

Ostale metode odkrivanja potreb

Other needfinding methods

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Iskanje potreb - Različni pristopi in metode

Needfinding - Different approaches and methods

1. Etnografija – učenje preko potopitve/dela
2. **Intervjuji**
3. Opazovanje – razmišljanje na glas
4. Družno vrednotenje
5. Vprašalniki
6. Fokusne skupine
7. Študija dokumentacije
8. Primerjanje konkurenčnih izdelkov
9. Sonde navdiha (kulturne, oblikovne)
10. Študije z dnevnikom

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2. Intervjuji

2. Interviews

Intervju posebej

Intervju + druge metode odkrivanja potreb

Interview only

Interview + other needfinding methods

Vloga intervjujev / The role of interviews

- Pomembni za dvostransko komunikacijo in boljše razumevanje
 - Vnaprej pripravljena vprašanja z možnostjo odmika in ponovnega vračanja nanje
 - Specifična vprašanja (več kasneje oz. na naslednjih predavanjih)
 - Interpretiramo vprašanja skupaj z uporabniki (uporaba terminologije uporabnika)
 - Na koncu se vprašamo: "Kaj bi morali vprašati?"
 - Snemanje in transkripcija.
- Important for bilateral communication and better understanding
 - Prepared questions with the possibility of moving away and returning back to them
 - Specific questions (more later or next lectures)
 - Interpreting answers together with users (using user terminology)
 - Finally, we ask: "What should we ask?"
 - Recording and transcription.

Izbira udeležencev / Selecting users

- Predstavniki ciljne skupine uporabnikov
- Sedanji uporabniki podobnega sistema
- Ne-uporabniki
- Representatives of the target audience
- Current users of a similar system
- Non-users

Če na primer oblikujemo

... sistem za podporo
predavanjem.

For example, if we design

... a lecture support system.

Koga bomo intervjujali?

Who are we going to interview?

Kako dobimo uporabnike / How do we get users

- V podjetju
 - Preko socialne mreže (prijatelji, sorodniki)
 - Snowball effect
 - Uporabimo spodbudo in motiviramo!
- In the company
 - Through the social network (friends, relatives)
 - Snowball effect
 - Use the stimulus and motivate!

Približek uporabnikov je boljše kot nič!

Approximate users are better than nothing!

Vrste intervjujev / Types of interviews

- Strukturiran (structured)
 - Nestrukturiran (unstructured)
 - Delno strukturiran (semi-structured)
- Structured (structured)
 - Unstructured
 - Partially structured (semi-structured)

Začetek intervjuja / Starting an interview

- Se predstavimo in razložimo namen intervjuja?
- Intervju je o njih in ne o vas!
- Začnemo z odprtimi, nepristranskimi vprašanji.
- Pustimo uporabniku odgovoriti.
- Introduce ourselves and explain the purpose of the interview?
- Interview is about them, not you!
- We begin with open, impartial questions.
- Let the user answer.

MOLK je ZLATO

vsaj malo

SILENCE is GOLDEN

at least a little

Kašna vprašanja so dobra?
What are good questions?

“So dnevne posodobitve pomembne?”

"Are daily updates important?"

"Želite več prostora v trgovinah?"

"Would you like aisles with less clutter?"

”Kaj želite od novega izdelka?”

“What would you like in a tool?”

Slaba vprašanja / Bad questions

Kaj bi naredili v hipotetični situaciji?

What would you do in a hypothetical situation?

Kako pogosto počnete določeno stvar?

How often do you do a certain thing?

Določite nekaj na absolutni lestvici ?

Define something on the absolute scale?

Binarna vprašanja?

Binary questions?

Ljudi sprašujemo o stvareh v katerih so eksperti.

“Povejte mi zgodbo o sebi.”

We ask people about things they are experts in.

"Tell me the story of myself."

Vprašanja o izdelku / Questions about a product

- Kako izvedete nalogo x?
- Zakaj morate izvesti nalogo x?
- Pod kakšnimi pogoji opravite nalogo x?
- Kaj storite preden izvedete ...?
- Katere podatke morate ...?
- S kom morate komunicirati da ...?
- Kaj uporabljate za ...?
- Kaj se zgodi, ko vas ...?
- Kaj je rezultat ali posledica , če ...?
- Kaj je rezultat ali posledica, če NE ...?
- How do you perform task x?
- Why do you need to perform task x?
- Under what conditions do you perform task x?
- What do you do before ...?
- What information do you need ...?
- Who do you have to communicate with ...?
- What are you using for ...?
- What happens when you ...?
- What is the result or consequence if ...?
- What is the result or consequence if NO ...?

