RESEARCH PLANNING
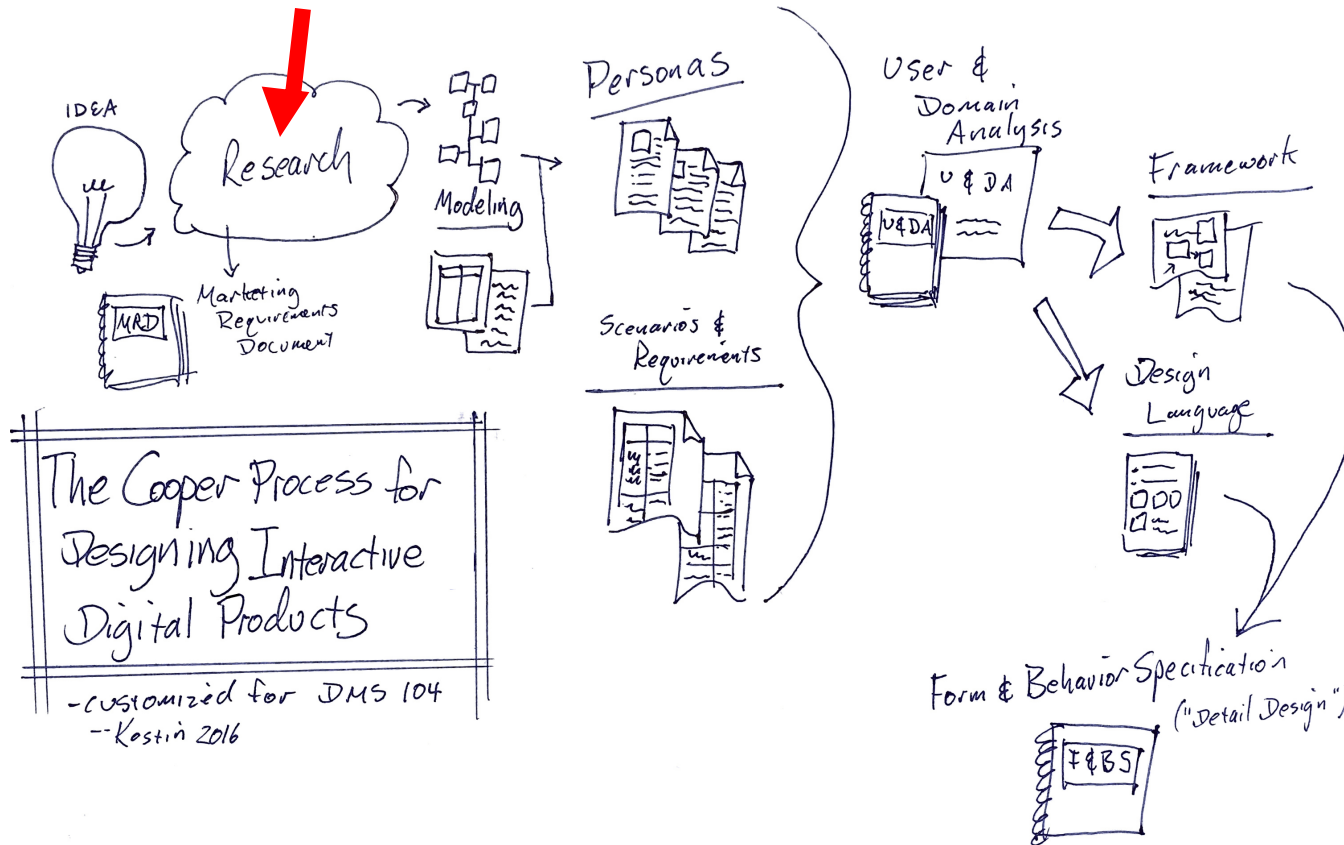
COOPER
INTERACTIVE
PRODUCT

DESIGN
PROCESS

THE DESIGN PROCESS (SO FAR)

- Design teams formed
- MRD "received"

Research began...

- Design team met with the stakeholder(s)

What's next...

- Research Planning
- Focus Group

CHAPTER 6: PLANNING USER RESEARCH

- Focus: Number and Type of interviewees
    1. Define user roles (2-5 or so)
    2. For each role, how many interviewees?
    3. Any multipliers? Important factors? 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

Questions or confusion about this? #help channel in Slack

FOCUS GROUPS

- 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

Prepare for Thursday, March 4: Team-by-team:
- We will discuss your Focus Group plans
- We will review your qestions 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

SUGGESTIONS

Planning	Running
Plan discussion starters

Figure out questions to tease-out interactivity, visual and physical design | How to start? ...the hardest part

Who does what? Interviewer, note taker, et cetera |

- Discussion Starters
- Know: closed vs. open-ended questions
- Start with a closed question – take a poll
- Target and ask a follow-up question
- Ask for comments – open it up for discussion