How technology has transformed Research?

DR Emmanuelle SAVARIT

Twitter @eSavarit

Analyse Concept

Emmanuelle Savarit Ltd
User eXperience Research
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What is technology?

Definition
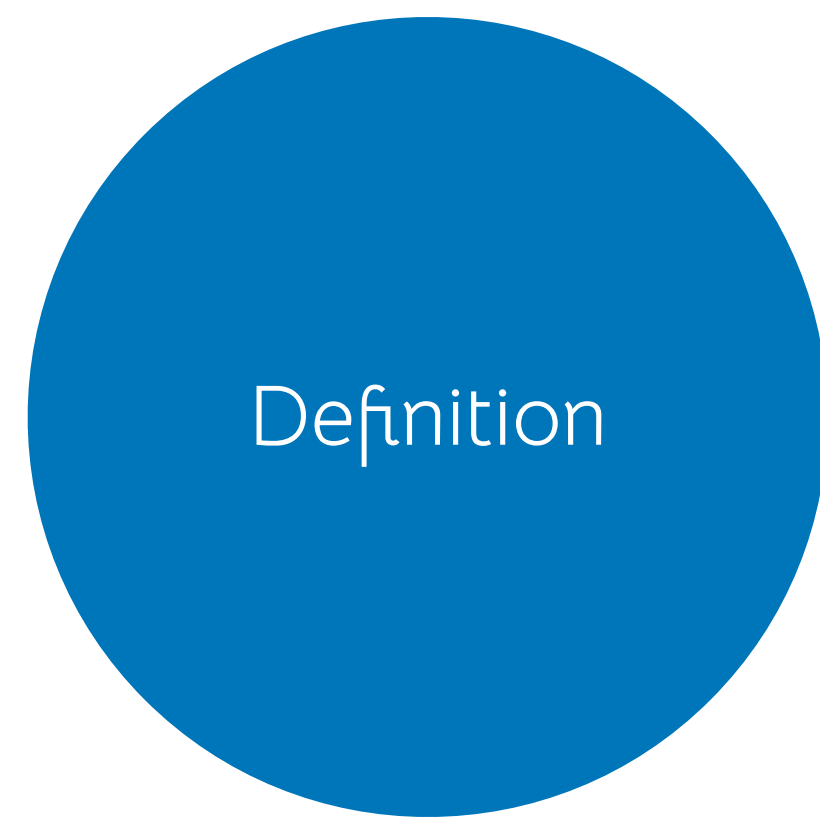
- The term "technology" has always been difficult to define, since the antiquity

- In the 18th Century the Germans started referring to technology as a form of elite, systematic knowledge

