



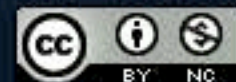
UNIVERSITY OF
MICHIGAN

Basic Methods of UX Research

INTRO TO UX

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The Three Basic Methods of UX Research

The 3 Basic Methods of UX Research

Ask

Observe


Inspect

Ask

- **Interviews**
- **Surveys**
 - **Focus group**
 - **Diary study**
 - **Experience Sampling**

Ask

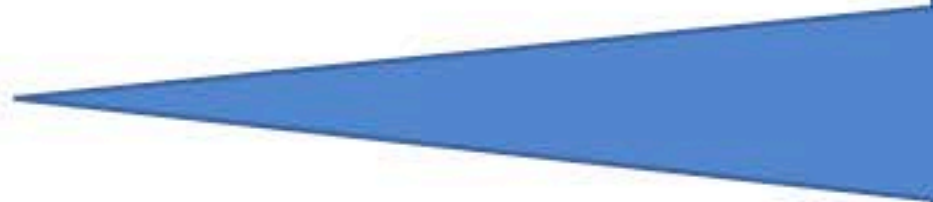
- **Interviews**
- **Surveys**
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Conversations with stakeholders to understand aspects of their experience.

Ask


- **Interviews**
- **Surveys**
 - **Focus groups**
 - **Diary studies**
 - **Experience Sampling**



Questions distributed to lots of people to elicit attitudes, behaviors, and characteristics.

Observe

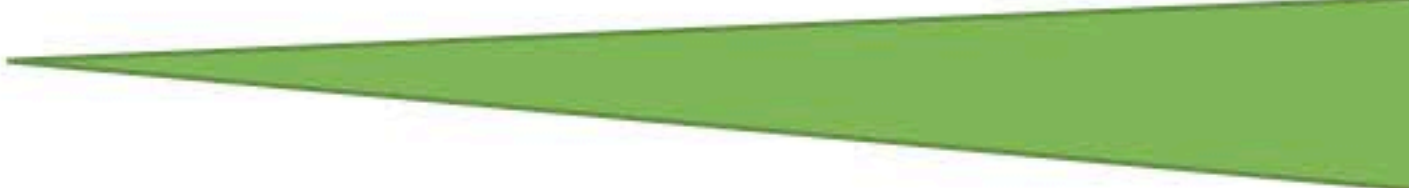
- **Ethnographic Observations**
- **User testing**
- **Usage analytics**
 - Video analysis
 - Social media mining



Watching people engage in activities to understand how they go about them.

Observe

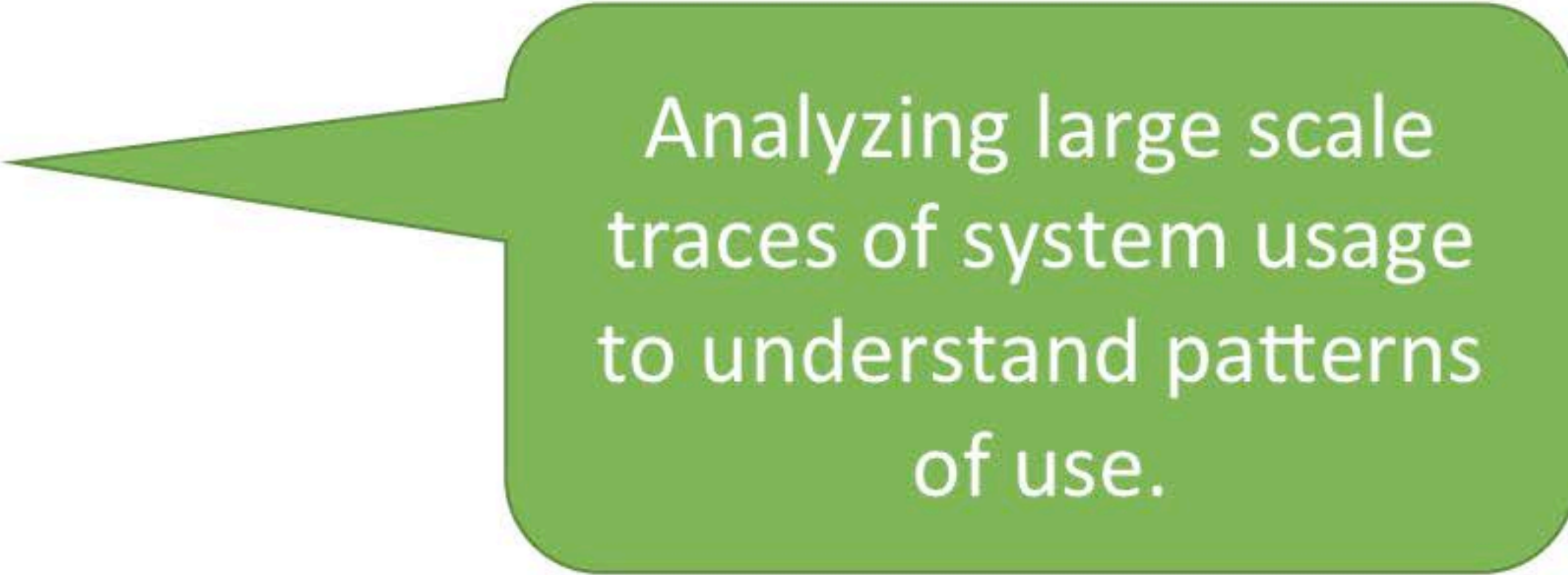
- **Ethnographic Observations**
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Watching people perform scripted tasks to see if a system supports them.

Observe


- **Ethnographic Observations**
- **User testing**
- **Usage analytics**
 - Video analysis
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Analyzing large scale traces of system usage to understand patterns of use.

Inspect


- **Guideline-based**
- **Walkthroughs**
- **Comparative Analysis**
- **(Automated)**



Comparing a system design against known best practices to find probable flaws.

