# 2.1 PARTICIPANT OBSERVATION

by Scott Klemmer



1914 BRONISLAV @ PAPUA NEW GUINEA — MALINOWSKI

> you can observe a lot just by watching
> — Yogi Berra

**DEEP HANGING OUT (NEEDS, GOALS, VALUES)**

→ by spending time & do their work you go beyond what they **SAY** to learn what they actually **DO**

1. WHAT DO PEOPLE DO?
2. WHAT VALUES AND GOALS THEY HAVE
3. SIMILARITIES & DIFF. ACROSS PEOPLE
4. WHAT IS THE CONTEXT
5. UNDERSTANDING CONSTRAINTS & GOALS OF A LARGER ACTIVITY

**PROCESS v. PRACTICE** (Jack Whalen)

**APPRENTICE YOURSELF**

- set up a partnership
- learn the steps in the process
- OBSERVE practices
- validate your ideas as you go along
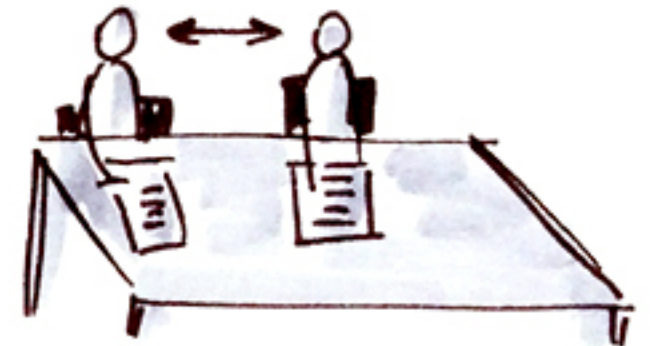
SEATTING BY NEXT TO EXPERT — YOU LEARN A LOT

XEROX 1980' Lucy Suchman photocopier usage

**ERRORS ARE A GOLDMINE**

**PEOPLE SAY ≠ PEOPLE DO**
(WALMART EXAMPLE)

COURSERA
HUMAN-COMPUTER INTER.

- INSTITUTE OF DESIGN AT STANFORD
- KUNIAVSKY. OBSERVING UX
- BAJER. CONTEXTUAL DESIGN

# 2.2. INTERVIEWING
by Scott Klemmer
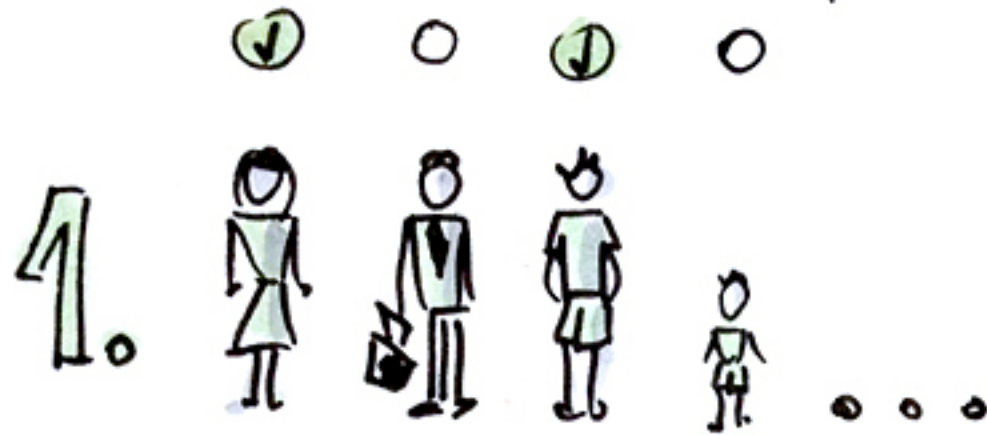
**1.** CHOOSING PARTICIPANTS
- target users (current) who are using to use it
- SEVERAL DIFF. people who represents major groups
- approximate if needed (med stud. instead of doctors)

**2.** BE CURIOUS

(MALCOLM GLADWELL what the dog saw)
- ask about their own life & experience
- start from the middle

EVERYONE HAS A STORY TO TELL

**3.** ASK THE RIGHT QUESTIONS
- SILENCE IS GOLDEN
- DON'T LEAD TO AN ANSWER
- OPEN-ENDED

Is the daily update an important feature to you?

YES

BETTER OPEN-ENDED QUEST.

I see from the log that you never use update. Why is that? Tell me more

What would you like in a tool?

