Project area

- Market research
- Life experience
- Academic research
- Creativity

Your product ideas

Value Proposition

- Business
- Customer

UX

Slide from Lecture 2
Understand Your Users

Think about **purpose**, not technology

- allows you to **solve a problem**, not create a new one
- people need to know **why** they **need** your product
- features are useless without purpose

Watch: [The art of innovation | Guy Kawasaki](#)
Richard A. Bolt (1979), MIT Media Lab. “Put that there” project
Understand Your Users: Exploratory Studies

Observations
Understand Your Users: Exploratory Studies

- Naturalistic
- Controlled

Observations

- Non-Participatory
- Passive Participation
- Active Participation
- Complete Participation
Understand Your Users: Exploratory Studies

- Record artifacts users manipulate
- Use codes and symbols
- Separate “says” and “does”
- Separate tasks, goals, motivations
- Keep your side notes separately
- Separate actions and body language
- Separate observations and interpretations
Observation 1 practice

Observation 2 practice

Observation 3 practice
Understand Your Users: Analyzing Qualitative data

Row Qualitative Data = "Fuzzy Data" = Not yet Actionable

Affinity Diagram

Notes on cards → Review the cards → Sorting and grouping → Smaller Subgroups → Themes in Data
Understand Your Users: Analyzing Qualitative data

Affinity Diagram

- Prepare space
- Use color
- Use all data
- Regroup often
- Use fresh view
- Give it time
- Trust it

Notes on cards ➔ Review the cards ➔ Sorting and grouping ➔ Smaller Subgroups ➔ Themes in Data

Use color
Trust it
Give it time
Prepare space
Use fresh view
Regroup often
Use all data
Notes on cards ➔ Review the cards ➔ Sorting and grouping ➔ Smaller Subgroups ➔ Themes in Data
Understand Your Users: Exploratory Studies

Interviews
Understand Your Users: Interview

- Structured
- Semi-Structured
- Narrative (Unstructured)
- Focus Groups
Understand Your Users: Interview

Structured
- Same set of questions
- Standardized process
- Little freedom of expression
- Often self-reported

Semi-Structured
- List of guiding questions / topics
- Trajectories in a conversation
- Often preceded by observation
- One of the most popular

Narrative (Unstructured)
- Focus and goal guide the discussion
- Open-ended questions
- Freedom of expression & little control
- Popular in ethnography

Focus - Groups
- Semi-structured in a group
- Moderated
- 6-10 homogeneous strangers
- May permit discussion
- Emerged in the 1940s
Understand Your Users: Exploratory Studies

Ethnographic Field Studies
Understand Your Users: Exploratory Studies

Ethnographic Field Studies

- Observations
- Interviews
- Natural context
Understand Your Users: Exploratory Studies

Exploratory Study

Motivational system
- Goals and tasks ("need")
- Desirability ("want")
- Emotional charge ("fears", frustration, pleasure, etc.)

Contextual knowledge & beliefs
- A cognitive representation (understanding) of how something works / organised
- Based on previous experience & believes; defines reasoning

Cognitive (Mental) model
Questions:

- Exploratory study - when, why, what we are looking for
- Cognitive (Mental) model
- 3 dichotomies of research methods and data triangulation
- Methods for exploratory study
- Surveys and questionnaires - types of questions, advantages, disadvantages
- Observations - types and how to conduct, advantages, disadvantages
- Interviews - types and how to conduct, advantages, disadvantages
- Ethnographic field study & Contextual inquiry - what is it, differences, similarities, how to conduct
- Working with qualitative data - affinity diagrams (why we use ir and how to make)