

Wifi: First Round Capital Guest
Password: frclovesphilly

Restrooms:
Towards the ‘Dream’ wall and to the right



UX 201: Intro to User Research

Learn how to understand your website audience's needs through user research.



Getting started



Welcome! Today's agenda:

- What is user experience(UX) refresher
- What is user research
- Planning a study
- Conducting the user interview
- Research analysis and reporting
- How to get buy-in
- Workshop

Two breaks will
be provided



Introductions

- Your name
- Why you are taking this class
- Your friend is coming to town, what is the **one** restaurant you **have** to take them to?



About the instructor:

- Alicia C. Raciti
- @acr523
- a.c.raciti@gmail.com
- www.aliciacraciti.com



What is user experience?



User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their business goals and objectives, their abilities, and also their limitations.

—usability.gov



User experience encompasses all aspects of the end-user's interaction with a company, its services, and its products.

—Nielsen Norman Group



Why UX is important?

If people don't enjoy their experience with what you design, then the product/service wasn't successful. Bad user experience can ruin a brand/company, or lose customers.

Mike Tedechi - GDI UX 101 Course



UX Process

Stakeholder Interviews

User Research

Content Strategy

Information Architecture

Interaction Design

Visual Design

Usability Research



What is user research?



User research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.

—usability.gov



Design research describes any number of investigative techniques used to add context and insight to the design process.

— Andrew Maier



User research is not market research



Market research is any organized effort to gather information about target markets or customers. ...

Market research provides important information to identify and analyze the market need, market size and competition.

— Wikipedia



[◀ Back to Results](#) | You are in: Men > T-Shirts



[larger view](#)

<http://www1.macys.com/shop/product/polo-ralph-lauren-classic-fit-jersey-pocket-crewneck?ID=1918101&CategoryID=30423&LinkType=&swatchColor=Pink#fn=COLOR%3DPink%26sp%3D1%26spc%3D44%26ruleId%3D%26slotId%3D7>

User research is **not**
a usability study



UX Process

Stakeholder Interviews

User Research

Content Strategy

Information Architecture

Interaction Design

Visual Design

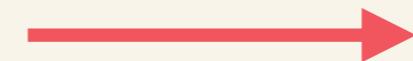
Usability Research



Usability studies assess how easy user interfaces are to use.

— Nielsen Norman Group

User Interface



The screenshot shows a product page for the Culina Space Saver Salad Spinner on Amazon. The product is a white and green salad spinner with a slotted basket. It is displayed next to some fresh tomatoes and basil. The page includes the following information:

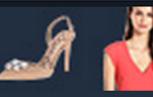
- Product Title:** Culina Space Saver Salad Spinner, 3-Quart
- Brand:** Culina
- Customer Rating:** ★★★★☆ (4.5 stars) - 146 customer reviews | 12 answered questions
- Price:** \$21.30 ✓Prime (List Price: \$39.95)
- Save:** You Save: \$18.65 (47%)
- Status:** In Stock. Ships from and sold by Amazon.com. Gift-wrap available.
- Delivery:** Want it tomorrow, July 12? Order within 9 hrs 19 mins and choose One-Day Shipping at checkout. Details
- Quantity:** Package Quantity: 1
1 \$21.30 ✓Prime 2 \$84.00
- Color:** Green
 - Robust, quality material, powerhouse. 3 parts: clear bowl, slotted basket/colander, tight fitted lid features instant stop spin brake button
 - Compact: small space friendly, non-invasive, easy storage. Perfect size for couple or a small family
 - Food Safe and Health Benefits: Fast spin centrifugal force effectively reduces germs
 - Great alternative to eating out. Gift-ready in Sophisticated Packaging
 - 100% Culina Satisfaction Guarantee
- Other Sellers on Amazon:**
 - \$24.69 Add to Cart (Sold by: Innovative World)
 - \$26.93 Add to Cart (+ Free Shipping Sold by: Connect Buy)
 - \$30.87 Add to Cart (+ Free Shipping Sold by: Cyber Sale)

www.amazon.com





Home & Kitchen ▾



Shop Beautiful Things, Updated Daily ➔

Shop by Department ▾

Alicia's Amazon.com

Today's Deals

Gift Cards

Sell

Help

Hello, Alicia
Your Account ▾

Your Prime ▾

Wish List ▾



Kitchen & Dining Best Sellers Wedding Registry Small Appliances Kitchen Tools Cookware Bakeware Cutlery Dining & Entertaining Storage & Organization

Home & Kitchen › Kitchen & Dining › Kitchen Utensils & Gadgets › Salad Tools & Spinners › Spinners



Roll over image to zoom in

Culina Space Saver Salad Spinner, 3-Quart

by Culina

★★★★★ 146 customer reviews | 12 answered questions

List Price: \$39.95

Price: \$21.30

You Save: \$18.65 (47%)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, July 12? Order within **9 hrs 19 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Package Quantity: 1

1

\$21.30

2

\$84.00

Color: **Green**

- Robust, quality material, powerhouse. 3 parts: clear bowl, slotted basket/colander, tight fitted lid features instant stop spin brake button
- Compact: small space friendly, non-invasive, easy storage. Perfect size for couple or a small family
- Food Safe and Health Benefits: Fast spin centrifugal force effectively reduces germs
- Great alternative to eating out. Gift-ready in Sophisticated Packaging
- 100% Culina Satisfaction Guarantee

7 new from \$21.30

CULINA

Culina Bamboo Tongs - Set of



Share

Qty: 1



Add to Cart

Turn on 1-Click ordering for this browser

Ship to:

