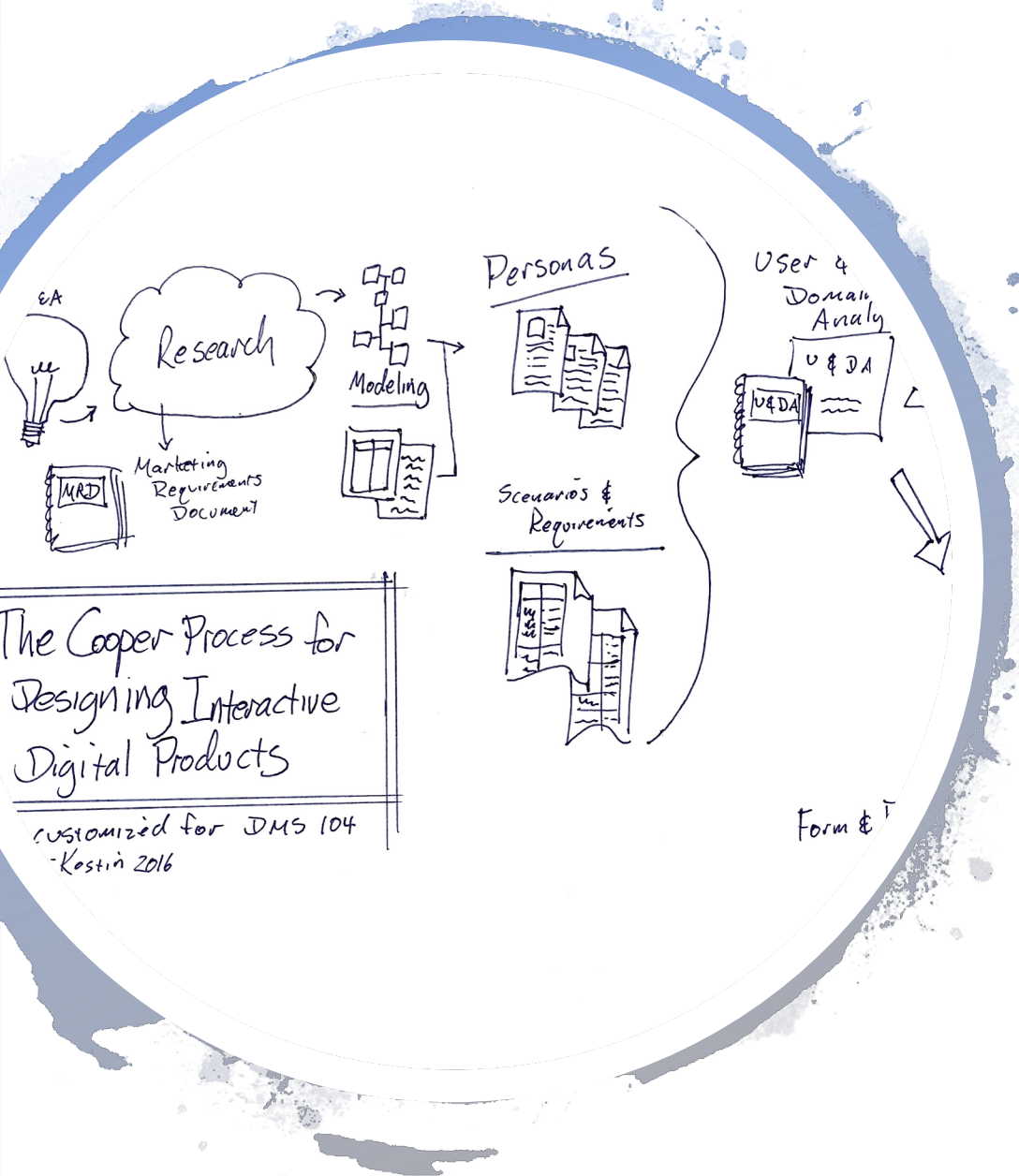




The Research Phase, continued

Cooper Interactive Product
Design Process



The Design Process (so far)

1. Design teams formed
2. MRD received
Research began...
3. Design team met with the stakeholder(s)

What's next

- **Research Planning**
- **Focus Group**

Chapter 6: Planning User Research

Prepare for Thursday

- We will go around the room and review each City Team's interviewing plans
- We will specifically ask for the user roles

Questions or confusion about this?

#help channel in Slack

Focus: Number and Type of interviewees

1. Define user roles
2. Choose how many potential users to interview for each role
3. Multiply by "important factors"
4. And 5. Adjust for other factors

Then, recruit, screen, and schedule

Also in Chapter 6...

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

Focus Groups

Prepare for Thursday

- We will review Focus Group plans
- Questions and discussion starters
- Check for your ability to tease-out
 - Interaction needs
 - Visual design needs
 - Physical ("industrial") design needs

Questions or confusion about this?

#help channel in Slack

- Professional Focus Group Moderators
...it's a thing
- Your first Focus Group: Tuesday or Thursday, next week

Prepare!

- READ: Chapter 9 and other areas
(check the *index*)
- READ: *Designing and Conducting Focus Group Interviews* (Krueger)
- GOOGLE! But beware...
 - *Marketing-driven focus groups*
 - *Design-driven focus groups*

Suggestions

- Planning – Questions to ask
 - Plan discussion starters
 - Figure out questions to tease-out interactivity, visual and physical design
- Planning – running the focus group
 - How to start? ...the hardest part
 - Who does what? Interviewer, not taker, et cetera
- Discussion Starters
 - Know: closed vs. open-ended questions
 1. Start with a closed question – take a poll
 2. Target and ask a follow-up question
 3. Ask for comments – open it up for discussion