INF03 Expérience Utilisateur
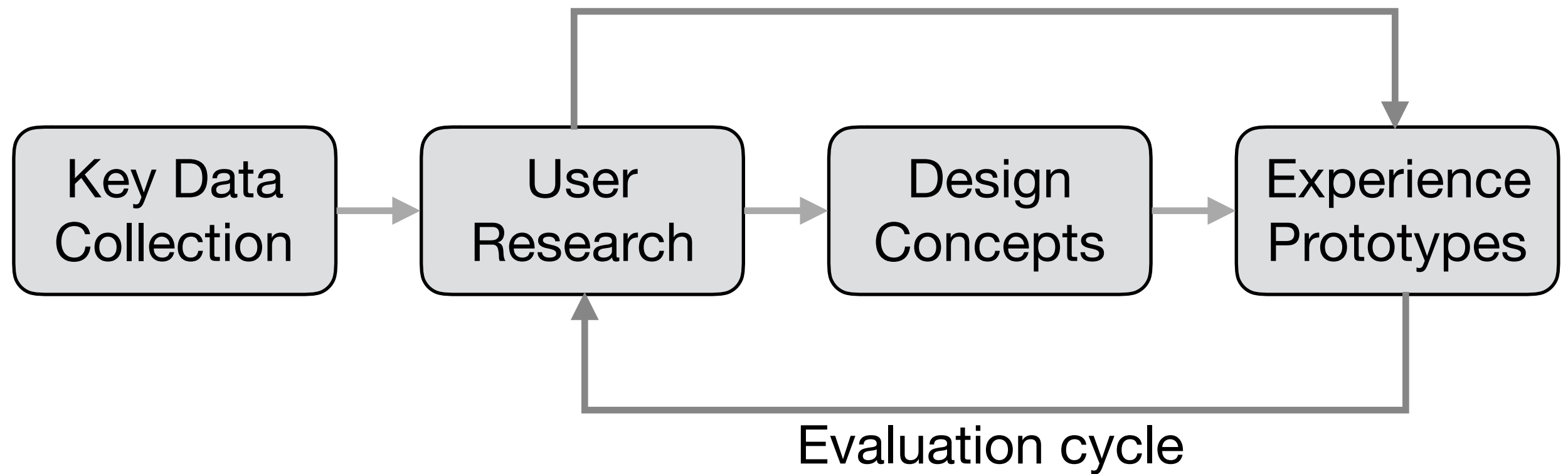
2. User Research - interviews

Aurélien Tabard

Last week

‣ Historical background on UX:

   ‣ focus on Design and Computer Science.

‣ Definition of UX:

   ‣ *All the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they're using it, how well it serves their purposes, and how well it fits into the entire context in which they are using it."*
   Alben, L. 1996, Quality of Experience. Interactions, 3 (3), 11-15

‣ Project presentations

   ‣ LMHabitat

   ‣ Museopic

UX design cycle

| Key Data Collection | → | User Research | → | Design Concepts | → | Experience Prototypes |