Inspect

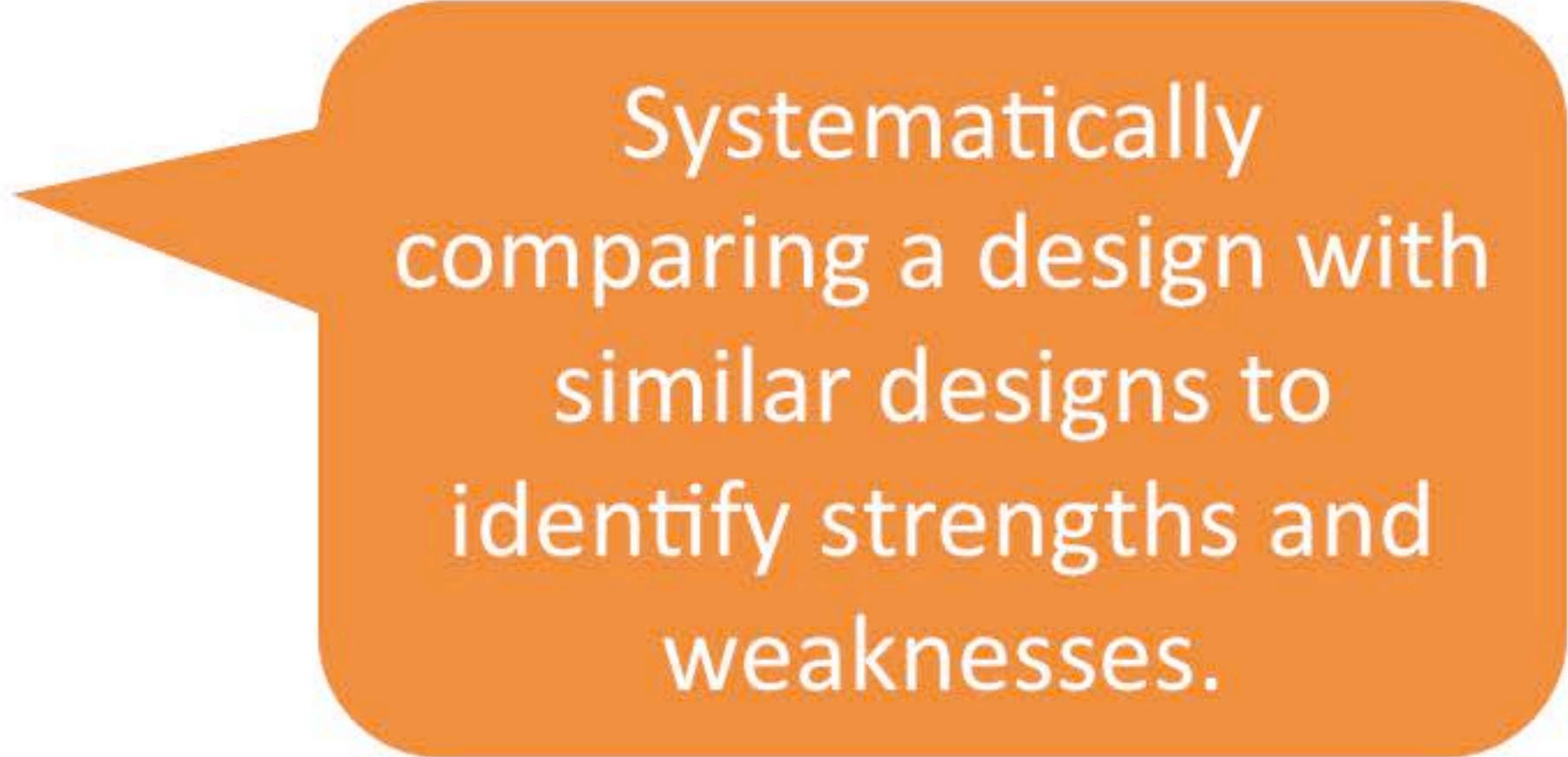
- **Guideline-based**
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- **(Automated)**



Stepping through an interaction sequence with a “users-eye” view to find probable breakdowns.

Inspect

- **Guideline-based**
- **Walkthroughs**
- **Comparative Analysis**
- **(Automated)**

An orange speech bubble with a tail pointing towards the 'Comparative Analysis' bullet point.

Systematically comparing a design with similar designs to identify strengths and weaknesses.

Combo: Watch & Ask

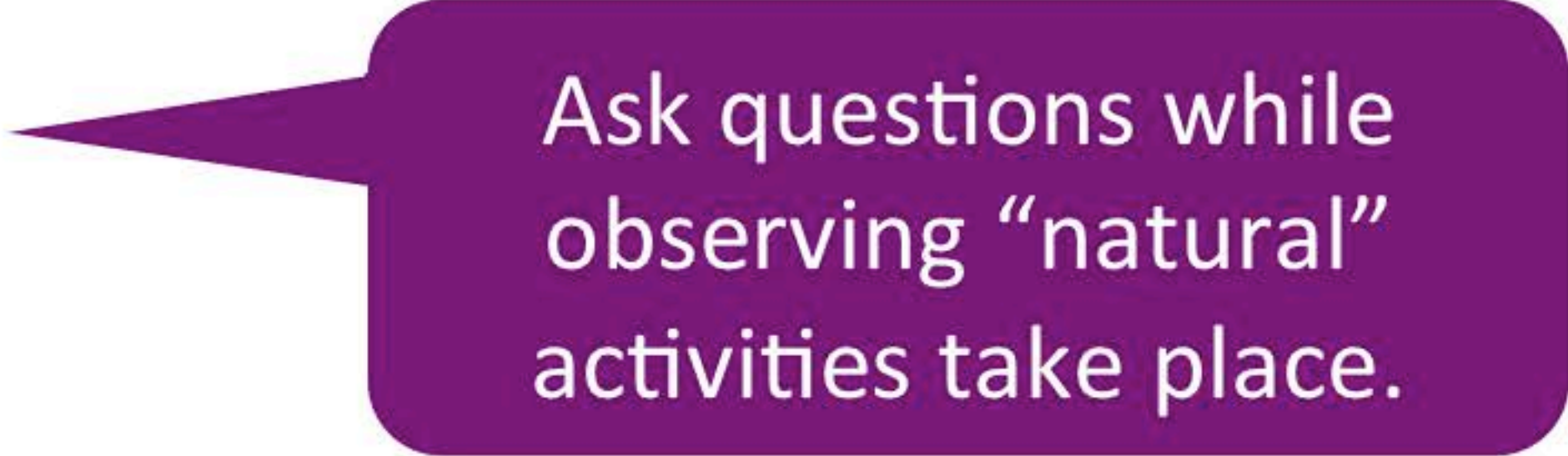
- **User testing**
- **Contextual Interviews**
- **Artifact-based methods**