Alicia C. Raciti- WAYNE ▾

Add to Wish List

Add to Wedding Registry

Other Sellers on Amazon

\$24.69

Add to Cart

Sold by: Innovative World

\$26.93

Add to Cart

+ Free Shipping

Sold by: Connect Buy

\$30.87

Add to Cart

+ Free Shipping

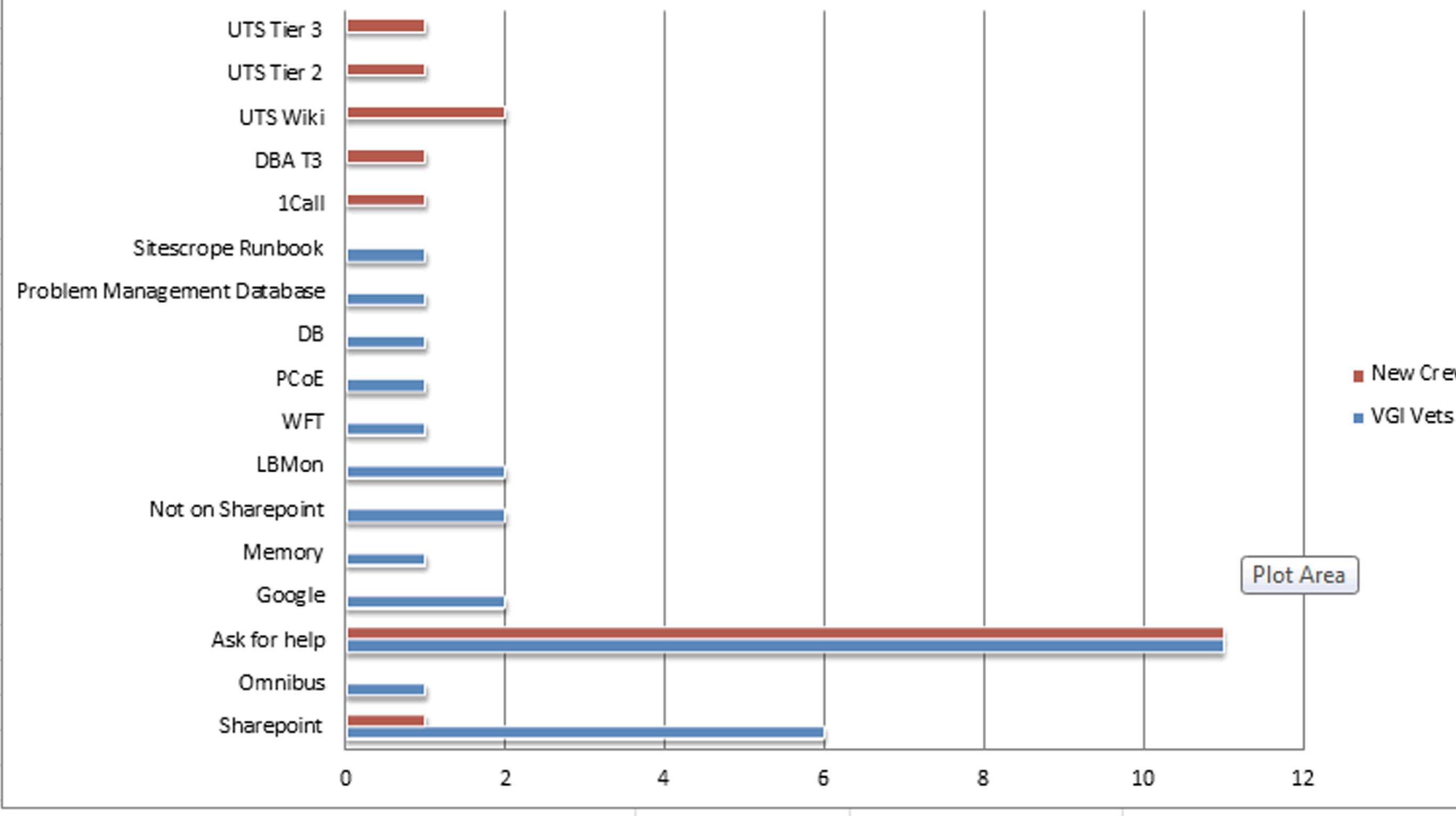
Sold by: Cyber Sale

7 new from \$21.30

Why user research is important



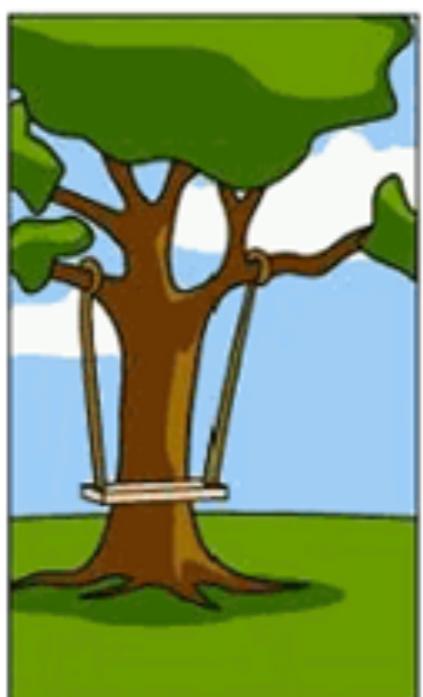
Resources used



Mutual Understanding



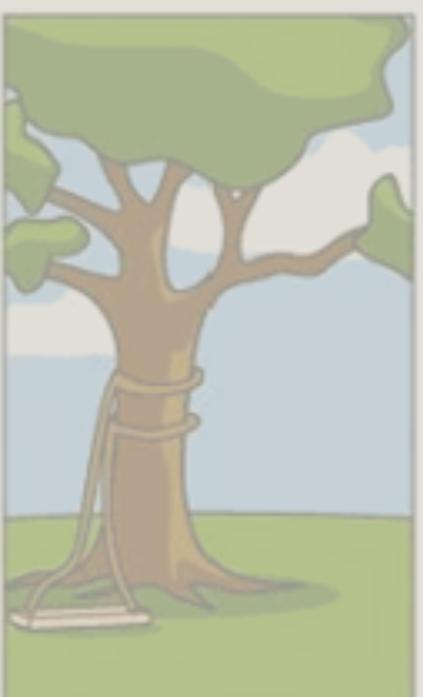
How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



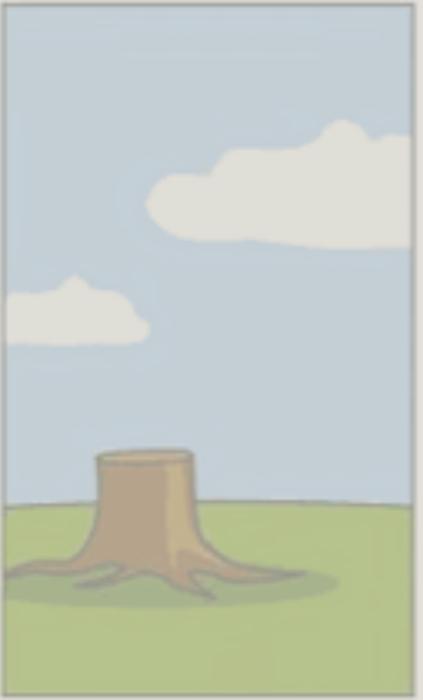
How the project was documented



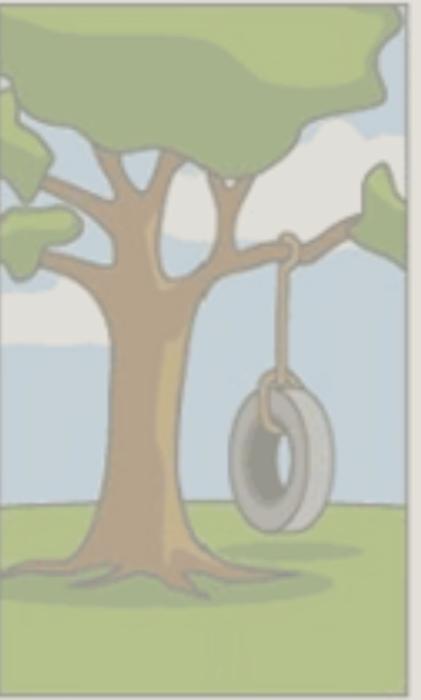
What operations installed



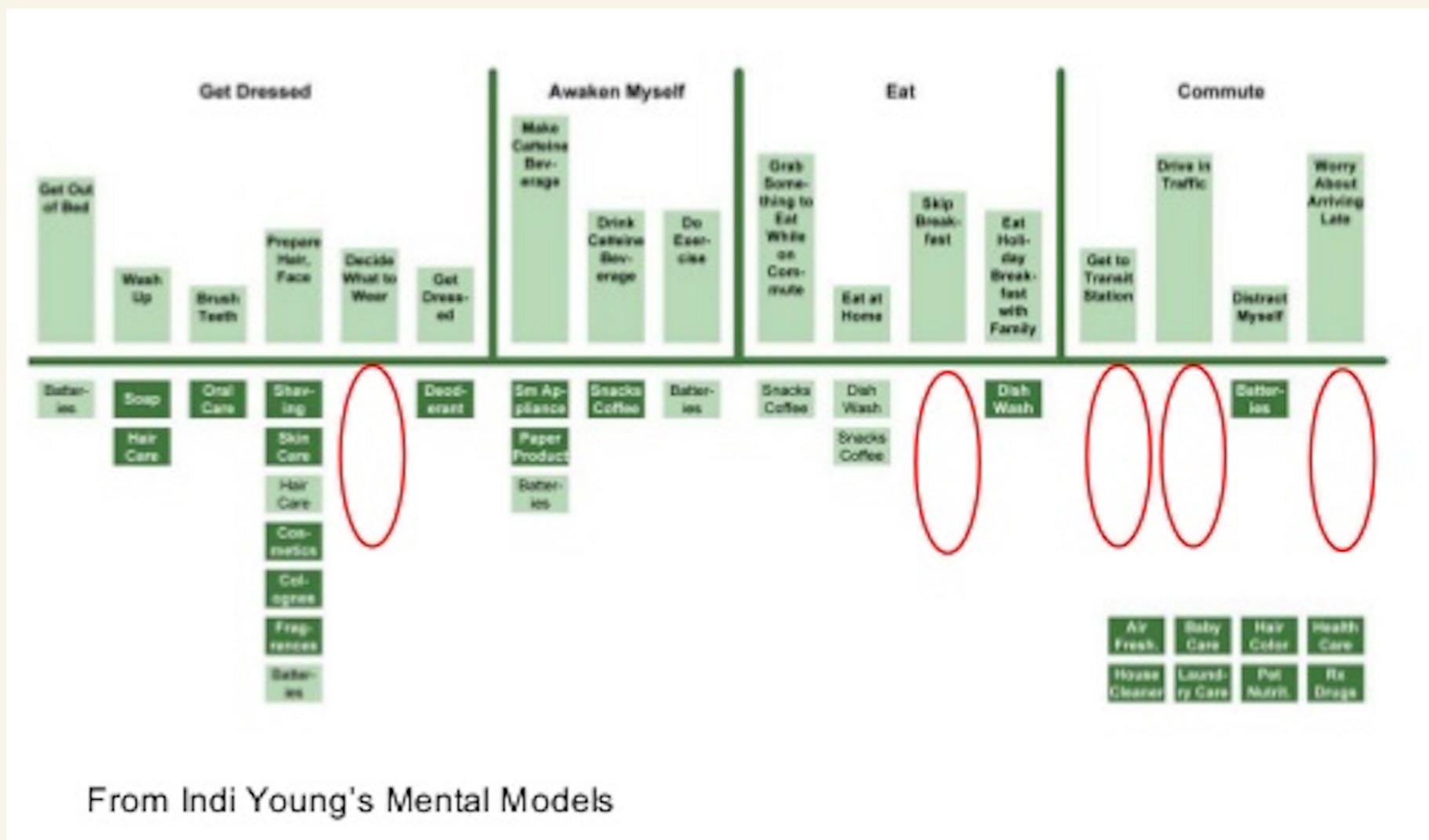
How the customer was billed



How the helpdesk supported it



What the customer really needed



- Removes any assumptions we have about our users
- Gives you data to inform your design decisions
- Helps to identify how your product could fit into your users work or lifestyle
- It can help to identify new opportunities for your business or product
- Allows you to refine design hypotheses
- Informs potential redesign and relaunch of existing products and services
- Helps clarify any mental models users have about a particular product
- Helps you know who you're designing for!





