UX FUNDAMENTALS

TASK 1.2 USER RESEARCH

BASIC SCRIPT

choose interviewees

conduct user research

sort information

goal:

understand how users study—what techniques are employed, what are best practices, what apps have been used, what works, what doesn't, and what needs have yet to be met.

questions:

Q1 Are you a student or professional? Tell me what a normal day might look like.

Q2 How would you describe yourself as a person (introverted, extraverted, sensing, intuitive, judging, feeling, etc)? What about as a learner (visual, auditory, kinesthetic, reading/writing)?

Q3 What settings do you prefer to study in? Groups, solo, public, noisy, quiet, in transit, at home, day, night, etc?

Q4 What are your favorite ways to learn (new vocabulary)? Quizzes, matching, flash cards, mnemonics, lectures, etc.? Why do you like them?

Q5 What do you find most challenging about learning new vocabulary?

Q6 How much time do you like to spend learning vocabulary in one sitting?

Q7 How many times this year have you had to learn new vocabulary? Was it successful? Was it enjoyable? Why or why not?

Q8 Have you used a vocabulary app in the last year? Tell me about it. What features did you like about it? What was deterring?

JULIET

Age
24
Profession
restaurant Manager
yoga Instructor
Studies
200 hour RYT
Goals
become a more
knowledgeable yoga
teacher

"I really like flash cards…I like that you can set aside the ones that you've figured out, it's satisfying…"

Are you a student or professional? Tell me what a normal day might look like.
"I'm a professional and a temporary student, I work at a restaurant, teach a 60 minute yoga class, take a yoga class. Right now I'm spending 9 hours a week in yoga teacher training plus some hours of studying in the evenings. "

How would you describe yourself as a person (introverted, extraverted, sensing, intuitive, judging, feeling, etc)? What about as a learner (visual, auditory, kinesthetic, reading/writing)?
"Generally extroverted—I like talking to people and hearing what they have to say. I need repetition before understanding something, visual and hands on are best."

What settings do you prefer to study in? Groups, solo, public, noisy, quiet, in transit, at home, day, night, etc?
"I think I learn the best in a group, conversing with people about a topic. If I'm reading, I like to take my time with notes and writing stuff down. I mostly study in the evening."

What are your favorite ways to learn (new vocabulary)? Quizzes, matching, flash cards, mnemonics, lectures, etc.? Why do you like them?
"I really like flash cards, I like that you can set aside the ones that you've figured out, it's satisfying. I like having them in your hands too…it's been helpful for me trying to learn the language of yoga."

What do you find most challenging about learning new vocabulary?
"I feel like there's always a group of cards that you look at over and over again and still don't know it, it can be super discouraging. Also translating what you've learned in real life isn't always easy to do."

How much time do you like to spend learning vocabulary in one sitting?
"I feel like the maximum would be 20 minutes at a time, beyond that I'm just bored or not retaining it "

How many times this year have you had to learn new vocabulary? Was it successful? Was it enjoyable? Why or why not?
"I've been doing the sanscrit, it's been super fun because I love when teachers use it in class and I want to expand my vocabulary, but I struggle to retain definitions and that's frustrating."

Have you used a vocabulary app in the last year? Tell me about it. What features did you like about it? What was deterring?
"I've used quizlet, I feel like the push notifications made me keep coming back and it was nice to study in small doses. I still prefer paper flash cards though, it's nice to actually have something in your hands."

KIAHNA

Age
23
Profession
professional ballet dancer
server
Studies
learning Japanese
Goals
learn conversational
Japanese for family
vacation.

"it was enjoyable because it was on my own terms… the only reason it wasn't a success is because I stopped doing it."

Are you a student or professional? Tell me what a normal day might look like.
"Professional…wake up, go to work (then my other job, haha), come home, make food, do it all again…."

How would you describe yourself as a person (introverted, extraverted, sensing, intuitive, judging, feeling, etc)? What about as a learner (visual, auditory, kinesthetic, reading/writing)?
"Extroverted and way more of a feeler, though I do have some introverted tendencies. In school they told me I was tactile or kinesthetic."

What settings do you prefer to study in? Groups, solo, public, noisy, quiet, in transit, at home, day, night, etc?
"Solo and quiet, I can sit for hours doing that. Sometimes I'll go to a coffee shop to learn."

What are your favorite ways to learn (new vocabulary)? Quizzes, matching, flash cards, mnemonics, lectures, etc.? Why do you like them?
"Flashcards…because you get to get people to help you. They'll say it out loud and you answer."