Odprta vprašanja / Open-ended questions

Zgoraj smo omenili nekaj odprtih vprašanj

We raised some of the outstanding issues above

Zakaj ste to naredili?

Kako ste to naredili?

Zakaj to počnete na ta način in ne na drugačen?

Kaj morate narediti, preden lahko storite to?

- Why did you do this?
- How did you do that?
- Why do you do this in this way and not differently?
- What do you need to do before you can do this?

Pokažite mi prosim rezultate tega opravila.

Ali pride kdaj do napak, ko ...?

- Če je odgovor “da” poskušamo ugotoviti kje, kdaj, zakaj in kako se uporabnik znajde.

Kako ugotovite, da je prišlo do napake in kako zaobidete, rešite napako?

- Nielsen et al, CHI 1986
- Spodbujamo odstopanja!
- Zaposimo za dodatne pojasnitve!

Kaj mislite, da bi vas lahko še vprašal?
Kaj se vam zdi najbolj pomembno?
Kje imate težave? Kateri postopek od teh je nejasen?

Show me the results of this task.

Does this lead to errors ...?

- If the answer is yes, we try to find out where, when, why, and how the user finds out.

How do you find out that there was an error and how to get around, fix the error?

- Nielsen et al, CHI 1986
- We encourage deviations!
- We ask for further clarifications!

What do you think I could ask you?
What do you find most important?
Where do you have problems? Which procedure is unclear?

INTERVIEWING

- FACING ONE ANOTHER
- OPEN-ENDED QUESTIONS
- OBJECT TO REFER TO



USABILITY TESTING

- RESEARCHER OBSERVING
- USER THINKS ALOUD
- FOCUS ON THE DESIGN



Intervju s strokovnjaki področja

Interview with domain experts

Strokovnjak opiše kako je treba storiti
(ni nujno enako kot kako se to trenutno izvede)

The expert describes how tasks need to be done
(not necessarily the same as they are done)

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3. Opazovanje – razmišljanje na glas

Observing – think aloud

- Opazujemo uporabnika početi opravilo, ki nas zanima
- Spodbujamo uporabnika ubesediti svoja dejanja, razmišljanja.
- Snemamo (z dovoljenjem)
- Ni vsak uporabnik dober pri tem
- Velikokrat je težko izvajati opravila dolgo časa in pri tem govoriti – potrebujemo odmore
- We observe the user do the task that interests us
- We encourage the user to embody his actions, thoughts.
- We record (with permission)
- Not every user is good at it
- It's often difficult to perform tasks for a long time and talk about it - we need breaks

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Exercise 2

Volunteers.

Think aloud and set the alarm clock for 7 am tomorrow morning and repeat on a weekly basis for 4 weeks.

4. Družno vrednotenje

Cooperative Evaluation

- Uporabnik na isti ravni kot je raziskovalec.
 - Nanj gledamo kot na sodelavca
 - Prijateljski pristop
 - Sproščeno različica “razmišljanja na glas”
 - Oba lahko sprašujeta vprašanja.
- The user is at the same level as the researcher.
 - We look at him as a colleague
 - Friendly approach
 - Relaxed version of “think aloud”
 - Both can ask questions.

- Za odkrivanje napak v začetnih fazah dela
 - Lahko s prototipi
 - Raziskovalec tudi izvaja naloge/opravila, se pogovaja z udeležencem, zastavlja vprašanja ...
 - Na koncu na kratko povzamemo potek, napake, težave ...
- To detect errors in the initial stages of work
 - It can be with prototypes
 - The researcher also performs tasks, talks with the participant, raises questions ...
 - In the end we briefly summarize the work flow, mistakes, problems ...

