

Instructor: Dr. Quentin Jones  
Spring 2013

Textbook

Observing the User Experience, Second Edition: A Practitioner's Guide to User Research - Elizabeth Goodman, Mike Kuniavsky, Andrea, Moed 2012 ISBN-10: 0123848695 or ISBN-13: 978-0123848697

Week	Theory - Topic	In Class	Readings	Weekly Applied Project work
1 1/23	<i>UXR and PRODUCT DEVELOPMENT</i>	<p>What is UXD, UX-R, DUX</p> <p>1. Eric Ries, Interviewed by Tomer Sharon <a href="http://vimeo.com/36485988">http://vimeo.com/36485988</a></p> <p>2. Getting People to Talk: An Ethnography &amp; Interviewing Primer <a href="http://vimeo.com/1269848">http://vimeo.com/1269848</a></p> <p>Syllabus Discussion – Goals – Groups</p>	<p>UXR and Product Development</p> <ul style="list-style-type: none"> <li>Chapters 1-3 of Observing the User Experience Observing the User Experience, Second Edition: A Practitioner's Guide to User Research - Elizabeth Goodman, Mike Kuniavsky, Andrea, Moed 2012 ISBN-10: 0123848695 or ISBN-13: 978-0123848697</li> </ul>	Naïve Usability Test
2 1/31	<i>UXR and PRODUCT DEVELOPMENT</i>	<ul style="list-style-type: none"> <li>Steve Blank Interview by Tomer Sharon <ul style="list-style-type: none"> <li><a href="http://www.youtube.com/watch?v=d6pRCTV45Zs">http://www.youtube.com/watch?v=d6pRCTV45Zs</a></li> </ul> </li> <li>Discussion of Three Chapters</li> <li>Discussion of Naïve Usability Exercise</li> <li>Team Work on Initial Version of Semi-Structured Interview Guide</li> </ul>	<p>Why interview</p> <ul style="list-style-type: none"> <li>Research planning and interview basics and recruiting - Chapters 4 and 6</li> <li>Learning From Strangers Chapters 1 and 3 - Learning From Strangers: The Art and Method of Qualitative Interview Studies - 1995   ISBN-10: 0684823128   ISBN-13: 978-0684823126   Edition: Original</li> <li>About Face Chapter 4 - About Face 3: The Essentials of Interaction Design [Paperback] Alan Cooper (Author), Robert Reimann (Author), David Cronin (Author) Publication Date: May 7, 2007   ISBN-10: 0470084111   ISBN-13: 978-0470084113   Edition:</li> </ul>	IRB Certification