Types of user research



User interviews



Field studies





Surveys



SIGN IN



Can you be brutally honest?

MAYBE IT'S BECAUSE WE'RE BRITISH

Don't laugh, but we feel much more comfortable dwelling on our shortcomings than we do celebrating success.

By completing our brief online survey you'll help us do a better job and ensure we never, ever get too big for our boots.

Please don't mince your words.

*Required questions are denoted by an **



1: *Please rate the visual appeal of this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2: *Please rate the readability of the pages on this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3: *Please rate how quickly pages load on this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4: *Please rate how completely the page content loads on this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5: *Please rate the thoroughness of product descriptions on this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6: *Please rate how well the product descriptions provide answers to your questions.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7: *Please rate how realistic the product images are on this site.										
1=Poor	Excellent=10									
1 2 3 4 5 6 7 8 9 10	Don't Know									
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8: *Please rate how well the product images show the product details.										



Diary studies



Welcome

Thank you for taking the time to help me and your fellow Unix Tier Services crew better identify the needs of new crew for the UTS team. The purpose of this diary study is to better understand the process that new crew go through when on boarding and to identify problem areas in communication of necessary information.

Instructions

The intention of this diary is for you to record your daily tasks, stress levels, resources used, and other things that impact your day as new crew to the UTS team. Our goal is to improve the availability of resources on the current UTS Sharepoint site so that it can serve as a tool for you and other new crew as you further your development.

As you go about your day, we ask that twice a day, at minimum, that you log the following criteria.

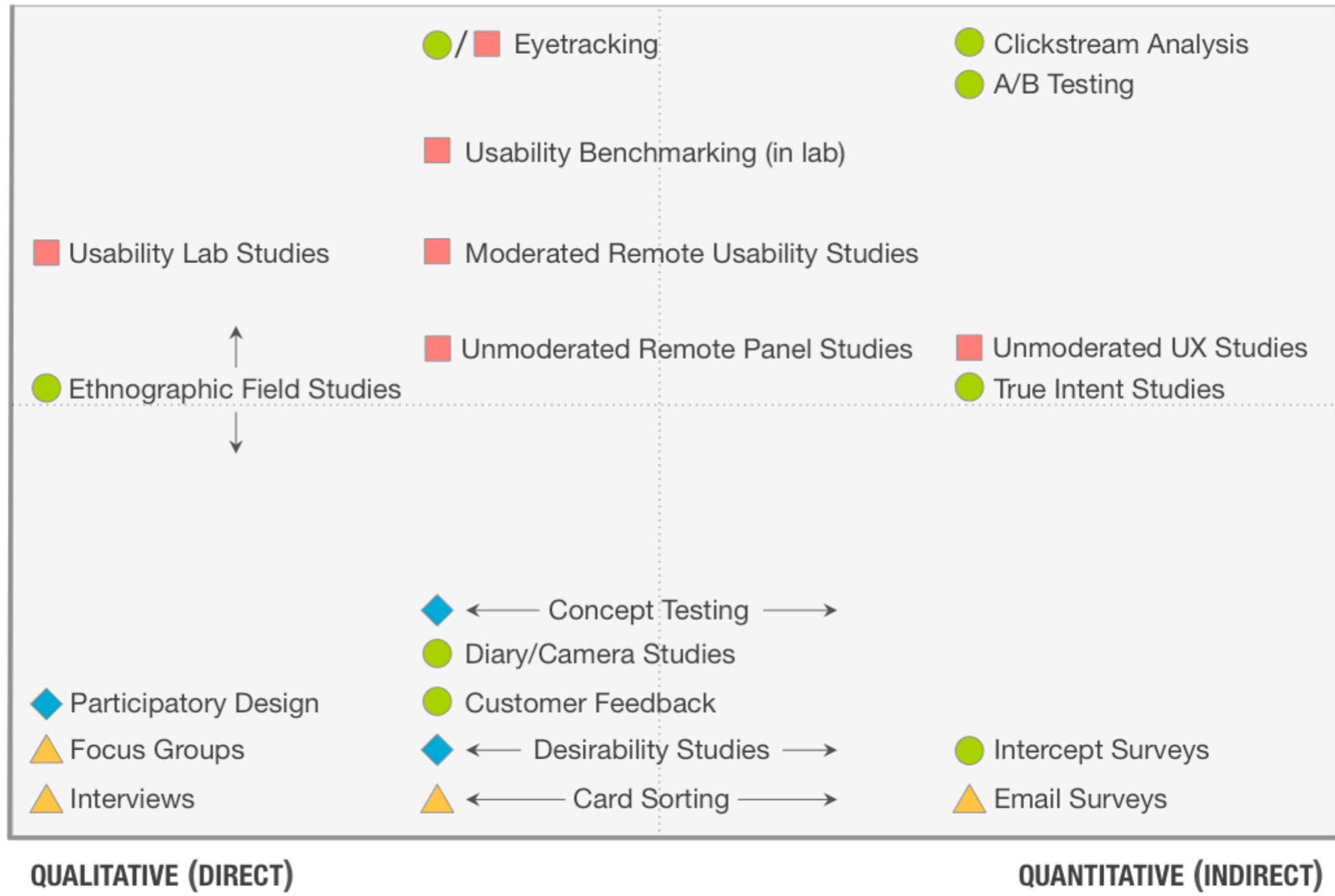
1. Your stress level. On a scale of 1-5, 1 being not very stressed I can easily absorb information, and 5 being super stressed I need time to recoup.
2. Desired resources that you needed or would have found helpful.
3. The ease of finding these resources. Using a scale of 1-5, 1 being very easy, took a minimal amount of effort and time, and 5 being very difficult, took a long time to find or never found it.
4. Location of the resources. Are they books? A particular website? You can just provide the name of the website, full URL's are not needed.

The information in this booklet is strictly for usability research purposes. The study will be anonymous and names will not be shared once data is collected.

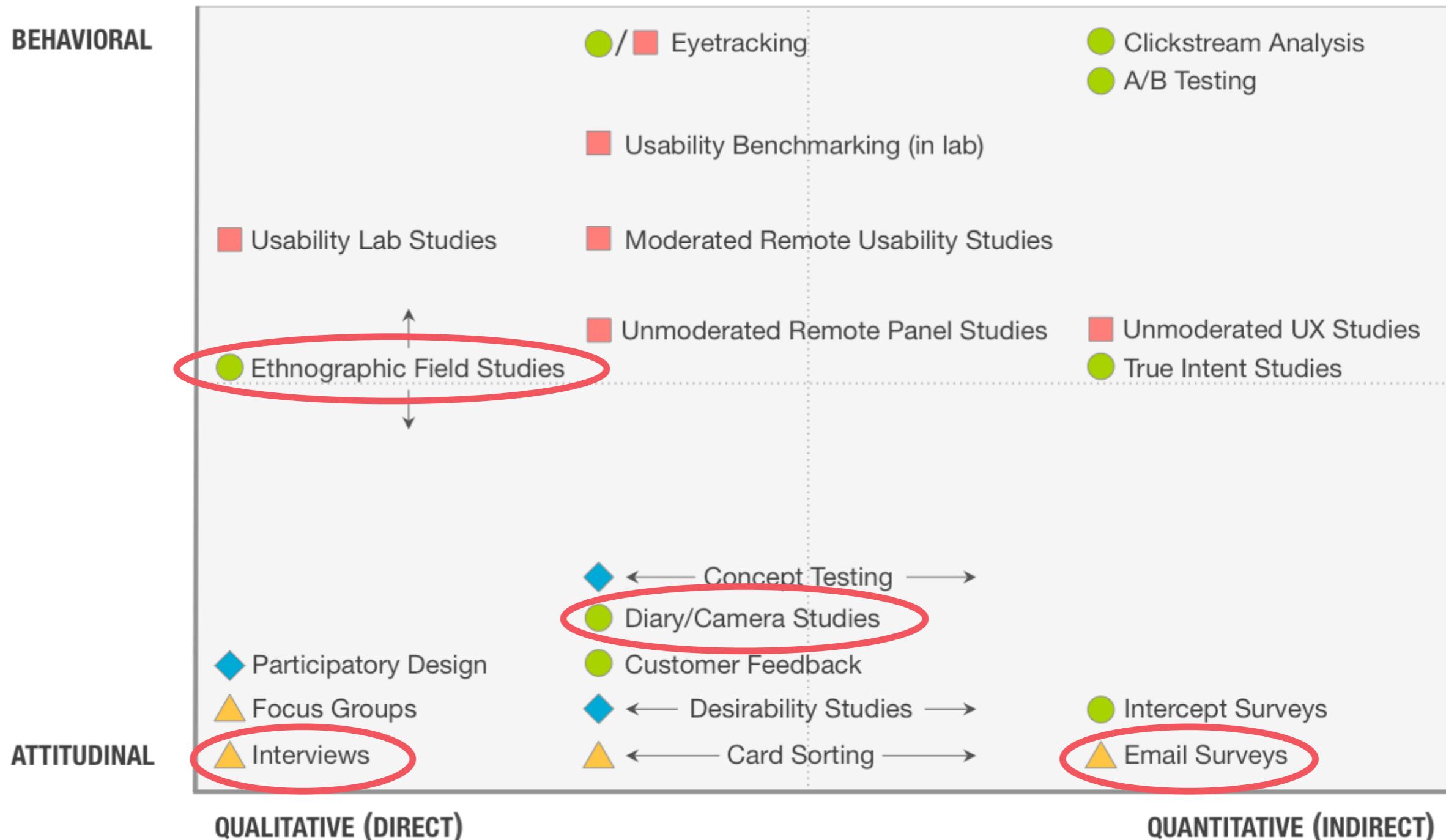
Booklets will be collected on Tuesday, January 22nd.

