

Hi:)

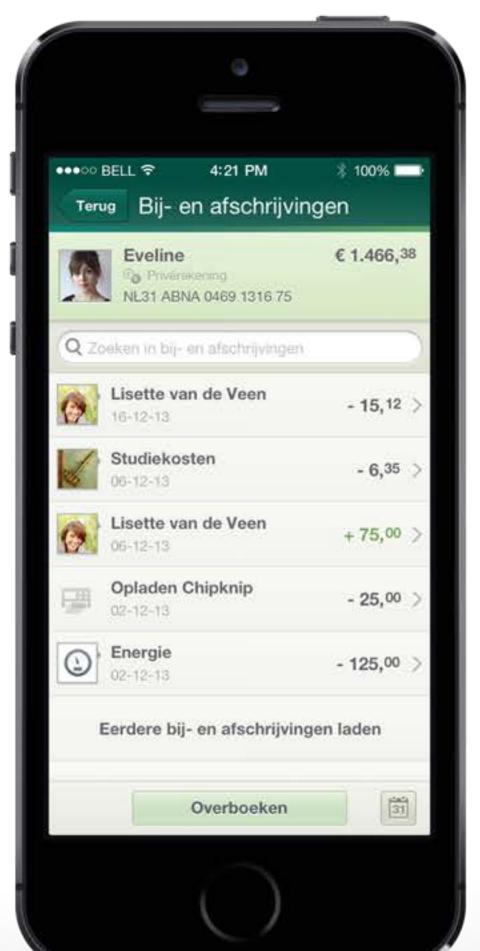


Emma HaagenUX Researcher - Data Storyteller

ICEMOBILE



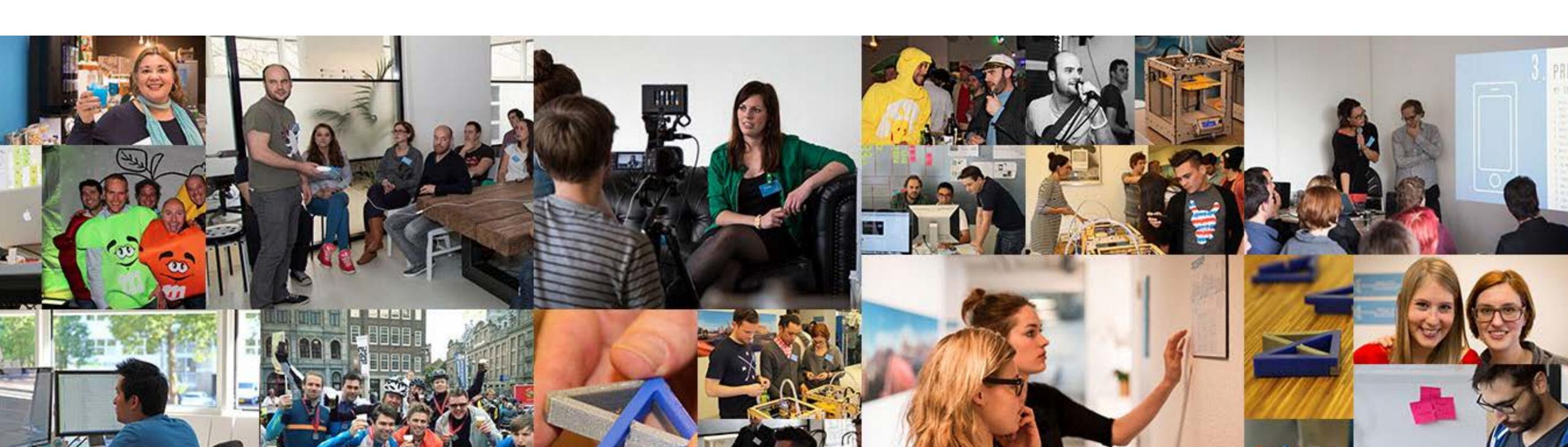






IceMobile Amsterdam

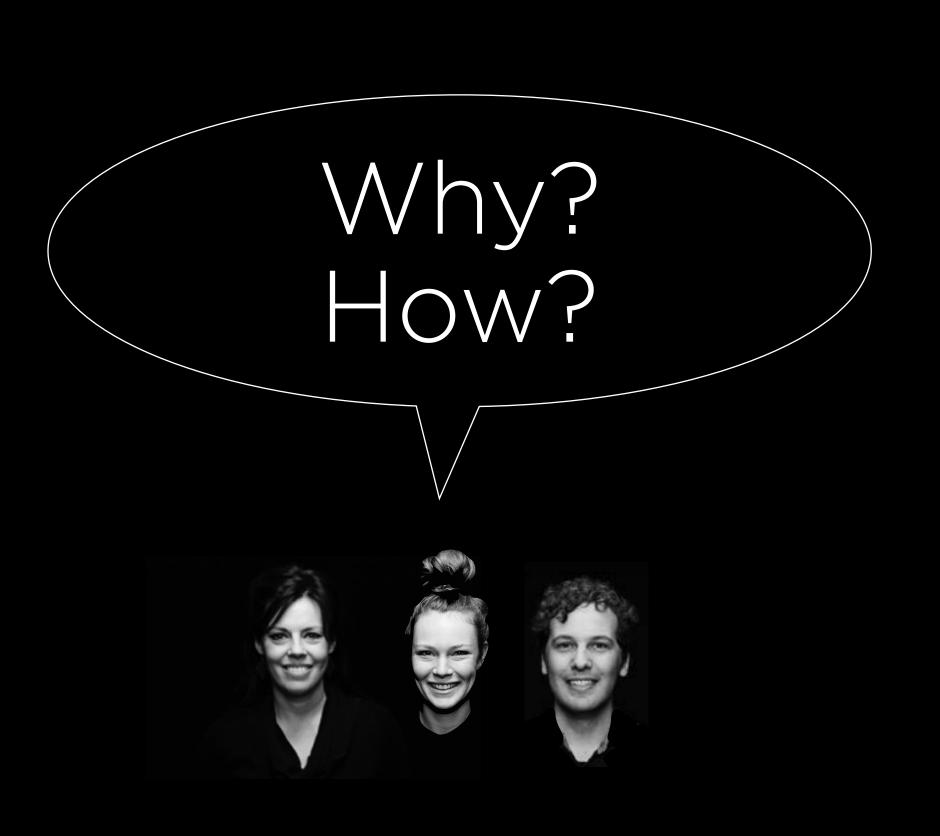
- Amsterdam based company (& offices in Hong Kong, Shanghai & Toronto)
- 130 employees
- 30 nationalities
- Either a foodie, code king, design nerd, beer brewer or unicorn