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5. Vprašalniki

Questionnaires

- Se moramo predstaviti, namen raziskave, kaj bomo z rezultati ...
- Vprašanja jasna in natančna
- Vprašanja zaprtega tipa potrebujejo vse možne odgovore
- Velikokrat pustimo dodatno možnost odgovora
- Lahko imamo par odprtih vprašanj (ljudje pravijo zgodbe)
- Preden damo vprašalnik v javnost ga preiskusimo
- Uporabimo lahko enaka vprašanja kot na intervjuju. Razlika je v nadaljnjih priložnosti.
- Na koncu ponudimo možnost, da jih seznanimo z rezultati. Povemo kaj bomo z njihovimi podatki (e-pošto). Nikoli ne izrabimo uporabnikov!!!
- We have to present ourselves, the purpose of the study, what we will do with the results ...
- Questions clear and precise
- Closed questions need all possible answers
- Often leave an optional response option
- We can have a couple of open questions (people say stories)
- Before we give the questionnaire to the public, we need to test it
- We can use the same questions as the interview. The difference is in the future.
- At the end, we offer an opportunity to send the results. Tell users what we'll do with their data (e-mail). Never cheat the users !!!

Vrste vprašanj

Type of questions

- Sedem možnosti na Likert lestvici
- Seven point Lickert scale

Example Likert Scale

1. Wikipedia has a user friendly interface.



2. Wikipedia is usually my first resource for research.



3. Wikipedia pages generally have good images.



4. Wikipedia allows users to upload pictures easily.



5. Wikipedia has a pleasing color scheme.



- Razvrstite opravila od najbolj do najmanj pomembne (seznam)
 - Naštejte štiri najpomembnejše naloge, ki jih morate opraviti (odprto vprašanje)
 - Naštejte katere podatke morate imeti, preden izberete odločitev o X (glede na pomembnost)
 - Ali imate še kaj za dodati na temo vprašalnika? (odprto vprašanje za na konec)
-

- Sort tasks from the most up to the least important (list)
- List the four most important tasks you need to do (open question)
- List what information you need to have before choosing a decision on X (in terms of relevance)
- Do you have anything else you would like to tell about the topic (of the questionnaire)? (open end question)

Primer vprašalnika / Questionnaire example

Travelling habits

Dear friend,

We are a small start-up company with bold dreams and goals. We would like to know more about your traveling habits and we would very much appreciate if you could spare 10 minutes to fill out our questionnaire. The questions are about traveling and acting in eco friendly way.

Yours truly,

Nika, Živa, Gordana and Monika from www.slotravel.eu

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Travelling habits

Dear friend,

We are a small start-up company with bold dreams and goals. We would like to know more about your traveling habits and we would very much appreciate if you could spare 10 minutes to fill out our questionnaire. The questions are about traveling and acting in eco friendly way. With your help we will be able to offer you and your fellow travelers a truly unique experience of Slovenia in the future.

Thank you in advance for helping us and for taking time to answer our questions.

To show our appreciation, we offer you a 10% discount on all of our services - we organize weddings, honeymoon packages and other personalized trips in Slovenia. You will find the discount code at the end of the questionnaire.

Yours truly,

Nika, Živa, Gordana and Monika from www.slotravel.eu

Sex

Age

Country

Marital status

Continue »



20% completed

What is your average traveling budget per day per person (plane tickets excluded)?

Do you like reading about the destination before traveling?

- ☐ Yes, I like to read all about the destination beforehand
- ☐ No, I like to get the information at the destination

What is your average traveling budget per day per person (plane tickets excluded)?

Please also state the currency.

Do you like reading about the destination before traveling?

- ☐ Yes, I like to read all about the destination beforehand
- ☐ I like to read some things about the destination beforehand and learn more as I travel.
- ☐ No, I like to get the information at the destination

How likely are you to recommend Windows 10 to a friend or colleague?

☒ 1

☐ 2

☐ 3

☐ 4

☐ 5

Extremely likely

Not at all likely

Why you gave this score.

☒ 1

☐ 2

☐ 3

☐ 4

☐ 5

Not at all likely

Extremely likely

Please explain why you gave this score.

