



# Using Research to Determine Unique Value Proposition

**EDGAR ANZALDÚA MORENO**

Head of UX and Design, Canon Australia  
@edgarator <http://edgar.design>



## UVP

- ACTIONABLE**  
easily interpreted
- STAKEHOLDER & USER CENTRIC**  
+ their understanding creates
- SHARED UNDERSTANDING**

## PRINCIPLES

- THE RIGHT NUMBER OF PEOPLE
- THE RIGHT PEOPLE
- EASY TO READ, INTERPRET and TAKE ACTION



## A Story about RESEARCH

- DESIGN THINKING for RESEARCH
- JOIN SEVERAL RESEARCH METHODS with a PURPOSE
- FOCUS on YOUR USERS: **STAKEHOLDERS**

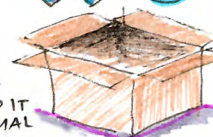
## First...

- How good are your **PERSONAS**?
- How is **RESEARCH** used?
- Is the **COMPANY** **CONFUSED**?
- Are you a **DATA NERD**?

**When you don't take your stakeholders along on the journey, it doesn't work**

## ROADMAP

- How can I get the right people?  
ACTIVE, INACTIVE, FUTURE, FORMER USERS  
Survey → cluster
- How can I ask the right questions?  
Design Thinking **KEEP IT MINIMAL**
- How can I segment them easily?
- How can I consolidate findings?



TEST CARD	
NAME	DEADLINE
ASSIGNED	DURATION
HYPOTHESIS	UVP → Persona
VERIFY	Action
MEASURE	Metric
WE ARE RIGHT Performance Req.	

## UVP

- Listing all pain points and goals per persona
- Writing them as opportunity hypotheses
- Prioritising based on:
  - Volume of lookalikes
  - Potential value to business
  - Ease of implementation

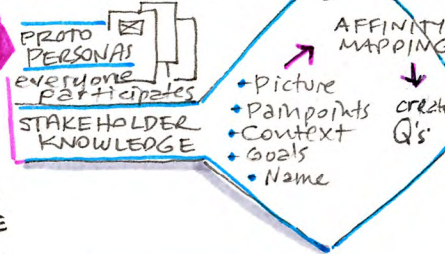
## DESIGN YOUR RESEARCH AS YOU DESIGN YOUR PRODUCTS

- DON'T DO RESEARCH FOR RESEARCH'S SAKE
- TELL STORIES TO YOUR STAKEHOLDERS THAT THEY UNDERSTAND, MAKE THEM RESEARCH-HUNGRY

**BUSINESS MODEL**



Needs vs. customer segments



## SURVEY DESIGN

- MOTIVATIONS** What's the reason, you are \_\_\_\_\_?
- ABILITIES** How confident do you feel about \_\_\_\_\_?
- PROMPTS** why did you decide to \_\_\_\_\_?

LEVERAGED MY MASTERS THESIS APPROACH TO CLUSTERING

QUANTIFYING DATA (WEIGHTING) takes some care

- developed & tested CORRELATION ALGORITHMS (python)
  - degree of correlation
  - response centrality within cluster

CREATED SCREENERS and **BONUS**

COMPOSITION	
Tree Map	

STATISTICALLY VALID INFORMATION ABOUT OUR USER BASE (pack up and send as early findings... gets people excited)

**BE AS LEAN AS POSSIBLE ... BIG DELIVERABLE = Hard to change!**