

# Portfolio

UX Researcher - Axel Truffier



# Background



Specialized in **user experience**, I combine social sciences with UX to **facilitate innovation processes** and answer companies and business needs.

I have project experience in various fields: B2B and B2C, digital industry, sports, health, insurance, housing and public service. I also have skills in facilitating workshops and training in UX methods.

I conduct **qualitative studies** for you, but I also exploit quantitative datas. I can also help you **analyze existing data and integrate your teams' thinking circles** into your various projects.

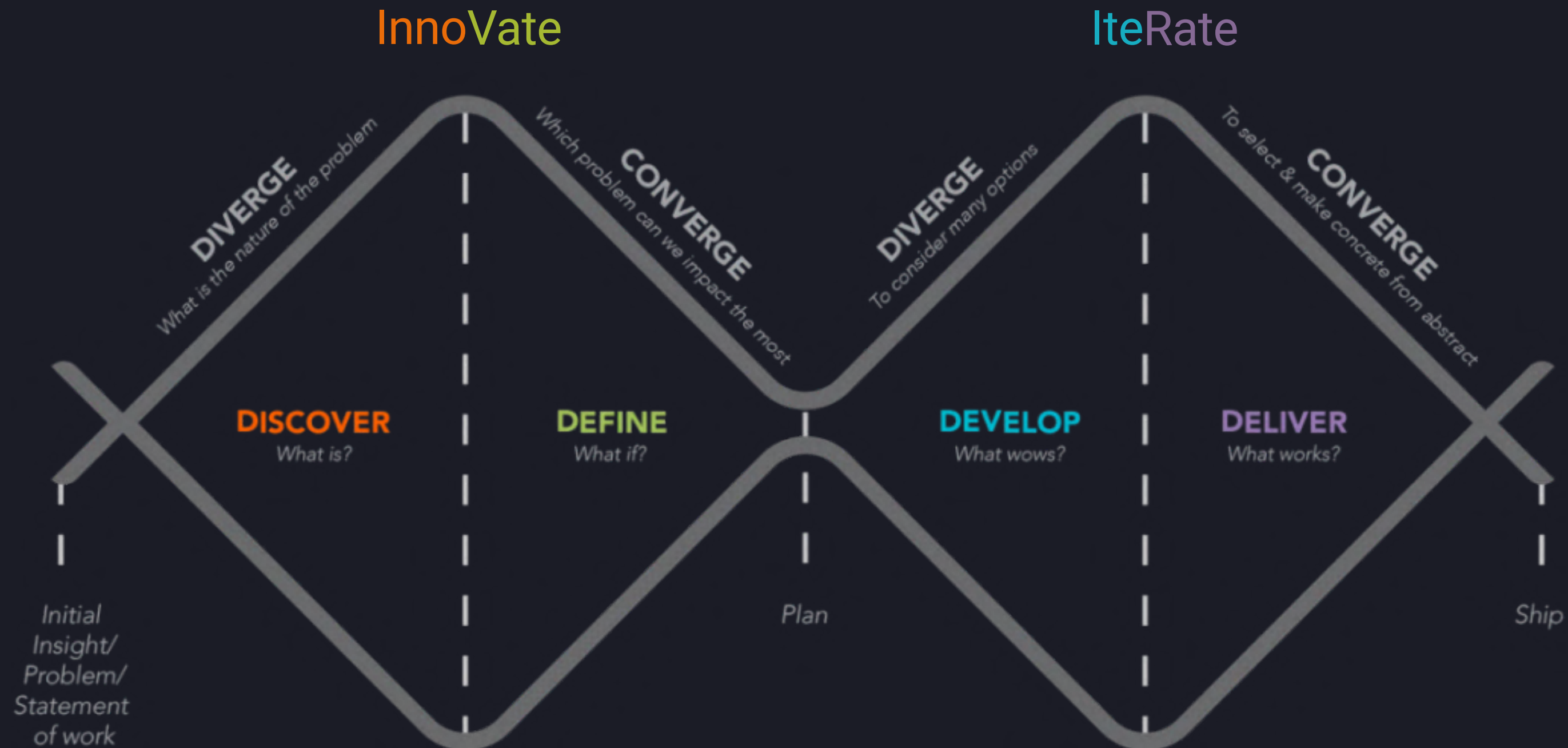
I am convinced that the rise of social sciences and its methods in UX research are **essential to further the understanding of users' needs**.



