

Context Chat

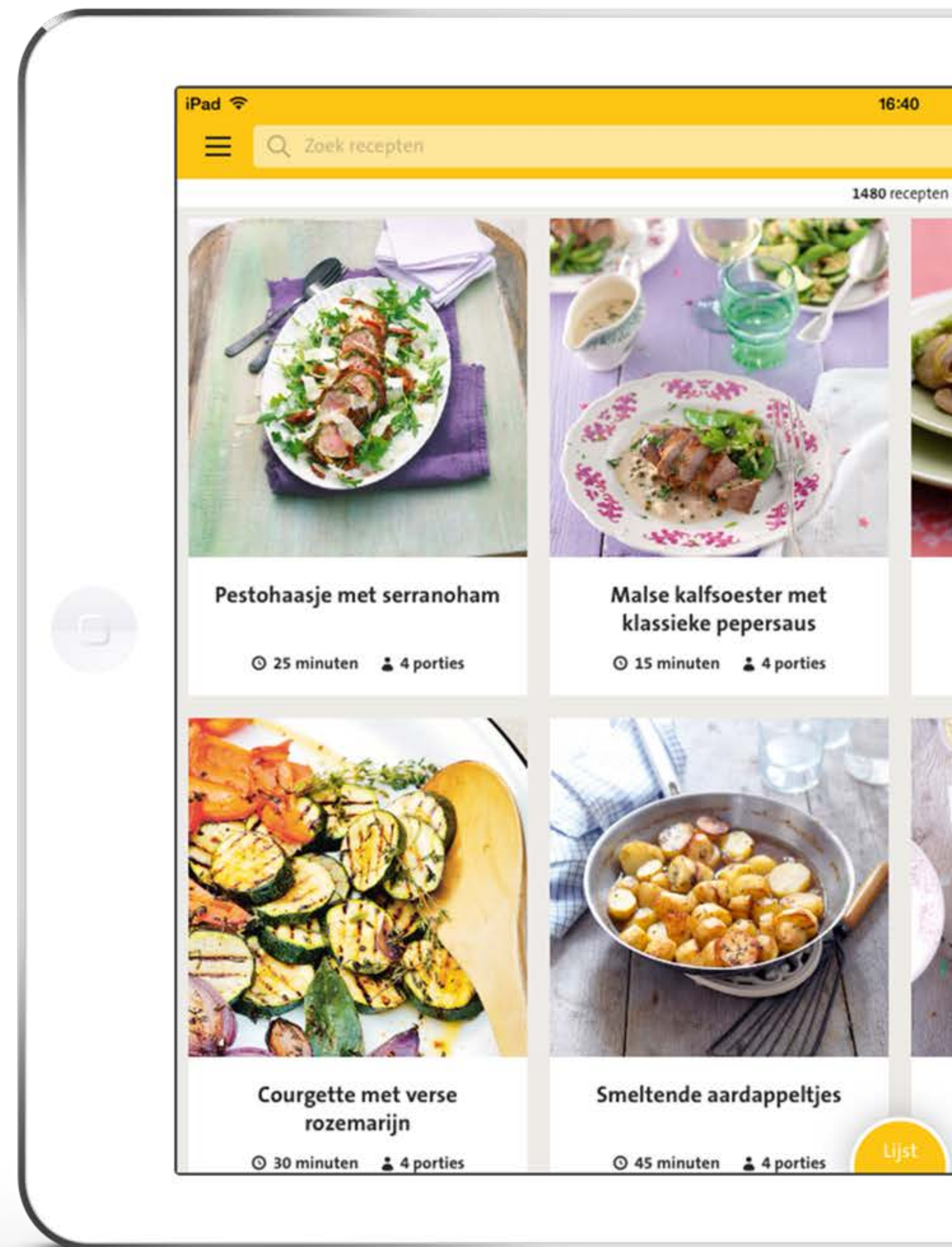


Hi :)



Emma Haagen
UX Researcher - Data Storyteller

ICE*MOBILE*



IceMobile Amsterdam

- Amsterdam based company (& offices in Hong Kong, Shanghai & Toronto)
- 130 employees
- 30 nationalities
- Either a foodie, code king, design nerd, beer brewer or unicorn



RESEARCH TEAM

Who? What? When?
Where?
How many?
How often?
... What next?

