

# Mobile Diary Studies

see  
through the  
**eyes** of your  
customers...

# Who we are...

# About User Vision

**Operating since 2000**

**Presence in Edinburgh (Head office), London and Dubai**

**Team of full-time qualified consultants**

**Over a century of combined experience across diverse sectors**

**Deliver services in UX Research, Strategy, Design and Evaluation**

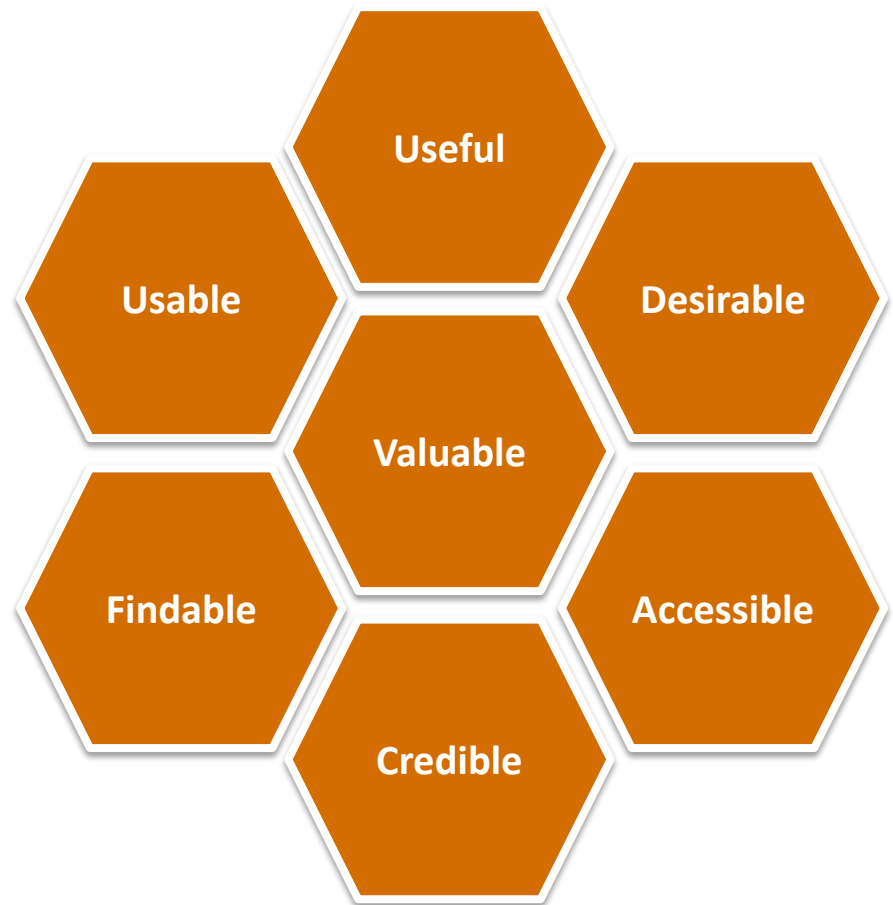
**Working with clients across the globe (more than 50 locations across 5 continents)**



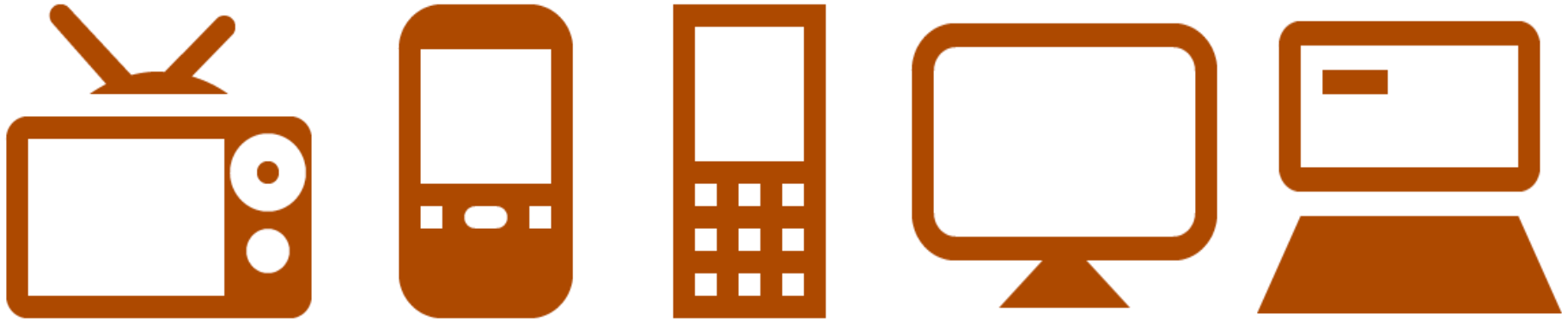
# We specialise in shaping the best customer experience...

