

# 用户体验研究方法

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阿里巴巴国际站UED团队  
International User Experience Design

- 教育背景：
  - B.Sc Computer Science
  - M.Sc Interactive Multimedia

- 工作经历

1999 - Present

交互设计师 (Chinaschool.net)

可用性研究员 (WITRC - UK)

资深交互设计师 (e28 Limited)

高级用户体验研究员 (eBay China)

人因工程专家/主任交互设计师 (HP Shanghai/HP Singapore)

高级交互设计专家 (Tencent)

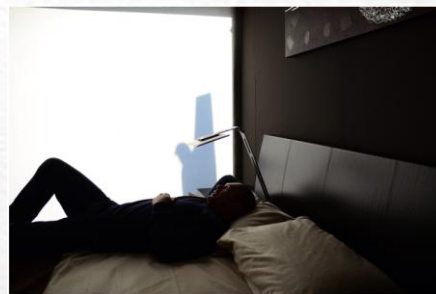





\* Photo taken by Bilal Kamoon [flickr](#)

- 什么是用户体验研究
- 用户体验研究方法
- 反思/问题

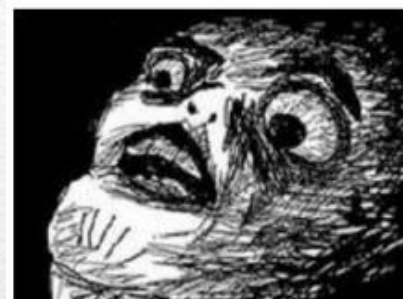




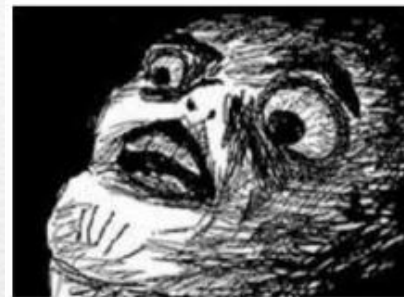
\* Photos from  Fancy



\* Photo taken by dinhtuan\_yp [flickr](#)







\* Photo from thisisbroken.com

## 产品

- 业务模型
- 可持续/盈利

## 设计

- 用户模型
- 用户体验

## 开发

- 实现模型
- 项目实施

- UCD
  - 以用户为中心的设计 (User-Centered Design), 是一种吸引人的, 高效的用户体验的方法. 以用户为中心的设计思想非常简单: 在开发产品的每一个阶段, 都要把用户列入考虑范围.

