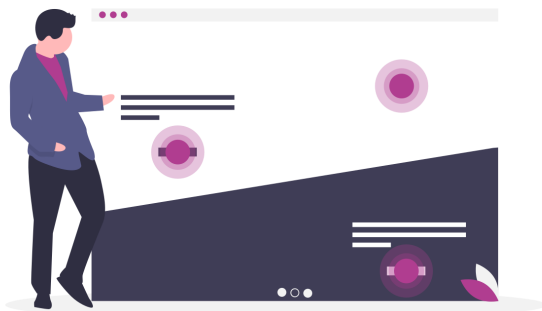## 1-on-1 user interview

What?

A one-on-one interview is a conversation between a researcher and a participant in a face-to-face situation (Digital Society School, n.d.).

Why?

Facilitates quick and early discovery; best for personal information; works well in combination with other methods (Digital Society School, n.d.).

How?

Step 1: specify the goal of the interview and select your questions carefully. Decide whether you need a structured or semo-structured interview.

Step 2: talk, watch, listen and observe as you conduct the interview.

Step 3: don't forget to document the interview by recording audio/video and taking notes.

Step 4: analyze and compare the information that you've gathered from the interview(s).

Digital Society School (n.d.). 1-on-1 interview Retrieved March 11, 2022, from https://toolkits.dss.cloud/design/method-card/1-on-1-interview/

Eye-tracking with GazeRecorder

What?

Eye tracking is a technology that measures eye movements and makes it possible to know where a person is looking, what they are looking at, and for how long their gaze is in a particular spot (Adobe, 2019).

Why?

Eye tracking is a method that can be used to accurately record and analyze visual behavior, where a users is looking (Nielsen and Norman, 2019). Eye tracking allows you to uncover usability problems without disturbing natural user behavior (Adobe, 2019). Since eye tracking devices don't depend on participant reports or memory, and all data is collected automatically, it makes eye trackers incredibly useful when researching a user's visual behavior. By using this methodology, you can see what the user sees and immediately understand where usability problems occur.

Nielsen and Norman (2019). Eyetracking setup Retrieved March 11, 2022, from https://oogfonds.nl/oogklacht/kleurenblind/

Adobe (2019). Eyetracking and usability: How does it work? Retrieved March 11, 2022, from https://xd.adobe.com/ideas/process/user-research/eye-tracking-and-usability/

How?

Step 1: go to app.gazerecorder.com. Login with d.hofstee@saxion.nl/*password* MhvJZsMAAbd3xD

Step 2: setup study - upload your design and follow the steps to calibrate eye movement. Make sure one person is test person, have them sit in front of the camera.

Step 3: follow the instructions by GazeRecorder.

Step 4: document your findings (i.e. usability bottle necks as shown by the recording), analysis and results.