# Methodologies

# The double diamond process model

My expertise covers both diamonds of the process



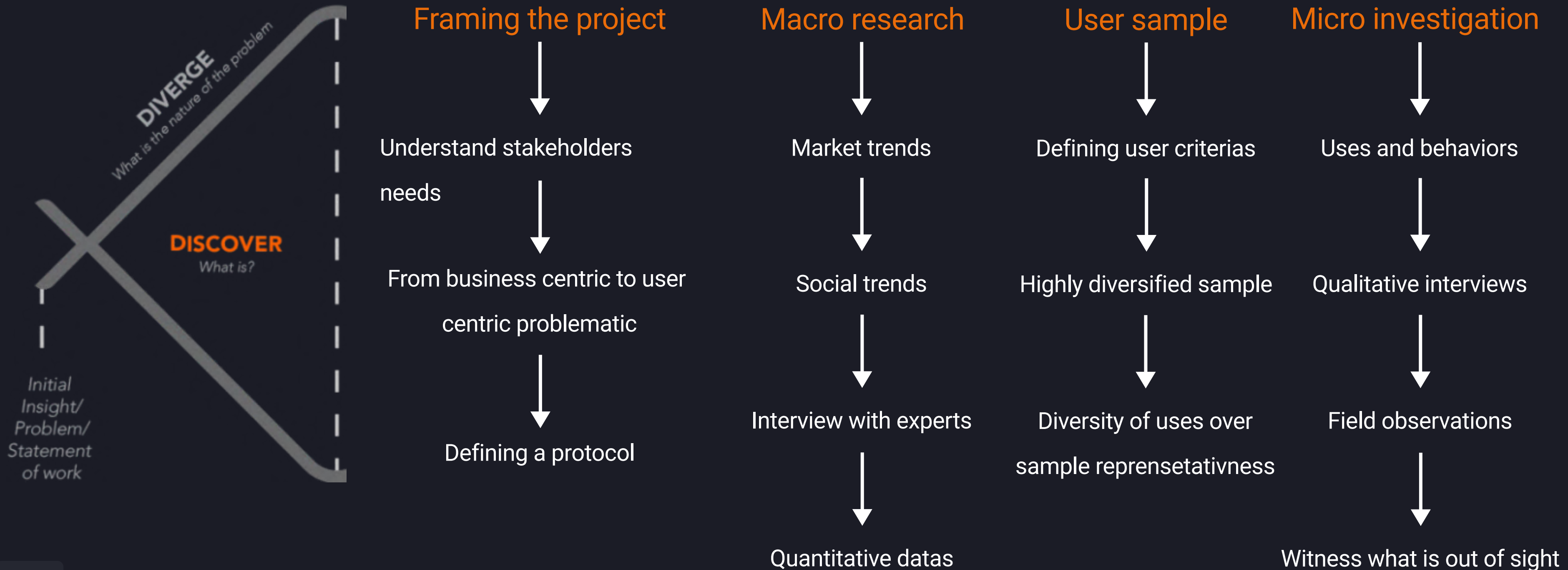


# 1st Diamond

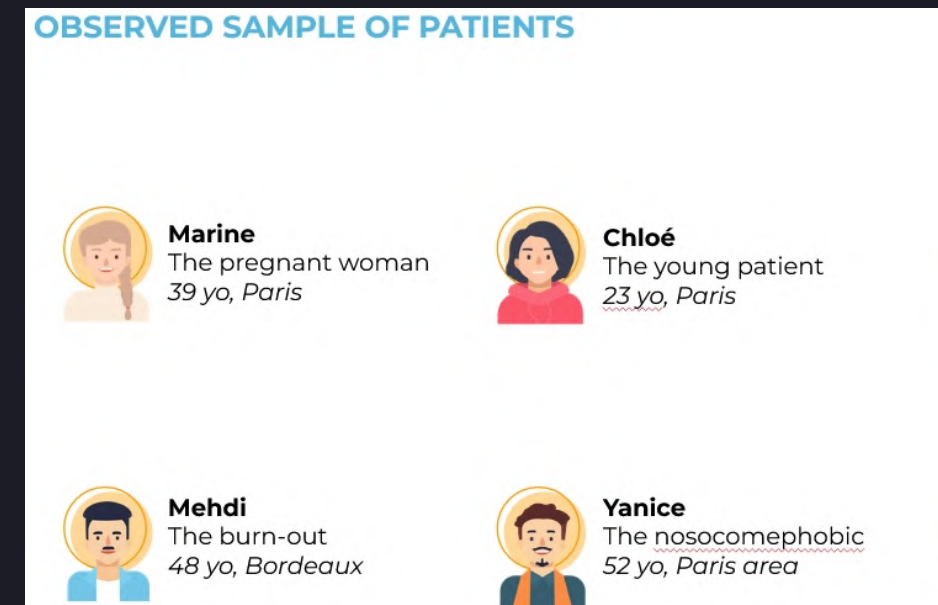
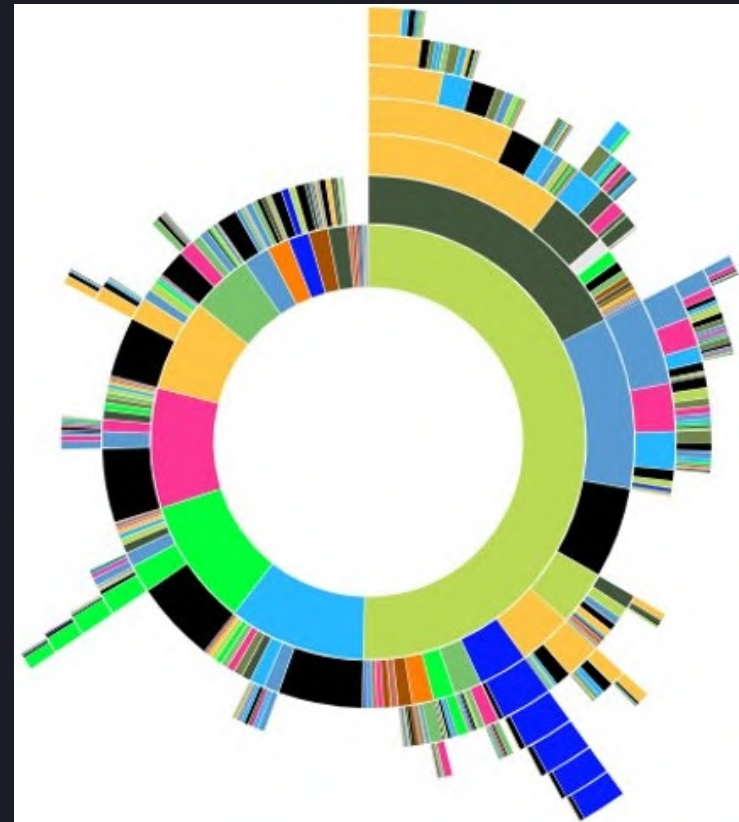
