INF03 Expérience Utilisateur

3. User Research – methods

Aurélien Tabard
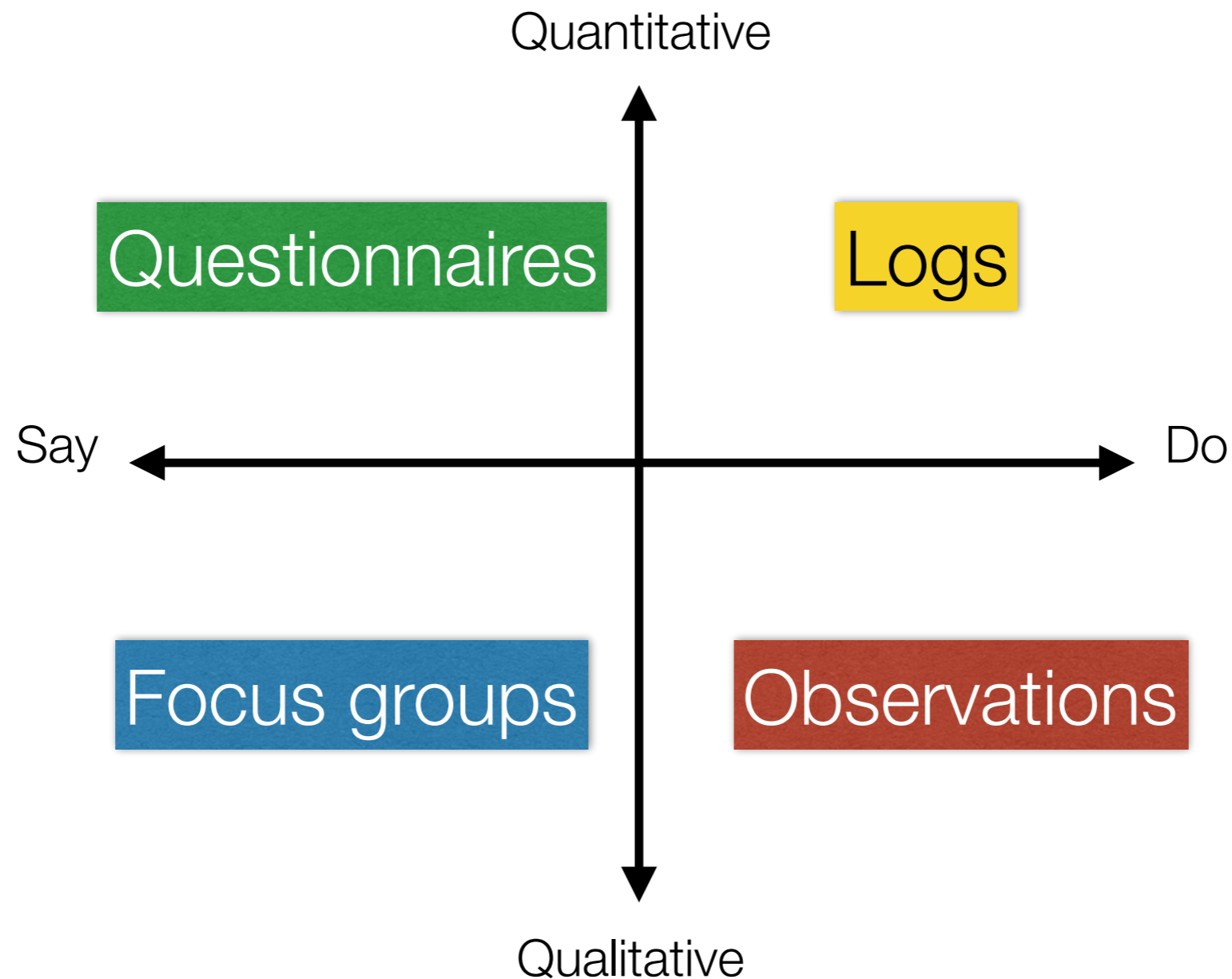
Plan pour aujourd'hui

▸ Point sur les entretiens

　　▸ Canevas

　　▸ Entretiens prévus

