Big Picture

Lecture

User research

Practice

User Research Project

General topics
Methods of data collection I
Methods of data collection II
User Studies Facilitation
Personas
Current Trends
Selected topics - mostly cognitive psychology
What Will It Be About Today?

Focus group
Survey
Usability study
Focus Group

Focus on:

1. Particular segment of population (within group consistency)

2. Relatively narrow selection of particular topics (not more then 5-6 main research questions)
Focus Group

Traditional
8 – 12 participants

Mini Focus Group
4 – 6 participants

Credits: isr.umich.edu
Focus Group Pros and Cons

Pros:
Effective
Taking advantage of group dynamics
Interactive and stimulating

Cons:
Artificial group
Negative effects of group dynamics
Not suitable for evaluating usability
Less flexible than interview, might be too shallow
Focus Group

What can you learn about?

Attitudes, perceptions
  Desires
  Motivations
  Values
  First hand experiences

But not:

Usability information
Focus Group Principles

All participants should be able to see each other
From general to specific topics
Balance between individual statements and group discussion
Firm structure – standardized technique
Game and creative activities
Probing
Moderators' Role

Creates warm welcoming atmosphere
Time management, sticks to the plan
Ensures safety and mutual respect
Non-judging
Equally distributes attention, engages everyone, manages the talkative ones
Stimulates free expression of opinions (there is a space for every possible opinion)
Works with group dynamics
Group Dynamics

Developing structure
Conformity
  Groupthinking
Polarization
Cohesion
Roles

Credits: simondeglanville.co.uk
Survey Evaluation

Advantages
Low costs
Anonymity
Ability to hear from wide range of people

Disadvantages
Low response rate (nonrespondent bias)
Respondent's uncertain identity
Self-selection
Complicated follow-up
Cognitive – verbal – behavioral dissonance
Forces opinions
Instructions

What is its importance and how does it relate to the respondents

Personal data privacy (no marketing abuse)

Reward, acknowledgement

Contact
Questionnaire Design Principles

No chance to intervene – need maximum precision and clarity
Specific
Exhaustive
Mutually exclusive
Does the question really relate to what we intend to find out?
Is it necessary?
Is it understandable to everyone?
Questionnaire Design Principles

Use scales (Likert is popular)
Do not ask 2 questions at once
Avoid suggestive questions
Are all the possible categories listed?
Stick to closed questions (Use open-ended question only when absolutely necessary)

GIGO principle
GIGO

What the user asked for  How the analyst saw it
How the system was designed  As the programmer wrote it
What the user really wanted  How it actually works

Credits: codejunkie.net
Survey Difficulties

People want everything (cheap, fast, reliable...)
People exaggerate
People answer despite their uncertainty (social pressure to have an opinion)
People lie!
Usability Testing

Observer room
(UI developers, programmers, test organizers)

Participant room
(test participant, moderator)

Credits: Zdeněk Míkovec
When to test? Whenever!

In the beginning of PLC – prototypes
Before release (alpha/beta versions)
Disaster check
After release
Input for planning following versions
Advantages and Disadvantages

**Advantages**
Provides information about real usage of the product
Effective
Relatively cheap

**Disadvantages**
UI should be testable
It does not provide any solution of problems
Sensitive time planning
To Be Continued Next Week
Wanna learn more?

Mike Kuniavsky: Observing The User Experience
Lazar et al.: Research Methods in Human-Computer Interaction

Thank for your attention
See you after the break

mynname.mysurname@gmail.com