

User studies: use case development & and user research

MA Digital Humanities

Tools & Methods

Week 5

it's not what
the software does.
it's what the
user does.

@hugh



Why users matter (Oudshoorn & Pinch)

Background - how users matter

- In media studies:
 - Participatory culture
 - Audience research
 - Studying users and use

But approaching the creativity of media users can also focus on looking into how technologies are shaped the way they are shaped

background: USER studies, “How users matter”

Social constructivism:

An approach that starts from the premise that technology does not shape human action, but that human (inter)action shapes technologies. Technology use cannot however be understood without including social context to attribute meaning (mutual shaping of technology and society)

e.g. Pinch, T. (2003). Giving birth to new users: How the minimoog was sold to rock and roll. *How users matter: the co-construction of users and technologies*, 247-270.

Users shaping technologies and “user configurations”: gender representations



The microwave: from high-tech to simple dials



Van Oost, E. 2003. “Materialized gender: how shavers configure the users’ femininity and masculinity”. In *How Users Matter: The Co-construction of Users and Technology*, Edited by: Oudshoorn, N. and Pinch, T. 193–208. Cambridge, MA: MIT Press.

Cockburn, C., & Ormrod, S. (1993). *Gender and Technology in the Making*. SAGE Publications Ltd.

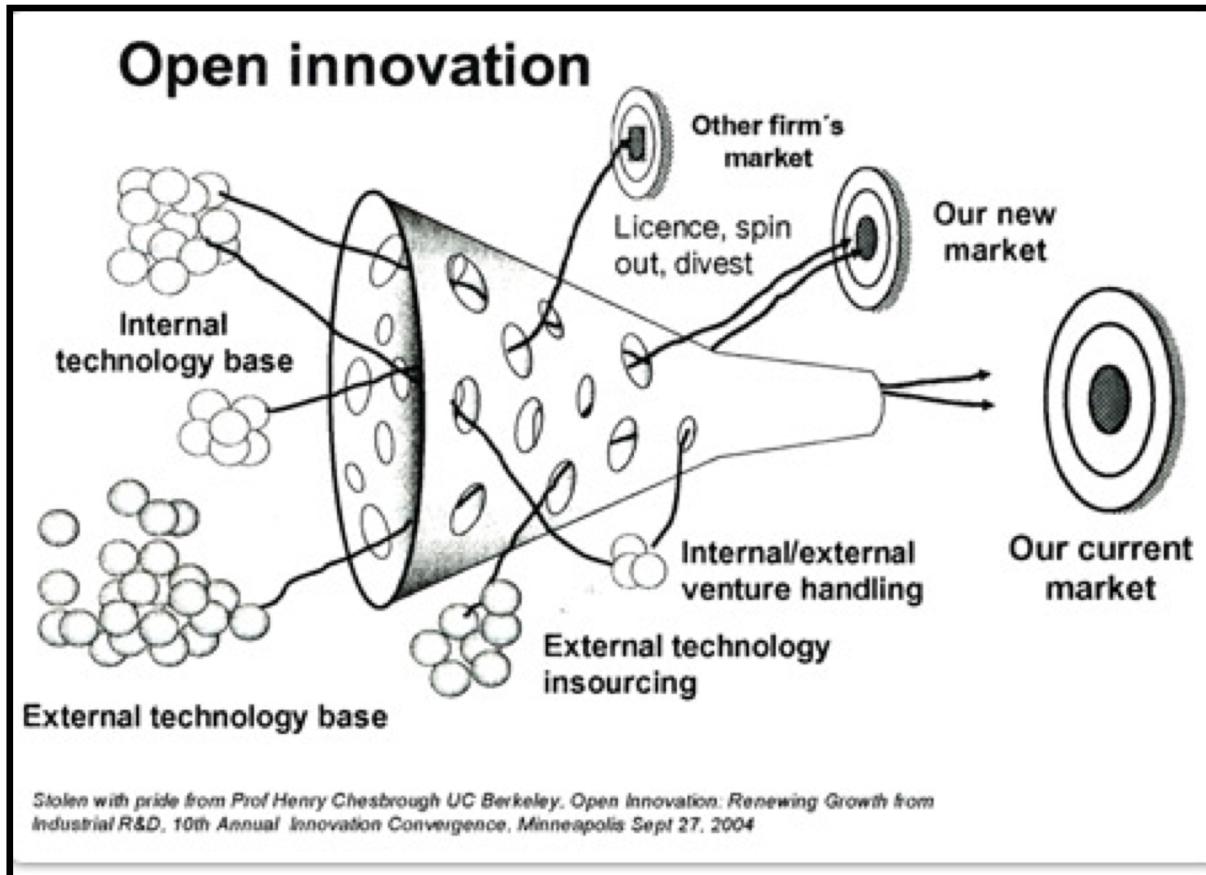
HOW USERS MATTER: OUDSHOORN & PINCH

- Q: What does SCOT's "interpretive flexibility" refer to?
