

4.0 Interaction Design

UX RESEARCH PART 1

DESIGNism #9

**IF YOU WANT TO UNDERSTAND HOW
A LION HUNTS, DON'T GO TO THE
ZOO. GO TO THE JUNGLE.**

- Jim Stengel, CMO of P&G

UX RESEARCH TYPES

Market Research
User Research

STEP ONE

MARKET RESEARCH

Market research utilizes a collection of research methods to shed light on both consumer behavior and market competition.

CONTEXTUAL RESEARCH
COMPETITOR BENCHMARKING
BRAND MATRIX
SURVEYS
FOCUS GROUPS

CONTEXTUAL RESEARCH

Contextual research involves conducting research in the real world, in the places where your users conduct their everyday tasks.

- **OBSERVE DESIGN AESTHETICS**
- **OBSERVE USERS' NATURAL BEHAVIOR IN REAL ENVIRONMENT**
- **TAKE PHOTOS AND VIDEO**
- **GAIN UNDERSTANDING OF USERS' CONTEXT OF USE**
- **USE ANALYTICS FOR USER RESEARCH**

COMPETITOR BENCHMARKING

Compare competitors to each other and/or to your product using pre-established criteria.

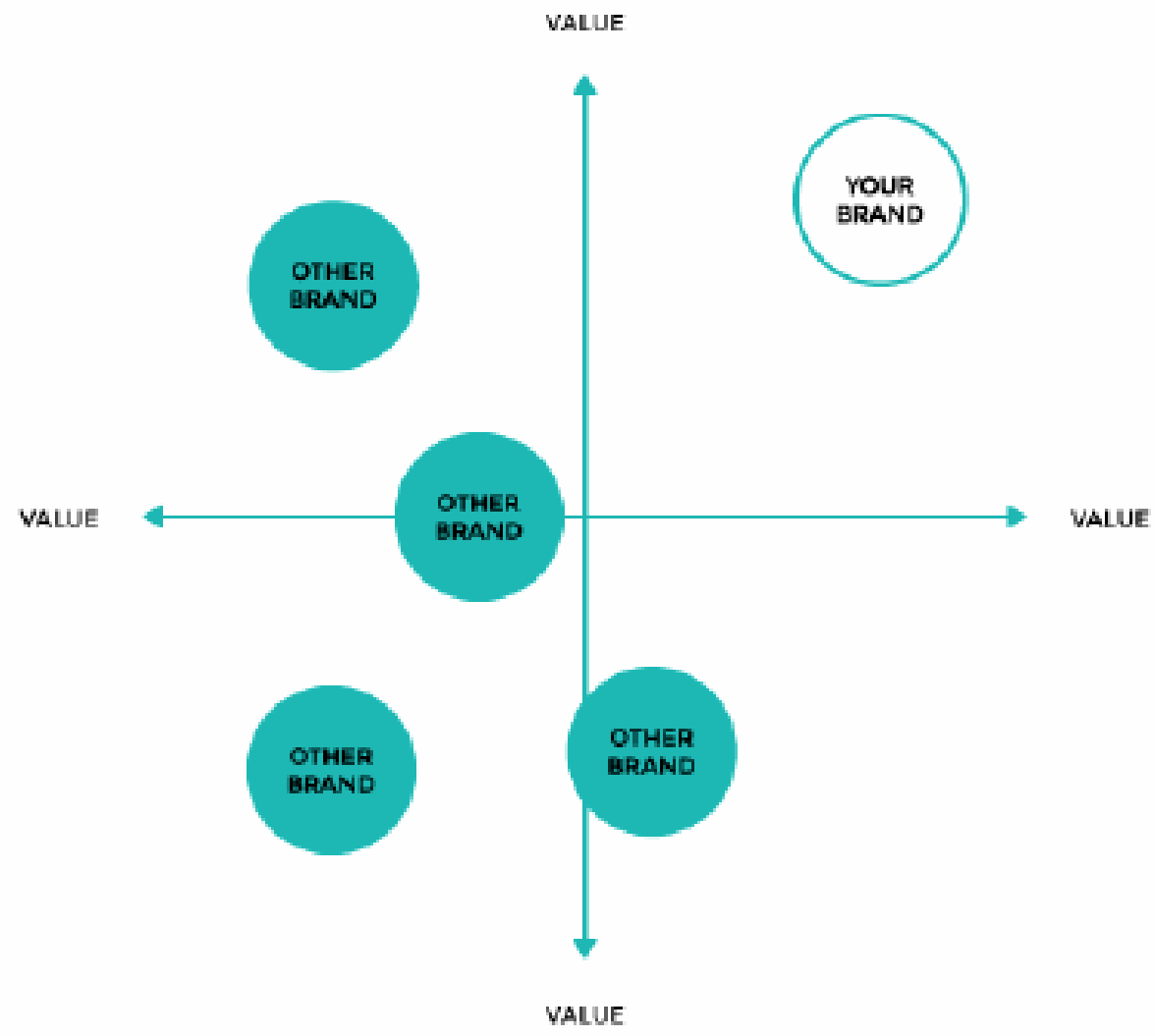
NOTE: These are often in the form of spreadsheets, screenshots, and detailed analyses.

