i213 User Interface Design and Development

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METHODS

Surveys

Interviews

Focus groups

Probes

Personas

Goals of data collection

Decide on:

who to ask

what to ask

what medium to use

how to administer

how to analyze

SURVEYS & QUESTIONNAIRES

For facts, self-reported behavior, opinions…

Keep It Short and Simple

Pretest!

Survey Monkey, Google Forms

A 'group interview'

Capitalizes on discussion between participants

Know when to and when not to step in

Be fair and encourage all to participate

Material artifacts: cameras, diaries…

In situ, user-driven

Capture infrequent events

Incentives?

dream recorder

Please take these photos around your home!

Kodak

Flash button ▶

Bill Gaver & Tom
Computer Related Design
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Kensington Gore
London SW7 2EU
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AMSTERDAM
NEDERLAND

17 OCT 1997

Diary studies ask people to keep a diary, or journal, of their thoughts, activities and/or interactions with a computer system

Can also use phones, cameras and audio recorders

Diary studies can help overcome the limits that researchers typically face in studying rare, sensitive or private topics.

Participants can influence the design project by highlighting what is most significant for them.

Participants need to have prompts or incentives to record regularly and accurately.

Experience sampling: Automatically prompting users for feedback based on specific events (time, location, etc.)

(Chavez et al 2004; Watkins and Swidler, 2009; Young and Barrett 2001).

PERSONAS

"User" can be an abstract concept used to support any design idea – for the library:

The user who is interested in finding books quickly

The user who is interesting in filing books quickly

The user who is interested in making sure all books get filed correctly

The user who wants to make sure indexes are consistent

The user who wants to study

The user who wants to work with a team

Are these all the same "user"?

Personas are "hypothetical archetypes inspired by user research to ground design discussions"

Cecilia, librarian

Mike, experienced PhD student

Joe Bloggs, first year MIMS

Tajel, undergrad doing work study

Kivio Users

	The researcher	The Sysadmin	The OSS developer	The CS student
Name	Alexander Weiß	Donald M. Berry	Kristian Larsson	Eric Neville
Age	30	30	26	24
Location	Germany	US	Sweden	France
Social Life	Alexander lives with his girl-friend in a flat in Hamburg.	Donald lives with his wife and 1-year old daughter in a house in Portland.	Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They see each other every weekend.	Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.
Work Life	He works at centre for environmental systems research and designs plans for replacble energies in a EU-funded project.	He is a lead system administrator in a huge network solutions company in Portland.	A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.	He is a student of computer science. Besides university, he performs small programming jobs for people in his neighbourhood.
Computer Experience	All are highly experienced with computers.			
Time at a computer per week	26-50 hours per week	35-50++ hours per week	30-50++ hours per week	25-45 hours per week
Computer tasks	Office tasks and Field-dependent. Also educational and recreational. No development.	Development and network administration. Does not use PC for office tasks, educational, and even recrational.	Mostly development and recreational. Also network administration and office.	Mostly development. Also educational, recreational, and network administration. Does not use for office work.
Relation to OSS.	He is not passionate about OSS.	He is a convinced user of OSS.	He is involved with OSS development.	He is a convinced user of OSS.

Katie Diptych

Troy Diptych

Personas are the single most powerful design tool that we use

Precision matters more than accuracy

Personas smoothen out individual quirks

Aim for the center

Stereotypes are OK!

It's a user persona, not a buyer persona

Focus on the primary persona

Personas can be based on market research, contextual inquiry and design ethnography

Personas "act" in scenarios, and scenarios contain personas

Try not to re-use the same personas excessively

Personas are not a panacea

Locate a picture of a library persona on the internet inspired by your filing research

Come up with their life story, including name, age, occupation, hobbies, where he/she grew up, what they do on weekends, etc.

E-mail me the picture when you are done

For next time

Keep working on Assignment 1

Start by identifying users and contexts of interest