UX RESEARCH FOR OATH

“Taking a UX Research Approach to Home Voice Assistants”
Max Silverman

We will focus on how our team at Yahoo studied how people use their voice assistants in their homes. We will be presenting a combination of results from a quantitative analysis of users’ device data history and a qualitative analysis of data we collected through interviews and usability testing of device specific skills. The presentation will also review design guidelines that will inform/assist individuals looking to better understand the voice-first device space.

“Bringing User Research into the Beta Testing Process”
Katie Quehl

Testing products and gathering feedback prior to launch is a major part of our product development process at Oath. The UX Research team has been trying several variations of pairing beta testing with usability studies, iterative surveys, log data, and in-depth interviews with several of our apps within Media Brands and Products. In this talk, we will share with you best practices on how to use multiple data collection methods as part of beta testing to get holistic pictures of how your products work with your target audience. We will use case studies from Yahoo Sports, Fantasy sports, and Finance products to share what worked best, what we’ve improved, and examples of how this process has impacted our apps.

Speaker Bios

Max Silverman is a UX Researcher for Yahoo Sports, including some Fantasy Sports products. He recently graduated from Georgia Tech with a Master’s in Human-Computer Interaction. At Yahoo, he was involved with applying UX Research principals to studying home voice assistants such as Google Home and Amazon Echo in order to assist product teams entering the voice-first space. In his free time, he enjoys reading, running,
and cooking.

**Katie Quehl** is a Senior UX Researcher for Oath's Media Brands and Products. Her research has focused mostly on leveraging qualitative methods to support Yahoo's Finance, Sports, Fantasy Sports, and News products. She has a PhD in Human Computer Interaction from Indiana University.