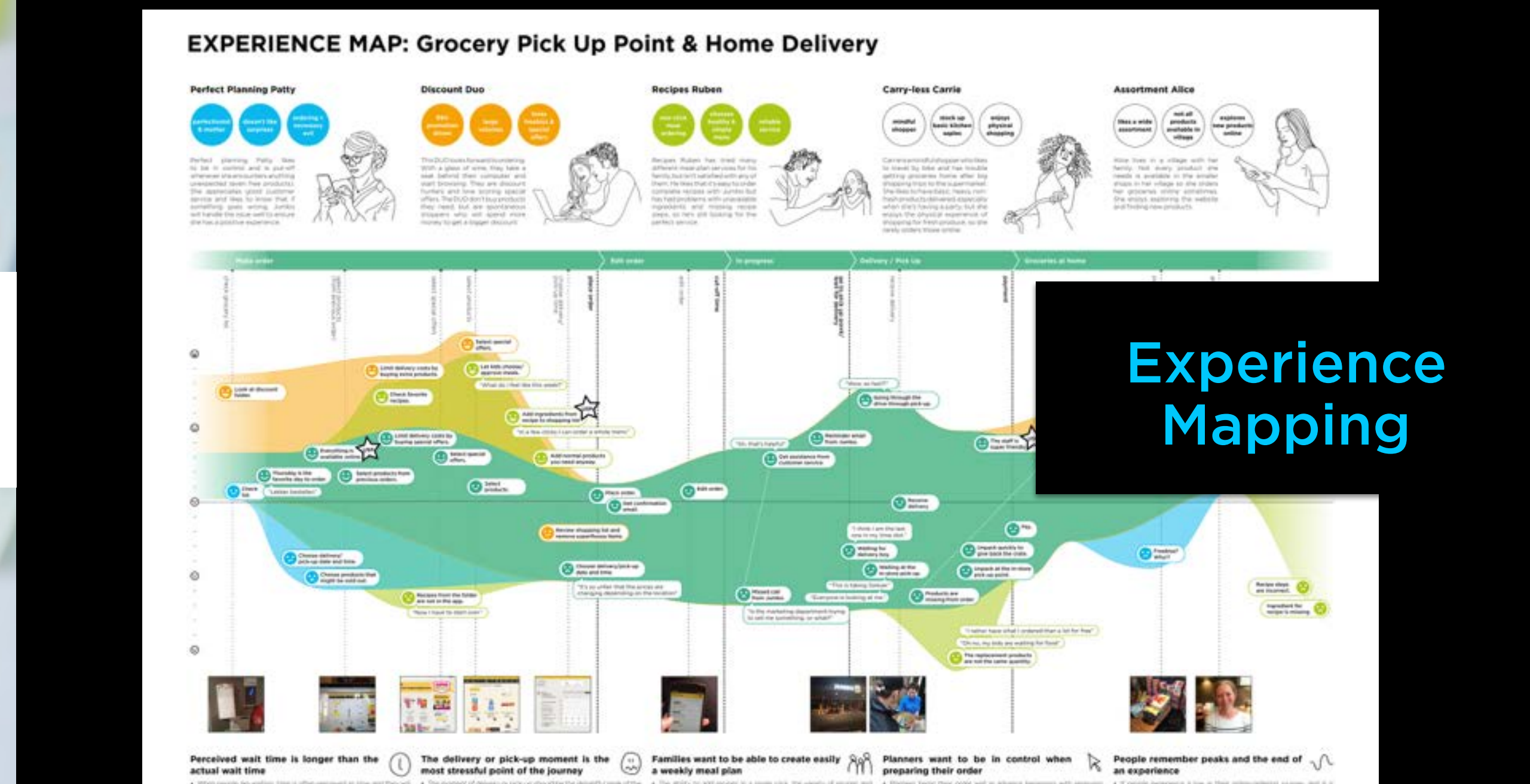
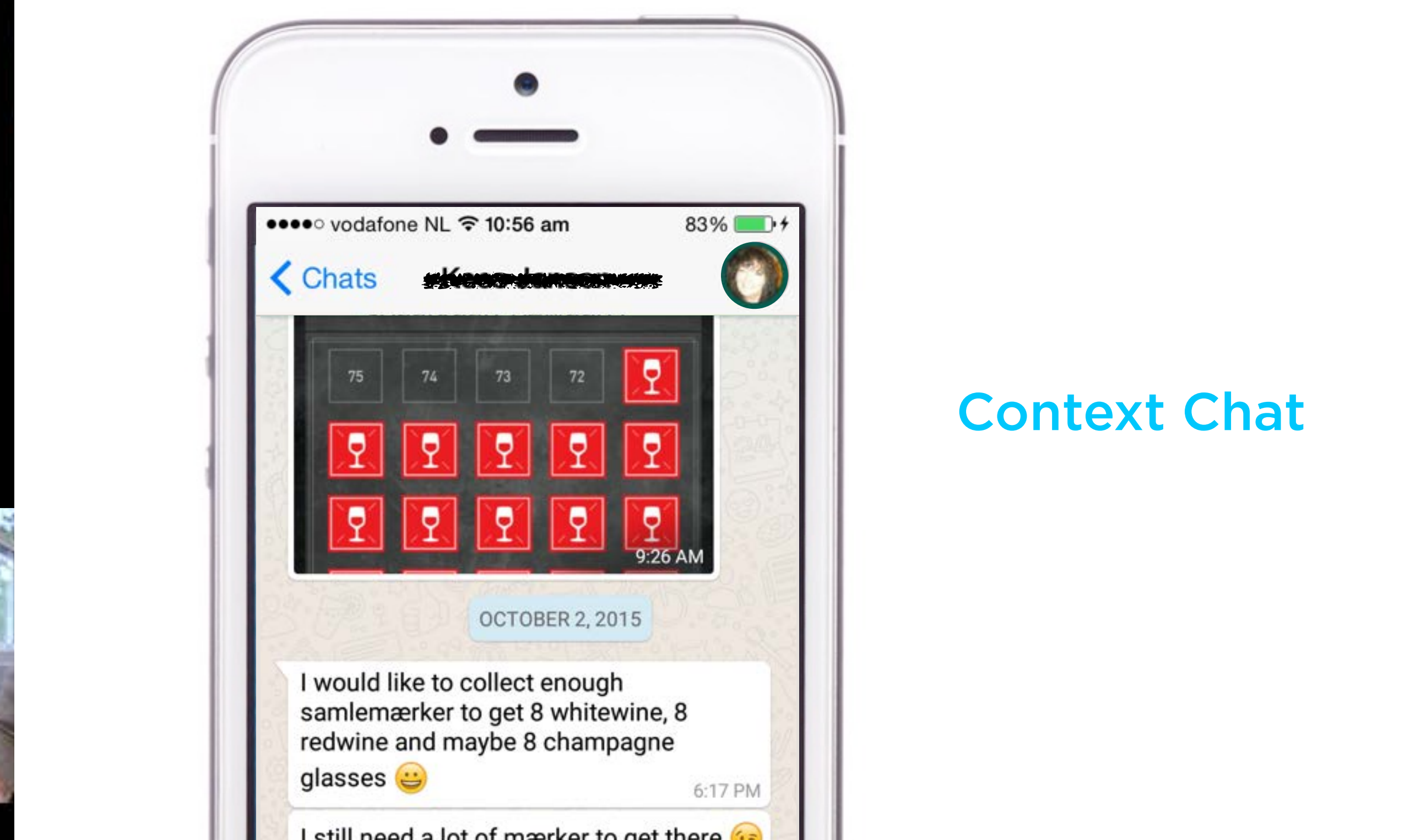


Customer Insights
Data Analysts & Data Scientist

Why?
How?



UX Lab
Data Storytellers



Context Chat

Why?

What?

How?