Task observation is typically accompanied by interviews.

Combo: Watch & Ask

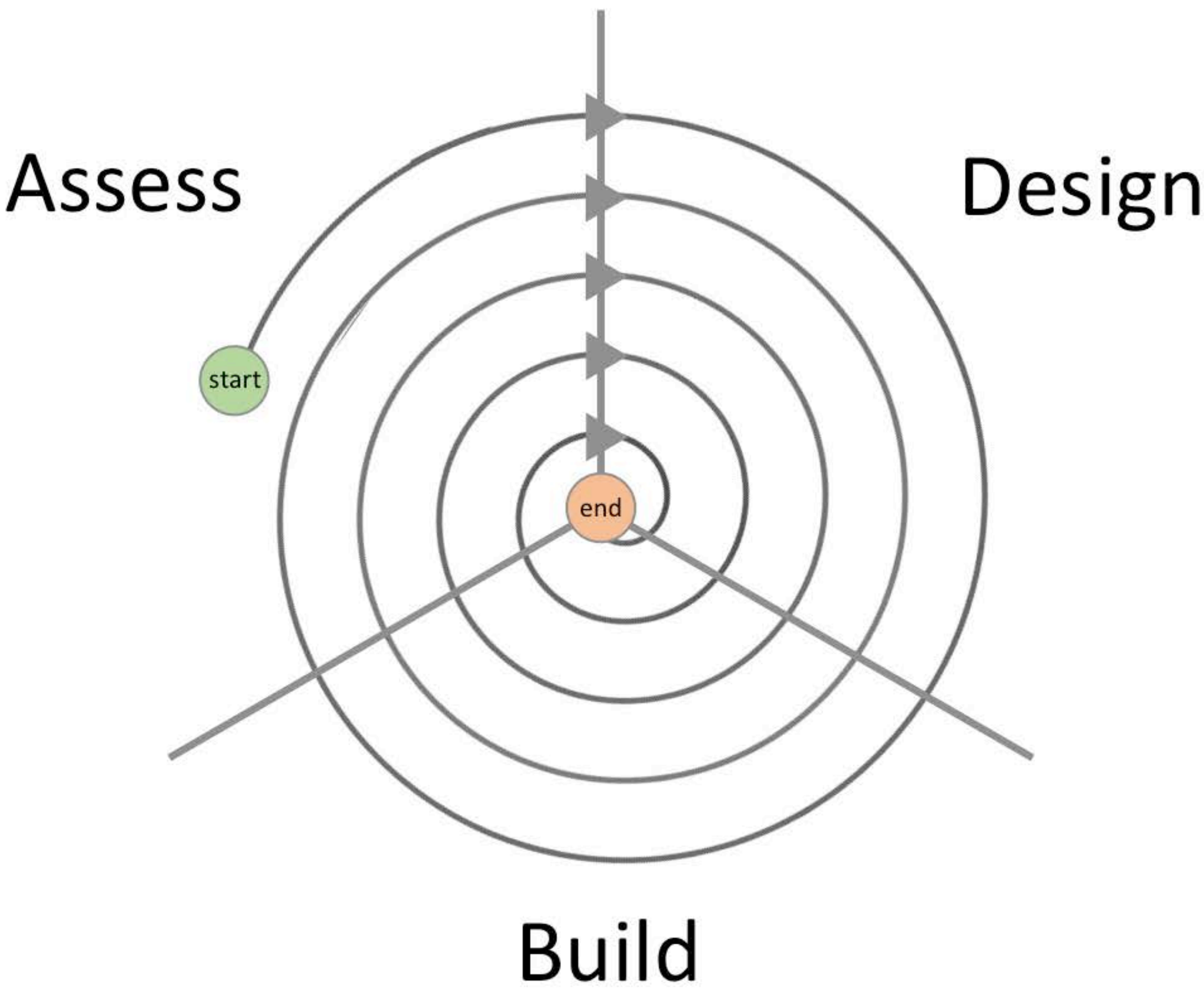
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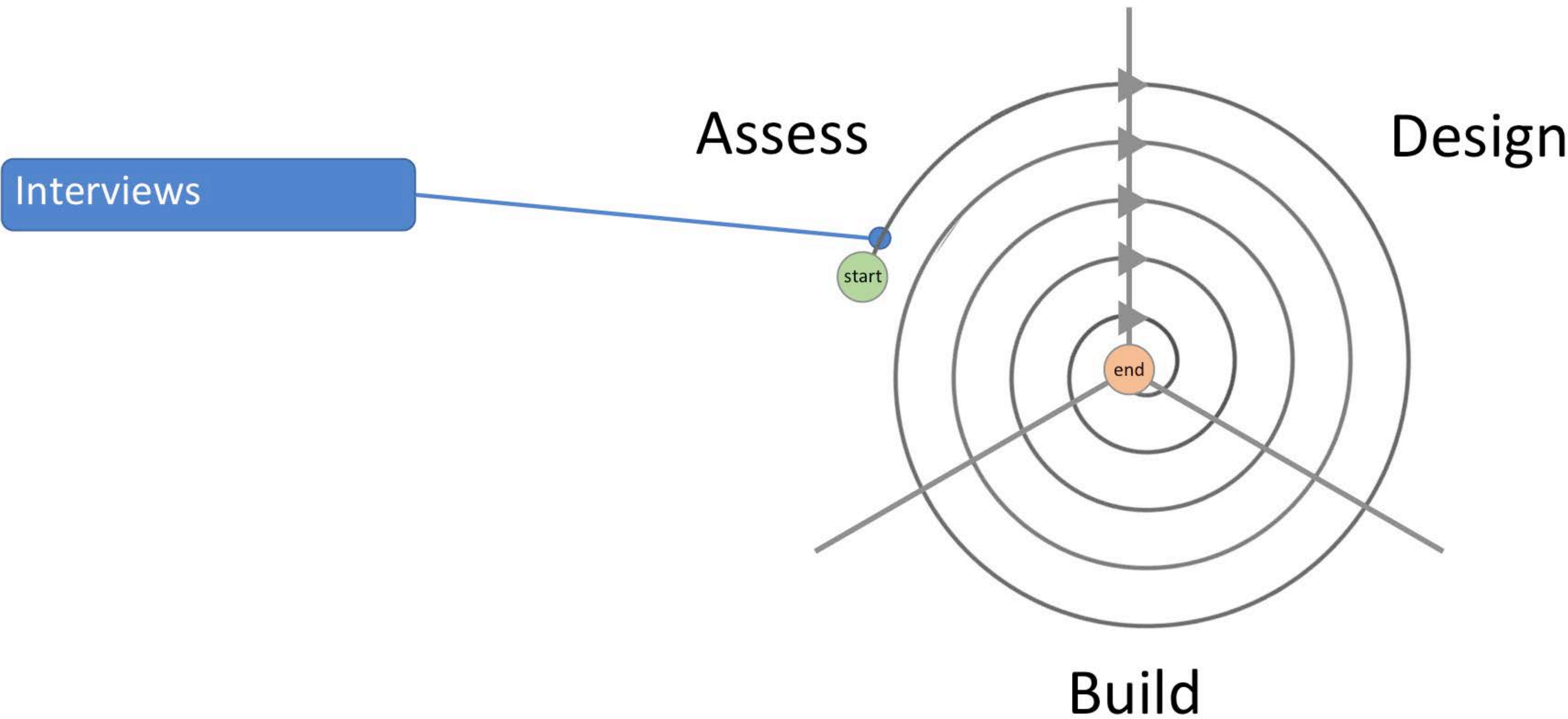


