Day 2

Agenda

▷ Select topic for final project
▷ User research

Refer to homework

Homework: find problem in a topic

▷ Objective

  ○ To select an area of interest and identify a big problem found in such area.

▷ Instructions

  ○ As a user, each team will discuss and select one of the given areas. Then, identify a big problem found in such area that can be solved by a mobile/web application.

  ○ Areas.

  - Health
  - Pets
  - Collections
  - Living
  - Financial

  - Sports
  - Shopping
  - Entertainment
  - Education
  - Others, please specify

4

Assignment: Select first user for final project

▷ Objective

    ○ To select the first user for final project.

▷ Instructions

    ○ Turn the role to the UX designer.

    ○ Then, pair with the other team.

    ○ Next, the other team will assume that they are the users and also have the same big problem.

    ○ Finally, the users describe the big problem to the UX designer.

    ○ Fill the information in your worksheet.

Assignment: Select topic for final project

▷ Grading Criteria
  ○ 0 = Blank
  ○ 1 = Incomplete, some field(s) is/are missing
  ○ 2 = All fields are filled without clear detail of project title and big problem
  ○ 3 = All fields are filled with clear detail of project title and big problem
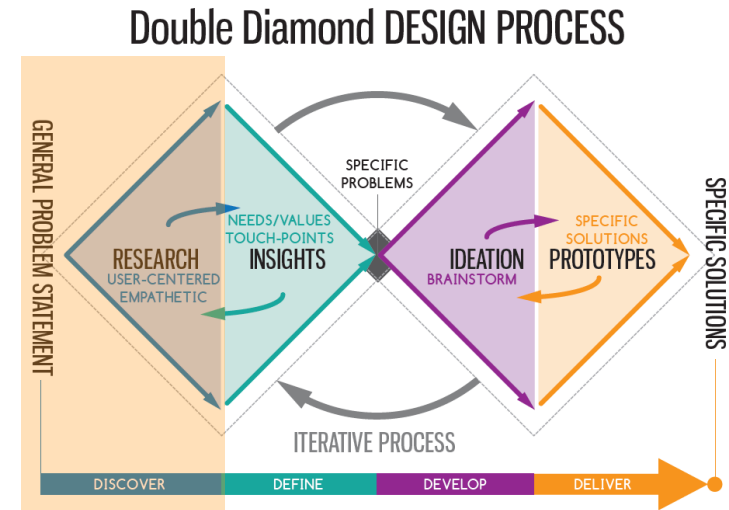
Topic for final project

Project title	
User's name	
Big problem	

User research

Discover

▷ Understand the issue rather than merely assuming it.

▷ It involves speaking to and spending time with people who are affected by the issues.

▷ Methods
- User research
- Interview
- Contextual inquiry
- Survey
- Competitive analysis

Double Diamond DESIGN PROCESS

What is user research?

▷ User research is the methodic study of target users—including their needs and pain points—so designers have the sharpest possible insights to work with to make the best designs.

10

User research techniques

▷ There are several techniques that can be used to gather data from user research.

▷ We will cover only three main techniques in this course.

- ○ interview
- ○ questionnaire
- ○ observation

Interview (1)

▷ Unstructured - are not directed by a script.

- Rich but not replicable.
- For example,
    - "What are the pros and cons of having a wearable?"
    - "Can you tell me a bit more about . . ."

Interview (1)

▷ Structured - are tightly scripted, often like a questionnaire.
- Replicable but may lack richness.
- For example,
  - Which of the following websites do you visit most frequently: amazon.com, google.com, msn.com?
  - How often do you visit this website: every day, once a week, once a month, less often than once a month?
  - Have you ever purchased anything online: yes/no?
  - If your answer is yes, how often do you purchase things online: every day, once a week, once a month, less frequently than once a month?

Interview (3)

▷ **Semi-structured** - guided by a script but interesting issues can be explored in more depth.

- Can provide a good balance between richness and replicability.
- For example,
  - Which music app do you use most frequently? <Answer: mentions several but stresses that she prefers Spotify>
  - Why? <Answer: says that she likes the provided playlists>
  - Tell me more about the provided playlists <Silence, followed by an answer describing the playlists>

▷ **Focus groups** – a group interview.

Interview questions

▷ **Two types** of questions

    ○ **Closed questions**: have a predetermined answer format.

        ■ For example, 'yes' or 'no'

    ○ **Open questions**: do not have a predetermined format.

▷ **Closed questions** are easier to analyze.

▷ **Open questions** provide more insights.

Things to avoid (1)

▷ Long questions.

▷ Compound sentences - split them into two.

▷ For example,

   ○ instead of, 'How do you like this smartphone compared with previous ones that you have owned?'

   ○ say (separately),

      ■ 'How do you like this smartphone?'