Do's & Dont's



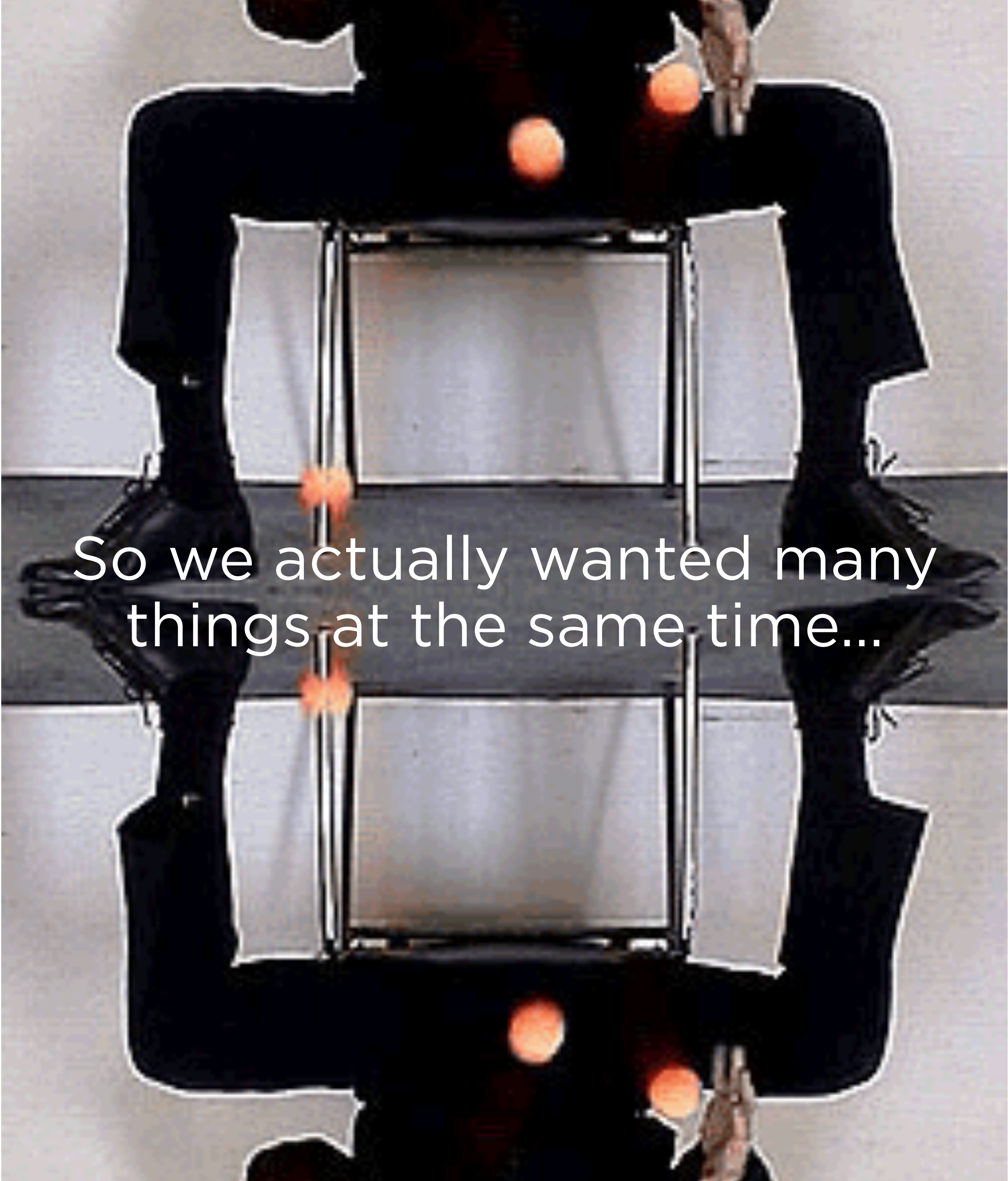
[why]

Overview of the whole experience

Relevant & reliable answers

Effective data



A black silhouette of a person sitting at a desk with two computer monitors. The person's arms are resting on the desk. At the top and bottom of the silhouette, there are orange spheres. The text "So we actually wanted many things at the same time..." is overlaid on the image.

So we actually wanted many things at the same time...





not just research in a lab environment





but in context



so not one isolated task





so not one place





so not one moment





so not one channel



research in context creates an **overview** of
all interactions, which take place on



We want answers that are **relevant** and **reliable**



A photograph of a group of gorillas in a dense, green forest. In the foreground, a large gorilla is looking directly at the camera. Behind it, several other gorillas are visible, some sitting and some standing, amidst the thick vegetation. The text "No popular opinions" is overlaid in white on the gorilla in the foreground.

No popular opinions

No predefined answers



"Sorry, sir, but we don't have a category for that."

A close-up, black and white photograph of a computer keyboard. The focus is on the keys, with some keys in sharp focus and others blurred in the background. The text "No predefined questions" is overlaid in the center of the image.

No predefined questions

We also want data that is **effective**



A man with dark hair and a mustache, wearing a white shirt with a small pattern and a red tie, is shown from the chest up. He is looking upwards with a surprised expression as a stream of white milk is poured from a blue and white cereal dispenser into his open mouth. His mouth is filled with yellow cornflakes. Several flakes are also scattered in the air around his head and on his chin. The background is a solid, vibrant blue.