## *Customer experience:*

*n. the overall experience and satisfaction a user has when using a product or system*



...across various platforms...



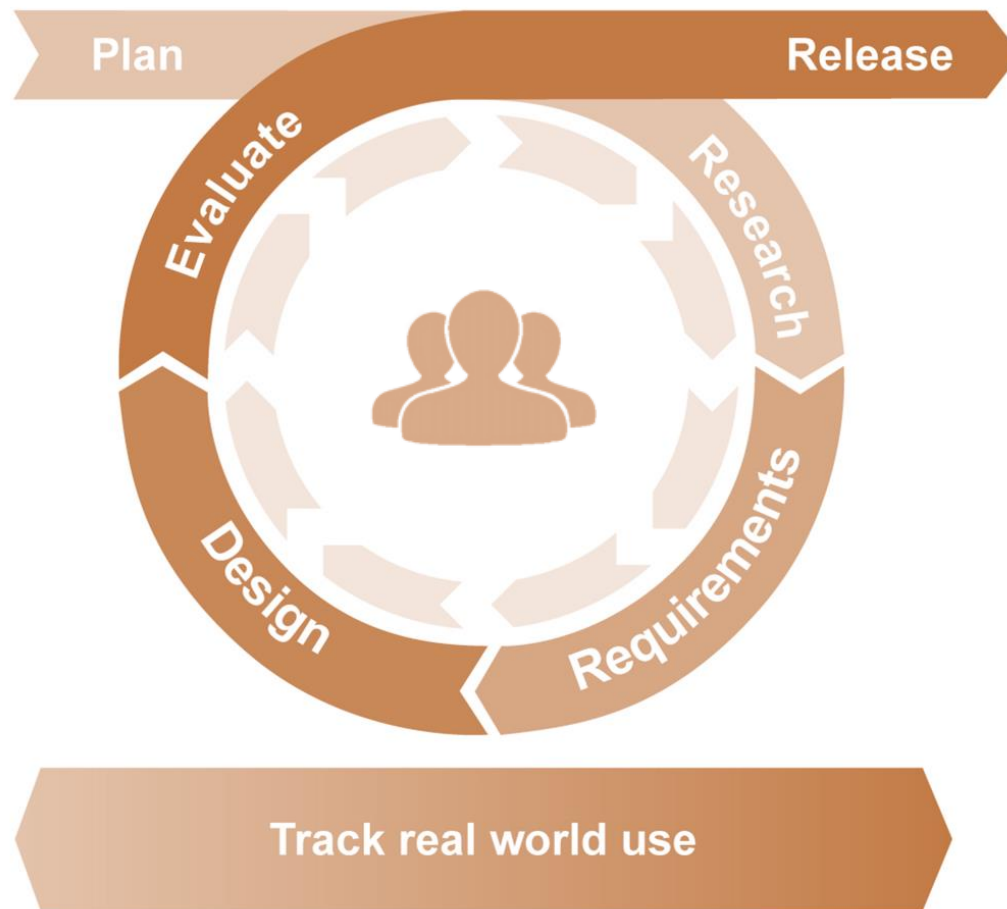
*Approximately two-thirds of customers will cross more than one channel.*

## ...and multiple touchpoints



*Multichannel commerce no longer makes sense. As consumers are increasingly connected through a wide array of Internet-connected devices, the traditional multichannel commerce experience is becoming obsolete. Customers no longer interact with companies from a “channel” perspective; instead, they interact through **touchpoints**.*

# By applying User-centred design principles...



*User-Centred Design starts a story about an **ideal interaction** between an individual and an organisation and the **benefits** each realises from the interaction.*

# Our Services



# ...and using the right tools at the right time...

## User research & strategy

- ▶ User research
- ▶ Strategy & planning
- ▶ Benchmarking
- ▶ IA analysis
- ▶ UX training
- ▶ Advertising research

