

COM621 UX STRATEGIES

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OUTLINE OF WEEK 9

- Please log into Teams and SOL/Moodle (for attendance tracking):

Moodle: <https://learn.solent.ac.uk/course/view.php?id=44075> Account: <https://tinyurl.com/Solent-COM621> AM session: <https://tinyurl.com/COM621am> PM session: <https://tinyurl.com/COM621pm>

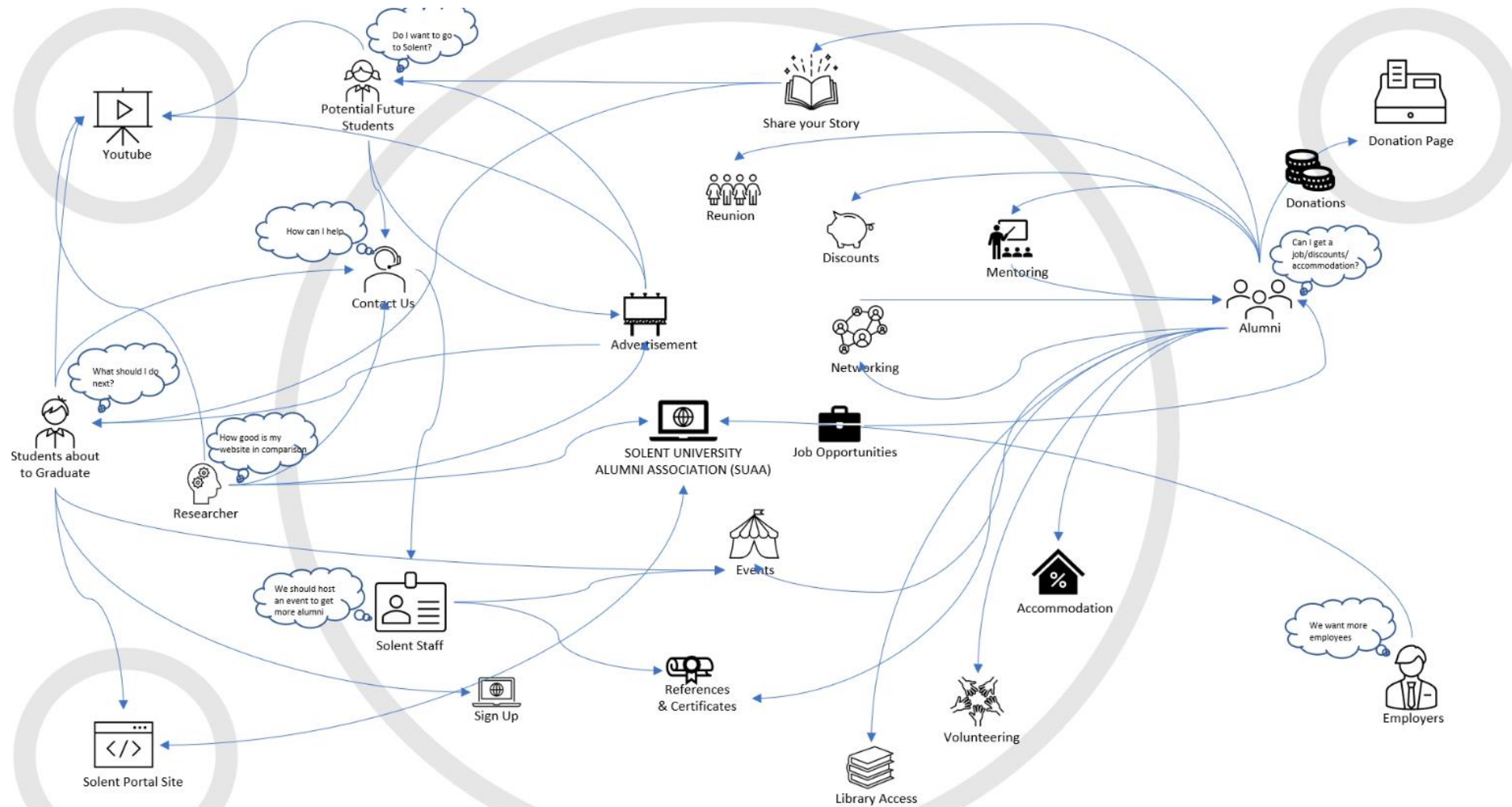
- Paris – Rich pictures
- Sample Survey
- Will – Review survey & interview data – analysis techniques
- Data analysis resources
- Interview analysis - tools

NOTE: 9 & 16th Dec – 360* video of COM621 Part 3 – Amazon Vouchers

- Research: Gantt chart & <https://www.mrs.org.uk/>
- 1 Minute Essay
- Review Tag cloud

WEEK 9 RICH PICTURE - PARIS

<https://courses.delvetool.com/courses/introqualitative/753433-1-welcome-how-learning-qualitative-coding-will-help-you-with-your-research/2199919-welcome> Any gaps?



