

CHAPTER 9: OTHER SOURCES OF INFORMATION AND INSPIRATION

Suggestions
of other
research
methods,
besides
user
interviews

Public-space observation

Mystery shopper

Diaries

Surveys

Web Analytics

Focus groups

Card sorting

Competitive analysis

Literature and media

PUBLIC-SPACE OBSERVATION

When users need to be in a specific place when using the product

When the space itself changes user behavior

MYSTERY SHOPPER

When interaction with other (non-user) people would inform design decisions

Typical: when designing shopping-related systems but could be other situations

DIARIES

When the user will need to interact/use the product over a long period of time

When it's important to understand change over time (usually a long time)

Note: the act of keeping a diary cannot interfere with the user's behavior

Example: Dr. Chatbot ...when you report a symptom

SURVEYS



When quantitative (as opposed to qualitative) information about users is needed to inform the design



When features of a design need to be compared to other features in terms of importance



When confirmation of an assumption(s) is needed



Note: most design research comes from qualitative research

WEB ANALYTICS AND CUSTOMER SUPPORT DATA

When EXISTING user data is available and would inform design decisions

Typical: when improving/changing an existing product or service

Like surveys, can provide quantitative (as opposed to qualitative) information

Note: possible to find/buy user research (or Google for data)

Example: are airline passengers who complain about carriers less likely to fly on them later?



~~FOCUS GROUPS~~

DONE

CARD SORTING



When the design needs to be informed by priorities among a set of features and understand relationships among them



Helps with understanding "ontology" (what's in, what's out) and "choreography" (what should come first, second, etc.)

COMPETITIVE ANALYSIS



When existing or similar products exist with features that could inform the design in a better way



To get inspiration from similar (or even disparate) products

LITERATURE AND MEDIA



When the designers need to better understand a topic of an area of knowledge



Includes science fiction – a common source of inspiration for designers