UI/UX Research Methods

Diary study
Competitive analysis
Usability-bug review

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What is Diary Study Analysis?

- A research method which is used to collect qualitative data about user behaviors, activities and experiences over time.
- Data is self-reported by participants which can be over few days or even months.
- Participants keep diary and logs the data
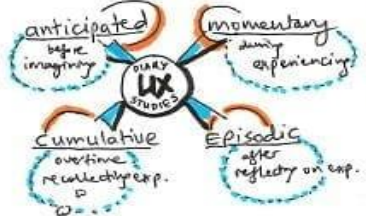- Periodically prompted

In the moment
Using self motivated mobile digital diary studies to capture · Natural Experiences ·

#UXScot 2016

By Stephen Denning Nicola Dunlop

uservision

DIARY STUDY = LONGITUDINAL = understand behaviour
- used in medicine
- " " retail

"Selfie culture"

HAARRAY!

NOW THERE'S AN APP FOR THAT!

Mobile diary studies exploit this phenomenon

DIARY UX STUDIES
- anticipated — before imagining
- momentary — during experiencing
- cumulative — over time recollectly exp.
- episodic — after reflect on exp.

wear you down?

hand written notes

photos / videos

voicemail

& mixed!

DIARY STUDIES

Interval

signal-contingent

event-contingent
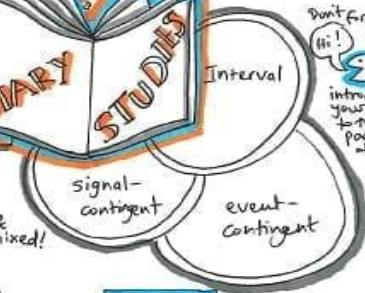
Don't forget to... Hi!
introduce yourself to the participants at the start

Engage often!

Each one gives different outputs. Some you can tag in real time

With the feedback in hand we created artefacts for the client... personas, journeys, patterns & trends (requires more analysis)

name

Suite of apps
- Codecademy
- Crowd lab
- Contextmapp
- Spa
- Ethos
- Survey Pro
- nativeye Survey Pro/re Full
- mii Full
- native eye

Historically there are 4 **ISSUES** ooo

Mr. forgetful
Do you keep a paper journal?
Do you carry it with you?
Read scores of diaries at once!

Problems are... **ACCESSIBILITY, NOT NATURAL**

1. FORCING A NEW BEHAVIOUR
2. RETROSPECTIVE RECALL
3. RICHNESS
4. COMMUNICATION IS ASYNCHRONOUS

SOLUTION ooo

MOBILE
- gives geo-location
- can record video / selfies
- can be used on or offline
- don't need a diary, a disposable camera, etc. etc. It's one "hub"
- looks like you are on phone or texting so feels more natural and fits with user's day today.

It's social...
You can see other participants' comments, and as facilitators you can "like" participants' comments, to encourage them. Seed the feedback then delete it afterwards

Think: Is mobile a good match for the individual you are studying?

by Jenny C-

When to conduct Diary Analysis?

Diary studies are useful for understanding long term behaviors such as:

- Habits
- User scenarios
- Attitudes and motivation
- Changes in behaviors and perception
- User journeys

Diary studies are structured to focus on one of the following topic scopes:
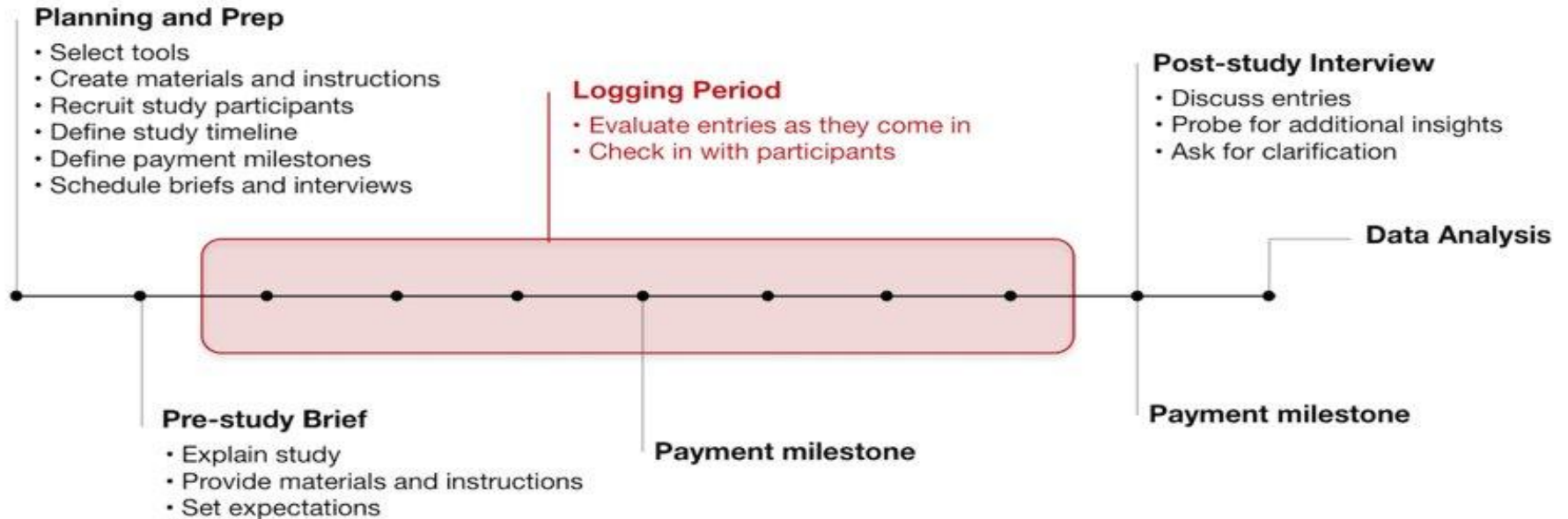
- Product and website
- Behavior
- General Activity
- Specific activity