\* wikipedia



- UCD Process



Market Definition



Task Analysis / Use Case



Competitive evaluation



Design and walk-through



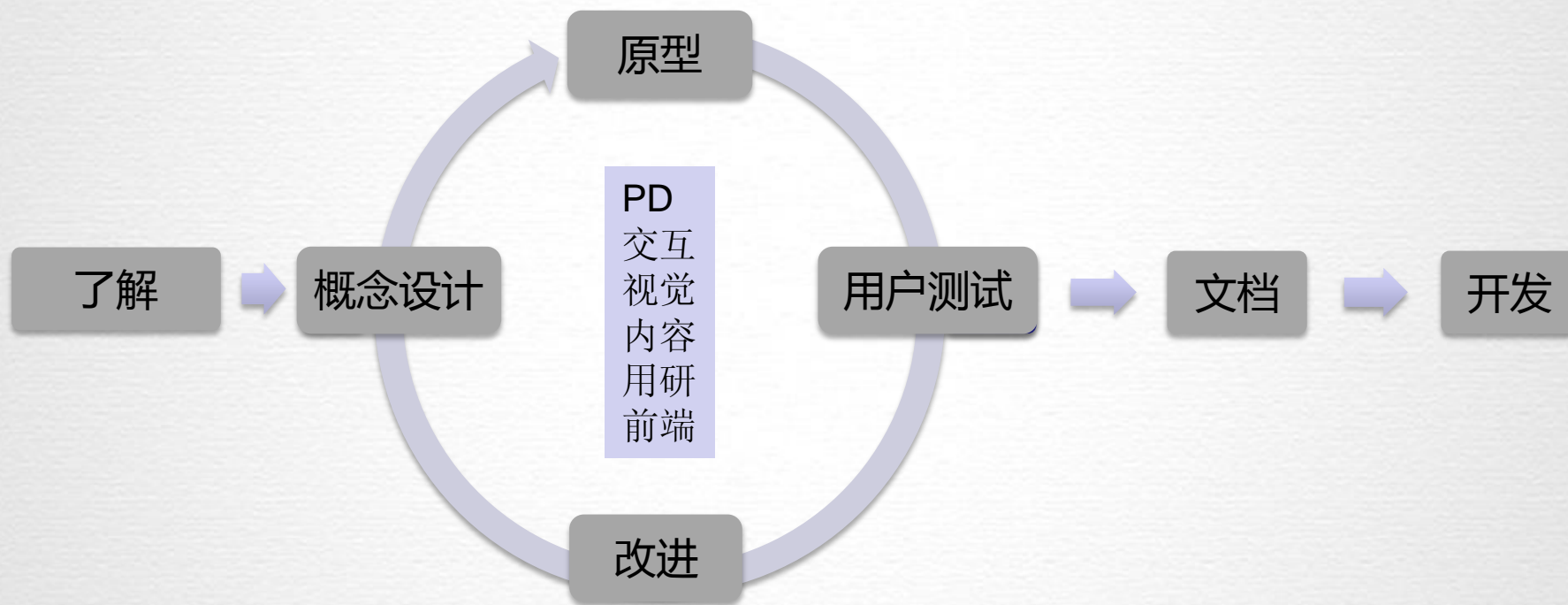
Evaluation and valuation



Benchmark Assessment

\* IBM Design

- UCD Process

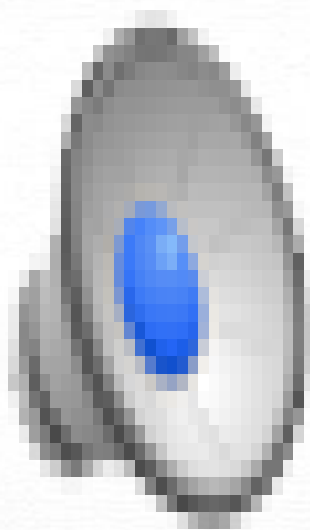


优点：适合创新；用户的反馈融合在设计流程中

缺点：流程略长，只适合大中型项目







- 用户体验研究关注的是：
  - 目标用户
  - 需求
  - 可用性
  - ...



\* Photo from shotzy [flickr](#)