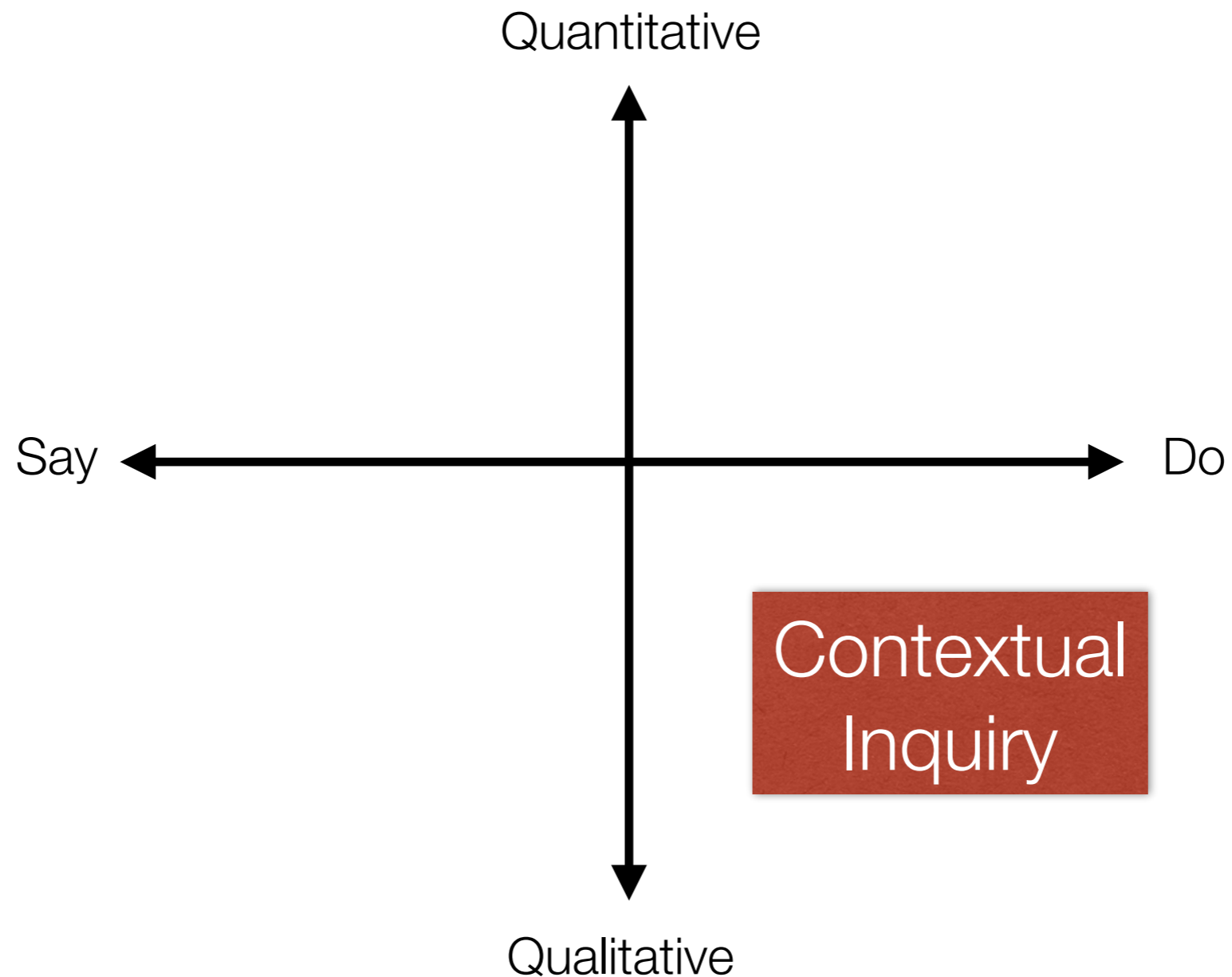▸ Aperçu de méthodes d'observations

▸ Méthodes d'analyse d'entretiens

A wide variety of methods

▸ Ethnography

▸ Contextual inquiry

▸ Interviews

▸ Diary studies

▸ Probes (cultural, technology)

