

session 3

Interviews:

users are the only experts on what their problems are, but they don't have the expertise to solve those problems (they don't have solutions). so do not ask the interviewee what they features they want.

when interviewing customers focus on **goals and concerns** rather than **behavior**.

when possible, interview the customers at any site before meeting with the potential users. this will save you time as you can spend more time with users focused on their individual roles and less on how the company functions.

customers are useful sources of two types of information:

- how the organization works

- what their goals and concerns are.

- be vague about what you're designing unless you have a close relationship with the interviewee's company.

Two principles of a contextual inquiry: it's contextual and master-pre relationship

interviews

- structured: you have a list of questions beforehand

- semi-structured: mixture of

- unstructured: you let the interview flow (you don't wanna cut people off)

when you have less time: an interview with stakeholders is recommended.

chapters 7 and 8 are great!

what happened yesterday is a good "getting-to-know" question

in interviews don't forget to ask about **goals** and **mental models**

ethnography: long

contextual inquiry: context, watch people

interview: mostly conversation

participatory design: involves real users in the design process (kinda like focus groups, but more involved, in a workshop-style format, discussion based)

good when projecting far out in the future

card sorting: subjects categorize cards and then explain their reasoning

works best when the subjects know what exactly you want them to get organized

open card sorting: no pre-established groupings.

closed card sorting: with pre-established groupings.

useful when you have large amounts of content to organize

good for capturing the user's mental model

surveys

if your qualitative research identifies a behavior pattern that requires some unique and expensive feature, it's worth determining how much potential revenue that behavior pattern represents.

most common method for getting quantitative data

most likely something for the early stage of the research

are best used to gather **descriptive information**, which may include anything from ages and incomes to attitudes and beliefs.

survey can help to find potential relationships among characteristics (people in a particular region tend to get married at a young age)

- might be done by biased people.

- it's a snapshot, you cannot measure changes

- generally cannot provide strong evidence of cause and effect.

- everybody has a different criteria to answer a likert scale question

marketing department is the best place to get existing survey data

15-20 mins (less than 20 question)

while making surveys:

ask only one question at a time

be specific

make the options of any single-answer question mutually exclusive

make lists as complete as possible

allow for "other"

limit the options in a likert scale to 5

vary list sequences

use both positive and negative phrasing within your sample (e.g. "product x is affordable" and "product x is expensive")

start with questions about goals and behaviors

leave boring questions for the end (age, gender, etc.)

be sure to pilot your survey

try not to ask about **importance**

avoid leading questions

an error of $\pm 5\%$ with 95% confidence = there is a chance of 95% that the real answer is within 5% above or below what you'll see in your survey responses.

inviting only your existing customers limits you in two ways:

you won't tell anything from people you're not reaching

it tends to bias toward favorable responses, since the least happy people have probably switched to a competitor.

opt-out invitations such as pop-ups and phone calls, minimizes the bias.

log files:

tell you **what** people are doing, not why

can give you vivid picture of the actual interaction

analyze activity by many users and/or focus in on behaviors of a couple representative users

other methods:

diary studies

focus groups

public-space observation (e.g. for a kiosk or lounge in an airport)

mystery shopper