- Attitudinal vs. Behavioral

- Attitudinal



\* Photo from CCTV



- Behavioral



\* Photo from Xinhua News



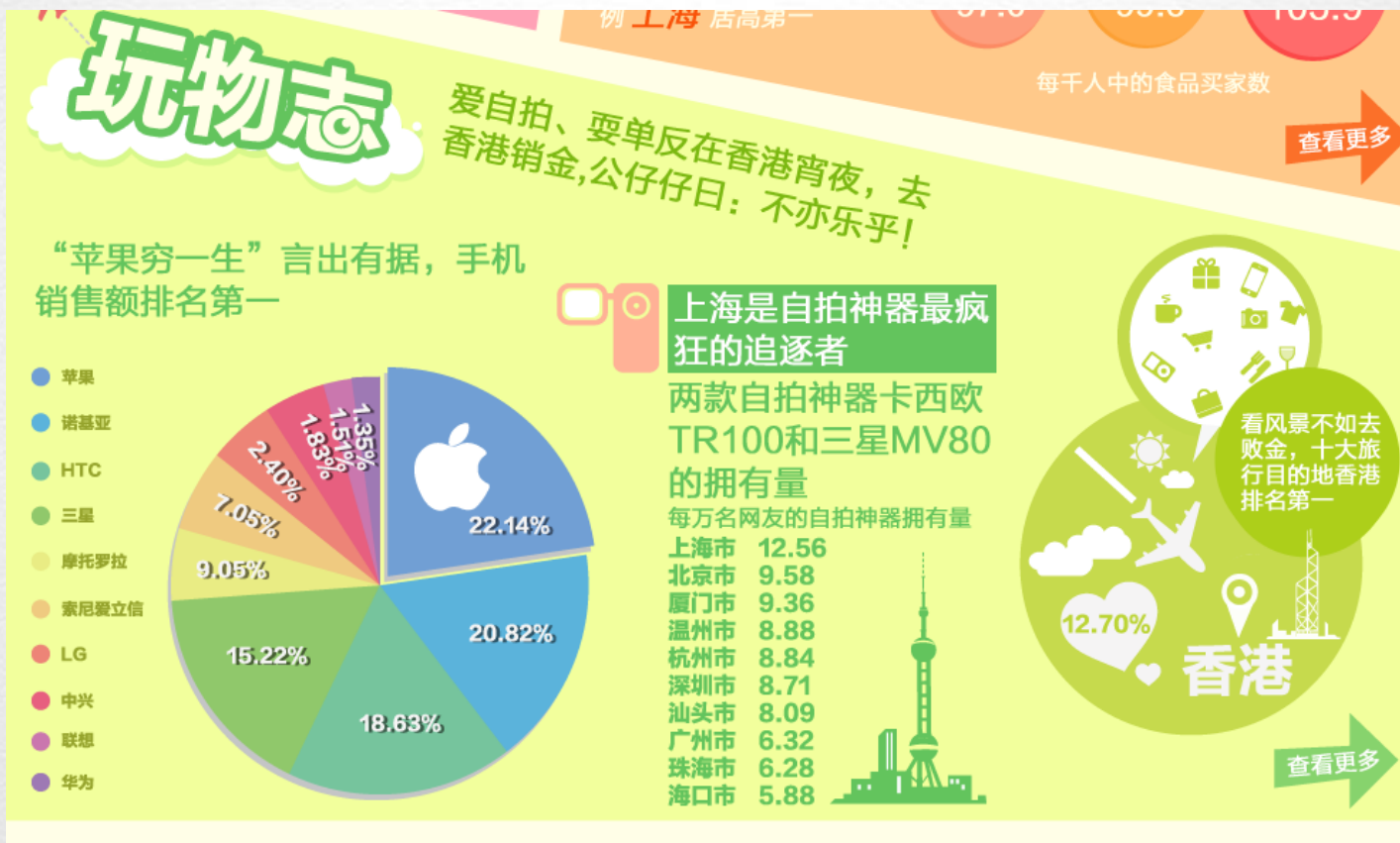
- Qualitative vs. Quantitative

- Qualitative



\* Photo from weibo

- Quantitative



\* Photo from Taobao 数据盛典

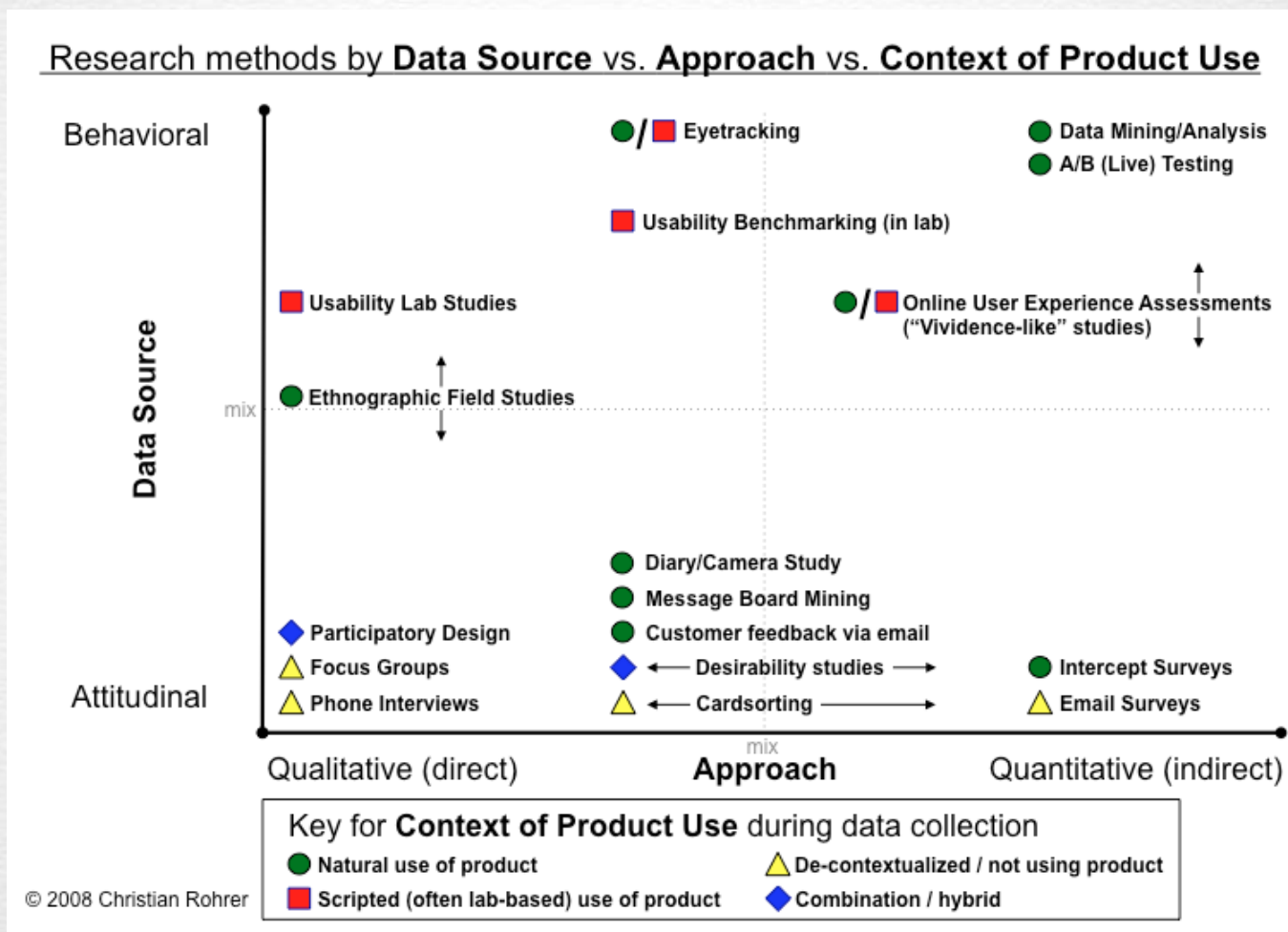




\* Photos from sohu blog 搞笑林



\* Photos from Christian Rohrer



\* Photos from Christian Rohrer



- 可用性测试 (Usability Study)
