User Research for User-Centered Design

Quantitative Methods

Only one in 30 take the free ice cream. Interesting...

Qualitative Methods

What did you feel when you saw the free ice cream?

Excited.

A little scared.

And why was that?
Design Process

problem definition → user/market research → ideation → prototype → refine

user testing/feedback
why research with users?

you are not (typically) the customer

you are not (typically) buying or using the product

design is (typically) not about the designer

design is about solving problems & creating things for other people

design is about uncovering needs that people have

feedback is helpful for improvement
uncovering needs by talking to and observing people in the target user demographic

uncovering opportunities by better understanding the current market offerings

research in design

user research

need finding

market research

user observation

bench marking

trend shopping

anthropology/ethnography

business/marketing

(“integrated”)
user research methods

qualitative and quantitative

survey
interview
focus group
observation
diary/cultural probe
usability/concept testing
(this part may be review from PDES 2701)

how to interview

1. **encourage stories with open ended questions:**
do you like this backpack? vs. tell me about an experience with your backpack.
tell me about the last time you...
can you show me how you...
can you walk me through how you...

2. **be neutral**
what do you not like about your backpack? vs. tell me about your backpack.

3. **start with a warm up question**
can you briefly tell me about yourself? your day?

4. **explore the context before getting into the specific product category**
what do you want in a backpack vs. talk to me about your daily commute. what do you bring to work?

record or take notes
don’t be afraid of silence
don’t interrupt
have backup questions

“Rogers was comfortable with saying little and listening more to guests and children speak. By keeping silent, it would encourage visitors to open up more.”
let's practice user-centered design!

i.e. designing for someone else by first learning more about them

step 1: Find a partner in the room that you don’t know (sit 3 pairs per table)

step 2: You are going to alternate between playing designer and the user,
decide who is playing the designer/interviewer first (Person A) and who is
the user/interviewee first (Person B).

step 3: Everyone take a card and don’t share it with your partner.
You and your partner will be designing different things.
Person A will first ask questions about their topic card to Person B.
Later, Person B will ask questions about their topic card to Person A.

step 4: prepare ~10 interview questions in your notebook now individually (3 min)

1. encourage stories with open ended questions
2. be neutral
3. start with a warm up question
4. explore the context before getting into the specific product category
and plan for follow up questions
let’s practice user-centered design!

Person A (as designer) has 5 minutes to ask questions related to their topic card to Person B (as user)

After, Person B (as designer) will have 5 minutes to ask questions related to their topic card to Person A (as user)

ASK QUESTIONS AND TAKE DETAILED NOTES IN HERE
let's practice user-centered design!

Person A has 5 minutes to share ideas with Person B and get feedback.

Use open ended, neutral questions. Use “this idea” instead of “my idea.” Take notes/draw on the idea. Ask how they would use it. Don’t instruct/lead them. Give equal time and representation to each idea.

After 5 minutes, we will switch and Person B will share ideas with Person A.

Similar to what you will do with your ideas/models throughout the semester to get user feedback.
let's practice user-centered design!

TAKE FIVE MINUTES TO PROCESS THE FEEDBACK AND SKETCH ONE NEW OR REFINED IDEA..

user/market research ➔ ideation ➔ prototype/sketch

user testing/feedback
Not all ideas need to come from user or market research, but all ideas need to be supported by user/market/trend research in your pitch.

And as you go through the process, you will be getting feedback on ideas/prototype from real users.
qualitative and quantitative user research methods can be useful in refining ideas in addition to finding them

survey
interview
focus group
observation
diary/cultural probe
usability/concept testing
qualitative and quantitative
concept testing

when
feedback on ideas (Feb 15 - Feb 20)
after selecting top ideas / prior to pitch

feedback on sketch models (Mar 26 - Mar 27)
after selecting top 2 ideas, prior to lab on Mar 28

feedback on team models (Apr 12 - Apr 17)
after choosing final direction, prior to lab on Apr 18

who
appropriate potential users
not your family or close friends
5-10 different people
not all teammates need to be there
share notes with team
questions?

“I’ve told you before, dear: there’s people-watching, and there’s people-watching.”