

# Sparsh

Volume-1, Issue-3



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# Knowledge Sharing



## THE VALUE & IMPORTANCE OF UX RESEARCH IN PRODUCT DEVELOPMENT

From secret shoppers to website evaluators, user experience (UX) research exists to solve problems. When you're preparing to roll out a new product or you're trying to pinpoint where users may be dissatisfied with an experience, there's a lot to consider.

- Visual design
- Content and usability
- Information architecture
- Interaction design
- User research and
- More play a part in driving profit margins and avoiding consumer confusion.

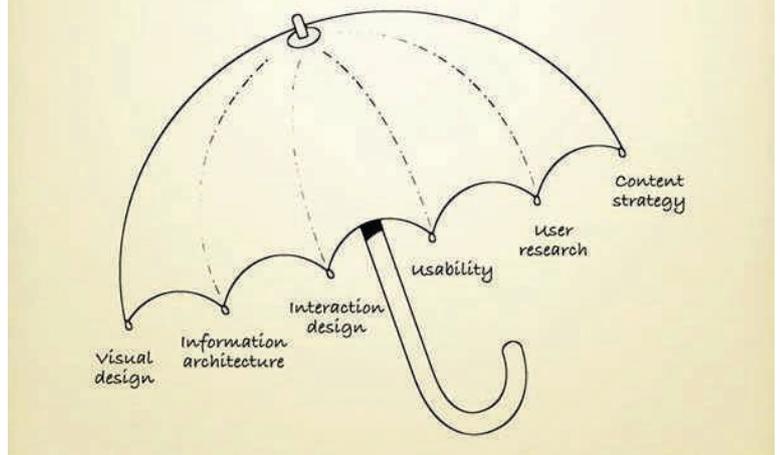
If you want to leave a lasting impact on your contributor, keeping them happy from the moment they see an advert all the way to when they first use a product, and even through the lifetime of the product, an enterprise must understand the effect of each of these apparatuses.

That's why UX research is essential. By working with either real users or a hypothetical, ideal buyer, a business can put its punters at the center of its development processes and engineer custom solutions that account for every second a person interacts with a company and its products or services. In this way, everyone from officials to UI teams and marketing departments can interact directly with consumers.

### Solving Problems in the Product Development Process

There are a couple ways UX research can solve problems in the product development process. As mentioned above, you can either work with real or foreseen regulars; however, research can also begin at the start of a product's development, or it can be part of its fragmentary lifecycle. Here's how this works:

## HOW UX SOLVES PROBLEMS



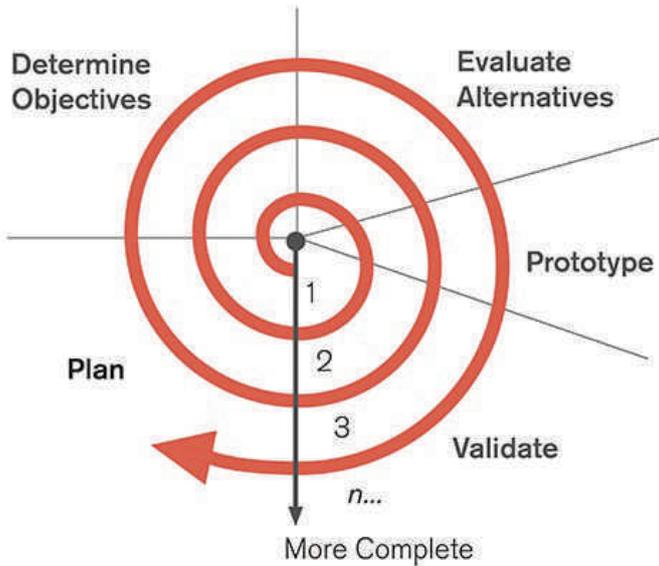
**Initial with user research.** By focusing on the consumer from the get-go, a business (and its investors) can pinpoint a customer's pain points and how the product will solve these problems. User identities, journey maps, and product user scenarios can be accounted for through UX research like contextual interviews, focus groups, and prototyping. This is an important process that simplifies design and decision-making. If an enterprise already has a user persona in place, initial testing is an excellent way to collect feedback from target consumers. If you're still working with hypotheticals, this research can help you collect the essential UX research needed to build a user type.

