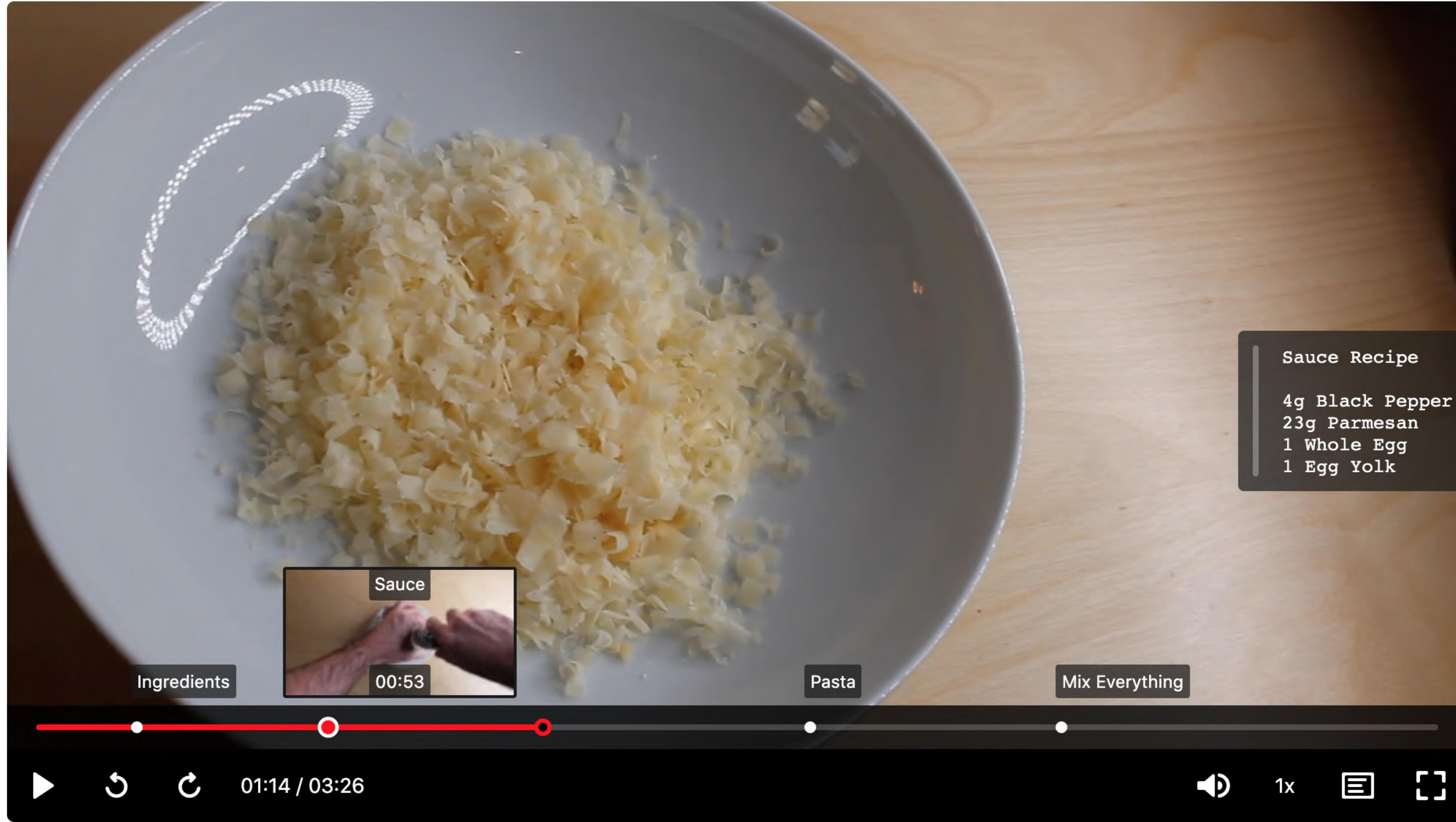


Nome ANDRÉ RAFAEL
Instituição IADT - DÚN LAOGHAIRE
Título MASTER OF SCIENCE IN USER EXPERIENCE DESIGN

Aprendi no Mestrado em UX Design

- UX Design
- Empatizar
- Definir
- Idealizar
- Prototipar
- Testar



20 Heurísticas

Atalhos / Boas práticas

80 Pesquisa

Comportamento do Usuário

Empatizar

Explorar

- **Pesquisas**
- **Mercado**
- **Usuários**

Para 92% dos internautas, o consumo de vídeo é uma das principais atividades.

(We Are Social, 2019)

Vídeos menores e segmentados melhoram a capacidade de aprendizado do conteúdo.

(Clark & Mayer, 2012)

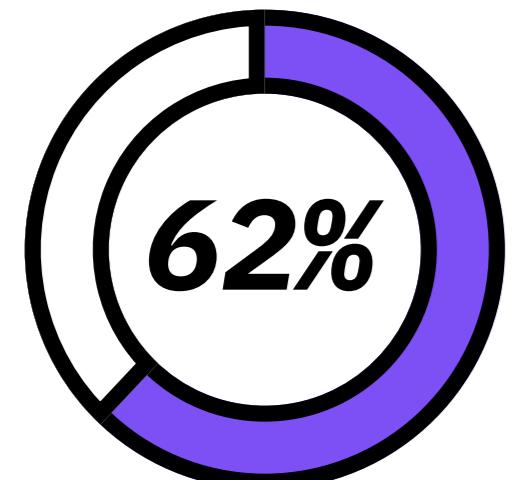
Google Scholar

MERCADO

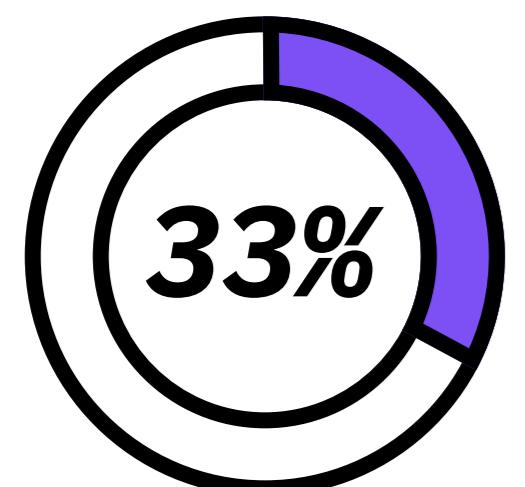
	 YouTube	 Udemy	 coursera	 egghead.io	 LinkedIn	 treehouse
Speed Control	●	●	●	●	●	●
Quality Control	●	●	●	●	●	
Timeline Preview	●	●				
Subtitles	●	●	●	●	●	●
Annotations		●	●			
Timestamps	●	●				
Bookmark Area		●				
Rewind / Forward	●	●		●	●	●
Lesson Code				●		
Miniplayer	●				●	
Autoplay	●	●	●	●	●	●
Transcripts	●	●	●	●	●	●

Prints + Tabelas

Quantitativa



Buscam por timestamps



Possuem dificuldades para achar informações dentro de vídeos

Qualitativa

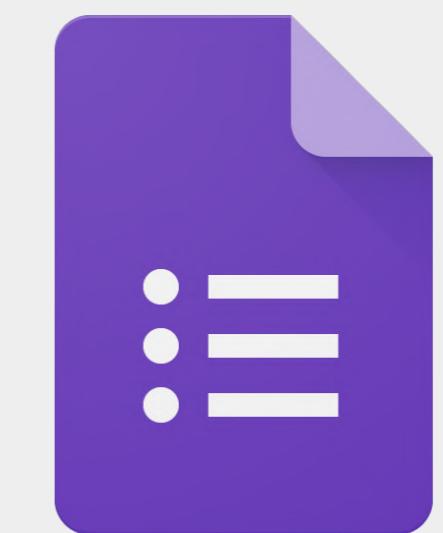
Seções nos Vídeos (52)

Busca no Vídeo (22)

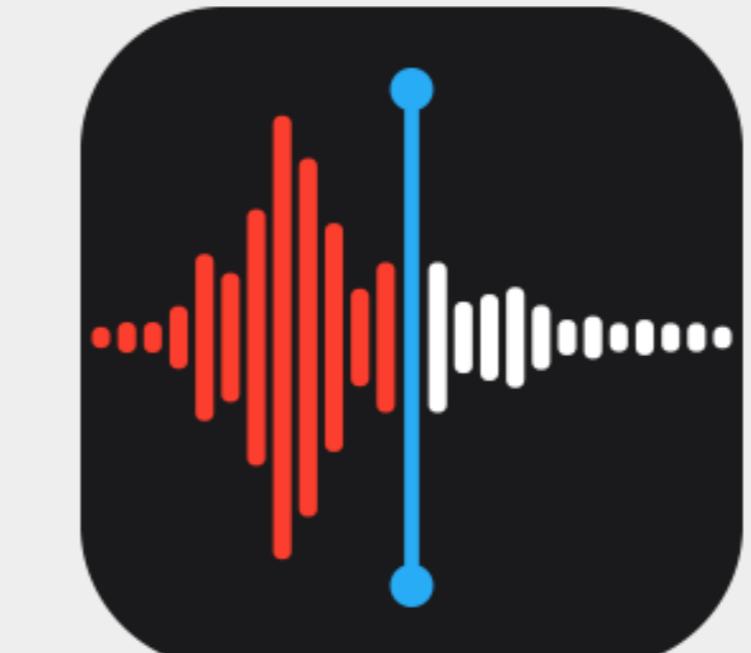
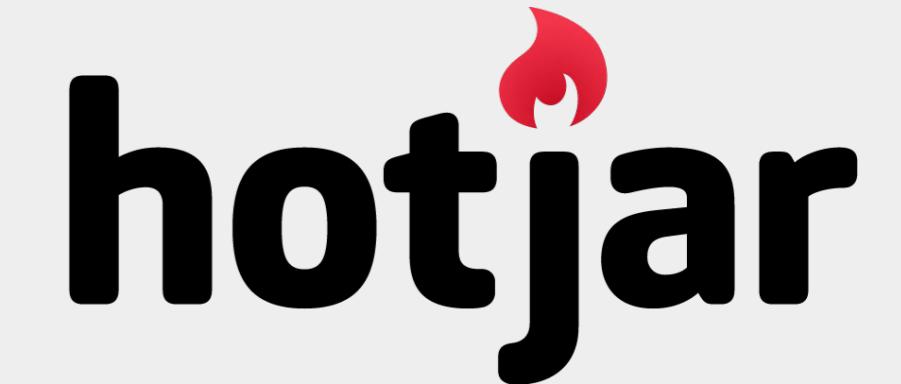
Questionários

Entrevistas

Observação de uso



Google Forms



Victor Paulo
30 years, postgraduate

"I want to get the next lead role at the company."