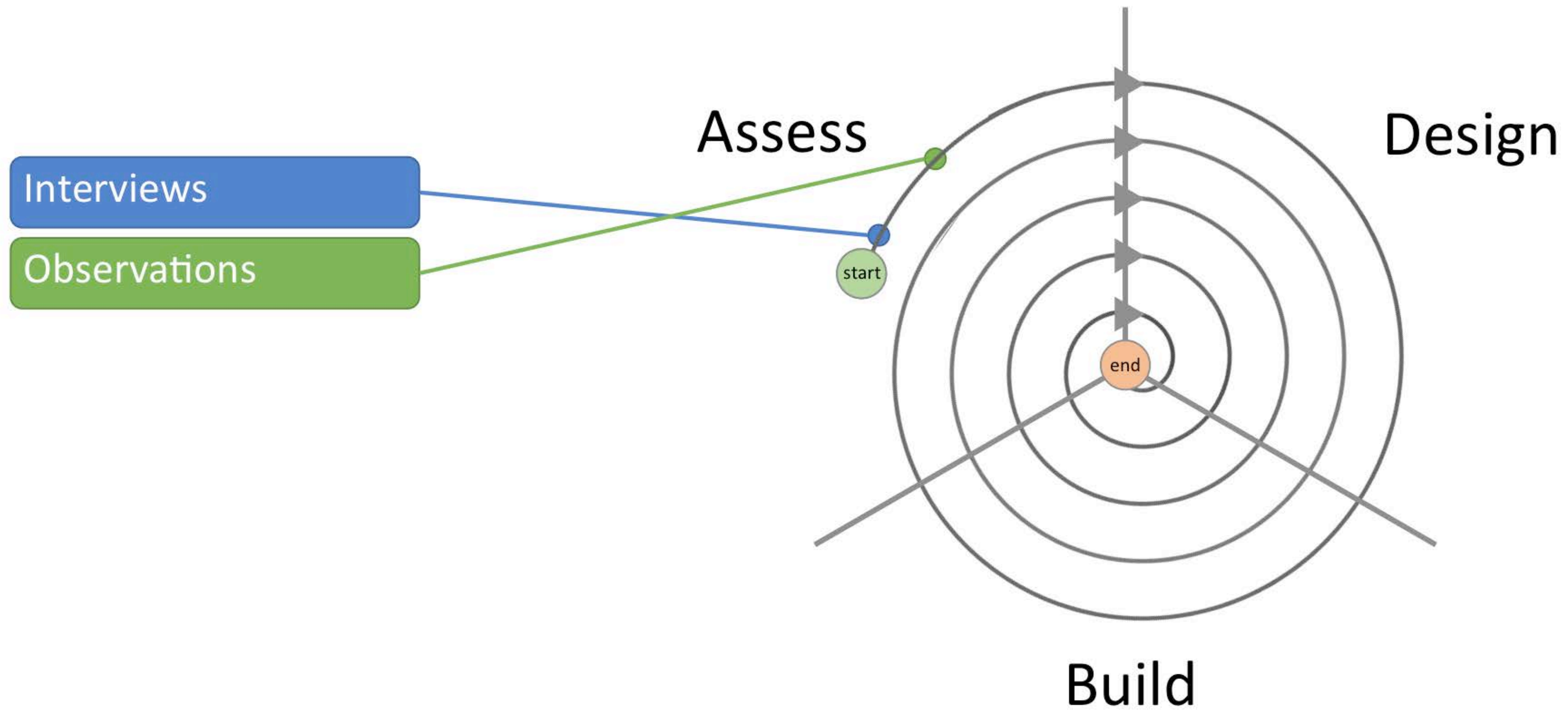
Ask questions while observing “natural” activities take place.