▸ Task analysis

▸ Laboratory study

▸ Questionnaires

▸ Focus groups

A wide variety of methods

Quantitative

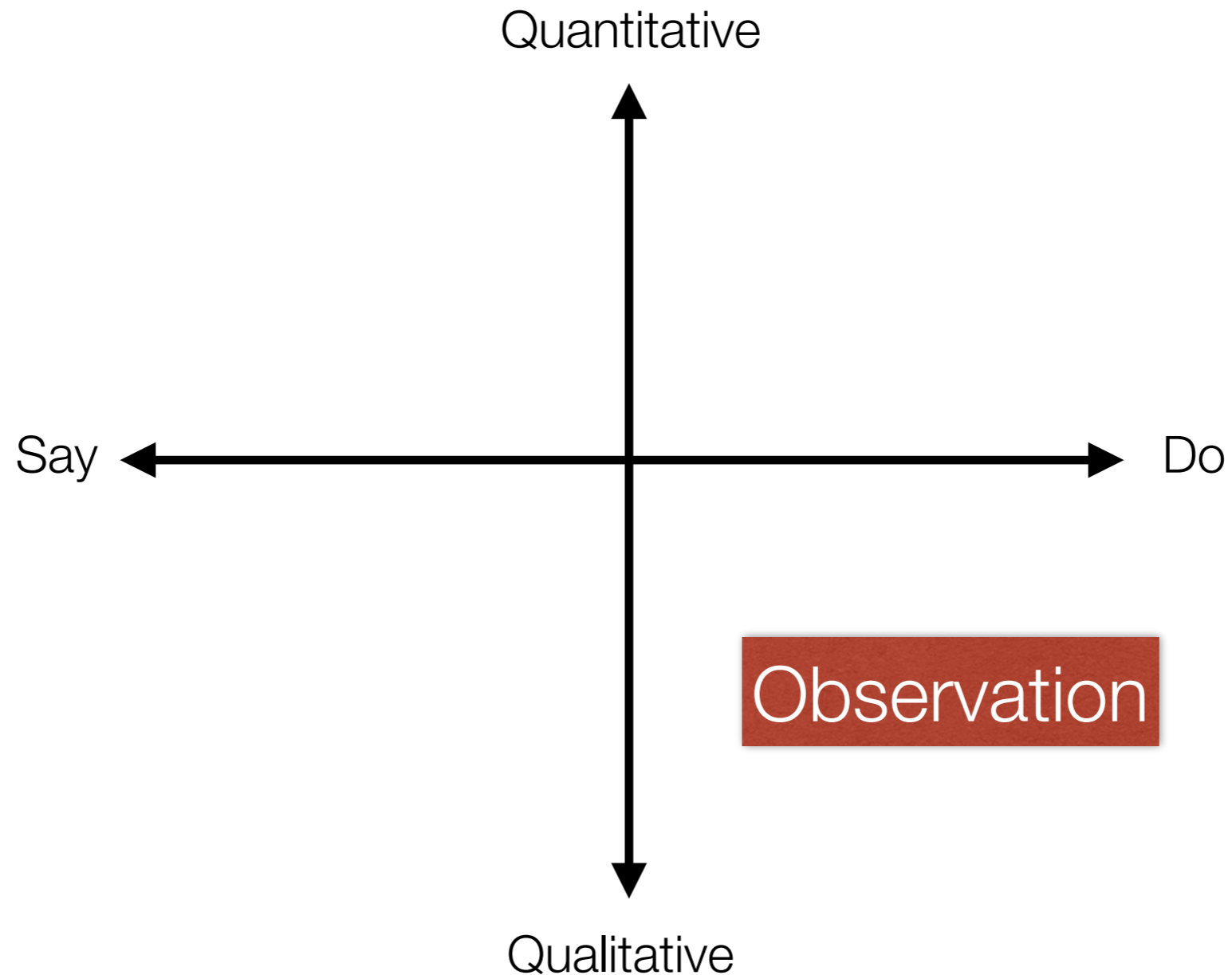Say ← → Do

Qualitative

Questionnaires

Logs

Focus groups

Observations

Contextual inquiry

Quantitative

Say ⟵———————⟶ Do

Contextual
Inquiry

Qualitative

Contextual Inquiry

▸ Involve participants / users

▸ Contexte

  ▸ Observe users conducting real activities in the environment, work, home, sports...

  ▸ Be focused and specific

▸ Partnership

  ▸ Master-apprentice relationship

  ▸ Participants show how they do things as they explain

  ▸ Interviewer looks and asks questions

Other direct observation methods

Quantitative

Say ← → Do

Observation

Qualitative

IDEO Method Cards
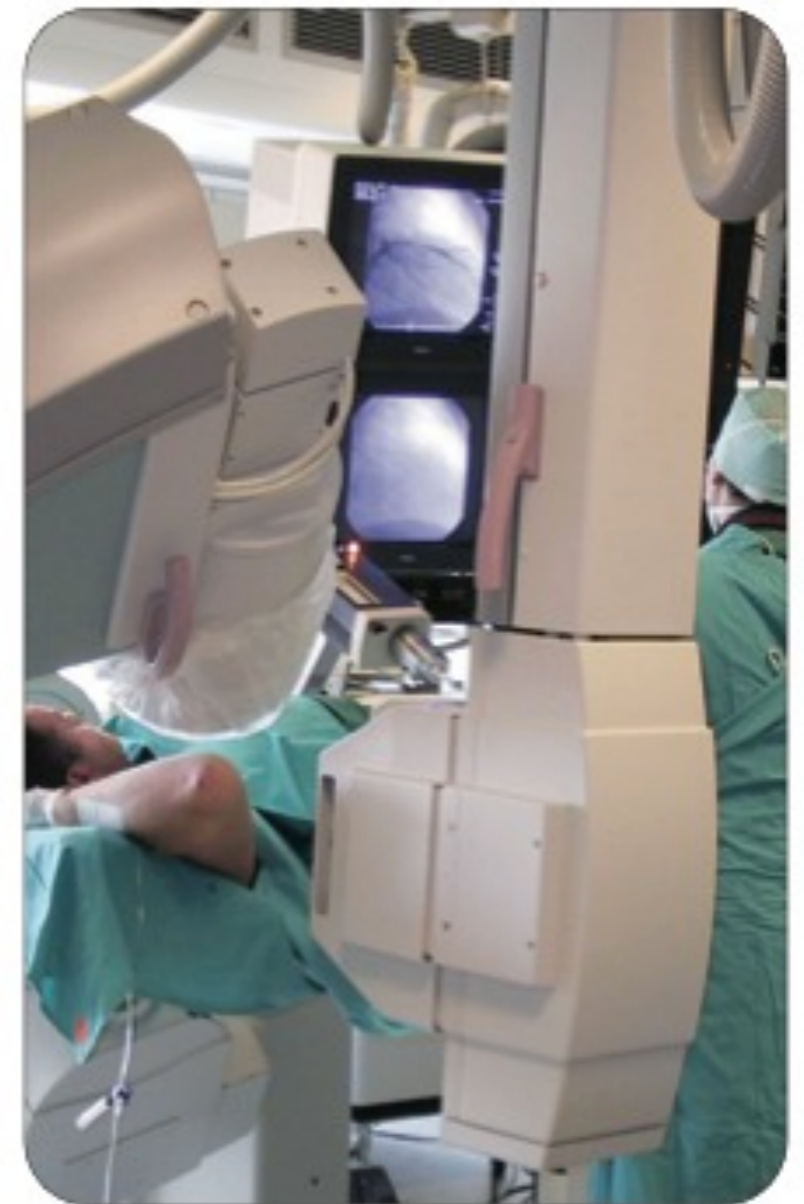
Fly on the Wall

How

Observe and record behavior within its context, without interfering with people's activities.

Why

It is useful to see what people do in real contexts and time frames, rather than accept what they say they did after the fact.

