

The background of the slide is an underwater scene. A person is swimming, seen from behind, with their head and shoulders visible. The water is dark blue, and there are many small bubbles rising from the swimmer. The text is overlaid on the upper left portion of the image.

A importância das **PESQUISAS DE UX** para o sucesso dos clientes

@diegoluizmotta



@diegoluzmotta

Especialista UX - HostGator



BEGIN.



#tamojunto

● CS

UX

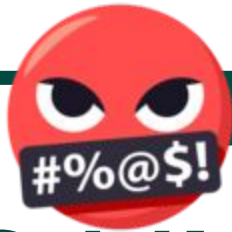


CUSTOMER SUCCESS



CUSTOMER FAILURE



**EU ACHO
MUITO  ENTE
TODO MUNDO**

**Foco na
experiência
do usuário**



UX

CX

CS



UX



CS

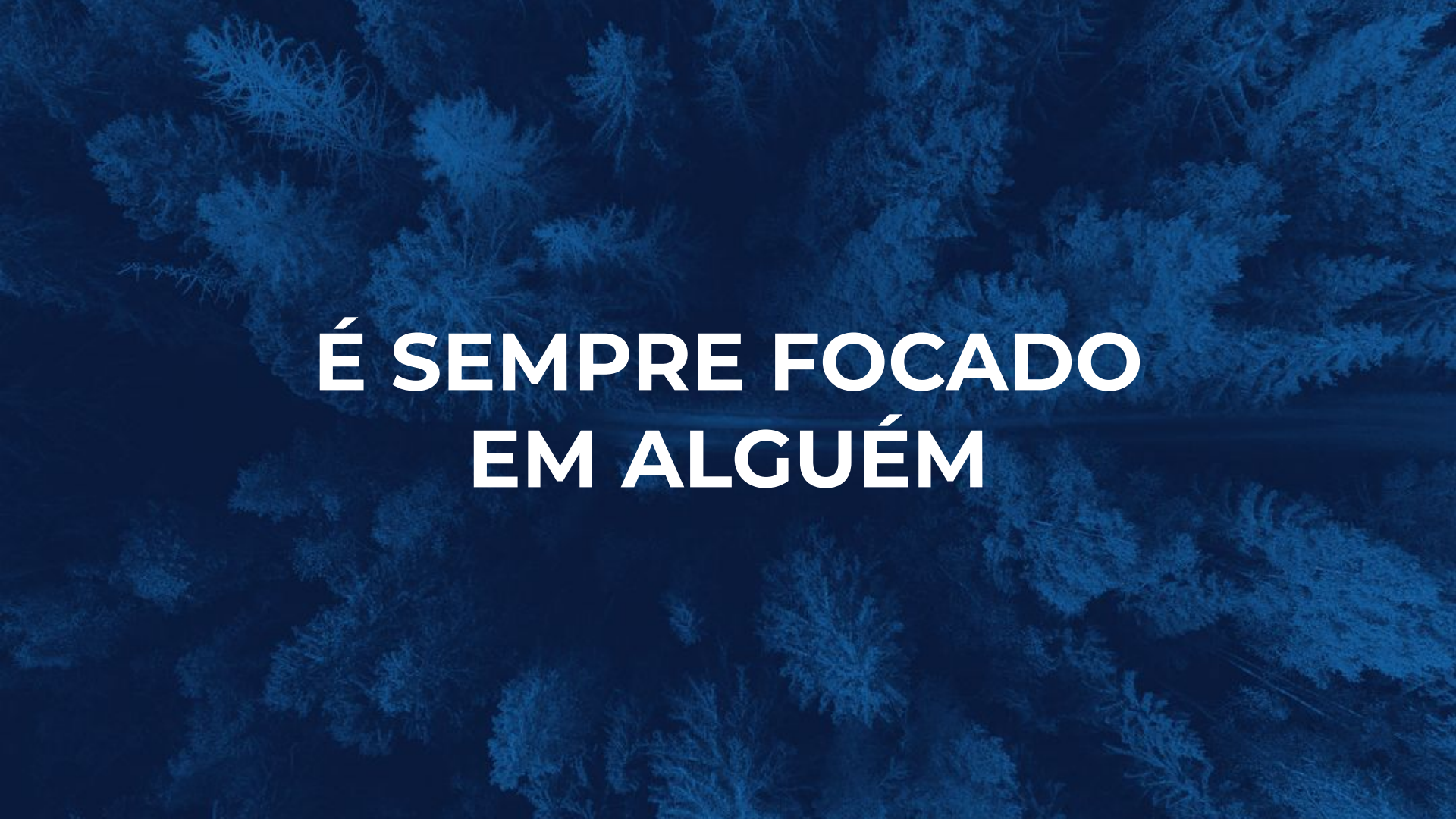
UX



CX

UX



An aerial photograph of a dense forest, viewed from above. The trees are closely packed, and the entire image is overlaid with a deep blue color, giving it a monochromatic appearance. The text is centered in the middle of the image.

**É SEMPRE FOCADO
EM ALGUÉM**

A blue-tinted photograph of a group of people in a social setting. In the foreground, a woman with blonde hair is seen from the side, wearing a dark, textured jacket. Behind her, several other people are visible, some looking towards the camera and others looking away. The overall atmosphere is candid and social.

PERSONAS

- NOME
- IDADE
- PROFISSÃO
- MOTIVAÇÕES
- FRUSTRAÇÕES
- SERVIÇOS CONTRATADOS
- HOBBY
- ADJETIVOS
- NÍVEL TECNOLÓGICO
- FRASE QUE O DEFINA





DORES

MATRIZ CSD

The image shows a person from behind, sitting at a desk and looking out a large window. The scene is dimly lit, with a blue tint. The text 'MATRIZ CSD' is overlaid in the center in white, with a small yellow underline under the 'I'.

ENTREVISTA

Google HEART Framework Example

CleverTap

	GOALS	SIGNALS	METRICS
Happiness	Users find the app helpful, fun, and easy to use	• Responding to surveys • Leaving 5-star ratings • Leaving user feedback	• Net Promoter Score • Customer satisfaction rating • Number of 5-star reviews