WEEK 9

Survey -

Sample for review

<https://www.surveymonkey.co.uk/r/9FJDDL8>

OUTLINE OF WEEK 9

Survey -

Software for survey

Stats %s for each response

Representing this as a chart or graph

Interview -

Pre-set script from survey - more detail. - or - unstructured

What tool used to capture data e.g. sound recorder or Teams meeting / no video option.

Auto-transcription for interviews e.g. Microsoft Stream / Panapto

See <https://www.g2.com/categories/transcription-03ecdd06-b5f0-4448-b6dd-25449fd00bbb/free>

Thematic analysis - coding the transcripts

See <https://www.predictiveanalyticstoday.com/top-free-qualitative-data-analysis-software/>

<https://delvetool.com/guide>

Tag / word clouds for key terms

Solent Library resources

DATA ANALYSIS RESOURCES

Succeed@Solent academic skills resources.

The screenshot shows a web browser window with the URL `learn.solent.ac.uk/course/view?id=90`. The browser's address bar and tabs are visible at the top. Below the browser, the Succeed@Solent interface is displayed. On the left is a vertical navigation menu with a search bar and various options: Sections, Activities, Ask for help, Online helpdesk, Calendar, Assessment dashboard, Student Support, Staff help, Library services, and LinkedIn Learning. The main content area features a dark header with the text 'SUCCEED@SOLENT' and a breadcrumb trail 'Home > Succeed@Solent'. Below this, the heading 'LEARN BETTER, LEARN SMARTER' is followed by the tagline 'Simple advice and academic support to help you get better grades'. A red heading 'THE ASSIGNMENT PROCESS' is centered below. At the bottom, a horizontal sequence of four icons represents the process steps: 1. Starting Assignments (head with gear), 2. Finding Sources (magnifying glass), 3. Using Sources (document), and 4. Critical Thinking and Planning (lightbulb).

learn.solent.ac.uk/course/view?id=90

HuraWatch | Watch... My First Board, Onli... Welcome SPSS Analytics Part... Five Guys - Reimagi... The ultimate guide... INTED2022.

SOLENT ONLINE LEARNING

Search

SUCCEED@SOLENT

Home > Succeed@Solent

LEARN BETTER, LEARN SMARTER

Simple advice and academic support to help you get better grades

THE ASSIGNMENT PROCESS

1. Starting Assignments
2. Finding Sources
3. Using Sources
4. Critical Thinking and Planning

DATA ANALYSIS RESOURCES

Regarding literature reviews, [we have some resources here](#). This section is mainly about getting started with literature reviews as a stand-alone assignment, but the principles can be applied to literature reviews in dissertations also.

For quantitative methods and statistics, [we have a brand new resource](#) that is still undergoing some development - eventually it will also form part of the Succeed@Solent resources. You should be able to enrol yourself as a student for the moment, but it will become open-access soon. The resource covers the more theoretical considerations for a quantitative project, but it does not talk about any survey tools in particular as we aren't able to officially support these. The latter part of the course does focus specifically on SPSS, which is [available for all students to download here](#).

With regards to tutorials, I don't believe these are offered specifically on these topics, but you might check with the Student Achievement team. In the past LTU have offered an introduction to SPSS workshop, though future dates are TBC.

I'm afraid that our teams don't offer anything specifically on mind-mapping, but I agree that LinkedIn is a good place to start for tutorials in this area, and we are aware of a number of free mind-mapping apps. Again, we don't recommend one in particular because we aren't able to support it centrally with all students.

