

The Cooper Design Process

The Process, up to now...

1. Design teams formed

2. MRD received

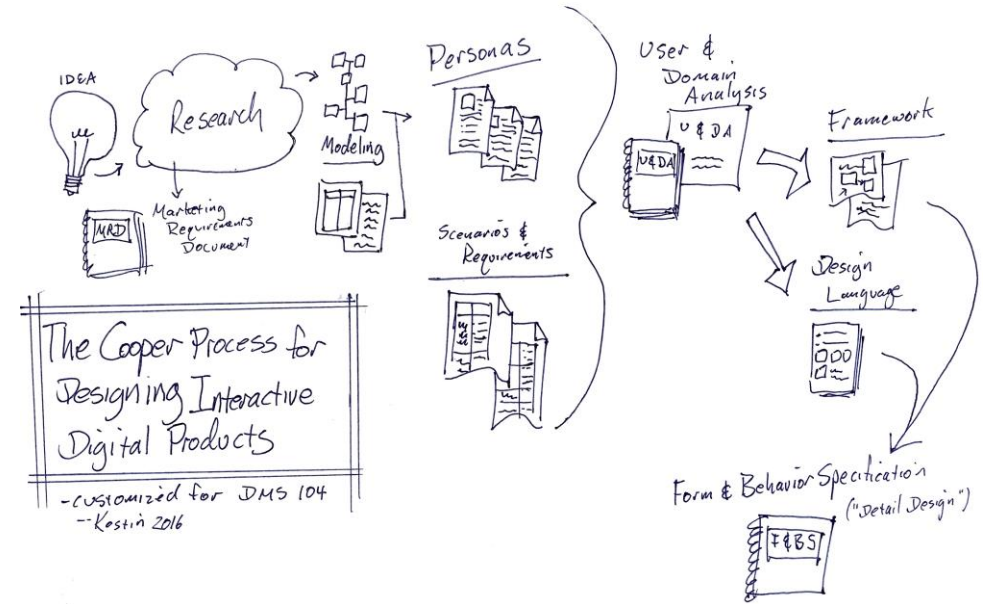
Research began...

3. Design team met with the stakeholder(s)

What's next

- **Focus Group**

- **Research Planning**

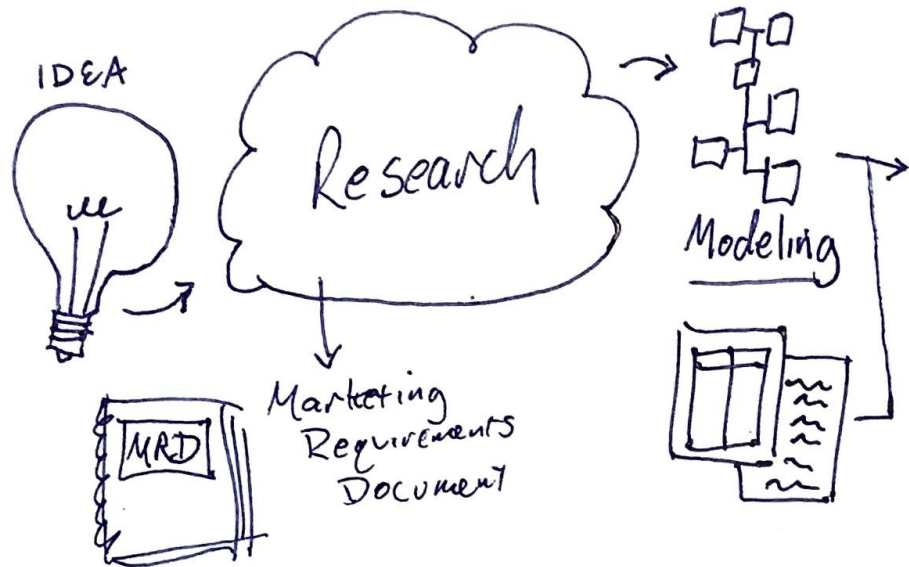


Chapter Summaries

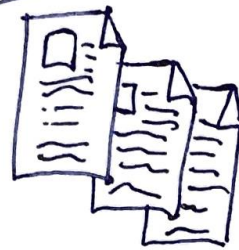
Chapter 6: Planning User Research

Chapter 7: Understanding Potential Users
and Customers

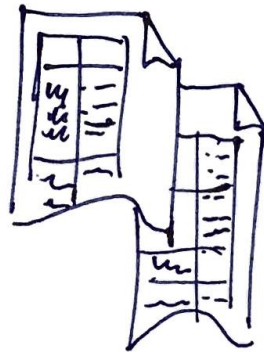
Chapter 9: Other Sources of Information
and Inspiration



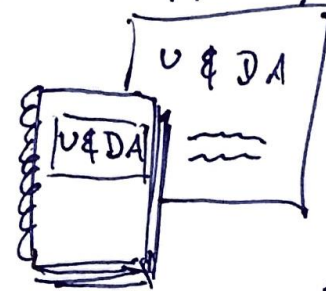
Personas



Scenarios & Requirements



User & Domain Analysis



Framework



Design Language



Form & Behavior Specification
("Detail Design")



The Cooper Process for
Designing Interactive
Digital Products

- customized for DMS 104
-- Kestin 2016

Chapter 6: Planning User Research

- Focus of this chapter is on figuring out interviews
 - Define user roles
 - Choose how many potential users to interview for each role
 - Recruit/Screen → schedule

Also in Chapter 6...

- Introduction to the book's sample design problems:
 - LocalGuide
 - Room Finder
- Recruiting and scheduling types, and hints & tips

Chapter 7: Understanding Potential Users and Customers

- Use interviews to look for workflow, frustrations, goals
- Do NOT use interviews to *sell* your product idea to interviewees
- Conducting interviews
 - How to structure user interviews (agenda)
 - Examples of questions to ask customers, and how to conduct the interviews
 - Need to focus on objects and data that users deal with
 - Need to focus on the relationships between them (1:1; 1:n; n:n)
 - Focus on actions users need to take with their objects and data
- Use the interview to collect artifacts; photos

Chapter 9: Other Sources of Information and Inspiration

Suggestions of other research methods, besides user interviews

- Public-space observation
- Mystery shopper
- Diaries
- Surveys (a big topic)
- Web Analytics
- Focus groups ← we'll start here!
- Card sorting
- Competitive analysis
- Literature and media

Next Steps: Focus Group Planning

For Tuesday, February 12

- Look-up "focus groups" in the index; read everything the book has to say about it
 - Also, GOOGLE: *how to conduct a focus group*
- Each group, prepare a plan
 - How you will target/acquire participants?
 - How (or who) will run the focus group?
 - Sample questions you plan to ask
- Each group: one a time present/discuss (informally) their focus group plan
- WARNING FOR THURSDAY FEBRUARY 14
 - Three groups will volunteer (or prof will randomly select teams) to conduct a focus group on Thursday
 - Failure to have any focus group participants will result in a zero for the team