I need you to understand that people don't have conversations where they randomly recommend operating systems to one another

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Fokusne skupine / Focus groups

- Skupina posameznikov - 3 do 10
 - Uporabite strukturiran niz vprašanj
 - Relativno poceni in hiter način za pridobitev znanja
 - Snemanje (z dovoljenjem)
- Group of individuals - 3 to 10
 - Use a structured set of questions
 - A relatively inexpensive and fast way to acquire knowledge
 - Recording (with permission)

Using Focus Groups in Research



<https://www.youtube.com/watch?v=ZLw0YXcseG0>

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7. Študija dokumentacije / Documentation study

- V primerih ko izboljšujemo izdelek/storitev
- V nekaterih primerih intervju s strokovnjaki
- Pogosto opisuje, kako bi stvari morale biti namesto kako so narejene
- Poskusimo razumeti, zakaj stvari niso bile narejene kot je zapisano v dokumentaciji
- In cases where we improve the product/service
- In some cases an interview with experts
- It often describes how things should be implemented instead of how they actually are
- We try to understand why things were not implemented as it is written in the documentation

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8. Primerjanje konkurenčnih izdelkov

Comparing competitive products

- Iščemo dobre in slabe ideje
 - Funkcionalnost
 - UI stil
- Izvedemo meritve z uporabniki za vzpostavitev nekih okvirov v našem novem sistemu (prekoračimo merjeno)
- We are looking for good and bad ideas
 - Functionality
 - UI style
- We measure users in how they perform tasks to set the baseline for our new system (we try to improve the results)

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10. Sonde navdiha / Probes

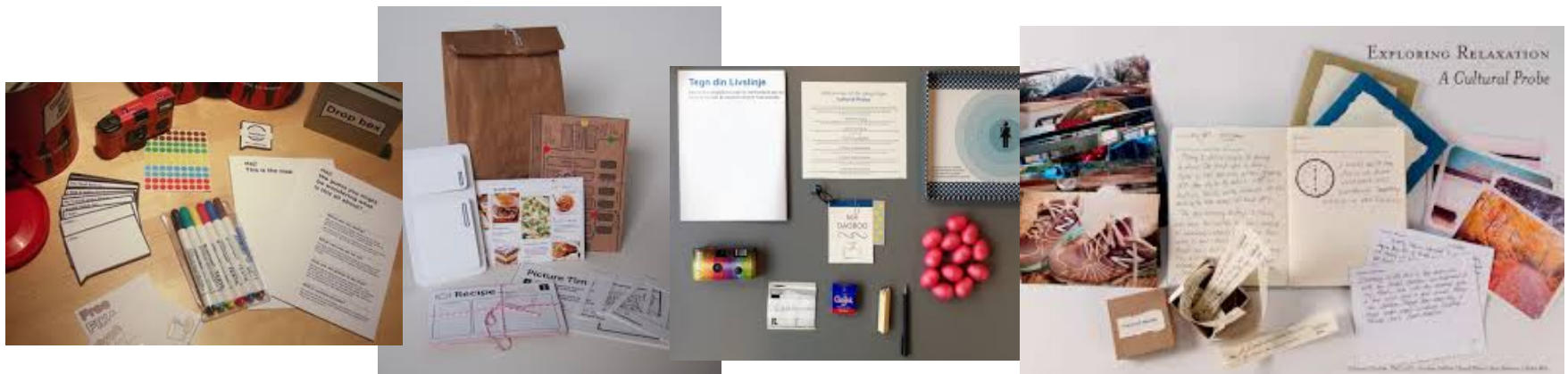


<https://www.youtube.com/watch?v=EJqpUG4pJIE>



Prednosti sond navdiha

Probes' advantages



Slabosti sond navdiha

Probes' dissadvantages

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Razpršeni dogodki čez daljše časovno obdobje?

Sporadic events over a long period of time?

10. Študija z dnevnikom / Diary study

- Damo ljudem dnevnik, ki ga izpolnjujejo ob nekem intervalu ali dogodku.
- Lahko uporabimo pisani dnevnik, kamero, snemalnik zvoka.
- Lažje kot je orodja boljše rezultate lahko dobimo.
- We give people a diary that they fill in based on an interval or a specific event.
- We can use a colorful coding, include a camera, sound recorder.
- Easier the tools better the results.

- Prilagodimo snemanje kontekstu.
 - Obseg take študije je lahko veliko večji od etnografskega opazovanja.
 - Lahko zahteva nekaj prakse, usposabljanja, opominjanja uporabnikov.
- Adapt the recording to the context.
 - The number of the participants may be bigger than in ethnographic observation.
 - It may require some practice, training, reminding users.

Vzorčenje izkušenj / Experience sampling

Kako srečni ste v tem trenutku?