A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



A LANDSCAPE OF USER RESEARCH METHODS



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

● Natural use of product

■ Scripted (often lab-based) use of product

▲ De-contextualized / not using product

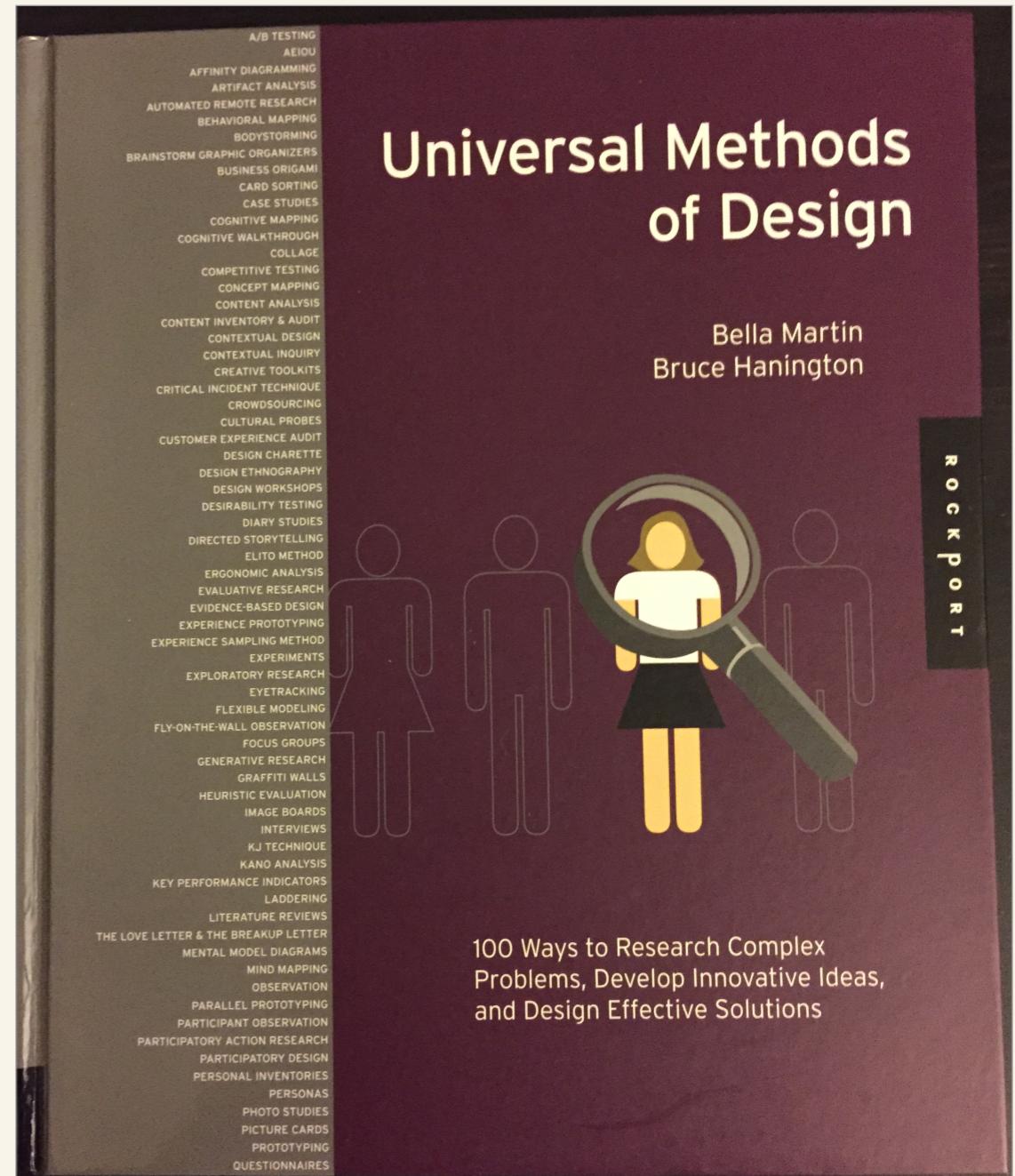
◆ Combination / hybrid

Universal Methods of Design

Bella Martin & Bruce Hanington

Rockport Publishers

ISBN: 978-1-59253-756-3



Planning a study



1. Conduct stakeholder interviews (if you haven't done so already)



2. Identify the research goals and/or hypothesis

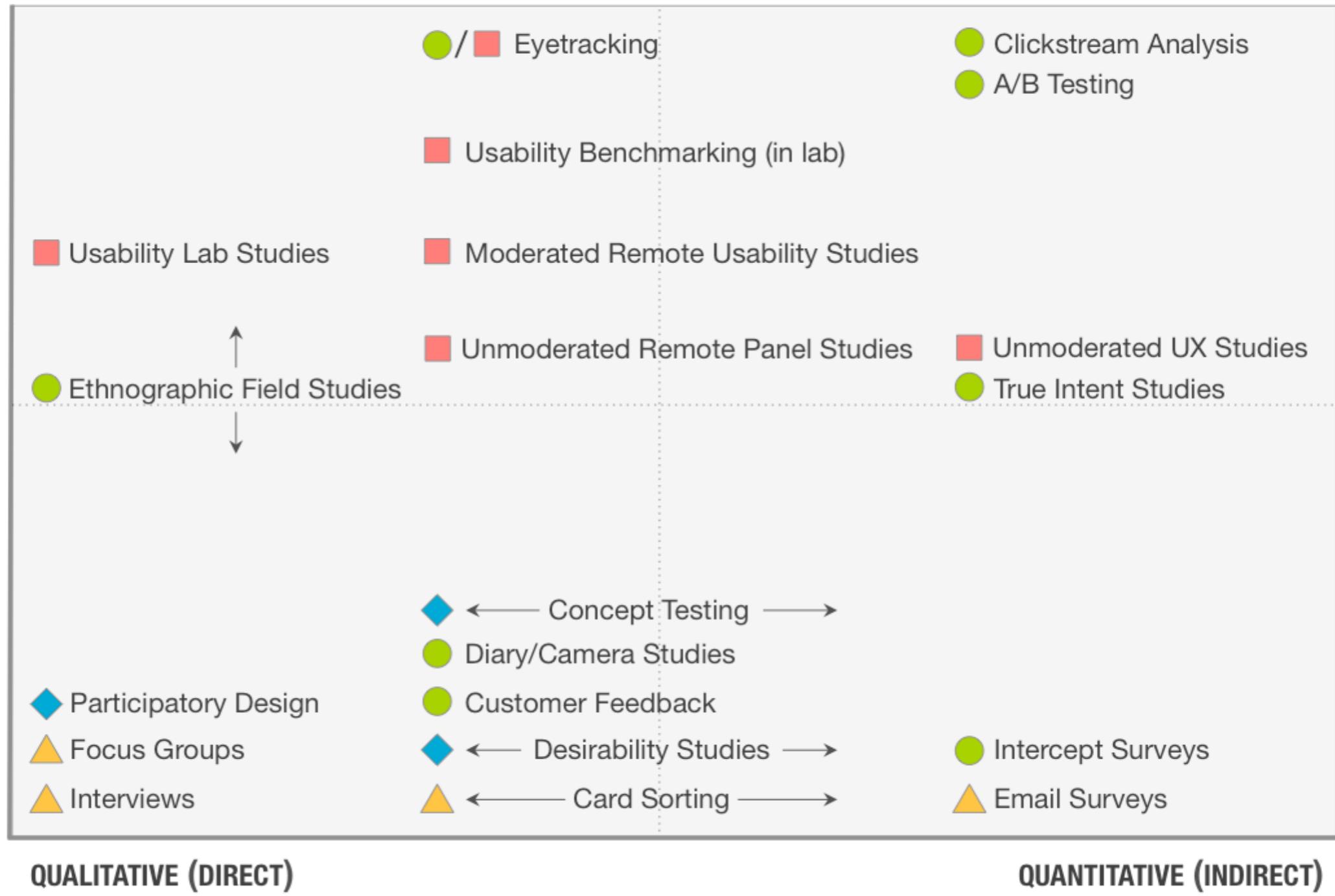


3. Determine what type of research method will provide the best results



A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL



4. Decide your audiences



5. Determine a high-level schedule that will provide enough time for research execution and analysis



6. Create a question guide for the research

How to write questions comes later (but for all intents and purposes, this goes here)



