

Chapter 6: User-Experience

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Research Methods

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User-Experience

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Content

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- Attitudinal Research vs. Behavioral Research

- Qualitative Research vs. Quantitative Research
- Context of Product Use
- 20 User-Experience Methods

Attitudinal

Attitudinal Research vs.

R e search

Behavioral Research

vs. Behavioral



■ “What people

say” vs. “What people do”

- **Attitudinal research** is usually to **understand** or **measure people's stated beliefs**, but it is limited by what people are aware of and willing to report.
- **Behavior research** seeks to **understand “what people do”** with the product or service.

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



Qualitative Research vs.

Quantitative Research



Qualitative studies generate data about behaviors or attitudes based on observing or hearing them **directly**.

- **Quantitative studies** gather data about the behavior or attitudes in question **indirectly**, through a measurement or an instrument such as a survey or an analytic tool.

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



Qualitative Research vs.

Quantitative Research



■ Qualitative data:

Analysis of the data is usually not mathematical. Researchers directly observe how people use (or do not use) technology to meet their needs or to complete tasks. These observations give them the ability to ask questions, probe on behavior, or possibly even adjust the study protocol to better meet study objectives.

- **Quantitative data:** are predetermined - it could include task time, success, whether the user has clicked on a given UI element or whether they selected a certain answer to a multiple-choice question. Quantitative methods are typically derived from mathematical analysis, since the instrument of data collection (e.g., survey tool or analytics tool) captures such large amounts of data that are automatically coded numerically.

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



Qualitative research vs.

Quantitative research



- **Qualitative methods** are much better suited for answering questions about **why** or **how to fix** a problem.
- **Quantitative methods** do a much better job answering **how many** and **how much** types of questions.

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



Context of Product Use

- How and whether participants in the study are using the product or service: ■ **Natural** or near-natural use of the product

- **Scripted** use of the product
- **Limited** in which a limited form of the product is used to study a specific aspect of the user experience
- **Not using** the product during the study (**decontextualized**)

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



20 User-Experience Methods



1. Usability testing 2. Field studies

3. Contextual inquiry 4. Participatory design 5. Focus groups

6. Interviews

7. Eyetracking

8. Usability benchmarking 9.

Remote moderated testing

10. Unmoderated testing

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



20 User-Experience Methods



11. Concept testing 12. Diary studies

13. Customer feedback 14. Desirability studies 15. Card

sorting

16. Tree testing

17. Analytics

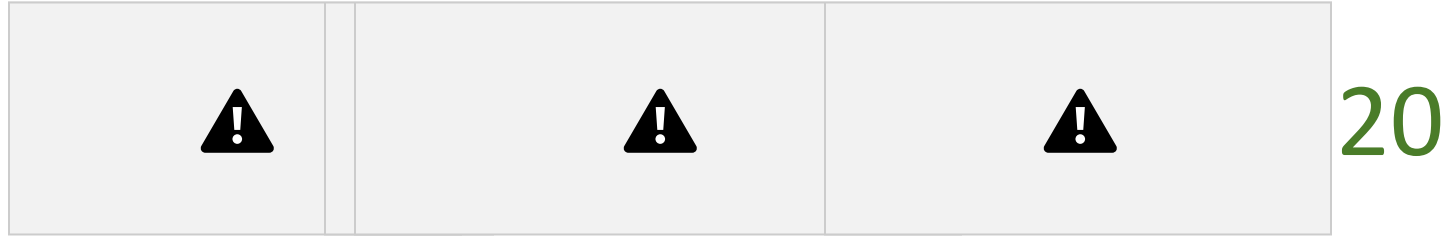
18. Clickstream analytics

19. A/B testing (aka multivariate

testing, live testing, or bucket testing)

20. Surveys

Source: <https://www.nngroup.com/articles/which-ux-research-methods/>



User-Experience Methods



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Summary

- We discussed about the differences between attitudinal research and behavioral research.
- We analysed the differences between qualitative research and quantitative research.
- We discussed about the context of product use.
- We discussed 20 User-Experience methods.



Additionalresources



- [When to Use Which User-Experience Research Methods](#)