## Experience design

- ▶ Prototyping
- ▶ Customer journeys
- ▶ Persona creation
- ▶ Mobile experience

## Evaluation

- ▶ Expert evaluation
- ▶ Usability testing
- ▶ Eye tracking
- ▶ Conversion optimisation
- ▶ Accessibility

# Diary Studies...

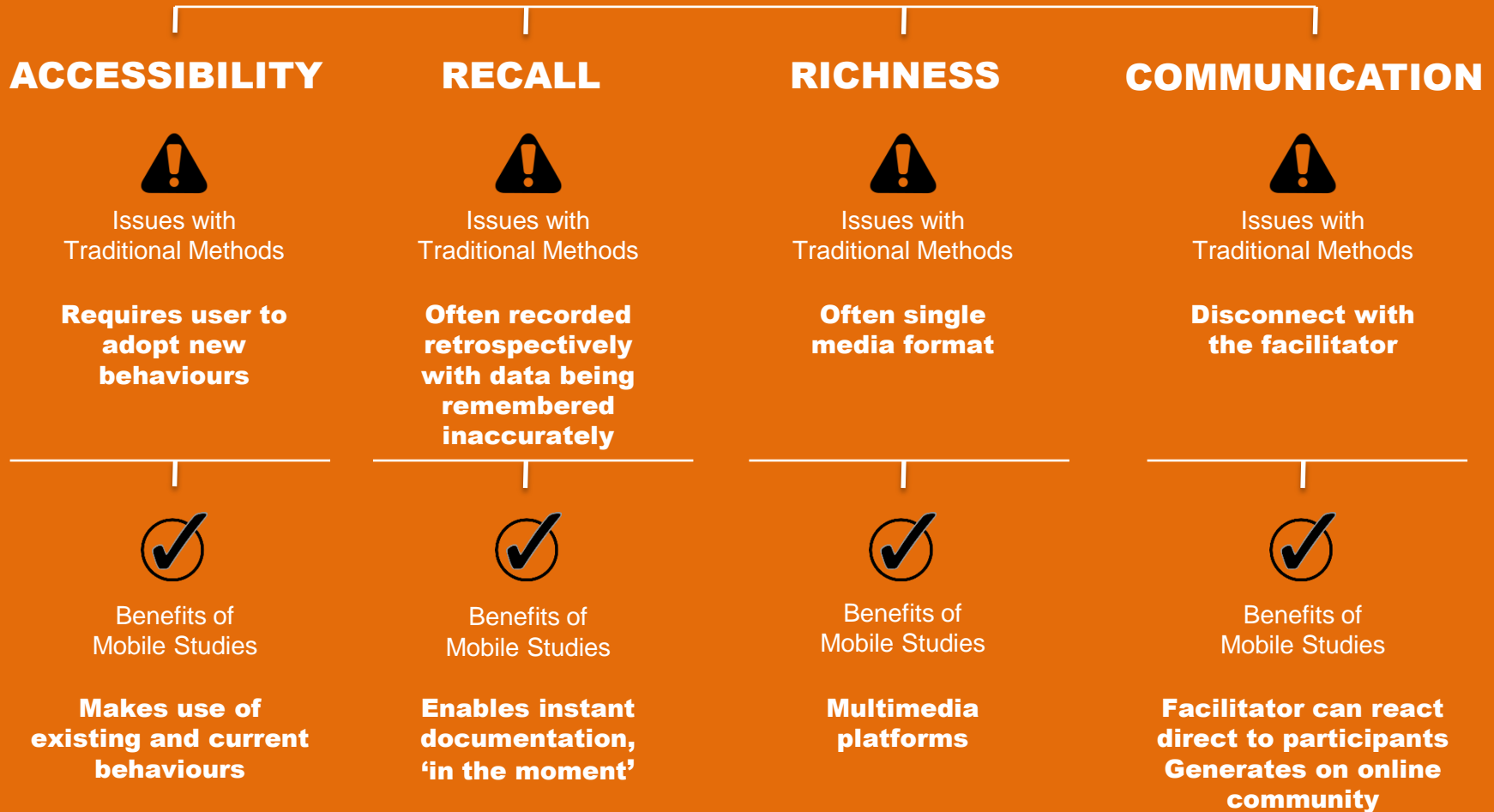
...a form of **human behaviour research**,  
relying on users to **document** specific  
**personal experiences** over a **prolonged**  
period of time.

