PUR – Current Trends in User Research

6th lecture

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Today's Topics

Eye tracking
Card sorting
Remote testing
A/B testing
Impact management
Agile and UX Research
Guerilla research
Cross-cultural studies
Eyetracking
Theoretical Basis

Saccades and fixations

Foveal and Parafoveal vision

Eye-mind hypothesis

You cannot move your eyes without moving your attention.

You can move your attention without moving your eyes.
Ketchup Bottle Problem (by J. Spool)

Credit: peevepile.com
Challenging Interpretation
Lesson from History - Pedoscope

Credit:commons.wikimedia.org
Why Was It Successful?

Expert look
Excitement
Making solid data from invisible ones

Credit:commons.wikimedia.org
Advantages and Disadvantages

+ less intrusive, attention not steered by moderators' questions
+ impactful
+ provides insight in scanning strategies and first glance

- does not reflect individual differences in motivation and cognitive activities
- omits peripheral vision
- expensive
Method Intrusiveness

Beware of intrusive solutions.
Unobtrusive solutions can be costly

Credit: sciencedaily.com
Eyetracking Research Methodologies

Think aloud protocol does not work
Simple eyetracking
Post-Experience Eye-tracked Protocol (PEEP)

Credit: smashingmagazine.net
Cardsorting

Information architecture

Navigation structure

Logical grouping

Category naming

Credit: blog.60questions.net
Cardsorting

Open
Closed
Reversed

Credit: plugger.com
A/B Testing

Web
Live tests of two versions
Great statistical power
Quick and cheap
Wide range of tools available
Conversion rate, bounce rate, ...
Great for gradual optimization, does not drive disruptive innovation

Other instrumentation methods
### A/B Testing Example

#### Advert 'A'

<table>
<thead>
<tr>
<th>Ads by Google</th>
<th>Lat / Long ZIP Code Data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commercial grade database $29 Used by fortune 500 companies</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.zip-code-latitude.com">www.zip-code-latitude.com</a></td>
</tr>
</tbody>
</table>

#### Advert 'B'

<table>
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<td></td>
<td>Commercial grade database $29 Used by fortune 500 companies</td>
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<tr>
<td></td>
<td><a href="http://www.zip-code-latitude.com">www.zip-code-latitude.com</a></td>
</tr>
</tbody>
</table>

#### Ads Data

<table>
<thead>
<tr>
<th>Channel</th>
<th>Page impressions</th>
<th>Clicks</th>
<th>Page CTR</th>
<th>Page eCPM</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>GPT A</td>
<td>31,480</td>
<td>0</td>
<td>0.25%</td>
<td></td>
<td>US$6.03</td>
</tr>
<tr>
<td>GPT B</td>
<td>31,046</td>
<td>0</td>
<td>0.25%</td>
<td></td>
<td>US$0.90</td>
</tr>
</tbody>
</table>

**Totals**

- Page impressions: 62,526
- Clicks: 0
- Page CTR: 0.25%
- Page eCPM: 0
- Earnings: US$6.93

**Averages**

- Page impressions: 31,263
- Page CTR: 0.25%
- Earnings: US$3.47

Credit: sitetoolcenter.com
Remote Testing

Home environment
- Less control, more noises
- Higher ecological validity
- Limited visual feedback

Low costs, large samples
Less impactful experience

Moderated
Automated
Impact Management

The level of impact = Your value for a company

60/40 rule

Do not hide behind your expertise

Credit: gadgets.fosfor.se
Provide Direct Experience

Keep the focus on experience
It is as important as the acquired data

Credit: calitreview.com

Don't try it at home.
Making Data Alive & Actionable

Let your stakeholders actively/pasively participate

Be as transparent as you can

Communication and presenting skills

Credit: presentationzen.com
It Is Not Just about Acquiring Data

Identifying research needs
Getting buy-in

Data collection & Analysis

Presenting Advocating data
UX Research and Agile Development

Agile is neither religion, nor flu
Doing UX Design and Research upfront is not necessarily waterfall
Demo has limited feedback potential, do not confuse it with user testing, it is not evaluation research method
Separate technical and UX maturity of the product
MVP versus MDP versus MFP
Guerilla Research

Forget about everything you have learned so far 😊
Quick and dirty research methodology
Allows quick iterations in agile environment
Supports innovation
Culture

Definition by umanitoba.ca:

The system of shared beliefs, values, customs, behaviours, and artifacts that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning.

Credit: dawsonyorodesign.com
Localization

Adapting the system to different cultures and regional differences

i18n, L10n

Areas:
Language
Cultural topics
Writing, formatting, measures

Credit: arch1design.com
Cross-Cultural Research

Globalization versus lack of cultural sensitivity
Fast growing field
Challenges in management of cross-cultural studies

Credit: flowtv.org
Geert Hofstede's Cultural Dimensions

Power of distance
Individualism
Masculinity
Uncertainty avoidance index
Long-term orientation
(Indulgence)
Taiwan: IDV=17
USA: INL=68

She’ll tell you size doesn’t matter. She’s lying.
China: INL=28
Resources


http://www.slideshare.net/johnwhalen/building-buyin-internally-positioning-ux-for-executive-impact

https://medium.com/@lindsay.kenzig/a-researcher-s-biggest-challenge-presenting-findings-anyone-a469a8d81ae6#.uyn0ikhdr

http://www.userfocus.co.uk/articles/how_to_tell_managers_theyre_wrong.html

https://jtbd.info/the-illusion-of-measuring-what-customers-want-3672a7892eb


https://medium.com/ux-immersion-interactions/a-proven-method-for-showing-the-value-of-good-ux-c25ae0c86fb4

http://theoatmeal.com/comics/design_hell

https://www.userfocus.co.uk/articles/storytelling-in-ux-research.html

https://www.userfocus.co.uk/articles/psychology-findings-for-user-researchers.html


https://www.userfocus.co.uk/articles/myth-of-the-representative-sample.html

https://medium.com/designing-atlassian/5-ways-user-researchers-can-improve-their-value-inside-product-teams-f2e2c9f5e1a9

http://blog.handrailux.com/agile_evolution/
Thank for your attention
See you after the break

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