- Q: And what does Woolgar mean with "configuring the user", and how are designers, alternatively, "configured by users and their own organisations" according to Mackay?
- Q: What are a technological script and antiprogram?
- Q: **How can you connect the above concepts to the idea of the creative use of technologies by users?**

USER STUDIES

- Users can contribute their creative ideas/uses in different ways of course, facilitated or more “bottom up” e.g. in invited settings (focus groups, co-creation sessions), or via community action and we can study their use of media

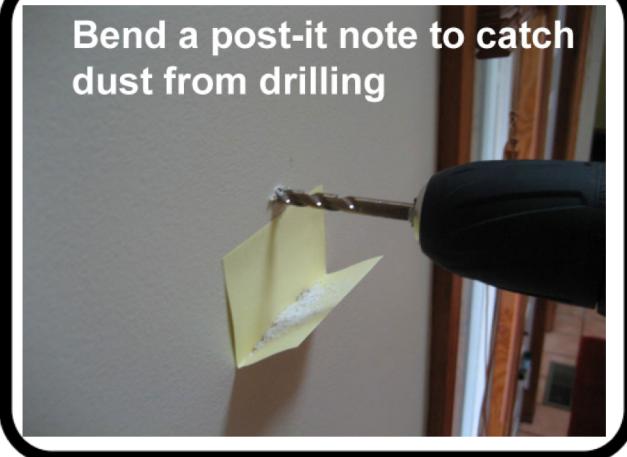
Business model: value co-creation & open innovation



Schaken vs Poker

Bill Buxton: "Innovation is far more about prospecting, mining, refining and adding value than it is about pure invention." (MS Research)

End users are innovative



Onverwachte inzichten over gebruikerswensen vormen basis succesvolle innovatie

Changing media landscape, the user as....



Customizer



Vote
r



Ideator

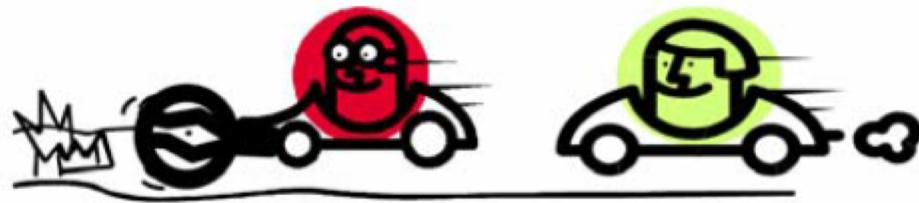
What is LEGO CUUSOO?

1. Have an Idea?
Create a Project, share your product concept, and see what other people think.

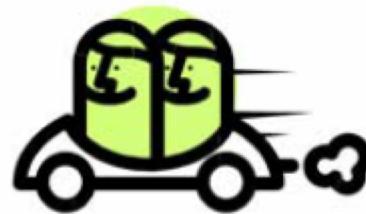
2. Get 10,000 Supporters
Projects with 10,000 supporters are reviewed quarterly by LEGO for a chance to become an official LEGO product.

3. Receive Royalty
If your project passes review and is chosen for production, you will receive 1% of the total net sales of the product. See the guidelines for more details.

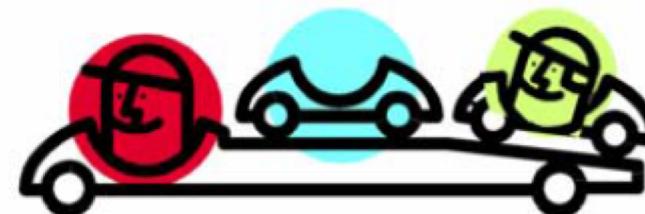
Different ways to include foreseen end users during design