So no endless amounts of raw data



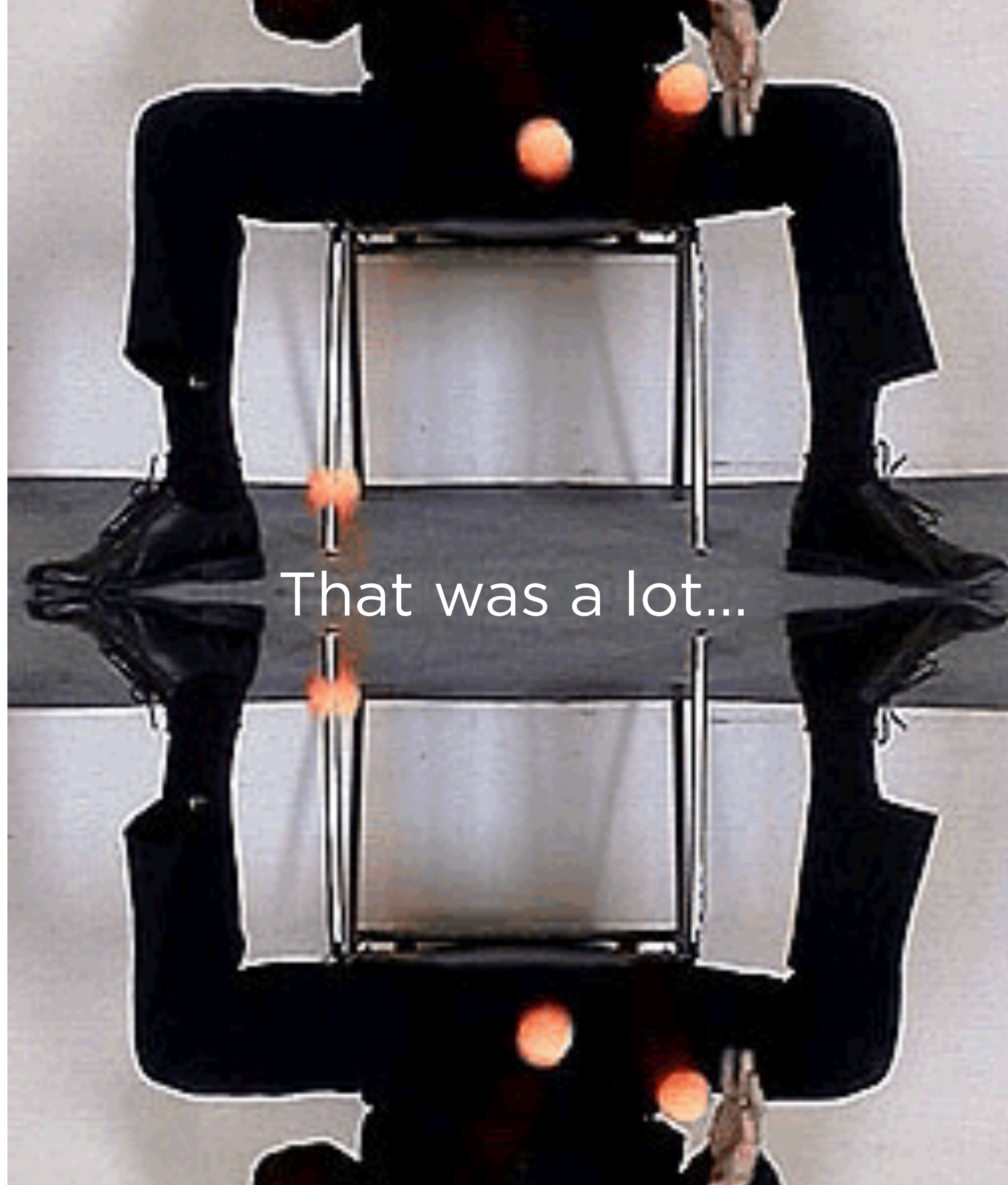
No extended reports that no one reads

A photograph of three people from behind, bowing their heads in a room with a solid red background. The person on the left is wearing a yellow jacket, the person in the middle is wearing a red and white striped shirt, and the person on the right is wearing a white shirt. The text "No presentations that everyone nods to and then forgets" is overlaid in the center of the image.

**No presentations that everyone
nods to and then forgets**



Not the researcher that learns most



That was a lot...

Overview of the whole experience

(over different channels, moments & places)

Relevant & reliable answers

(freedom to answer, truthful, and in the moment)

Effective data

(quick and easy to process - data that people remember and pass on to each other)



Context Chat

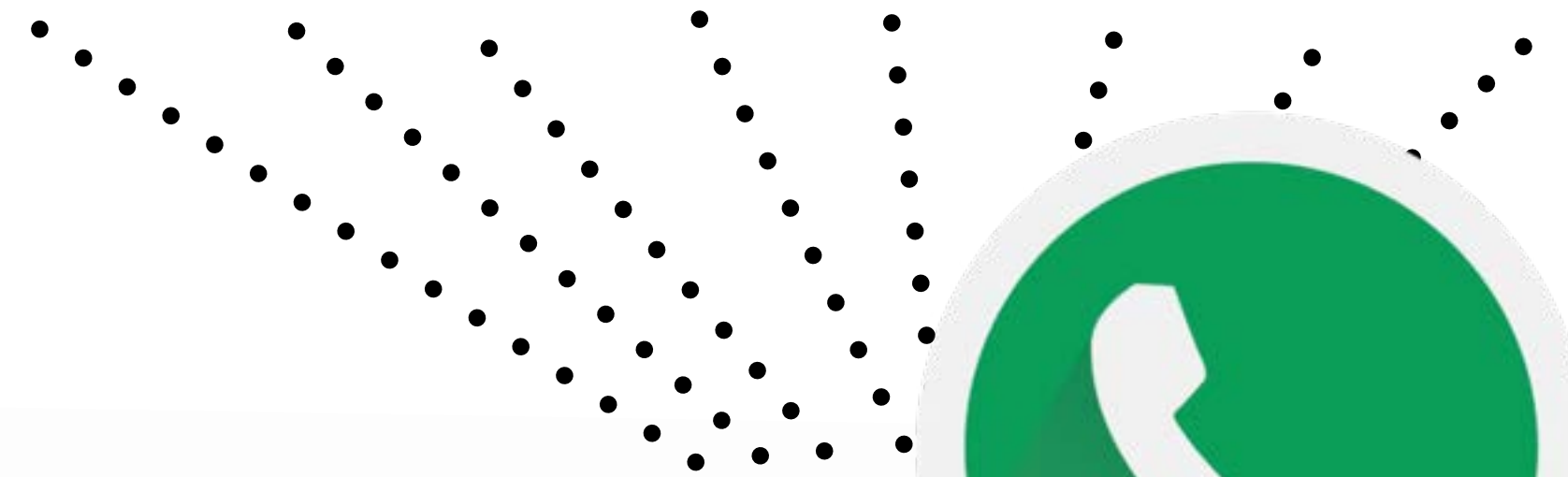


[what]

Context chat is a **qualitative research method** for doing **contextual** user research by using local mobile **chatting platforms**.



