



UNIVERSITY OF  
MICHIGAN

## Variations on User Needs Assessment

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### Understanding User Needs

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# Course Focus: Qualitative Research

Review

## Methodologies taught in this course

- *Interviews*
- *Observations*
- *Affinity walls*

## Strengths of qualitative research

- *In-depth*
- *Broad range*
- *Hypothesis generation*
- *Causal explanations*

# What This Course Does Not Cover

Review

Other methodologies sometimes used in user needs assessments:

- *Work models*
- *Personas*
- *Market research*
- *Surveys and questionnaires*
- *Log analysis*
- *Document analysis*



Review

# Qualitative Research

## Characterized by...

- *Non-numerical data*
- *Direct interaction with people and contexts*
- *Richness and detail*

## Strengths of qualitative research

- *In-depth*
- *Broad range*
- *Hypothesis generation*
- *Causal explanations*

## Related Concepts [1/2]

The kind of qualitative research you learned is sometimes called...

- Ethnographic research
- Contextual inquiry

Affinity walls are also called...

- Affinity diagrams
- The KJ Method

Affinity walls are one way to do...

- Qualitative analysis



Jiro Kawakita (1920-2009)

## Related Concepts [2/2]

User needs assessments are a part of...

- User-centered design
- Human-centered design
- Ethnographic design
- Empathic design
- Contextual design
- UX design
- UX research

Wide  
Applicability