Koliko energije imate?

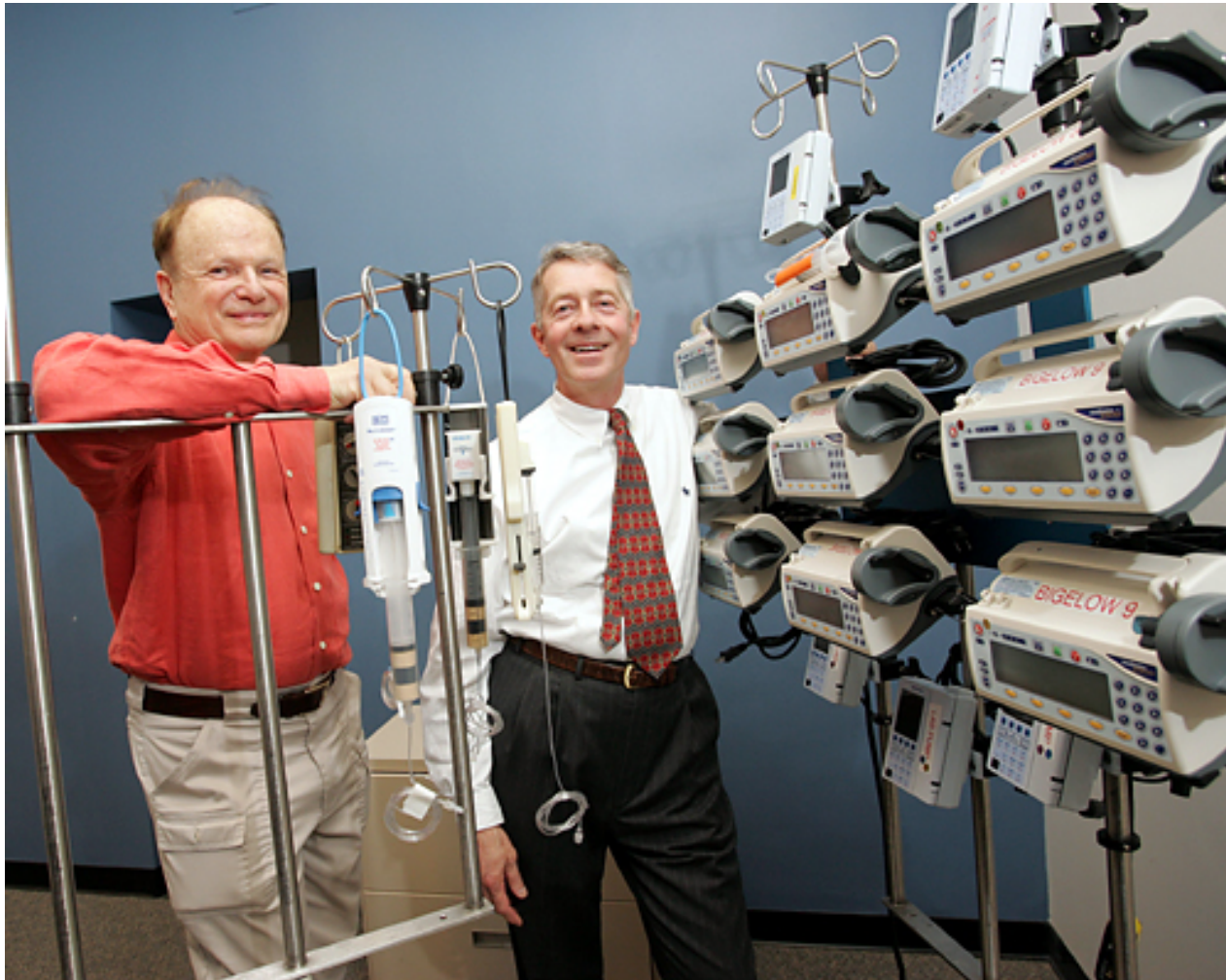
Kje ste trenutno?

