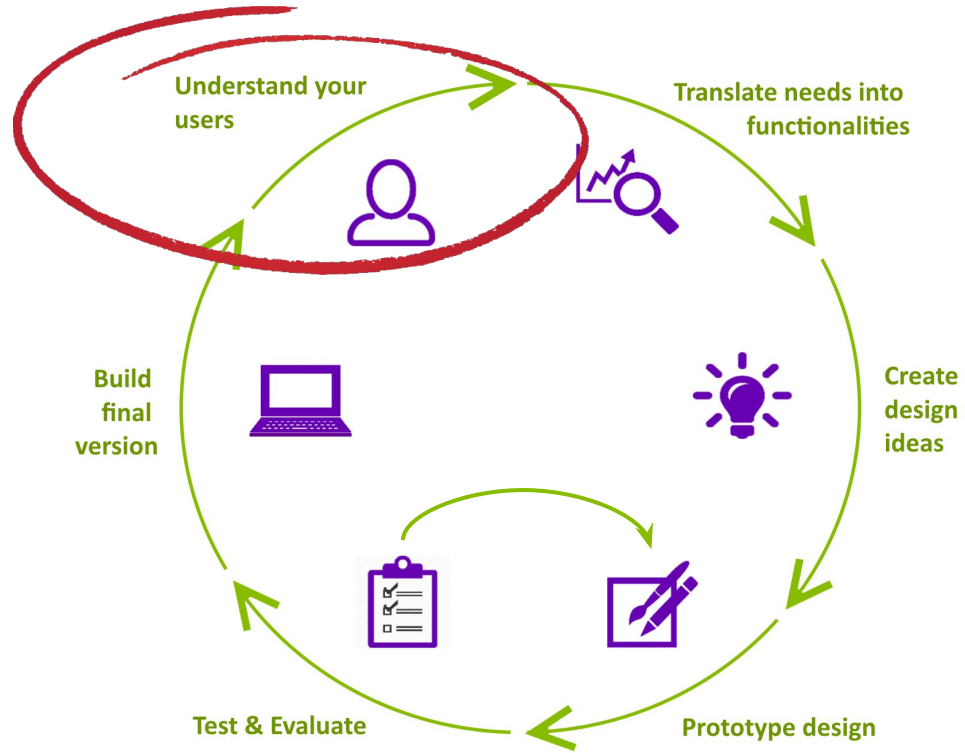


CS449/649: Human-Computer Interaction

Winter 2018

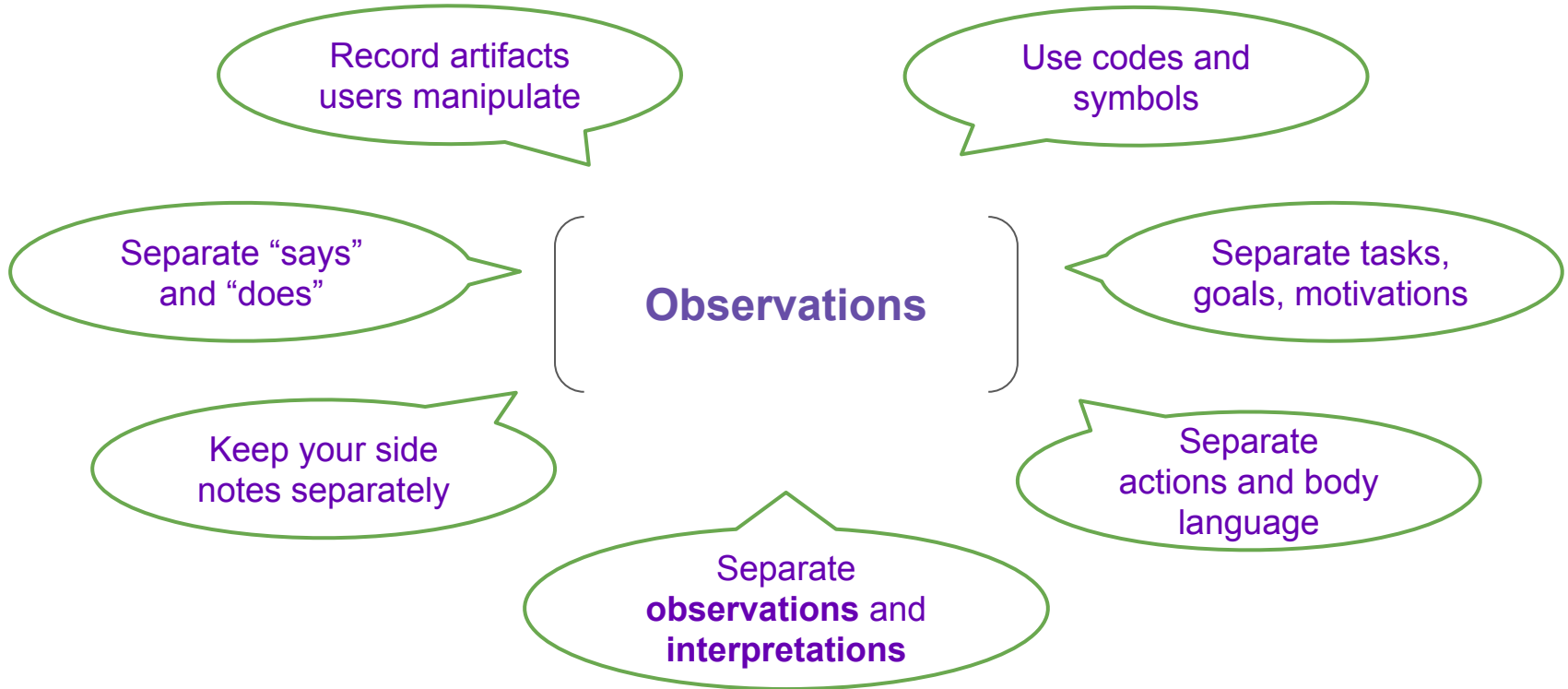
Lecture IV

Anastasia Kuzminykh





Understand Your Users: Exploratory Studies





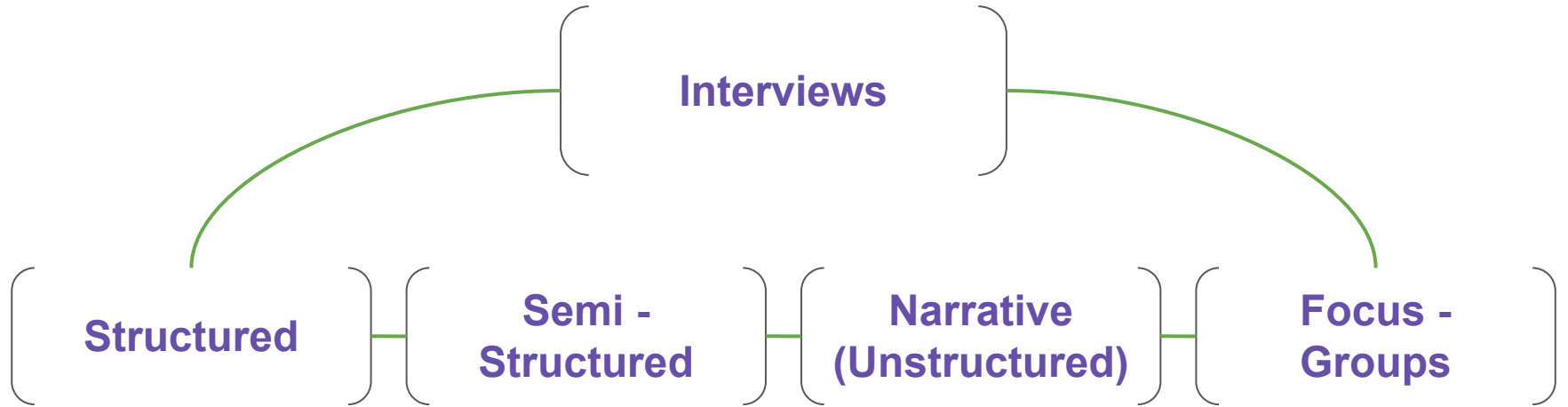
Understand Your Users: Exploratory Studies

- Questionnaires
- Observations
- **Interviews**
- Diary/Camera Studies
- Participatory Design
- Ethnographic Field Studies
- Contextual inquiry

- In depth discussion of the topic with a participant
- Usually one-on-one
- Written, audio, video recording options (requires consent!)