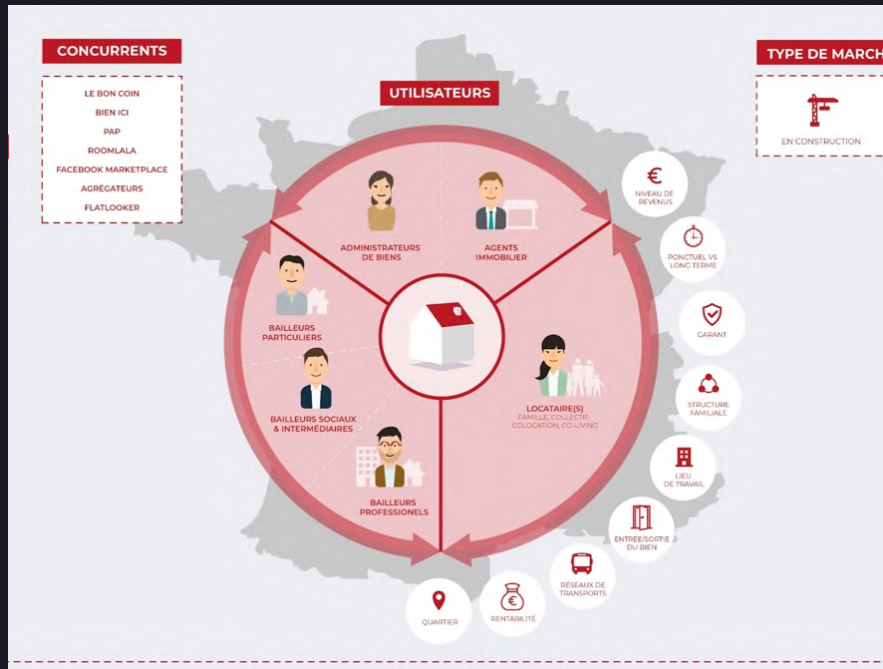
Design the right think

# Discover

The starting point of the process : getting to know the people, before thinking in terms of customers, let's have a look at what people do, how they do it, and what are their everyday problematics.