- **DESIGN AESTHETICS**
- **CLARITY OF USER'S PROCESS**
- **EASE OF ACCESSING INFORMATION**
- **HOW ARE ERRORS DEALT WITH**
- **PRICES, PRODUCTS, SERVICES OFFERED**
- **STRENGTHS AND WEAKNESS, OVERALL EXPERIENCE**

BRAND MATRIX

Brand matrices allow designers and their clients to visualize a brand's values relative to its competition.

Two important criteria are chosen for the axes of the matrix. Distinctiveness is the ideal quality -- those brands that are closely clustered in the same area of the matrix will be less distinct.



SURVEYS

Popular method of data collection that are used to collect information such as opinions, preferences and ideas both online and offline.

- **OBJECTIVE QUESTIONS**
- **SUBJECTIVE QUESTIONS**
- **OPEN-ENDED QUESTIONS**

EXAMPLE OBJECTIVE QUESTION

“What is your job title?”

EXAMPLE SUBJECTIVE QUESTION

“Please rate the following areas on our website.”

EXAMPLE OPEN-ENDED QUESTION

“Please tell us how you think we can improve our website.”

FOCUS GROUPS

The key benefit of a focus group is the element of moderated group discussion, which can lead to both a better understanding of user's perceptions and attitudes.

PROS

TALK TO MORE USERS QUICKER

CONS

ONE PERSON TENDS TO DOMINATE FEEDBACK, OUT OF CONTEXT

NOTE: Select 6-12 participants from a target audience / consumer group.

DESIGNism #10

**KNOW THE USER, AND YOU ARE NOT
THE USER.**

- Arnie Lund

STEP TWO

USER RESEARCH

User research methods give detailed insights into user needs and behaviors from both real and imagined users.

INTERVIEWS

PERSONAS

SCENARIOS OF USE

USABILITY TESTING

WEB ANALYTICS

USER GOALS

The point of user research is to understand and incorporate the user's goals into your product or service.

EXPERIENCE GOALS

How do they want to feel when using the product?

END GOALS

What do they want to achieve by using the product?

LIFE GOALS

Why is the user trying to accomplish the end goals?

KEY QUESTIONS TO CONSIDER

Who are my users?

What are my users trying to accomplish?

How do users think about what they are trying to do?

What kinds of experiences do my users like/dislike?

How should my product behave?

How will users interact with the product?

How will my product introduce itself to new users?

INTERVIEWS

There are four types of interviews:

- unstructured
- structured
- semi-structured
- focus groups

UNSTRUCTURED INTERVIEWS

Exploratory, in-depth conversations around a particular topic.

Questions posed by the interviewer are open, meaning there is no expected outcome.

PROS

GENERATE RICH COMPLEX DATA AND DEEP UNDERSTANDING

CONS

INCONSISTENT AND TIME CONSUMING

STRUCTURED INTERVIEWS

Questions are directed, short, and clearly worded.

Questions and answers are predetermined by the interviewer

PROS

STUDY IS STANDARDIZED AND CONSISTENT

CONS

QUESTIONS NEED TO BE SPECIFIC AND CAREFULLY CONSTRUCTED

SEMI-STRUCTURED INTERVIEWS

Combination of open and directed questions

The interviewer starts with scripted questions and then probes the interviewee further for new information

PROS

GENERATE STATISTICAL DATA AND DEEP UNDERSTANDING

CONS

NEED TO ORDER QUESTIONS CAREFULLY

CONDUCTING AN INTERVIEW

- Should be held in a neutral environment
- Pay close attention to body language (yours and theirs)
- Prepare a script and be diligent about following it
- Record so that you aren't taking notes while trying to talk to the user
- Don't dominate the conversation, silence is ok

CONDUCTING AN INTERVIEW

1. Introduce yourself and the aims of the interview (let them know the interview will be recorded -- get permission).
2. Do a warm-up session with easy non-threatening questions.
3. Conduct the main interview with pre-scripted questions, then ask one or two probing questions.
4. Thank the interviewee and switch off the recorder.

MOVIES & MUSIC

Spend 5 minutes interviewing each other -- before you begin, choose a particular area of focus.

INTRODUCTION

DIRECT QUESTION

OPEN QUESTION

PROBE

ALTERNATIVE PROBE

WRAP - UP

PROJECT 1 SHORT INTERVIEWS

Spend 15 minutes interviewing students (from other project groups) about a sub-topic/element related to your topic.

INTRODUCTION

SCREENER QUESTION

OPEN QUESTION

PROBE

ALTERNATIVE PROBE

WRAP - UP