Basic Methods of UX Research

Human-Computer Interaction

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The 3 Basic Methods of UX Research

Ask

Observe

Inspect

ASK

- **Interviews**

conversations with stakeholders to understand aspects of their experience

- **Surveys**

questions are distributed to lots of people, to elicit information about their attitudes, behaviors, and characteristics.

- Focus Group

- Diary Study

- Experience Sampling

Observe

- **Ethnographic Observations**

- **User Testing**

- **Usage Analytics**

- Video Analysis

- Social Media Mining

conversations with stakeholders to understand aspects of their experience

watching people perform scripted tasks, to see if a system supports them

analyzing large scale traces of system usage to understand the patterns of use

Inspect

- Guideline-based
- Walkthroughs
- Comparative Analysis

comparing a system design against known best practices

stepping through an interaction sequence with a "users-eye" view to find probable breakdowns

systematically comparing a design with similar designs to identify strengths and weaknesses

Combo: Watch &Ask

- ## User testing

Task observation is typically accompanied by interviews

- ## Contextual Interviews

- Artifact-based methods

Ask questions while observing "natural" activities takes place

When to use what?

- *Ask* when…
  - ➢ Observation is infeasible (Infrequent, long, private)
  - ➢ Values and motivations are key
  - ➢ (Surveys) Large numbers and a high certainty are needed

- *Observe* when…
  - ➢ Self-report will miss information (memory, tacit knowledge)
  - ➢ Process and communication are important
  - ➢ (Analytics) Large numbers and a high certainty are needed

- *Inspect* when…
  - ➢ You have a product to inspect
  - ➢ Interacting with users is too expensive or cumbersome

Interviews

Observations
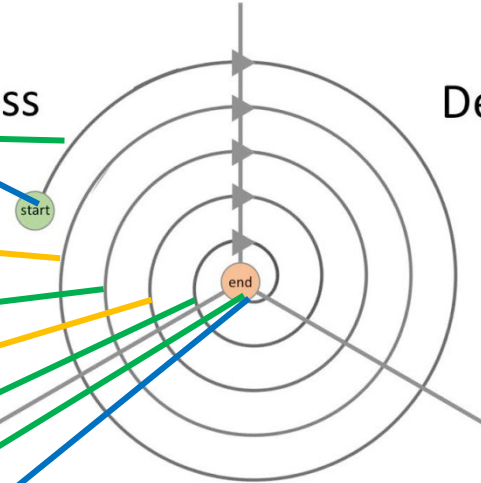
Comparative Analysis

Lo-Fi User Testing

Heuristic Evaluation

Hi-Fi User Testing

Analytics

Surveys

Assess

Design

start

end

Build

The 3 Methods

Ask

Observe

Inspect