How to do Diary Analysis?

Diary analysis is consisted of 5 steps:

1. Planning and preparation
2. Prestudy Brief
3. Logging Period : In-situ logging and Snippet technique
4. Post study interview
5. Data analysis

Timeline of activities during a typical diary analysis

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

Specialized tools

1. Dscout
2. Indeemo
3. Lifedata
4. Teamscope

Pros and cons of Diary analysis

Pros:

1. Capture temporal dynamics.
2. Reflect real world environments and natural context of use.
3. Give participants time to think deeply about their experiences.

Cons:

1. Keeping a diary is a lot of work.
2. Data can be challenging to analyze.
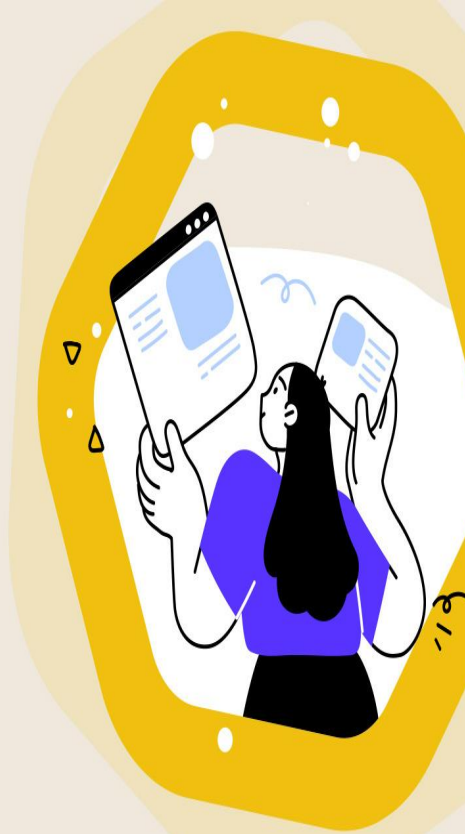3. Self reported data may be totally accurate.

Implementation in Project

- Diary Study can be one of the most effective research methods for our project- Food Blog.
- Developers can identify and target users who are fond of writing about recipes, restaurant reviews, food bloggers.
- The participants should log their experiences for 2 scenarios- before using our app and while using the app in their own time
- Their insights can be reviewed and analysed to find out which app features were most useful to them and how it brought a change in their daily life.

Competitive Analysis

- It is a critical part of the research process
- It provides strategic insights into the features, functions, flows, and feelings evoked by the design solutions of the business competitors
- It helps strategically design the solution with the goal of making a superior product and/or experience
- It should be done prior to starting work on a new project
- It helps in finding out where you stand with the competition
- It helps to develop effective product strategies to create winning results

Competitive analysis

		Uber	lyft	TAXI
● yes ● no				
security assistance		●	●	●
sharing ride		●	●	●
timing		●	●	●
see price in advance		●	●	●
order food		●	●	●
sightseeing		●	●	●
rewards		●	●	●
choose the rider		●	●	●
rating		●	●	●
sent a free ride		●	●	●

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Need and Benefits

- Assess where your product or design stands in the market.
- Competitive analysis helps to understand competitors strength and weakness.
- Identify advantages and disadvantages of your products.
- Insights from analysis helps you to develop better products and design.
- Helps you to develop your go-to-market strategy.
- Helps you to solve usability issues.

