

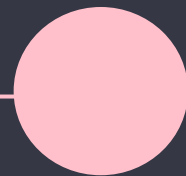
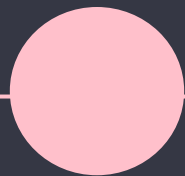
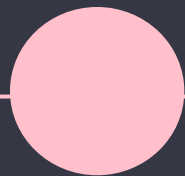
Sila a význam (užívatel'ského) výskumu

Tina Ličková

3 argumenty

1 príklad z praxe

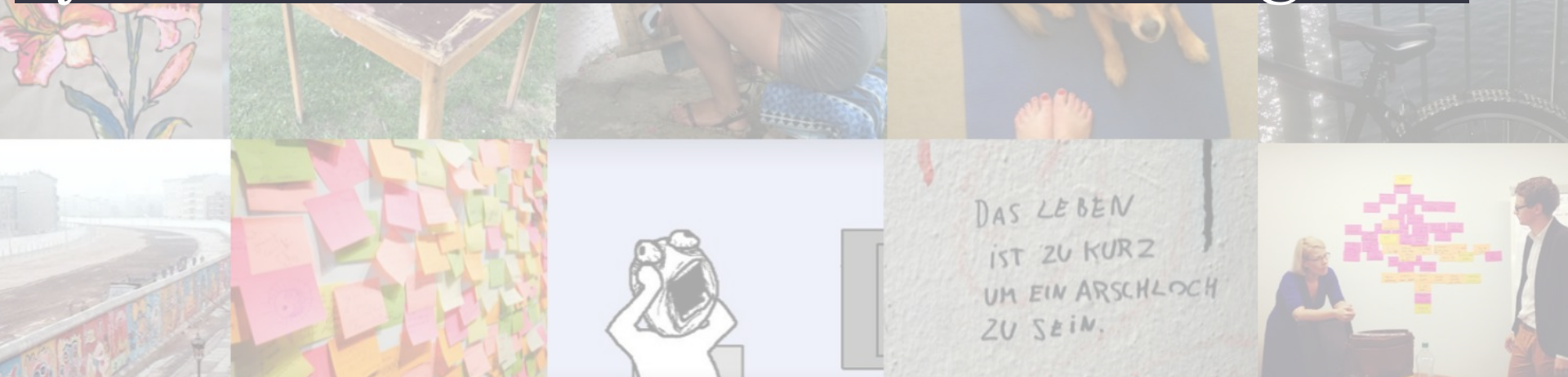
Pár vecí na záver



Kto je táto osoba?



Tina je, okrem veľa iných rolí,
vyskúmníčka, facilitátorka a stratégička.





A large, light pink circular graphic is positioned on the left side of the slide, partially cut off by the edge.

3 argumenty na začiatok

1. Najväčší hráči skúmajú naozaj veľa.

Amazon (AMZN), \$42.74 billion

[Nasdaq](#)

Amazon is among the top R&D spenders even though its financial statements do not mention R&D as a separate line item. Amazon's SEC [filing](#) reveals a whopping expenditure of \$42.74 billion in the fiscal 2020 (11.1% of net sales) on 'technology and content' as compared to \$35.93 billion in the fiscal 2019. In 2017, SEC [asked](#) Amazon, "Please disclose a break out of research and development expense by project, activity or in whatever fashion you believe will provide more transparency as to the magnitude and direction of your research and development activities." The company's R&D expenses continue to be set forth within "technology and content" in its financial statements. During 2020, it was granted 2,244 patents, the majority of which were in advanced technologies such as artificial intelligence (AI), machine learning, and computer vision as the core of its ventures—be it cloud computing, voice-based virtual assistant, cashless Go stores, drone deliveries or robotic warehouses.

Apple: expenditure on research and development 2007-2021

[Statista](#)

Published by [Federica Laricchia](#), Feb 1, 2022



Apple Inc. spent a record 21.91 billion U.S. dollars on research and development in its 2021 fiscal year, increasing by about three billion from its 2020 total. The company's massive research and development budget over the years has led to the release of various famous products including the iPhone, iPod, MacBook, and iPad.