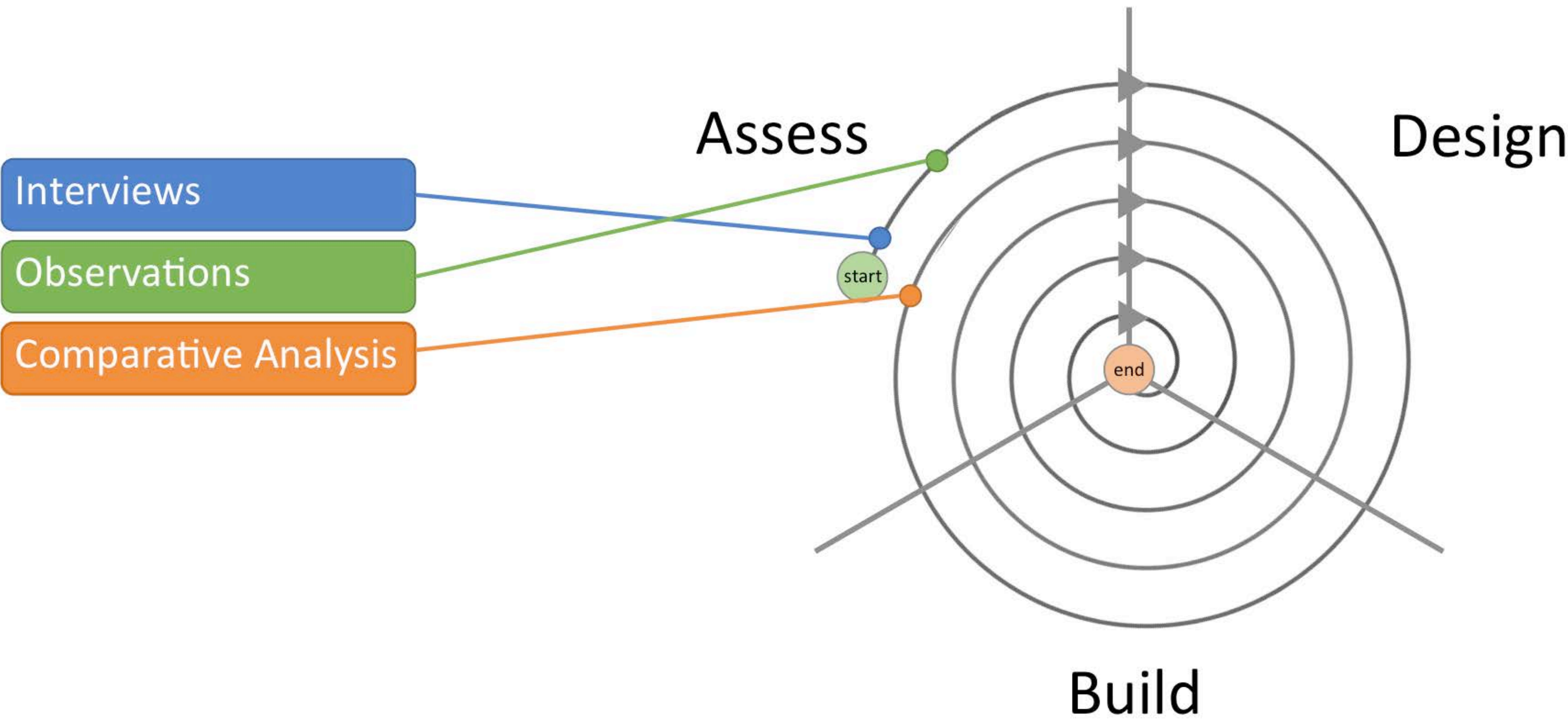
When to use what?