RESEARCH TEAM



Customer InsightsData Analysts & Data Scientist



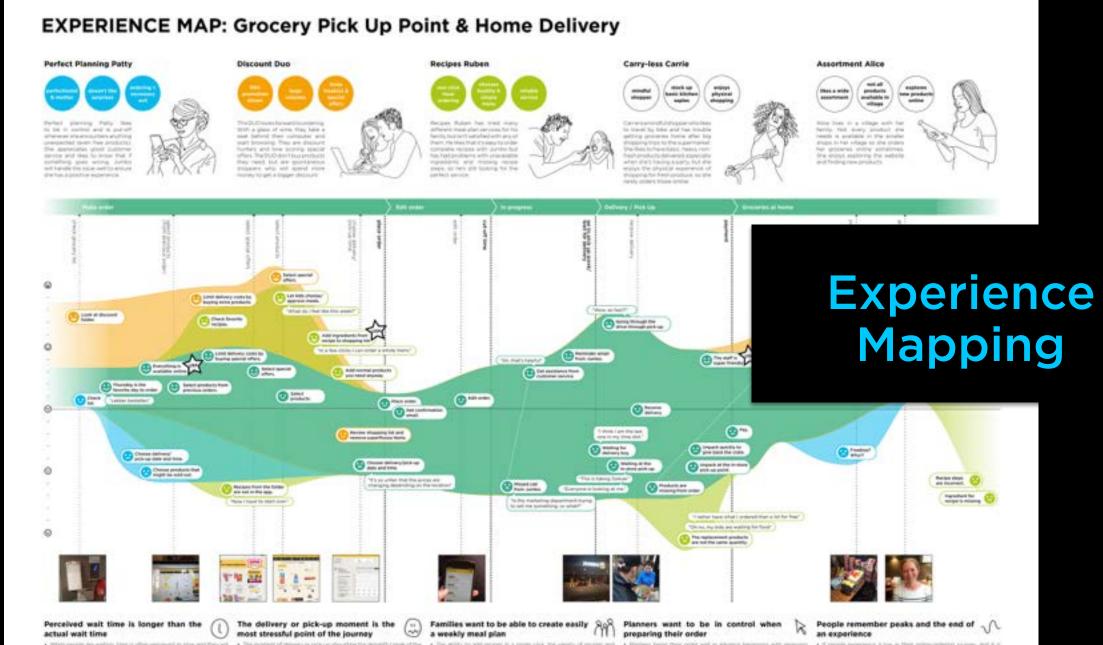
UX LabData Storytellers





Context Chat





Context Chat

Why?

What?

How?

Do's & Dont's



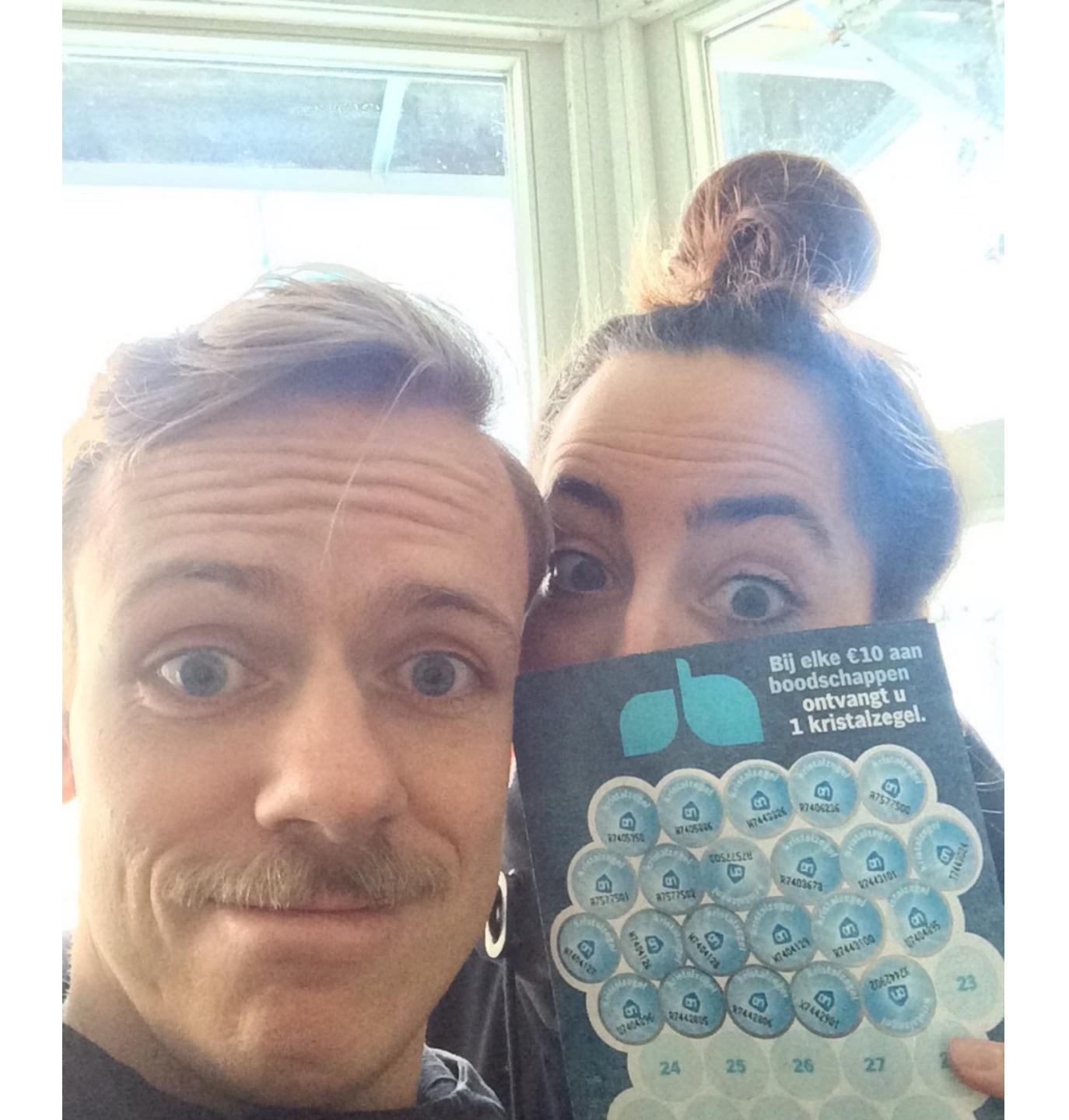
[why]