**Ongoing research.** If any problem comes up in a product's lifetime, ongoing research is the way to get answers and fine-tune a business' offerings. This is especially valuable, since it's usually based on actual user feedback. This type of research can be conducted through A/B testing, card sorting, heuristic evaluations, and surveys.

UX research is often most effective when used continuously throughout product development. This allows businesses to test and iterate prototypes and designs, assess their progress against user response, and rollout any changes as needed. If user needs change in the future, this ensures your products or services will stay competitive and relevant.

Whichever testing you require, it's easy to see how UX research uncovers valuable user insights. Preference between initial or ongoing research simply depends on your product and its lifespan.

# THE TYPES OF UX RESEARCH



There are many ways to collect data on user behaviors and needs to govern how important UX is to your product growth. Consider these methods for gathering unbiased feedback:

**Contextual interviews.** Watch users interact with your product, website, or software. These interviews let you observe how individuals complete tasks; contextual interviews are typically conducted with little user direction or interference. This results in a more natural UX experience, and it enables researchers to learn about user preference, how tasks are completed, and other real-world considerations. This is ideal for any company that wants honest feedback about how users interact with its services. It's wonderful for either initial or ongoing research.

**Focus groups.** If you're looking for a more script-based study, consider a focus group. This kind of Q&A lets a business collect important feedback about its users' opinions and whether or not a service solves

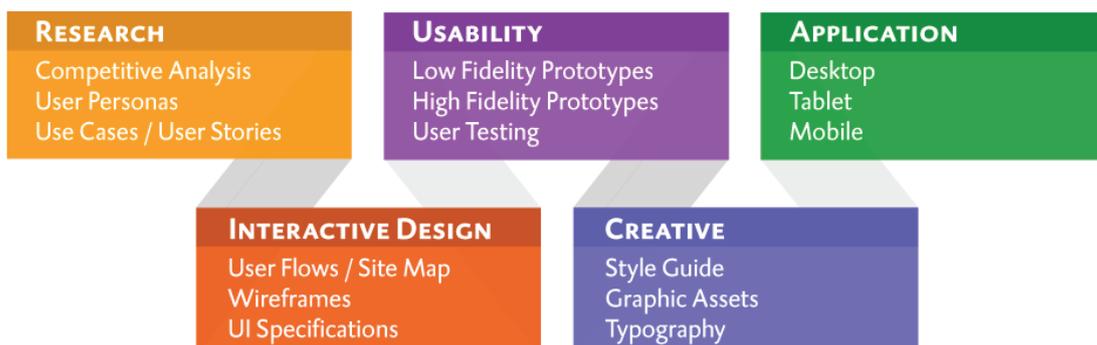
problems or can be improved. Focus groups are excellent for companies looking to get an initial impression of how a user will respond to a product or service. They can also provide some useful insight into how or why consumers are struggling with a certain problem.

**Prototyping.** This research starts with an early mock-up of the product or service. This can be anything from a new product sample to a working website or rough application. This is an irreplaceably valuable way to measure user response about an item before investing in a complete release. Prototyping is typically useful to test how successful a new item will be. However, it's also useful to gauge how satisfactory a new update or product change will be. It can be used in conjunction with a variety of other UX research methods, like A/B testing and focus groups.

**A/B testing.** Stuck between two solutions for one problem? That's what A/B testing is for. This test compares two variations of a website or similar service, and the researchers can observe which solution is better for their users. The results can uncover the pros and cons of each method and may even reveal a new solution to a problem. This is ideal for interactive services, like websites. This test can be conducted during initial or ongoing UX research, but it's often called for to patch a problem or analyze whether or not a given solution can enhance the user experience.

## MAKING THE MOST OF YOUR RESEARCH

Test early and often, and always keep the target audience in mind. It's vital to be aware of what will work for your user when you're working on a reboot of your digital marketing. UX research ensures that the customer stays at the center of the design process, giving purpose to everything from a product's design to its usability. Effective UX research methods are the key to making the right decisions based on the input of real-world users.



Contributed by:  
Deepal Mehta

# Management Story



## Appreciation of Hard Work

One young academically excellent person went to apply for a managerial position in a big company. He passed the first interview; the director did the last interview, made the last decision. The director discovered from the CV that the youth's academic achievements were excellent all the way, from the secondary school until the postgraduate research, never had a year when he did not score.