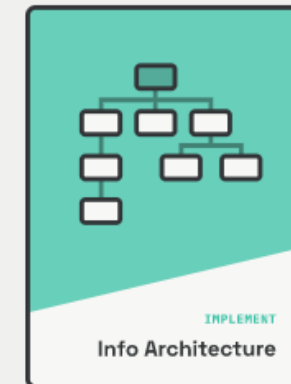
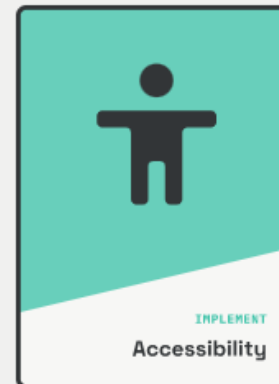
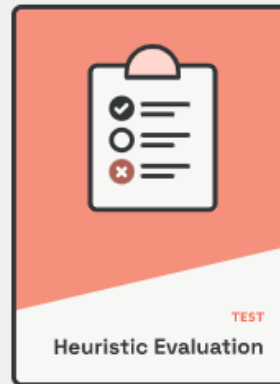
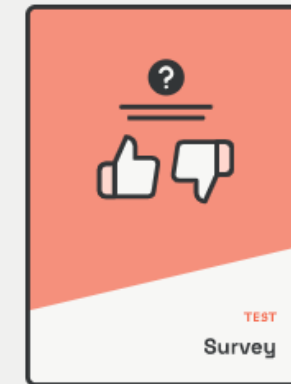
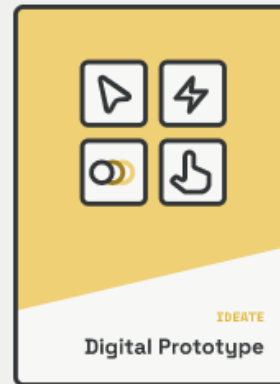
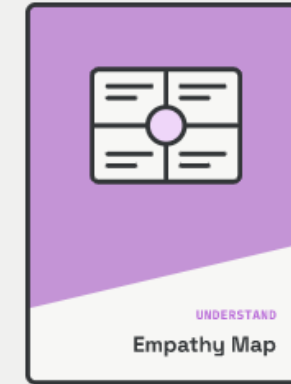
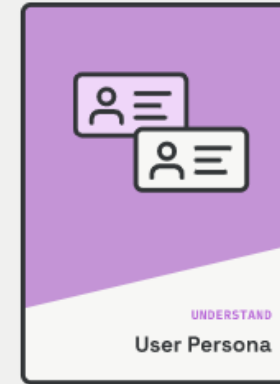
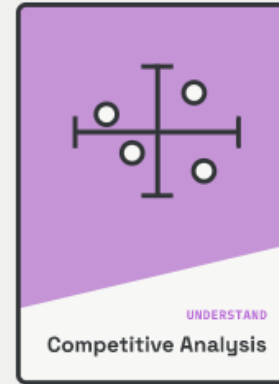
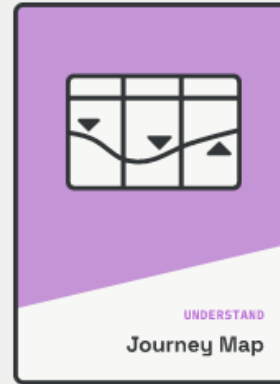
For your own consideration, we have a set of guidance and resources that can help lecturers to populate content on a final major project or dissertation module. These can be found here, within our [Best Practice for Learning and Teaching course](#).

Kind Regards,
Kassie

OUTLINE OF WEEK 9

<https://uxdesign.cc/the-ultimate-guide-to-recording-mobile-user-tests-a-ux-epic-b84dd6d3b16f>

<https://uxtools.co/challenges/>



OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>
<https://www.nngroup.com/articles/user-interviews/?ref=uxtools-challenges>



INTERVIEWING

- FACING ONE ANOTHER
- OPEN-ENDED QUESTIONS
- OBJECT TO REFER TO



USABILITY TESTING

- RESEARCHER OBSERVING
- USER THINKS ALOUD
- FOCUS ON THE DESIGN



OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>

<https://stephaniewalter.design/blog/a-cheatsheet-for-user-interview-and-follow-ups-questions/?ref=uxtools-challenges>