-- USERS NOT EXPERTS IN A DESIGN. ASK ABOUT THEIR LIFE.
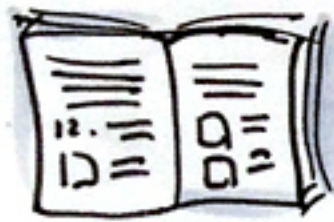
**! AVOID**
- how often....?
- what they would like or do? (make things concrete)
- liking things on an absolute scale
- binary Q - YES/NO  ↑ ask to compare to smth else

CO COURSERA HCI CLASS

# 2:3 ADDITIONAL NEEDFINDING STRATEGIES

by Scott Klemmer

## EXTREME USERS

CAN OFTEN PROVIDE VALUABLE DESIGN IDEAS

> What to do with longitudinal or sporadic Behaviour?

interview is hard

### OBSERVE LEAD USERS

USERS ARE GREAT SOURCE OF DESIGN IDEAS

Eric von Hippel

TURN INDIVIDUAL SOLUTIONS INTO SOMETHING GENERAL

## REMEMBER about actual ppl

### DIARY STUDIES

(every evening, meal...)

> give the structure
> use camera, voice, journal
> easy tools → better results

### EXPERIENCE SAMPLING

? Where are you

"pager study"
> aggregating informat. from the lots of people
> what triggers can be?

NO COM PRODUCT — STANDARD PRODUCT

LEAD USERS    early adopt.    routine users    laggards

AVERAGE USER  PERSONA

- demographic
- motivation
- believes
- intentions
- goals, hopes

## PERSONA (model of a user)

GREAT STRATEGY FOR DISTILLING THE INSIGHTS FROM PARTICIPANTS OBSERVAT. OR INTERVIEW

IT KEEPS YOU GROUNDED

"HOW STEVE WILL USE IT"

- DRAW A PIC OF PERSONA
- GIVE A STORY TO TELL
- WHAT HE DOES, BELIEVES, FEELS

NAME, STORY, JOB, HOPES,...

ALLOWS YOU TO KEEP THE AVERAGE USER IN MIND

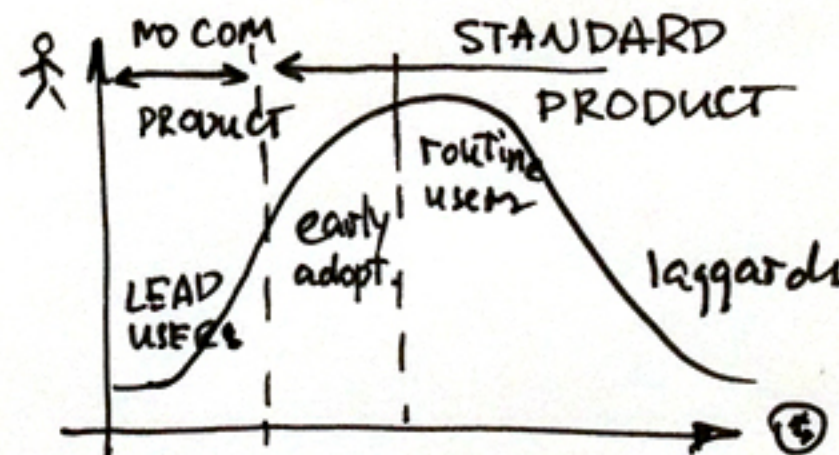KNOWING WHAT OUR PERSONA THINKS, DOES & FEELS HELP BUILD EMPATHY

SKETCHNOTES BY @thenextmobile

# 2:4 CREATING DESIGN GOALS

by Scott Klemmer

- people already have their way to communicating...
- we transforming existing situation into preffered

**ALL DESIGN IS REDESIGN**

? WHAT THE EXISTING SITUATIONS ARE

YOU NEED TO FIND THINGS CLOSE TO EXISTING ANALOGUE TO UNERSTAND NEEDS & GOALS

## ACTIVITY ANALYSIS

— what steps
current artifacts

how you will measure success → what goals

what current painpoints

## WHAT IS A GOAL?
- make a meal
- have a great dinner...

1.  2.

artifacts

- reflects workflow
- support learning styles (familiar metaphors)
- similar things function similar way (consistency)

USABLE INTERF.

> OBSERVE THE SAME PERSON USES THE SAME DISIGN FOR DIFF. GOALS
> OR DIFF. PEOPLE

IT KEEPS YOUR DESIGN WORK CONNECTED TO WHAT PEOPLE ACTUALLY DO

**WHAT IS IMPORTANT IN DESIGN**

**WHAT SHOULD IT ACCOMPLISH**