			3rd	
3 2/7	<i>Why Interview and Preparation for GOOTB</i>	<ul style="list-style-type: none"> <li>• Interview Types - Learning from Strangers</li> <li>• Why Qualitative Studies</li> <li>• Interview Guide Discussion</li> <li>• Interview Practice</li> </ul>	<p>How to interview and GOOTB</p> <ul style="list-style-type: none"> <li>• Learning From Strangers – Chapters 4 and 5</li> <li>• L. Wood, “Semi-structured interviewing for user-centered design”, Interactions, March-April 1997, p. 48-61</li> <li>• Designing a qualitative study. Chapter 7 - In L Bickman and DJ Rog (Eds.), The handbook of applied social research methods, second edition. Thousand Oaks CA: Sage Publications, 2008.</li> </ul>	<ul style="list-style-type: none"> <li>• First 10 interviews</li> <li>• First 10 Quick and Dirty Write Ups</li> <li>• Lessons Learned Slides</li> </ul>
4 2/14	<i>Conducting Interviews</i>	<ul style="list-style-type: none"> <li>• Lessons Learned Presentations</li> <li>• Discussion of readings</li> <li>• Revisions of interview guides – pivots/iterations</li> </ul>	<p>Qualitative Research in the building</p> <ul style="list-style-type: none"> <li>• Focus groups - Chapters 7 of Observing the User-Experience</li> <li>• Boren, M. Ted and Ramey, Judith. “Thinking Aloud: Reconciling theory and practice.” IEEE Transactions on Professional Communication, 43, 3, Sept. 2000, 261- 278.</li> </ul>	<ul style="list-style-type: none"> <li>• Next 10 interviews</li> <li>• Next 10 quick and dirty write ups</li> <li>• Lessons Learned Slides</li> </ul>
5 2/21	Qualitative Research in the building	<ul style="list-style-type: none"> <li>• Chapter 7 Discussion</li> <li>• Protocol</li> <li>• Run in class Rich’s protocol with students with each student playing multiple roles – talk about who should be subjects</li> </ul>	<p>Designing lab studies</p> <ul style="list-style-type: none"> <li>• Chapter 5 – of Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests [Paperback] Jeffrey Rubin (Author), Dana Chisnell (Author), Jared Spool (Foreword) - Publication Date: May 12, 2008   ISBN-10: 0470185481   ISBN-13: 978-0470185483   Edition: 2</li> <li>• Usability Tests Chapter 11 of Observing the User-Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit a group and run a protocol group with Rich and Chris</li> <li>• quick and dirty write up of protocol and focus group</li> <li>• Protocol and Focus Group Lessons Learned Slides</li> </ul>

			<ul style="list-style-type: none"> <li>• <a href="#">Ethical Principles of Psychologists and Code of Conduct 2002</a>; see especially sections on Privacy and Confidentiality.</li> <li>• <a href="#">UPA Code of Professional Conduct</a></li> <li>• <a href="http://www.acm.org/about/code-of-ethics">http://www.acm.org/about/code-of-ethics</a></li> </ul>	
6 2/28	Lab Studies  Combining Quant and Qual	Discussion of Lab Study Design Discussion of Lessons Learned	<p>Core HCI Methods</p> <ul style="list-style-type: none"> <li>• Task Analysis interaction design Robers preece and sharp – p.383-386</li> <li>• Workflow</li> <li>• Cognitive Walkthroughs 515-517</li> <li>• Cognitive frameworks – working it out</li> <li>• <a href="#">Heuristic Evaluation</a> and <a href="#">Cognitive walkthrough</a> from the Usability Body of Knowledge – 86-97.</li> <li>• <a href="#">Jakob Nielsen’s 10 heuristics</a>.</li> <li>• <a href="#">What You Really Get From a Heuristic Evaluation</a>, Dana Chisnell, UX Magazine, 2010 <a href="http://uxmag.com/articles/what-you-really-get-from-a-heuristic-evaluation">http://uxmag.com/articles/what-you-really-get-from-a-heuristic-evaluation</a></li> </ul>	<ul style="list-style-type: none"> <li>• Recruit a group and run a protocol group with Rich and Chris</li> <li>• quick and dirty write up</li> <li>• Lessons Learned Slides</li> <li>• Next 10 interviews</li> <li>• Next 10 quick and dirty write ups</li> <li>• Interview Lessons Learned Slides</li> </ul>
7 3/7	Additional Core HCI Methods		<p>Surveys and A/B Testing and Usage Data</p> <p>Chapter 9 – Question and Questionnaire Design Jon A. Krosnick and Stanley Presser - Handbook of Survey Research, Second Edition 2010 by Emerald Group Publishing Limited ISBN: 978-1-84855-224-1</p> <p>Observing the User-Experience Chapter 12 Surveys Chapter 16 – observing the user experience Automatic User-Data Gathering</p>	<ul style="list-style-type: none"> <li>• Recruit 25 people to do Chris’ survey</li> <li>• Next 10 interviews</li> <li>• Next 10 quick and dirty write ups</li> <li>• Interview Lessons Learned Slides</li> </ul>