Download PDF on Teams

https://teams.microsoft.com/l/file/134D9F44-8E8B-4C82-95E0-E60DD4C38FB3?tenantId=d684e4cd-491a-4577-bf33-546478d72e3c&fileType=pdf&objectUrl=https%3A%2F%2Fssu.sharepoint.com%2Fsites%2FUXStrategiesCOM621September2021%2FClass%20Materials%2FCOM621-wk9%2FUser-Interview-Follow-Up-Cheatsheet-Stephanie-Walter.pdf&baseUrl=https%3A%2F%2Fssu.sharepoint.com%2Fsites%2FUXStrategiesCOM621September2021&serviceName=teams&threadId=19:9bWX_08_T3Mty7tjBlamZaJn-sZrvmuckPxQTrAgP8k1@thread.tacv2&groupId=2a7eadf9-e0a8-4358-a777-60ba7b29b2d1



User Interview Questions

Open discovery questions

- Tell me about ...?
- How much/many ...?
- Could you describe to me how you ... / your experience with...?
- Why do you ...?
- How often do you...?
- What ... do you use / do ?

Understanding user tasks / activities

- Can you describe how you / how you would ...?
- Walk me through ..., how would you?
- What are all the things you need to do in order to...?
- What is the difference between ... and ...?

Performing / showing

- Can you show me how you ... ?
- Can you guide me [to do the task]?

Recalling the past / anticipating the future

- Can you recall a situation when you ..., what did you do?
- How do you think ... is going to help you?
- Can you tell me about your most significant/memorable experience/interaction with...?
- Could you describe the ideal product / experience...?

Opinions / points of view / attitude and projections

- What do you think about ...?
- What would your friend/partner/colleague think of that?
- What do you like/dislike about...?
- Some people ..., other ..., what is your opinion on that?

Talking about problems and pain points

- How does this problem impact you?
- What's the hardest / most frustrating part about ...?
- If you had a magic wand, what would you change?

Follow Up Questions

Bouncing back

- You mentioned [xxx], can you tell me more about this?
- That's interesting. Tell me more.
- What do you mean by [xxx]?

Digging further

- Why?
- How come?
- You mentioned [xxx], what's the reason for that?

Asking for clarification

- What did you mean by [xxx]?

Rephrasing / interpreting / mirroring

- Sooooo, you are saying that [xxx] " ?
- It sounds like you are saying [xxx], is that correct / did I understand correctly?
- Repeating part of the sentence with a question mark.

Recalling past experience

- Can you give me / think of an example of [xxx]?
- Can you show me how you did [xxx]?

The "Maybe not the end of the interview

- Is there anything you would like to add?
- Would you like to talk about a specific topic before we finish?
- Any questions you would like to ask me about the project?

OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>

<https://www.smashingmagazine.com/2020/06/user-interview-questions/?ref=uxtools-challenges>

Hypothetical ?s



Would you buy this feature if it was available here?

How probable is that you use "Favorites" in your work?

What are you missing on this website?

What paid features do you use on the similar sites?

How can you use "Favorites"?

How often have you used "Favorites" on other websites?

Naughty

Better

OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>

<https://www.smashingmagazine.com/2020/06/user-interview-questions/?ref=uxtools-challenges>

Closed ?s



Do you like this feature?

How has this feature helped you in your work?

Do you use this website often?

How often do you use this website?

When did you use it last time?

Naughty

Better

OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>

<https://www.smashingmagazine.com/2020/06/user-interview-questions/?ref=uxtools-challenges>

Leading ?s



Do you check the "News Feed" daily or once a week?

What content do you create: text, images, or video?

How often do you check the "News Feed"?

What kind of content do you create most often?

Answer

Why video?

Naughty

Better

OUTLINE OF WEEK 9



<https://uxtools.co/challenges/user-interview/>

<https://www.smashingmagazine.com/2020/06/user-interview-questions/?ref=uxtools-challenges>

? Clutter

What did you do with a table?

Why did you do that?

Why are document versions important to you?

How do you use them?

Please tell me about the last time you edited a table online.

Please tell us more about versioning of the documents in your team.



