Lec 17

Primary Research Methods

Interviews, Surveys & Observations

Omar Hammad

You want to design
[...]

You want to design

The experience of booking a hotel for Saudi citizens
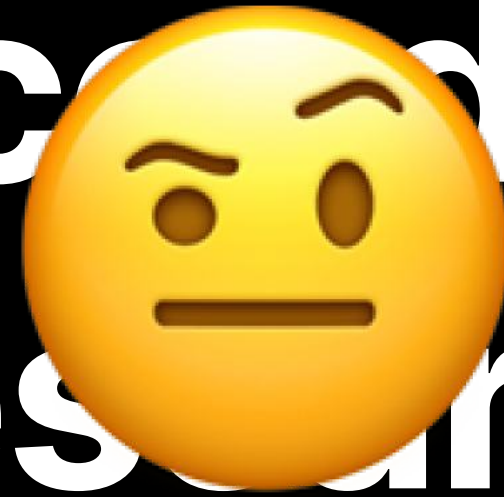
Booking.com
Airbnb
Agoda
Expedia
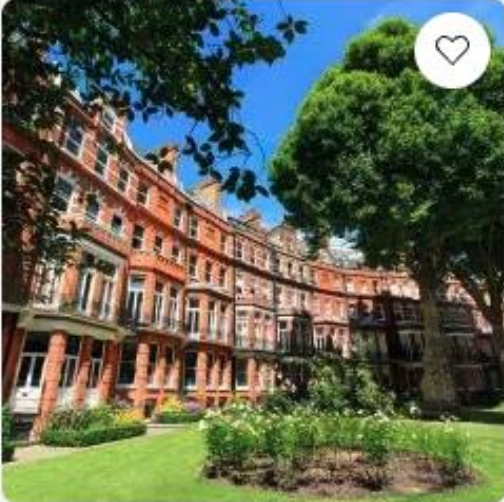GatherIn
...

Secondary Research

Secondary Research 🤨

Why do we need primary research?

🔗 **Search the web**

How do Saudis decide which hotel to book?