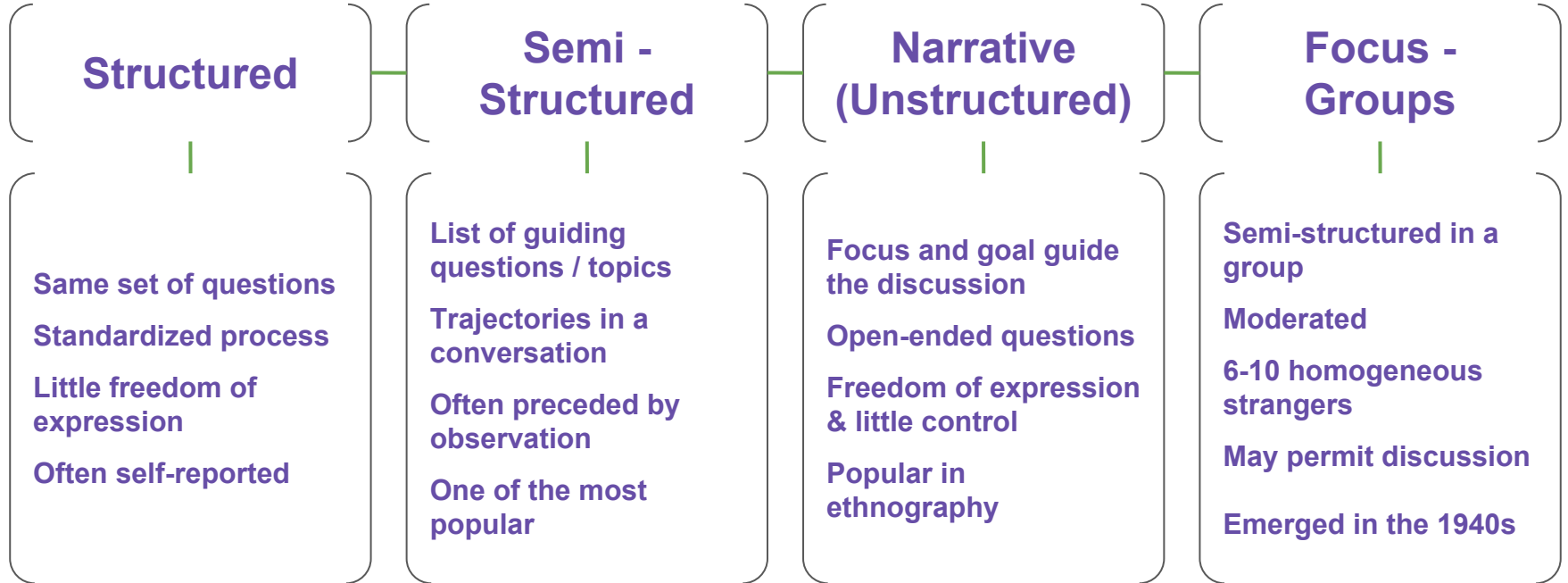


Understand Your Users: Interview





Understand Your Users: Interview





Understand Your Users: Exploratory Studies

- Questionnaires
- Observations
- Interviews

- **Diary/Camera Studies**

- Participatory Design

- Ethnographic Field Studies
- Contextual inquiry

- Includes a mechanism (diary or camera) to record / describe relevant activities in “everyday” settings
- Longitudinal
- Data recorded by participants based on provided guidelines



Understand Your Users: Exploratory Studies

- Questionnaires
- Observations
- Interviews
- Diary/Camera Studies
- **Participatory Design**
- Ethnographic Field Studies
- Contextual inquiry

- Participants are given design elements
- Inclusive design process - constructing ideal experience real time with a researcher
- Helps to understand values and uncover mental models



Understand Your Users: Exploratory Studies

- Questionnaires
- Observations
- Interviews
- Diary/Camera Studies
- Participatory Design
- **Ethnographic Field Studies**
- Contextual inquiry

- Natural environment, everyday life
- First-hand participation in users' activities
- Description of the scene, key events, key actors, key artifacts and actions
- Combination of observations and interviews
- Focus on objective behaviours



Understand Your Users: Exploratory Studies





Understand Your Users: Exploratory Studies

- Questionnaires
- Observations
- Interviews
- Diary/Camera Studies
- Participatory Design
- Ethnographic Field Studies
- **Contextual inquiry**

- Natural environment, everyday life
- First-hand participation in participants' activities
- Relatively short (several hours)
- Researcher heavily involved in the process and constantly asks questions
- Mostly rely on self-report data