- In the 20th Century, technology was seen as the science of the industrial arts

- Today technology encompass, engineering, digital and artificial Intelligence

Communication

Robotics

Medical

Digital
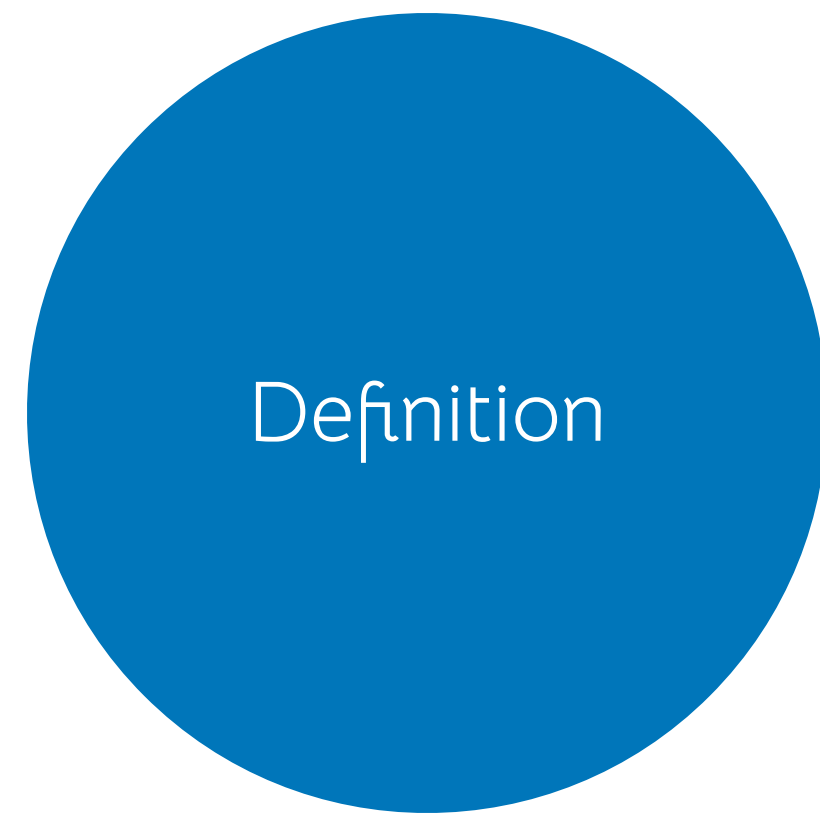
Artificial Intelligence

Information
Technology

Intelligence

What is Research?

Definition

- Research comes from the French word *'recherche'* which means "go about seeking"

- Research is used in all disciplines, one of them being technology

- Research uses quantitative and qualitative research methods to answer research questions related to Technological products - ergonomics, physiology, Human & Computer Interaction

What is changing …

- Democratisation of the the use of technological tools (mobile, computers, tablets)