			<ul style="list-style-type: none"> <li>- Web Surveys</li> <li>- Field Surveys – Survey Interviews</li> <li>- ESM</li> <li>- A/B Testing</li> </ul>	
8 3/14	<i>Surveys and A/B testing</i>		<p>UXR vs Product Development</p> <ul style="list-style-type: none"> <li>- Competitor Analysis - Chapters 5 of Observing the User-Experience</li> <li>- Lean Startup Book from start until end of chapter 4 - The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses – Eric Ries = ISBN-10: 0307887898</li> <li>- ISBN-13: 978-0307887894</li> </ul>	<ul style="list-style-type: none"> <li>• Competitor Analysis</li> <li>• Claims Analysis of key competitors</li> <li>• Analysis of Chris' Survey Results</li> </ul>
9 3/28 Passover and away	<i>Surveys and A/B testing</i>	No Class	<p>Continuation of Previous Weeks Reading</p> <ul style="list-style-type: none"> <li>- Lean Startup Book chapters 5-8</li> </ul>	<ul style="list-style-type: none"> <li>• Next 10 interviews</li> <li>• Next 10 quick and dirty write ups</li> <li>• Interview Lessons Learned Slides</li> </ul>
10 4/4	<i>Competitive Research And Customer Discovery</i>	<ul style="list-style-type: none"> <li>• Interview Lessons Learned Slides</li> <li>• Survey Analysis Slides</li> <li>• Competitor Analysis</li> <li>• Claims Analysis</li> </ul>	<p>Contextual inquiry</p> <p>Chapter 8 – observing the user-experience – object based techniques</p> <p>Chapter 10 Observing the user-experience on Diary Studies</p> <p>Gaver, B., Dunne, T., and Pacenti, E. 1999. <a href="#">Design: Cultural probes</a>. <i>interactions</i> 6, 1 (Jan. 1999), 21-29.</p> <p>* M. Czerwinski, M., E. Horvitz, and S. Wilhite. A Diary Study of Task Switching and Interruptions, Proceedings of CHI 2004, Human Factors in Computing</p>	<ul style="list-style-type: none"> <li>• Design Diary Study for group</li> <li>• Recruit Subjects for diary study</li> <li>• Next 5-10 Q&amp;D interviews</li> <li>• Full Transcription of 3 interviews</li> </ul>

			Systems. Vienna, April 2004.	
11 4/11	<i>Diary study</i> <i>Deep interviews</i>	<ul style="list-style-type: none"> <li>• Interview Lessons Learned Slides</li> </ul>	Analyzing Qualitative Data	Diary Study Interviews Coding Structure for Interviews
12 4/18	Analyzing Qualitative Data	<a href="http://uxmag.com/articles/user-experience-research-design-research-usability-research-market-research">http://uxmag.com/articles/user-experience-research-design-research-usability-research-market-research</a>	<i>Where Does Science Fit into All of this</i> <ul style="list-style-type: none"> <li>• <i>Wicked Problems</i></li> <li>• <i>Which methods when?</i></li> <li>• <i>Basic Philosophy of Science</i></li> <li>• Using Qualitative Research for Casual explanations Maxwell - doi: 10.1177/1525822X04266831Field Methods August 2004 vol. 16no. 3 243-264</li> </ul>	Diary Study Interviews Coding Structure for Interviews
13 4/25	Industrial and Scientific Research		<ul style="list-style-type: none"> <li>• <i>Writing and Review Papers</i></li> <li>• <i>Patents</i></li> <li>• <i>Report writing</i></li> </ul>	NVivo
14 5/2	Papers, Patents, Design Specs, and Requirements		Presenting Vs Reporting Research Findings & Writing Research Proposals  Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) [Paperback] Joseph A. Maxwell (Author) <b>June 8, 2012</b>   ISBN-10: <b>1412981190</b>   ISBN-13: <b>978-1412981194</b>   Edition: <b>Third Edition - chapter 7 Research Proposals – presenting and justifying a qualitative Study</b>	NVivo – Writing Proposals
15 5/9			Stewart, J., Williams, R., & Rohracher, H. (2005). <a href="#">The wrong trousers? Beyond the design fallacy: Social learning and the user.</a> (Only through Section 3.)	