Sample guide found at:
[http://www.smashingmagazine.com/2012/01/26/
ux-research-plan-stakeholders-love/](http://www.smashingmagazine.com/2012/01/26/ux-research-plan-stakeholders-love/)



Recruiting participants



Talk to your actual
audiences



Creating a screener



Have an introduction

If recruiting participants through an online process or email



From: Chase Chase@email.chase.com
Subject: We invite you to join the Chase Customer Panel
Date: November 5, 2015 at 3:04 PM
To:

C

Learn more about the Chase Customer Panel

If you are having trouble viewing this message, please [click here](#).
[Email Security Information](#).



Dear Alicia C Raciti:

We want to give you the chance to play a role in helping us develop and improve our financial products and services. To do so, we invite you to be part of the Chase Customer Panel, which is a group of customers who give us their opinion through a variety of short online surveys.

Click the link below if you're interested in joining the panel:

- The link takes you to a survey you must fill out.
- The survey will ask you to share some basic information about yourself to help us determine if you're eligible for the panel.
- We'll let you know if you are eligible on the last screen of the survey.

<http://survey.sotech.com/693168/start.asp?ID=1593876998>

Here's what to expect if you're eligible and agree to join the panel:

- We'll ask for your opinion once or twice a month.
- You'll spend about 15 minutes completing an online survey on topics like the design of new products and the quality of our letters and emails.
- We'll review responses to help us improve our products and services.

The Chase Customer Panel is managed by Socratic Technologies. Socratic will ask you to share thoughts about Chase, but your responses will only be shared with and used by Chase. You'll never be asked for your account numbers, Social Security number, PIN or online banking username or passwords. **The purpose of the Chase Customer Panel is to get your opinions and feedback.**

Thank you for your help. We look forward to hearing from you soon.

Sincerely,

Sisy Vicente
Market Research and Segment Marketing
Managing Director

[SIGN IN TO MY ACCOUNT ▾](#)[ORDER FROM CATALOGUE](#)

Search

**Boden**

G R E A T B R I T I S H S T Y L E

[WOMEN](#)[MEN](#)[GIRLS](#)[BOYS](#)[BABY](#)[CLEARANCE](#)[WE LOVE](#)NEW[BLOG](#)[NEW AND NOW](#)

\$0.00

GET YOUR BODEN FIX FASTER

3-5 DAY PREMIUM SHIPPING FOR \$7

PEACE OF MIND GUARANTEED

WITH 365 DAYS TO DECIDE

FREE STANDARD SHIPPING

ON ALL ORDERS OVER \$49

[Home](#) ➔ [Women](#) ➔ [Dresses](#)**CATEGORIES**[Accessories](#)[Activewear](#)[Coats & Jackets](#)**Dresses**[Cocktail](#)[Day Dresses](#)[Special Occasion](#)[Dresses](#)[Work](#)[Knitwear](#)[Nightwear](#)[Pants & Jeans](#)[Petite Collection](#)[Shirts & Blouses](#)

View as:

[View 8 per page](#)[Shoes & Boots](#)[Shorts](#)[Skirts](#)[Swimwear](#)[Tops & T-shirts](#)[Tunics & Kaftans](#)[Underwear](#)[Workwear Collection](#)[Clearance](#)[Top Rated](#)**Boden****FORESEE****CAN YOU BE BRUTALLY HONEST?**

Because you're in the perfect position to tell us a few home truths.

Your mission, if you choose to accept it, is to comment on your entire site experience at the end of your visit.

We'll be eternally grateful and you'll have the satisfaction of ensuring we never get too big for our boots.

PLEASE LOOK FOR OUR SURVEY AT THE CONCLUSION OF YOUR VISIT.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

[No, thanks](#)[Yes, I'll give feedback](#)

Keep number of questions you ask limited

Like 10 or less.



You probably pushed the back button of your browser (or the survey was interrupted for some reason). In order to successfully complete this survey, please continue with this question.

💡 We'd like to start by asking you about your preferred payment method.

Of the payment methods listed below, which is your preferred method?

Please select one.

- Mobile wallets (e.g. Apple Pay)
- Digital payment methods (e.g. PayPal, Visa checkout)
- Traditional credit cards
- Chip-enabled credit cards

Next

Need help? Please contact the [Project Director](#).

Socratic Technologies, Inc. © 1994 - 2015.

From: Chase Chase@email.chase.com
Subject: We invite you to join the Chase Customer Panel
Date: November 5, 2015 at 3:04 PM
To:

C

Learn more about the Chase Customer Panel

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Thank you for your help. We look forward to hearing from you soon.

Sincerely,

Sisy Vicente
Market Research and Segment Marketing
Managing Director

Asking for personal information

Especially true for contact information



② Which of the following broad ranges best represents your household's total annual income before taxes?

Please select one.

- Less than \$25,000
- \$25,000 to less than \$50,000
- \$50,000 to less than \$75,000
- \$75,000 to less than \$100,000
- \$100,000 to less than \$150,000
- \$150,000 to less than \$250,000
- \$250,000 to less than \$350,000
- \$350,000 or more

Next

Need help? Please contact the [Project Director](#).

Socratic Technologies, Inc. © 1994 - 2015.

Hire a recruiting firm



Professional recruiting:
\$75-\$150 per participant



- Schlesinger Associates
 - [http://www.schlesingerassociates.com/
qualitative_solutions/recruitment_specialists.aspx](http://www.schlesingerassociates.com/qualitative_solutions/recruitment_specialists.aspx)
- Group Dynamics
 - <http://groupdynamics.com/qualitative-services/>



Utilize your interns



Internal users?