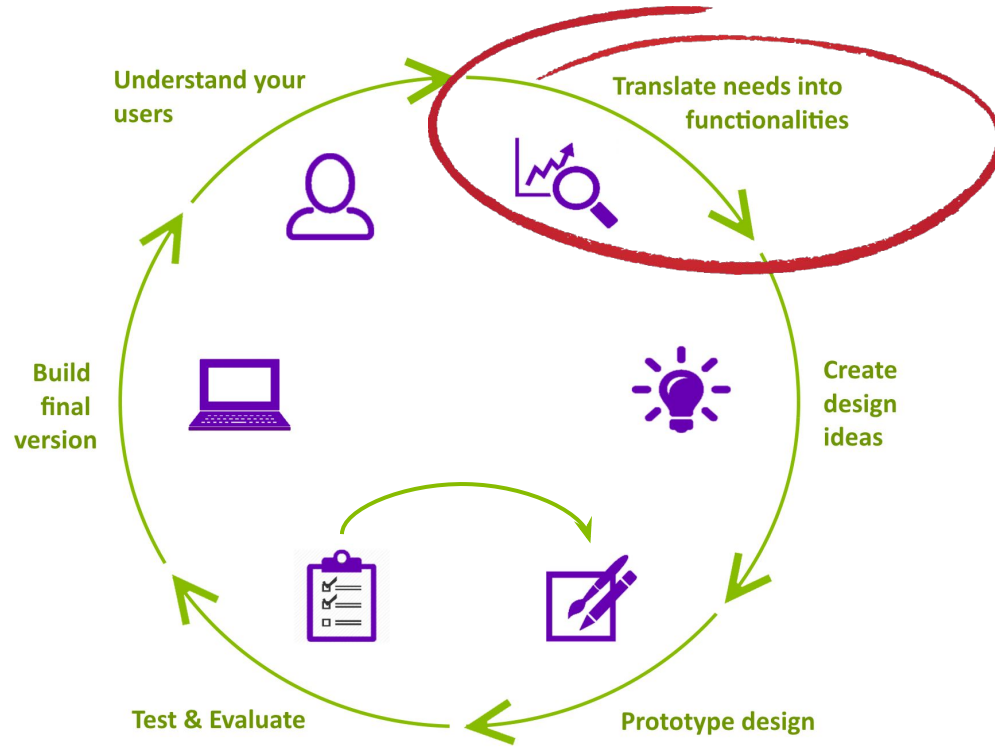
Understand Your Users: Exploratory Studies

There is a product

- True-Intent Studies
- Remote Unmoderated Usability Studies
- Intercept Surveys
- Clickstream Analysis

