- Device Replacement (deductible)
- Monthly Cost
- Advanced Identity and Privacy Security
- Data Recovery
- Cracked Screen
- Repairs and Replacements - Single
- Repairs and Replacements - Multi
- Discounts on Expert Installation and Repair Services
- Headphone or earbuds protection
- Number of Lines

Single line

Attribute importance*

Pie chart values: 25, 17, 14, 13, 12, 8, 7, 5

INSTRUCTIONS: Make selections below using the dropdown boxes under each product you would like to simulate. For "Monthly Cost," only enter values within the consecutively to enable prohibited pairs. Results appear in the green shaded cells below. Click the Clear button to erase selections and start over.

Simulate scenarios:	Product 1	Product 2
In Market / Offered?	Yes	Yes
Monthly Cost: only enter values from $17 to $22 for single line scenarios or $50 to $80 for multiple line scenarios	$50.00	$17.00
Number of Lines Covered	3 - 10 lines	1 line
Repairs and Replacements	Covered: 9 incidents/year	Covered: 3 incidents/year
Cracked Screen Repair	$29 per incident	$0 per incident
Data Recovery	Not included	Not included
Discounts on expert installation & repair services	Not included	Not included
Advanced Identity and Privacy Security	Not included	Not included
Headphone or earbuds protection	Not included	Included
Device replacement	$99	$99

Filter results to:		VMP Customers
Apply weights?		Yes

RESULTS:	Product 1	Product 2
Shares of Preference		
Annual Revenue (per 1000 members):		

Tool utilizing statistical analysis to understand how consumers value different parts or features of their product or service. Survey-based execution that asks consumers to rank the importance of product features.

- Accounts for product features, pricing, and go-to-market elements

- Dimensionalizes decision making at the feature level

- Leads to optimized product construction and pricing

- Generates a simulator for scenario planning

Communication testing

Approach that focuses on evaluating the effectiveness of various communications strategies and messages.

- Helps further understand what customer values

- Evaluates balance between product and brand

- Diagnoses on key success metrics

- Can inform marketing mix modelling

myPlan

With myPlan, you can get our best deals and only pay for what you need

Start with plans   Start with phones   Bring your phone

myPlan roadmap

Exploration	Initial Plan Structure	Fine Tune Structure / Experience	Final Testing	Communication Optimization	Launch
Attitudes and Usage Study	Initial Navigation Testing	Perks & Core Plan Priority	Competitive Benchmarking	Comms Testing	
Internal Work Sessions	Copy and Components	Iterative Usability Testing	Dynamic Stimulus Testing	Naming Test	
Initial Plan Concept Testing	External Focus Groups	Monadic Plan Test		Full Advertising Test	
How can we profitably innovate our plans?	**How is our hypothesized structure resonating?**	**How do we optimize critical elements?**	**How much money will our new structure make?**	**Do our communications resonate?**	

Why?

The juice IS worth the squeeze

Consumer

- First time customers had the ability to build their own wireless plan

- More than half of customers report new plans provide more value than previous versions

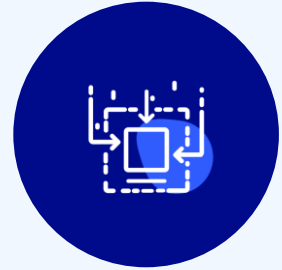- 1 Year post-launch, ~40% of customers had migrated to myPlan

Business

- Q1 '24 was the best quarter for net adds – driven by myPlan success

- Exceeded business KPIs (e.g., Revenue by account)

Benefits to expanded roadmap

Higher degree of research coverage across development roadmap

Research becomes connection point across business

Tell more complete stories
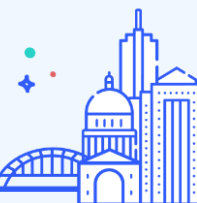
Improved business results

Ideas to action

Explore and learn

- Talk to market researchers

- Build business questions into research activities

- Seek out formal Market Research training

Collaborate

- Sequence Market Research into your roadmap

- Create a joint research plan

- Find a vendor

As UXRs, we should look to provide maximum business value through our work. Widening our aperture can help us deliver value in new ways, focusing more on macro and micro research. The Market Research discipline provides valuable inspiration in how we might do this.

Thank you!