OUTLINE OF WEEK 9

<https://uxtools.co/challenges/user-interview/>

YouTube

UX Interview questions

<https://youtu.be/auQCdrRfYas>



WEEK 9 – ANALYSE DATA: TUTORIAL

<https://courses.delvetool.com/courses/introqualitative/753433-1-welcome-how-learning-qualitative-coding-will-help-you-with-your-research/2199919-welcome>

Sign up for free tutorial

[How learning qualitative coding will help you with your research.](#)

Module Learning Outcomes: Key Words

What you will be able to do after the module

1. Implement ***problem solving techniques*** into designing features and functionalities to ***produce industry level products***.
2. Compare ***User Experience principles*** to accommodate different ***forms of interaction across multiple touchpoints*** (physical and/or digital), and to formulate and apply these principles in complex contexts.
3. Analyze proposed ***UX design*** solutions using a range of ***methodologies and techniques*** against ***goals, objectives and key performance indicators*** (KPIs).
4. Critically evaluate and validate ***solutions against goals, objectives and key performance indicators*** (KPIs) with a view to continuous ***improvement of the digital product or service***.

Part 2 – User Research Analysis Deliverable 1k Words

In UX, it is important to understand who the users are and what are their needs. In order to do that you should utilise a variety of UX methods, minimum required:

- Contextual Interviews - Enable you to observe users in their natural environment, giving you a better understanding of the way users work.
- Surveys - A series of questions asked to multiple users of your idea. You should produce a valid list of user groups (Demographics, Geographic, Psychographic and behavioural) attributes table. **You must also produce a list of user needs in a form of a table.**

Part 3 – User Journey - Deliverable Poster/Video

At this point, as per part 1 and part 2, you should have two essential UX outcomes available, User Research findings in a form user needs and objectives and a clearly defined business goal. In this section, you are required to produce a fully detailed user journey including all the following elements:

- User Persona (Minimum 2 persona representing two typical user groups)
- User Scenario (Minimum 2)
- User Goals
- Flow of Tasks/Information/Screens/IXDs/Contents/Information Architecture
- Empathy Mapping
- Usability Metrics

You will be asked to make a short video (no more than 5 minutes) to explain these elements.

The web link to the video will need to be included in the final report for Part 3 of the assessment template.



HAVE A 15 MINUTE BREAK

Survey Design

<https://www.smartsurvey.co.uk/articles/10-tips-for-designing-an-effective-online-survey>

- A short survey is better than a long one. ...
- Questions must be easy to understand and answer. ...
- Group questions according to topic. ...
- Place sensitive questions at the end. ...
- Avoid irrelevant questions. ...
- Reassure your respondents that their data is secure. ...
- Spend time on your design.

Survey Design 1

<https://www.smartsurvey.co.uk/free-online-surveys>

Reduce length

Most participants are willing to spend on average up to ten minutes completing a survey. In practice, this means that an online survey with more than twenty questions will reduce its response rate with each additional question.

Seek simplicity

In a survey, short questions and short answers are best. Avoid asking open-ended questions, use descriptive text instead of numbers when presenting choices, and be careful not to suggest the answer in the way the question is posed.

Be coherent

Organising questions together according to topic enables you to ask general questions first, before going into more detailed questions. When you group questions that use the same answer scale together, participants will be able to answer questions quickly.

Use logic

Participants don't like to be confronted with too many questions that are not relevant to them. You can avoid participants getting frustrated by using survey logic and branching to ensure irrelevant questions are skipped completely.

Survey Design 2

Filter responses

Include page and question randomisation designed to capture inattentive or fake respondents. By automatically displaying question choices in a random order to every respondent you can filter out data that could skew your results.

Avoid binaries

Yes/No questions that lack any third option can create erroneous data. When confronted with binary questions, respondents will answer either yes or no when the real response may be entirely different.

Reassure respondents

Assure your participants that their personal data will be kept safe and won't be shared with any third parties. By respecting respondent anonymity and stating this clearly at the start of your survey, you can increase the response rate.