- Digital products are at the center of all businesses

- Replacing humans with machines – automation -Artificial intelligence

- Professionals need to use sophisticated tools to do their jobs

Research evolution – understanding Humans

- Understanding human physical processes -> automation (e.g automotive -> engineering)

- Understanding human cognitive/mental processes - Artificial Intelligence (e.g. automated call centres, automatic replies, automation for tradings)

- Understanding how users interact with the equipment (Human and computer Interaction)

- Understanding Human Behaviour, perception and motivation (user experience of digital products)

# Integrating Research to the product development
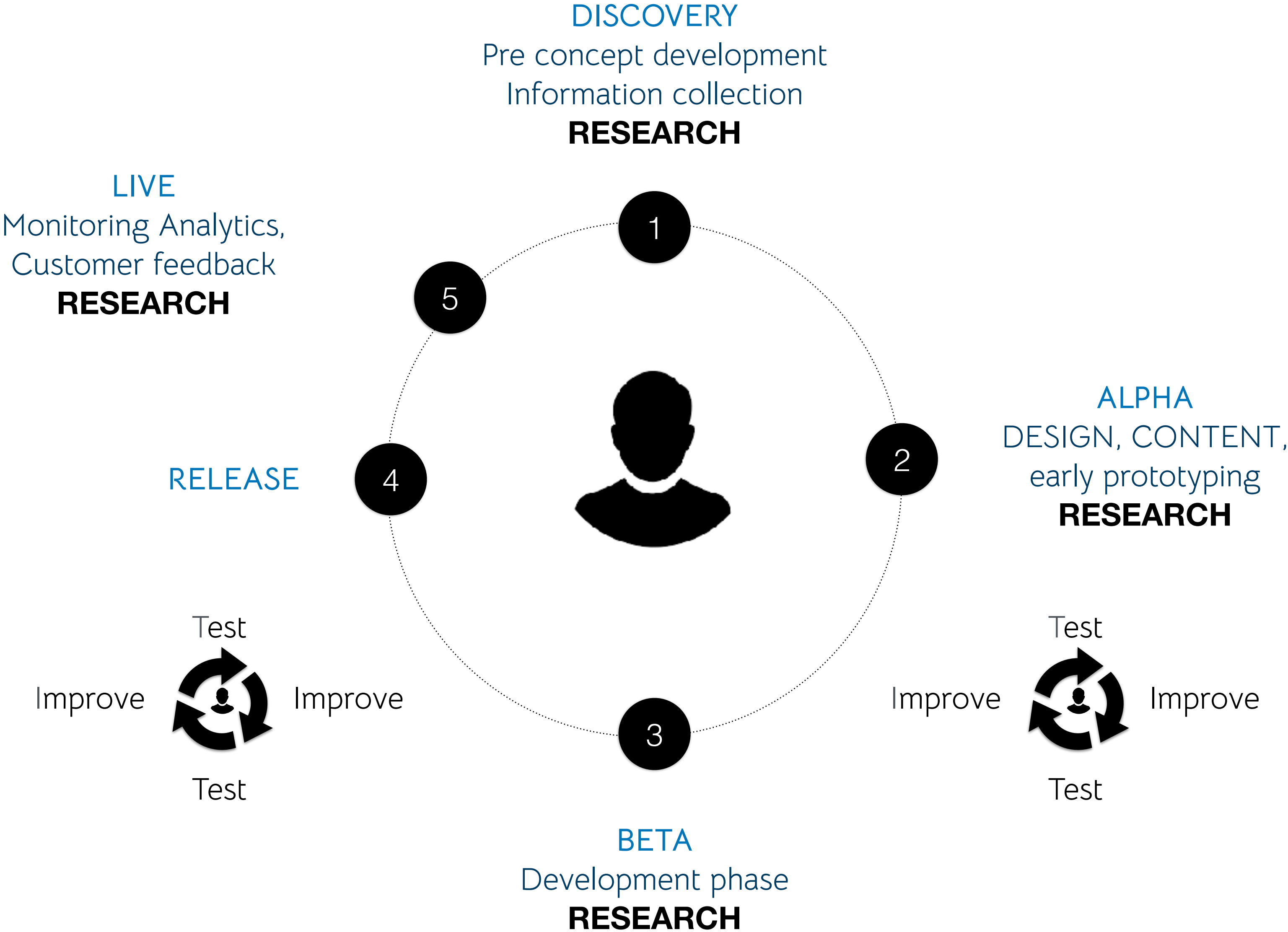
Technology & Research in context

