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

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)
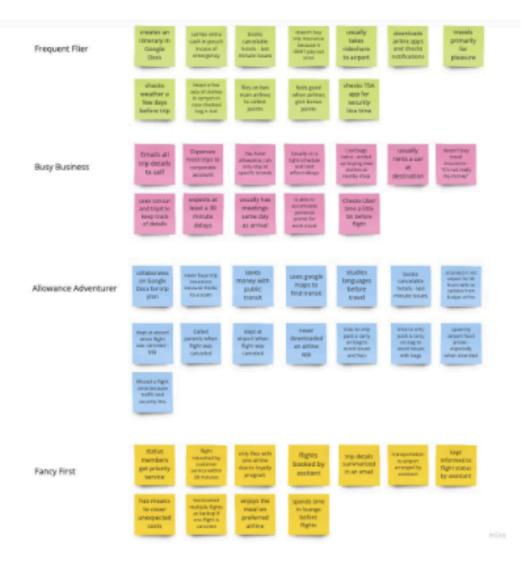
Example

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

Busy Business

Allowance Adventurer

Fancy First

Use the graphic below to answer the following quiz question:

Note A

Note B

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

Note C

No toothbrushes other things

Note D

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