# USER RESEARCH

Empathy is at the heart of design.

# Week 02 :

User research is the use of various observation techniques to understand people...

# Week 02 :

In order to place people at the center of your design process and your products.

# Week 02 :

Designers use user research to inspire their designs, to evaluate solutions, and to measure impact.

# DATA TYPES

Numbers vs. feelings

# Quantitative :

Quantitative research seeks to measure user behavior in a way that is numerical and used for statistical analysis.

# QUANTITATIVE RESEARCH: USABILITY TESTING

# Usability Test Plan

*Title:* *Iteration:*

*What are we testing?*

*(it can be a single feature or a complete experience of the product)*

*1*

*What can cause this hypothesis to fail?*

*4*

*What user related change of behaviour are we aiming to identify?*

*2*

*Which core questions do we need to answer from the test?*

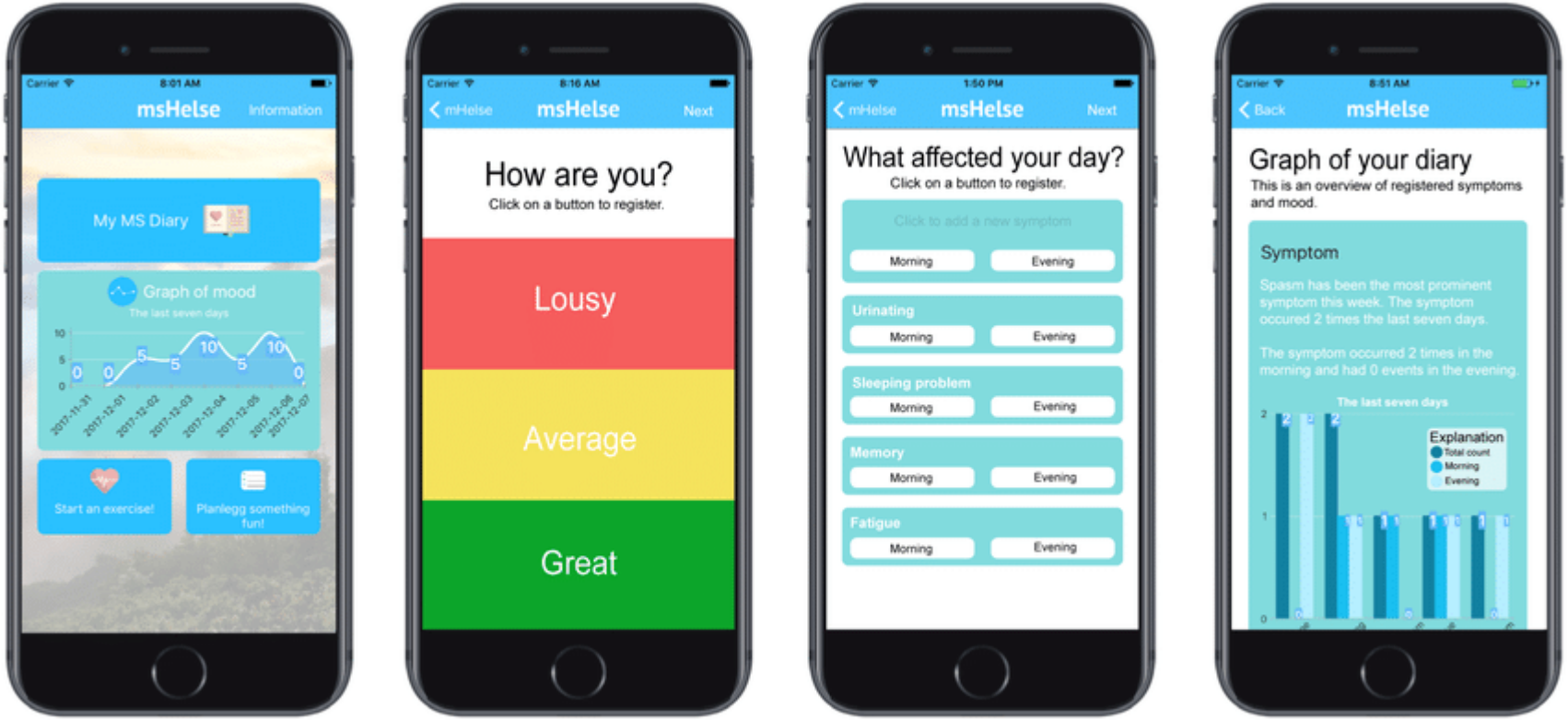
*What is our Hypothesis?*

*3*

*5*

TICKET
SCAN TICKET
SEAT 2C AVAILABLE
$25-00
EVENT:
Scotch
subLOGIC

My Groups
Admin
Alpha Kappa Psi
Last Update: Wed 3:57pm
Member
Tree Climbing Club
Last Update: Wed 4:20pm
Brazilian Jiu Jitsu Club
Last Update: 11/20/15
Slam Poetry Society
Last Update: 11/15/15
Following
Book of the Month Club
Alpha Kappa Psi
You are an Admin
Come Meet the Brothers!
Waterballon Fight
Exciting Things are Afoot!
New Message
Enter Title...
Enter Text...
