

User Research: Maximizing Human Behavior to Increase Program Effectiveness

BECC Conference 2014

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December 9, 2014

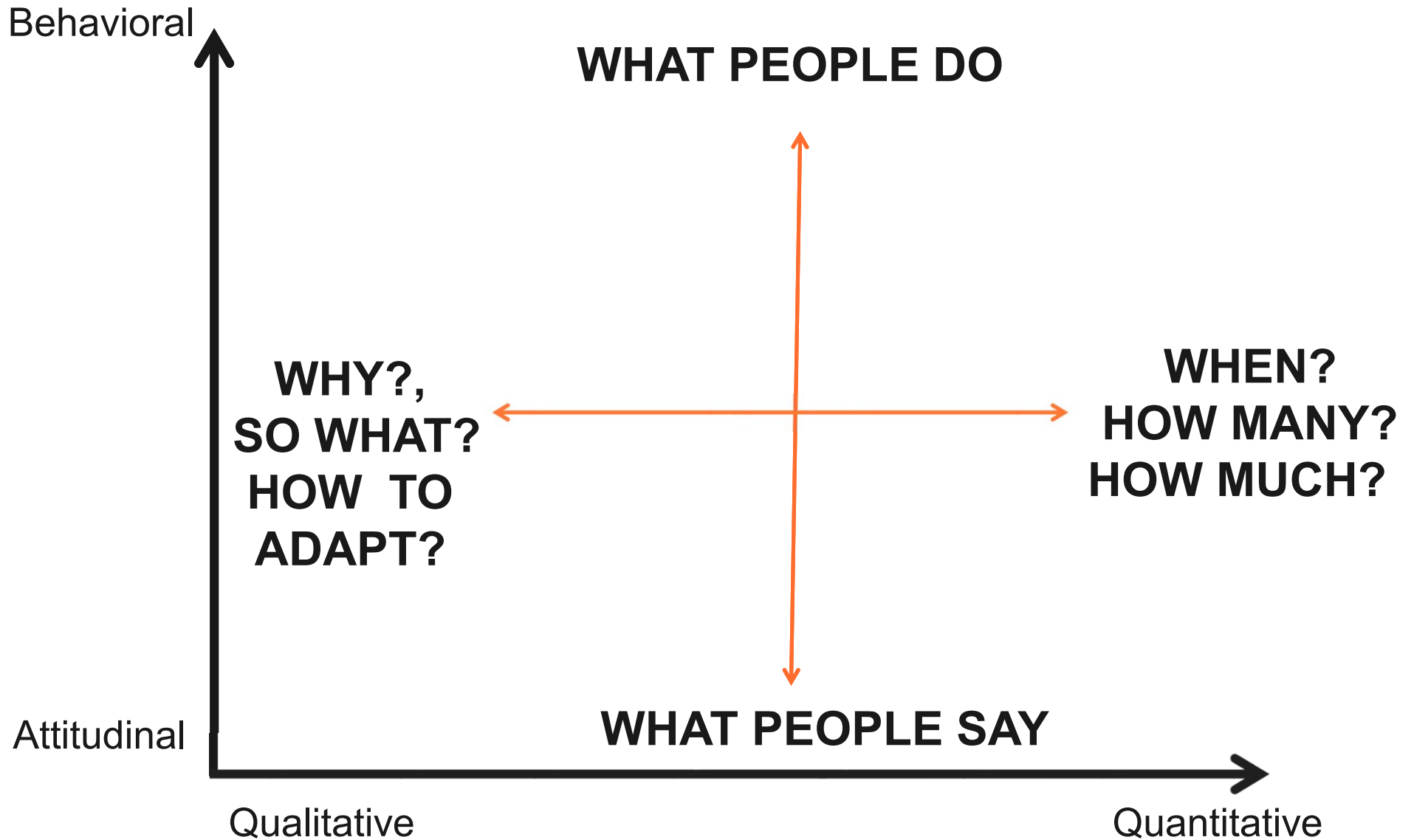


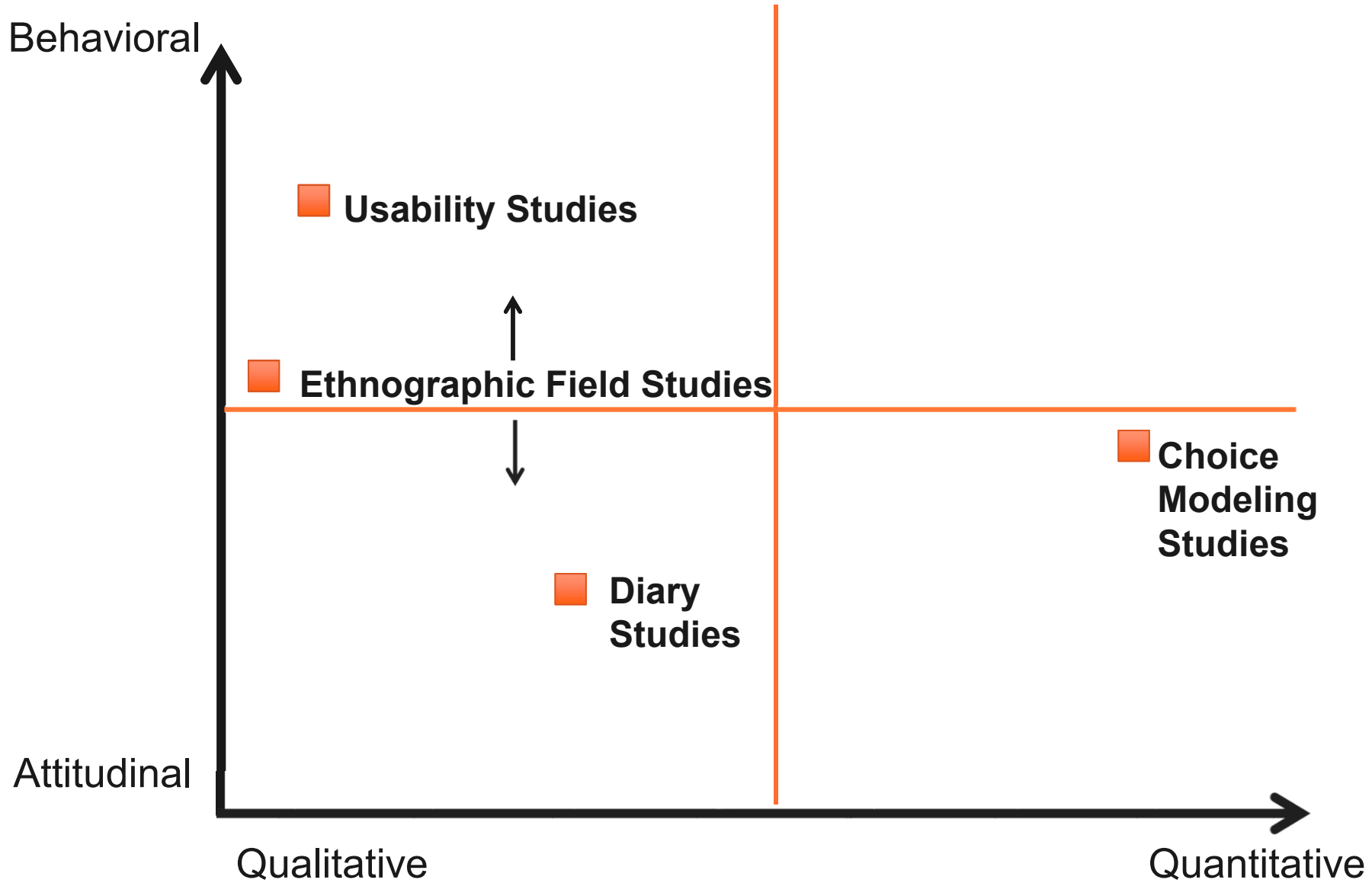
Agenda

- What is User Research?
- What are the Benefits?
- When is it Appropriate?
- Case Studies



Image Source: <http://www.hep.umn.edu/nova/Jul2014/agenda.html>





Web and Tool Usability Studies

- A research method that evaluates a user interface design by testing it on real users

Example Research Questions:

- How do current and prospective customers use the website to find information about program offerings?
- What barriers do customers encounter when using the tool provided?
- Do customer's understand informational graphics?

Case Study

- Large Midwestern Utility
- Key Question: How do contractors use the direct install online application tool and where to they experience challenges?



Ethnographic Field Studies

- A type of research that involves studying groups or individuals in their natural environment, where they would most likely encounter the product or service in question.

Example Research

Questions:

- How do customers use a product in their home?
- How do customer's install a product?
- What features of a product drive increased customer satisfaction?

Case Study

- Midsize Northeastern Utility
- Key Question: How do new ductless mini-split heat pump owners use their heat pump in conjunction with other heating sources in their home?

Diary Studies

- A type of research that captures the day-to-day experience relevant to the purpose of the study

Example Research Questions:

- How do customers use your product? Experience your program?
- How do customer perceptions change over time?
- What are the pain points for customers currently participating in your program or using your product or service?

Case Study

- Large Midwestern Utility
- Key Question: Are incentivized LEDs and specialty CFLs meeting customer expectations?

Choice Modeling Studies

- A type of research that models the decision-making process of an individual or segment in a particular context

Example Research Questions:

- What factors drive a customer to participate in a program or purchase a product or service?
- What set of product attributes will maximize product sales or program participation?

Case Study

- Large Western Utility
- Key Question: What factors drive HVAC Quality Installation and Quality Maintenance customer purchase decisions?

THANK
YOU!!

Questions?

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