Engagement	Users enjoy app content and keep engaging with it	• Spending more time in the app	• Average session length • Average session frequency • Number of conversions <i>(consuming content, uploading files, purchases, etc.)</i>
Adoption	New users see the value in the product or new feature	• Downloading, launching app • Signing up for an account • Using a new feature	• Download rate • Registration rate • Feature adoption rate
Retention	Users keep coming back to the app to complete a key action	• Staying active in the app • Renewing a subscription • Making repeat purchases	• Churn rate • Subscription renewal rate
Task Success	Users complete their goal quickly and easily	• Finding and viewing content quickly • Completing tasks efficiently	• Search exit rate • Crash rate

QUESTIONÁRIO

The background image shows a person's hands and arms working on a laptop. The person is wearing a light-colored shirt. The laptop screen displays some text. The entire image is covered with a semi-transparent blue overlay. The text 'TESTE USABILIDADE' is centered in white, bold, uppercase letters. A small yellow horizontal line is positioned below the text.

TESTE USABILIDADE



ANÁLISE USABILIDADE

A blue-tinted photograph of two business professionals in a meeting. One person is holding a tablet displaying a dashboard with a pie chart and bar graphs, while the other points at the screen with a pen. The scene is overlaid with a semi-transparent blue filter.

ANÁLISE DE MÉTRICAS

**5 PORQUÊS
SHADOWING
NETNOGRAFIA
CARD SORTING**

JORNADA DO USUÁRIO
FOCUS GROUP
TESTE A/B

...



PESSOAS

A young boy is running through water, creating a large splash. The image is overlaid with a semi-transparent blue filter. The word "SUCESSO" is written in large, white, sans-serif capital letters across the center of the image. The boy is wearing a white t-shirt with a graphic that says "THIS WORLD IS FULL OF HOPE" and "It's BEGINTO PROCEED WITH".

SUCESSO