Example

By spending time in the operating room, the designers were able to observe and understand the information that the surgical team needed.

FLY ON THE WALL

A Day in the Life

How

Catalog the activities and contexts that users experience for an entire day.

Why

This is a useful way to reveal unanticipated issues inherent in the routines and circumstances people experience daily.

Example

For the design of a portable communication device, the design team followed people throughout the day, observing moments at which they would like to be able to access information.

A DAY IN THE LIFE

Shadowing

How

Tag along with people to observe and understand their day-to-day routines, interactions, and contexts.

Why

This is a valuable way to reveal design opportunities and show how a product might affect or complement user's behavior.

Example

The team accompanied truckers on their routes in order to understand how they might be affected by a device capable of detecting drowsiness.

SHADOWING

Personal Inventory

How

Document the things that people identify as important to them as a
way of cataloging evidence of their lifestyles.

Why

This method is useful for revealing people's activities, perceptions, and
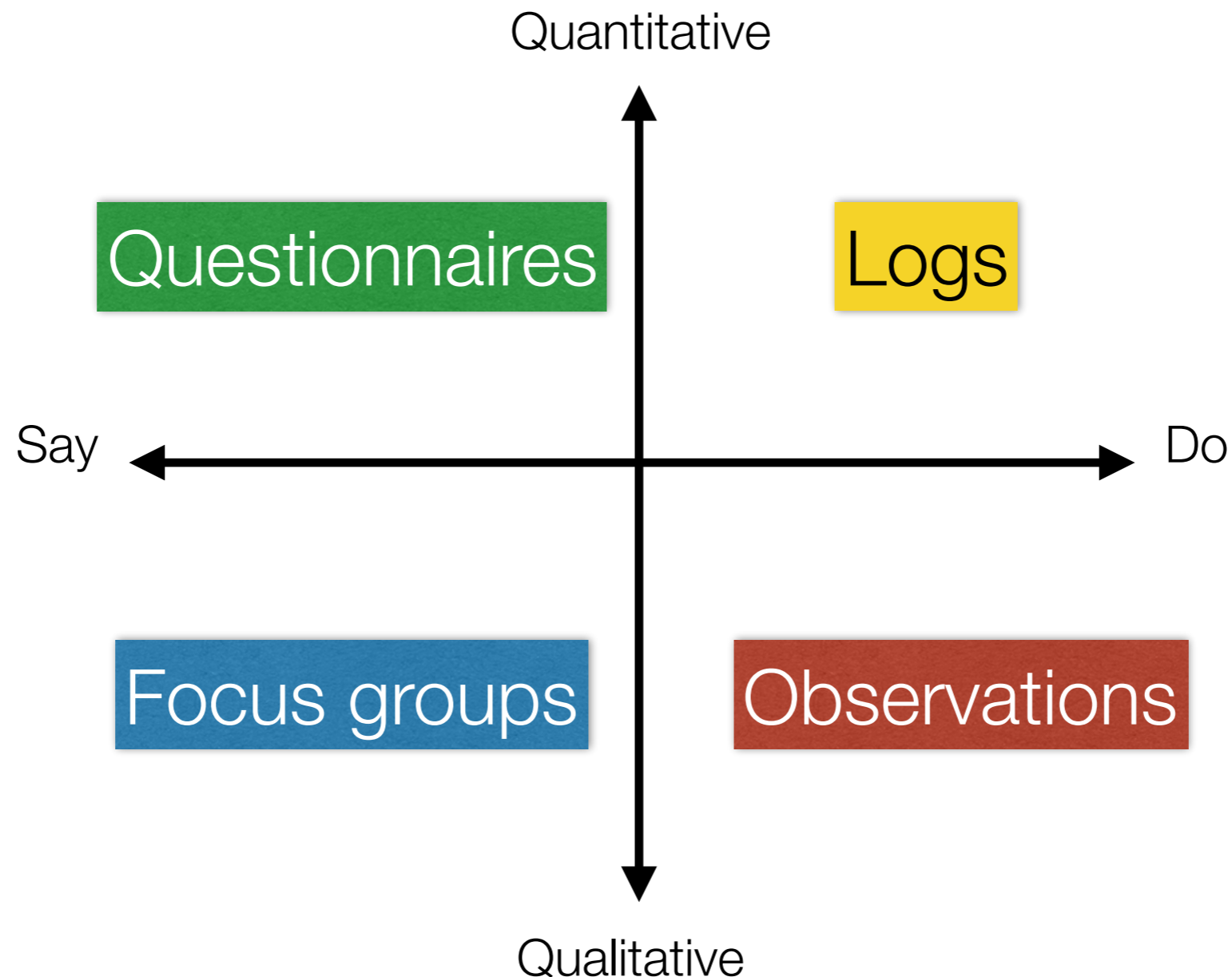values as well as patterns among them.