The director asked, "Did you obtain any scholarships in school?" The youth answered "none".

The director asked, "Was it your father who paid for your school fees?" The youth answered, "My father passed away when I was one year old, it was my mother who paid for my school fees".

The director asked, "Where did your mother work?" The youth answered, "My mother worked as clothes cleaner. The director requested the youth to show his hands. The youth showed a pair of hands that were smooth and perfect".

The director asked, "Have you ever helped your mother wash the clothes before?" The youth answered, "Never, my mother always wanted me to study and read more books. Furthermore, my mother can wash clothes faster than me".

The director said, "I have a request. When you go back today, go and clean your mother's hands, and then see me tomorrow morning".

The youth felt that his chance of landing the job was high. When he went back, he happily requested his mother to let him clean her hands. His mother felt strange, happy but with mixed feelings, she showed her hands to the kid. The youth cleaned his mother's hands slowly. His tear fell as he did that. It was the first time he noticed that his mother's hands were so wrinkled, and there were so many bruises in her hands. Some bruises were so painful that his mother shivered when they were cleaned with water.

This was the first time the youth realized that it was this pair of hands that washed the clothes every day to enable him to pay the school fee. The bruises in the mother's hands were the price that the mother had to pay for his graduation, academic excellence and his future. After finishing the cleaning of his mother's hands, the youth quietly washed all the remaining clothes for his mother. That night, mother and son talked for a very long time. Next morning, the youth went to the director's office.

The Director noticed the tears in the youth's eyes, asked: "Can you tell me what have you done and learned yesterday in your house?" The youth answered, "I cleaned my mother's hand, and also finished cleaning all the remaining clothes".

The Director asked, "Please tell me your feelings". The youth said, "Number 1, I know now what is appreciation. Without my mother, there would not be the successful me today. Number 2, by working together and helping my mother, only I now realize how difficult and tough it is to get something done. Number 3, I have come to appreciate the importance and value of family relationship".

The director said, "This is what I am looking for to be my manager. I want to recruit a person who can appreciate the help of others, a person who knows the sufferings of others to get things done, and a person who would not put money as his only goal in life. You are hired". Later on, this young person worked very hard, and received the respect of his subordinates. Every employee worked diligently and as a team. The company's performance improved tremendously.

**Moral:** If one doesn't understand and experience the difficulty it takes to earn the comfort provided by their loved ones, then they will never value it. The most important thing is to experience the difficulty and learn to value hard work behind all the given comfort.

**Contributed by:**  
**Sanskriti Purohit**

# MOHO VOLUNTEERS



Sep-Oct' 2016

Mehul Modi & Mayur Solanki

Glass cleaning of the entrance door and other cabins.  
Cleaning of both Logos at the entrance.

Oct-Nov' 2016

Bhavesh Dhaduk & Sarvang Shah

Analysis and Planning for Thanks Note Management.  
Analyze and Planning for Wall of Thanks / Thanks Tree.  
Analyze and Planning for Name Tags Management  
on each person's desk.  
Planning for Audio Streaming : Audio songs collection  
in to Z drive to access publicly.



Nov-Dec' 2016

Chhatrapal Sinh Parmar

Initiated activity of pasting " Name Title"  
for each member.  
Preparing checklist for Housekeeping.  
Prepared Task list for Office Helper.



# HAPPY MOMENTS



*Birthday Bash:  
Oct 2016*  
*Magur  
Parth  
Hemant*



*Birthday Bash:  
Nov '16*  
*Suyash, Sanskruti  
Sarfaraj, Soham  
Yagnesh*



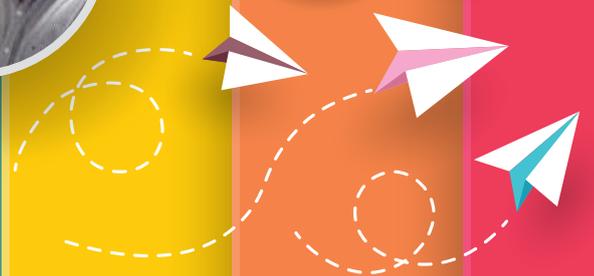
**BIRTHDAY BASH:**  
**DEC '16**  
**Nimish  
HEENA**