Various issues around the practicalities of diary studies and how they are used in a participant day to day life.

# Traditional Methods over Mobile

# Mobile Diary Studies

## MULTIPLE ADVANTAGES OVER TRADITIONAL METHODS



# Tools on the market...

# Mobile Ethnography Tools





# Mobile Ethnography Tools



### Thank you for registering

Would you mind telling us a bit more about yourself?  
(it helps us match you to other assignments you might be interested in)

Find out how we keep your data safe in our [Privacy Policy](#)

Interests >

Date of birth >

Gender >

Add a profile picture

**Save & Finish** **Do Later**

### Mystery Shopping

Press "post" to see a range of questions helping record your mystery shopping journey.

Please complete the following (\*required task):

- When did the dealer bring up finance?
- Please make a note of the offer which was proposed to you?
- How are you feeling about your car buying journey at this time?
- Why do you feel this way?
- Which finance option are you currently most likely to opt for?
- Upload photos of your experience at this time

**Submit**

### Invitations

#### My SDNC13 Experiences

**Description**  
Take part in our experiment to map people's experiences of the SDN Conference 2013. We will share the results with you afterwards.

**Your assignment**  
Please tell us about your SDN Global Conference 2013 experiences

**This is a Group assignment**  
This means that all members of the group can see your posts and you theirs

SDN

**Accept** **Decline** **Block**

<http://www.nativeeye.com/dashboard>

### My SDNC13 Experiences

**Nicola Dunlop:** Wed 20 November, 10:48

#### What are you doing now?

Pr - customer centred design in 02


#### Please rate this experience

-5 (Very bad)  Very good +5

#### Please tell us why this was a good or bad experience

Interesting to see the 02 design process  
...merging into the brand culture

#### Add a photo to bring this to life



1 like

**Like**

Write a comment... **Send**

●●●● O2-UK 14:25 86%

Back Clear

## My SDNC13 Experiences

Please tell us about your SDN  
Global Conference 2013  
experiences



Please complete the following (\*required task):



**What are you doing now?** \*



**Please rate this experience** \*



**Please tell us why this was a good or  
bad experience**



**Add a photo to bring this to life**



**Do you have any suggestions on how  
we can improve?**

**Submit**



Natasha Long

23:40, Saturday 8th February

1. 1. What have you been doing recently in relation to researching/purchasing your car?

*Made 3 appointments to go and look at pre-owned minis*

2. 2a. What methods have you been using to conduct your research (select all that apply)

*Websites, Dealer*

3. 2b. Please specify any magazines, websites or dealers you may have used

*None*



*and the following day you find something published in the psalters that you were not informed of!*

8. 6. Have you learnt anything new about car finance recently? (If so, what?)

*Task not completed*

9. 7a. Which finance option are you most likely to opt for at this stage?

*Personal Contract Purchase*

10. 7b. Why are you currently thinking about choosing this finance option? (If appropriate)

*Task not completed*

11. 8. Has anyone else been involved in your research? What role are they playing?

*Task not completed*

12. Upload a photo relating to your experience at this time.



13. Take a short video recording relating to your experience at this time.

*Task not completed*

*Task not completed*

12. Upload a photo relating to your experience at this time.

*Task not completed*

13. Take a short video recording relating to your experience at this time.

*Task not completed*

3 Likes

Write a reply...

Send



Jibraan Ullah

07:27, Friday 7th February

1. 1. What have you been doing recently in relation to researching/purchasing your car?

*I went into the dealership to arrange the finance for the car. Set out the terms agree the deposit*

2. 2a. What methods have you been using to conduct your research (select all that apply)

*Websites, Dealer*

3. 2b. Please specify any magazines, websites or dealers you may have used.

*Whatcar Autotrader Other online forums Which Euroncap*

4. 3. Which of the following have you made a decision on so far?

*Car make, Car Finance, Both Car make/model and Finance, Car make and model*

5. 4. How would you describe your current level of knowledge regarding the finance options available?

*+1.5*

6. 5a. How are you feeling about your car buying experience at this time?

*+2.1*

7. 5b. Why do you feel this way?