Add a date and time to make it an event people can save and track
Admins
Members
Public
Submit
Member List
Enter name
Requests
Rob Johnson - Robertojo
Accept
Decline
John Robson - Bojohn Horseman
Accept
Decline
Admin
Nick Ellis
Leave Group
Member
Todd Baxter - TBax2Max
Promote
Remove
Don Juan - Casanova69
Promote
Remove


msHelse
Information
My MS Diary
Graph of mood
The last seven days
Start an exercise!
Planlegg something fun!
msHelse
Next
How are you?
Click on a button to register.
Lousy
Average
Great
msHelse
Next
What affected your day?
Click on a button to register.
Click to add a new symptom
Morning
Evening
Urinating
Sleeping problem
Memory
Fatigue
Back
msHelse
Graph of your diary
This is an overview of registered symptoms and mood.
Symptom
Spasm has been the most prominent symptom this week. The symptom occured 2 times the last seven days.
The symptom occurred 2 times in the morning and had 0 events in the evening.
The last seven days
Explanation
Total count
Morning
Evening

# Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

## DEMOGRAPHICS

| | |
|---|---|
| **Age:** | 25 |
| **Location:** | Sao Paulo, Brazil |
| **Education:** | Software Engineer |
| **Job:** | Q/A at Indie Game Company |
| **Family:** | Lives with her boyfriend |

## TECH

| | |
|---|---|
| **Internet** | ●●●●● |
| **Social Networks** | ●●○○○ |
| **Messaging** | ●●●○○ |
| **Games** | ●●●●● |
| **Online Shopping** | ●●●●○ |

## GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

## FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

## READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

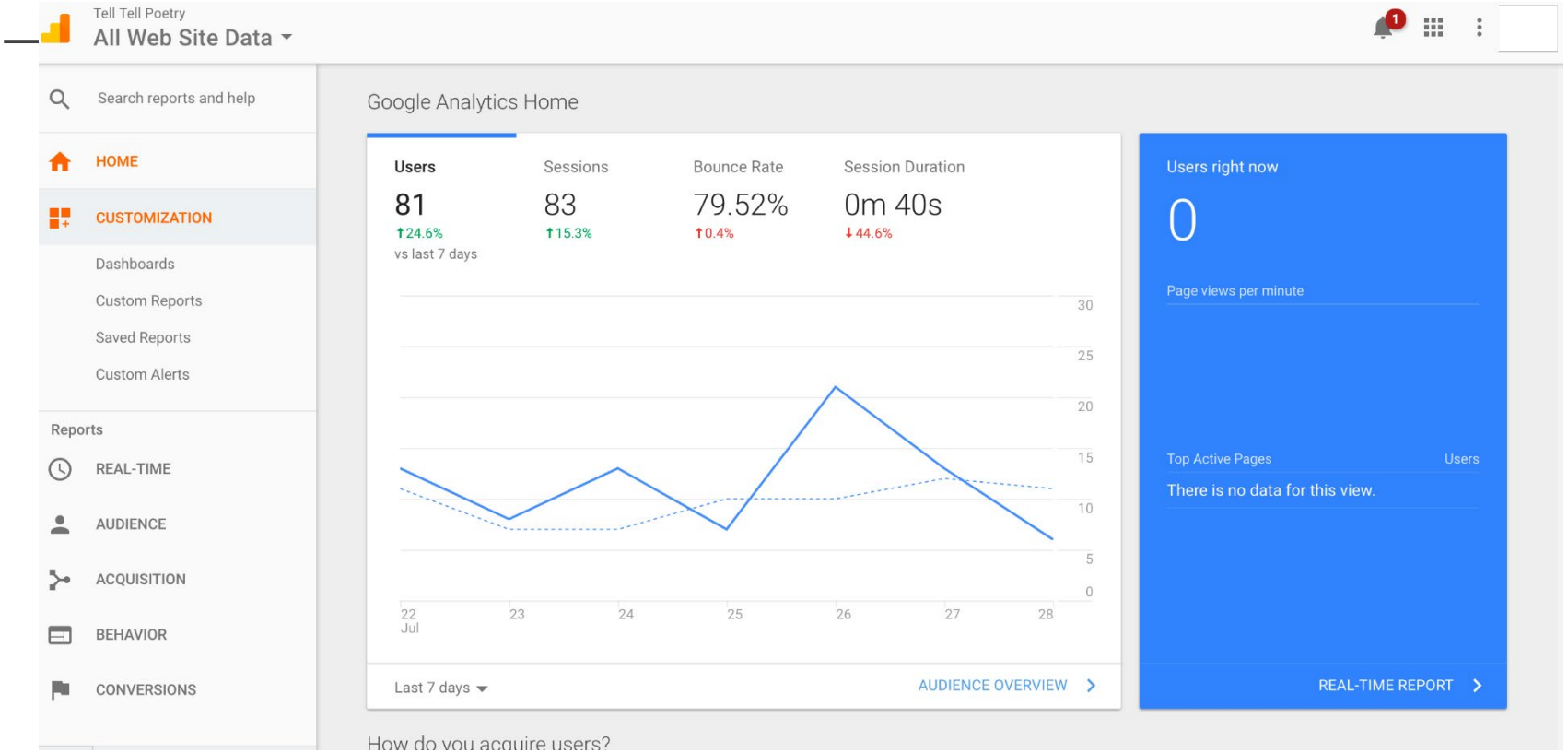
## FAVORITE BOOKS

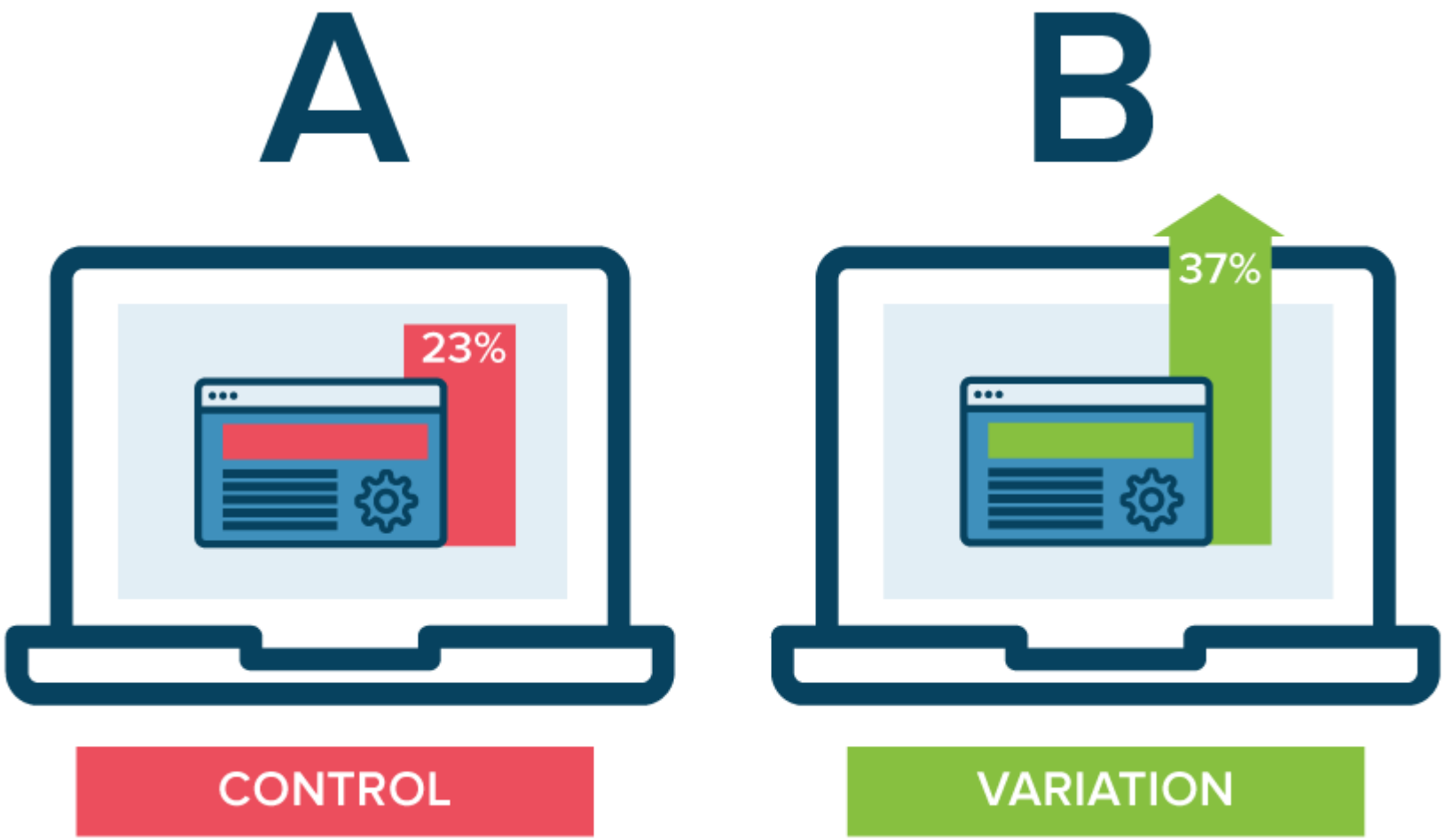
**American Gods**
Neil Gaiman

**Harry Potter**
J.K. Rowling

**Ready Player One**

| | The System Usability Scale<br>Standard Version | | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 |
| 1 | I think that I would like to use this system frequently. | | O | O | O | O | O |
| 2 | I found the system unnecessarily complex. | | O | O | O | O | O |
| 3 | I thought the system was easy to use. | | O | O | O | O | O |
| 4 | I think that I would need the support of a technical person to be able to use this system. | | O | O | O | O | O |
| 5 | I found the various functions in this system were well integrated. | | O | O | O | O | O |
| 6 | I thought there was too much inconsistency in this system. | | O | O | O | O | O |
| 7 | I would imagine that most people would learn to use this system very quickly. | | O | O | O | O | O |
| 8 | I found the system very awkward to use. | | O | O | O | O | O |
| 9 | I felt very confident using the system. | | O | O | O | O | O |
| 10 | I needed to learn a lot of things before I could get going with this system. | | O | O | O | O | O |


Tell Tell Poetry
All Web Site Data
Search reports and help
HOME
CUSTOMIZATION
Dashboards
Custom Reports
Saved Reports
Custom Alerts
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
CONVERSIONS
Google Analytics Home
Users
81
↑24.6%
vs last 7 days
Sessions
83
↑15.3%
Bounce Rate
79.52%
↑0.4%
Session Duration
0m 40s
↓44.6%
30
25
20
15
10
5
0
22
Jul
23
24
25
26
27
28
Last 7 days
AUDIENCE OVERVIEW
Users right now
0
Page views per minute
Top Active Pages
Users
There is no data for this view.
REAL-TIME REPORT
How do you acquire users?