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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](#)

Stats that our students all need to know

[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](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)

[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)

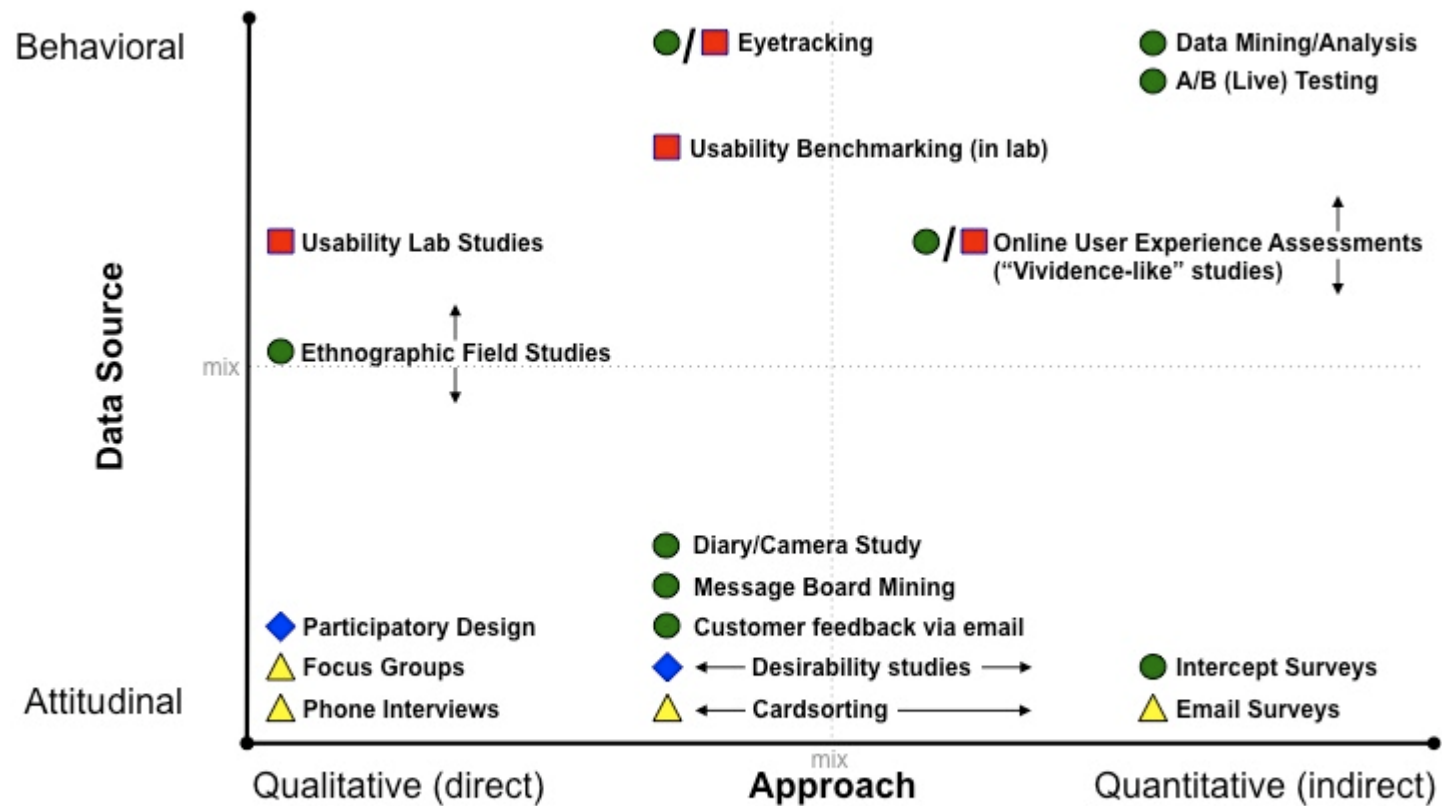
Tomer Sharon's book