Evaluation cycle

Plan

▸ Carto UX

▸ Project and group selection

▸ Why understanding user practices is important

▸ An overview of existing methods

▸ Focus on one method semi-structured interviews

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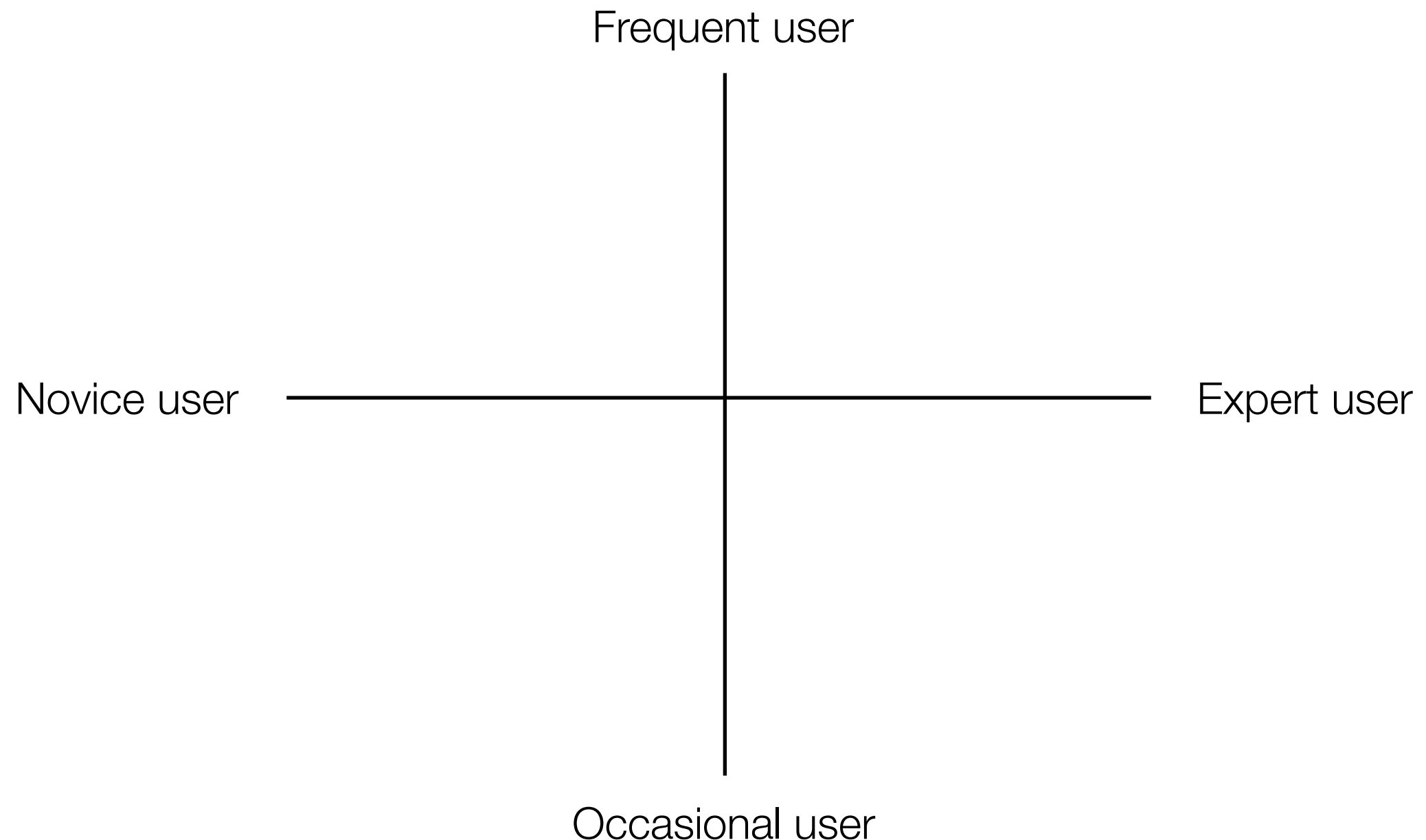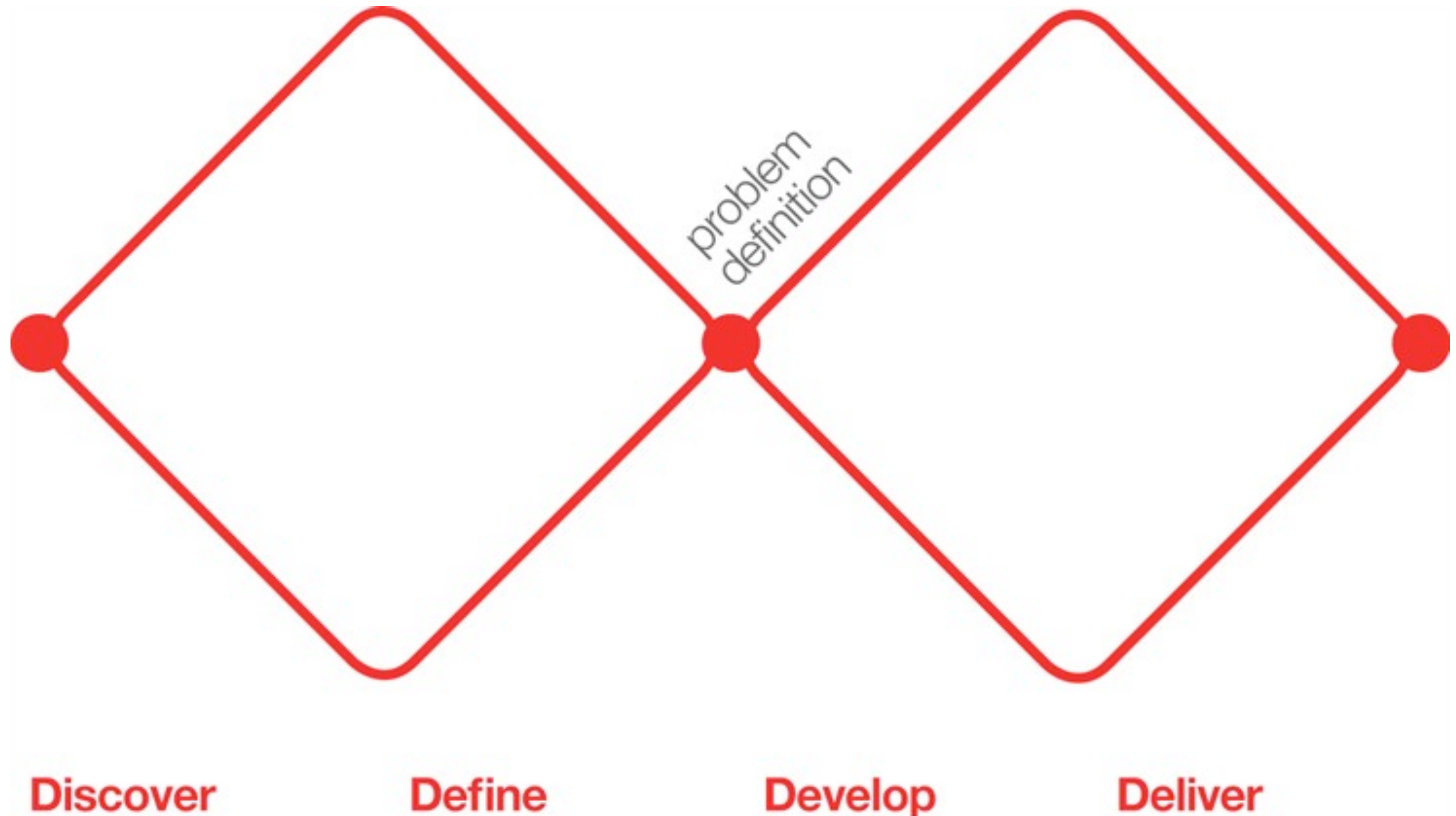*Designers not only tell a story, they listen to one…*