Examples of hotel card designs

Ad

The Franklin London - Starhotels Collezione ★★★★★ 🏨 Genius

Kensington and Chelsea, London · Show on map

3.1 km from centre · Metro access

Superior Double Room
1 extra-large double bed

✓ Free cancellation

Only 2 rooms left at this price on our site

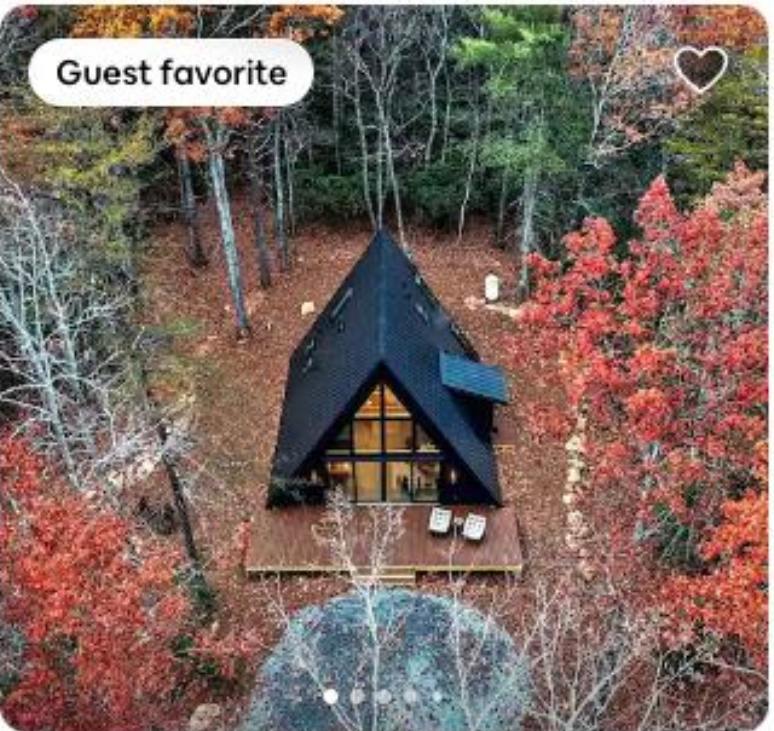Very good
516 reviews
8.1

Location 9.3

1 night, 2 adults

~~SAR 2,656~~ **SAR 2,417** ⓘ

Includes taxes and charges

See availability ›

Guest favorite
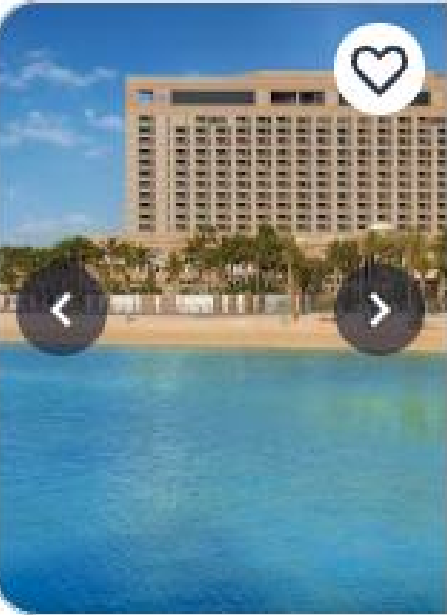
Ellijay, Georgia
63 miles away
Jan 20 – 25

$240 night

★ 5.0

Jeddah Hilton
★★★★★
Jeddah

🏊 Pool

7.8 **Good**
354 reviews

SAR 684
SAR 1,652 total
includes taxes & fees

Popular User-Experience Methods

Behavioral

Attitudinal

Qualitative *(Direct)*

Quantitative *(Indirect)*

Eyetracking

Clickstream / Analytics

A/B Testing

Usability Testing

Remote Moderated Testing

Usability Benchmarking

Field Studies

Unmoderated Testing

Contextual Inquiry

Concept Testing

Participatory Design

Diary Studies

Card Sorting / Tree Testing

Focus Groups

Customer Feedback

Interviews

Desirability Studies

Surveys

Legend:
- Natural use of product
- Scripted (often lab-based) use of product
- Decontextualized / not using product
- Limited use of product

nngroup.com

Choosing a UX Research Method

Interviews

- Conversation with a purpose (Khan and Cannel, 1957)
- Structured, Unstructured
- Deep user needs
- Costly
- Ask about recent experiences
- Empathize with the user
- ...

Surveys

- Quantitative measure of attitudes
- Reveal patterns and correlations
- users get bored quickly
- Prone to biases and scam
- Ask Short, closed ended questions
- ...

Observations

- Most known: usability testing
- Uncover behavioural insights
- Ask user to think aloud while doing
- Conducted at different stages
- ...

Practical Assignments 1/4 Discovery ⌄

Objective:

To explore and understand an existing product thoroughly by gathering insights from various sources. This will help identify the current issues, needs, and user experiences related to the product.

Instructions:
----

1. Select a Product:

- Choose an existing digital product (app, website, or software) approved by the instructor.
- The product should have a broad user base and easily accessible online reviews.

2. Research and Insights Collection:

- User Reviews: Read and summarize insights from at least 30 user reviews (from platforms like Google Play, App Store, or Trustpilot).
- Competitor Analysis: Select 3 competing products in the same category and list their key features, strengths, and weaknesses in a comparative table.
- User Interviews: Conduct 3 short interviews (5-10 minutes each) with actual users of the product to gather qualitative insights about their experience, frustrations, and favorite features.
- Observational Study: Observe 3 people using the product for about 10 minutes each to understand user interaction patterns, noting any obstacles they face during use.

3. Documentation and Reflection:

- Summarize your findings in a 1-page report, clearly highlighting common user pain points, differences in competitor products, and key takeaways from user interviews and observations.
- Prepare a 5-minute presentation to share the primary insights you've gathered, focusing on the most prominent user needs and any surprising observations.

Submission:

- Submit your 1-page report in the class Dropbox.
- Be prepared to present your findings in the next class.

Grading Criteria:

- Thoroughness of Research (10 points): Did you complete each part of the discovery process and collect adequate data?
- Clarity of Documentation (10 points): Are insights clearly summarized, with key points easily understandable? Presentation Quality (5 points): Are the findings presented in a clear, engaging manner?