2. Aj najmenší insight (vhl'ad) dokáže významne ovplyvniť celkový výsledok.

Príbeh rovnakej topánky

- Dva e-shopy predávajúce identické turistické topánky.
- Za tú istú cenu.
- S (skoro) rovnakým popisom produktu.

Na eshope A sa tieto topánky predávali viac ako B eshop-e.



Iný uhol (pohl'adu)

Rozhodujúcim rozdielom bola fotka podrážky na A eshope, ktorú spravil pozorný fotograf - po tom, čo pozoroval (skúmal) ľudí v obchode, ako s topánkou interagujú.

5 Design Decision Styles



3. Absencia porozumenia môže spôsobiť veľké problémy.



Výskum

- Žiadne reálne vstupné dáta
- Žiadne pochopenie širších súvislostí
- Žiaden MVP

5 Takeaways from the Recent CNN+ Failure



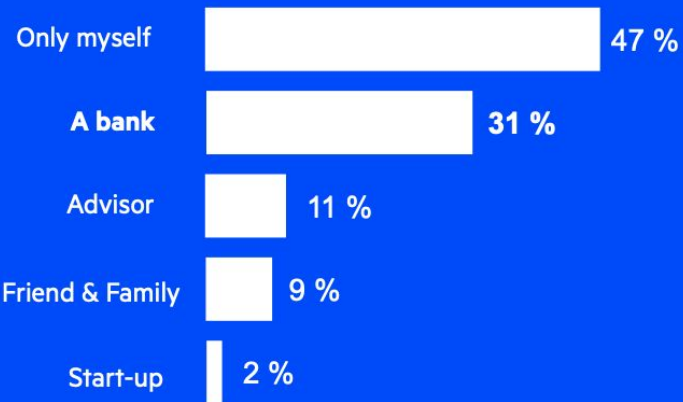
1 komplexný príklad z praxe

Význam výskumu

Prečo?

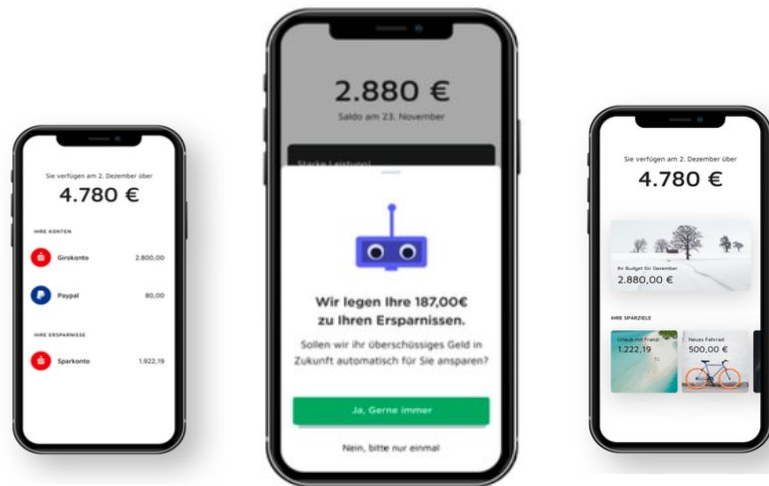
Má zmysel budovať finančný digitálny produkt, na trhu s jednou najnižších úrovni dôvery voči bankám, na svete?

Who do you trust the most?



Čo?

- Ideme správnym smerom?
- Aké reakcie a emócie vzbudia naše nápady?
- Aké bariéry budú ľudia mať v našich produktoch?



Pre koho (presne)?