*I have sorted my car out*

8. 6. Have you learnt anything new about car finance recently? (If so, what?)

*Task not completed*

7. 5b. Why do you feel this way?

*Settling down to making my final decision on what car I will be getting myself. Feeling like I'm making progress*

8. 6. Have you learnt anything new about car finance recently? (If so, what?)

*No*

9. 7a. Which finance option are you most likely to opt for at this stage?

*Cash Purchase*

10. 7b. Why are you currently thinking about choosing this finance option? (if appropriate)

*Spend what I have*

11. 8. Has anyone else been involved in your research? What role are they playing?

*Only search engine*

12. Upload a photo relating to your experience at this time.



13. Take a short video recording relating to your experience at this time.

*Task not completed*

1 Likes

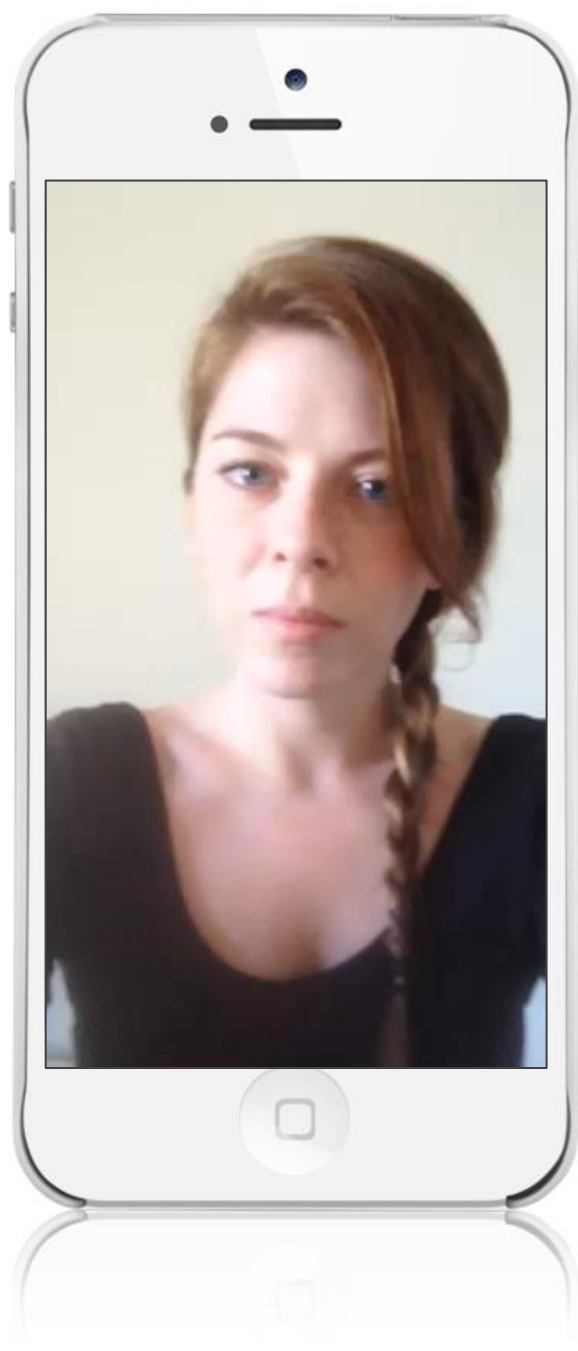
Write a reply...

Send



Kyle Langley

23:15, Thursday 6th February



Customer insights from the diary studies  
feed into producing personas and  
customer journey maps

# Persona

# Jen

*“There is always room for negotiation. It’s about a win-win and I won’t deviate”*



## About Jen:

Jen (27) works in the financial services and is looking to replace her old car before it comes too expensive

## Technology usage:

She is a heavy user of technology using smart phone, tablet and desktop/laptop to access the next to keep in contact with friends/family, shop for good deals and check her finances.

## Drivers /Goals:

- To have got the best deal possible by knowing that they worked hard to identify it was the best they could have achieved
- To have played the system and won
- Not to compromise and will walk away if the deal does not work for them.



