User Research: a brief overview
Framing the problem
- User research
- Competitive analysis
- Data analysis and summary

Exploring the solution space
- Brainstorming
- Ideation through sketching

Finding a good solution
- Scoping
- Consideration of constraints
- Scenarios, storyboards, personas
- Design rationale

Refining the solution
- Wireframes
- Lo-fi prototypes
- Early evaluations
- Mockups/mid-fi prototypes
- Additional evaluations
Why User Research?

What users WANT?

What users NEED?

Can a certain "thing" be USED as intended?
WAIT!

Have you defined what problem you want to tackle?
WAIT #2!

Let's talk about learning from the user!
Six things to remember when doing User Research

1. Cast aside your biases, listen and observe

Let subjects tell their own story, and listen for the things that elicit emotion, cause them concern or frustration.

"If you want to find out what people really need, you have to forget about your problems and worry about their lives."

Six things to remember when doing User Research

2. Note the contradictions between what people say and what they do.

Opportunities for innovation lie within the disconnect between action and words.
Six things to remember when doing User Research

3. Listen to people's personal stories

Let them relate their successes and failures.

Stories encompass the implicit rules that govern and organize people's lives and reveal what they find normal, acceptable and true. They reveal moral codes, sources of pride, shames, shoulds and shouldn'ts.
Six things to remember when doing User Research

4.

Watch for "work arounds"

People make do and work around the shortcomings of products and situations.

In everyday life, we all come up with "work arounds," clumsy or clever, that we usually are totally unaware of.

You must take note.
Six things to remember when doing User Research
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5.

Distinguish between needs and solutions.

Needs open up possibilities, solutions constrain them.

If you start with a solution then you may overlook the possibility of coming up with an entirely new and revolutionary product or service.
Six things to remember when doing User Research

6.

Look beyond the obvious.

Your research may seem so routine and familiar that you feel there is nothing new to be learned.

Boredom and frustration easily set in. Stay alert.

The epiphanies and insights emerge from the nuances.
One more thing:
User Research Methods
Universal Methods of Design

Bella Martin
Bruce Hanington

100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions
Roles

Two main roles that researchers and participants can take in user research:

Observational
Self-reporting
Roles

Two main roles that researchers and participants can take in user research:

Observational
Self-reporting
Design Ethnography

Goal
To gain a comprehensive and empathetic understanding of the users

Quicker than traditional ethnography
Days, weeks, or months, not years

Can change people’s behavior if you are interacting with them
Choose between becoming a “marginal participant” and a “full participant”

Sometimes “concurrent ethnography”
The ethnography is being done while design is under way
Participant Observation

Goal
To uncover discrepancies between how participants use a space and how it was intended to be used

Same intent as Design Ethnography
Participant Observation is a form of Design Ethnography
Involves active participation in activities

When
Use when you want to study a specific space/environment (e.g., to plan improvements such as how technology could support interactions)
Fly-on-the-Wall Observation

Goal
To gain a deep understanding of how people behave in a specific location.

When
Use when you want to study people unobtrusively (to avoid bias) and you don’t require to keep this knowledge on a map.

How
Go to a location and observe what is happening there without interacting or talking to people. Be a fly on the wall!
Behavioral Mapping

Goal
To uncover discrepancies between how participants use a space and how it was intended to be used.

When
Study a specific space/environment (e.g., to plan improvements such as how technology could support interactions).
Behavioral Mapping

How
Unobtrusive (done “at a distance”)
Start with a site plan or map and a list of behaviors that you want to record, then note when specific behaviors happen in specific locations on the map.
Roles

Two main roles that researchers and participants can take in user research:

Observational

Self-reporting
Interviews

Goal
To collect first hand personal accounts of experiences, opinions, attitudes, and perceptions

When
Use when you want to maximize the amount of information you can get per time spent, you are likely to have follow-up questions, and if context and time are less important

How
Write an interview script and meet with participants to ask these questions
Semi-structured interviews often make sense to allow for more flexibility
Interviews

Why not

- People are bad at remembering specific details of events
- People remember almost nothing about routine events (a specific time you checked Facebook or sent an email)
- People are terrible at estimating frequency (how often do you use snapchat?)
Interviews

Intro: “Hi, I’m a UW student studying coffee. I’m interested in hearing about your experience with coffee. There are no right or wrong answers, I just want to hear what you have to say.”