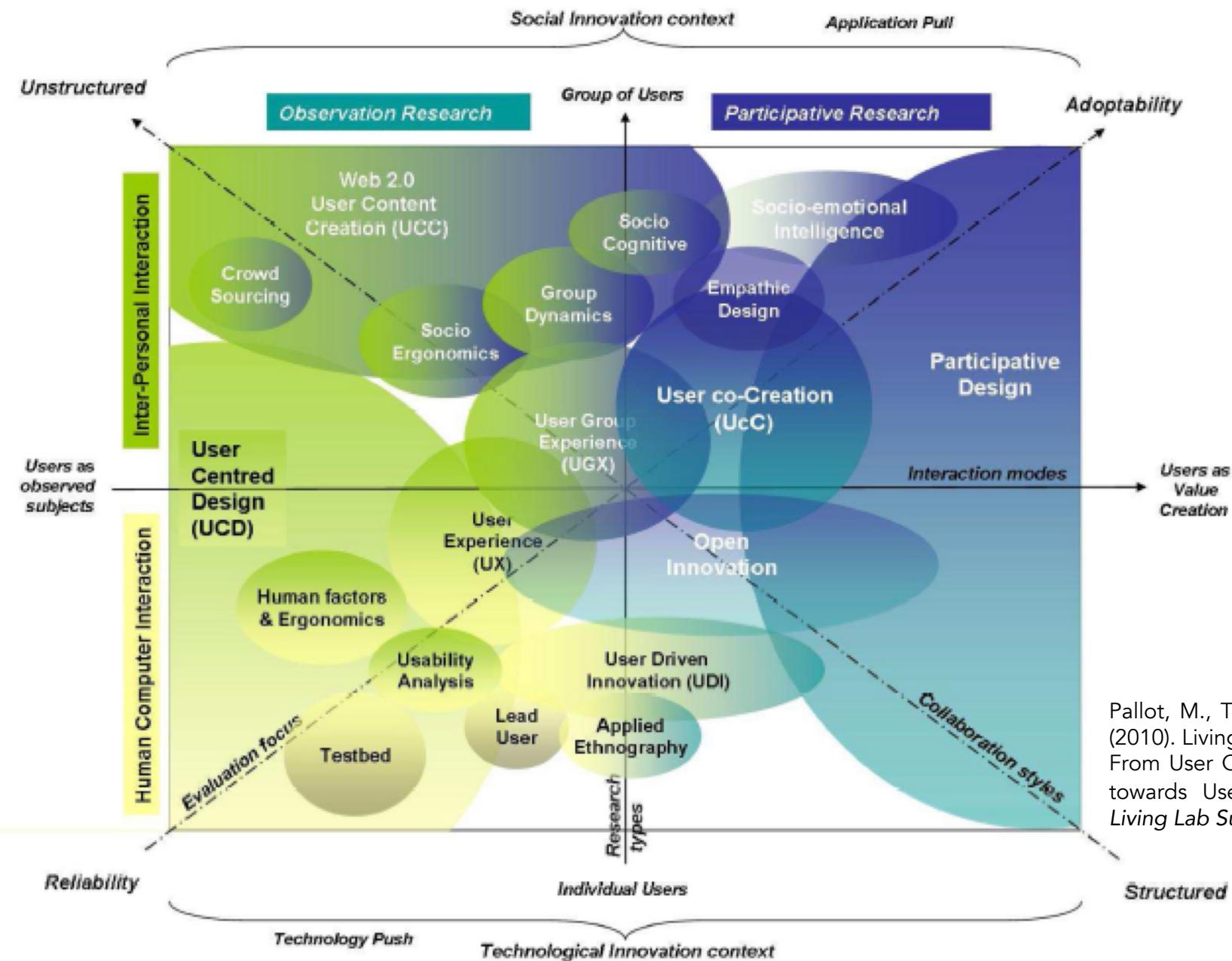
Design for...



With...



