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discover and act on new customers and themselves

"ethnography": loaded word, not always describe what communicate

generic: not committing to methodology there are best practices but always iterating and improving discover and act

THEMSELVES: what's unspoken, unknown in own culture not vacuum something new or different built on starting point anchor activity in who we are as a team

distracting: whatever!

- ethnography
- ethnographic interviews
- video ethnography
- depth-interviews
- contextual research
- home visits
- site visits
- experience modeling
- design research
- user research
- user-centered design
- one-on-ones
- camera studies
- user safaris

unpacking the language

1 What are we doing?

1.1 Examine people in their own context

their kitchen, shop, factory, car: where they are is key some kind of examination:
generic term, with specific details of approach customized
what are they doing? many often stuck? analytical
process, expectations, behavior
what does it mean? how do people construct values, stories, relationships
hidden meaning from doing but important to remember meaning is crucial! dive
in!

1.2 Infer

interpret synthesize find the connections the researcher is the apparatus
not requirement gathering, much messier, creative, not just scooping not
really making sense on the surface

1.3 Apply to problem

business, service, etc tell a story by going further than started create a X or
fix a Q but level of insight points to other kinds of solutions real problem: IS
HERE, not just X or Q additional opportunities deeper need

2 Methods

Take a fresh look at people

2.1 what to make or do

Use existing ideas as hypotheses

2.2 Refine and prototype

varying fidelity - can interview at any point through lense of solution talk about
both problem and solution, provoking, testing hypotheses, exploring
don't test solutions, test hypotheses

2.3 Launch

2.4 Iterate and improve

Explore new ideas

3 Questions

what kinds of questions do we want to ask?

Business: What does the business want to do? Research: What do we need to understand in order to support that? Methods: What are the methods to use to support research to support business

surface business question needs to be facilitated both evolve, even in spite of timelines not really hierarchical

tightly coupled pieces

4 Pain Points

”default research/business question”

While we always uncover so-called pain points, the bigger opportunity may come from understanding why - how did we get here?

Drawers overflowing with obsolete electronic products - if this is a pain point, then we make bigger drawers for their storage of discarded tech Limited lense

Real problem: why is tech obsolete? how do we buy it? how does it trickle down? consumption? current?

not just bigger drawers

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paint can: not fully realized but tolerant pain point is drips can is not self opening, paint key needed, aftermarket lid bad complicated systemic problem in supply, user, expectations

doesn't solve the larger problem be cautious about using pain points as your lense

4.1 Satisficing

Herber Simon 1956

”Acceptance of good-enough solutions: satisfy and suffice”

Good but not great solutions

Design: incredible delight: but people are tolerant of good enough effort to make stupendous exceeds the pain, it's not GOING TO HAPPEN

designers and engineers go crazy, want to fix, make a certain way but world doesn't care? real problem isn't always what it appears to be

everything about printing: what came up was her child, her husband's affair, this was good enough, was never going to replace that cable

for us to go off to think we're solving these problems without understanding where people are coming from is a risk...

be more immersed in empathy

when is that a good solution for user to solve the problem? understand their own perspective, not just your pain point!

we do more than find pain points and collect them

5 methodology

survey with large sample size
talked with different music programs, most of them could not play a music
file all very controlled
in-home interviews
not this vs that

6 mechanics

Who do you include? Who you learn from doesn't need to be the customer
by creating contrast, you reveal key influencing factors that you otherwise
wouldn't see
triangulate through multiple perspectives

- typical user
- non-user
- extreme user
- peripheral user
- expert user
- subject-matter expert
- wannabe user
- should-be user
- future user
- past user
- hater
- loyal to competitor
- teacher

6.1 type of user

Think about the whole system: chooser, influencer, user, impacted
Challenge assumptions about how the organization is implicitly/explicitly
designing for is that everyone? do they even exist?
This will surface a broader sense, even prior to research, about who is affected
by the product and who it's being designed for

7 field/interview guide

A detailed plan of what will happen in the interview questions, timing activities tasks logistics

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| ”questions we want answers to” ”questions we will ask” |
|--|

have a conversation, open ended, move people through things they haven’t thought before, set them up to answer those questions without asking

share with team to align on issues of concern stakeholders everyone especially with multiple teams in the field

helps you visualize the flow of the session include questions as well as other methods that you’ll use