  - 通过测试交互模型（低保真或高保真），来发现可用性的问题



- 可用性测试 (Usability Study)

设置批发报价

购买数量

pieces及以上时，每piece价格在零售价的基础上减免

%，即

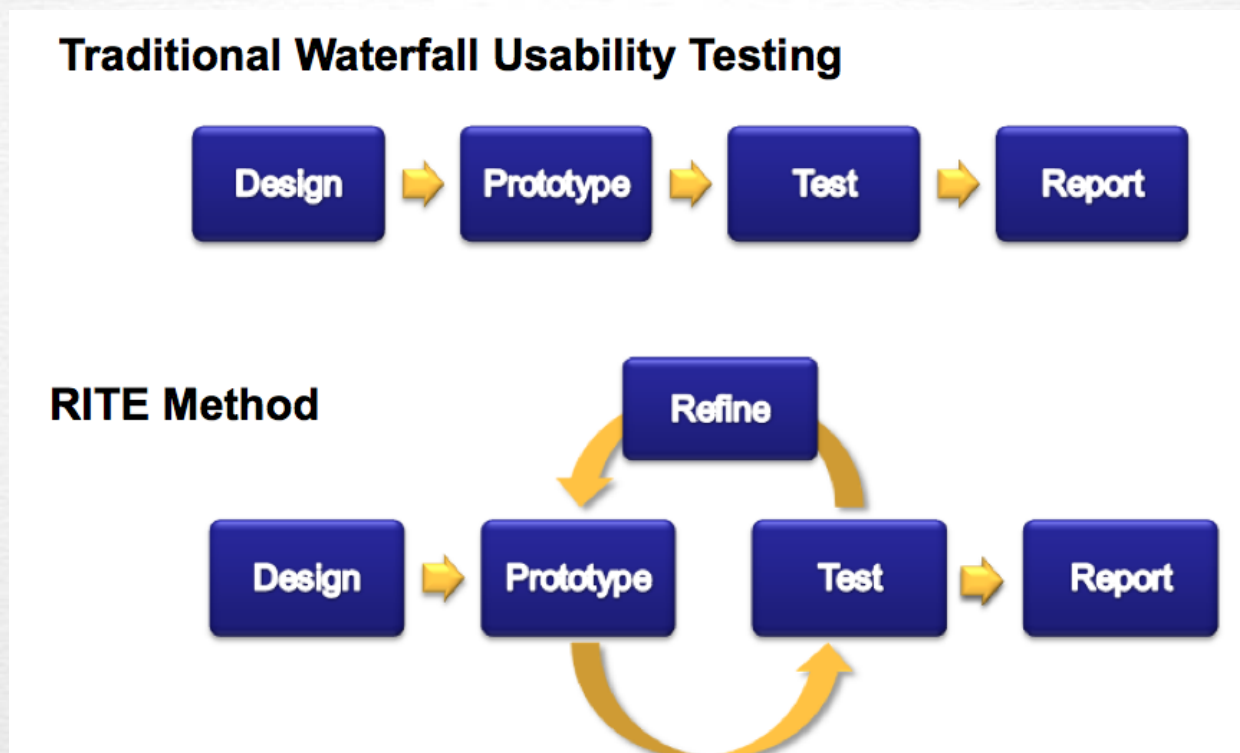
折。

试算批发价

颜色	零售价(US \$)	起批量(pieces)	批发价(US \$)
<div></div>	12		
<div></div>	12		

确定

- 快速迭代可用性测试 (RITE Method)





- A/B 测试
  - 通过测试确定哪个元素或版本那个表现更好



- A/B 测试



- 参与式设计 (Participatory Design)
  - 在产品的设计过程中,邀请不同的Stakeholders (合作者, 最终用户 等) 参与到设计当中来, 以确保最终的设计符合他们的需求和可用.