      ■ 'Have you owned other smartphones?'

      ■ If so, 'How did you like them?'

Things to avoid (2)

▷ **Jargon** and language that the interviewee may not understand.

▷ **Leading questions** that make assumptions.

- For example, why do you like …?

- This question assumes that the person does like it.

▷ **Unconscious biases**

- For example, gender stereotypes

Guideline

▷ [Starter questions for user research by Sarah Doody](#)

Running interview

▷ **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present the informed consent form.

▷ **Warm-up** – make first few questions easy and non-threatening.

▷ **Main body** – present questions in a logical order.

▷ **A cool-off period** – include a few easy questions to defuse tension at the end.

▷ **Closure** – thank interviewee, signal the end.

   ○ For example, switch recorder off

Questionnaire

▷ Questions can be closed or open.

▷ Closed questions are easier to analyze, may be distributed and analyzed by computer.

▷ Can be administered to large populations.

▷ Disseminated by paper, email and the web.

▷ Sampling can be a problem when the size of a population is unknown as is common online evaluation.

Questionnaire design

▷ The impact of a question can be influenced by question order.

▷ You may need different versions of the questionnaire for different populations.

▷ Provide clear instructions on how to complete the questionnaire.

▷ Avoid very long questions and questionnaires.

Question and response format

▷ 'Yes' and 'No' checkboxes

▷ Checkboxes that offer many options

▷ Rating scales

  ○ Likert scales

    ■ Strongly agree, Agree, Neutral, Disagree, Strongly disagree

  ○ Semantic scales

    ■ bad vs good, dirty vs clean, negative vs positive

▷ Open-ended responses

Observation (1)

▷ Direct observation in the <u>field</u>.

- ○ The person: Who is using the technology at any particular time?
- ○ The place: Where are they using it?
- ○ The thing: What are they doing with it?

Observation (2)

▷ Direct observation in <u>controlled environments</u>.

- may occur in the usability laboratory
- more formal character than observation in the field
- think aloud technique is a useful way of understanding what is going on in a person's head

Observation (3)

▷ Indirect observation: tracking users' activities

- ○ Diaries
- ○ Interaction logging
- ○ Web analytics

Assignment: Prepare interview script and questions

▷ Objective

  ○ To be able to prepare the script and good interview questions.

▷ Instructions

  ○ Prepare the script to introduce yourself and the interview to the users.

  ○ Prepare **at least 7 open-ended questions** that will be used in the user interview.

  ○ The questions should cover **who, what, where, when, why, and how** that can give you the insights about the user's pain points.

  ○ Fill the information in your worksheet.

Script & questions for interview (example)

<u>Introduction</u>
Good morning. I am Paitoon Porntrakoon, the leader of UX design team from VMS company. First of all, I would like to thank you for your time to share with us the information and experience regarding the search by image from camera or photo album on smartphone. May I ask for your consent to record the interview? We don't want to miss any information because your information will be very useful for us to improve the user experience of the app in the future.

Question	User name 1	User name 2	User name 3
How old are you?			
Are you a student or an employee?			
Where are you studying or working?			
Where do you live?			

Script & questions for interview (example)

Question	User name 1	User name 2	User name 3
1. How can you describe new unknown things coming into your life, such as creatures, objects, buildings, and so on?			
2. How did you search for more information regarding such unknown things?			
3. How did you find the history of such unknown things?			
4. How did you find the news of such unknown things.?			
5. How did you find the shops that sell such unknown things?			

Script & questions for interview (example)

Question	User name 1	User name 2	User name 3
6. How did you know the prices of such unknown things?			
7. How did you search for more pictures of such unknown things?			
8. If it is a usable thing, how did you find the way to use such a thing?			
9. If it is a character, message, or symbol, how did you learn the way to use it?			

Script & questions for interview (example)

Question	User name 1	User name 2	User name 3
3 biggest insights			
Other useful information			

Assignment: Prepare interview script and questions

▷ Grading Criteria

- ○ 0 = Blank

- ○ 1 = Less than 7 questions or incomplete script/questions

- ○ 2 = Script and 7 questions are listed although they can't cover who, what, where, when, why, and how

- ○ 3 = Script and 7 or more questions are listed, and they cover the insights (who, what, where, when, why, and how)

Script & questions for interview

Introduction

Question	User name 1	User name 2	User name 3
How old are you?			
Are you a student or an employee?			
Where are you studying or working?			
Where do you live?			

Script & questions for interview

Question	User name 1	User name 2	User name 3
1.			
2.			
3.			
4.			

Script & questions for interview

Question	User name 1	User name 2	User name 3
5.			
6.			
7.			

Script & questions for interview

Question	User name 1	User name 2	User name 3
3 biggest insights			
Other useful information			

End