# Work Anniversary



***Congratulations!***  
***Thank you for being a part of***  
***CR2 family***





# Cluster of New Joinee



CHE TAN



SHREVAL



SAMEER



NIMISH



JATIN



## DAYS CELEBRATION Ganesh Sthapana





**GANPATI CELEBRATION**



**BLACK FRIDAY**



**BEST DRESSED**



**MEDBOX @ NSIT**



**DUSSEHRA CELEBRATION**



**DIWALI CELEBRATION**



**BOLLYWOOD RETRO**



# Learning Session & Feedback



**Lazy Android Developer :  
Be productive**  
- Mr. Mayur Solanki

### *Feedback*

Very nice presentation, fulfilling the objective of using multiple libraries and Android Studio Installation. Got information about Butter knife library and Pojo class generator which was very interesting. Also due to this learning quality, of the work will improve and code will be decreased leading to less time for development.

- Mr. Sagar Kaneriya  
(Mob App. Developer)



**Cortana**  
- Mr. Mayank Gaur

### *Feedback*

It was a nice presentation with the objective of using developing mobile application using voice communication. This knowledge will change the working style and improve the quality of work.

- Mr. Rajan Mrug (Software Developer)

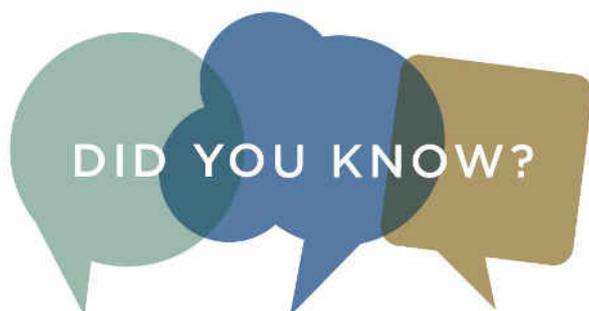


**New updates in  
Visual Studio 2015 & C#**  
- Mr. Sameer Prajapati

### *Feedback*

Good presentation giving updates on new features of Visual Studio 2015. The subject was quite interesting which will help us to change the coding style due to which quality of work will improve.

- Mr. Hitesh Chavda  
(Software Developer)



**DID YOU KNOW?**

1. Instant coffee was invented in 1901
2. M&M's chocolate stands for the initials for its inventors Mars and Murrie
3. Orange Fanta is the 3rd largest selling soft drink in the world
4. Sponges hold more cold water than hot
5. The word 'almost' is the longest in the English language with all the letters in alphabetical order

**my**

**VOICE**

**Heena Sananse**

"Company is made by the people and people are made by their company!!" I am working with Organization since 2 years. I got many opportunities to know my hidden skills. Seniors are very supportive of your ideas and suggestions. Juniors are very cooperative. I got the chance to work with Government Clients. Learning experience is very good. Looking forward for more opportunities.

**Nirav Prabtani**

I have completed 2 years in this company. Actually I am spending more time then my home here, so it is a part of my family. I am very happy that this company fulfills my intention of switching over job from previous employer. The most things I like of our company are opportunity, trust, versatility & empowerment.

**Mehul Modi**

It's great pleasure to complete a year in CR2. I got very good experience with my colleagues and other members who are always supportive and helpful. I also learned new things for my better growth and performance within this organization. I am always thankful to all my sir and madam.

**Hitesh Chavda**

It is a mixed feeling of proud and satisfaction to complete 1st year of professional life as a software developer. It has been great working on a team with people from different cultures and different generations because I learn a lot from my co-workers. I love working for CR2. The best part about working for CR2 is its people and the values-based culture.

**Rajan Mrug**

"The last two years in CR2 has been a great experience. I had change in my profile and it was an exciting experience indeed. The environment is such that it induces one to perform well. I personally feel that one would not be professionally sound unless he has worked in CR2."

**Jesha Karangiya**

"It is amazing experience working so closely with team and management where decisions are taken with mutual consent for the betterment of our own organization. It driven me with the lots of learning with experience and motivation from within to be a part of growth drivers for our organization"

# Personal Spotlight



Wedding Bells of  
Mehul Modi With Kinjal Modi  
On 4th Dec' 2016



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Sarfaraj Dal*