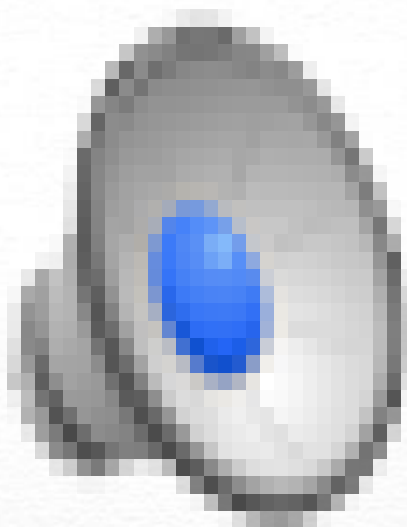


- 参与式设计 (Participatory Design)



\* Photo taken by Josh\_alt [flickr](#)

- 眼动测试 (Eye Tracking)
  - 通过测量眼睛的注视点的位置或者眼球相对头部的运动而实现对眼球运动的追踪
  - “If people don't see it they won't click on it... or do anything at all”





- 眼动测试 (Eye Tracking) - 热图



Gaze opacity  
盲区



时长



注视频率

\* Photo from Tobii

- 焦点小组 (Focus Group)
  - 通过询问和面谈的方式采访一个群体以获得其观点和评价



\* Photo taken by Nguyen Vu [flickr](#)

- 问卷调查 (Survey)
  - 通过设计问题的表格，来测量人们的态度，行为等特征。

Page 1 of 262    < Previous   1   2   3   4   5   6   7   Next >    Go to Page    Go

Did you find what you were looking for?     

**What problems did you have with the search experience?**

☐ Too many identical / similar products

☐ Too many unrelated search results

☒ Not enough search results

☐ Refine Search returns insufficient or unrelated products

☐ Product prices are not attractive and/or reasonable

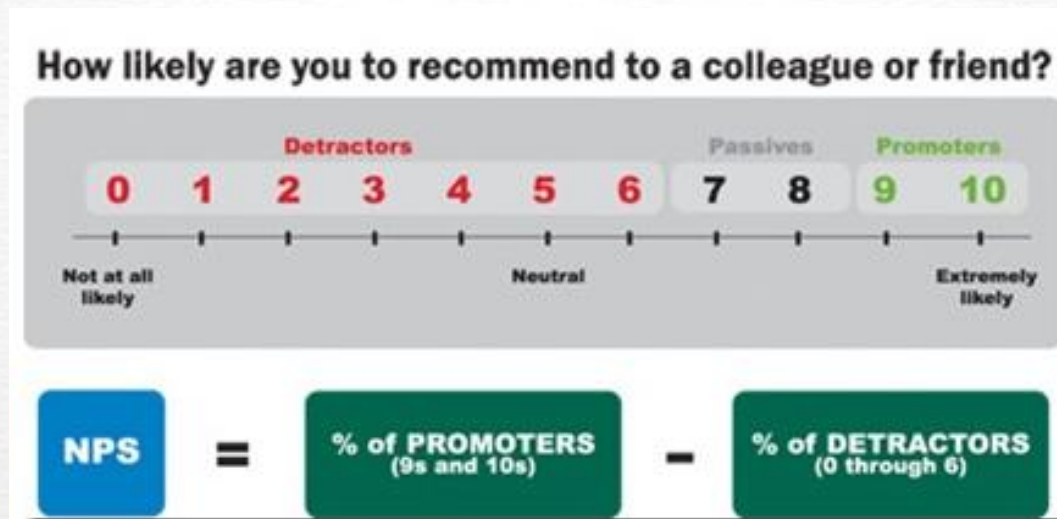
☒ Other

**Please explain the problems you selected or tell us of other issues here.(Optional)**

Please note that we are unable to respond directly to feedback submitted via this form.