8 4 questions

8.1 introduction and participant bg

logistics, timing objectives

8.2 the main body

overview

8.3 projection/dream questions

richer, be audacious and ask about predictions for future or idea

8.4 wrap up

any questions

history and bg shopping and learning integration into physical environment connectivity wishlist and future features

show relative weight by adding time how many probes: why and why not not algo, set you up

- tasks
- participation
- demonstration
- role-play
- observations

8.5 Participatory design

give people the chance to solve problem, doesn't mean we implement the requested solution literally generate alternative solve underlying need

8.6 Show solution

testing vs exploring build provocations: surface hidden desires and expectations
what the solution could be, what the problem space is in way they couldn't

8.7 Make sure you are asking the right questions

what does this solution enable? what problems does it solve?

- mockups
- working prototypes

9 Range of methods

logging homework stimuli exercises

start creating library, make or mashup new pieces

casual card sort online reviews - a visual thing to move around, a warmup
to do your own thang

10 Observe the culture

elements of what the rules are in a society notice how cultural artifacts reflect
and define environment, what is normal

norms define what people choose or ignore

- media
- products
- ads
- street culture
- trends/fads

things that symbolize norms: barriers, times where people will or won't do
something you want - go into context takes us through culture that may be
unfamiliar

11 documentation

11.1 photos

take a lot of photos they will reveal things you don't remember noticing don't snap until everyone comfy essential for storytelling need permission

11.2 audio video notes

essential for exactly what is said difficult to maintain eye contact, manage interview, write down everything notes can help

12 BEST PRACTICES

12.1 check worldview at door

braindump all the assumptions and expectations, get it out of your head, ndon't verify assumptions. make interview about the interview. LEARN ABOUT PAUL

12.2 embrace how others see the world

go where your users are rather than asking them to come to you. nip distractions. eat! leave plenty of time! find bathroom before!

ask questions that you think you know the answer to what do you know, what are you afraid they'll say, what might you learn?

ask and embrace

12.3 build rapport

be selective about social graces, just enough small talk, accept what you're offered

be selective about talking about yourself reveal personal information to give them permission to share otherwise think OMG ME TOO without saying it be enthusiastic and engage without telling about you, but can use it to get unstuck wasn't relevant until... normalizing! reassuring!

work towards the tipping point from question-answer to question-story you won't know when it's coming, be patient - eventually you'll get the stories

12.4 listen

you can demonstrate listening by asking questions follow-up use earlier i want to go back to x

signal your transitions "great now i'd like to move on"

level of listening is not how we normally talk to each other you are interviewing, not having a conversation, it's hard

12.5 charismaaaaaa

listening body language

12.6 silence defeats awkwardness

after you ask your question, be silent. don't put the answers in the question!
answer they answered you, be silent **the more times you tell them implicitly what you want the answer to be, the harder it is for the other**
don't help them answer, give them space don't hold onto your talking "let there be silence" just wait just nod let them keep going

12.7 use natural language

talk like your subject talks even if they're wrong, don't be implicitly damning by correcting this about them being the expert

12.8 fix something? wait until the end

to eff it up is to by fixing it yourself it's frustrating to watch users struggle but you are there to remember from them

- you will lose the interview if you start taking their questions
- when it's time to go, show or tell what will help THEM

12.9 prepare for exploding questions

coping techniques wait until these issues come up organically make notes on your field back about what you want to loop back triage based on what's most pressing triage based on what makes the best follow-up to demonstrate listening: EG EMOTIONAL CUES testing: something that's really important to me, do you get where i'm coming from?

- exploding questions can lead to a flow state interview jumping around, both fast and slow enjoy that

12.10 we learn from mistakes and mishaps

collect and share war stories from other interviewers real, unusual messiness from this process

13 extra

present yourself as legitimate

- how do you get the right users to interview? contrast figure out the problem brainstorming who will give insight on that who can we get, practically? tactical: behavior rather than attitude "we want to find people who are hip" : NOPE

"we miiight find it in a person who shops at sephora" objective criteria tweets
more than 40 times a day vs a twitter account occasional meeeeat