[what]



Ask questions

Share experiences via text,
photo & video



[advantages]



[advantages]

- Low threshold



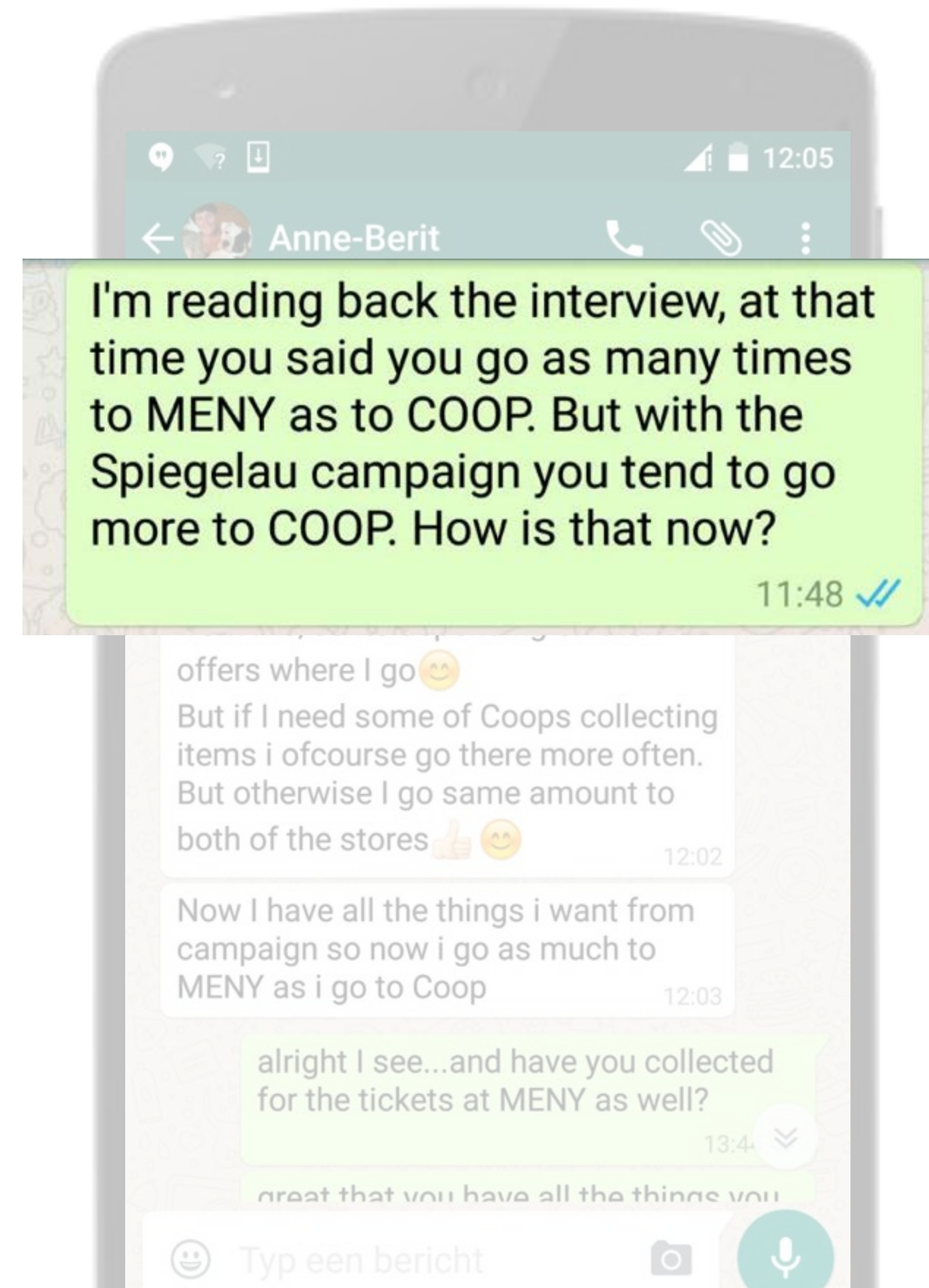
[advantages]

- Low threshold
- Always & everywhere



[advantages]

- Low threshold
- Always & everywhere
- Flexible questions



[advantages]