Employ your business counterparts

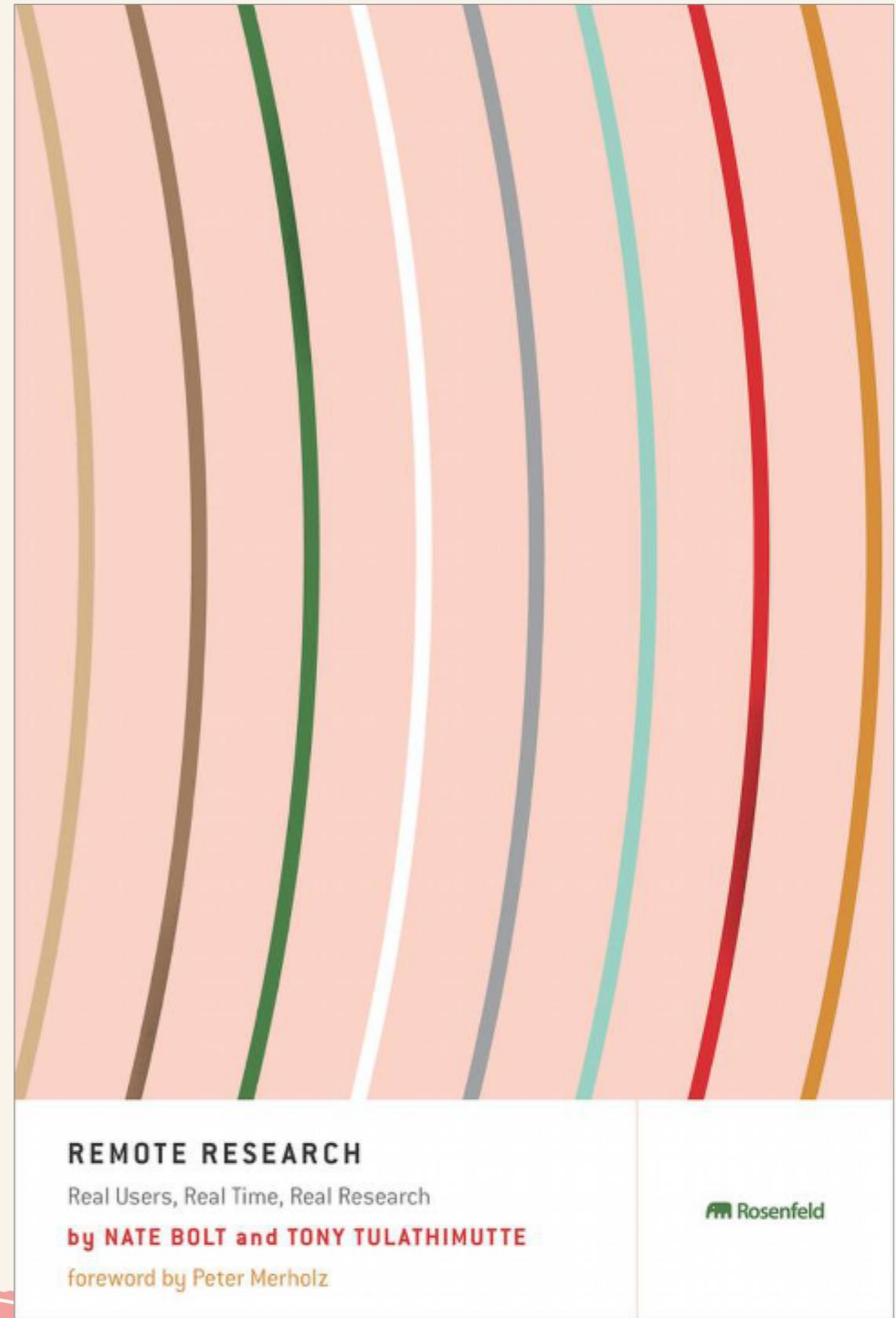


Remote Research

Nate Bolt & Tony
Tulathimutte

Rosenfeld Media

ISBN: 1-933820-77-2



10 minute break



Types of user interviews



In-person



Advantages

- Observe body language and facial expressions
- Ability to build a rapport in person
- Able to put a name to a face

Disadvantages

- Restricted to local recruits
- Time delays if participants come to you or you to them
- Got lost
- Late train, etc.
- Participant has an environment to adapt to (if they come to you)
- Higher incentive if the participant needs to travel.



Remote interviews





Advantages

- No travel for either the participant or interviewer
- No geographic limitations
- Lower risk of no-shows

Disadvantages

- Technical difficulties
- Participant must have technology to participate
- No human contact



Field studies





Advantages

- Observe the participants environment
- See the context they're working in
- Convenient for participants

Disadvantages

- Time
- Travel & lodging logistics
- Cost
- Safety



Interview techniques



Writing questions



“What users say and do are different.”
- Nielsen Norman Group



Open ended

If the participant can have a binary answer (yes/no) than it is not open ended.



Ask about current behavior

Tell me about the last time you tried to register for a GDI class.



What not to do



Ask closed questions

Do you like being a member of Girl Develop It?



Ask users to predict their behavior.

Would you find this feature beneficial?



Ask leading questions

Would you say that the Intro to UX class prepared you for this class?



Conducting the interview



Have a designated interviewer and note taker

Designate observers if there are any.



Have your recording device ready to go



Remember to build rapport with the participant



Connect with your participant



Awkward pauses are okay



Do not correct the participant... most of the time.

It's FAFSA not FAFSMA.



Debrief after the session

What went well? What could be improved? Was this participant who you were looking to target?



Interviewing Users

Steve Portigal

Rosenfeld Media

ISBN: 1-933820-11-x



INTERVIEWING USERS

How to Uncover Compelling Insights

by STEVE PORTIGAL foreword by Grant McCracken

Rosenfeld



Analysis & Reporting







Reporting



Journey Maps



Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.

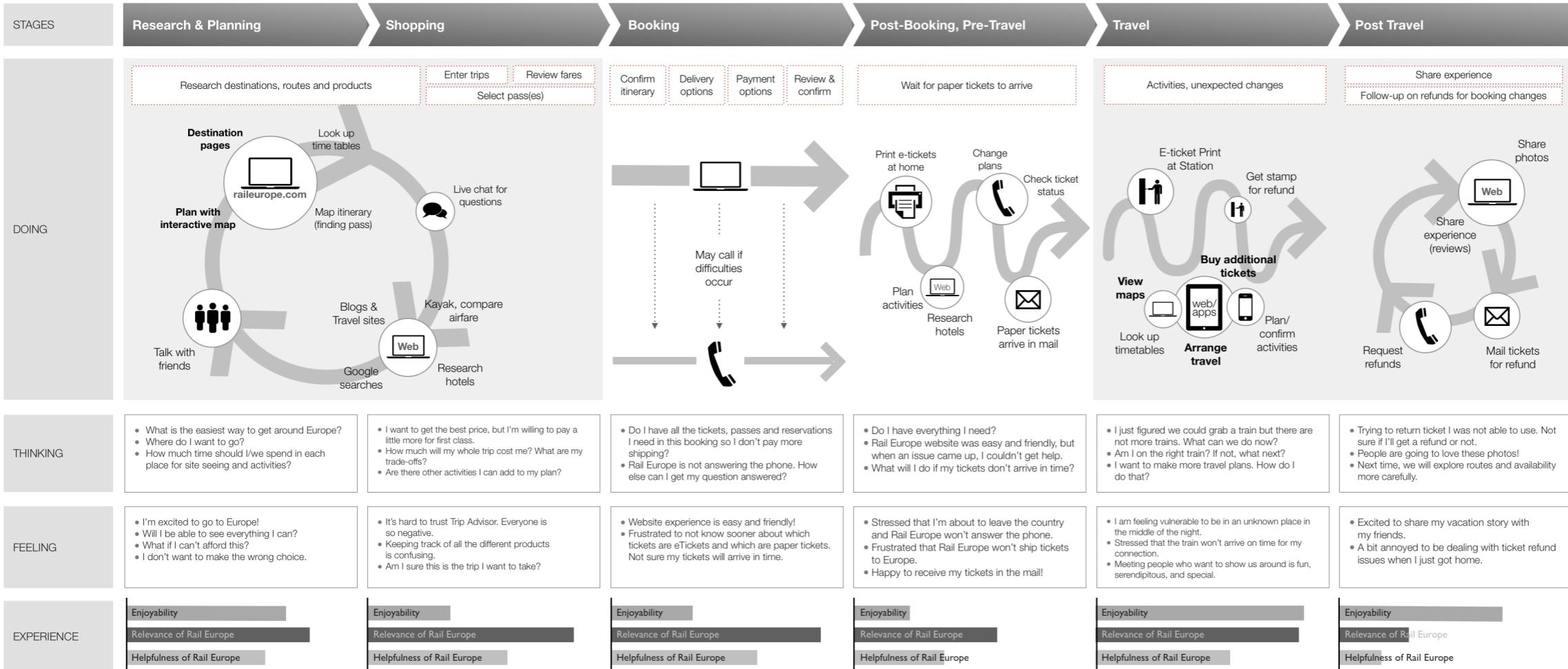
Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Lens

Customer Journey



Journey Model

Qualitative Insights

Quantitative Information

Takeaways

Opportunities

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL		
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.	
STAGE: Initial visit	STAGES: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGE: Traveling	

adaptive path

Information sources
↳ Stakeholder interviews
↳ Cognitive walkthroughs
↳ Customer Experience Survey
↳ Existing Rail Europe Documentation