Implementation in Project

- We will use competitive analysis in our project- Food Blog to compare the features of already existing apps like -Wordpress, Bluehost, etc
- Try best to include the features which are available with all other competitors, provide add-ons to those existing features
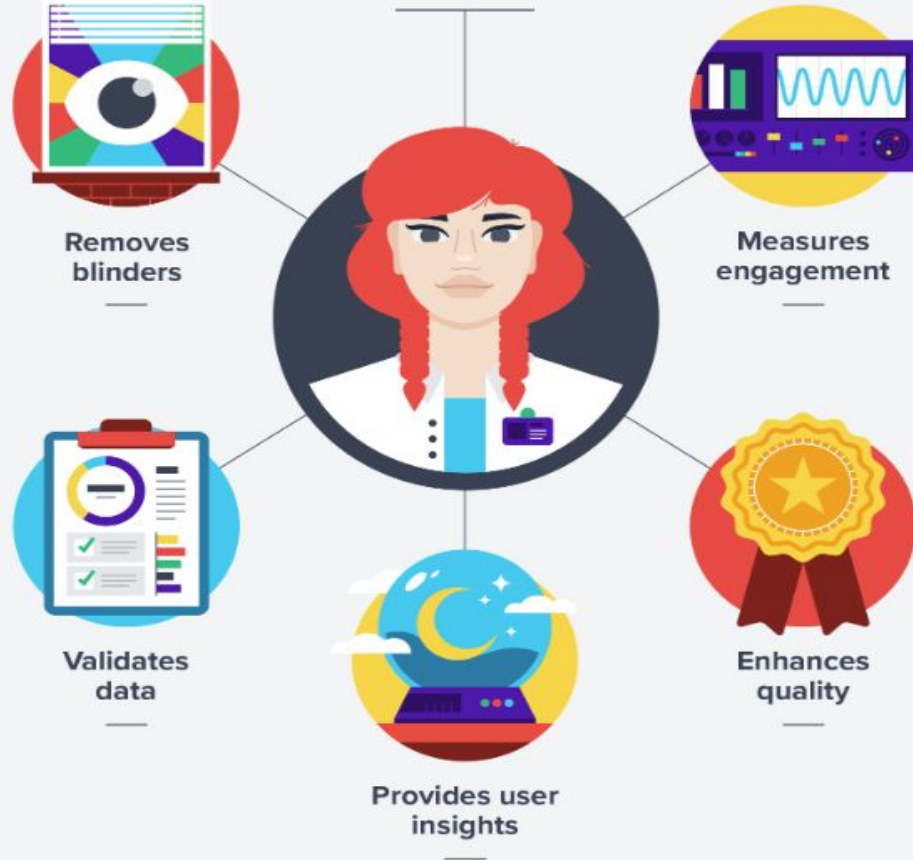
Usability Bug review

- Usability reviews are a structured means of examining the usability of an interactive system by evaluating it against a set of recognised usability best practice principles.
- Different types of usability review

  - **Scenario based reviews**

    Evaluate a system against likely user scenarios.
  - **Heuristic based reviews**

    Evaluate an interface against a set of usability heuristics.

Methodology of Usability Review

- Defining usability review scenarios.

   Use the 4Ws of evaluation, which are : Who,What,Why and Where.

- Walkthrough each scenario by asking the following questions at each step.

   -Will the user know what to do?
   -Will the user see how to do it?
   -Will the user know whether their action was correct?

- Fill out the usability review scorecard or checklist to keep track of scenarios of all the features.

Benefits of
Usability Testing

Removes blinders

Measures engagement

Validates data

Enhances quality

Provides user insights

Needs and Benefits

- Evaluating a pre-existing design to investigate potential areas for improvement.
- It helps in carrying out competitive benchmarking
- Quick and cheap to carry out.
- It has a wide scope. whereas usability testing generally evaluates a few specific tasks, usability reviews can quickly cover lots of different functions, usage scenarios and usability areas for a system.

Usability Testing: 7 Key Decisions

01 When should we test?

02 Moderated or Unmoderated?

03 In-Person or Remote?

04 How many users to test?

05 Which tasks / scenarios should we test?

06 What metrics should we collect?

07 How can we plan for impact?

Implementation in Project

- Executing usability reviews at early stage of design to identify premature issues.
- Implementing it on some product prototypes to explore the areas of improvements.
- Defining scenarios by using 4ws of evaluation.
- Carrying out heuristic part of usability review to cover all the features and functionality of web application.
- Tracking a scorecard for all features to compare it against usability criteria.
- Cover multiple scenarios with same persona from user point of view.

Resources Referred

- https://xd.adobe.com/ideas/process/user-research/guide-to-competitive-analysis-ux-design/
- https://www.userinterviews.com/ux-research-field-guide-chapter/diary-studies
- https://www.uxforthemasses.com/usability-reviews/
- https://designcode.io/ux-design-handbook-usability-review

THANK YOU