Overview of the whole experience Relevant & reliable answers Effective data

















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

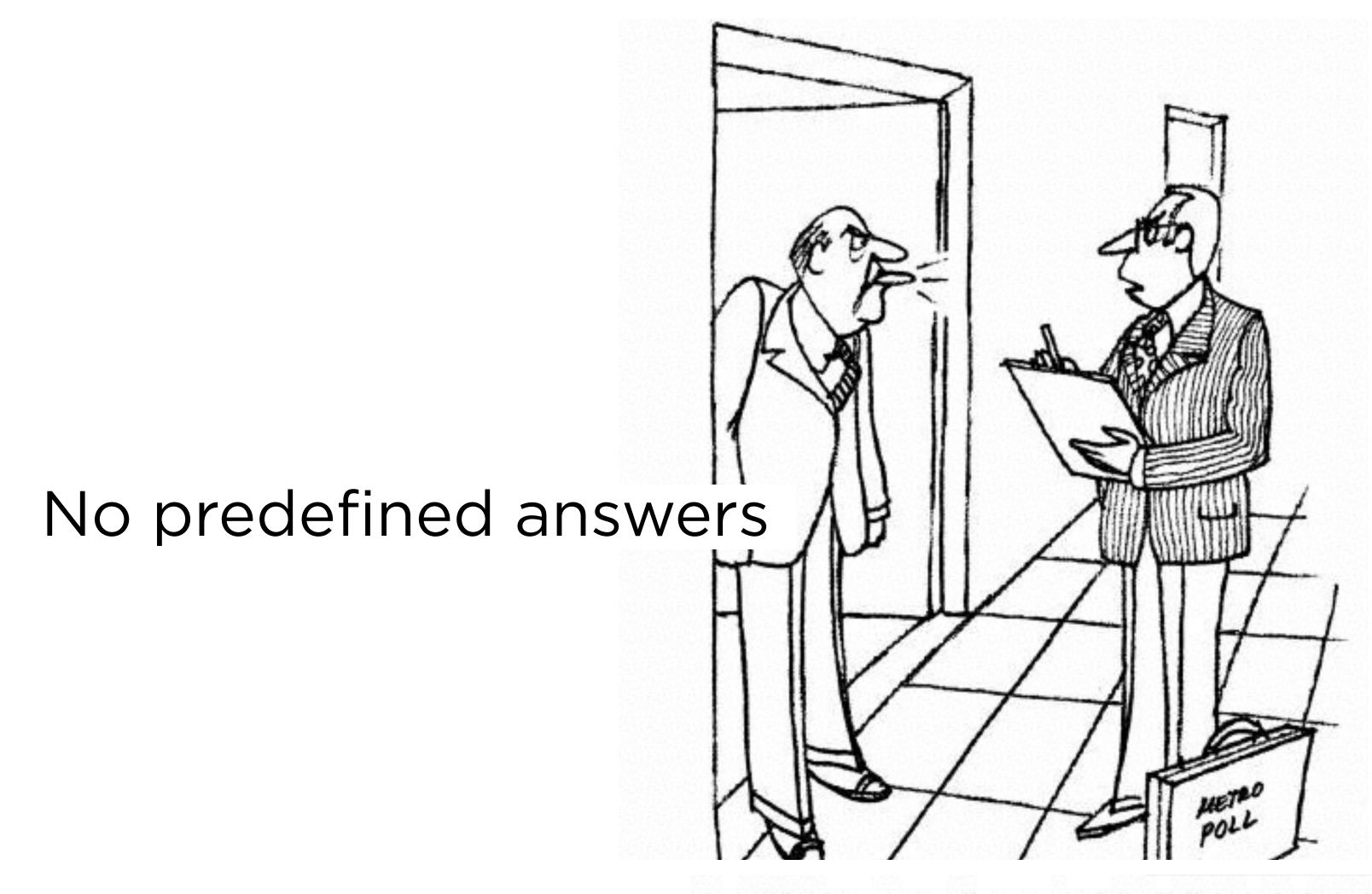




We want answers that are relevant and reliable







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



We also want data that is effective

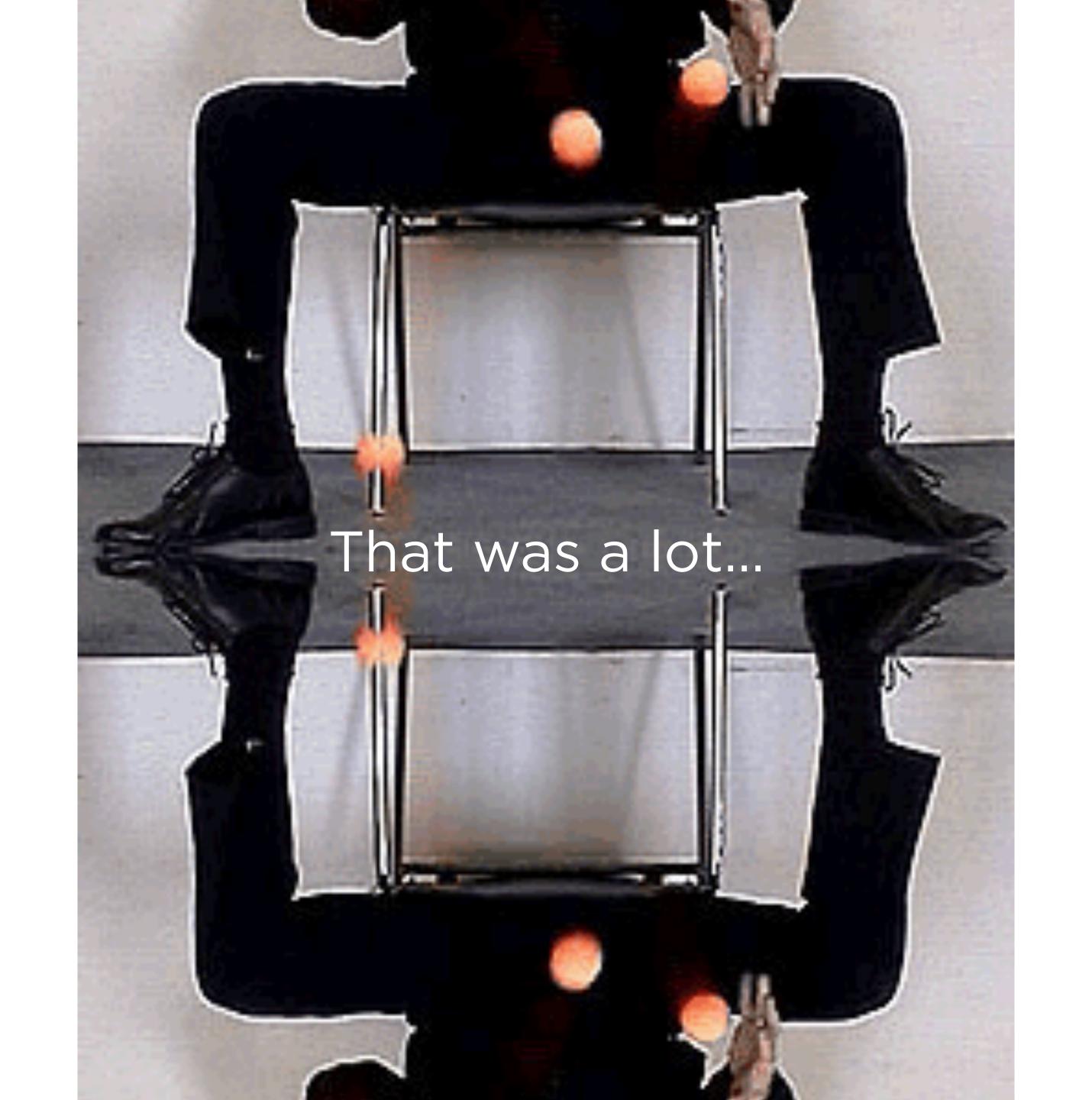












Overview of the whole experience