Kick-off: “Do you drink coffee?”

Build rapport: “Did you have a coffee today? How was it? Do you have a favorite coffee?”

(Thanks to Michael Barry for this model)
Interviews

Grand Tour: “Can you describe your most memorable coffee experience? Why was it so unique? What happened?”

Reflection: “If you were designing the ultimate coffee shop based on your ideal experience…”

(Thanks to Michael Barry for this model)
Focus Groups

Goal
To gain insights into themes, patterns, and trends that are likely to come out more in a **group setting**.

When
Use when you want to learn about the opinions, feelings, and attitudes from a group about a specific product, service, brand, location…

How
Write an interview script (i.e., a number of questions) and meet with participants in a small group to ask these questions
Be flexible enough to allow the group to carry the conversation elsewhere
Diary Studies

Goal
To capture **specific details of interactions** and when they happened
Capture specific context of interaction (photo diaries, screenshots)
Better understand frequency of use of a feature/app

When
Learn about specific activities over an **extended period of time** (e.g., when it is impossible to observe users throughout that time period)
Doesn’t matter that participants are aware of what you’re interested in
Less frequent activities can take months to document!

How
Ask participants to note down specific activities
Cultural Probes

Goal
To inspire new forms of **self-understanding** and communication about participants’ lives, environments, thoughts, and interactions

When
You want to uncover genuinely new ideas that will benefit the group
Ex.: Study bullying in a classroom and enable children to express themselves in their own ways.

How
Provide participants with kits made up of a variety of items and tasks (e.g., disposable camera, maps, stickers, notebooks)
Graffiti Wall

Goal
To collect participants’ responses and thoughts on an environment or system, directly in the context of use

When
Collect information from people where interviews or observation might be unsuitable
Ex.: to study people’s thoughts about the elevator at the light rail station without biasing them with the presence of a researcher

How
Provide an open canvas on which participants can freely write or draw
Directed Storytelling

Goal
To collect rich stories of people’s experiences

When
Collect stories from participants when time or other factors prevent direct observation or longer forms of research inquiry
Good when you wouldn’t be able to come up with questions for an interview because more knowledge is needed

How
Similar to interviews, but focused on stories. E.g., “Tell me a story about the last time you…”
Surveys

Goal
To collect large amounts of self-reported information from people
Ex.: to understand how common a specific behavior is

When
Get as many perspectives rapidly and/or quantify and statistically test insights when you have a good understanding of questions and answers
Less flexible than interviews: requires more knowledge about the population, no chance to ask follow-ups
Can complement interviews to understand broader patterns

How
Develop and sequence questions, test the survey, recruit participants
Roles

Two main roles that researchers and participants can take in user research:

Observational
Self-reporting
Contextual Inquiry

Applied design ethnography

“The core premise of Contextual Inquiry is very simple: go where the customer works, observe the customer as he or she works, and talk to the customer about the work. Do that, and you can’t help but gain a better understanding of your customer.”
Contextual Inquiry

Goal
To study actual behavior in **real contexts** of use and see how context impacts interactions.
The goal is to learn **how the participant does** the task in order to learn how to support it
NOT to learn to do the task

When
Use when you are not worried about biases (that your behavior will change behavior somewhat) and you are interested in specific tasks
Contextual Inquiry

How
Define your tasks up front (ask participants in advance about the types of things that they do and the places where they do them to help design your session).
Conduct the session in the place and time that the task is normally conducted.
Enlist the participant’s active assistance in understanding the task, but minimize interruptions.

Eg.: Get a taxi ride and observe and ask open questions about the task
Probably used a lot when developing Apps like Uber! =P
Personal Inventories

Goal
To understand the relationship between the product and users from the participant’s point of view

When
Use when you want to explore the relationship between user and a specific artifact/product

How
Prepare questions that you may ask when the participant talks about the things they own
Ask participants to walk through their inventories
Ask specific questions to find out their relationship/emotions
Which methods are ideal for your project?
In-class activity

In your group go through the handout and answer all questions.

You can use this user research cheat sheet to remind yourself of the different user research methods that might be suitable for your project.
Ask me something!