# Lesson #2

**Card Sorts**

Open: categorize elements

Closed: predefined hierarchy

Do a tree test: Ask people to find particular elements using your navigation

Tools: sticky notes & whiteboards / digital tools like optimal workshop

**Eye tracking & Click Testing**

Benefits:

* most useful for live sites and software
* serves as a true test for what’s happening
* does not provide context as to why they are taking actions

Tools:

* need specialized h/w & s/w for eye tracking, most well known – Tobii system
* Click and scroll

**Multivariate Testing**

Benefits:

* works really well on live sites or products
* helps you identity which version performs best
  + Eg. creating the most clicks, conversions, signups, or other actions

Tools:

* Optimizely
* google website optimizer
* visual website optimizer

**Desirability Studies**

**Expert Reviews / Heuristic Analysis**

**Survey**

**Diary Studies**

Benefits:

* allow for structured response
* can provide real work context
* shows how behavior change over time

Tools:

* Pen/paper
* OneNote
* Email

**Personas**

(help describing the different types of users that a company serves)

* are created as the output of multiple types of research
* summarizes a typical user’s key attributes
* helps with making inform design decisions

## Types of User Research

Quantitative vs Qualitative Research

**Quantitative**

* produces numeric data
* is based on an objective
* collects a large number of data

**Qualitative**

* produce non-numeric data
* can capture subjective or emotional responses
* collects information in smaller scale since its directly from people

Which is Better? ------- Quantitative

Why? ------- Qualitative

Behavioral vs. attitudinal research

**Behavioral**

* you observe actions that person take

**Attitudinal**

* asking people about their opinions

& Behavioral research is more reliable because many times, what people report in attitudinal research does not match what they really end up

Moderated vs. unmoderated research

**Moderated**

* conducting in person research sessions with users
* unscripted questions, can dig deeper
* very time consuming
* cautions to be not biased

**Unmoderated**

* completed by a participant with no researcher present
* faster and you can collect more information in a shorter amount time
* need to be cautious about crafting the question so that you’re unbiased
* can be remote
* cant dive deep

Agile vs. Waterfall

**Waterfall**

* extensive exploratory research
* in-person interviews
* ethnographic observation
* insights then sent to design eam

**Agile**

* Sprint#1 phone interviews
* Sprint#2 diary studies
* Sprint#3 prototype testing