Background

Age	30
Status	Married
Education	Postgraduate
Location	Berlin
Income	80k

Goals/Motivations

- Wants to learn the new version of the library React.
- Wants to contribute with better code for his team.
- Wants to get a lead role in the next company project.

Skills

usage	infrequent	frequent
skill level	novice	expert
professional	un-experienced	experienced

Likes/Dislikes

likes	Travel	dislikes	Wasting time
	Program	Videos that do not	go to the point
	Photography	Crowd places	
	Art		

Pains

Will I have enough money to buy a better house for my kids, when I have them?

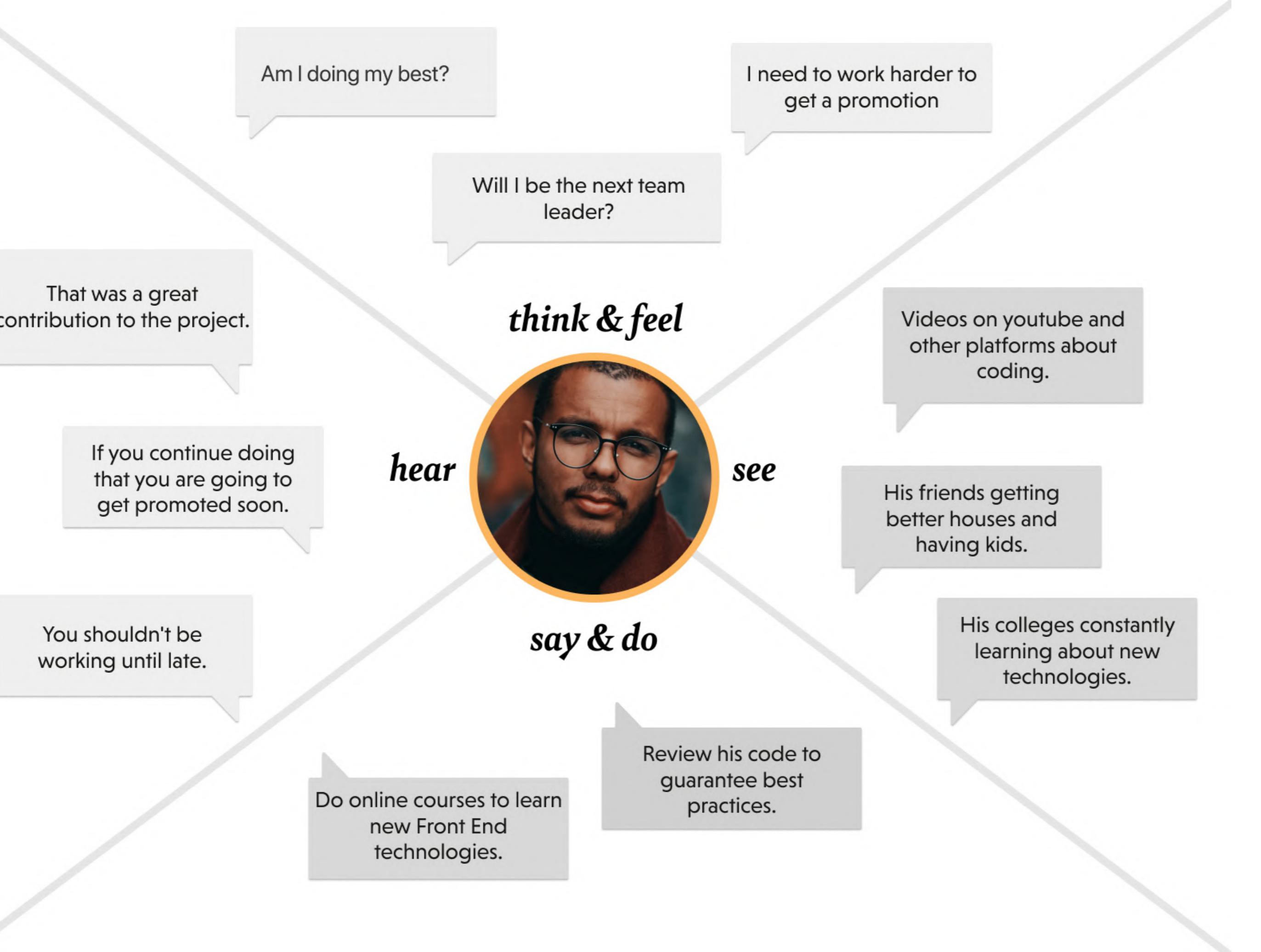
Am I contributing enough to the project?

Gains

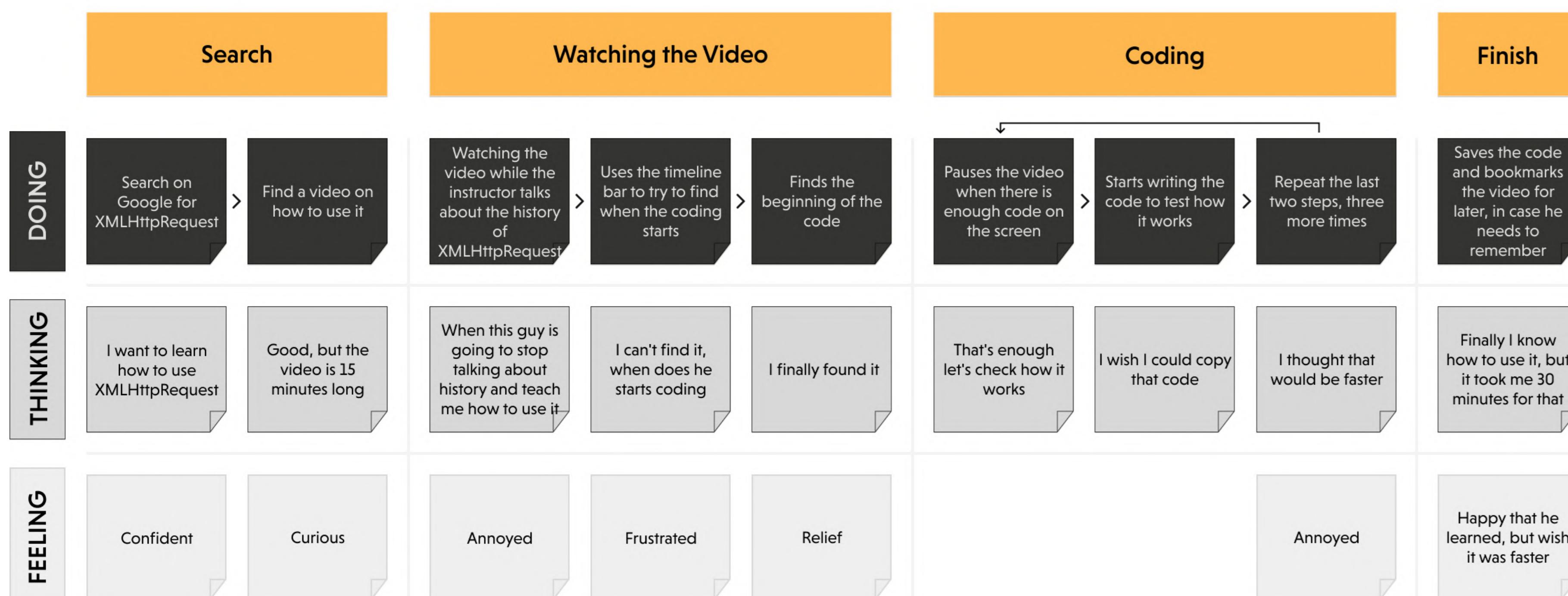
Improving his ability to code.

Getting good feedback from his manager.

*Photo by Marcos Paulo Prado on Unsplash



As is - Inside Video Search



Personas

Mapa de Empatia

Cenários

Storyboard

Jornada do Usuário

Definir

Como podemos melhorar a busca de informações dentro de um vídeo?