- 净推荐值 (Net Promoter Score Definition)
  - 计量某个用户将会向其他人推荐某个企业或服务可能性的指数



- 净推荐值 (Net Promoter Score Definition)

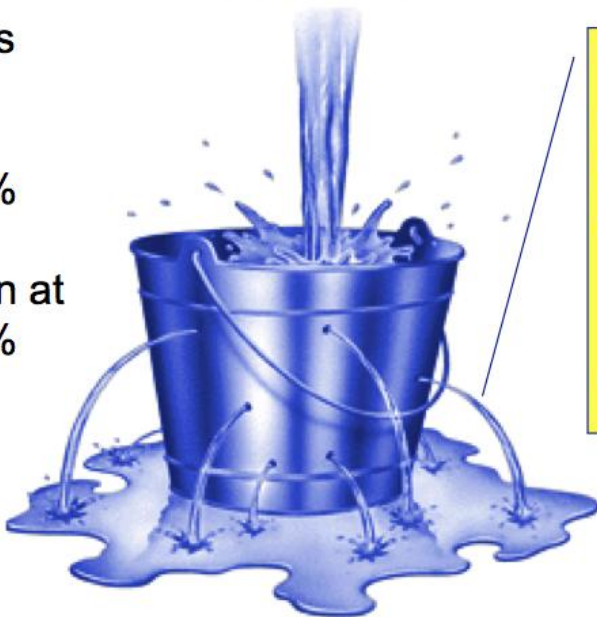
## We got a serious leaking bucket problem

Net Promoter Score is only at 3.2% overall

Alibaba.com is at 30%

Comparing to Amazon at 73% and eBay at 71%

SEO, Alibaba Traffic, Marketing



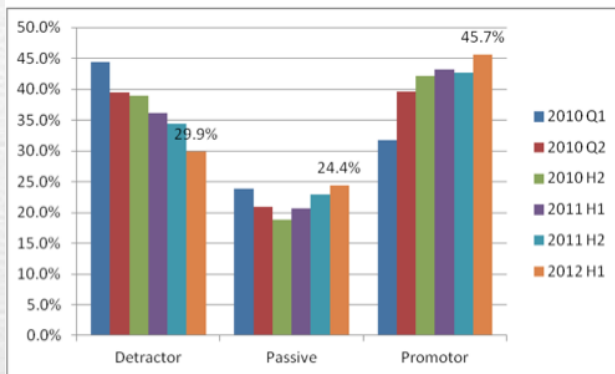
The main issues are:

- Seller would not sell
- Counterfeit products
- Low quality and item different from description
- High shipping cost

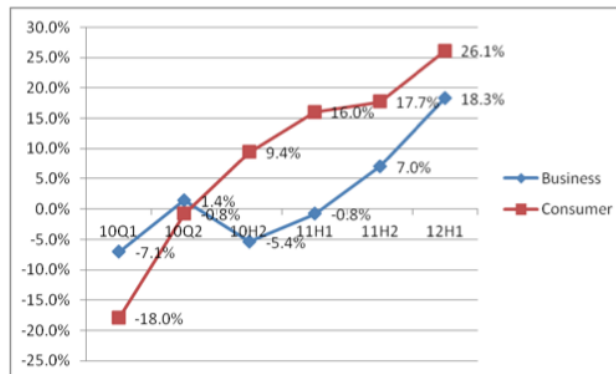
- 净推荐值 (Net Promoter Score Definition)

### 速卖通 2012 上半年买家净推荐值

- 2012年上半年NPS得分为**15.7%**。
- 个人买家NPS得分为**26.1%**，对比商业买家NPS得分为 **18.3%**
- 个人/商业买家NPS偏高（两者的得分都比总体的高），因为没有填写身份的买家NPS得分为**-2.6%**，N=1230