## Framing

What is the problematic we have to answer to and what kind of hypothesis can drive our research. Also what are the limits of our investigation

## Macro

Exploiting internal datas and also press and litterature to have the big picture in order to create a survey protocol and interview guide

## User sample

Selecting criterias and mix them in order to have the maximum diversity of users within a small samps

## Micro

Leading interviews to gather users verbatims in order to understand their practices, and learn about their environment and strategies



# Define

From discovery to learnings : being in contact with users, with open handed questions that will allow them to express freely and going beyond the initial business problematic is to understand what they do. Leading us to powerfull insights



## Analysis

Translate user interviews into  
learnings

Create mindmap of different  
elements

Synthetise users' knowledge

## Motivations

Define users behaviors

Correlate behaviors  
with user's expectations

## Identification

Clarify vision about users

Define a user journey

Map various actions  
and painpoints for users

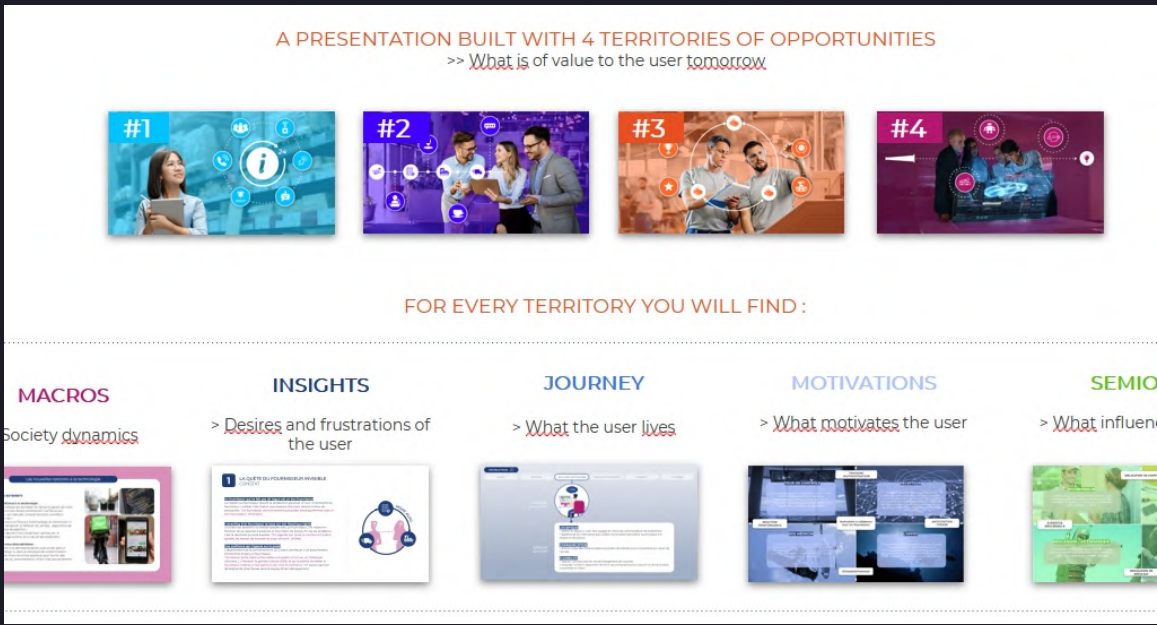
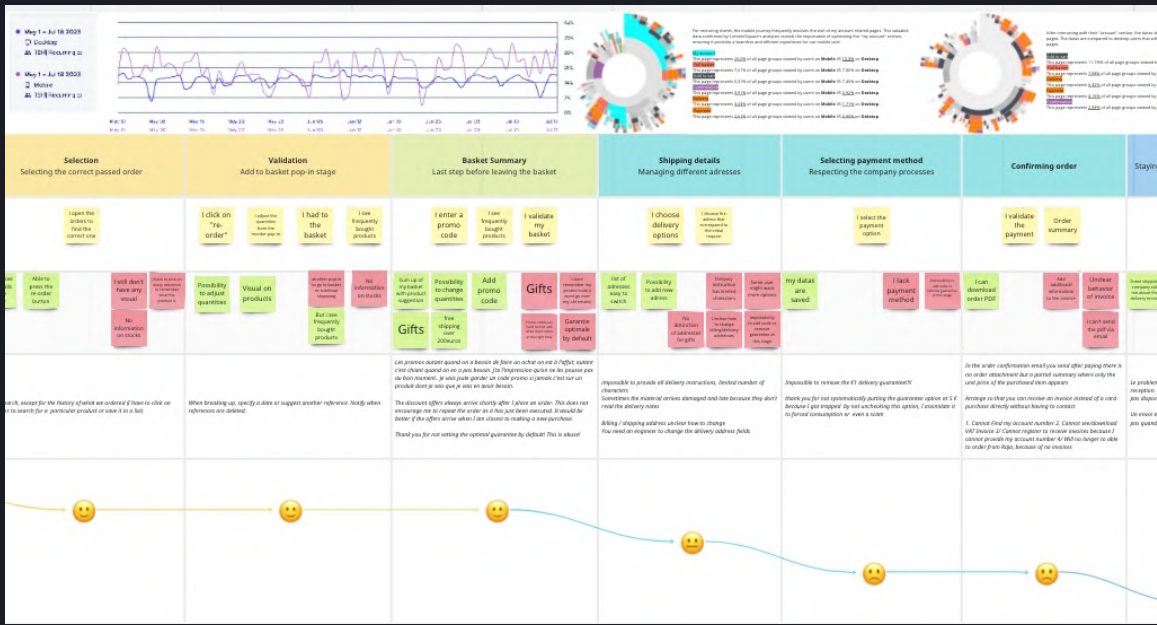
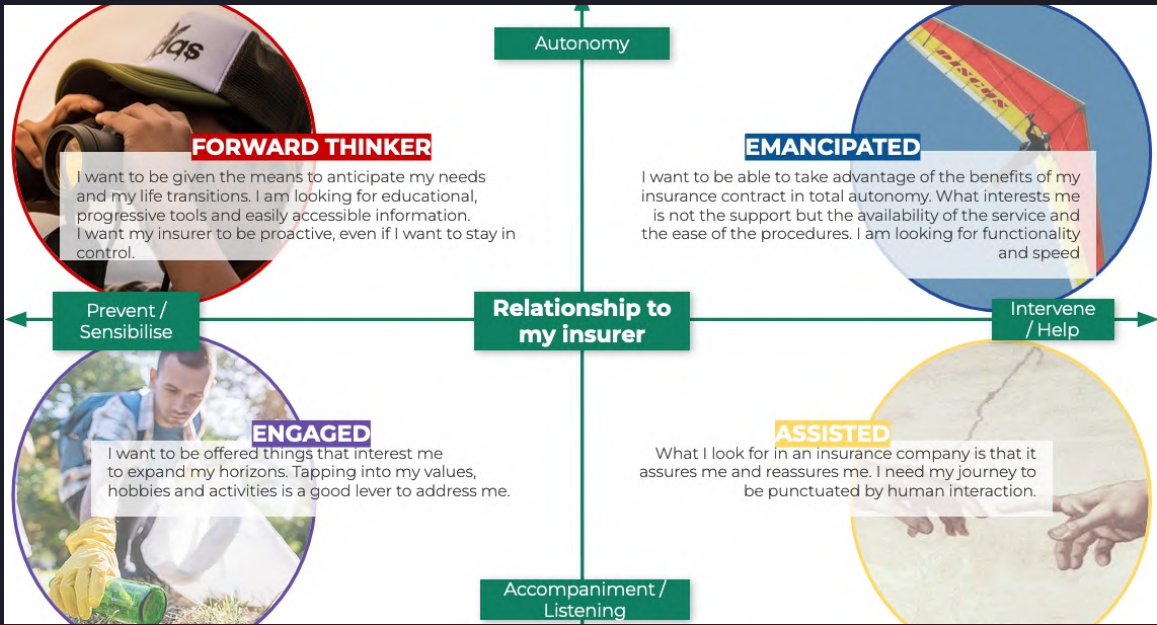
## Opportunities

User centric expectatiion

Not market potential yet

Playground for ideation

Basis for designing ideal  
experiences



Motivation

Distribute users according to a two-dimensional motivational square (those are not personas)

Identification

Mapping a user journey for an identified user segment allowing to visually recognize pain points