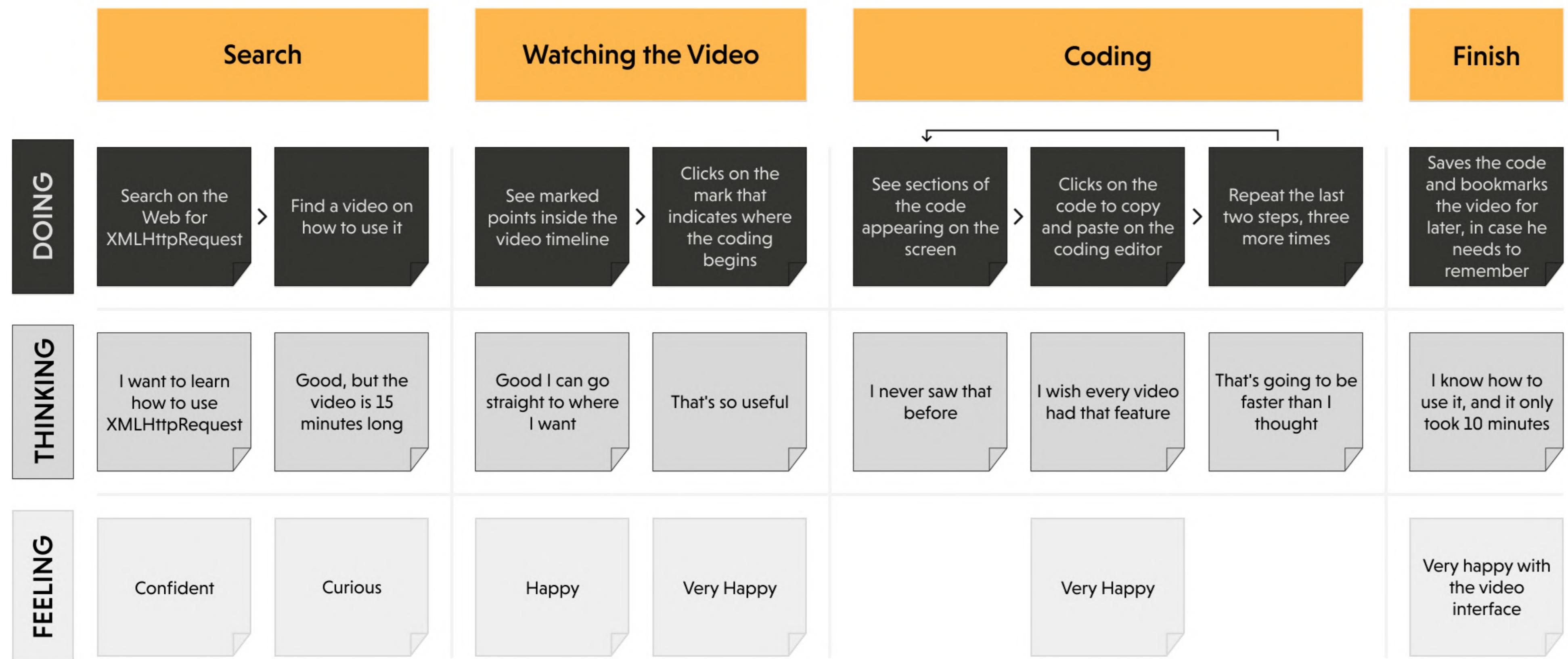
Será que o uso de timestamps, para segmentar um vídeo, torna a busca de informações mais efetiva?

