# UI/UX Workshop

## INTRO TO USER EXPERIENCE DESIGN & RESEARCH

# Day

# 3

# What will we do in this workshop?

- Tuesday (11/1)
  - Conduct user interviews on your designs
  - Draw basic insights and propose design recommendations
  - Wrap up and share resources

- Takeaways
  - Experience in conducting interviews
  - Drawing insights from research findings
  - Translating research insights into design decisions
  - Focus on the value of iteration
  - Experience in explaining design rationale

- Items
  - Analysis Spreadsheet
  - Insights/Recommendations Doc

# Interview Prep Continued

1. Finalize your interview script.
2. Walk through your script and make sure your prototype is complete.
3. Test your script and prototype.
4. Ask us questions!

# 3. Conduct interview and record results..



We like this…
as opposed to
this….

Introduce yourself and that you're going through a set of questions to explore a prototype/design/app…
- Friendly, professional tone
- Testing the app/not them - there are no wrong answers
- Ask permission to record
- Mention ok to ask questions
- Assign a notetaker

During interview, ask every participant the same core questions
- Keep to your structure
- Understand terms and language - don't try to correct them
- If no answer/opinion - leave it blank
- Don't rush questions - count up to 5 to catch any follow up thoughts
- Listen/note questions asked of you
- Be aware of your own biases and expectations

Let's get cracking... [7mins]:

- Begin your interview following the points introduced to you.
  - Introduce yourself, purpose of session
  - Ask for permission to record
  - Explain that there are no wrong answers - just looking for feedback
  - After getting permission, hit your record audio button

- Take notes of the answers  - paper/pen or online apps like audio-note, textpad or enter in directly into a prepped spreadsheet (see next topic)

# 4. Collate results and analyze.

Copy over your findings to one document in which you can overview the results easily - Google sheets for instance…

- Participants = rows
- Questions =columns

Look over your results to *find trends and commonalities and interesting differences.*

- You could color code cells "Negative/Hesitance/Reluctance": Red; "Unsure": Yellow ; "Positive": Green

… and include other colors representing other interesting finds….

*Compare the findings against the heuristics* (that you were introduced to)

- Write out what needs to be done to address each usability issue i.e. a recommendation. For example, unable to see the text. Rec: present text upon clear background…

Raw Results Template

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   All changes saved in Drive

| | Users (Full Name) | Job Role | Company | Question 1 | Question 2 | Question 3 Part A | Question 3 Part B | Question 4 | Question 5 |
|---|---|---|---|---|---|---|---|---|---|
| 1 | | | | | | | | | |
| 2 | Marc Benioff | | | | | | | | |
| 3 | Parker Harris | | | | | | | | |
| 4 | Mark Zukerburg | | | | | | | | |
| 5 | Tim Cook | | | | | | | | |
| 6 | Marissa Mayer | | | | | | | | |

Take 5 minutes to look at your results

1. Look to see if you have any….
   - positive ☐ ✔ (Green)
   - negative ☐ ✖ (Red)
   - unsure answers/comments ☐ ? (Yellow)
2. Do you have any patterns or similarities across your results
   - Repetition of comments/preferences i.e. iphone versus Android
3. Draw simple insights: making conclusions about your observations…
   - See how feedback relates, supports or compromises the heuristics

# 5.  Present Insights and Recommendations.
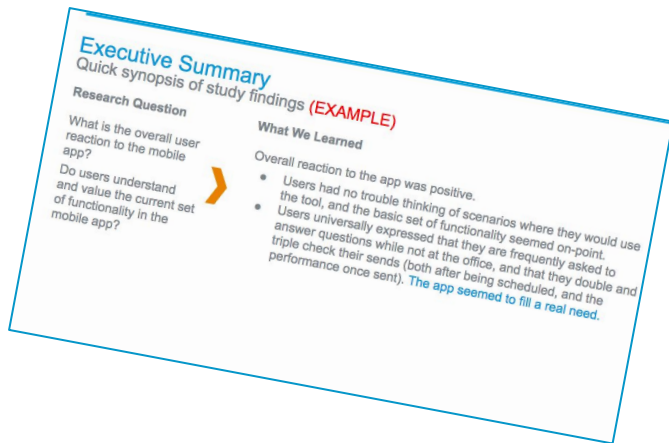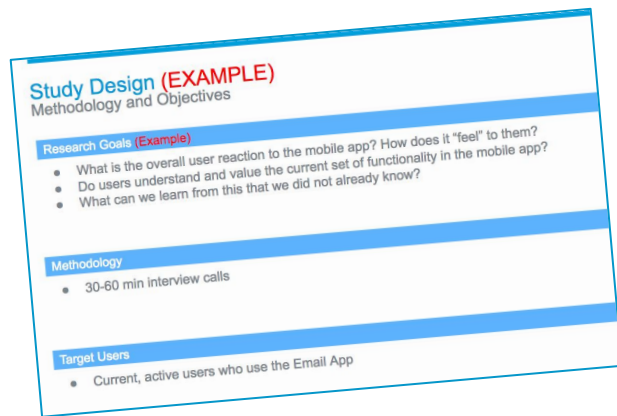


