

Logistics

Recruiting Current Users



<https://youtu.be/dtKxp1hsnUQ>

QUESTION 1 OF 3

Which techniques might help recruit current users to a usability study?

(Select all that apply.)

- ☒ Identifying power users or early adopters who are interested in the latest, greatest thing
- ☒ Offering exclusive early access
- ☒ Offering a discount
- ☒ Offering a cash incentive

QUESTION 2 OF 3

Rank the following from *most* to *least* expensive (cost) for an equal number of users:

Submit to check your answer choices!

COST	RECRUITING METHOD
1. (Most Expensive)	Professional Recruiting Firm
2. _	Reaching out to Current Users
3. _	"Coffee Shop Testing"
4. (Least Expensive)	Friends and Family

QUESTION 3 OF 3

Which 3 of the following have the highest probability of sampling bias?

☒ Friends and Family

☐ Strangers on the street

☐ Strangers at a coffee shop

☒ Coworkers in the cafeteria

☒ Current users who are power users of your company's product

☐ Strangers recruited through an agency

Where to Conduct Your Session

Conference Rooms

The best option (and maybe an obvious one) for where to conduct a usability study is in a quiet conference room. This will give you privacy to have a deep conversation with your respondent, free from distractions. Conference rooms are great if you're recording the session because they will be free from background noise that might make listening to the session challenging.

Sometimes you might not have access to a private room—like if you're working for a startup without an office or are conducting research away from where your company is based. In these cases, if you have the budget you can check to see if you can reserve a conference room in a *coworking space*. A few solid options for conference rooms that can be booked hourly in many cities around the world are [WeWork](#) and [Breather](#).

Coffee Shops

Although it's not the best choice due to noise and lack of privacy, running a session in a coffee shop will work in a pinch. If you have no option for a formal coworking space, a quiet cafe is often a perfectly acceptable place to conduct a usability session. If you choose this option, you might want to get to the coffee shop early to ensure you have space. And you may want to scope out a few coffee shops in your city to see which you can rely on to have solid wifi and be

relatively quiet.

The Respondent's Home or Office

Often you'll get tremendous insight when visiting a respondent's natural setting. You might observe how they organize their space or what things they keep around their workspace. If you're able to travel, asking to run a session in a respondent's home or office is a great way to strengthen your empathy with the user, while giving you a suitable space to run the session.