DEFINIR

Idealizar

IDEALIZAR

To be - Inside Video Search



Brainstorming

Matriz de Prioridades

Cenário Ideal

MATRIZ

Custo

Machine Learning com
busca dentro do vídeo

Marcações
pelos alunos

Anotações

Copiar o código
dentro do vídeo

Timestamps
na timeline

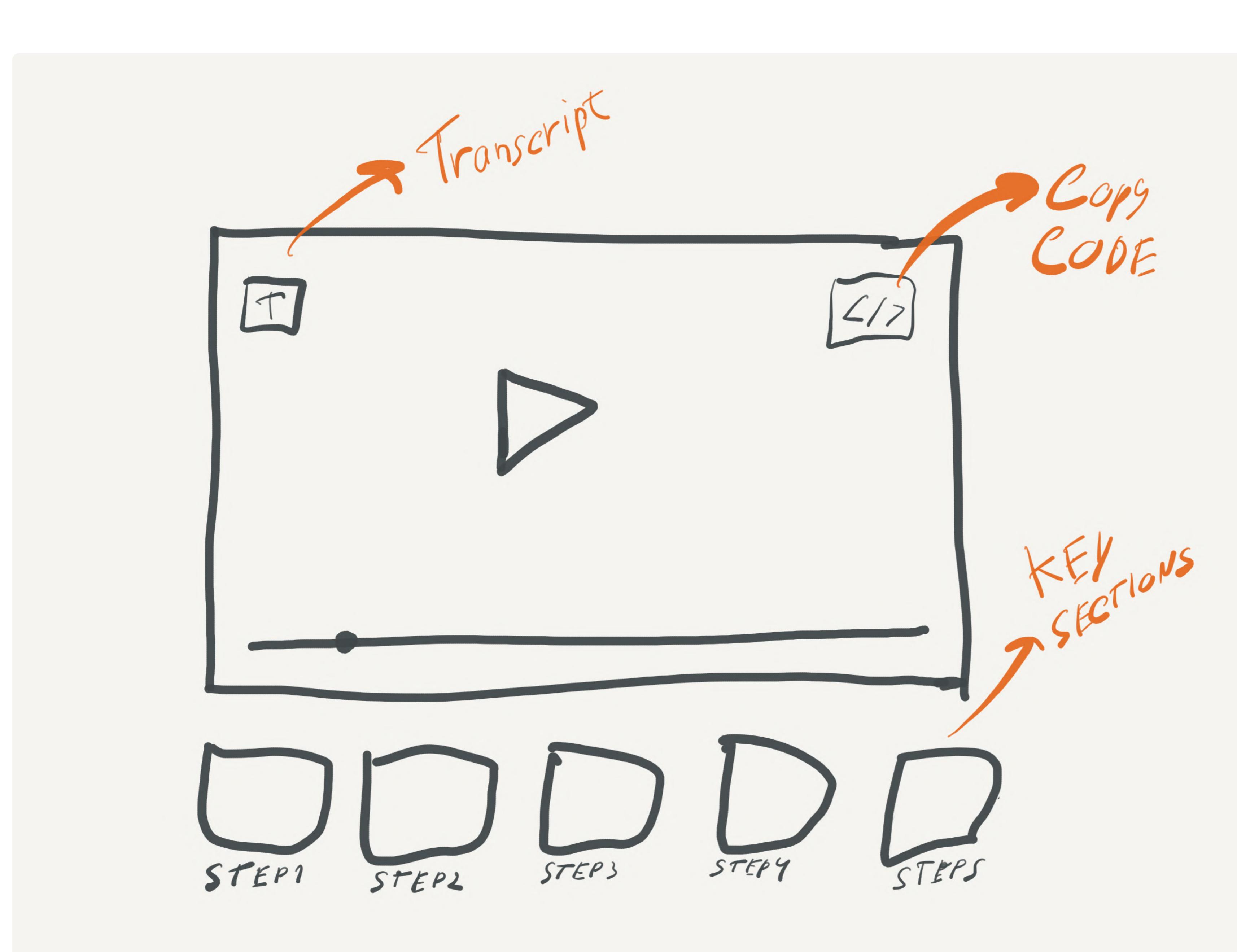
*impacto**

Prototipar

Protótipos

- Papel e Caneta
- Wireframe
- Alta Fidelidade

PAPEL E CANETA

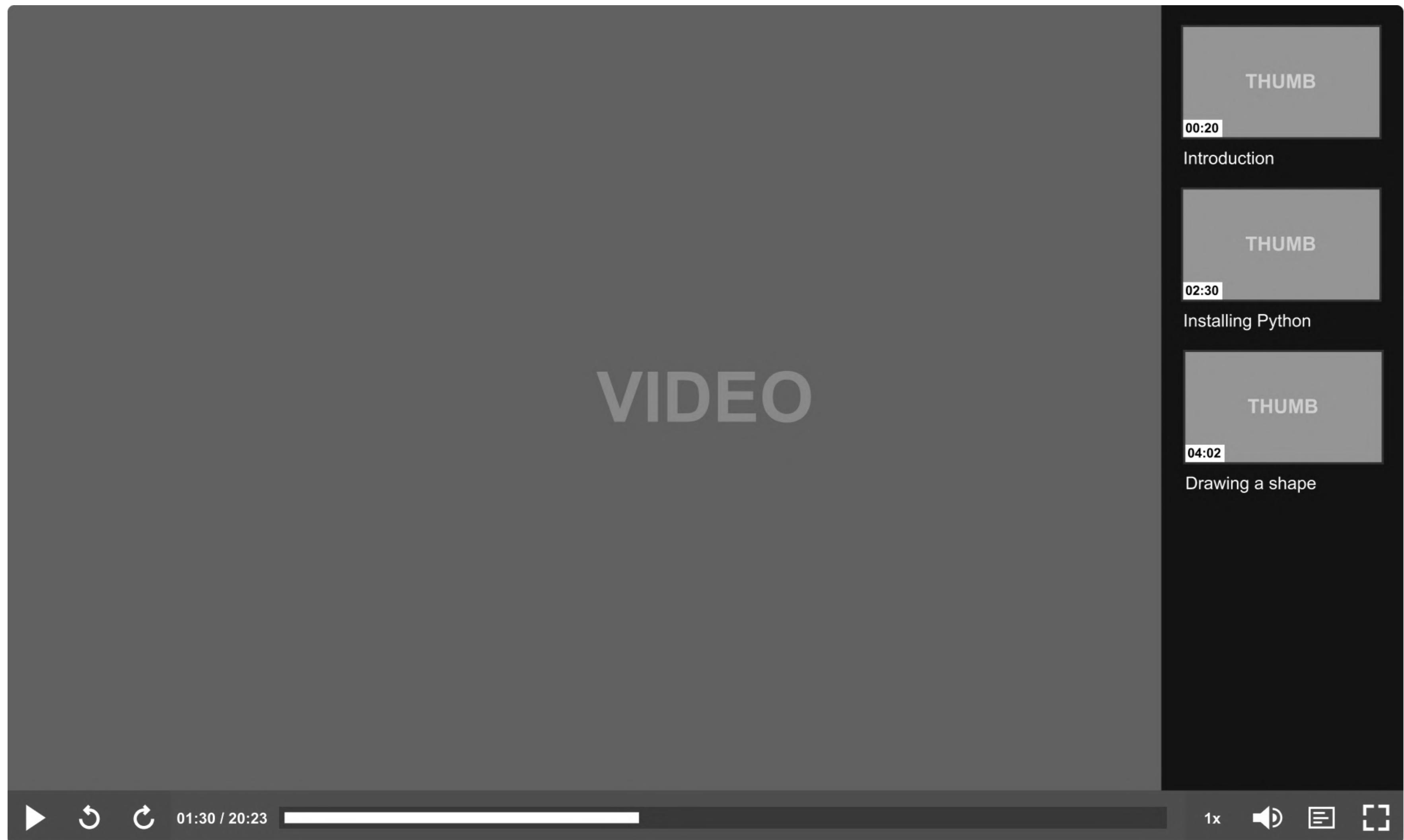


Baixo custo

Não se apega

Rápido

WIREFRAME



Interativo

Explorar Soluções
Funcionalidades



 COPY RECIPE

23g Parmesan

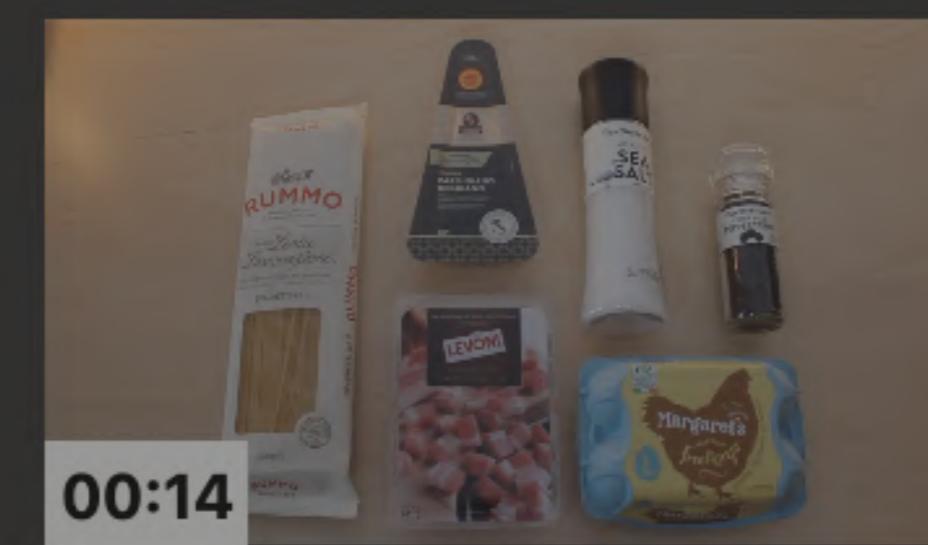


Sauce

01:08

▶ ⏪ ⏩ 01:06 / 03:26

🔊 1x []