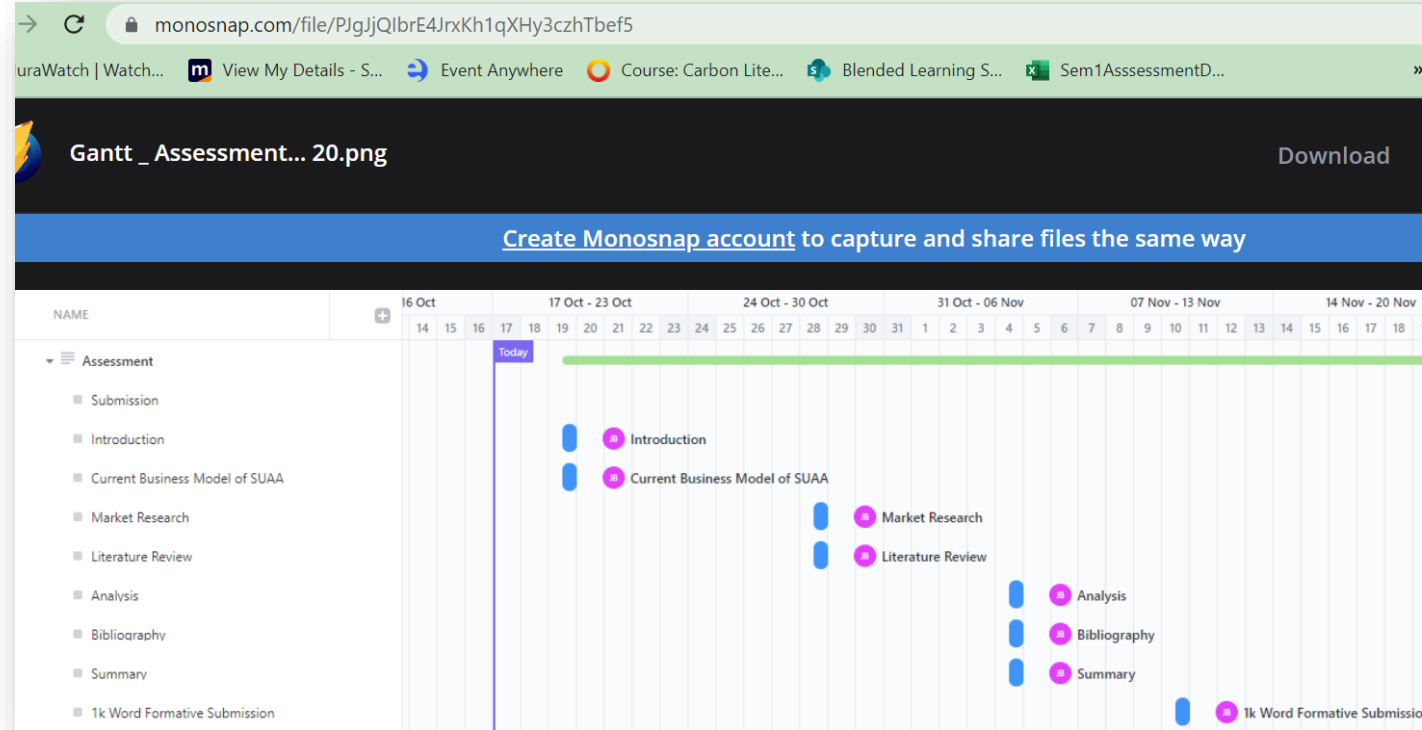
Show empathy

Respondents that are willing to answer initial questions will be more open to sharing sensitive or personal information, like age or education level. Therefore, it is wise to place your sensitive or personal questions near the end of your survey.

RESEARCH: GANTT CHART

SEE THE MARKET RESEARCH SOCIETY:

[HTTPS://WWW.MRS.ORG.UK/](https://www.mrs.org.uk/)



1 MINUTE ESSAY:

ACTIVITY: BREVITY IS THE SOUL OF WIT
WHAT DOES THIS MEAN?
WHO SAID IT?

One minute writing exercise:

You need to write something you have learned since the last class.

- Share it with someone next to you
- Decide if you want to modify your answer
- Read it (not paraphrase) to the group



WOOCCLAP: TAG CLOUD

www.wooclap.com/YNKJPF

Skills & knowledge to do UX Strategy



A word cloud of skills and knowledge for UX Strategy. The words are arranged in a staggered, overlapping manner. The colors of the words are: LEADERSHIP (red), REACTIVITY (orange), CREATIVITY (yellow), OBSERVATION (blue), METICULOUS (red), NEGOTIATION (green), LOGICAL THINKING (red), RESEARCH (green), SKILLS (green), CONSULTANCY (green), BUSINESS (blue), ANALYSIS (blue).

LEADERSHIP REACTIVITY CREATIVITY
OBSERVATION METICULOUS NEGOTIATION
LOGICAL THINKING RESEARCH SKILLS CONSULTANCY
BUSINESS ANALYSIS

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