Week | Theory - Topic | In Class | Readings | Weekly Applied Project work |
---|---|---|---|---|
1 | 1/23 | UXR and PRODUCT DEVELOPMENT | What is UXD, UX-R, DUX
1. Eric Ries, Interviewed by Tomer Sharon
http://vimeo.com/36485988
2. Getting People to Talk: An Ethnography & Interviewing Primer
http://vimeo.com/1269848
Syllabus Discussion – Goals – Groups | UXR and Product Development
2 | 1/31 | UXR and PRODUCT DEVELOPMENT | • Steve Blank Interview by Tomer Sharon
  o http://www.youtube.com/watch?v=d6pRCTV45Zs
• Discussion of Three Chapters
• Discussion of Naïve Usability Exercise
• Team Work on Initial Version of Semi-Structured Interview Guide | Why interview
• Research planning and interview basics and recruiting - Chapters 4 and 6
| 3 2/7 | Why Interview and Preparation for GOOTB | • Interview Types - Learning from Strangers  
• Why Qualitative Studies  
• Interview Guide Discussion  
• Interview Practice | How to interview and GOOTB  
• Learning From Strangers – Chapters 4 and 5  
• First 10 Quick and Dirty Write Ups  
• Lessons Learned Slides |
| 4 2/14 | Conducting Interviews | • Lessons Learned Presentations  
• Discussion of readings  
• Revisions of interview guides – pivots/iterations | Qualitative Research in the building  
• Focus groups - Chapters 7 of Observing the User-Experience  
• Next 10 Quick and Dirty Write Ups  
• Lessons Learned Slides |
| 5 2/21 | Qualitative Research in the building | • Chapter 7 Discussion  
• Protocol  
• Run in class Rich’s protocol with students with each student playing multiple roles – talk about who should be subjects | Designing lab studies  
• Usability Tests Chapter 11 of Observing the User-Experience | • Recruit a group and run a protocol group with Rich and Chris  
• Quick and Dirty Write up of protocol and focus group  
• Protocol and Focus Group Lessons Learned Slides |
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Additional Notes</th>
<th>Resources</th>
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| 6 2/28| Lab Studies Combining Quant and Qual | Discussion of Lab Study Design Discussion of Lessons Learned | • Ethical Principles of Psychologists and Code of Conduct 2002; see especially sections on Privacy and Confidentiality.  
• UPA Code of Professional Conduct  
• http://www.acm.org/about/code-of-ethics  
• Recruit a group and run a protocol group with Rich and Chris  
• quick and dirty write up  
• Lessons Learned Slides  
• Next 10 interviews  
• Next 10 quick and dirty write ups  
• Interview Lessons Learned Slides |
| 7 3/7 | Additional Core HCI Methods | Surveys and A/B Testing and Usage Data  
Chapter 9 – Question and Questionnaire Design Jon A. Krosnick and Stanley Presser  
Observing the User-Experience Chapter 12 Surveys  
Chapter 16 – observing the user experience  
Automatic User-Data Gathering | • Recruit 25 people to do Chris’ survey  
• Next 10 interviews  
• Next 10 quick and dirty write ups  
• Interview Lessons Learned Slides |
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<tr>
<th>Week</th>
<th>Date</th>
<th>Reading/Activity</th>
<th>Summary</th>
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<tr>
<td>9</td>
<td>3/28</td>
<td>Surveys and A/B testing</td>
<td>No Class&lt;br&gt;Continuation of Previous Weeks Reading&lt;br&gt;- Lean Startup Book chapters 5-8</td>
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<td>Passover</td>
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<td>11</td>
<td>4/11</td>
<td>Diary study Deep interviews</td>
<td>• Interview Lessons Learned Slides</td>
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<td>12</td>
<td>4/18</td>
<td>Analyzing Qualitative Data</td>
<td><a href="http://uxmag.com/articles/user-experience-research-design-research-useability-research-market-research">http://uxmag.com/articles/user-experience-research-design-research-useability-research-market-research</a></td>
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<td>13</td>
<td>4/25</td>
<td>Industrial and Scientific Research</td>
<td>• Writing and Review Papers</td>
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<td>14</td>
<td>5/2</td>
<td>Papers, Patents, Design Specs, and Requirements</td>
<td>Presenting Vs Reporting Research Findings &amp; Writing Research Proposals</td>
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<tr>
<td>15</td>
<td>5/9</td>
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<td>Stewart, J., Williams, R., &amp; Rohracher, H. (2005). <a href="http://example.com">The wrong trousers? Beyond the design fallacy: Social learning and the user</a></td>
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</table>
Basic Concepts