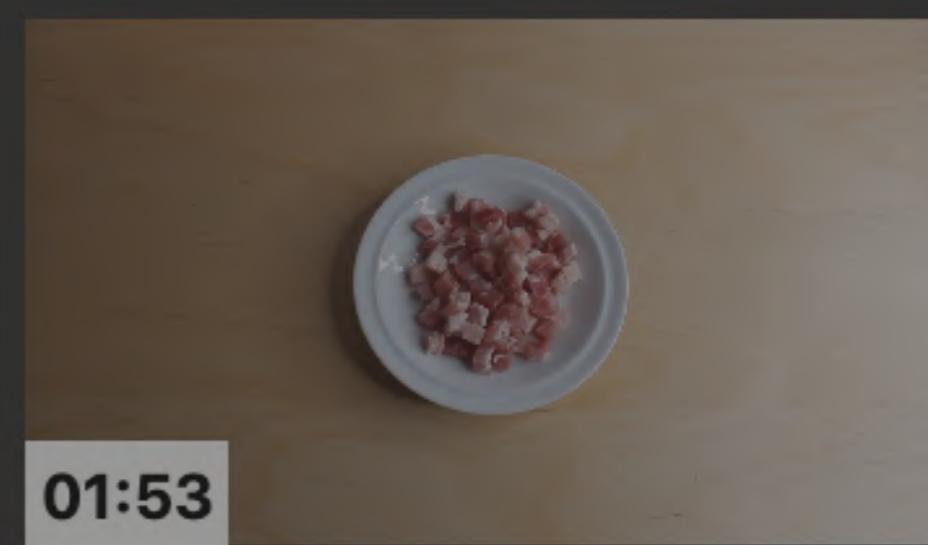
00:14

Ingredients



00:42

Sauce



01:53

Pasta



02:30

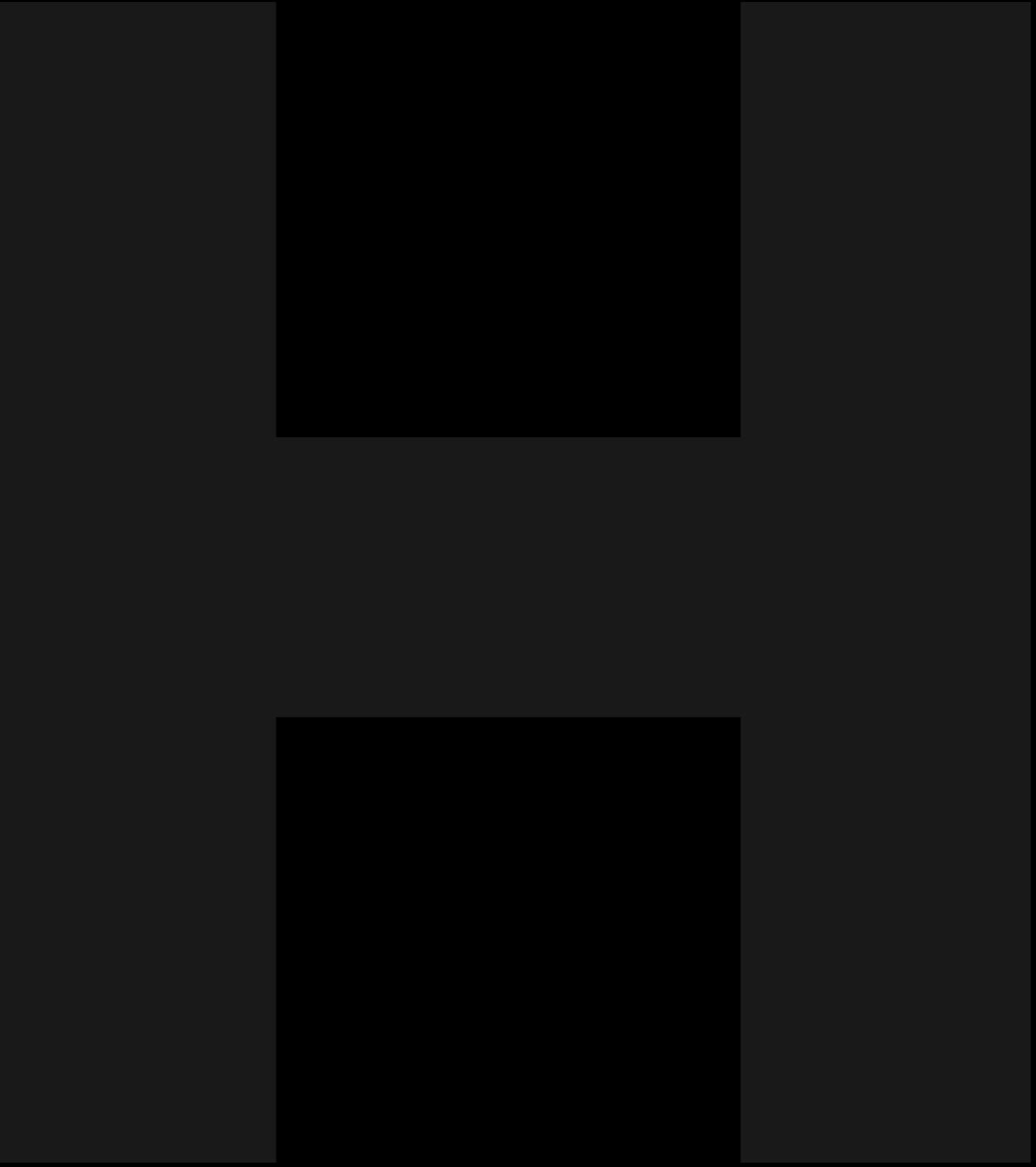
Mix Everything

Testar

Testar

- Roteiro / Processo
- Coleta de Dados
- Análise de Dados

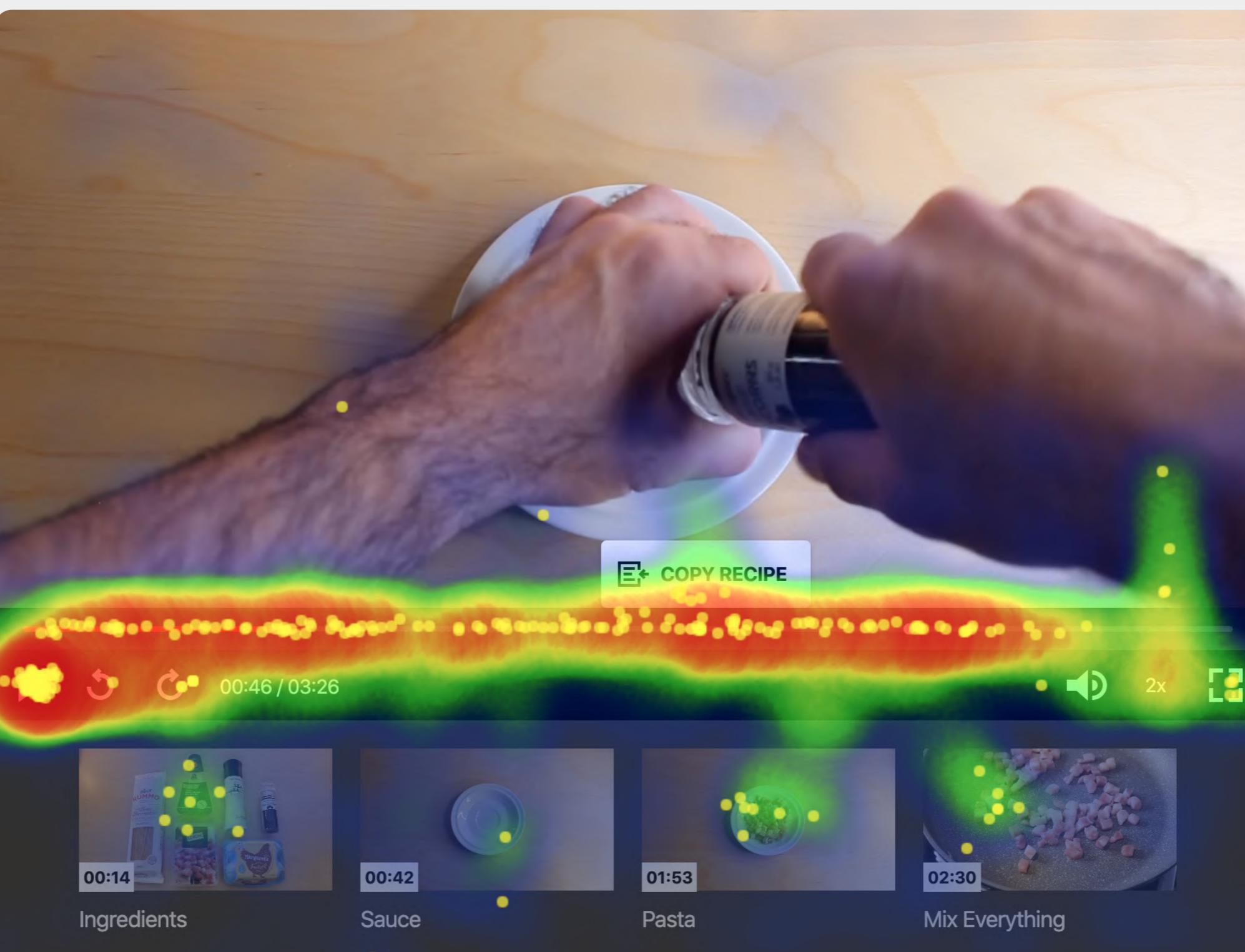
- O que será testado?
- Como será testado?
- Quais os dados serão coletados?
- Qual a ferramenta de coleta?
- É teste a/b? Quantas variações?
- Será utilizada alguma escala de avaliação?

- 
- 1 Os usuários **concluem as tarefas de codificação com mais rapidez** ao usar uma interface de vídeo interativa.
 - 2 Interfaces de vídeo interativas **facilitam a localização de conteúdo** dentro do vídeo.
 - 3 Interfaces de vídeo interativas **melhoram a satisfação geral do usuário** em tutoriais de codificação.

Tempo na Tarefa

Write down the function used to deal with errors. (Ex: function functionName () { const ... })

Mapa de Calor



System Usability Scale (SUS)

Post-test Questionnaire

I think that I would like to use this video player frequently.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I found the video player unnecessarily complex.

- Strongly Disagree
- Disagree
- Neutral

SUS Scale

- Instruções
- Termos de Consentimento
- Questionário Pré-teste
- Vídeo
- Questões do vídeo
- Questionário Pós-teste

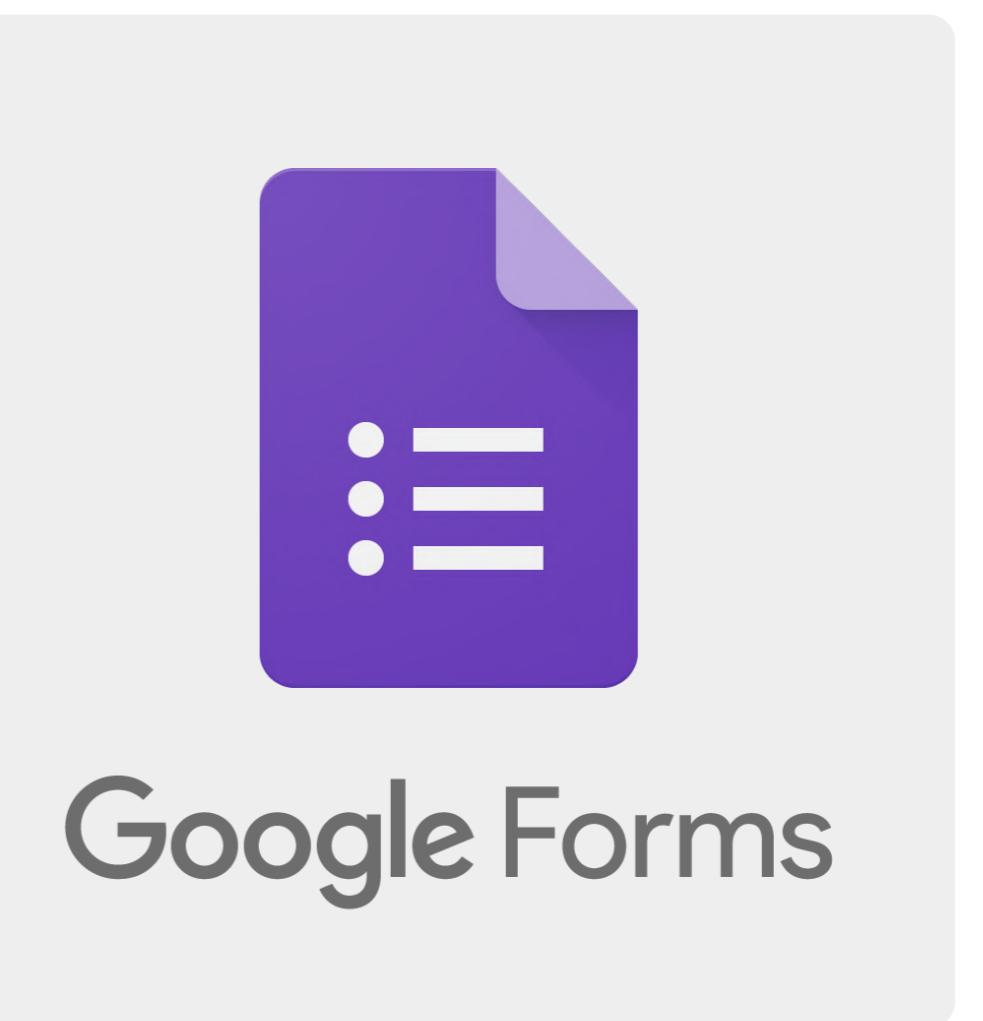
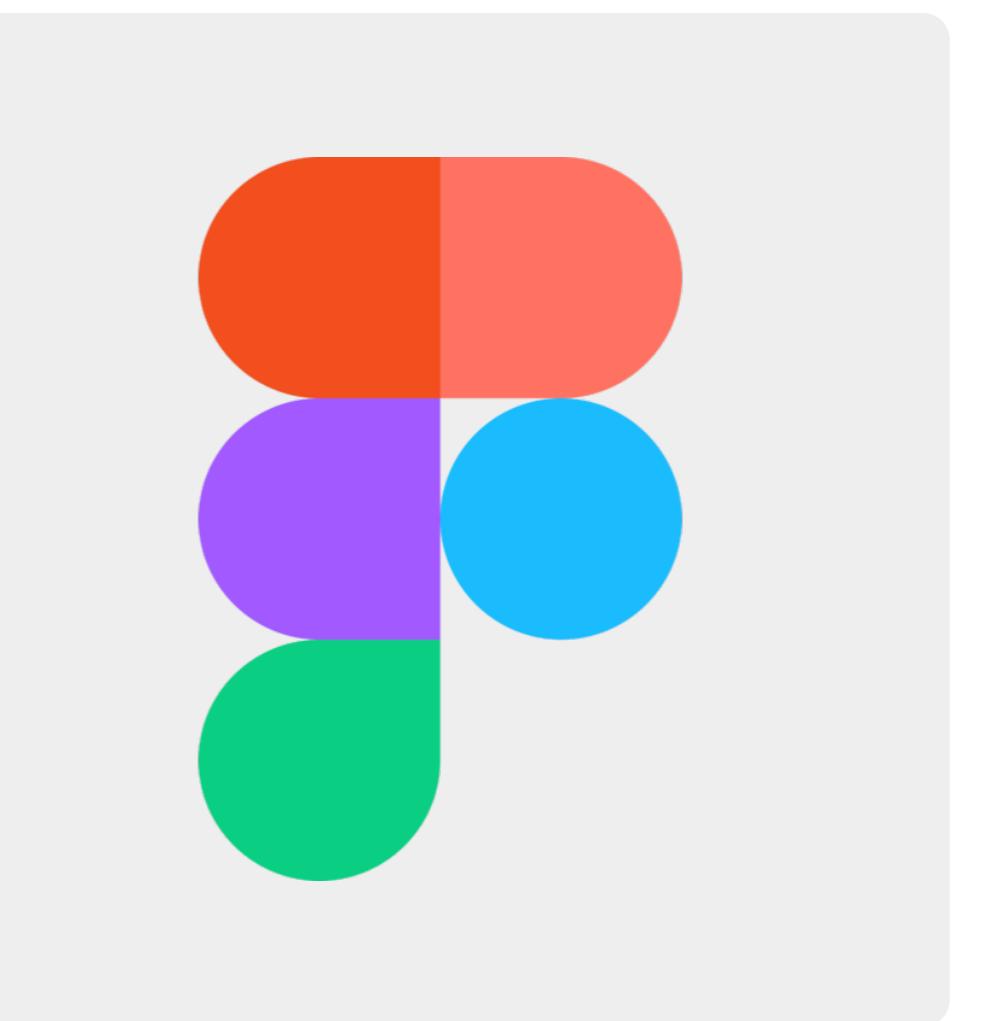
FERRAMENTAS