Bill Buxton

Different people will need different solutions

Frequent user

Novice user ——————————|—————————— Expert user

Occasional user

Discovery is at the heart of Design

problem definition

Discover　　　**Define**　　　**Develop**　　　**Deliver**

Why conduct user research

▸ Instrument of knowledge
      / complementing desk research

▸ Supports reflection
      forces to questions preconceived ideas

▸ Instrument to communicate and legitimate
      enable the production of *a* truth (with its limits)

Lucy Suchman

https://uxmag.com/articles/busting-the-myth-of-the-giant-green-button

https://www.youtube.com/watch?v=cNJWafS-BA4

Attention to context

Activity within its environment

Artefacts and tools

Ecology surrounding the activities

Process vs. practice

Going from process to practice

Process :

▸ Step 1

▸ Step 2

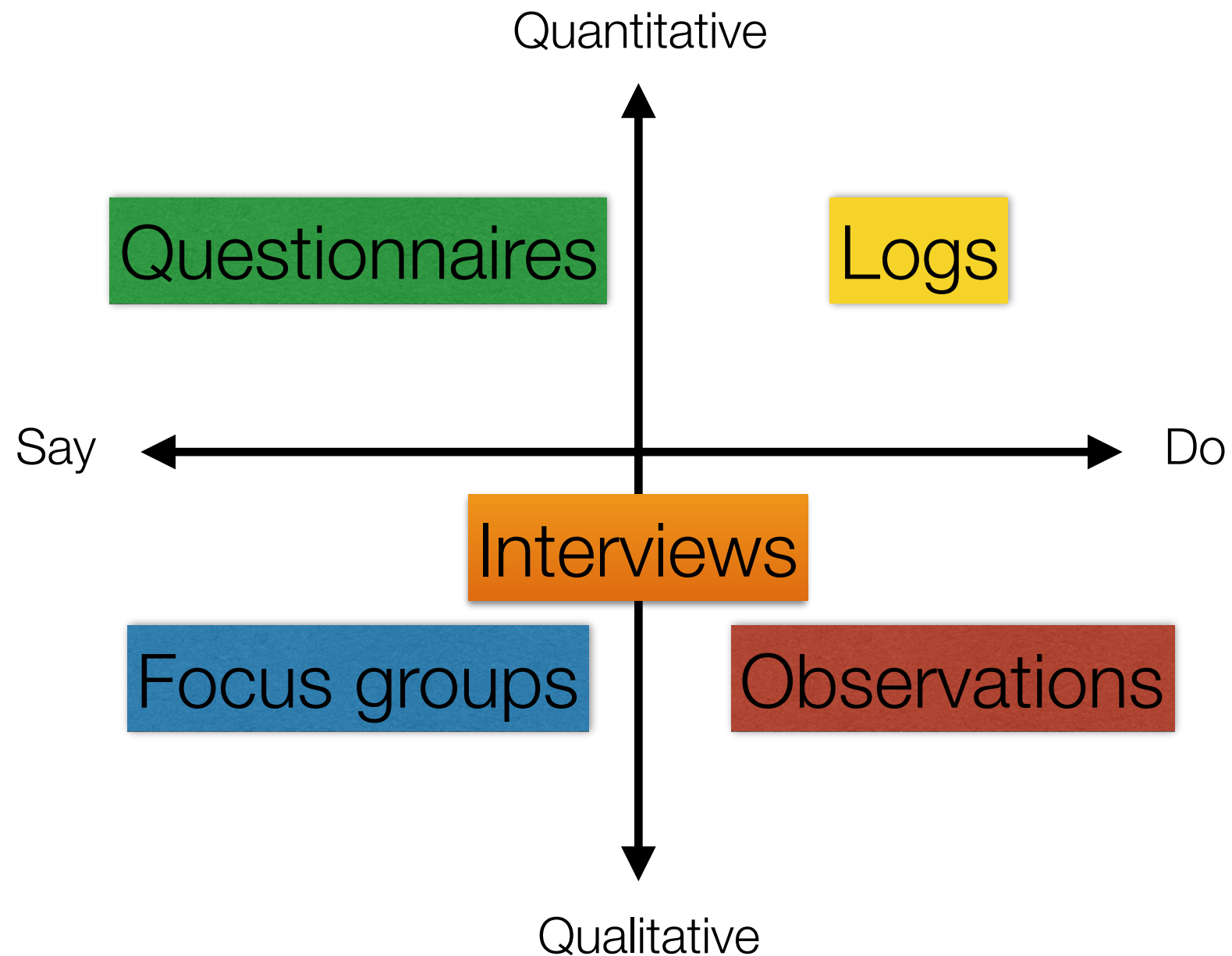▸ Step 3

Practice :

Tacit knowledge

Plan

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Results from your research

List methods to better understand users and develop empathy.

Give pros and cons for each

A number of methods

Quantitative

Questionnaires

Logs

Say ← → Do

Interviews

Focus groups

Observations

Qualitative

In commun: make the implicit explicit

‣ be curious

‣ be involved, *deep dive* (IDEO)

‣ be reflexive

‣ question

Put words on the obvious

Focus on people

The goal is to develop a deep understanding of people's practice (i.e. existing or future users).

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▸ **Focus on one method semi-structured interviews**

Interview types

Unstructured - do not follow a script.

