Ask 1. **Ask them directly**: but people will lie and answer what you expect them to answer.

you need to develop your

“asking” and analysis skills

You need to learn how to:

make good questionnaires

design good interviews

conduct good interviews

1. Foreign correspondents: request input from co workers outside country

This is a god way to display varied culture

1. Surveys and questionaries : ask series of targeted questions in order to get a certain perceptions of user

Good way to get large number of answers from a large group

Questionnaires

A series of questions designed to elicit specific

information

Good for answering specific questions from a

large, dispersed group of people

Can contain a mixed of open and closed questions

Can collect both qualitative and quantitative data

The design of the questionnaire is crucial; should

be tested on a few people before having the

target population complete it

**Conciseness:** questions should be clear and

specific

e.g. Do you use e-transfers? (YES/NO)

**Closed questions**: when possible, ask closed

questions and offer a range of answers

e.g. How often do you check your online bank

balance? (1: very often – 5: never)

**Alternate option:** Consider including a “no-

opinion” option for questions that seek opinions

e.g. Having an auto-payment option is essential

(...N/A)

3.Interview:

Unstructured: exploratory – finding out what is important

Structured: you have a clear agenda often consists of closed questions, good for generalizing across people

Semi-structured

an agenda, but don’t want to close the door on exploration limits generalizability-

Developing Good

Interviewing Technique

Many considerations

Avoiding leading questions

Keep body language and

acknowledgements neutral

Avoid jargon

Use the participant’s terminology

Avoid compound questions

Don’t interrupt

**Ask 2 : logging** :

* **Camera journal:** Ask user to keep a written and visual dairy of their impressions

**Helps us determine their patterns of behaviour**

**Ask 3:** ask them indirectly (get them to do stuff)

Mental model

**Collage:** build collage , helps them verbalize complex theme.

**Card sort:** on separate cards , ask users to name possible feature

Revels users mental modes of a system

**Draw the experience:** ask user to vizualize an experience through drawings and diagrams , good for debunking assumptions and see how people order their experiances

**Ask 4: Task** : draw out the network teck in your home

**Narration:**  as they perform a task, ask what they are thinking aloud. Useful to reach users motivation.

Text, table

Description automatically generated

Work processes: formal articulation of how to get something done

Work practices informal ways in which people get something done in the context

**Learn:**

character profiles: based on observatonsof real people , develop character profiles to represent their lifestyle or behavior

cognitive task analysis: list and summerize all of user sensory input and decision points and actions

flow analysis: represent flow of info or activity through all phases of a system

Error analysis: list all the things that could go wrong

Secondary research :review published articles

**Try:**

try it yourself: try the product yourself

roleplaying: identify stakeholders and assign those roles to your team members

Empathy tools: use tools that emulate others weakness to better understand user