Ongoing, non-linear
→ Linear process
~~~~ Non-linear, but time based

Experience Map for Rail Europe | August 2011

# Storyboards



Penny is looking forward to a HOLIDAY...



Somewhere with SUN and SAND!

She asks her friends' advice on FACEBOOK



Hmm... they seem to all cost about the same. I'll try Google...



Package to Fiji



AH! TOO MUCH INFORMATION!! where do I START ?!

The next day, in Penny's lunch hour...

I'll try this TRAVEL AGENT near my work...



And Penny waits...



..... and waits...



Google didn't help... TRAVEL AGENT didn't help... I'm not getting ANYWHERE !!



# Personas



# Laura Calliope



**Role:** Investment analyst

**Age:** 55 years

**Tenure at Company:** 10 years

**Experience:** 30 years

**Technology needs:** Mobility - travel to client meetings

**Questions:** What is driving the funds returns?

**Usability needs:** Efficiency - Often in a rush, she needs information as fast as possible.

**Information seeking styles:** Pointed searches

## Characteristics

- Outgoing
- Personable
- Calm in approach

## Information desires

- Fund changes
- Excess returns
- The Company Advantage
- Market environment
- Manager investment style

## Goals

- Answer client questions with data
- Provide clients information they need in relation to their line up
- Provide market and economic overviews to clients
- Make recommendations to her category review group on client view of products
- Navigate relationship between Company and our clients

## Frustrations

- Things taking longer than it should to get the information
- Slow response time of systems
- Out of date information

## Scenario

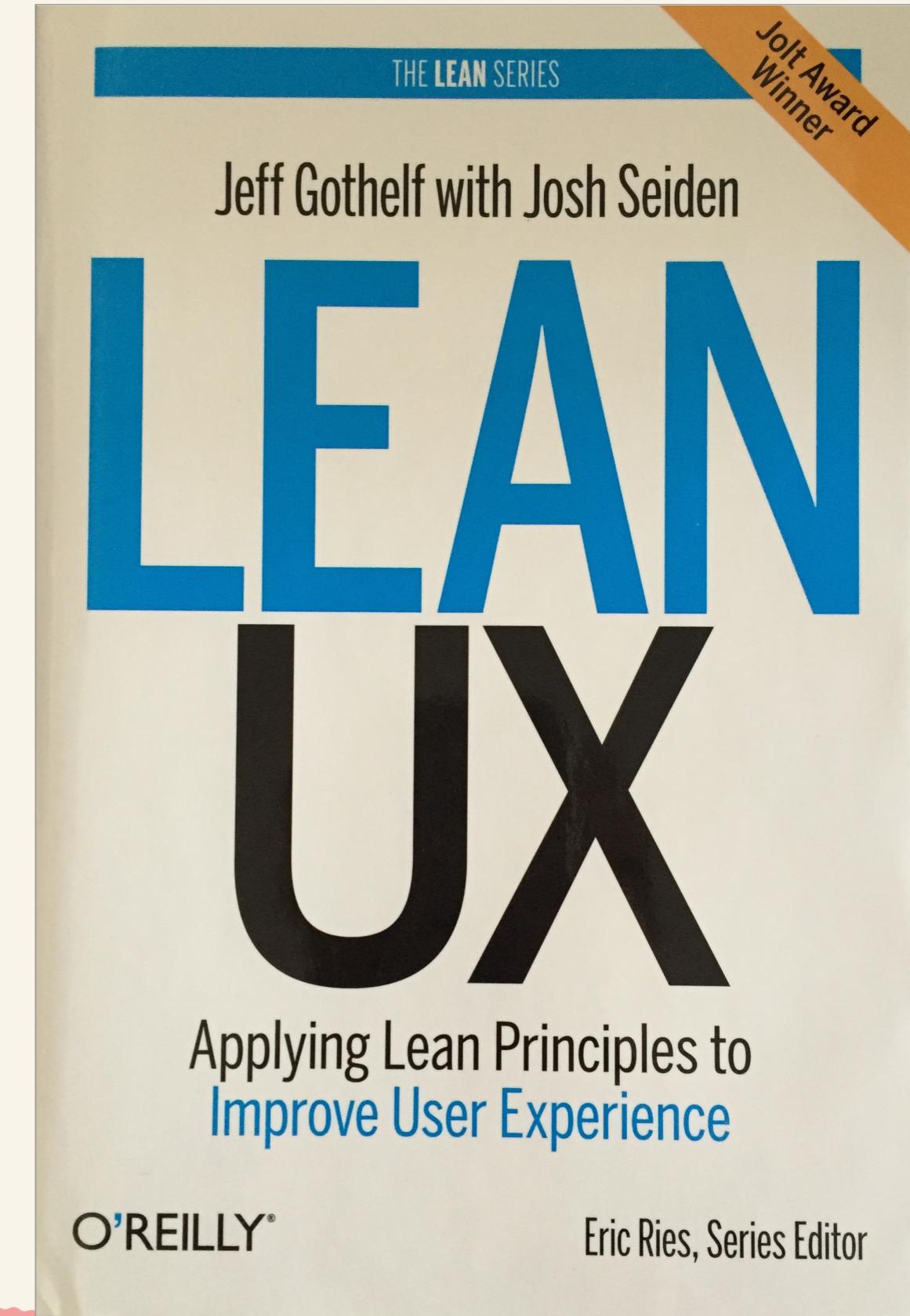
Laura is meeting with her category review group in order to determine this quarter's category health. It's been a fairly even keel quarter, no major events have taken place and investors have maintained their stake in the portfolio. Her role at this meeting is to be the voice of the client, relaying thoughts and feelings to the rest of the group.

# Lean UX

Jeff Gothelf with Josh  
Seiden

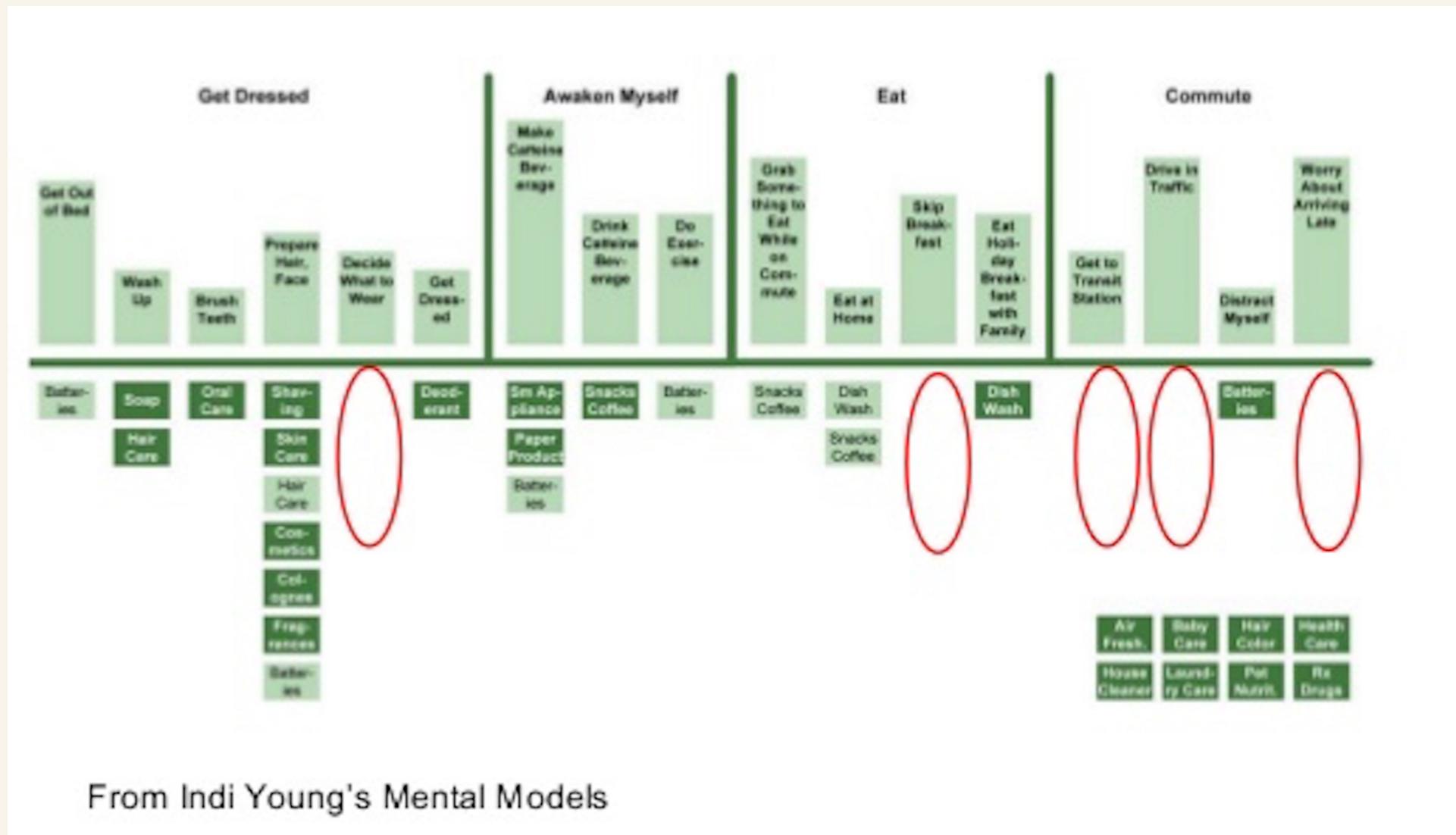
O'Reilly Media

ISBN: 449311652



# Mental Model Diagrams





# User Scenarios

Sometimes called use cases

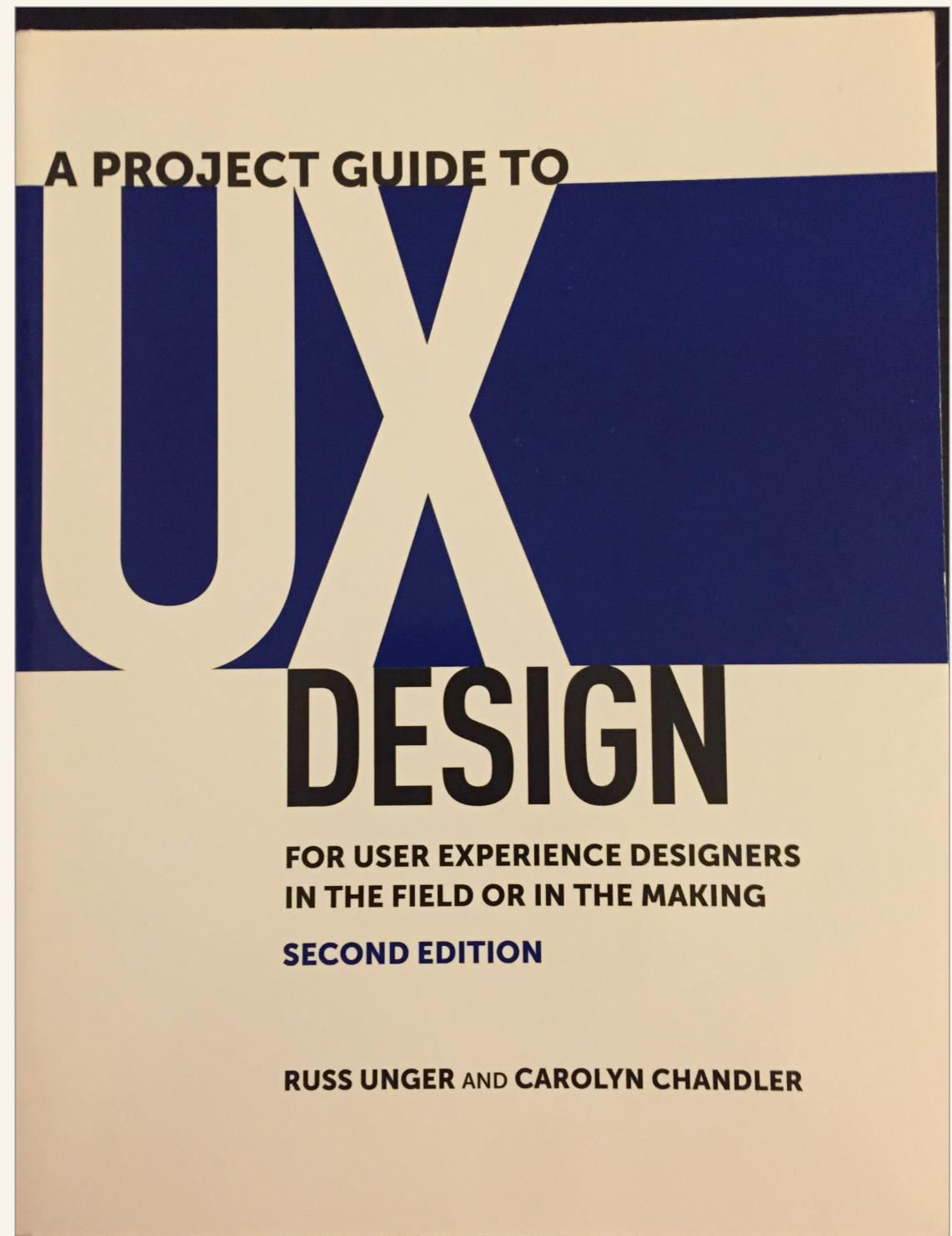


# A Project Guide to UX Design

Russ Unger & Carolyn  
Chandler

New Riders

ISBN: 0-321-81538-6



# Making your case



# Find an advocate



# Let's talk ROI

(return on investment)



Allow your team to be a  
part of the process



# 10 minute break



# Workshop



- Interview users  
(In our case, that's each other)
- Use post-its and sharpies to analyze the interview contents
- Discuss findings and themes





# Audiences



# Returning Students



# Potential Students



# Research Goals

Remember...These make sure that the whole project team is on the same page.



1. Understand the goals of Girl Develop It members
2. Identify ways in which users interact with Girl Develop It
3. Understand how users identify the concepts of friendly, empowering, and inspiring



Split into groups