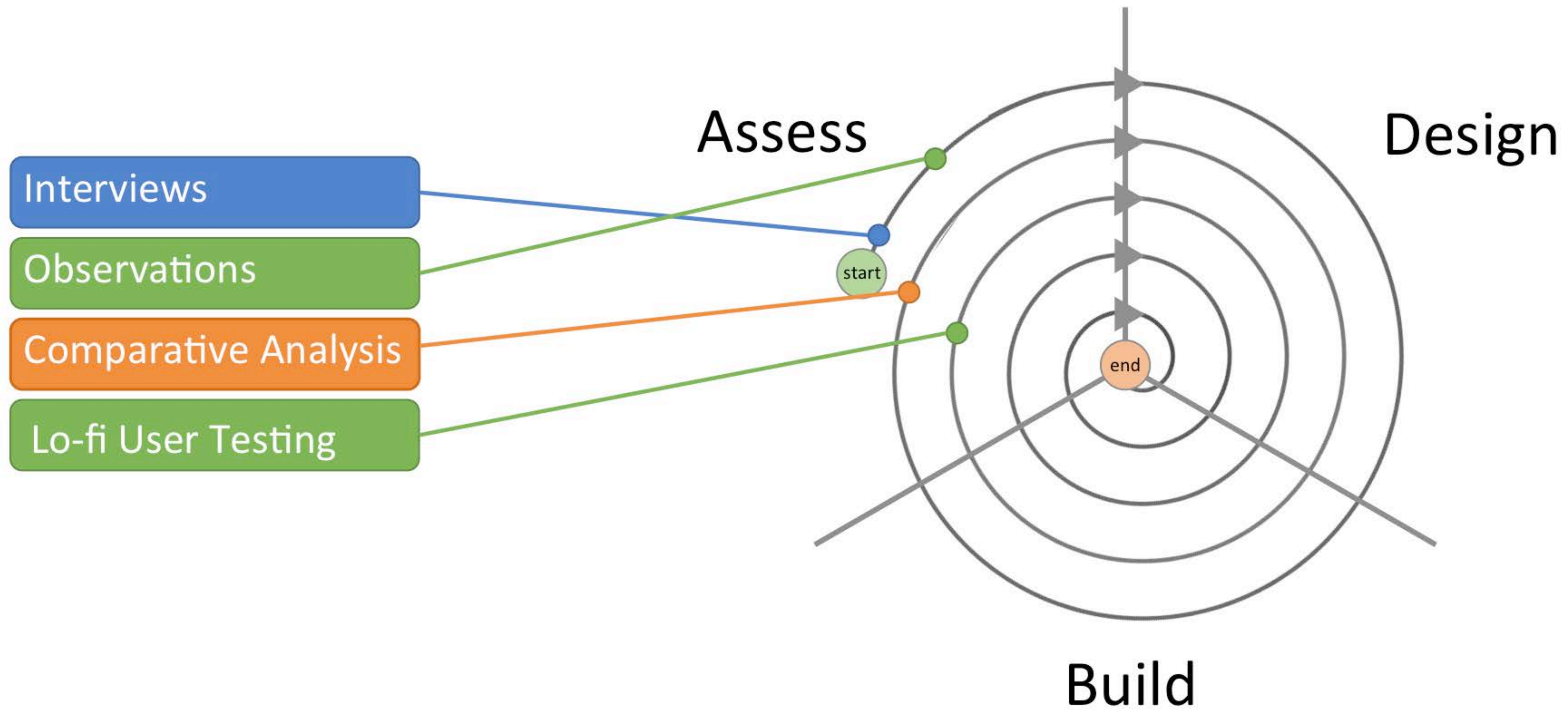
- **Ask when...**
 - Observation infeasible (infrequent, long, private)
 - Values and motivations are key
 - (Surveys) Large numbers and high certainty are needed
- **Observe when...**
 - Self-report will miss information (memory, tacit knowledge)
 - Process and communication are important
 - (Analytics) Large numbers and high certainty are needed
- **Inspect when...**
 - You have a product to inspect
 - Interacting with users is too expensive or cumbersome