[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

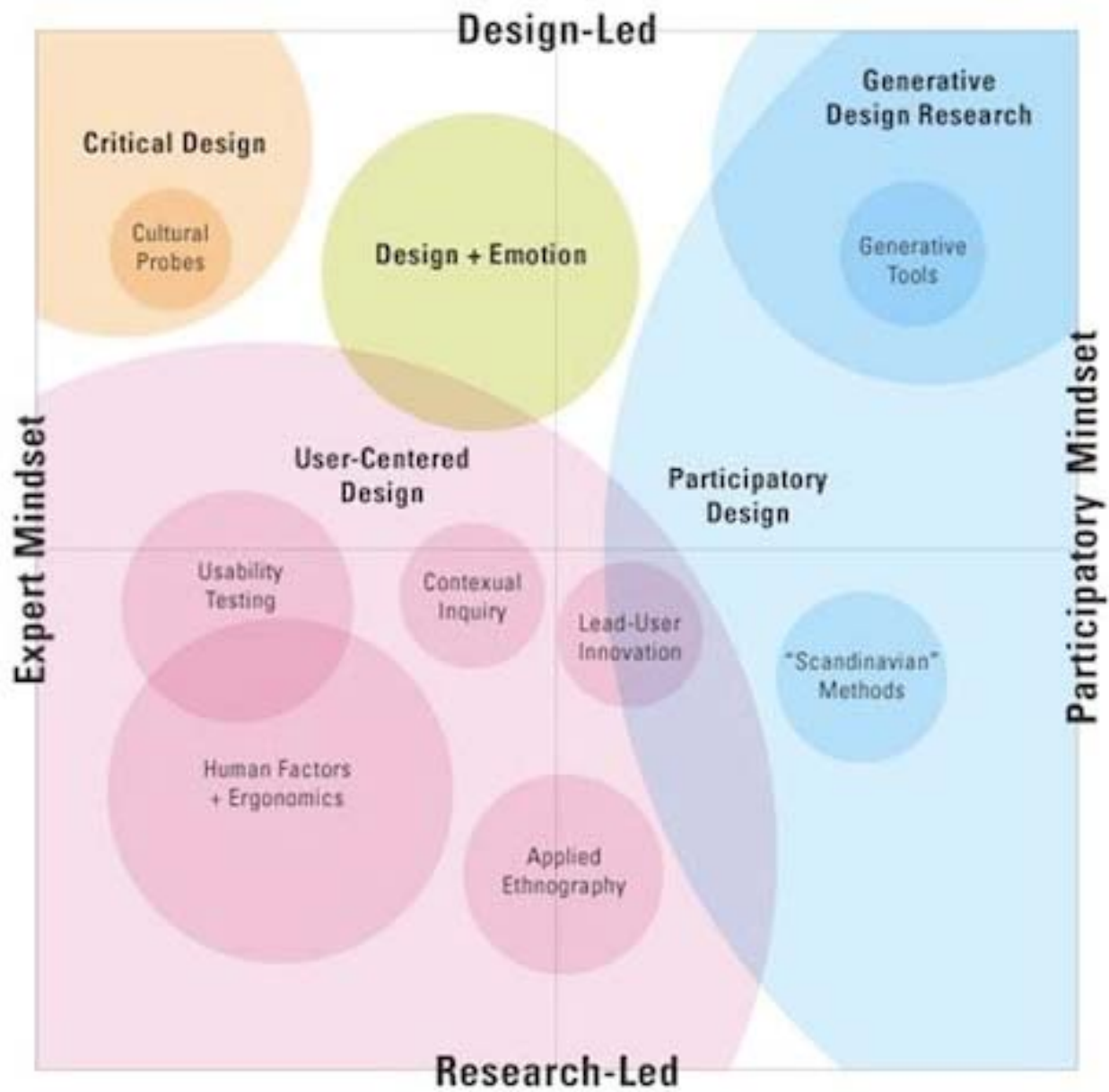
[http://www.amazon.com/User-Task-Analysis-Interface-Design/dp/0471178314/ref=sr\\_1\\_36?s=books&ie=UTF8&qid=1359564592&sr=1-36&keywords=user+experience+research](http://www.amazon.com/User-Task-Analysis-Interface-Design/dp/0471178314/ref=sr_1_36?s=books&ie=UTF8&qid=1359564592&sr=1-36&keywords=user+experience+research)