- Low threshold
- Always & everywhere
- Flexible questions
- Rich data input



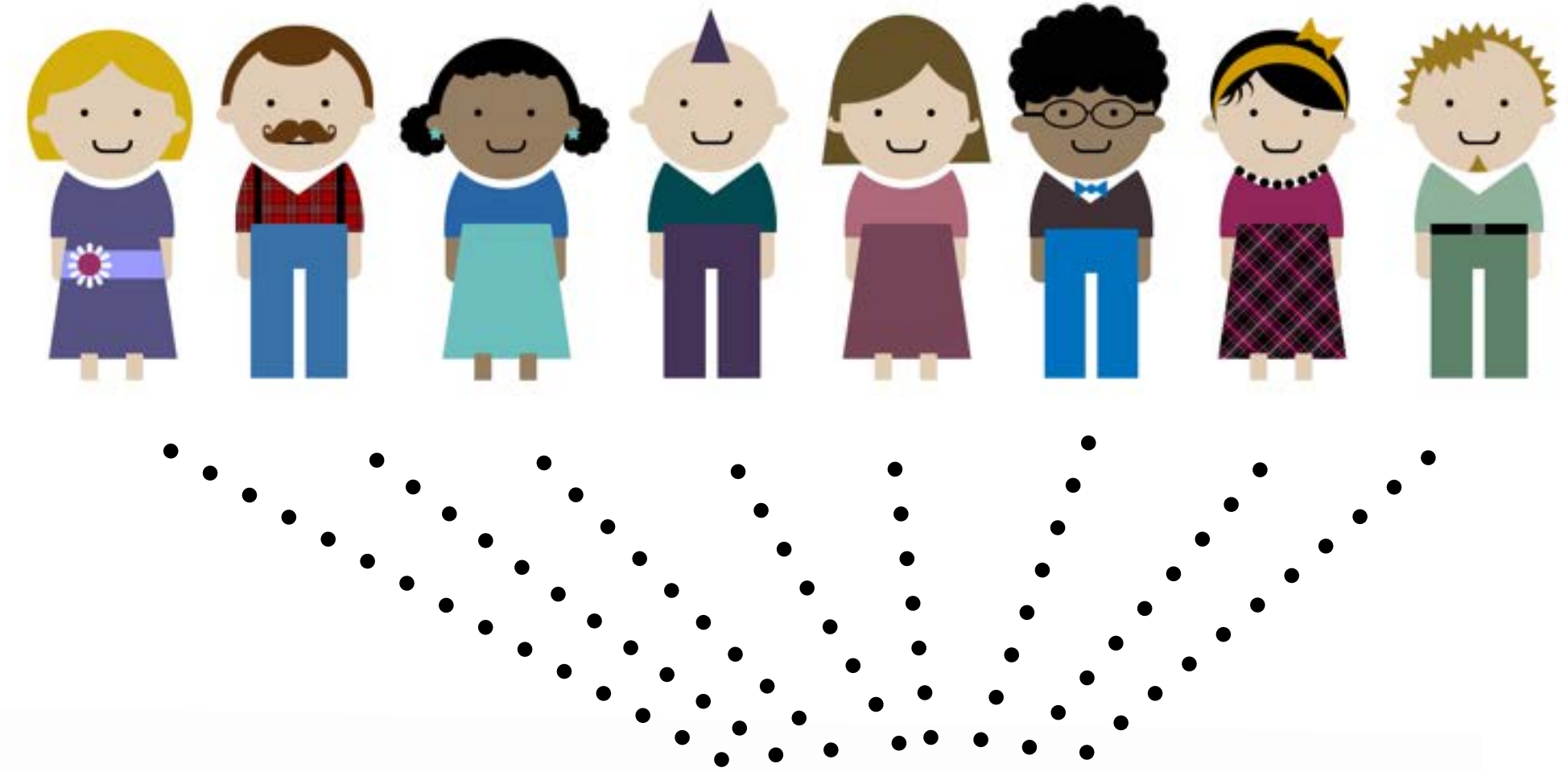
[advantages]

- Low threshold
- Always & everywhere
- Flexible questions
- Rich data input
- Trigger to answer



[advantages]

- Low threshold
- Always & everywhere
- Flexible questions
- Rich data input
- Trigger to answer
- Close to your end-user



[advantages]

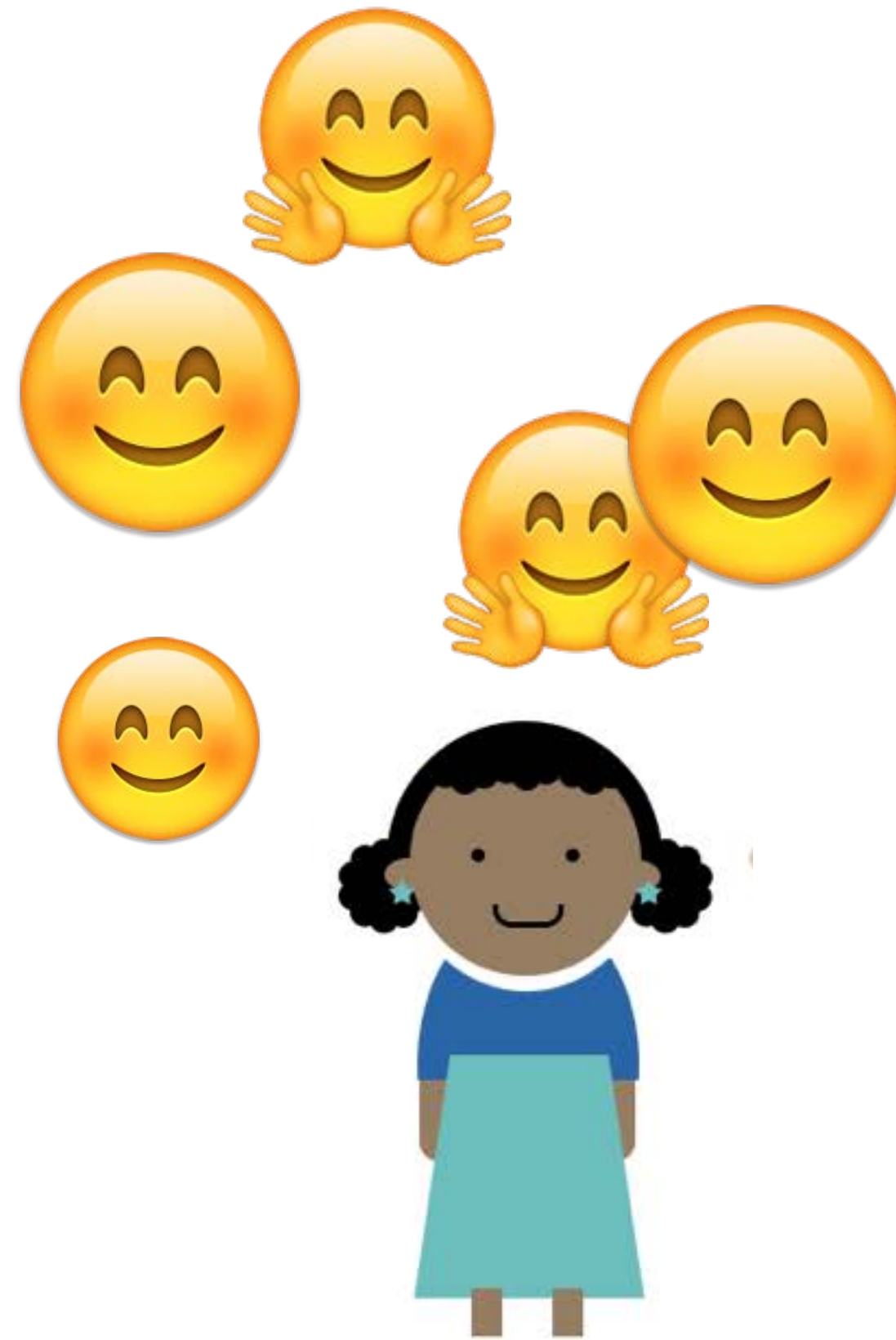
- Low threshold
- Always & everywhere
- Flexible questions
- Rich data input
- Trigger to answer
- Close to your end-user
- Quick set-up



