Chapter 6: Planning User Research

Chapter 7: Understanding Potential Users and Customers

Chapter 9: Other Sources of Information and Inspiration
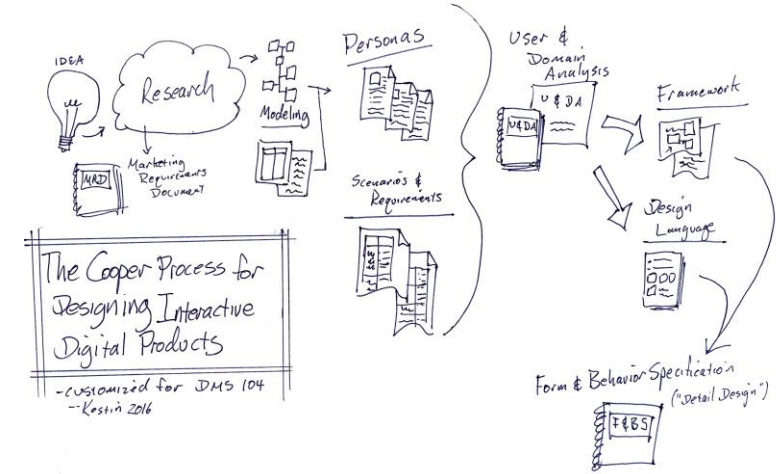
Chapter Summaries

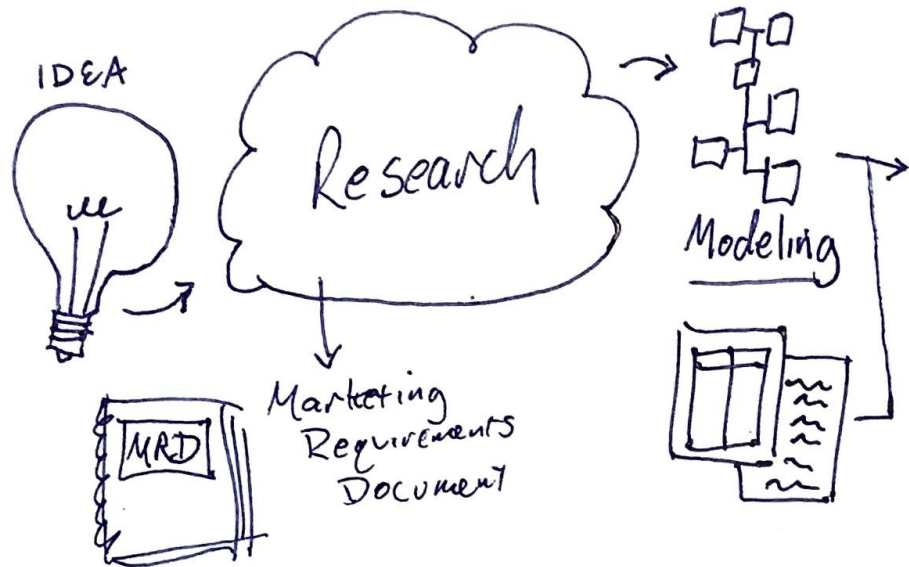# The Cooper Design Process

The Process, up to now...

1. Design team formed

2. Stakeholder(s) presented an idea

3. The design team responded with a Marketing Requirements Document
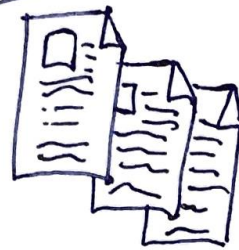
Research began...

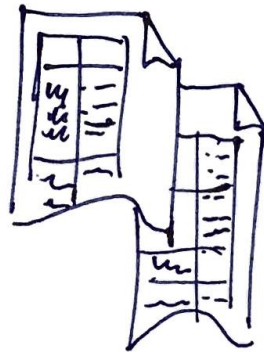4. Design team met with the stakeholder(s)

What's next?

IDEA

Research

Modeling

Personas

Scenarios & Requirements

User & Domain Analysis

U & DA

U&DA
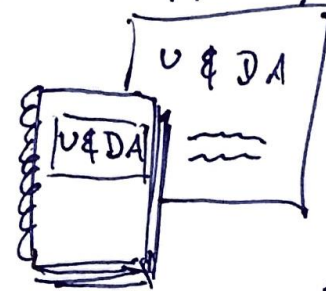
Framework

Design Language

Marketing Requirements Document

MRD

The Cooper Process for Designing Interactive Digital Products

—customized for DMS 104
—Kostin 2016

Form & Behavior Specification ("Detail Design")

F&BS

Chapter 6: Planning User Research

- Focus of this chapter is on figuring out interviews
  - Define user roles
  - Choose how many potential users to interview for each role
  - Recruit/Screen → schedule

Also in Chapter 6…

- Introduction to the book's sample design problems:
  - LocalGuide
  - Room Finder
- Recruiting and scheduling types, and hints & tips

Chapter 7: Understanding Potential Users and Customers

- Use interviews to look for workflow, frustrations, goals,
- Conducting customer interviews
  - How to structure user interviews (agenda)
  - Examples of questions to ask customers, and how to conduct the interviews
  - Need to focus on objects and data that users deal with
  - Need to focus on the relationships between them (1:1; 1:n; n:n)
  - Focus on actions users need to take with their objects and data
- Use the interview to collect artifacts; photos

Chapter 9: Other Sources of Information and Inspiration

Suggestions of other research methods, besides user interviews

- Public-space observation
- Mystery shopper
- Diaries
- Surveys (a big topic)
- Web Analytics
- Focus groups
- Card sorting
- Competitive analysis
- Literature and media

Assignments

1. Checkpoint: turn-in Stakeholder notes

2. Prepare for Focus Groups (starting Tuesday)
   - Participant selection
   - Discussion prep
   - Scheduling

3. Checkpoint: turn-in research plan (due Tuesday)
   - Interview plan
     - Interaction focus
     - Visual focus
     - Industrial focus
   - Other sources