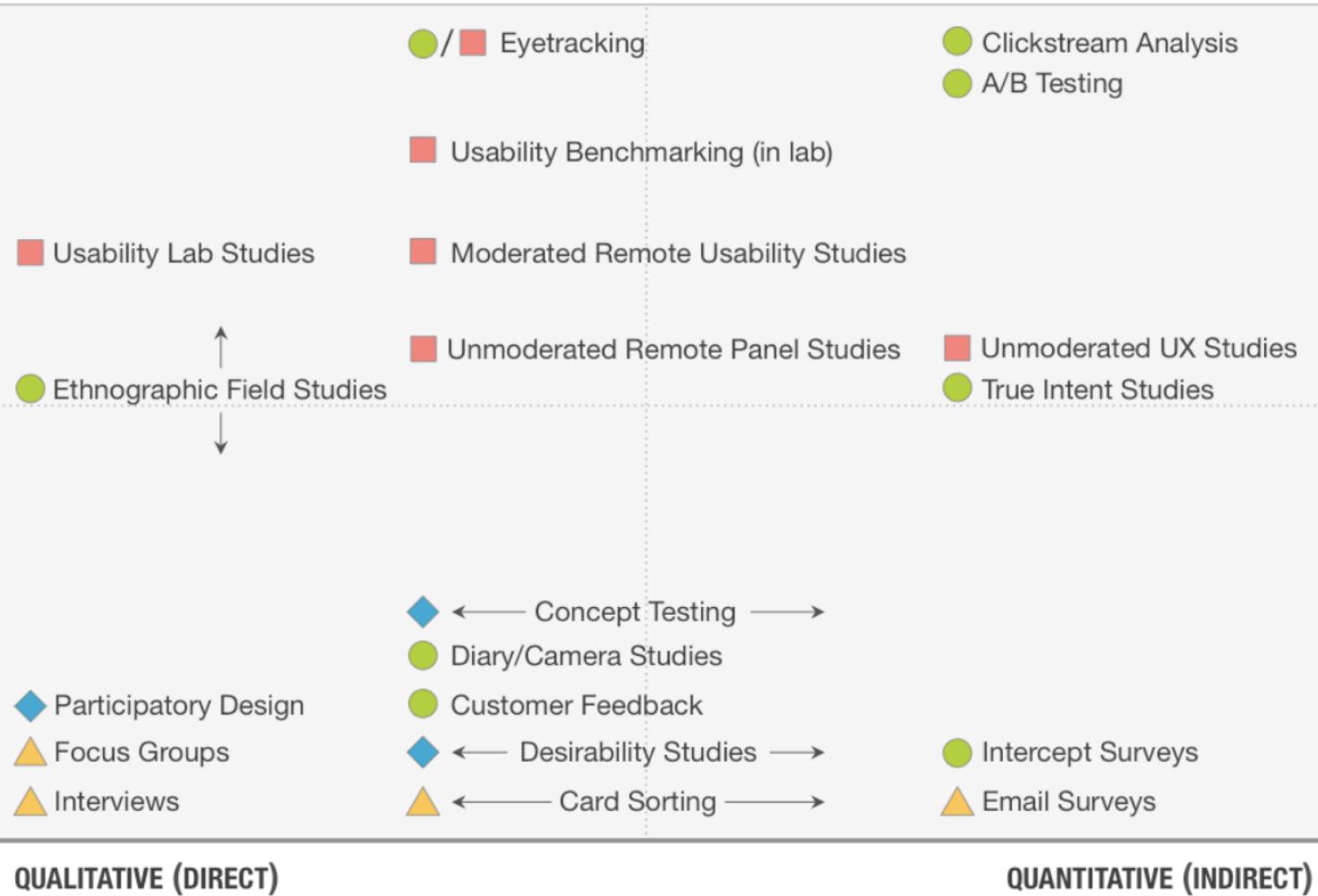
And by end users (Stahlbröst, 2008: 16)



Pallot, M., Trousse, B., Senach, B., & Scapin, D. (2010). Living Lab Research Landscape: From User Centred Design and User Experience towards User Co-creation. *Proceedings of the Living Lab Summer School*.

