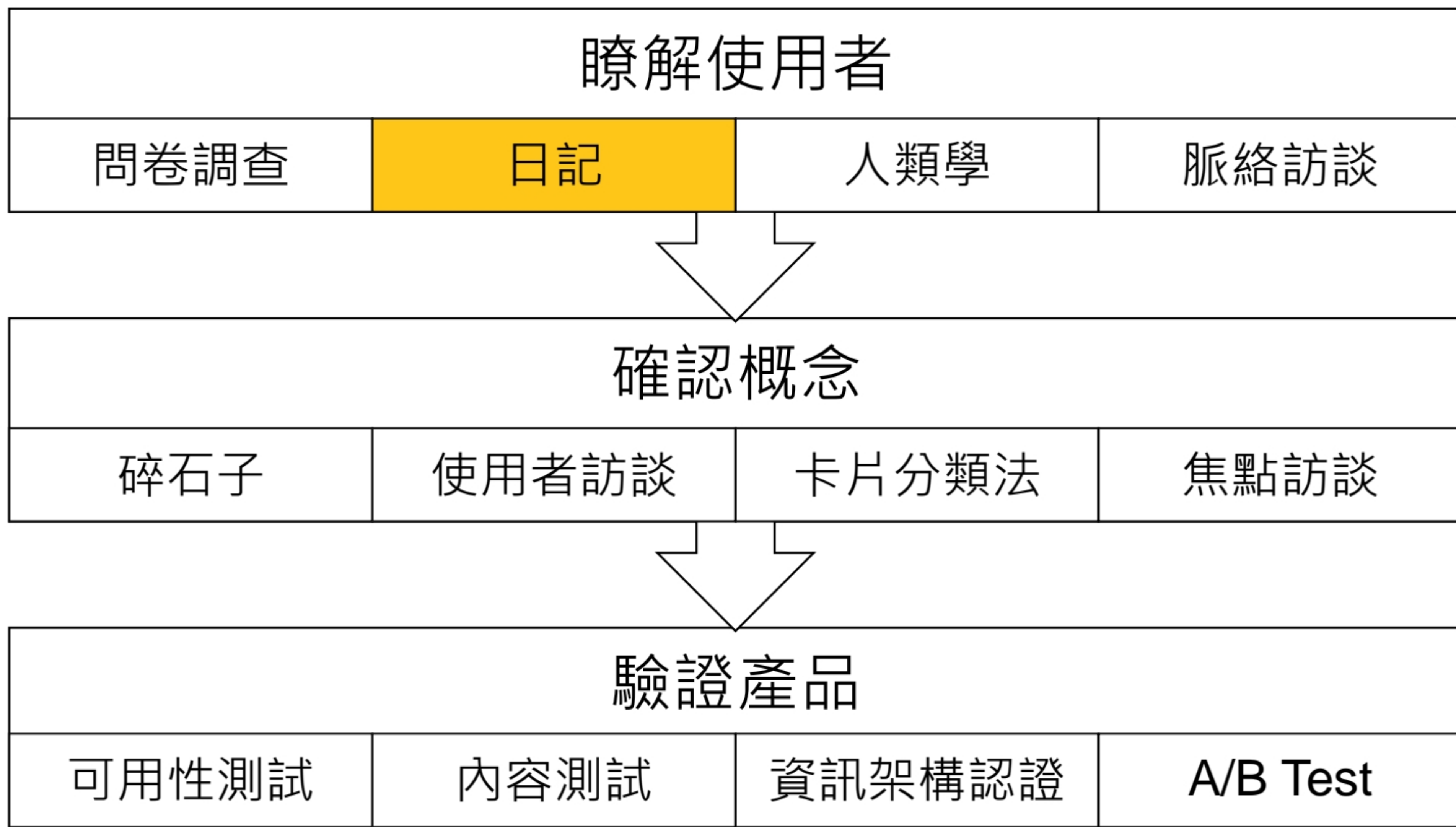


# 日記法 Diary

# 使用者研究的類型



# 日記 / 日誌法 Diary Studies

## 目的

- 在真實脈絡下、獲得長期的資訊

## 作法

- 受試者在框架下定期紀錄特定行為

## 收集

- 紙本、線上、社群

# Purpose of Diary Studies

## Habits

- What time of day do users engage with a product? If and how they choose to share content with others?

## Usage scenarios

- In what capacity do users engage with a product? What are their primary tasks? What are their workflows for completing longer-term tasks?

## Attitudes and motivations

- What motivates people to perform specific tasks? How are users feeling and thinking?

## Changes in behaviors and perceptions

- How learnable is a system? How loyal are customers over time? How do they perceive a brand after engaging with the corresponding organization?

## Customer journeys

- What is the typical customer journey and cross-channel user experience as customers interact with your organization using different devices and channels such as, email, phone, websites, mobile applications, kiosks, social media, and online chat? What is the cumulative effect of multiple service touchpoints?



# Implementation of a Dairy Research

## Planning and Prep

- Select tools
- Create materials and instructions
- Recruit study participants
- Define study timeline
- Define payment milestones
- Schedule briefs and interviews

## Logging Period

- Evaluate entries as they come in
- Check in with participants

## Post-study Interview

- Discuss entries
- Probe for additional insights
- Ask for clarification

## Data Analysis

## Pre-study Brief

- Explain study
- Provide materials and instructions
- Set expectations

## Payment milestone

## Payment milestone