(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)





[what]

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



[what]







Low threshold













- Low threshold
- Always & everywhere



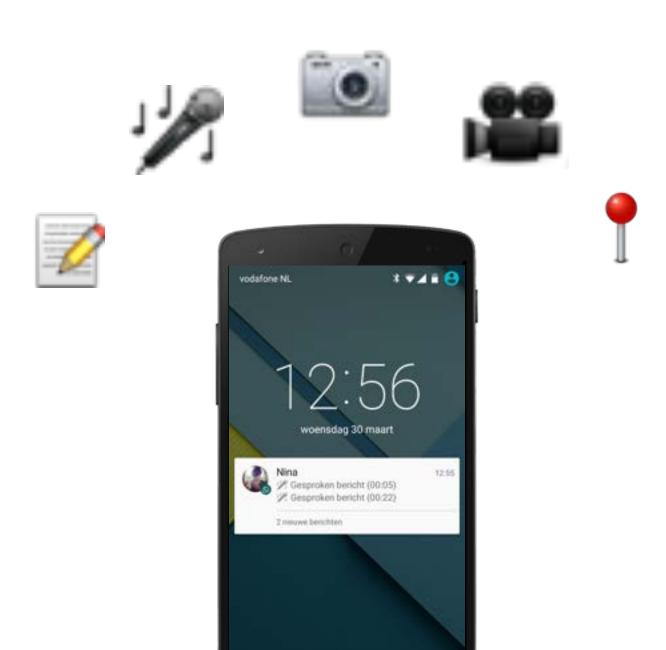


- Low threshold
- Always & everywhere
- Flexible questions





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- 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