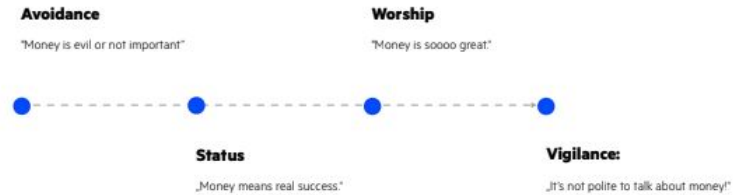
- Ako sa vyznáme v mase?
- Aký je trhov ý potenciál?
- Aký zložitý je finančný život jednotlivých ľudí?
- Čo potrebujú naši potenciálni zákazníci?
- ...

Name	Pia	Phillip	Jan
Picture	 "I want to know what to do, prepare for it."	 "I want to save and start investing."	 "I want to know if my saving and investment are right and how should I adjust them, also how should I reach my (bigger) goals."
Age	23	27	34
Gender	Female	Male	Male
Status	In a relationship	Single	Married, has a 3 year old daughter
Profession	Working student in a marketing agency	Engineer, Young Professional, works for an electricity supplier	Procurement Specialist, working in a major corporation with an indefinite contract
Net Salary	~1200€	1.500-2.500€	2.500-3.500€
Assets	0 - 20.000€	10.000 - 150.000€	50.000 - 150.000€
Population/ Potential	4,7 Mio/ about 0,82 Mio	5,8/ 1,1 Mio	10 Mio/ about 1,5 Mio (an average of the number WUMa Test gave us)
Living Situation	• lives in Hamburg in a hip neighbourhood together with her partner	• lives in a shared flat in Dortmund • plays football every Thursday evening	• lives in a small apartment in Dortmund, together with his wife and daughter

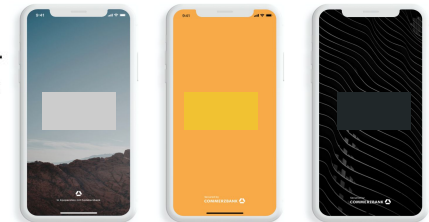
Ako?

- Aké sú ľudské emócie a návyky spojené s peniazmi?
- Ako ľudia manažujú svoje peniaze?
- Čoho sa ľudia obávajú?
- Čo potrebujú ľudia nielen dnes, ale aj zajtra?

Typology by Klontz



Hypothesis
~~Young German women have higher confidence and plan more for their finances.~~



Rady do života a
iné ťalafatky



#1



Výskum nám pomáha
spoznať ľudské potreby.



Quibi would be a risky bet even in normal times. But Quibi, which launched April 6, rolled out a mobile-only concept just a couple weeks after the pandemic locked down large swaths of North America, trapping people in their homes. People can watch Quibi at home on their phones, of course, but Quibi's bet on exclusively mobile, short-form video was premised on people gobbling up these "quick bite" episodes while out and about.

After it launched without any support to watch Quibi's programming on televisions, the company scrambled as users complained about not being able to watch its shows on the biggest screen in the house. It also launched without simple, easy ways to share or meme its shows on social media, stunting virality and word of mouth (Golden Arm excluded.)

From: Quibi: What is it, why did it fail and what comes next?

Why Quibi Failed So Hard

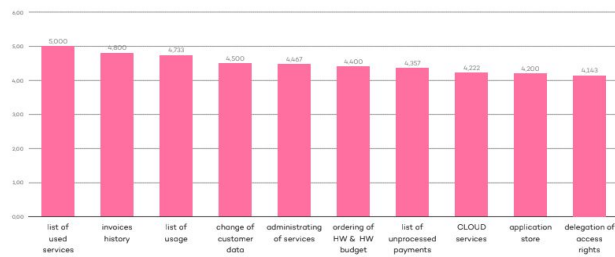
#2



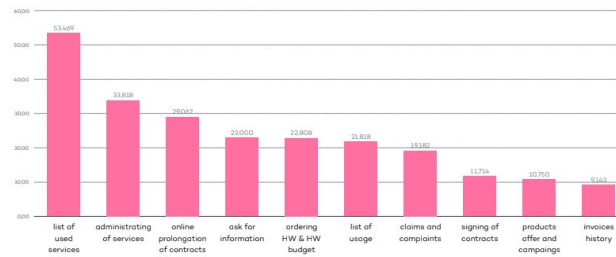
Výskum nám pomáha
validovať existujúce a dáva
nám vhľad ako produkty
ďalej rozvíjať.



