

**Different research methods** in design: Naturalistic observation, Surveys, Interviews, Focus groups etc.

**Usability:** Nielsen's five usability elements are learnability, efficiency, memorability, error prevention and user satisfaction.

**Usability testing:** cover the basics of usability testing, including test planning, task design, participant recruitment, data collection, and analysis. Learn how usability testing helps identify usability issues, gather feedback on designs, and measure user satisfaction and task performance.

- Process of conducting user research: guide through the overall process of conducting user research. Learn about the different stages involved:
- Planning: understand the importance of setting research objectives, defining research questions, and developing a research plan. Learn to identify the appropriate research methods and select the target audience for the study.
- Recruitment: This stage focuses on participant recruitment techniques, including creating participant criteria, using recruitment channels, and ensuring diversity in the participant pool.
- Data collection: learn about data collection techniques for each research method, such as creating surveys, conducting interviews, facilitating focus groups, or setting up usability testing sessions. Understand the importance of unbiased data collection and maintaining ethical standards.
- Data analysis: cover techniques for analyzing and interpreting research data, including qualitative analysis methods (such as thematic analysis) and quantitative analysis techniques (such as descriptive statistics).
- Reporting: learn how to effectively communicate research findings through reports or presentations. Understand the importance of presenting insights and recommendations based on the research data.

### Tasks:

1. Conduct user research using different methods

## LAB 2: User Research

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2. Analyze and interpret data collected during user research
3. Identify and prioritize user needs and goals
4. Develop user personas and scenarios based on research findings

