

# WFS User Research Key Points

## Lacked understanding in customer needs and expectations

- What did they want?
- Current challenges and problems?
- Where to invest my time to have the biggest impact on my users?

### *What we learned*

- Users didn't find the map useful
- The most frequently used feature is exploring the artist's page
- The most requested feature is interacting with the map

## Understand our users and analyze what we learned

- Are the key painpoints we learned still valid?
- Which feature will have the most impact on our users?
- How can we present the data to the client?

### *Deepen the user research to form project experience and strategy*

- Prioritized user's needs and painpoints
- Explored multiple design options
- Presented the problems and solutions to the client

## Draft out ideas

- Should we design web first?
- Did we need the design system?
- What visuals do we need to support the entire design?

### *Validate ideas*

- Low priority on design system
- Moved forward with web approach
- Focused on the maps and the art's landing page