Example

For a project to design a handheld electronic device, people were asked to show
the contents of their purses and briefcases and explain how they use the objects that they carry around everyday.
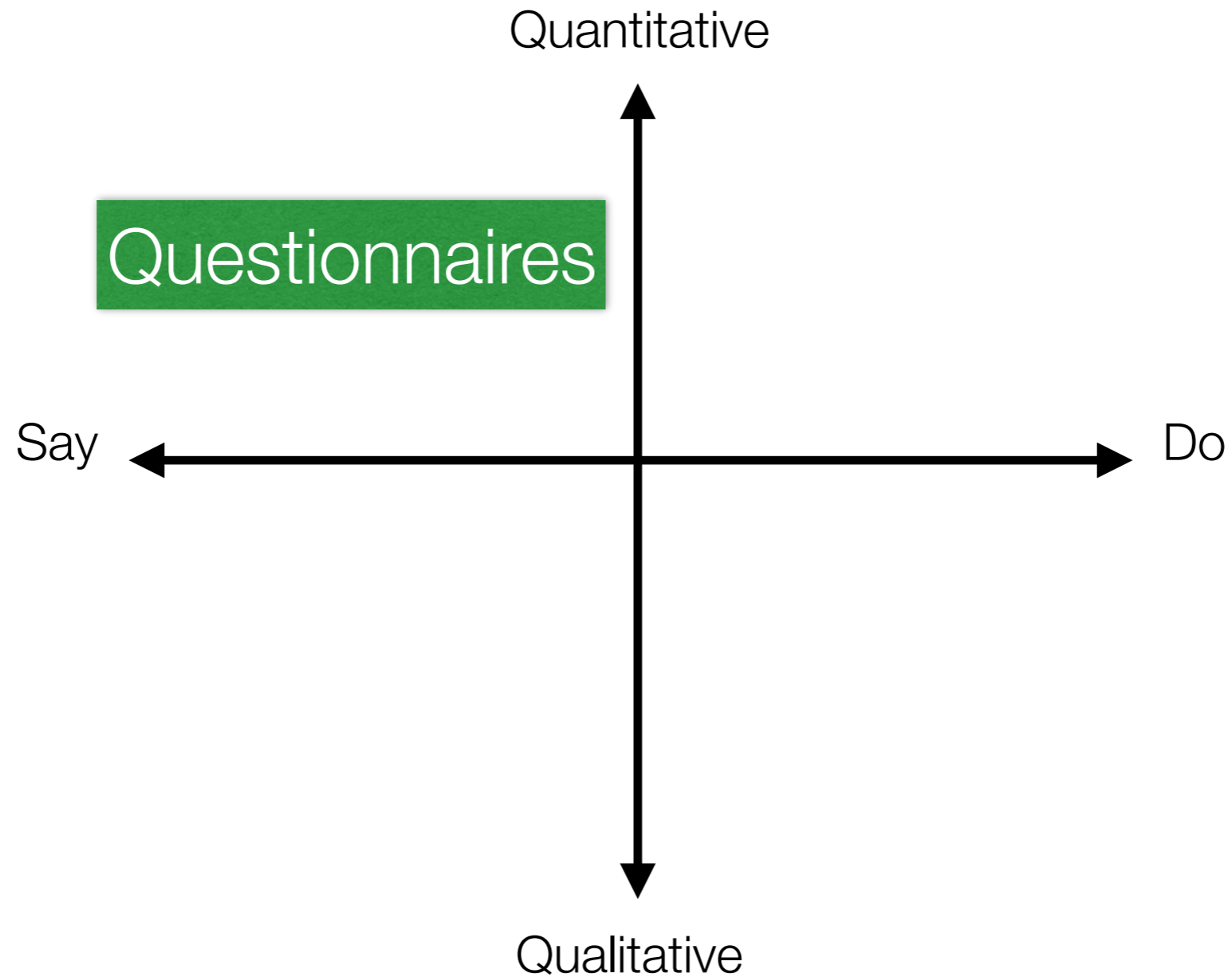