A
B
23%
37%
CONTROL
VARIATION

# Others:

Tree testing
Surveys or questionnaires
Eye tracking

# Qualitative :

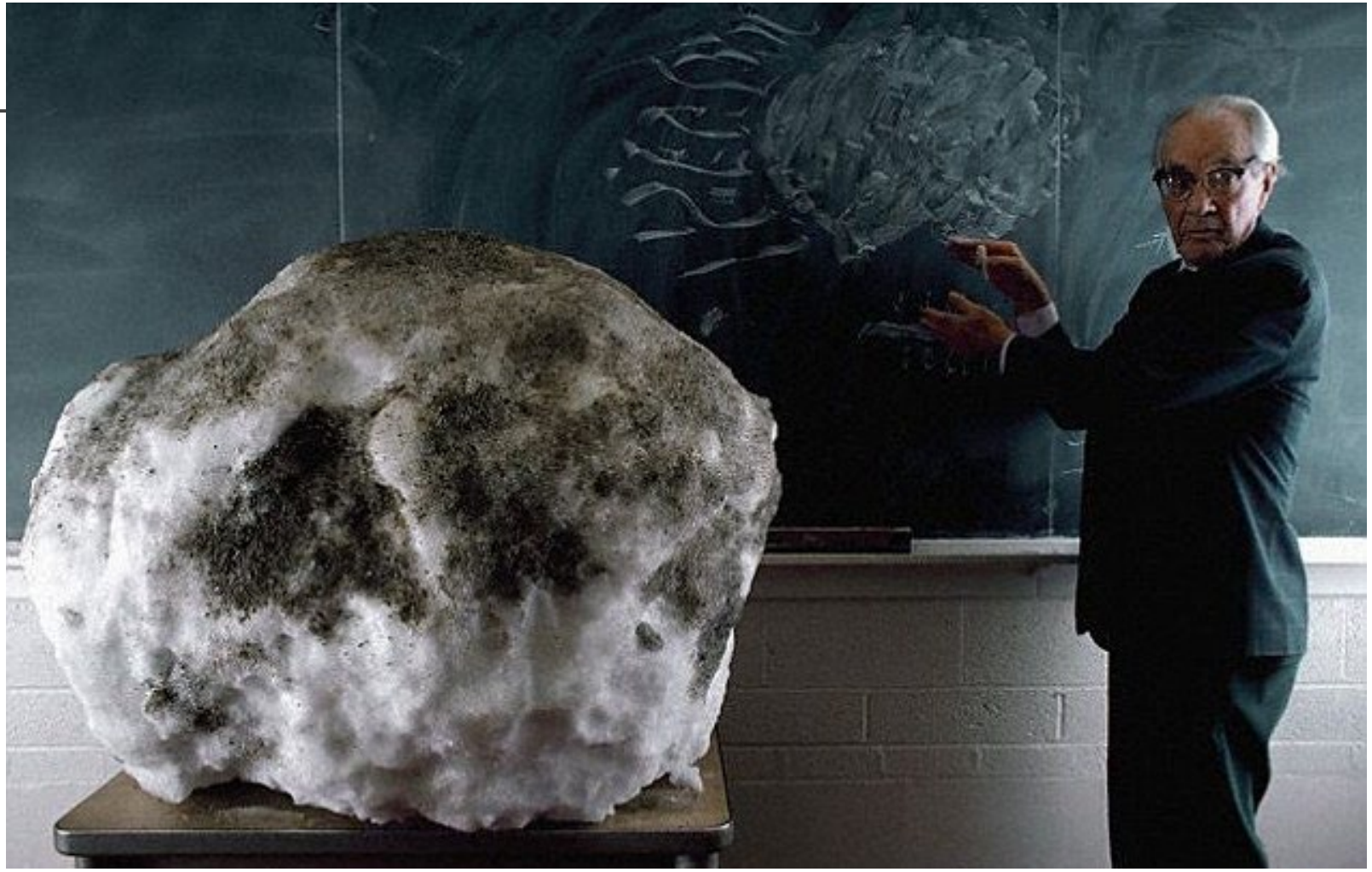
Qualitative research gathers data that approximates and characterizes. This data type is non-numerical in nature.

BRICK

HK
NG KONG

# Summary:

Both Quantified and quantified user research have their place.



# Any Questions?