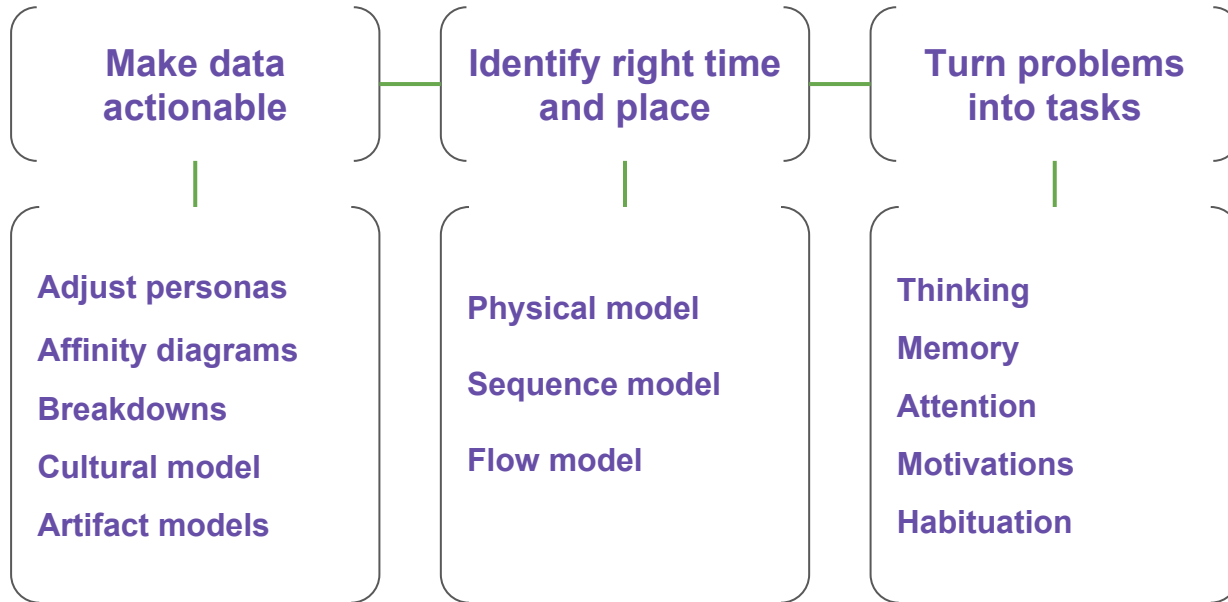
There is NO product

- Diary/Camera Studies
- Participatory Design
- Questionnaires
- Observations
- Interviews
- Ethnographic Field Studies
- Contextual inquiry