Welcome to my UX Research 🙌

My name is André Pais, and I am a MSc student at IADT. To help my research you are going to need:

- 🧘 A distraction free environment
- 💻 A laptop or desktop
- ⌚ The next 20 minutes free
- 💡 Basic JavaScript knowledge

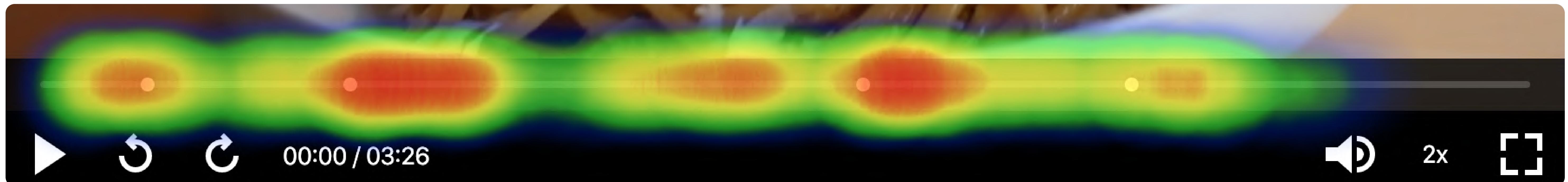
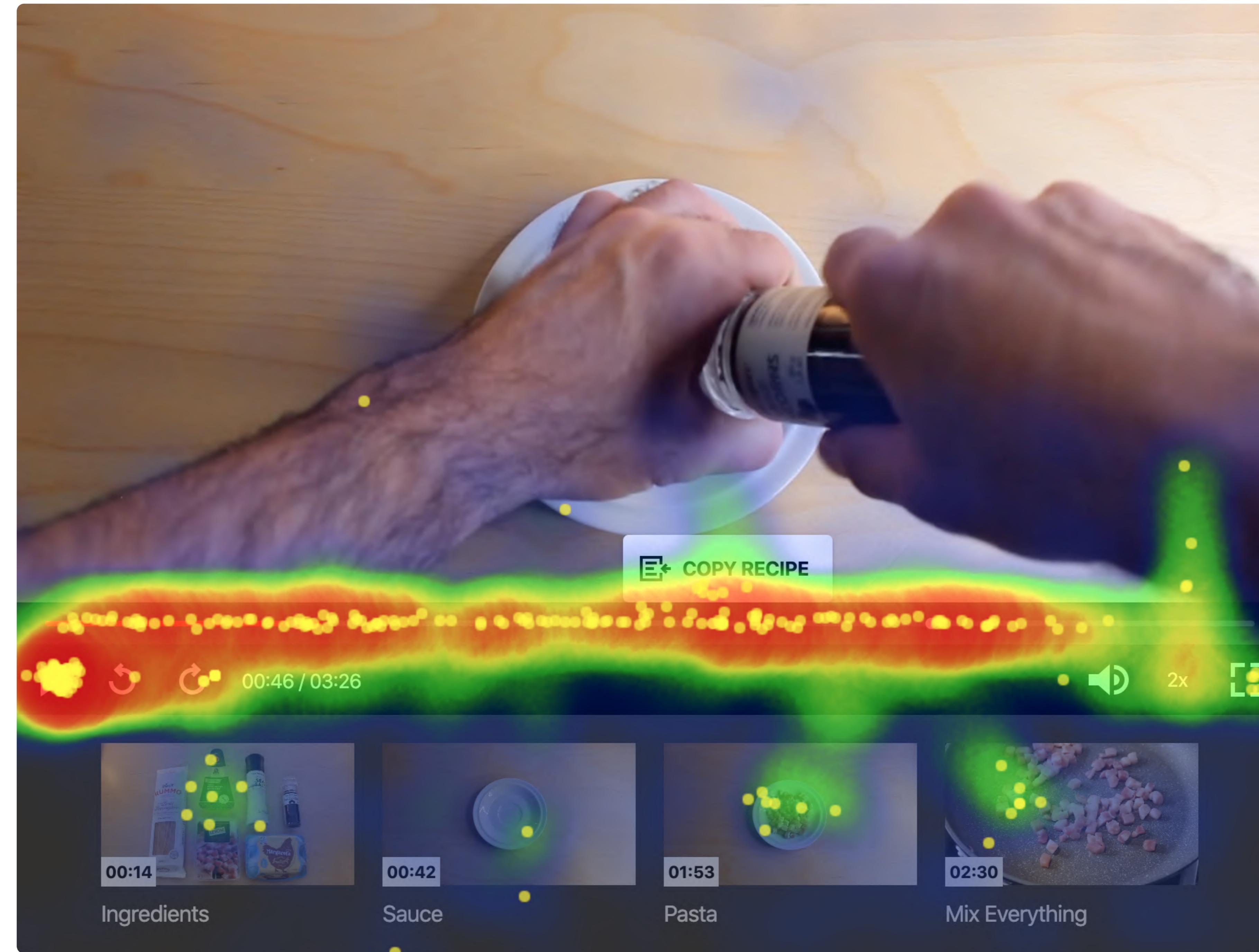
[Yes I can do it!](#)

