

Usability Inquiry Methods

For each method describe

- | | |
|---------------------------------|--|
| A. What type of study is this? | B. What people would be involved in the study? |
| C. What type of data collected? | D. State problems with this method? |

Contextual Inquiry

- A. What type of study is this?
 - This is qualitative study which is involved with observations and interviews in the user's natural environment.
- B. What people would be involved in the study?
 - 1 usability expert
 - 0 developers
 - 2 users
- C. What type of data collected?
 - The qualitative data is collected. Also, some quantitative data may also be collected.
- D. State problems with this method?
 - Cannot be conducted remotely.
 - Its time-consuming.

Field Observation

- A. What type of study is this?
 - This is a qualitative study, which is based on observing users in their actual work environment.
- B. What people would be involved in the study?
 - 1 usability expert
 - 0 developers
 - 2 users
- C. What type of data collected?
 - Qualitative data, some quantitative data may be included.
- D. State problems with this method?
 - Not suitable for remote evaluation

Questionnaires

- A. What type of study is this?
 - This is a mixed method study as it can include both quantitative (closed-ended questions) and qualitative (open-ended questions) data.
- B. What people would be involved in the study?
 - 1 usability expert, 0 developers and 2 users

- C. What type of data collected?
- Both qualitative and quantitative data is collected.
- D. State problems with this method?
- The way questions are structured can affect the quality of the answers.
 - Users could not take enough time to fully respond, which could result in data which is not full.

Interviews

- A. What type of study is this?
- This is a qualitative study which is relied on in-depth user responses to questions.
- B. What people would be involved in the study?
- 1 usability expert
 - 0 developers
 - 1 user
- C. What type of data collected?
- Primarily qualitative data, focusing on detailed user feedback. Some quantitative data can be collected.
- D. State problems with this method?
- Can be time consuming
 - Responses may be affected by the interviewer's views.

Focus Groups

- A. What type of study is this?
- This is a qualitative study, where multiple users provide their feedback in a group setting.
- B. What people would be involved in the study?
- 1 usability expert
 - 0 developers
 - 6 users
- C. What type of data collected?
- Primarily qualitative data, based on group discussions and at some point quantitative can also be collected.
- D. State problems with this method?
- It would be difficult to coordinate a time that works for everyone involved in group.
 - Some participants may be dominate while having the small or large discussion and this can make it hard for others to share their opinions.

Logging Actual Use

- A. What type of study is this?
 - This study is quantitative study which involves collecting numerical data.
- B. What people would be involved in the study?
 - 1 usability expert
 - 0 developers
 - 6 users
- C. What type of data collected?
 - Quantitative data is collected such data related to time or usage patterns.
- D. State problems with this method?
 - Without the right tools, it can produce a lot of data that is challenging to understand.
 - Relies on automated data collection, which in the long term can miss some content.

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Part II:

Find an example of one of the above methods. You can list the first page of an article, the first page of a web, a picture that shows the activity. Print that one page and attach it to this sheet.

Providing an example for **Focus Groups**,

The image below represents the standard UX focus group procedure, which includes actions like setting goals, finding participants, organizing the meeting, and doing data analysis. The steps required in using focus groups to get consumer feedback are better explained by this graphic representation.

Source: <https://purplegriffon.com/blog/how-to-conduct-focus-groups-for-ux>

