

Lec 10

Data Gathering

The How in the Discover Phase

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Midterm on Friday Oct 17th
Weeks 1-7

Assignment 1: Discovery Phase

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

In Today's lecture

- How can we gather user data?
- What is secondary research?
- What is primary research?
- When to use which research method?
- How to run effective interviews, surveys and observation sessions?
- Literature review discussion?

You want to design

***The experience of
booking a hotel for Saudi
citizens***

Booking.com

Airbnb

Agoda

Expedia

GatherIn

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Secondary Research

Summary: Secondary research is an essential foundation for UX work, necessary to explore the problem space and scope of prior projects and to identify important questions and best practices in the field of study. It also helps to focus the scope of your own project and often saves money.

Secondary Research

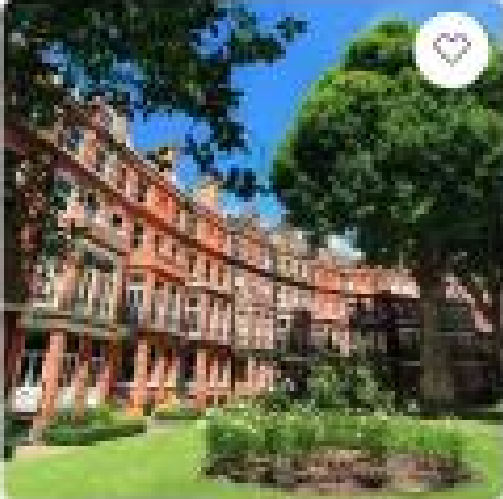


**Why do we
need primary
research?**

 Search the web

**How do early career Saudi
citizens 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 Metrol access

Very good
516 reviews

8.1

Location 9.3

Superior Double Room

1 extra-large double bed

✓ **Free cancellation**

Only 2 rooms left at this price on our site


1 night, 2 adults

~~SAR 2,656~~ **SAR 2,417** ⓘ

Includes taxes and charges

[See availability](#)

Guest favorite



★ 5.0

Ellijay, Georgia

63 miles away

Jan 20 – 25

\$240 night



Heart icon

Jeddah Hilton
★★★★★
Jeddah

Pool

7.8

Good
354 reviews

SAR 684
SAR 1,652 total
includes taxes & fees

Popular User-Experience Methods



NN/g



Choosing a UX Research Method

Interviews

- Build a connection
- start with easy/setup question
- Good preparation
- Clear & to the point
- Listen more, its about them
- Non leading question
- manage the energy

Interviews

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

Surveys

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Surveys

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

Observations

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Observations

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

Primary vs Secondary

- Cost
- Recency
- Validation

Literature Summary

1..9

1

Do AI-Generated Emoji Overlays from Live Speech Increase Connectedness and Empathy in Professional Video Calls?

Maha Alhobaishi

2

In Virtual Reality/Augmented Reality applications, how does the presence or absence of haptic feedback in an interaction mode (e.g., tracked controllers vs. hand-tracking) affect a user's sense of confidence and task performance?

Naser AlKhalas

3

AI Autocomplete and User Confidence in Email Writing

IBTISAM ALI S ALMOHSEN

4

How do users perceive the usability of task flows optimized by personalization techniques compared to static flows?

Yusuf Sharif Hassan

5

**How do instant (0–1 s) vs. delayed (1–3 s; 10 s)
chatbot responses affect users' trust in the
accuracy of the answer?**

Faisal Alzhrani

6

**Do younger users (Gen-Z) rely on emojis in ways
that older generations may misinterpret?**

SARA ABDULLAH S ALOWAIDH

7

Does Dark Mode Prolong Focus Span (and Performance) During Process Work (e.g., Performance Reviews)?

NAWAF ABDULRAHMAN R ALOWAIN

8

Does Dark Mode vs. Light Mode Affect User Focus During Short Tasks in Productivity Apps?

ATHEEL SALEM M ALQAHTANI

9

**Do Explanations Matter? Proactive
Communication and Trust in Fully Autonomous
Taxis in Saudi Arabia**

Fahad Alzahrani