Readings
Rubin Chapter 7 and Chapter 8 (in Dropbox)

*Remote Research*, by Nate Bolt and Tony Tulathimutte, Chapter 1 and Chapter 8 (in Dropbox)

Rubin, [Chapter 10](http://www.amazon.com/Quantifying-User-Experience-Practical-Statistics/dp/0123849683/ref=sr_1_2?ie=UTF8&qid=1359564514&sr=8-2&keywords=user+experience+research)

Stats that our students all need to know


[http://www.amazon.com/Measuring-User-Experience-Interactive-Technologies/dp/0123735580/ref=sr_1_4?ie=UTF8&qid=1359564514&sr=8-4&keywords=user+experience+research](http://www.amazon.com/Measuring-User-Experience-Interactive-Technologies/dp/0123735580/ref=sr_1_4?ie=UTF8&qid=1359564514&sr=8-4&keywords=user+experience+research)

Tomer Sharon’s book

[http://www.amazon.com/Its-Our-Research-Stakeholder-Buy-/dp/0123851300/ref=sr_1_10?ie=UTF8&qid=1359564514&sr=8-10&keywords=user+experience+research](http://www.amazon.com/Its-Our-Research-Stakeholder-Buy-/dp/0123851300/ref=sr_1_10?ie=UTF8&qid=1359564514&sr=8-10&keywords=user+experience+research)

Task Analysis

Research methods by **Data Source** vs. **Approach** vs. **Context of Product Use**

- Behavioral
  - Usability Lab Studies
  - Ethnographic Field Studies
  - Eyetracking
  - Data Mining/Analysis
  - A/B (Live) Testing
  - Usability Benchmarking (in lab)
  - Online User Experience Assessments ("Vidence-like" studies)

- Attitudinal
  - Participatory Design
  - Focus Groups
  - Phone Interviews
  - Diary/Camera Study
  - Message Board Mining
  - Customer feedback via email
  - Desirability studies
  - Cardsorting
  - Intercept Surveys
  - Email Surveys

**Key for Context of Product Use during data collection**

- Natural use of product
- De-contextualized / not using product
- Scripted (often lab-based) use of product
- Combination / hybrid

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Methods for identifying usability problems and for testing the relative merits of alternative designs for interactive systems. Following a review of usability heuristics, students read journal articles about and practice five different methods: semi-structured interviews, protocol analysis, cognitive walkthroughs, user surveys, and controlled experiments.
So, what should I be learning from the customer development interview?

- How is your customer currently dealing with this task/problem? (What solution/process are they using?)
- What do they like about their current solution/process?
- Is there some other solution/process you’ve tried in the past that was better or worse?
- What do they wish they could do that currently isn’t possible or practical?
- If they could do [answer to the above question], how would that make their lives better?
- Who is involved with this solution/process? How long does it take?
- What is their state of mind when doing this task? How busy/hurried/stressed/bored/frustrated? [note: learn this by watching their facial expressions and listening to their voice]
- What are they doing immediately before and after their current solution/process?
- How much time or money would they be willing to invest in a solution that made their lives easier?

The important thing about these questions is that they set up an environment where the customer is the “expert”. They avoid yes/no answers, and give people the opportunity to tell a story – one that may trigger them to think of related problems they’re having, or may trigger more questions from you to ask later.

These questions are applicable for both consumer and enterprise products. (I’ve used this question list on B2B internal tools, B2B2C consumer-facing apps, and B2C widgets.)

Can you give me an example?