[limitations]



Be standby



Attract mainly
enthusiasts



Pointed conversations





RECIPE

INGREDIENTS & DIRECTIONS
FOR A CONTEXT CHAT

INGREDIENTS

- ① **Device (phone+sim card/computer)***
- ② **App (WhatsApp, WeChat, Viber, Line etc.)***
- ③ **Participants**

***Depending on the chat platform**

INGREDIENTS

- ① Device (phone+sim card/computer)*
- ② App (WhatsApp, WeChat, Viber, Line etc.)*
- ③ Participants

Who?

How many?

How to recruit?

***Depending on the chat platform**



INGREDIENTS

- ① Device (phone+sim card/computer)*
- ② App (WhatsApp, WeChat, Viber, Line etc.)*
- ③ Participants
 - Who?
 - How many?
 - How to recruit?
- ④ Incentive

*Depending on the chat platform



DIRECTIONS

1

Make a research plan

- Research goal
- Layout of questions (which topics you want to touch)
- Research setup (period, amount of questions, return gift etc.)

COOP 4

program: 28feb-10 juli
clean up weeks: 27juni-10 juli:

Context Chat study: 18 april - 11 juli (12 weken)
12 questions.
Gift: 250 kr

Research questions:

1. Why do people collect?
2. How do people decide to join?
3. What are people doing to collect?

Topics:

- wat zou je tegen je buurvrouw (not the grumpy one, but the sweet lady ;)) zeggen als zij vraagt hoe t met sparen gaat (eventueel haar adviseren wel/niet meedoen).
- Foto van een bijzonder moment.
- talk to others about program
- which collector type+quotes?
- hoe zou je jezelf typeren(?)
- Wanneer ben je tevreden?
- Voor&na besteklade
- Most positive & most negative

Inzicht in beslismomenten. Jouw ideale spaarprogramma? Type reward, hoe lange periode, hoeveel zegels nodig, hoeveel betalen?

- Waarom doe je mee? Doe je altijd mee?
- Andere programma's: waarom wel/niet?
- Redenen op volgorde zetten.
- Personal Program Proposal
- Ideale programma? Wel/niet?
- activatie COOP 5 (how activated? What do they see?)

DIRECTIONS

1

Make a research plan

2

Send welcome messages

- Intro about yourself
- Explain set up
- State what you want from them
(stories about experiences)



DIRECTIONS

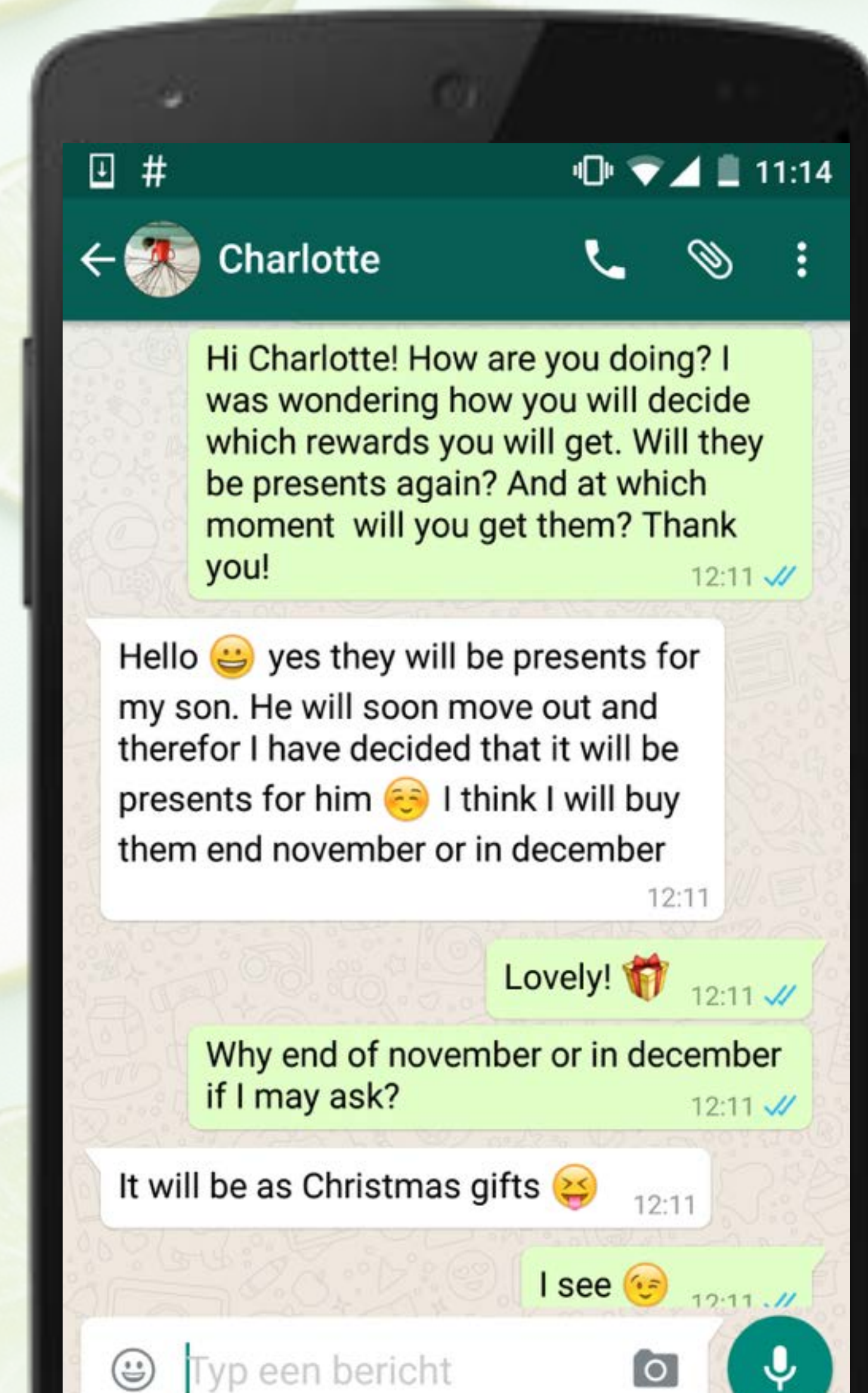
- 1 Make a research plan
- 2 Send welcome messages
- 3 Send first question