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



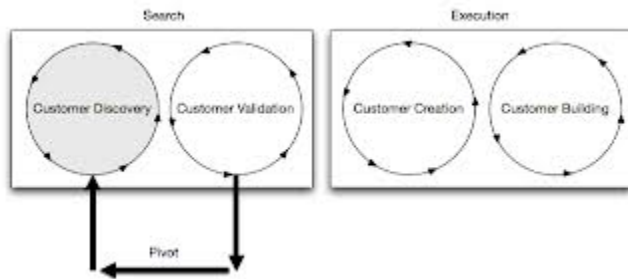
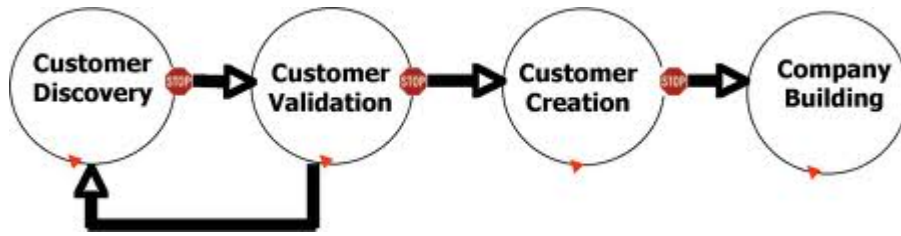
**Key for Context of Product Use during data collection**

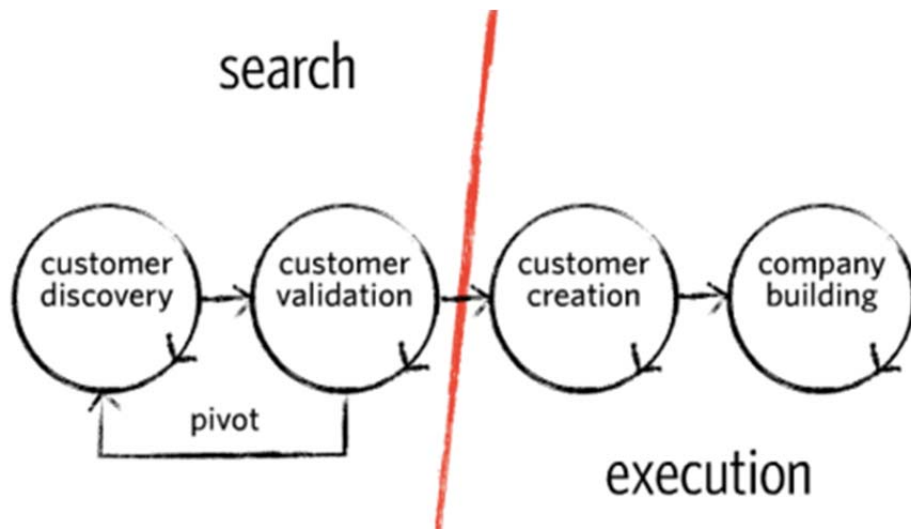
- Natural use of product
- ▲ De-contextualized / not using product
- Scripted (often lab-based) use of product
- ◆ Combination / hybrid





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?