Opportunities

Connecting insights and gathering them into territories of opportunities that adress users main problematics

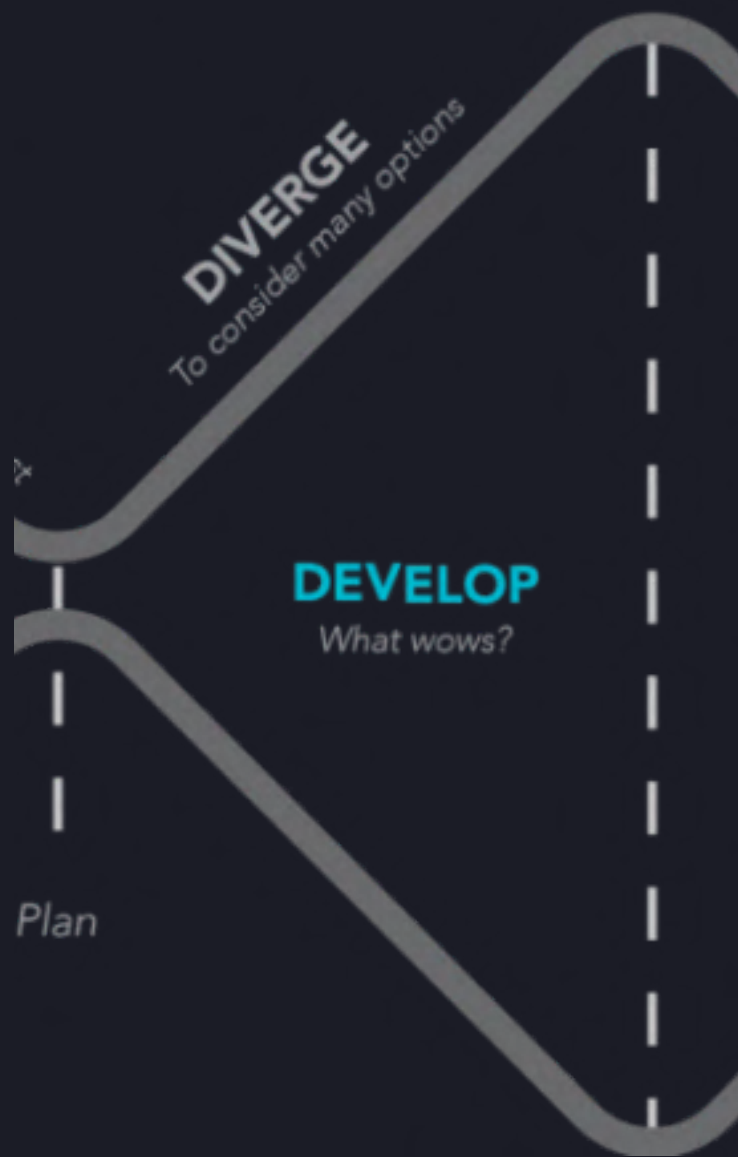


# 2nd Diamond

Design the think right

# Develop

From insights to solutions : the second diamond starts with developing new ideas and framing new experiences. It can occur after the 1st diamond or it can also be the starting stage for improving already existent features



## Ideation



Determining a key moment  
for users



Brainstorming with designers  
and PO



Proposing ideas that fits with  
research insights

## Selecting



Organize and categorize  
ideas from previous stage



Filtering the better ideas  
regarding company objectives  
and resources

## Wireframing



Rely on designer to adress  
ideas with an UX approach



Ensure to be the voice of the  
users in the early stage of  
creations





# Deliver

The last stage before production : prototyping and testing something new, or simply something better for users. Address new needs by bringing innovation on the market. This stage can be really iterative and can also take places after a MVP has been released.