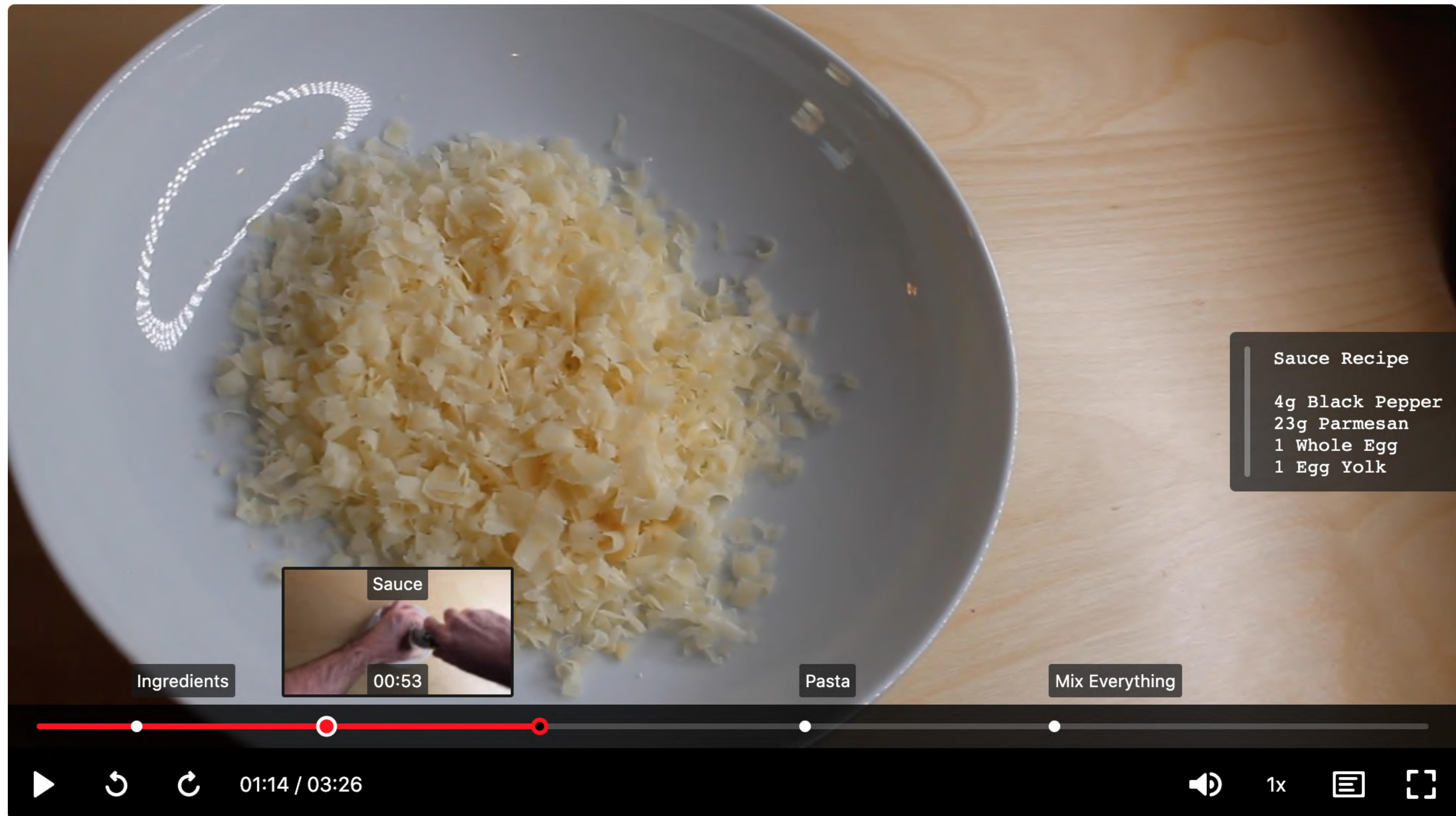


Google Forms



TESTE
INICIAL





Tempo na tarefa

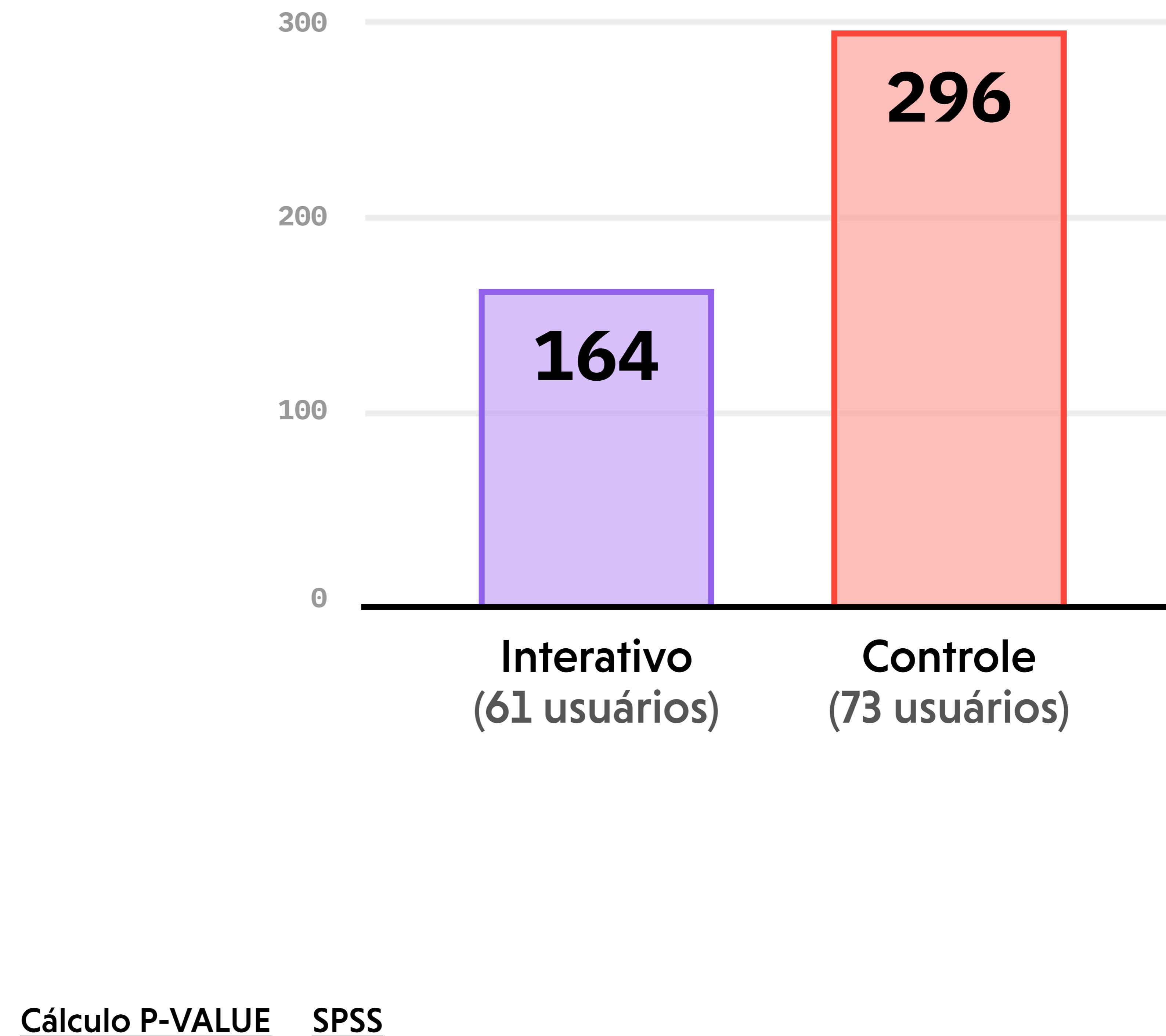
Two-tailed test of significance (segundos)

P-VALUE < 0.001

H1 Os usuários concluem as tarefas de codificação com mais rapidez ao usar uma interface de vídeo interativa.

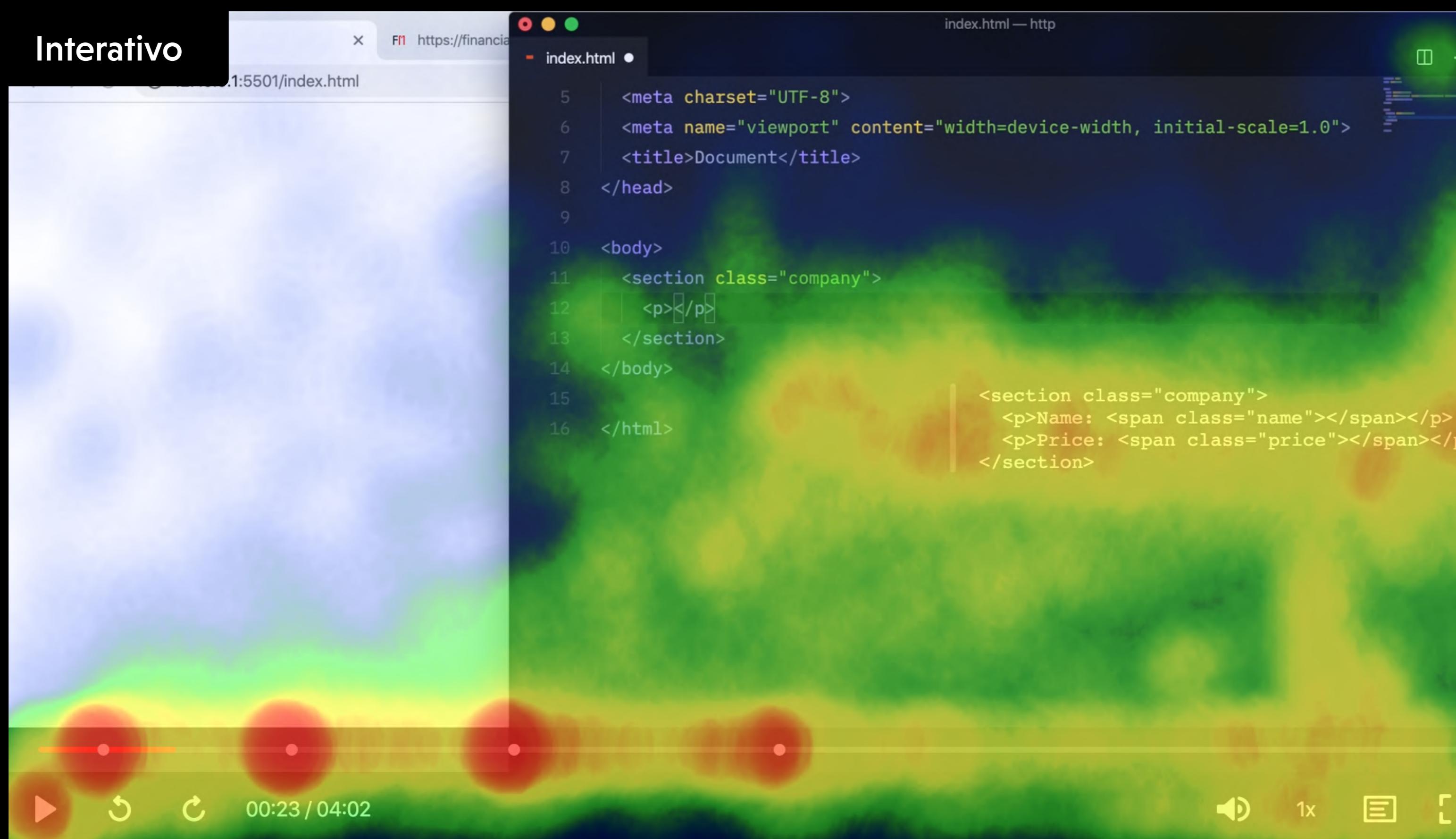
(hipótese nula rejeitada)