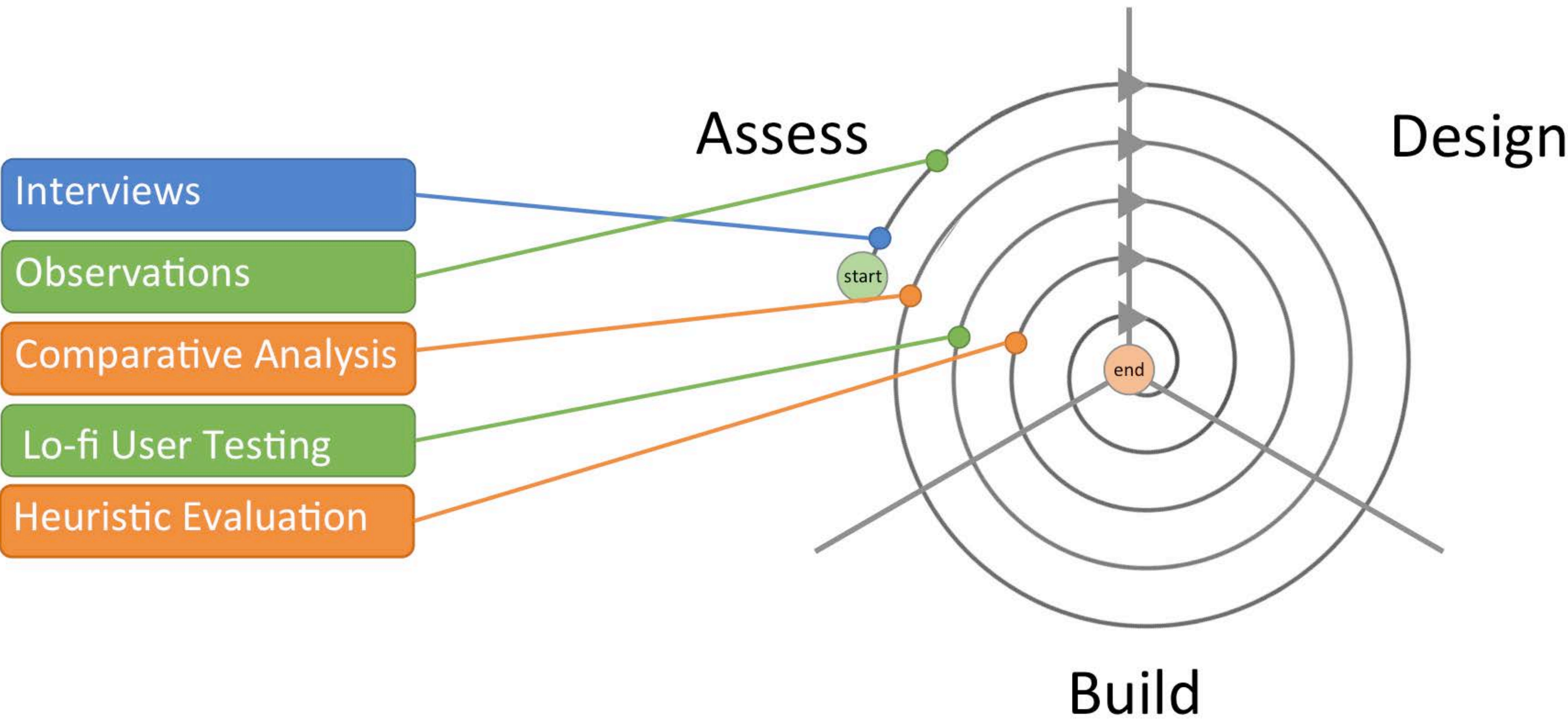


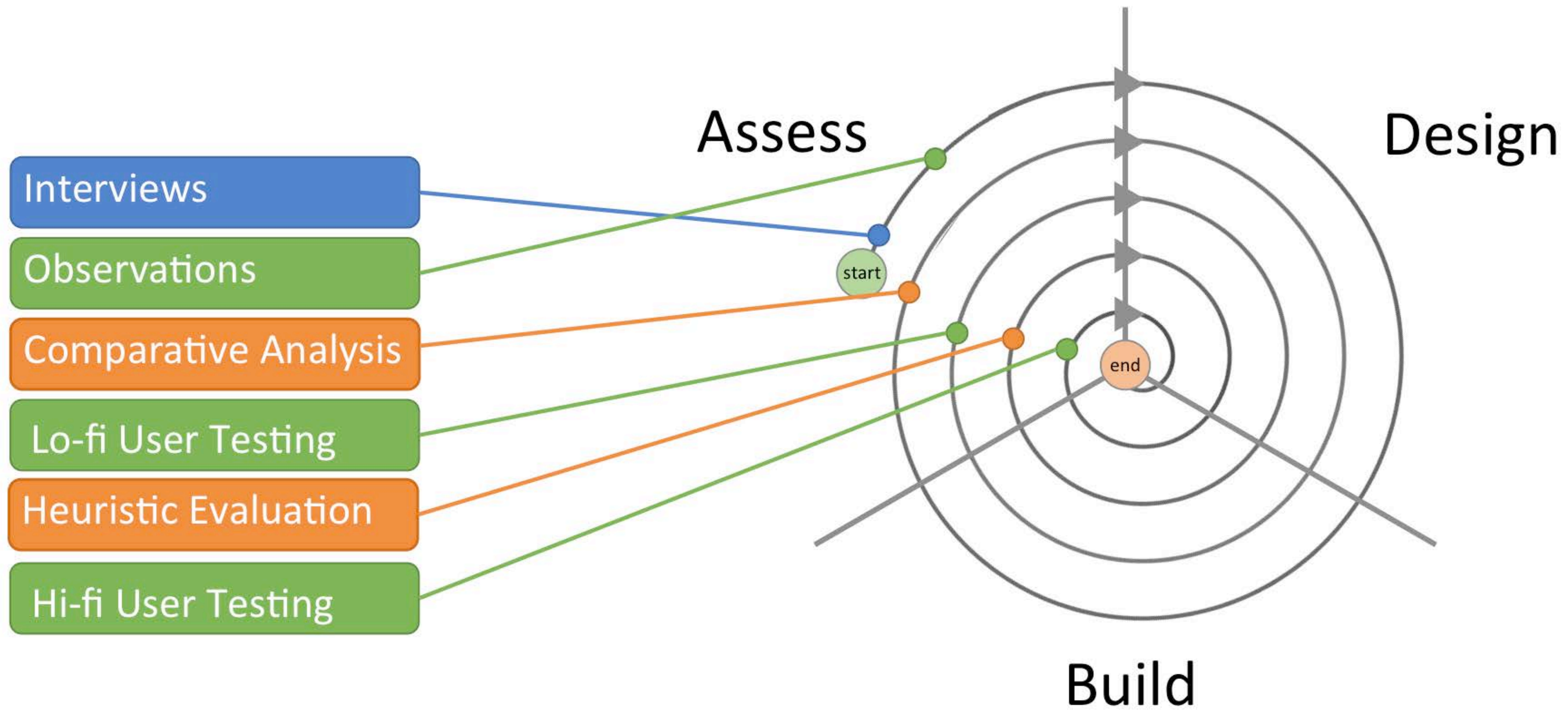


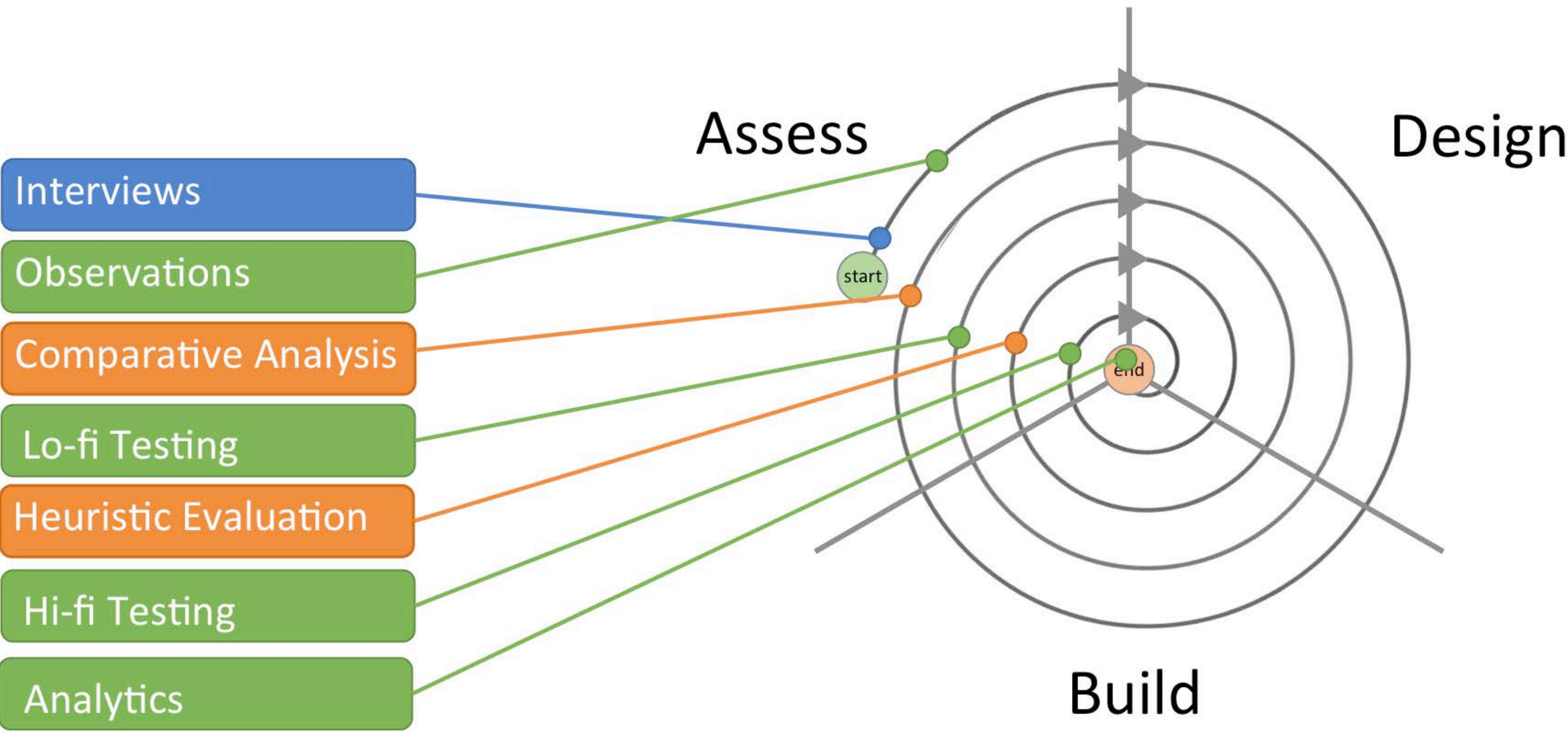