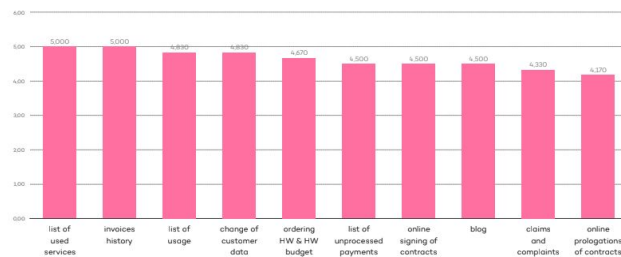
Feature Rating by Users



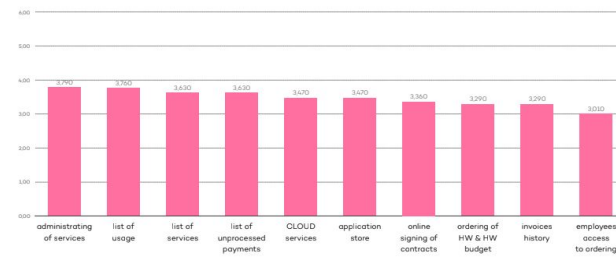
Feature Usage by Users



Feature Rating by Sales & Back Office



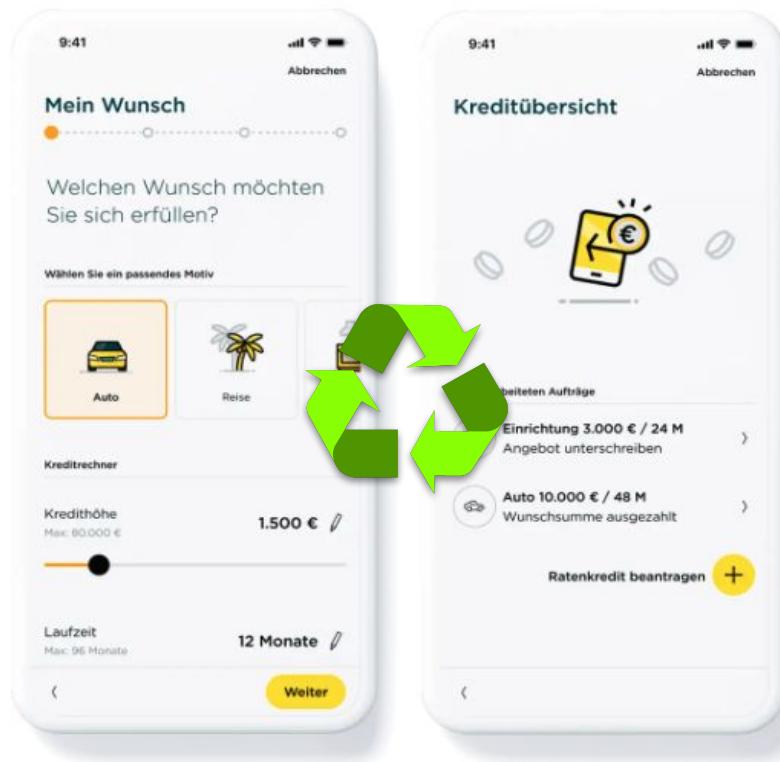
Feature Rating by ST Experts



#3



Výskum nám pomáha
robiť lepšie rozhodnutia.



#bonus



Respondenti nie sú experti:
(UX) designéri, produktáci,
markéťáci, etc. Nepovedia
nám, čo máme vytvoriť a
“kde má byť to tlačítko”.



Toto je poslední slide.
Děkuji.

LinkedIn: [Tina Ličková](#)