Média em Segundos

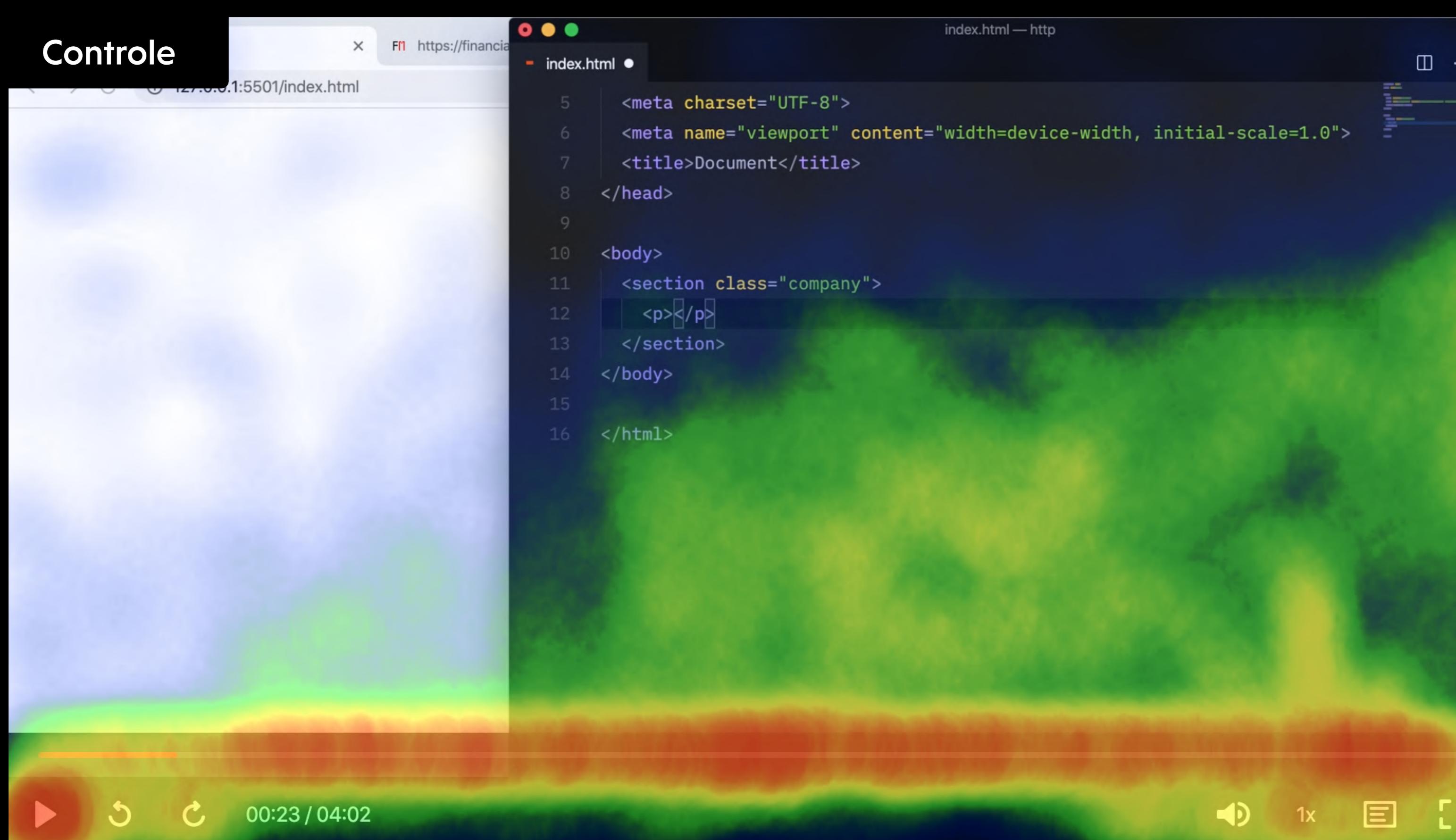


RESULTADOS

Interativo



Controle



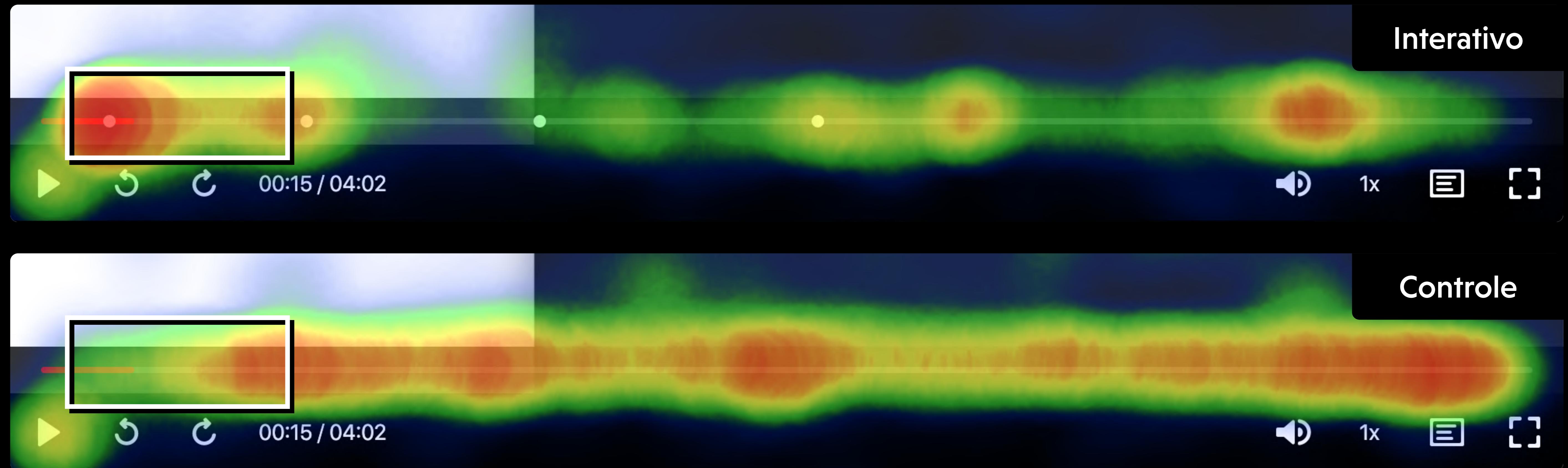
Localização

Interfaces de vídeo interativas
facilitam a localização de conteúdo
dentro do vídeo.

(hipótese nula rejeitada)

61221 interações

RESULTADOS



Atividade quando os usuários estavam respondendo à terceira pergunta.
O retângulo branco marca onde a resposta pode ser encontrada.

Satisfação

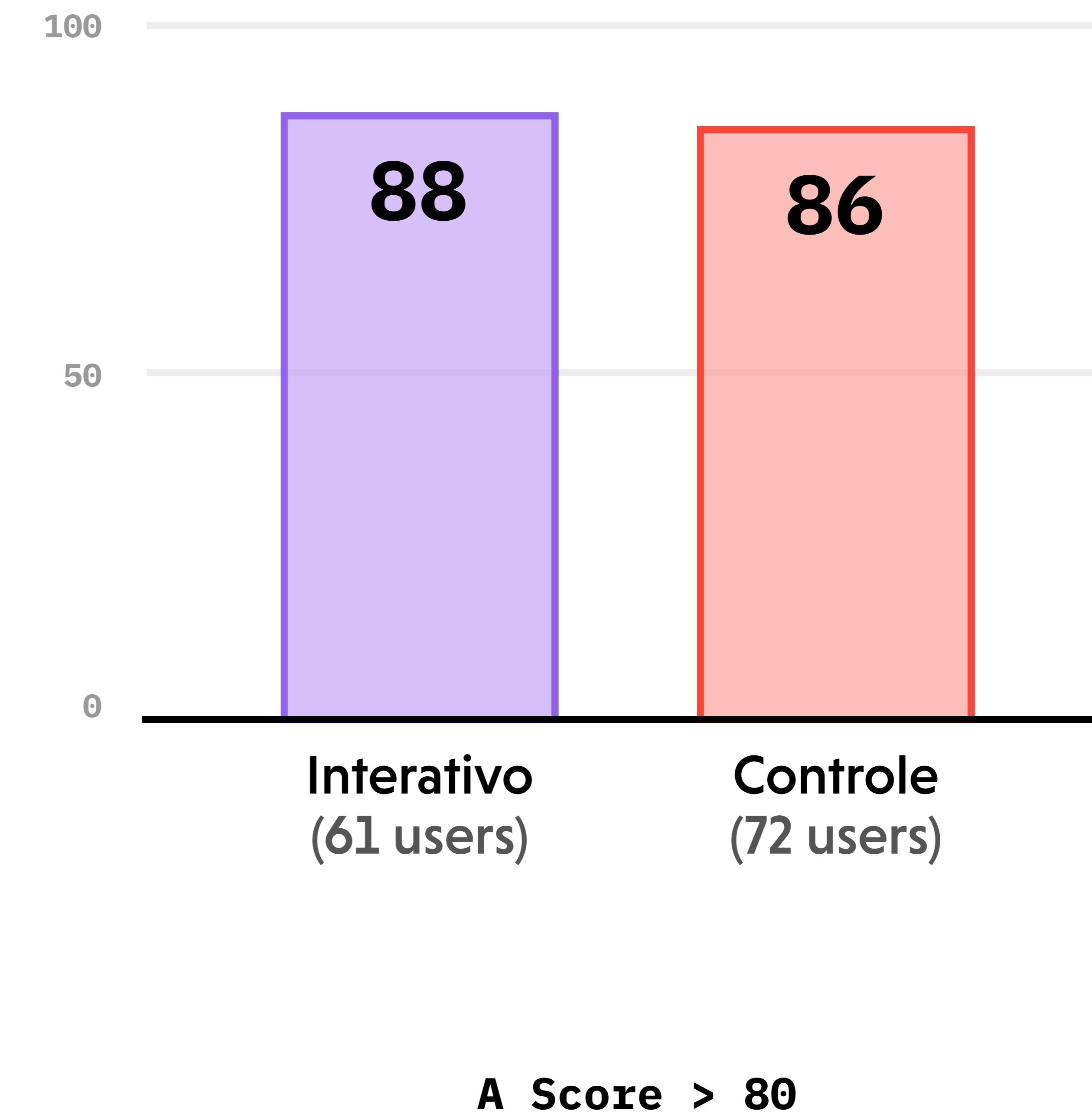
Two-tailed test of significance (SUS Score)

P-VALUE = 0.253

Interfaces de vídeo interativas melhoram a satisfação geral do usuário em tutoriais de codificação.

(falha em rejeitar a hipótese nula)

SUS Score



RESULTADOS

Repetir...

UX Design

Mestrado?

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