Week 6 (1/3)

In this article, Fabricio Teixeira tells us how to properly interview users. Gives some good practices for asking users the right questions and asking them in the right way. The most important thing I learned after reading it is that when framing the interview questions don't rush to ask questions that will affect the answer in order to get the job done. I sometimes ask questions that I already know the answer to and even go back at times to lead the user, which can really hinder the extraction of unbiased results. Another problem is that I need to learn to control my reactions, and sometimes for other opinions given by the user I will promptly explain or refute. This is completely wrong, I should not be afraid to accept different voices and if users feel that you are defensive about the feedback they provide, they will stop providing you with honest answers. This would defeat the purpose at the beginning.

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In this article, Lindsey Renee shares some tips on how to run a smooth and effective remote study. The most important thing I learned in this article is not to rely too much on memory; extracting information through recall is extremely undesirable. Talking is an essential part of remote research, and too much of it can lead to memory fatigue. I should learn to get their permission and record their calls so that I can refer to them when distilling my findings. Recording user sessions means I don't have to rely on my own memory to reflect on the learning, although this can add a lot of synthesis time. In many meetings, whether face-to-face or by telephone, I rely too much on memory. Because I can't record the back and forth very clearly, this can often lead me to arbitrary or ambiguous situations.  
I also learned to learn to make a backup plan, which sounds common but we rarely really think about it. Sometimes a backup plan may not work, but in an emergency, it can be very effective.

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In this article, Jon Peterson tells us how to conduct UX research when we don't have direct access to users. And he suggests five options: app reviews, customer service logs, contact form emails, industry forums, and reviews of competitors. These five methods are very often in our life but I ignored them, especially about the contact me form, basically, every website will be present. Of course, what he describes are only five alternatives, and as the author says, whether it's preliminary research in the form of stakeholder interviews or test design iterations, there's still no substitute for actually talking to your user base. Being able to have a direct conversation with your users is the final effect.