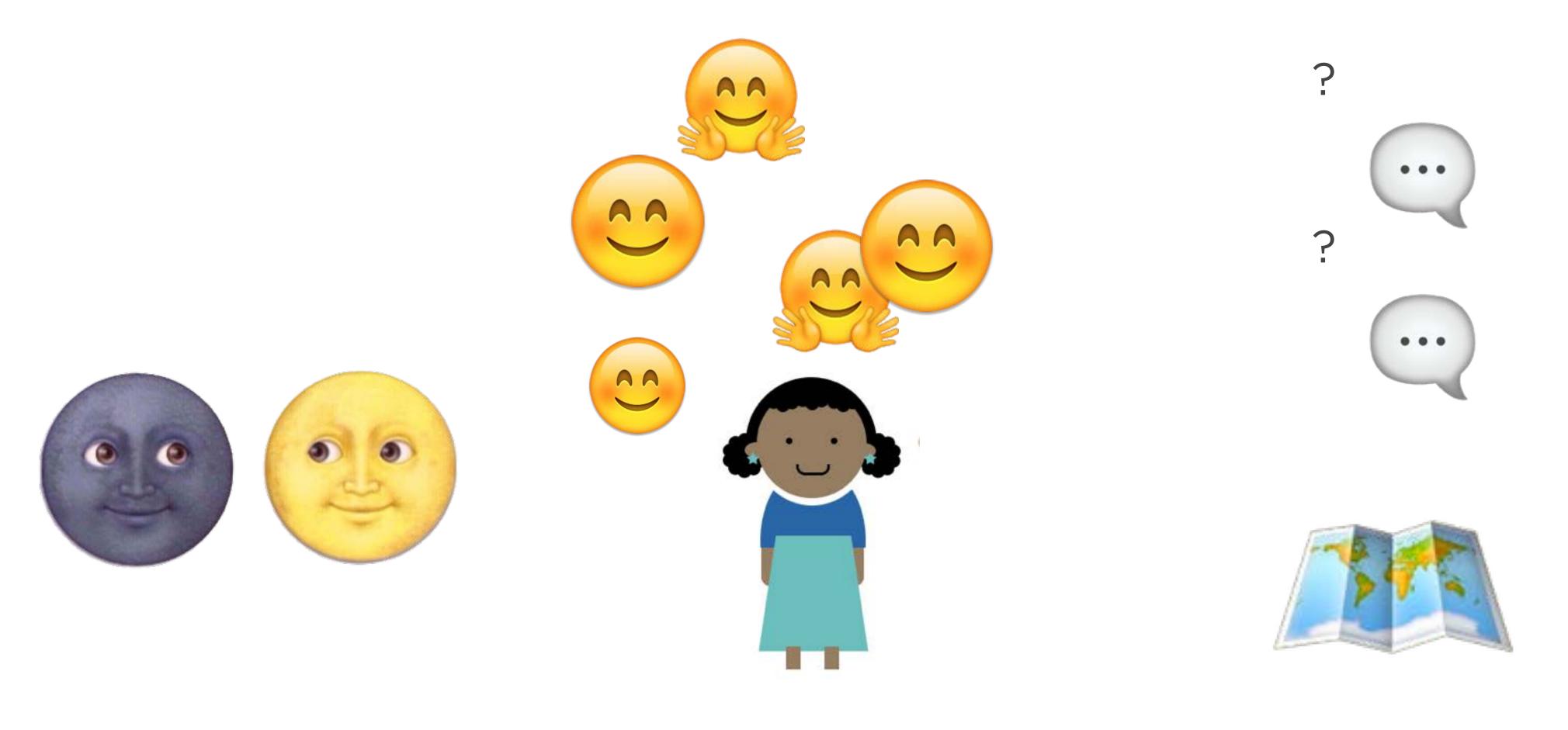


[advantages]

- 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





INGREDIENTS

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

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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



- 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.)

```
program: 28feb-10 juli
     clean up weeks: 27juni-10 juli:
    Context Chat study: 18 april - 11 juli (12 weken)
     Gift: 250 kr
    Research questions:
   1. Why do people collect?
   2. How do people decide to join?
      What are people doing to collect?
    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/
  - which collector type+quotes?
   hoe zou je jezelf typeren(?)

    Voor@na besteklade

 - Most positive & most negative
Inzicht in beslismomenten. Jouw ideale spaarprogramma? Type reward, hoe lange
 - Waarom doe je mee? Doe je altijd mee?
- Andere programma's: waarom wel/niet?
- Redenen op volgorde zetten.
- Personal Program Proposal
- Ideale programma? Wcm wel/niet?
- activatie COOP 5 (how activated? What do they see?)
```

- (1) Make a research plan
- 2 Send welcome messages
 - Intro about yourself
 - Explain set up
 - State what you want from them (stories about experiences)