What do you find most challenging about learning new vocabulary?
"Probably not the matching part, but the pronunciation and spelling. Like I know the general gist of it but not the specifics of how you say and spell each word."

How much time do you like to spend learning vocabulary in one sitting?
"It depends on my schedule and mind state but I could sit and do it all day… take breaks and go back…"

How many times this year have you had to learn new vocabulary? Was it successful? Was it enjoyable? Why or why not?
"Primarily in the summer time because it's when I had the energy and desire to do that for myself. It was enjoyable because it was on my own terms….the only reason it wasn't successful was because I stopped doing it."

Have you used a vocabulary app in the last year? Tell me about it. What features did you like about it? What was deterring?
"Memrise. You could see your progress, like how many hours you had practiced and what you had accomplished/how much you had left. It was easy to maneuver around their website.   I think the mobile version didn't have as many features as the desk top version. Also maybe it would teach you general ideas but not how to speak colloquially."

GAVIN

Age
32
Profession
professional ballet dancer
student
Studies
1st year zoology student
Goals
Become Steve Irwin

"Especially with new words, you need to be interacting with it…like you can't take 24 hours in between revisiting topics….so short spurts but throughout the day."

Are you a student or professional? Tell me what a normal day might look like.
"Both…I work as a professional dancer and go to school part time at Columbus State…I wake up, walk dogs, go to work, then I either go to my other job or to school, then it's home to either Netflix or study or both."

How would you describe yourself as a person (introverted, extraverted, sensing, intuitive, judging, feeling, etc)? What about as a learner (visual, auditory, kinesthetic, reading/writing)?
"Dynamic (kinesthetic) learning…doing and learning, but on your own."

What settings do you prefer to study in? Groups, solo, public, noisy, quiet, in transit, at home, day, night, etc?
"I like to study with something in the background, ideally with a big surface and something that I've seen a million times on Netflix in the background."

What are your favorite ways to learn (new vocabulary)? Quizzes, matching, flash cards, mnemonics, lectures, etc.? Why do you like them?
"Games…I like the format where it's like structure, structure, finish with a game. Like give me a score, and when you get building blocks to use so that you're learning on your own. It's exciting when it feels like you're discovering it and not being told this is this."

What do you find most challenging about learning new vocabulary?
"Word association and

retention...especially words that don't speak to me. Like words whose definitions don't match how the word sounds. And when you study a bunch of words at the same time the meanings can get mixed up."

How much time do you like to spend learning vocabulary in one sitting?
"Throughout the day, so that you're continually addressing it. Especially with new words, you need to be interacting with it...like you can't take 24 hours in between revisiting topics….so short spurts but throughout the day."

How many times this year have you had to learn new vocabulary? Was it successful? Was it enjoyable? Why or why not?
"…three occasions…they were good up until things got complicated but the apps weren't good enough to take you past the basics. It was frustrating when you couldn't really turn the building blocks into anything.
Have you used a vocabulary app in the last year? Tell me about it. What features did you like about it? What was deterring?
"The ASL app, I liked that they had it in conversational categories but they didn't give you enough tools to build sentences. I did like Rosetta stone because of the pictures so you can associate words with pictures, but it didn't give you enough info when it got more complex."

Thinking

I believe games are the best way to learn new vocabulary.

I think pictures make it easier to learn.

I need repetition before understanding something.

I think I learn best when in group settings and conversing with others.

I believe studying in small doses is best for retention.

Using knowledge can be hard in actual applications (real world, not just flash cards).

Feeling

I feel frustrated when the application doesn't lead to further learning.

I get excited when learning with games and positive reinforcement keeps me motivated.

It is satisfying to set aside the words that you've learned when using flash cards.

I feel discouraged when I fail at the same word multiple times.

I feel frustrated when I struggle to retain definitions.

Doing

I study with something on in the background.

I learn throughout the day and try not to allow too much time to pass between sessions.

I study in the evenings so I don't have to think about doing anything else.

I take my time with reading and note taking and explore it in my own way.

Thinking

I believe flash cards are the easiest way to learn because you can use them with friends and family.

I think it's best to learn alone when it's quiet.

I think the biggest failure happens not with a wrong answer but when you quit studying.

I think it's motivating to see how much you have left to learn.

Feeling

I feel accomplished when I get the right answer while using flash cards with others.

I am frustrated when I know the general meaning of a word but still am unable to pronounce or write it.

I enjoy studying on my own terms.

I feel accomplished when I can see my progress.

Doing

I go to a coffee shop to study.

I could sit for hours to study if my schedule allowed.

I use flash cards to study with my family.