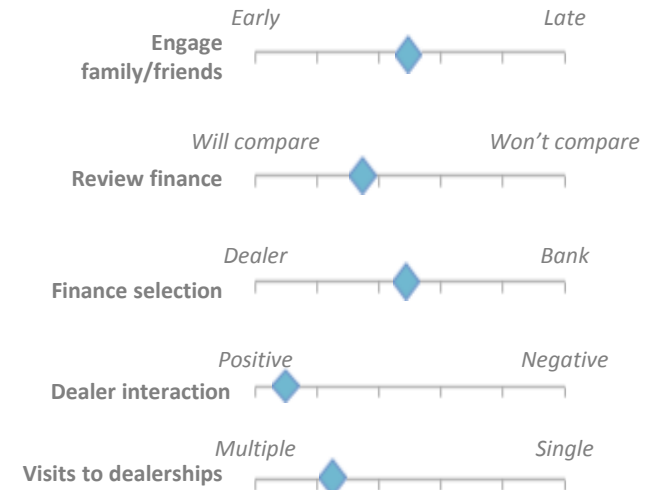
## Information needs:

- Will gather information from all available resources
- She embraces web technologies to search for her ideal car but ignores its shortcomings (She use different sites as no one place offers it all)
- Will consult with people to ensure that they are not missing anything

## Principle car buying behaviours:

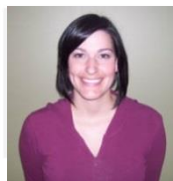
- Talk to family early
- Will use all available channels mixing online/offline tools to gather research and do it at home, on the move and at the dealer
- Compare finance in detail but will take the option most suitable for them
  - Convenience – dealer finance – less hassle
  - Price – personal loan - cheapest
- Responds well to dealers as they look for a competitive opportunity
- Will visit as many dealers as required and go numerous times
- Will understand car finance and what it offers (because they have researched it)

## Attributes:





# Customer Journey Maps



Jen

## Customer Experience Map

I am determined to get a good deal and not be hoodwinked by the dealer

Finance :

Reason:

Trigger:

Our current car is old, with high millage and is getting costly to service!

PERSONAL CONTRACT  
PURCHASE

It suits my lifestyle right now

### STAGES

#### Initial Research

#### Apply

#### Complete

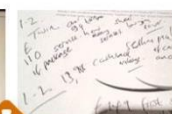
### ACTIVITIES



Gillian first decided with her partner that they should be looking online at the possible trade in value on their current car. Webuyanycar appeared to provide the best deal yet she wanted to check with her local dealership.



While online she examined her personal finances and arranged to meet with her local branch to speak about finance packages.



Curious about leasing, Gillian conducted further car loan research online, looking at the best interest rate available. She also spoke to friends and family at this stage



She then went to a number of dealerships where her current car was checked on possible trade-in values. She was dissatisfied with this offer and so went back onto webuyanycar.com to confirm the value.



With her trade-in value in mind Gillian began exploring brands and different car types at home while paying attention to those highly rated by other consumers.



While on the WHICH?car website she signed up to the magazine to see what they had to say...



After detailed research on various car websites and leafing through magazines Gillian went back to her chosen dealerships to begin negotiations.



Her initial discussions over a Vauxhall Corsa led to further online research, attempting to price match the offer made by the dealer. She was only given 48 hours - not enough time.



Regardless of failing to price match the dealer Gillian's detailed research throughout her journey gave her confidence that this was the perfect purchase.

### TOUCH POINTS

Ebay  
Webuyanycar  
Glasses

Tesco Bank  
Carloan4u  
Money Advice Service

Moneysavingexpert  
Tesco Bank

Which?car  
Auto Trader  
What Car

Webuyanycar  
Local Dealership

Friends and family  
Auto trader  
Dealership

Websites, Advice from  
friends or family

Autotrader  
Arnold Clark

Dealer

### FINANCE

N/A

PERSONAL CONTRACT HIRE / CONTRACT PURCHASE

PERSONAL CONTRACT PURCHASE

### EXPERIENCE

Enjoyable, I like researching at home. Its relaxed with no pressure so I can take my time prior to visiting dealerships



I'm learning more every day about the market.



From my research I've learnt the ins & outs of PCP and PCH and also a bit about gap insurance



My cousin as he has just purchased a BMW on a PCP so he has really helped me!



Can be frustrating with the 'sell-sell' mentality and being pushy with the finance!



I'm pretty set on the finance so I can concentrate on finding the right car! I need room for my baby seat, Pram and shopping!