Present using Google Slides
- Research Aim/Goal
- Methodology (what was done)
- Target Audience
- Executive Summary

You can also add additional slides
- Key Insights
- Recommendations
- Other interesting, key observations…

Let's present back some findings…

- Each team should
    - Document 1 key insight and
    - Create 1 design recommendation based on the insight.
    - We will go around and have each team share an insight.
- When you present, be open to questions and potential discussion…

# YAY - We did it!



A couple of more points…
- You might conduct the interview over the phone or over an online meeting app. If so,
  - Test your online-meeting link and run through a trial of your session
  - Speak clearly and at a comfortable pace (i.e. not too fast)
  - Describe the structure of the session etc…
  - Record your session so you can go back and reflect

Now…..

# A few references for the UX area

- Nielsen Norman Group: [UX Research Reports](#)
- UX Booth: [UX-related articles](#)
- [https://medium.com/](https://medium.com/) (search: UX, Usability, Design etc)
- Salesforce UX: [Defining Principles to Drive Design Decisions](#)
- Smashing Magazine: [UX Design](#)
- [UXDesign.cc](#)
- [Boxes and Arrows](#)
- Six Revisions: [20 UX Websites](#)

# Want more UX fun? Join **Experience Makers!**
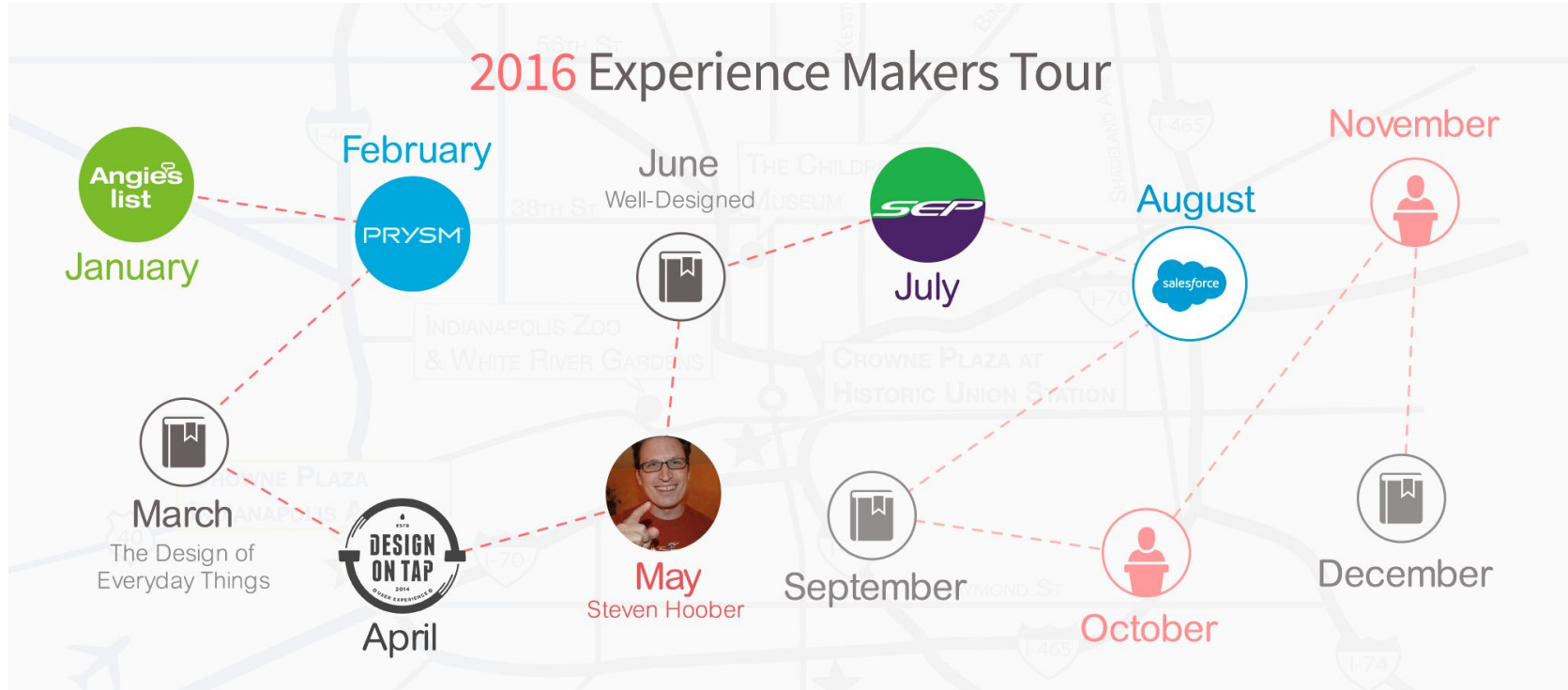


www.ExperienceMakers.org and https://www.meetup.com/experience-makers/