Lec 17

Data Gathering

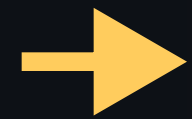Introduction to the Discover Phase

Omar Hammad

Midterm on Thursday
7Nov - 7pm - 7Chpts
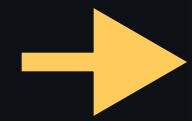
Week	Activity	Deliverable (BB)
1	Team formation + Topics Exploration	Groups
2	Topic Selection + Literature review	Topic
3	Literature review	
4	Literature review	Literature Review
5	Proposal Development	
6	Proposal Development	Proposal
7	Conduct Study	
8	Conduct Study	
9	Conduct Study	Progress Report
10	Conduct Study	
11	Conduct Study	
12	Write Results	
13	Write Results	First Draft
14	Presentation	
15	Presentation	Presentation

Assessment Task	Weight (%)	description
Participations	10%	Reading the material before class + attendace
Paper Presentation	10%	Each student will summarize and present a paper
Assignments	20%	5 Practicial assignments applying the UCD process
Midterm Exam	20%	Testing the theoretical part of the course
Term Project	40%	Details..

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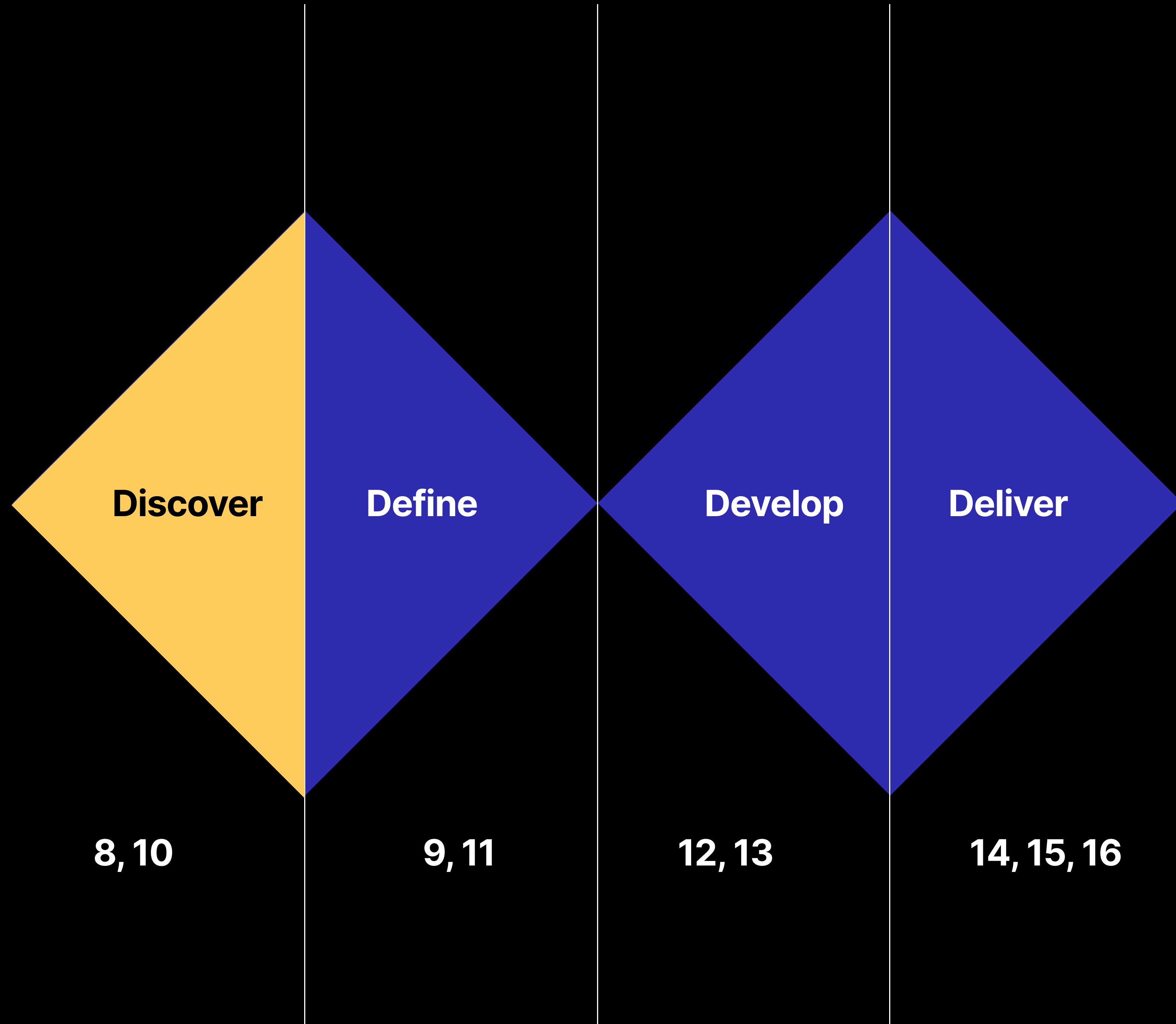| Assessment Task	Weight (%)	description
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Term Project	40%	Details..

4 Practical Assignments

Redesigning an Existing Product

The
Double
Diamond

Discover   Define   Develop   Deliver

8, 10   9, 11   12, 13   14, 15, 16

Data Gathering Steps Overview

- Set clear goals
- Identify the methods
- Define questions/Tasks
- Recruit Participants
- Setup & Consent
- Conduct study

Popular User-Experience Methods

Behavioral

Attitudinal

Eyetracking

Clickstream / Analytics

A/B Testing

Usability Testing

Remote Moderated Testing

Usability Benchmarking

Field Studies

Unmoderated Testing

Contextual Inquiry

Concept Testing

Diary Studies

Participatory Design

Card Sorting / Tree Testing

Focus Groups

Customer Feedback

Interviews

Desirability Studies

Surveys

Qualitative (Direct)

Quantitative (Indirect)

● Natural use of product

▲ Decontextualized / not using product

■ Scripted (often lab-based) use of product

◆ Limited use of product

nngroup.com

Start Assignment #1

Start with the Discover phase