Impact on Jobs

Healthcare

- Technology is replacing surgeons; technology is more precise, reliable and reduces risk

- Surgeons now have to be expert in manipulating complex tools

- Research today: Helps to understand

  - How to perform a surgery

  - How surgeons will interact with the technology
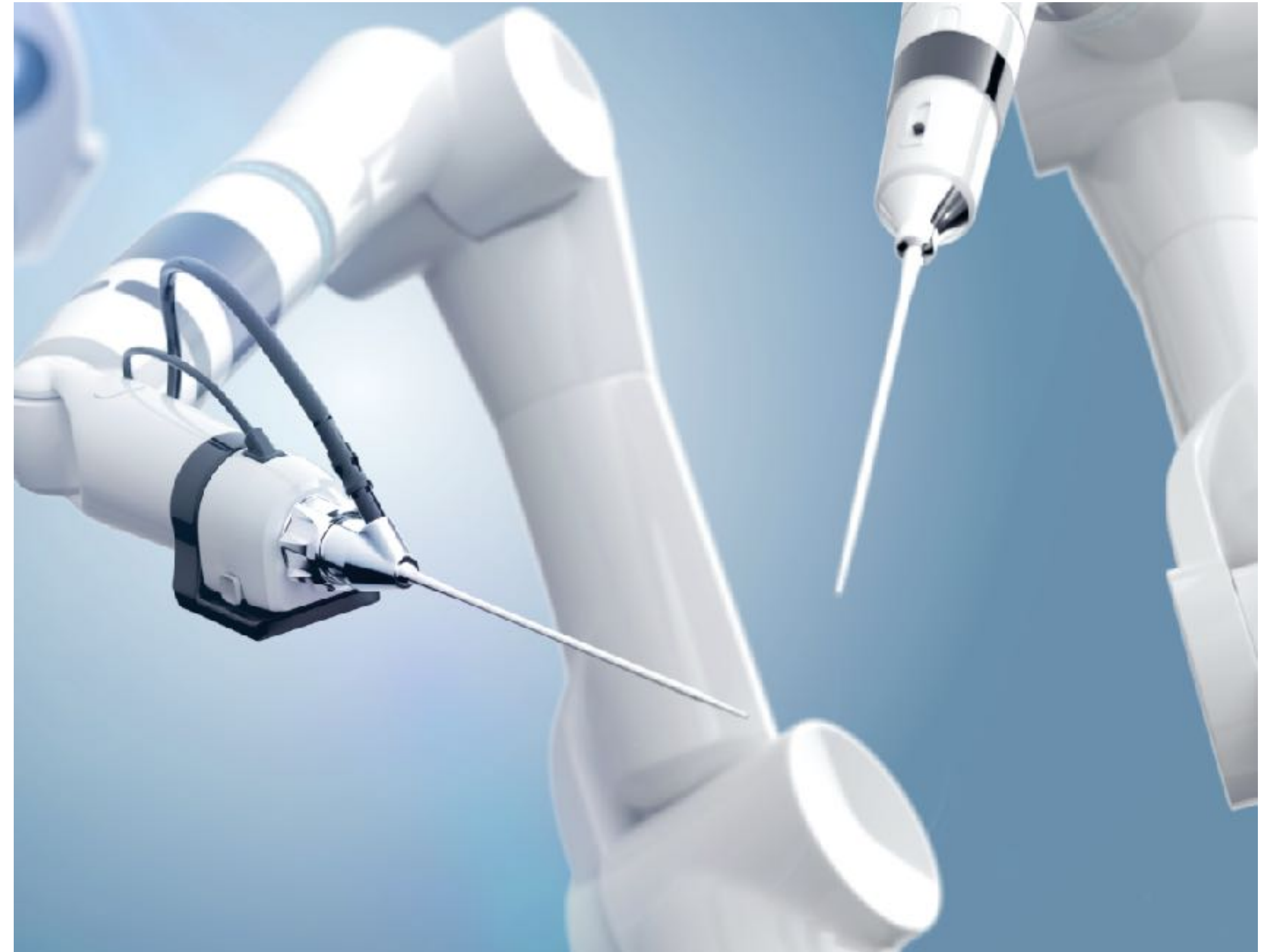
Defence

- Equipments have improved dramatically over the years (remote command of drones)

- Satellites to provide imagery of the ground

- Soldiers must also adapt to the new technology and become experts to manipulate the devices

- Research today: helps to understand functionalities, as well as how soldiers interact with digital interfaces that allows them to command the drones

Finance

- Before, most trades were done over the phone

- Today, sophisticated financial platforms are used by Traders, analysts and Investment bankers to perform their daily jobs

- Research today: Helps to understand – how we can use machine learning and artificial intelligence to replace humans to limit human errors and to anticipate tends

Social Media

- People interact with their mobile devices

- They use social media, chat, timelines, video, images etc.