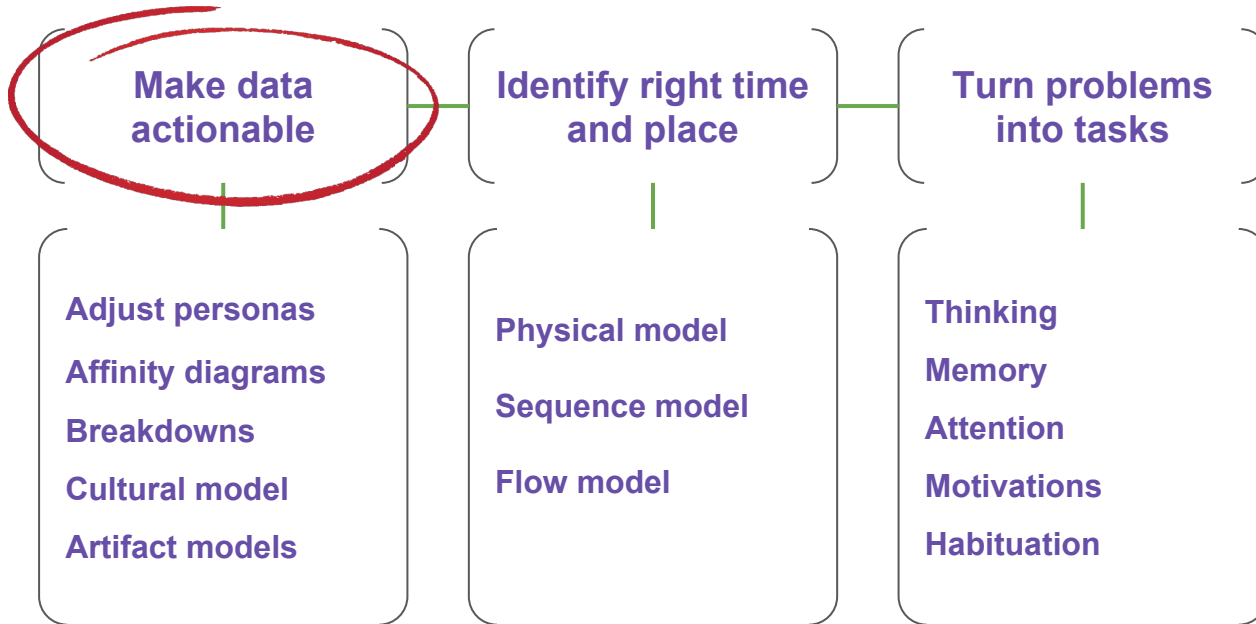


Translating Needs Into Functionalities





Translating Needs Into Functionalities





Translating Needs Into Functionalities

**Make data
actionable**

Adjust personas

Affinity diagrams

Breakdowns

Cultural model

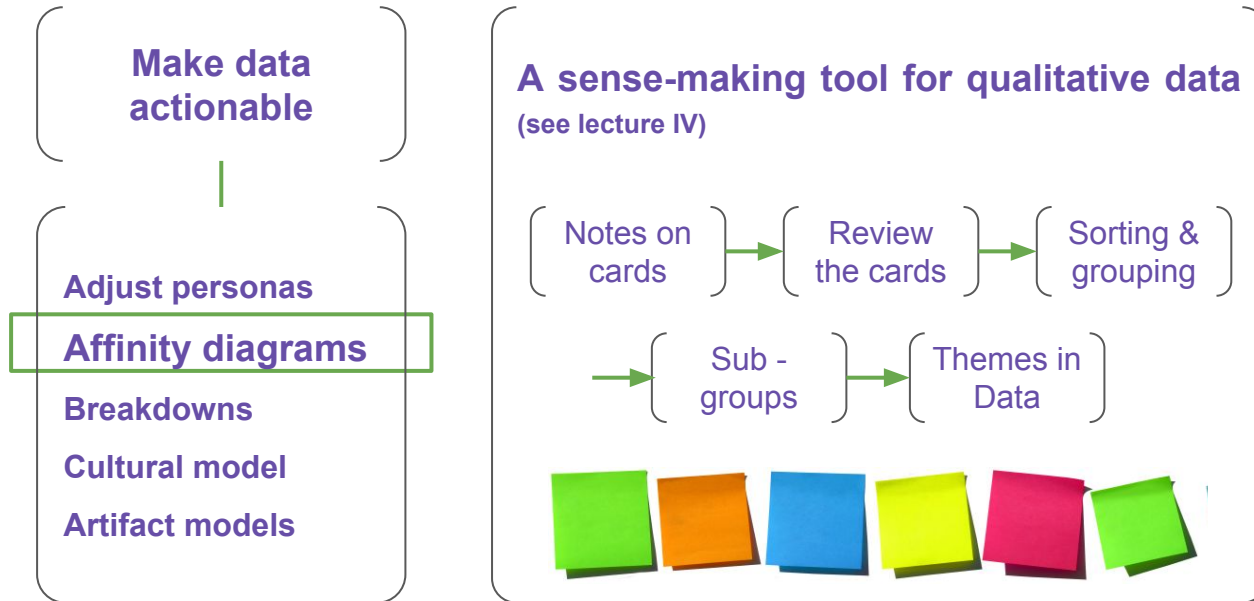
Artifact models

**Make them more colorful and detailed
based on the generalized characteristics
of your participants you did not account
for previously**

(most likely there are several)



Translating Needs Into Functionalities





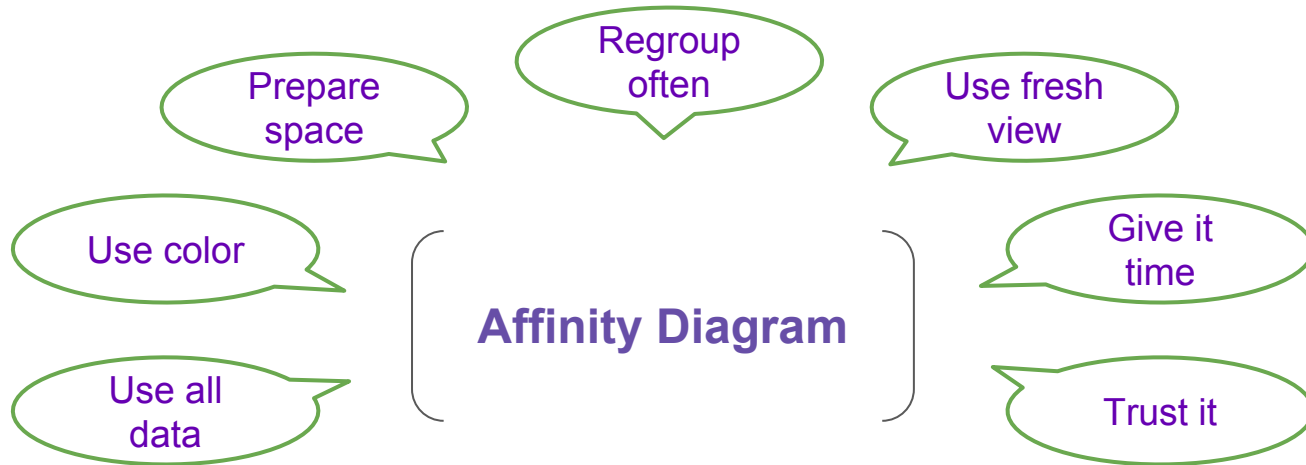
Understand Your Users: Analyzing Qualitative data

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





Understand Your Users: Analyzing Qualitative data





Translating Needs Into Functionalities

**Make data
actionable**

**Adjust personas
Affinity diagrams**

Breakdowns

**Cultural model
Artifact models**

**Where and when things go wrong
in individuals work practice**

**Points in time or space when
individuals have a problem
accomplishing the task that should
otherwise be easy given the tools that
they are using**

**Unpacking the tacit dimension for
possible design solutions**

