

Building Understanding

Research Basics

You got some underlying knowledge in primary research techniques from the first course in this Nanodegree. But to make sure the ideas are fresh in your mind, let's do a quick refresher on some basic research principles.

 <https://youtu.be/IX2JB4ABCY8>

Mixed Methods Research

You're not limited to one type of research. Instead, robust research studies will deploy multiple techniques to answer different questions and validate research findings. For example, after conducting a small number of in-person interviews, you might turn to a survey to check if the key behaviors are truly experienced by users across the country or world.

QUESTION 1 OF 3

Match the type of data with the research methodology.

Submit to check your answer choices!

METHOD	TYPE OF DATA
Observation	Qualitative
Surveys	Quantitative
Analytics	Quantitative
Interviews	Qualitative

QUESTION 2 OF 3

Which of the following is a leading question?

☐ When was the last time you did the dishes with a sponge?

☒ Do you ever do the dishes and, if so, how often?

☐ Why?

Active Listening - Writing Research as Atomic Nuggets

 <https://youtu.be/4-19-1d3TvI>

The term [Atomic Unit](#) (with regard to design) was coined by WeWork's design team while building a research tool called Polaris. Ultimately as you're conducting research you'll want to be actively listening for these nuggets of knowledge.

As you're exploring your research, you can write **Active Listening** notes to capture these nuggets. These are post-it notes that contain just enough text to communicate a little bit of knowledge. These notes can include:

- User Quotes
- Facts and Desktop Findings
- Observations and AHA moments of inspiration (anything that stands out as important)

Example

Creating and organizing your active listening notes can be challenging. To help you get a feel for the amount and type of information to include (and how you might want to organize that information), you can check out [Gabe's Miro board](#) (or the screengrab of the board below).

While reading the notes, try to think about:

- the level of detail of the note
- the choice of color of the card
- high-level themes that you might be noticing

Use the graphic below to answer the following quiz question:

Frequent Flier

creates an itinerary on Google Docs	carries extra cash in pouch in case of emergency	books cancellable hotels - but not airline issues	doesn't log any expenses because it didn't pay out once	usually takes ride share to airport	downloads airline apps and checks notifications	travels primarily for pleasure
checks weather a few days before trip	keeps a few sets of clothes in carry-on case checked bag is too	flies on two main airlines to collect points	looks good when airlines give bonus points	checks TSA app for security line time		

Busy Business

Emails all trip details to self	Expenses most trips to corporate account	has hotel allowance, can only stay at specific hotels	usually on a tight schedule and not afternoon sleep	carries paper wallet so having new debit card is nearby thing	usually rents a car at destination	doesn't buy travel insurance - "it's not really my money"
uses calendar and tries to keep track of details	expects at least a 30 minute delay	usually has meetings same day as arrival	tries to accumulate personal points for work travel	Checks Uber time a little bit before flight		

Allowance Adventurer

collaborates on Google Docs for trip plan	never buys trip insurance because thinks it's a scam	saves money with public transit	uses google maps to find transit	studies languages before travel	books cancellable hotels - but not airline issues	stays in an airport for at least 24 hours with no updates from budget airline
stops at airport when flight was cancelled - 5PM	called parents when flight was cancelled	stops at airport when flight was cancelled	never downloaded an airline app	tries to only pack a carry on bag to avoid issues and fees	tries to only pack a carry on bag to avoid issues with bags	updates airport food prices - especially when stranded
missed a flight once because traffic and security line						

Fancy First

status members get priority service	flights selected by customer service within 24 minutes	only flies with one airline due to loyalty program	flights booked by assistant	trip details summarized in an email	transportation to airport arranged by assistant	kept informed to flight status by assistant
has means to cover unexpected costs	has booked multiple flights on holding if one flight is cancelled	enjoys the meal on preformed airline	spends time in lounge before flights			

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Use the graphic below to answer the following quiz question:

Note A

The respondent went to the store and walked through two departments before understanding where the toothbrushes are located but by the point they already selected three other items off the shelf and placed them in the basket

Note B

Had trouble locating the oral care section but found other items while looking

Note C

No toothbrushes other things

Note D

No I don't want to go to the store for a toothbrush

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QUESTION 3 OF 3

Using the graphic above, match the Note to the problem it demonstrates.

Submit to check your answer choices!

PROBLEM	NOTE CARD
Illegible handwriting, cannot read at a distance	Note D
Not enough detail, doesn't provide context or insight	Note C
Too much detail, difficult to read and follow the insight	Note A
Solid note, no problems – easy to read and quickly understand	Note B

Try it yourself! Rewatch the video and try using the active listening technique to write down some observation notes.



- ✓ Open your Miro board and create a frame for practice
- ✓ Create a few blank note cards
- ✓ Your notes should be short with large text
- ✓ Your notes should contain enough detail that they are understandable on their own