

#	method	u	i	m	d	g	e	v	definition
1	A/B testing			•	•	•	•	•	“compare two versions of the same design to see which one performs ... better” [42]
7	appearance modeling			•	•	•	•	•	“refined model of a new idea that emphasizes visual styling” [50]
8	artifact analysis	•	•	•	•	•	•	•	“systematic examination of the material, aesthetic, and interactive qualities of objects” [42]
12	bull's-eye diagramming	•	•	•	•	•	•	•	“gather a set of data ( <i>e.g.</i> issues, features, etc.)... plot the data on the target [diagram], and set priorities” [50]
13	buy a feature	•	•	•	•	•	•	•	“express trade-off decisions... ask [participants] to purchase features ... encourage them to [justify decisions]” [50]
16	coding	•	•	•	•	•	•	•	“break data apart and identify concepts to stand for the data [open coding], [but] also have to put it back together again by relating those concepts [axial coding]” [57]
22	concept map		•	•			•		“sense-making tool that connects a large number of ideas, objects, and events as they relate to a certain domain” [42]
23	concept sketching		•	•			•	•	“convert ideas into concrete forms that are easier to understand, discuss, evaluate, and communicate” [33]
26	constraint removal	•	•	•		•	•	•	“barriers [are] transformed into a positive resource through which to create new ideas” [23]
27	contextual inquiry	•				•	•	•	“go where the customer works, observe the customer as he or she works, and talk to the customer” [4]
28	controlled experiment	•	•	•	•	•	•	•	“help us to answer questions and identify casual relationships” [35] & “widely used approach to evaluating interfaces and styles of interaction, and to understanding cognition in the context of interactions with systems” [8]
29	creative matrix		•	•			•		“[spark] new ideas at the intersections of distinct categories... encourage the teams to fill every cell of the grid” [50]
35	example exposure		•	•	•	•	•	•	“excite ideas by exposing the subject to a solution for the same problem” [26]
38	field notes (diary, journal)	•				•	•	•	“four types of field notes: jottings, the diary, the log, and the notes” & “keep a note pad with you at all times and make field jottings on the spot” & “a diary chronicles how you feel and how you perceive your relations with others” [3]
42	frame of reference shifting		•	•			•		“change how objectives and requirements are being viewed, perceived, and interpreted” [26]
43	graffiti walls	•	•	•	•	•	•	•	“open canvas on which participants can freely offer their written or visual comments, directly in the context of use” [42]
44	heuristic evaluation			•	•	•	•	•	“assess an interface against a set of agreed-upon best practices, or usability ‘rules of thumb’” [42]
48	importance/difficulty matrix	•	•	•	•	•	•	•	“plotting items by relative importance and difficulty ... look for related groupings, and set priorities” [50]
49	incubation		•				•		“add programmed delay to allow sub-conscious processing to take place” [26]
51	interviewing	•	•	•	•	•	•	•	“direct contact with participants, [collect] personal accounts of experience, opinions, attitudes, and perceptions” [42]
53	literature review	•				•	•	•	“distill information from published sources, capturing the essence of previous research” [42]
54	love/breakup letters	•	•	•	•	•	•	•	“personal letter written to a product... [to reveal] profound insights about what people value and expect” [42]
56	mindmapping		•				•		“visual thinking tool that can help generate ideas and develop concepts when the relationships among many pieces of related information are unclear” & also: graphic organizer, brainstorming web, tree diagram, flow diagram [42]
58	observation	•	•	•	•	•	•	•	“attentive looking and systematic recording of phenomena: including people, artifacts, environments, events, behaviors and interactions” [42]
61	paper prototyping			•	•		•		“create a paper-based simulation of an interface to test interaction with a user” [39]
62	parallel prototyping		•	•	•		•	•	“creating multiple alternatives in parallel may encourage people to more effectively discover unseen constraints and opportunities, enumerate more diverse solutions, and obtain more authentic and diverse feedback” [17]
63	personas	•					•		“consolidate archetypal descriptions of user behavior patterns into representative profiles, to humanize design” [42]
67	prototyping		•	•	•		•	•	“tangible creation of artifacts at various levels of resolution, for development and testing of ideas within design” [42]
69	questionnaire	•	•	•	•	•	•	•	“survey instruments designed for collecting self-report information from people about their characteristics, thoughts, feelings, perceptions, behaviors, or attitudes, typically in written form” [42]
72	role-playing		•				•		“acting the role of the user in realistic scenarios can ... highlight challenges, presenting opportunities” [42]
73	rose-thorn-bud	•	•	•			•		“identifying things as positive, negative, or having potential” & tag outcomes as rose, thorn, or bud, accordingly [50]
75	sample data			•	•		•	•	“provide real data and tasks .... illustrating [tools] with convincing examples using real data” [49]
80	speed dating		•	•			•		“compare multiple design concepts in quick succession” [42]
81	stakeholder feedback	•	•	•	•		•	•	“letting [experts] ‘play’ with the system and / or observe typical system features” [34]
85	suspended judgement		•				•		“postpone premature decisions or dismissing an idea” & “generate as many ideas as possible” [26]
86	task analysis	•	•	•			•	•	“breaks down the constituent elements of a users work flow, including actions and interactions” [42]
87	technology probe	•	•	•	•	•	•	•	“simple, flexible, and adaptable technologies with three ... goals: ... understanding the needs and desires of users, ... field-testing the technology, and ... inspiring users and researchers to think about new technologies” [28]
89	thought experiment		•	•	•		•		“think about research questions as if it were possible to test them in true experiments” [3]
97	weighted matrix	•	•	•			•	•	“[frank] design opportunities against key success criteria” & “identify and prioritize... opportunities” [42]
98	wireframing		•	•	•		•	•	“schematic diagramming: an outline of the structure and essential components of a system” [50]