- Research helps understand how people interact with social media and how to make them embedded into their eco-system
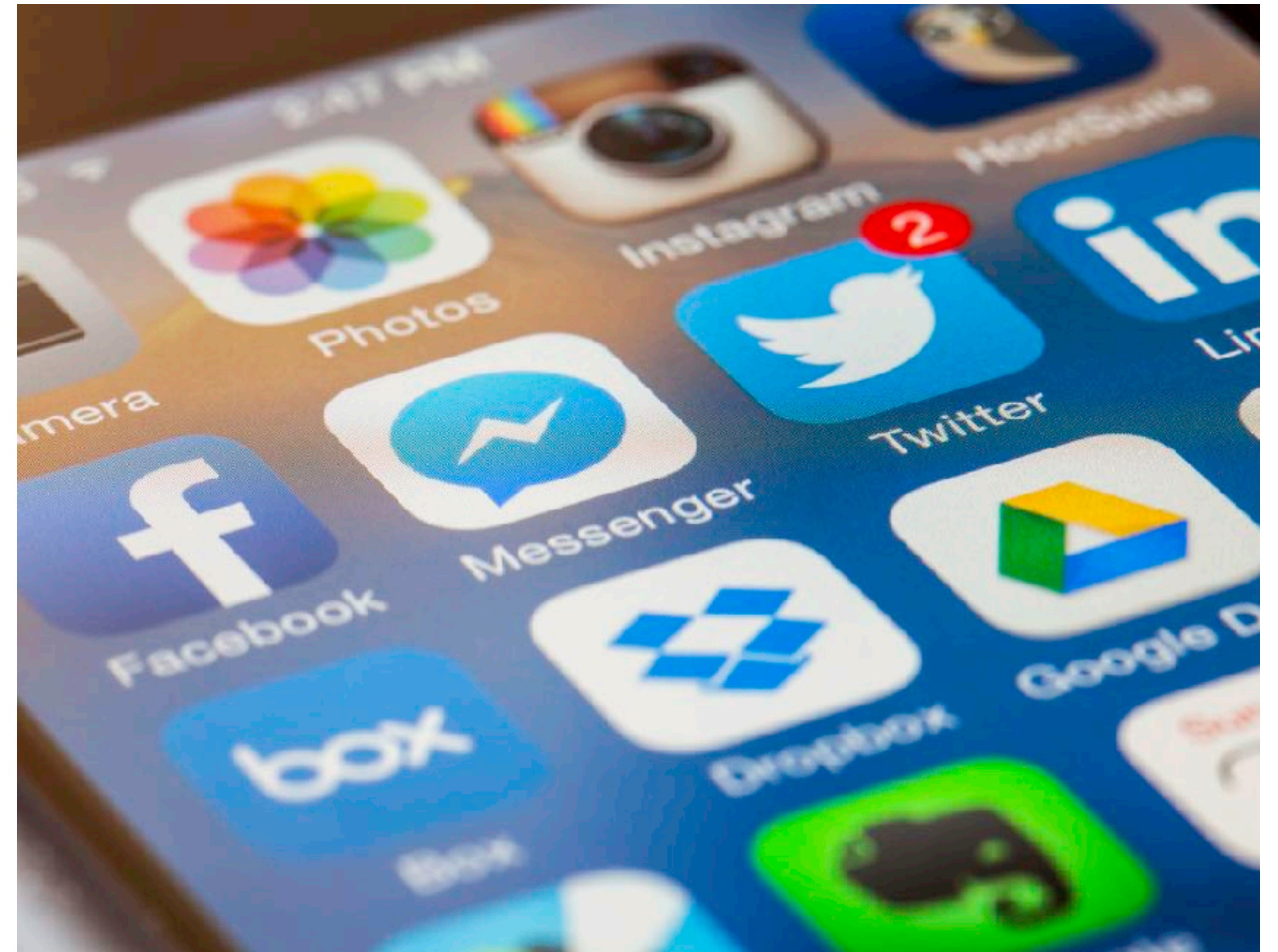
e-Commerce

- Today, more and more business need an online presence

- Shops, from micro to large organisations have a website. B2C and B2B offer online transactions

- Research now provides a better understanding of user/customers needs as well as business needs to increase the transactions, as well as anticipate what Users will be buying next (e.g advert)

e-Government

- In order to make government services accessible to everyone and to reduce cost, more and more governments are moving their services digitally. e.g. GOV.UK

- Research now: is embed in the product development team, which undertakes projects to evaluate business and user needs, test the end to end service and make sure that the e-government platform is accessible to all citizens

Education

- Classroom tools have changed, computers; and tablets are used more often by professors and students

- Online learning is also developing very fast

- Research now: looks at how to best use technology to support learning.

Research now

Research now

- Understanding human processes

- Replacing humans with machine

- Improving the User experience (Engineering and digital)

- Research in Technology is pragmatic, to reduce cost, optimise processes and limit risks.

- We have to work much faster – Agile – to support the development team

Thank you !

Practical User Research – everything you need to know to integrate User Research to your product development.

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Available on Amazon

and apress.com

If you have any questions please contact me on

emmanuelle-savarit.com

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