## Prototyping



Working with designer to shape the new experience



Reviewing internally and with POs

## Testing



Select the best protocol for testing



Recruit testers



Confronting prototype with users' experience

## Delivering



Gathering test results



Evaluate validity of the prototype

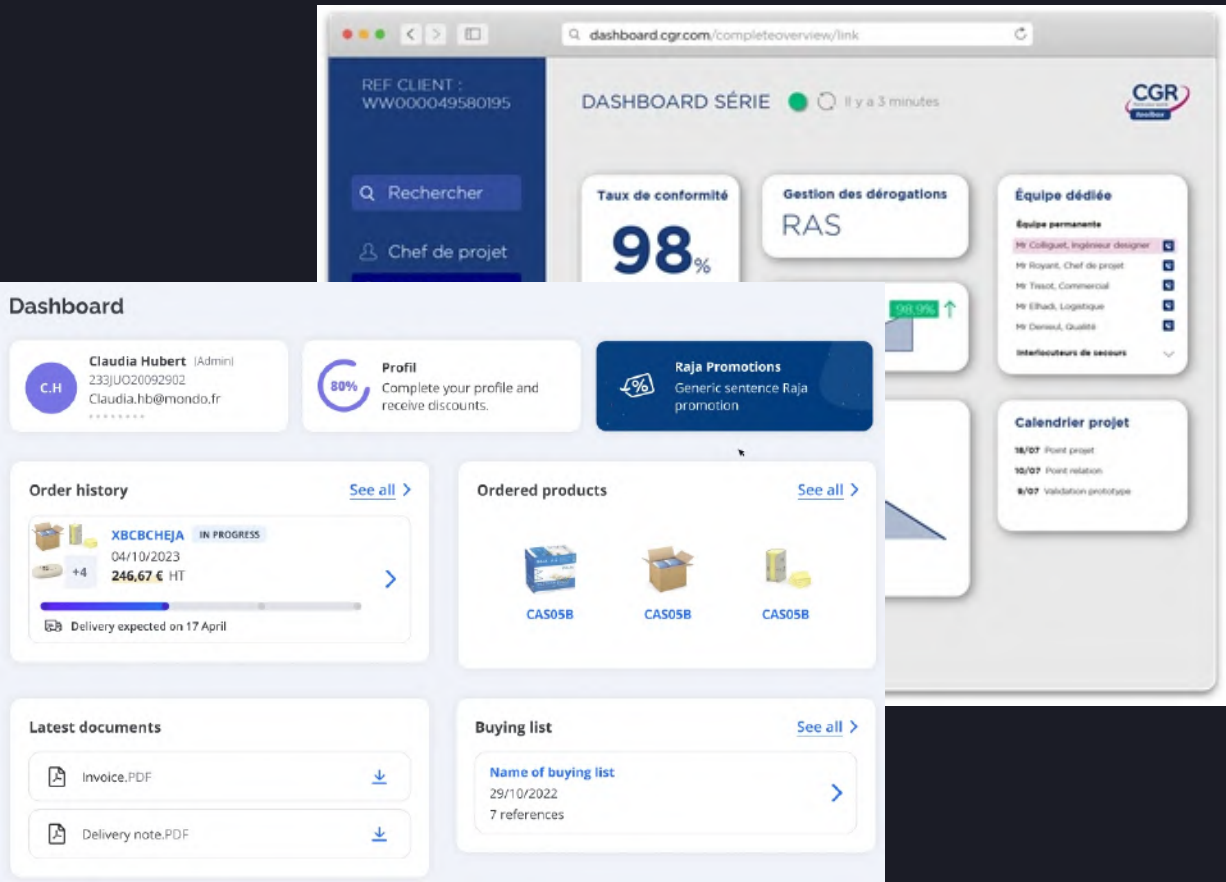


Bring correction to prototype



Development





TASKS - ONBOARDING	Florian	Valérie	Marlo	Léa	Karine	Gérard	Véronique	Jean Christophe	Sabrina	Frédéric
#1 Subscribing from Home page	démarrer	s'enregistrer	démarrer	démarrer	simuler → s'enregistrer	démarrer	S'enregistrer	S'enregistrer	Commander	S'enregistrer
#2 Country Selection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
#3 Contact Info	✓	✓	✓	✓	✓	⚠	✓	⚠	✓	✓
#4 Company Info	✓	✓	✗	✓	✓	⚠	⚠	✓	⚠	✓
#5 Password Setting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
#6 Email and account creation	✓	⚠	✓	⚠	✓	⚠	✓	✓	✓	✓
#7 Login	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Prototyping

Proposing a test support that will simulate the live version to immerse users

Testing

Asking users to realise certain tasks. Either by moderate or unmoderated usability testings

Delivering

List various KPIs or other goals that the client had in mind



As an UX researcher, this portfolio showcases the whole process of the double diamond as it is defined in the design thinking process.

Ultimately, it has to be considered that the method adapts to every situation and to every client, regarding of every client internal processes

Don't hesitate to reach me for any complementary information

## Contact

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# Thank you