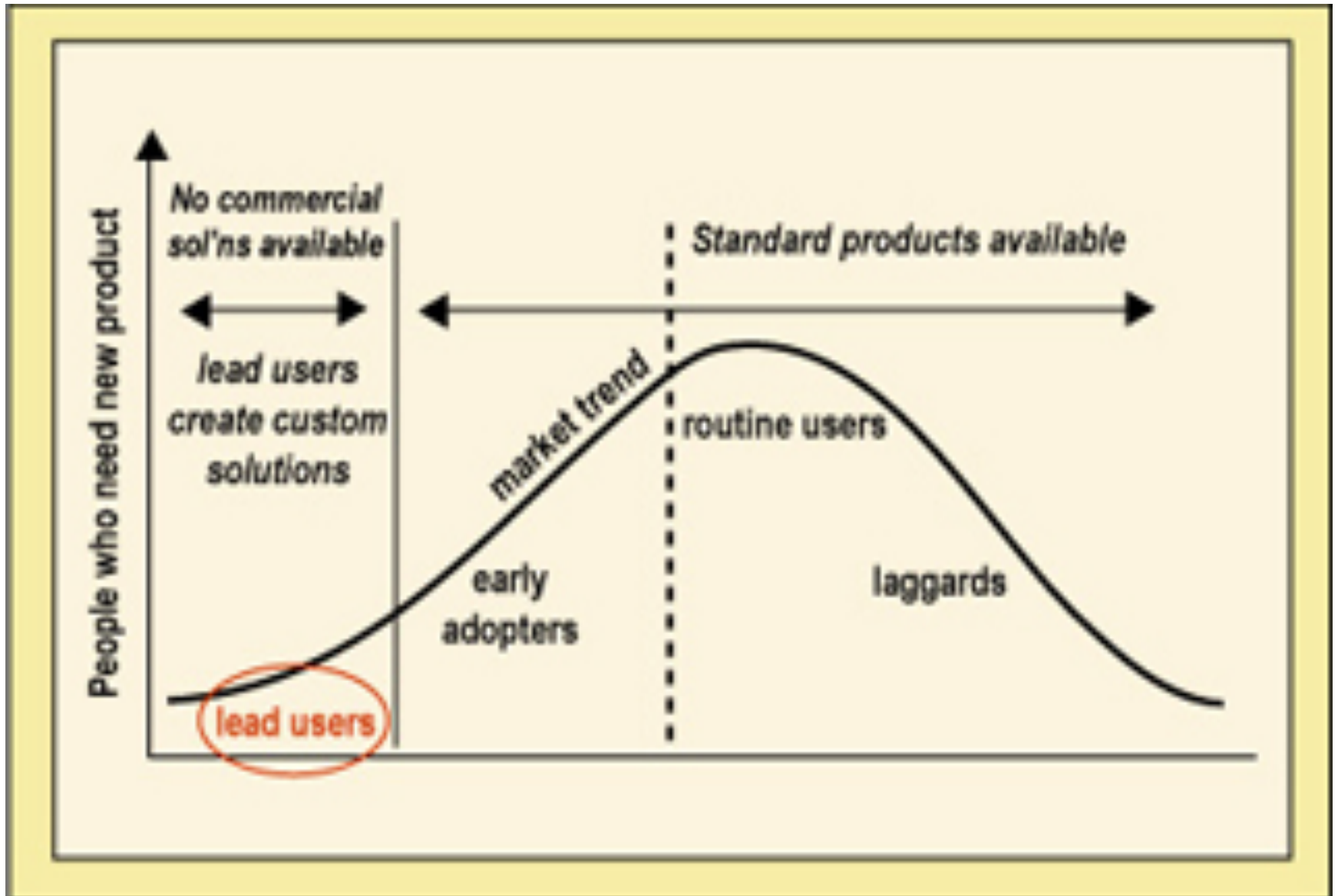
How happy are you at the moment?

How much energy do you have?

Where are you right now?

Vodilni uporabniki / Lead users





von Hippel, Eric (1986) "Lead Users: A Source of Novel Product Concepts," Management Science 32, no. 7 (July):791-805.

Extremni uporabniki

Extreme users

Imejmo uporabnika v mislih!

Don't forget the user"

Oblikovanje!

Design!

Dodatna literatura / Additional literature

- Steve Portigal, *Interviewing Users*
- Mike Kuniavsky, *Observing the User Experience*
- Beyer and Holtzblatt, *Contextual Design*
- Blomberg & Burrell, *An Ethnographic Approach to Design*
- Diana Forsythe, *It's just a matter of common sense*