Conscious that I will be diagnosed with "daft blonde" syndrome so doing as much initial research to ensure I am not hoodwinked

Don't take the first deal you are offered I had done my homework so I know what dealers I want to go back to.



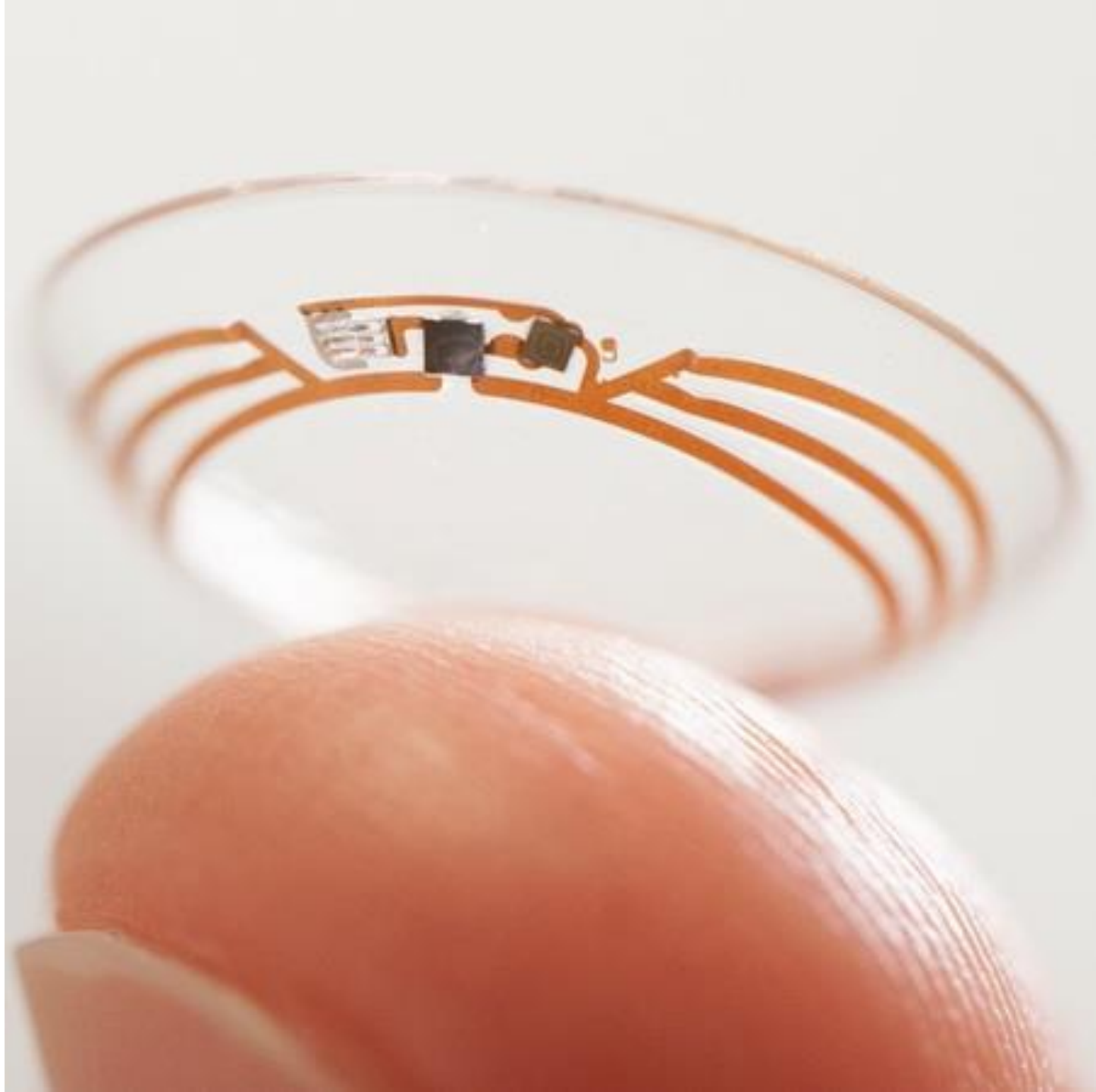
If you do your research & call around all the different dealers they are willing to compete with each other to get your business

Great deal organised, paying £123 per month on PCP, very happy!



# The future...

Internet of things, smart devices, seamless recording





**Engage early.**

**Engage often.**