PERSONAL INVENTORY

A wide variety of methods

Quantitative

Say — Do

Questionnaires Logs

Focus groups Observations

Qualitative

Questionnaires

Quantitative

Questionnaires

Say ←——————————→ Do

Qualitative

Questionnaires

‣ UX evaluation grid : Attrakdiff

Evaluation of the product Demo - A

With the help of the word-pairs please enter what you consider the most appropriate description for **Demo - A**.
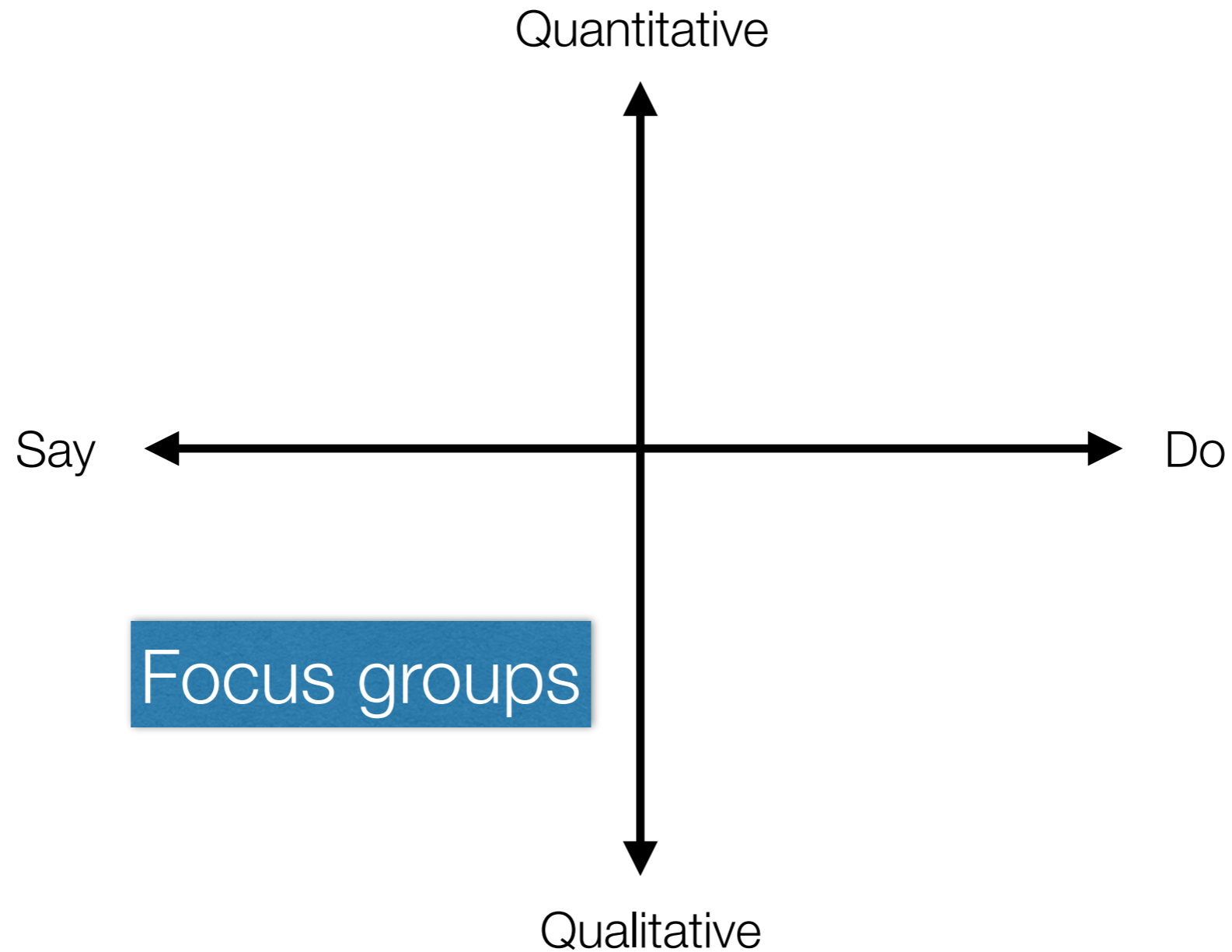Please click on your choice in every line!

human	○	○	○	○	○	○	○	technical
isolating	○	○	○	○	○	○	○	connective
pleasant	○	○	○	○	○	○	○	unpleasant
inventive	○	○	○	○	○	○	○	conventional
simple	○	○	○	○	○	○	○	complicated
professional	○	○	○	○	○	○	○	unprofessional
ugly	○	○	○	○	○	○	○	attractive
practical	○	○	○	○	○	○	○	impractical
likeable	○	○	○	○	○	○	○	disagreeable
cumbersome	○	○	○	○	○	○	○	straightforward

1/3

cancel   next

Questionnaires

▸ Good to quantify

▸ Not so good to discover / get ideas

Focus Groups

Quantitative

Say ←———————————————→ Do

Focus groups

Qualitative

Les bases

Gather 6 to 8 people

Focus on a theme

Gather indicators on what people think, their opinions feelings, perceptions, ideas…

Pros & cons

Benefits

▸ A lot of (varied) information

▸ Details information (explanations)