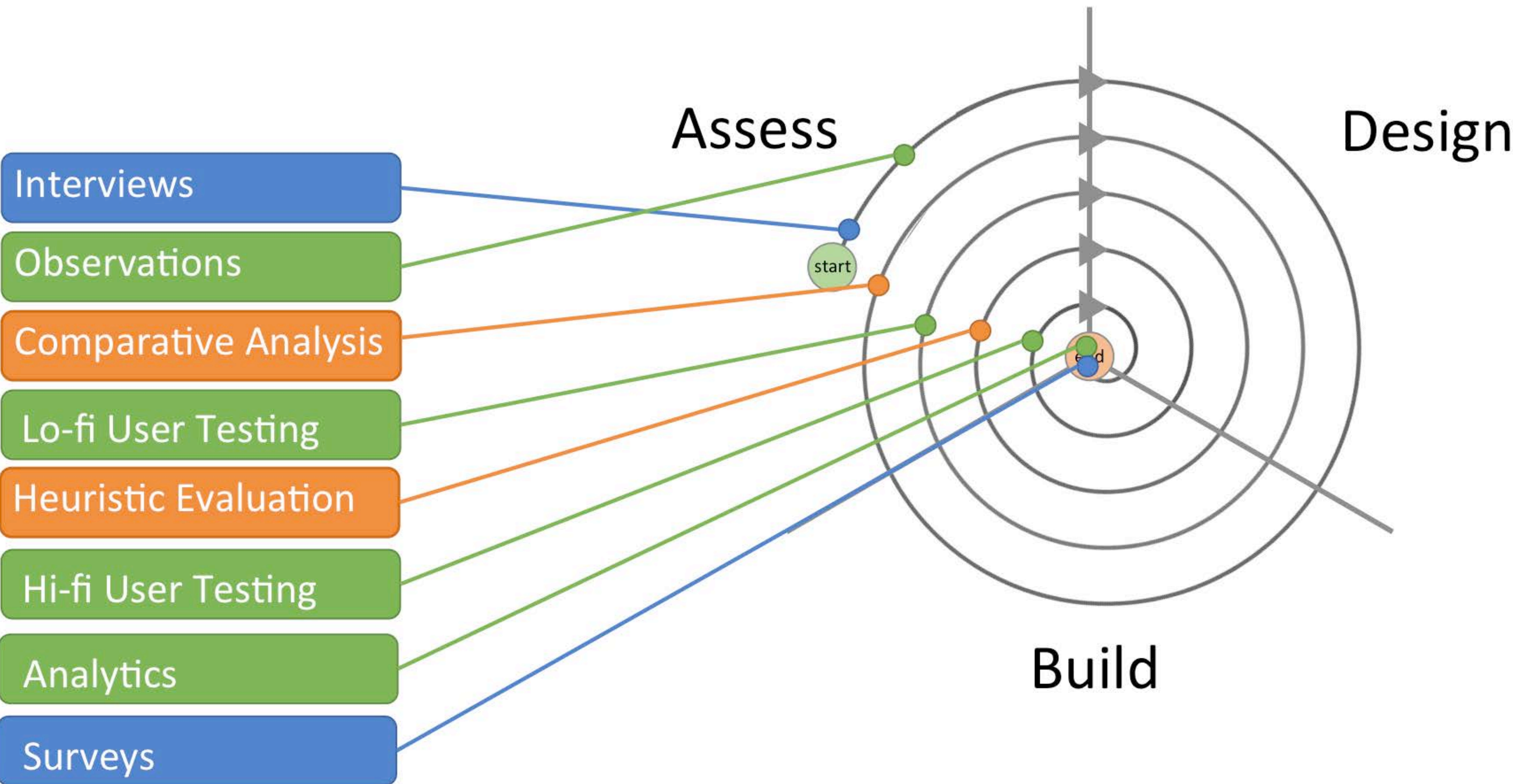












The 3 Methods

Ask

Observe

Inspect