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

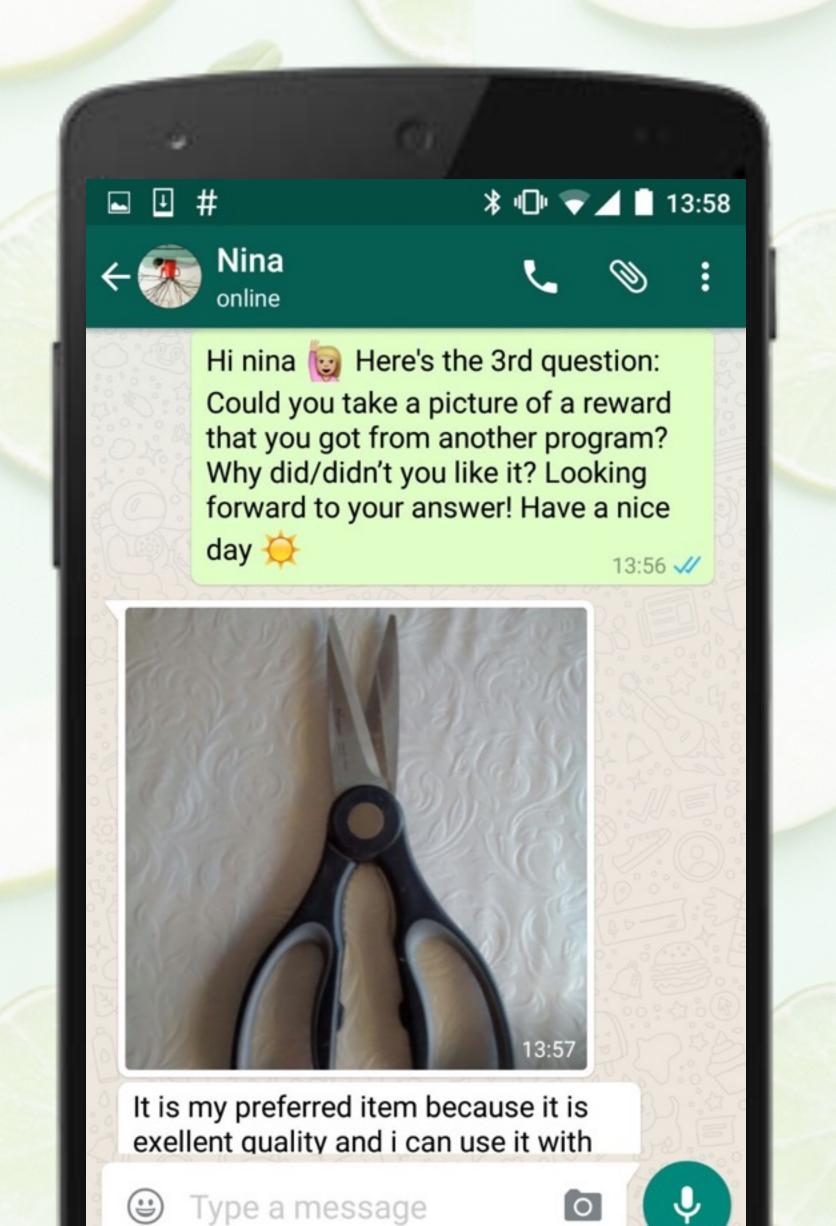
Keep the subject broad Set the stage



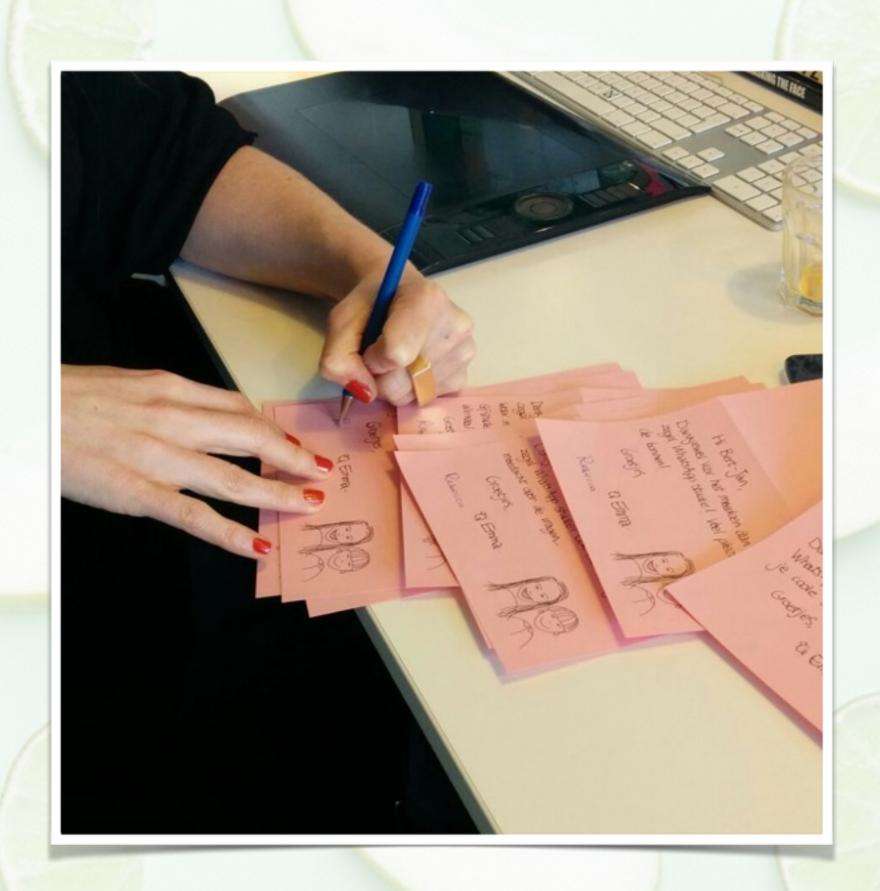
- (1) Make a research plan
- 2 Send welcome messages
- **3** Send first question
- (4) Reply