净推荐值 - 历史比较



净推荐值 - 商业和个人买家

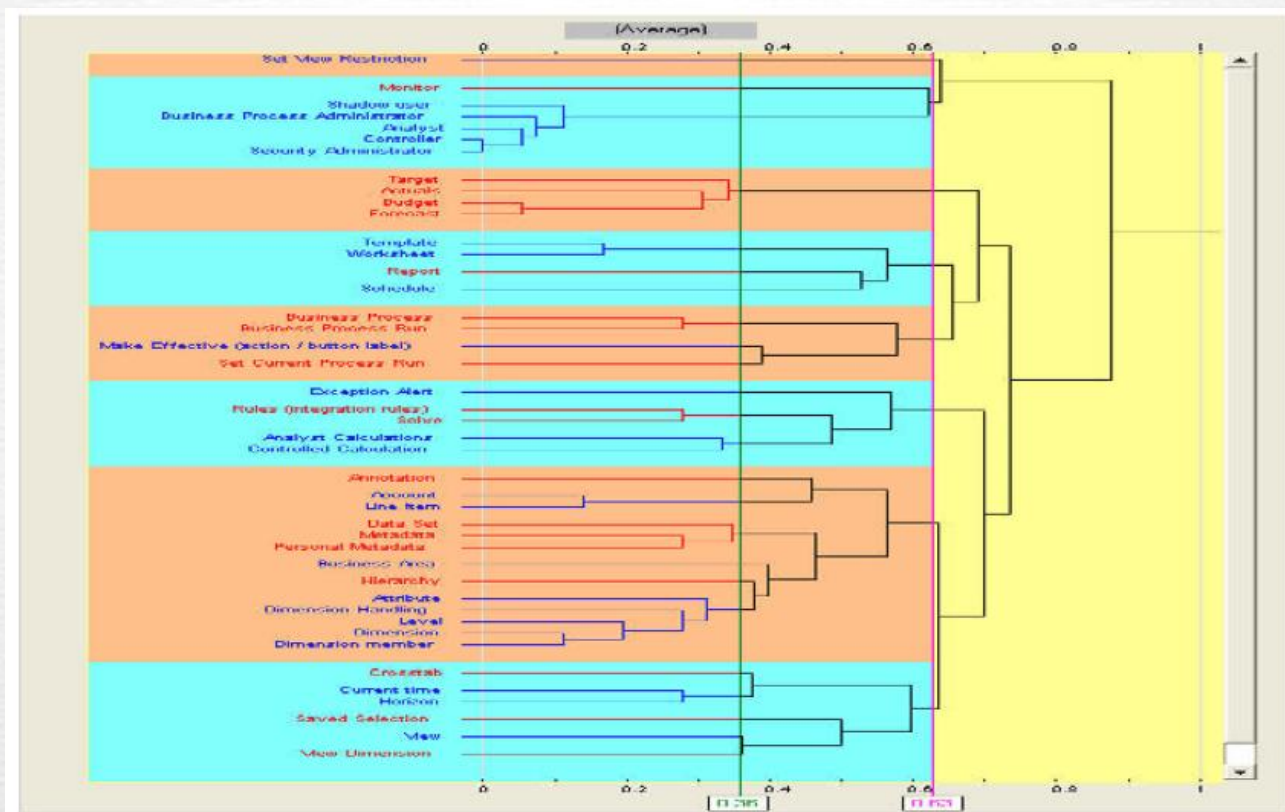


- 卡片分类法 (Card Sorting)
  - 了解真正符合用户习惯的信息分类
  - 对比网站设计与用户在信息分类上的认知差异
  - 找出项目命名上的问题

- 卡片分类法 (Card Sorting)
  - 卡片准备
  - 测试的用户
  - 测试方法



- 卡片分类法 (Card Sorting)





- 实地观察法 (Ethnography Study)
  - 实地观察目标用户
  - 观察，了解，认识用户的行为，环境，潜在的需求…

- 实地观察法 (Ethnography Study)



**40 'Shanghainese' used a Printer at home in 6 months**  
**2 groups(test vs. control) to compare**  
**Home Interview and Observation**  
**Audio/Video Recording**  
**Printouts, Diary book and Usage Counts Analysis**



Demographics		Demographics	
Gender	Male = 14; Female = 26	How often do you print photo?	1 month = 28 3 month = 12
Age Range	23 - 50 years old	If print at retail, which shop have you been to?	Kodak shop = 29 Chinese local shop = 4 Friends' home = 1
Monthly Family Income (in RMB)	3k - 10k	Which OS does your computer has?	Windows XP = 38 Windows 2000 = 2
Family Status	Married with Kids = 25, Married without kids=7, Single=8 *9 users live with parents	Which computer do you use for printing	Desktop only = 34 Laptop only = 5 Both = 1
Have home printer?	Yes = 28	Do you own a Camera?	Yes, Digital = 40
What type of printer?	SFP = 23 AIO = 3	Mobile phone with camera	Yes = 23
Which brand of printer do you have?	HP = 10 Canon = 10 Epson = 7 lenovo = 5 Philips = 1 Lexmark = 1 Founder = 1 *Have two printers = 3 *Have three printers = 2	Internet Connection	Broadband (ADSL) = 27 Broadband (Cable) = 4 Dialup = 2 No internet = 7