▸ Ability to explore varied themes, with various levels of detail

▸ Quick and affordable

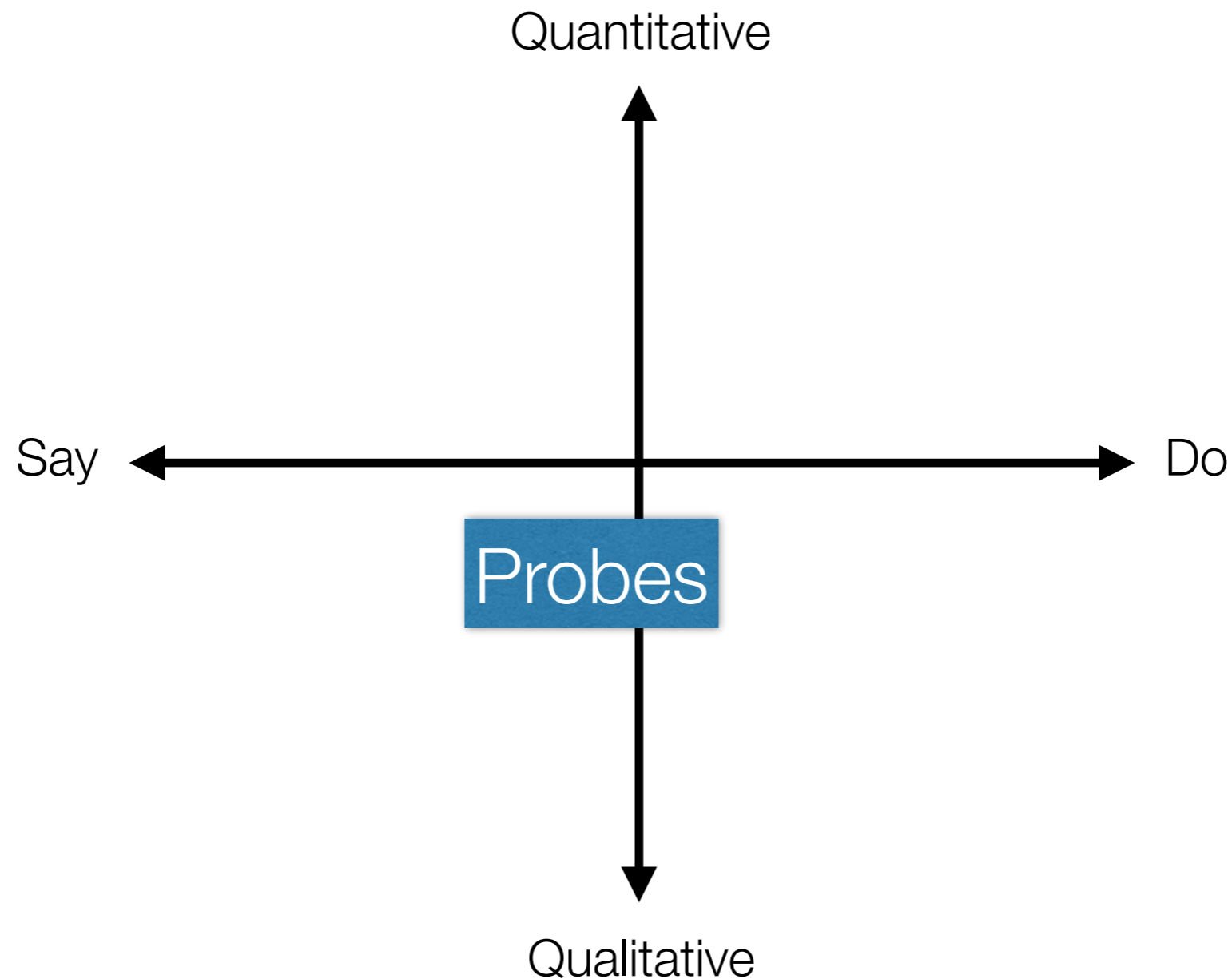## Drawbacks

▸ Moderator can influence the results

▸ The quality of the information collected varies

▸ Discoveries are hard to generalize

It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them

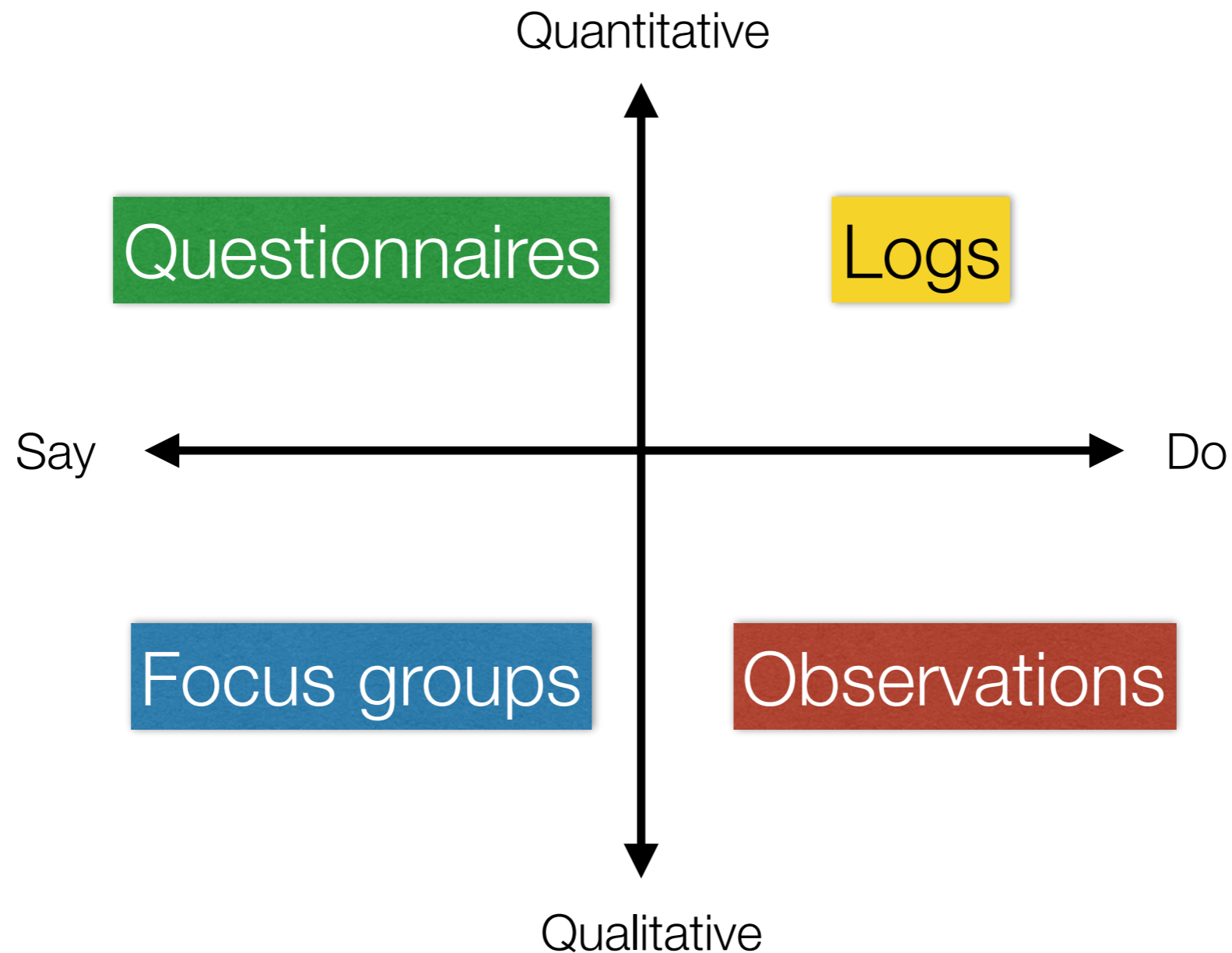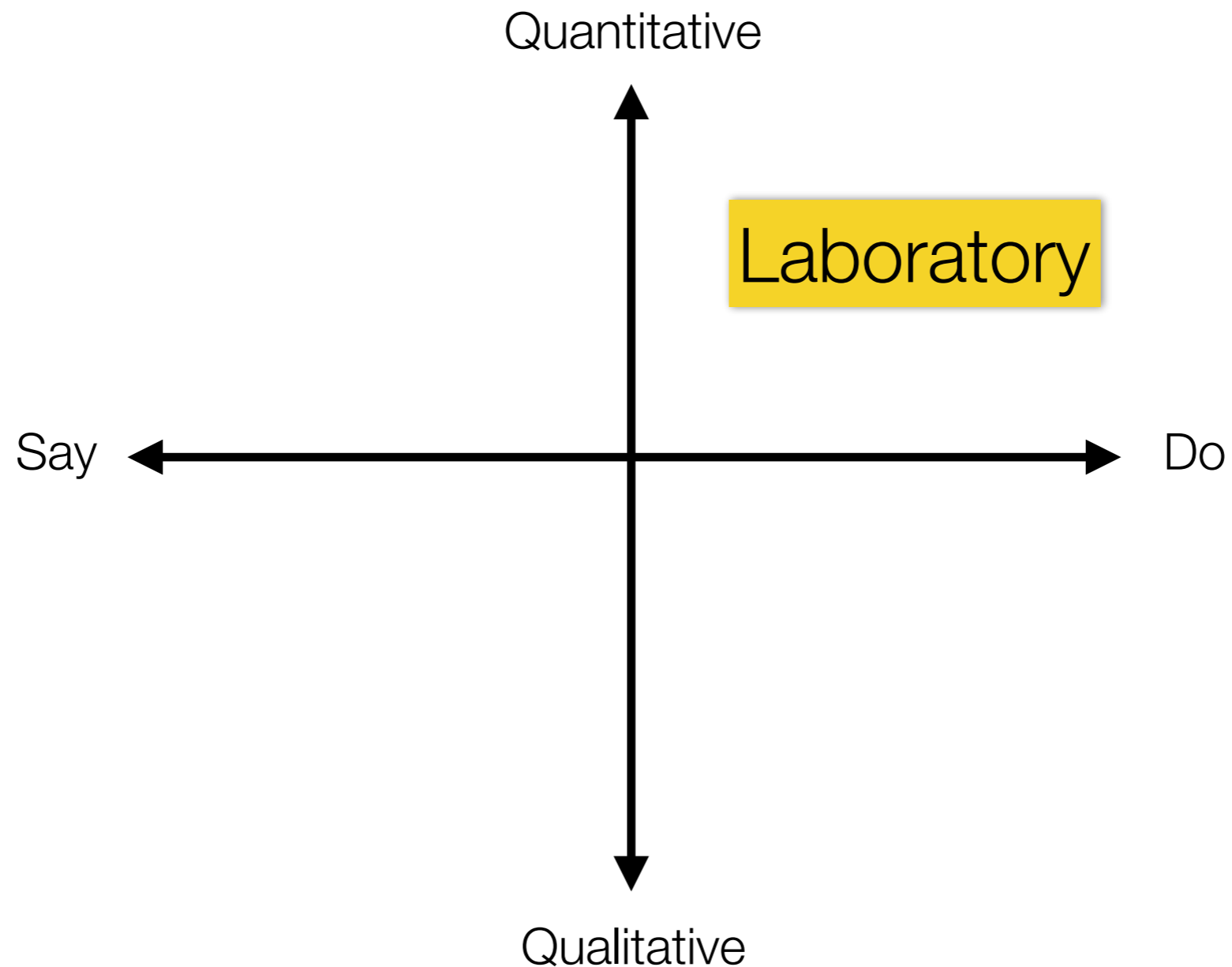Steve Jobs

A wide variety of methods

Quantitative

Say ←→ Do

Probes

Qualitative

Probes

Cultural Probe: Final Package Materials

Maps #1
To recognize dancer's life circle and future interests / goals

Post-its #2
To provide an convenient/alternative way of recording thoughts/ideas

Media Diary #3
To capture our participant's involvement with technology

Camera #4
To understand participant's daily surroundings and their personal interests/values

CD Discs #5
For our participants to input the songs they enjoy and as well input the videos of their performaces

Graffiti Posters #6
To further understand participant's identity and learning their writing styles

Postcards #7
To understand our users by asking designed questions

Instructions #8
A backup instructions for our participators as a reference for developing the probes

A wide variety of methods

A wide range of methods

Quantitative

Say ← → Do

Laboratory

Qualitative

Laboratory study

Control and replicability

But limited external validity
    i.e. whether observations
    in the lab will apply in
    "real" life

Further reading

▸ Mike Kuniavsky, Observing the User Experience

▸ Beyer and Holtzblatt, Contextual Design