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



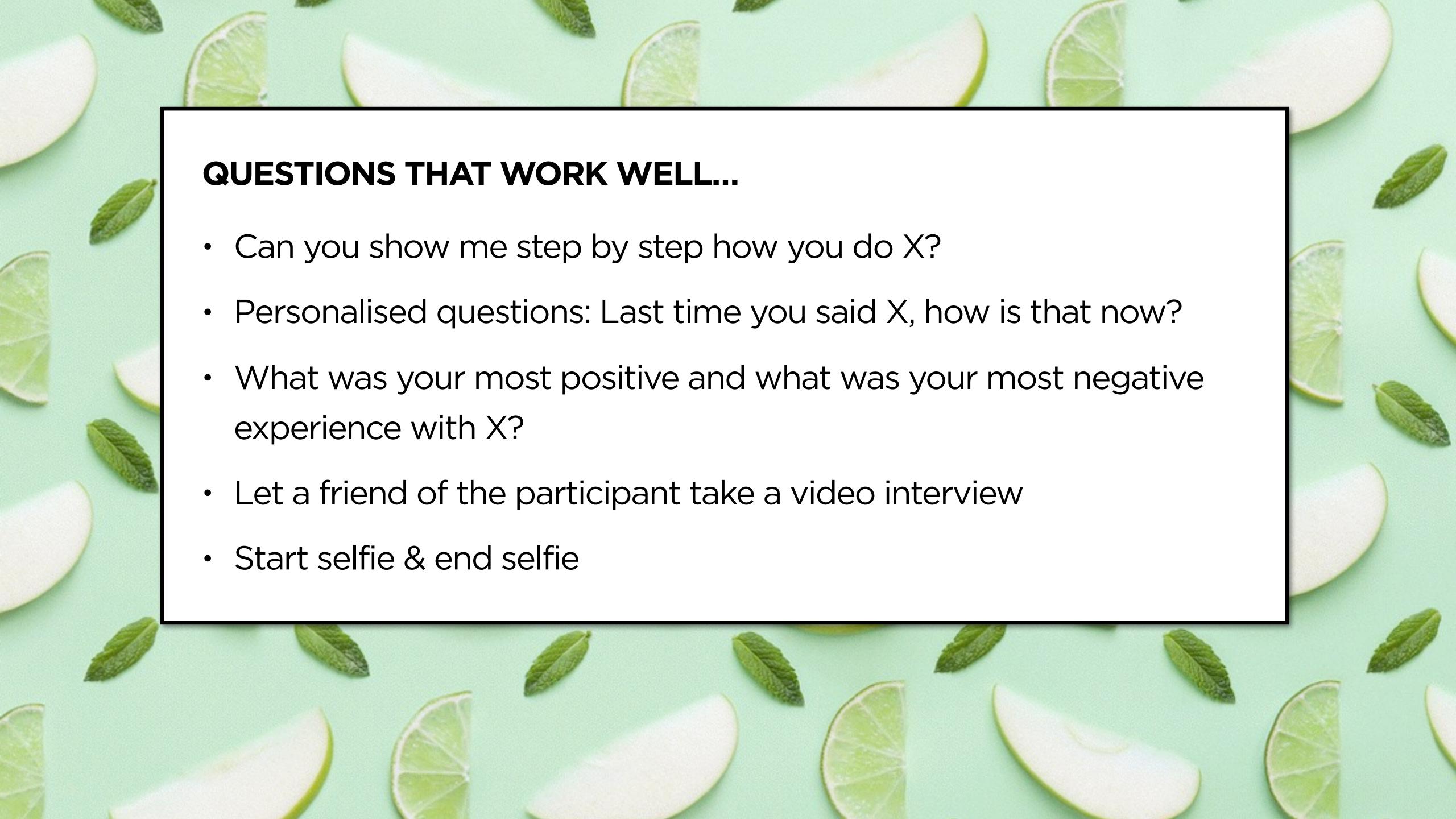
- (1) Make a research plan
- 2 Send welcome messages
- **3** Send first question
- (4) Reply
- Send next question...
- 6 Send return gift





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







Numerity i never took a seffe and have no ldo: Note to the X, I can not take a picture of try broader with the many since I like an app for it. The tun is playing hide and seek bothing the clouds and leding out some rain every other hour. Super bruggers is my preferred some and liberal to sport clubs; and yes i are used to calculating in many since . New york north of the border is Germany: I even have a bank account in Coope bank and use the Vise sand issued there as my daily membersard - will have a friend take a picture of me borrowness my set card and then send that to you, I am looking forward to being other to they both the teaper, and incomfung at least 4 placers with my marks the once. I have number of norwegian forest cets and liste to also feed them fresh meet every to often as I stay toys to Superfrugues since they have a burgher trust to only self the quality most, thus can expect two pictures removine afternoon, one me with the card an a close up of the membercard in case informations are not visited in the first plasme.

He; jng samler på samlemærker, fund så tari

figger digitals . Jeg han sende at billede af mig og

...

There your west that you give them not from the

GAS BUDNE

Decays a hord winglesses, I started colecting

3)

y marks - need help. As for how many glasses my states. These begs with the holes many purchase well and up with, depended on how many harding can get my little hardes ont; asking for them from from the best with do not callect and generally willing my father to access whatever marks he can get what shopping in his arout heart, lite the clear of

Majoriy (ng/Merent as I timber) wit (collect that

162

28

jug har and sprint på et mål over hvor mange samsamærker jug vil hå at samte. Evd til nu har jug Her 162 marter, two jeg skul sign at mill ar det

have specific glasses in mind that you want to buy with the standar

a jng synes ngså st jng har samtet mange. Tæragn på at hatte attrivitetige gras ng kanden ti

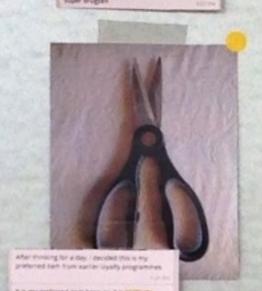
the trip right handed but I use my left hand much more than most become

4 7 A 600 & G

MANY STATES THE PERSON NAMED IN

aim to please up they fit more, this way has

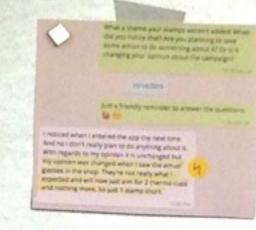




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4 WILE GLASSES



ould be more of the Daily growny shopping."

in Annul I Nope you had a non-westered, Today I have a question about digital collecting. Its like to know how you have a shout the app. And why did you decided to collect the digital sharings and not

remember if it was in a mail or the weekly pape

the digital way to coloci stamps, I jumped to 8 as sten as I could since I was given to her marks for registering signally 8 is the second or third since I

colors digitally with Superbruggers and Faild ass for digital options anywhere elser am being sefered marks other way I do not loose the rate.