‣ Rich results but hard to duplicate

Structured - strongly scripted, like a questionnaire.

‣ Replication but loss of richness

Semi-structured - guided by a script but interesting elements can be explored in depth.

‣ Good balance between richness and replicability.

Interviews

▸ Reveal and clarify user needs

▸ Study specific behaviors, activities

▸ Short and focused

▸ From specific to general

▸ Observations should be interpreted by observer and interviewee

What people can't tell you…

▸ Functional fixedness: People understand their world within a structure that imposes limitations. It's hard to see outside that structure.

▸ What they would do / like / want in hypothetical scenarios

▸ How often they do things

▸ The last time they did something

▸ How much they like things on an absolute scale

*So, you cannot simply ask people
what features they would like in a tool.*

What people can tell you…

▸ What they "generally" do

▸ How they do it

▸ Their opinions about their current activities

▸ Their complaints about their current activities

▸ How much they like one thing compared with another

Interviewing tips

▸ Introduce yourself, explain your purpose

▸ The interview is about them, not you!

▸ Ask open, unbiased questions

▸ Ask the question and let them answer

▸ Follow up

  ▸ Adjust your questions to their previous answers

  ▸ Ask questions in language they (use) understand

  ▸ Pick up on and ask for examples

▸ Be flexible

Tips

Focus on objects as much as discourse

Who's talking?

Strive for about 20% (or less!)

Avoid

‣ Long questions

‣ Compound sentences - split them into two

‣ Jargon and language that the interviewee may not understand

‣ Leading questions that make assumptions
e.g., why do you like ...?

‣ Unconscious biases e.g., gender stereotypes

The critical incident technique

Gather specific examples of problems faced by participants

- ▸ Interview in "natural" setting, i.e. home, work
- ▸ Ask to recall a recent problem
- ▸ Give a time limit, e.g. 1 week
- ▸ Ask to go through the event in detail, even to re-enact it

Clarify what is usual from what is unique

Interview structure

▸ Introduction – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.

▸ Warm-up – make first questions easy and non-threatening.

▸ Main body – present questions in a logical order

▸ A cool-off period – include a few easy questions to defuse tension at the end

▸ Closure – thank interviewee, signal the end, e.g, switch recorder off. -> *this is when your hear the most interesting info*

Plans are useless but planning is invaluable!

Preparing an interview

‣ Find people

‣ Test the interview script

‣ Interview one person

‣ Go through the data collected

‣ Tune the questions

‣ Iterate

Where should you interview?

In users' setting:

- ▸ i.e. their office, home, car, etc.
- ▸ Gives you much better insight into their activities
- ▸ Gives you a chance to see their environment
- ▸ Allows them to show you rather than tell you

If not possible, ask for a tour before or after

Les outils de collecte

Video - if ok

Audio - if ok

Notes

Photos !

Pair recording

▸ One responsible
for capture and note taking,

▸ The other responsible
for listening and
directing the interview

Audio recording

▸ Accurate record of the interview

▸ Great for mining lots of information per interview -- your notes will never be as complete

▸ Helpful if impressions change as you interview others

▸ Tedious to review later (but well worth it)

▸ Helpful for presentations - makes the people real

▸ Get permission in advance - be aware of security issue

Video recording

▸ Same advantages and disadvantages as audiotape

▸ Even better for communicating findings to others

▸ May be harder to get permission

▸ More issues of confidentiality

▸ May make people less willing to divulge sensitive information

▸ If you can't videotape, **take snapshots**

Use data collection artifacts

E.g. sketches, scenarii, a timeline of activity…

Artifacts can play a significant role in the process by
- ‣ staying focused and structured on the topic
- ‣ making a complex technology or system explainable within a short timeframe

Before you go

Take a trial run with colleagues or friends

▸ Gives you practice interviewing

▸ Irons out problems with the questions

  ▸ redundancies

  ▸ hidden meaning (*sous entendu*)

  ▸ inconsistencies

After the interviews

▸ Analyze the data gathered (next week)

▸ Keep photos and other concrete details around

▸ Concrete people help tie all design to use,
rather than debating things on an abstract plane

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