We will do 3 rounds of interviews

at 10 minutes each



Each participant gets their own color



# Interview questions for returning students

- Explain to me your choice in becoming a part of the Girl Develop It community.
- How do you engage with the Girl Develop It community?
- How has Girl Develop It supported you in your goals?
- What makes you feel empowered and inspired?



# Interview questions for potential students

- How did you discover Girl Develop It?
- What are you looking for in a community?
- Explain to me your interest in becoming a member of Girl Develop It?
- Walk me through how you decided to take your first class?
- What makes you feel empowered and inspired?



# Decide who is going to play each role

Returning student OR Potential student?  
Observer?  
Note taker?  
Interviewer?



# Round 1

Take notes on the **YELLOW** post-its

Pale  
Yellow



10 : 00



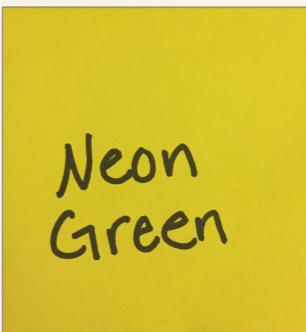
# Decide who is going to play each role

Returning student OR Potential student?  
Observer?  
Note taker?  
Interviewer?



# Round 2

Take notes on the **NEON GREEN** post-its



10 : 00



# Decide who is going to play each role

Returning student OR Potential student?  
Observer?  
Note taker?  
Interviewer?

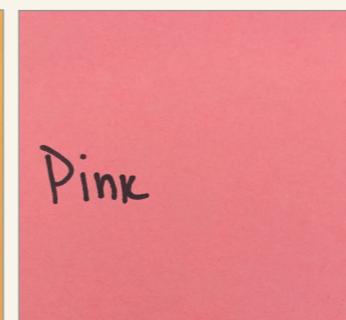


# Round 3

Take notes on the **WILD CARD** post-its



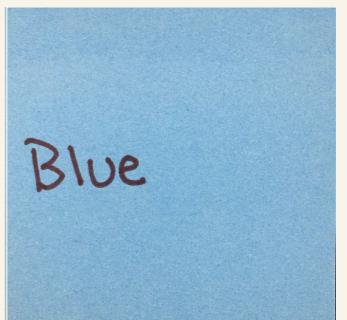
Orange



Pink



Purple



Blue



10 : 00



# Analysis



# 30 minutes

Maybe longer depending on time & how much fun you're having



# As a group:

Put all of your post-its on the wall. (don't worry about organizing them, yet!)

- Remember: You do not need to organize by color





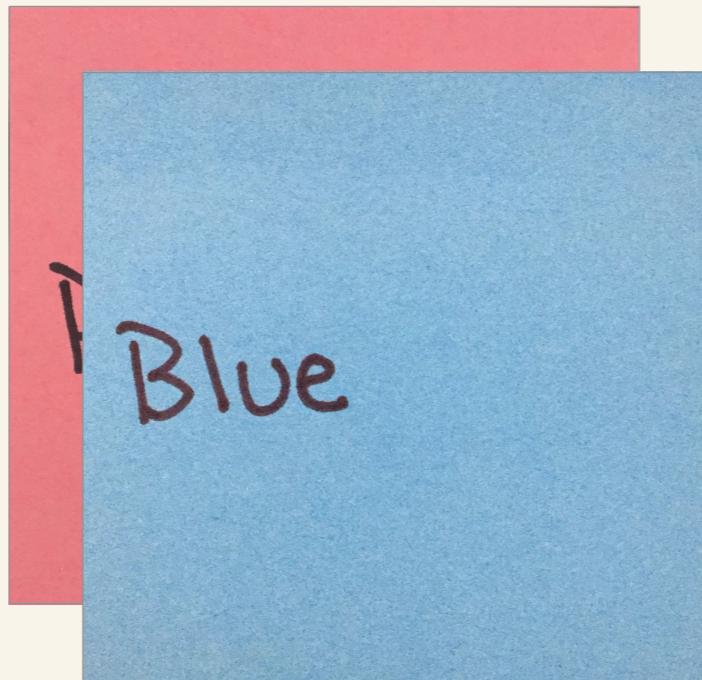
# Get organized!

Begin to organize like items together into groups, any duplicates can be placed on top of each other



# Get organized!

Begin to organize like items together into groups, any duplicates can be placed on top of each other







# Label each grouping

- These are high level categories that the underlying research represents
- Labels can, and will, change as you discover more

Orange



and... GO!



# Discussion



# What themes have emerged?



# How do they support the established goals?



1. Understand our users goals in being a member of Girl Develop It
2. Identify ways in which users interact with Girl Develop It
3. Understand how users identify the concepts of friendly, empowering, and inspiring



# Additional resources



# Things to read

- Suggested books in today's class
- User Interface Engineering: [uie.com](http://uie.com)
- Nielsen Norman Group: [nng.com](http://nng.com)
- Smashing Magazine: [smashingmagazine.com](http://smashingmagazine.com)
- A List Apart: [alistapart.com](http://alistapart.com)



# Places to go

- DesignPhiladelphia (this week!)
- MidwestUX(Louisville, KY)
- Philly CHI
- Philly UX Book Club
- An Event Apart
- Information Architecture Summit

<http://www.usabilitycounts.com/events/>



# Thank you!

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@acr523

Survey:

<http://goo.gl/forms/K5Ckkou1wD>