Keep the subject broad
Set the stage



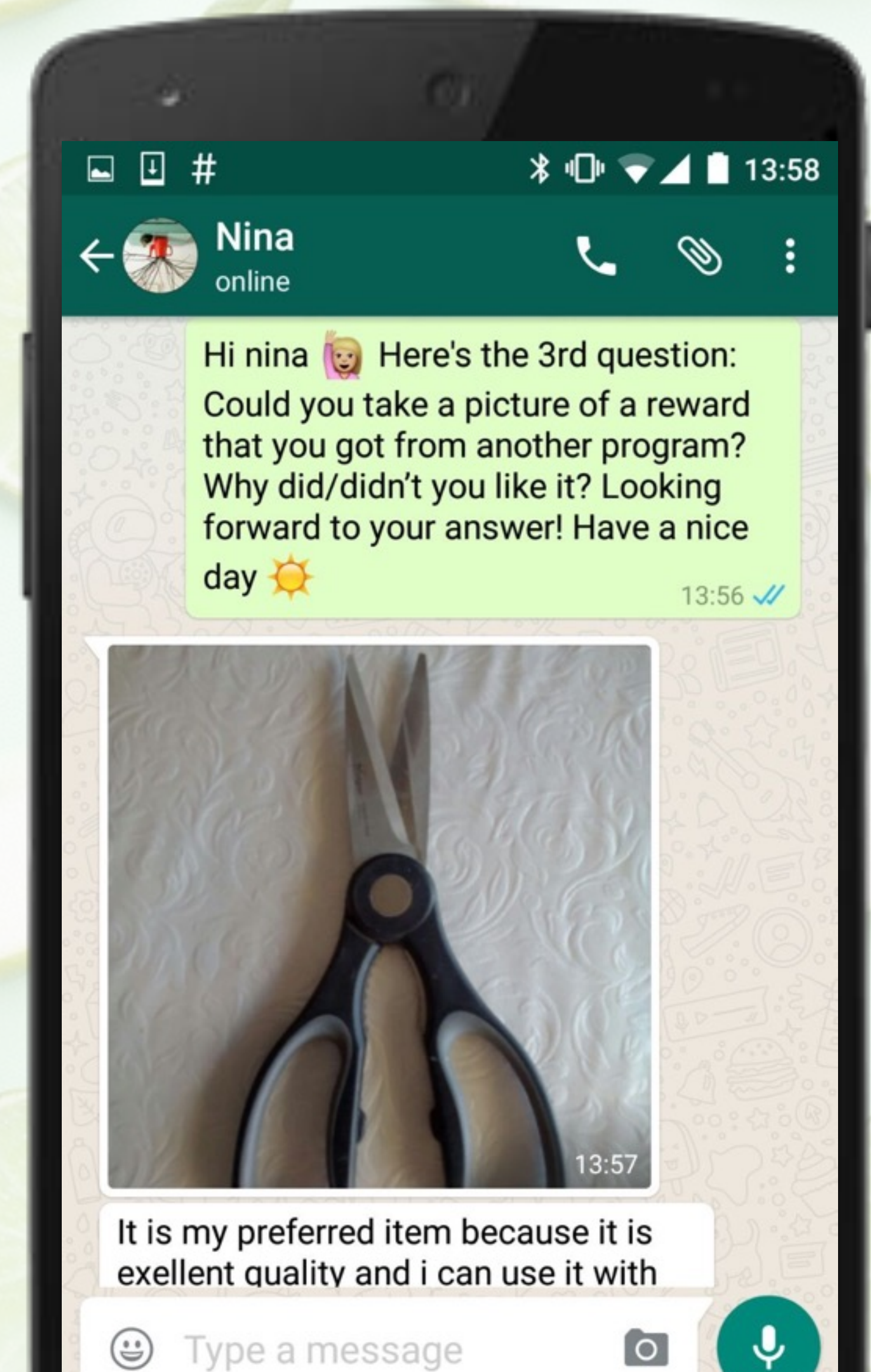
DIRECTIONS

- 1 Make a research plan
- 2 Send welcome messages
- 3 Send first question
- 4 Reply



DIRECTIONS

- 1 Make a research plan
- 2 Send welcome messages
- 3 Send first question
- 4 Reply
- 5 Send next question...



DIRECTIONS

- 1 Make a research plan
- 2 Send welcome messages
- 3 Send first question
- 4 Reply
- 5 Send next question...
- 6 Send return gift





**DO's
and
DONT'S**

DO's

- Be informal, like a conversation
- Mention question #
- Give to get
- Ask about the topic, not the research question
- Ask about specifics in the moment or the past
- Always send a reply, give quick replies in the beginning



DONT's

- Don't be a robot
- Don't ask things you can measure in another way
- Don't combine too many questions in one message

QUESTIONS THAT WORK WELL...

- Can you show me step by step how you do X?
- Personalised questions: Last time you said X, how is that now?
- What was your most positive and what was your most negative experience with X?
- Let a friend of the participant take a video interview
- Start selfie & end selfie

context chat wall

enjoy
your insights



[summary]

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Thank you :)

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