Jag stativer (). Jag samter mærker når jag handler i SUPERBINUSSEN og hvisny, da det kun er der mun

SAny special things you do to earn more stamps

The have a for of stamps actually Or Jun doing your regular processes at SuperBrugson and

Sorry, now Google translate has abundanced me. 3 Dit you mean you won 25 startings with a lottery? West a SuperBruggen lottery?

Jag stotver til dig når jag har kate nogle gles for mærsenne.

jeg katite nummer til et lotteri der fis jeg 25 marker og da jeg hernede appen fili jeg 10 gruns mærker, jeg kaber en del log i Sungkobuldston da den ligger sættes på hvor jeg box, men kaber også mål ander

hange building og jog fornyet dem jog har i en orddy i normalt för men sitte mærker ved tals af them, diet oil jug diegen efter at jug havde tilen

Grimantense.

commercial from the store i first learned about

How did the logging in go? For the epp you need membership land, why did you became a ments of COOP back in the days? Howe a nice weekend ly parents have always been members and in I moved out it was not even much of a question. I just exied to become member to. The logging in to the age was a problem because I had mixed two digits in my membership number and was and of bling to it at first, but once I had realized

A nice weekend to you too Did the 'Double your marks' week that shew

recently, just not sure if it is Superbruguer in Substy this west. will find out spindmow when i

My local story does not have stouble ments this

Yes good for your Now'l understand how you

za. Normalt für man title mierser ved sen at Rodder effer lotto. Tror det var en fejt, men godt

for might

He, jug har far samlet mærker digitalt, så fis satur jog sure mit medlemsnummer. Fersonligt syntes jog det av meget nemmere at same manterne digital i oppen Manitar så mange andre kort i forvejen. God weekenst 5

"I have not thought about now many Stamps I'll collect, mayoe 300+. "I think of buying the ordinary of 155 to

WATER JUG

Okay, Jeg nynes at Jeg or lige så motiverer for

Jeg vil hellere have mærkerne på app end på

programmet nu som da jeg startede første gang.

g Boner appinds yig tils besked om at jag har mind nye marriar. Så Boner den prisa hver 2 og i tilsmi Joner yig den ikka App ligger bannnar

(robantinger går gedt, jeg har samer en der . Var også tilet voger af manneme på pasin roter 2 oktester, jeg har olig kine indiæst roget i manneme inv. Du ske har tå et tillede hår jeg I was wordering, the you creatly not

performanter to my top 12 on the first ocean pail by celeptors. That page is reserved to apply our

planning to do 15

Almost as fire as Enemal Will fire working and will arrows lated 1.4 picture??? But my first reward are 4 wire glasses.

The party party

281

tively, and with a good sound by My next sheet(1).

'I try to send a picture 1 is for white wine glasses, and I only need and stanut by Durch remember. the other questions so here you are 188

"Ting ting"

Wow, they look great Did you shoully had some We were wondering how I was in abore when were changing the stamps for the gassec? Was I

problems at all! But other the held Rejectes, I

Therein's collected basely. The contrary give new startios. It had there that they forgot recently that the terrace the rose and I are it

their sad or disable to the for not some in-understanding of the contract, for the contract place part of the charge of the char And the cooker for the projust they are lutt. No. Section This region continue and we don't

FOR MED AND AD IN SECURE

colorists the lotte or and with a purchase of amount 13. There is selected in 150 of family could be in writer to 15 the property service days if gets a 15 shows

For should have given the man. After twee to buy for so been properly as

the contract and extract the parties and the contract that the contract and the contract that the contract that the contract that the contract and the contract

ETTO PROPERTY.

SAME DINE MACK

There we spirit for sharing from English St.

fight you down and startes or glass to others may set the other gather four personal way to have frequent as fig.

i really nope to get a very big sword after all these swestons. Its hand to prepare my duly meals. men You pre all wash on the line 5 (\$100.00)

ed a fine stamper appliedmen is, not for my I we

buy my things in Super Brugsen, Differox City.

About the dependance I in a bit outbehouse, and prefer to have drops in my hearbil to Morel of my growned life, five been a member of Brughen aroung others, because ribeliese in the lifes of some stone of colorative trade, and the short will prove some or colorative trade, and the short will be a some consideration.

collecting, but I also have a few small over

your papersoligible solecting, I hope you find time to raply them.

secure a member of SuperSrugsen be(5 in the days? Greecings from the Netherlands 2

We both write in another language, and I mounderstood. Was thinking about the world redempsion 1 and that is something compretely. differenti www.coled only to myself de

DR SHIPE OF G

e foundain gen. So turnier band you to it in a teach opposit of COOP, I don't mink we have that in the Netherlands as well. Thank you for the Only the program- As I told You, Feters is much bettert as Mystemate 100

satisfied ***1

Stor, you said the redeem is not for you for who is 87

televior

Nice hair I Super Brugsens offers are better

Dutch people are involved? All in all: I'm pretty

Thank you as Do you mean the normal offers in

now, than before- and it's nice and funry that.

programs?

Philosoph Steet Feet for couply in undertain of states.

check the app approx everyone I shop at Super Brugsen which means 1 a week approx

My motivation this week is no different from

earlier, the new item added to the options make

no difference for me since I do not drink alcohol

and thus have no use for it. I wish you a nice

a discharge strapping in SE and now but that or also than to come events for each; purchase in SR

tradecast of area solution i productly strop 2.9 strong at

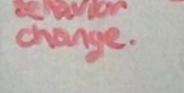
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WHEN SHE BY

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minimizes so seek to the you see any stranges or

how when you go to sile opportunition, or how





[summary]

Overview of the whole experience

(over different channels, moments & places)

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(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)



Thank you:)

Emma Haagen

UX Researcher - Data Storyteller emma@icemobile.com

