

Thursday, 5 February 2015

# ASKING: THE BASICS



# Today's Plan and Objectives

**Part 1:** 9:00am – 10:15am

Homework and Usability Review

Questionnaires and Interviews

Usability Tests (continued...)

**Break:** 10:15am – 10:45am

**Part 2:** 10:45am – 12:30pm

Exam. :) For real this time.

Quick Usefulness

Take-Home Review Points

Homework

Soo...

**the reading:**

**3 adjectives**

# Homework

## Purposeful Rule Breaking

Deliverable:

For each of the 10 heuristics, think of a reason to break the rule, and find an example.

## Reading.

<http://www.nngroup.com/articles/how-many-test-users/>

## Select a Project!

Deliverable: Know it next week.

Soo...

**your homework.**

# Sam's UX ProTips

Constraints are awesome.

Critique is not opinion.

All UX is knowledge based.

For every rule, there is a reason to break it.

You are not, and never will be, your user.

Users are bad designers, but they know bad design.

Expect to be wrong, and embrace it.

It depends.

Be reflexive.

Constraints are awesome.

Critique is not opinion.

**All UX is knowledge based.**

For every rule, there is a reason to break it.

You are not, and never will be, your user.

Users are bad designers, but they know bad design.

Expect to be wrong, and embrace it.

It depends.

Be reflexive.



Constraints are awesome.

Critique is not opinion.

**All UX is knowledge based.**

For every rule, there is a reason to break it.

You are not, and never will be, your user.

Users are bad designers, but they know bad design.

Expect to be wrong, and embrace it.

It depends.

Be reflexive.

# Review: Definition of Usability

**Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?

**Efficiency:** Once users have learned the design, how quickly can they perform tasks?

**Memorability:** When users return to the design after a period of not using it, how easily can they reestablish proficiency?

**Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

**Satisfaction:** How pleasant is it to use the design?

# Heuristics:

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Let's now ask some questions.

What's wrong with your questions?

# How to Ask: Tips

Confidentiality is important, communicate it to them.

Choose a comfortable setting for the interview that is free from distractions.

Questions should be worded clearly.

Questions should be asked one at a time.

Question order is important!

Do not ask leading questions.

Avoid biasing responses (be neutral).

- o Do not share your hypotheses (if applicable).
- o Do not use emotional, loaded or biased language.
- o Be careful about what your behavior conveys to participants (e.g., expressions of surprise, jumping to take notes).

# How to Ask: Tips

Avoid questions that can be answered with “yes” or “no” (Ask open ended questions.)

Ask for elaboration. (Probe)

Be careful about the appearance when note taking.

Provide transition between major topics.

Don't lose control of the interview.

The last questions might be to allow respondents to provide any other information they prefer to add and their impressions of the interview

Be careful asking "why" questions.

Do not be a robot!

# Quick Usefulness

**Career Development... a bit.**



# Take Homes, What are they?

Homework

Questionnaires

Interviews

Usability Tests

# Homework

Purposeful Rule Breaking (Do it from last week!)

## **Deliverable:**

For each of the 10 heuristics, think of a reason to break the rule, and find an example.

**EMAIL IT TO ME. :)**

For your selected Project:

Design an interview/usability study (asking exercise). Think about research question, users, study design, etc. (I'll ask about them.)

**Deliverable: The script for your interview.**

Ask me questions!