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

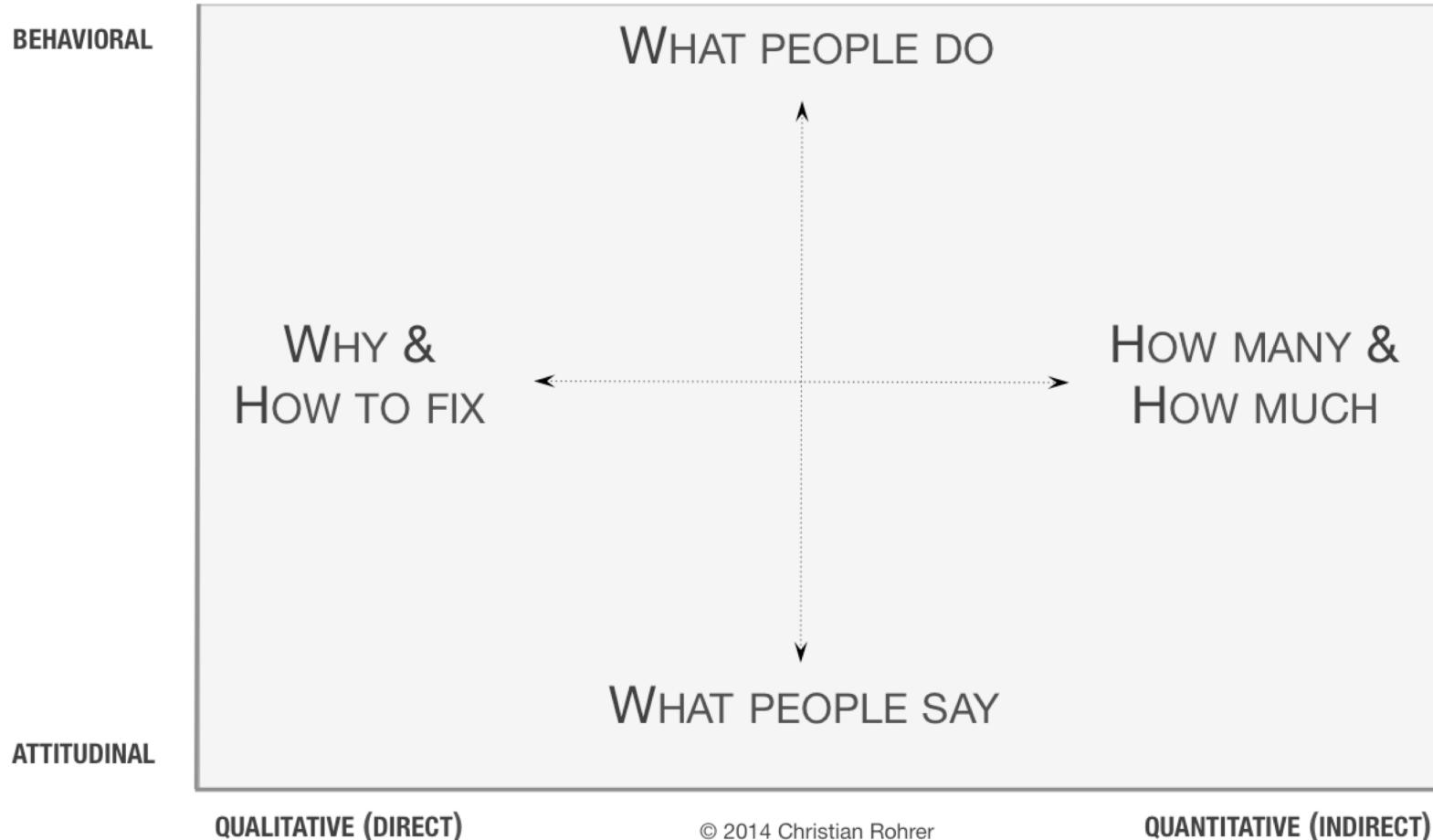
Green circle: Natural use of product

Red square: Scripted (often lab-based) use of product

Yellow triangle: De-contextualized / not using product

Blue diamond: Combination / hybrid

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



UX: user experience research

- Systematically research your users to understand what they need
- The goal is to understand how your end user uses the product

UX: methods

- Usually a mixed-methods approach, including:
 - Usability-lab Studies
 - Ethnographic fieldwork
 - Participatory design
 - Focus groups
 - Interviews
 - Eye tracking
 - Think aloud protocols
 - Usability benchmarking
 - Concept testing
 - Research diaries
 - Feedback surveys
 - A/B testing

Examples of participatory research

- PhD images

Why users matter in DH? (Warwick)

Methods mentioned by Warwick

Methods you will use

This week: User studies

- Building a “use case”
- Doing a user study: what kinds of methods are there?
 - Method: Exploratory search task
 - Method: Think aloud protocol

Use cases (and to some extent, persona)

“Use cases consist of reports of how a user, or small group of users, is using a given resource or one that is very similar. These are often used to make the case to develop something new or to argue that certain types of interface or functionality may be useful. Once again, these may be used as part of a multimethod user study, as evidence of real usage (Keating and Teehan, 2010). However, if used in isolation, the picture of use may be very partial, unless a very large number of use cases are collected.” (Warwick, 2012: 6)

The case for “use cases”