- 实地观察法 (Ethnography Study)

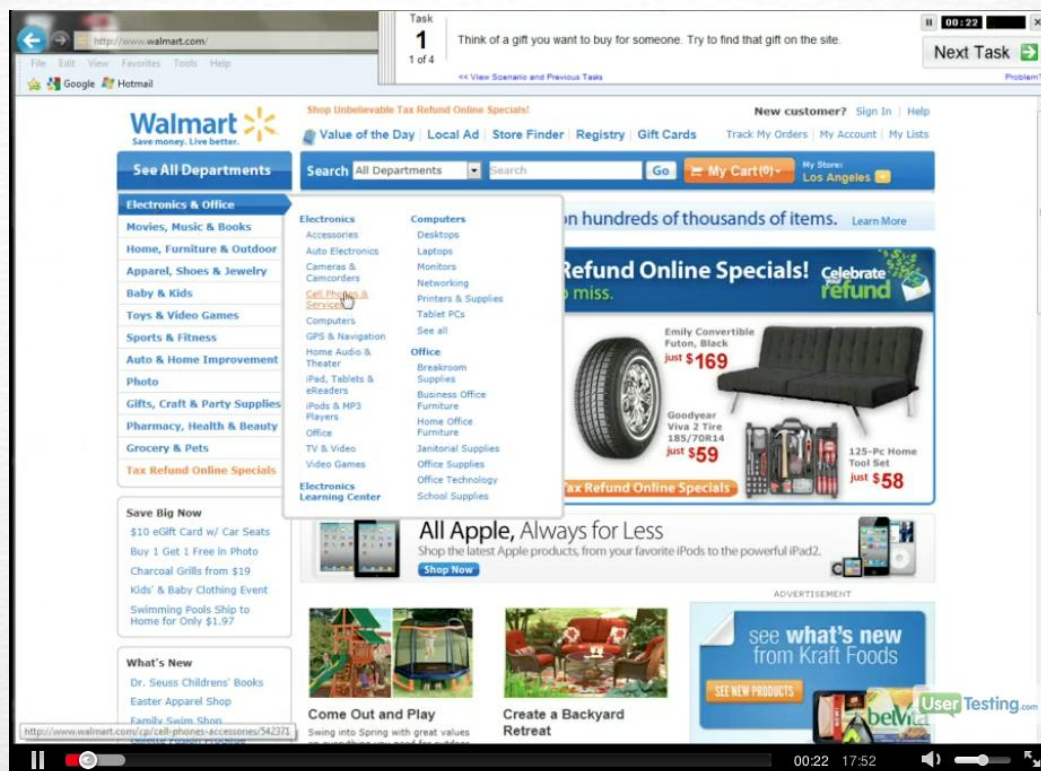




- 远程可用性测试 (Remote Usability Study)
  - 无时差，无地域限制
  - 成本低
  - 缺点：
    - 需借助第三方工具
    - 无法获取表情和其他行为数据

- 远程可用性测试 (Remote Usability Study)

- usertesting.com



- 在合适的阶段选择合适的方法：

	Product Development Phase		
	Strategize	Optimize	Assess
Goal:	Inspire, explore and choose new directions and opportunities	Inform and optimize designs in order to reduce risk and improve usability	Measure product performance against itself or its competition
Approach:	Qualitative and Quantitative	Mainly Qualitative (formative)	Mainly Quantitative (summative)
Typical methods:	Ethnographic field studies, focus groups, diary studies, surveys, data mining or analytics	Cardsorting, field studies, participatory design, paper prototype and usability studies, desirability studies, customer emails	Usability benchmarking, online assessments, surveys, A/B testing

\* Photos from Christian Rohrer



- 用户体验研究给出的是什么：



\* Photos from EpicGraphic.com

- 常见的错误
  - 错误的态度： 你懂的~
    - 用户研究就是收集相关信息，求个明白
    - 用户研究要客观，我把事实列出来就好，设计师自己会消化
  - 错的时间： 目标太远大
    - 这个产品方向错了，怎样改正？。。。但这个产品下周就上线
  - 错地问法： 没上文下理
    - 用户不习惯这个操作，怎样改善？
    - 用户习惯用竞品网站，怎样吸引他们来我们网站

- Designers are not users

可怜身上衣正单，  
心忧炭贱愿天寒。  
毛新宇



- 亲密合作



- 把UCD流程融入到产品开发流程当中去
  - 回归到以用户为中心设计



# 提问时间



\* Photos from CCTV



# 谢谢大家



\* Photos from CCTV