UX Fundamentals

Week 3:
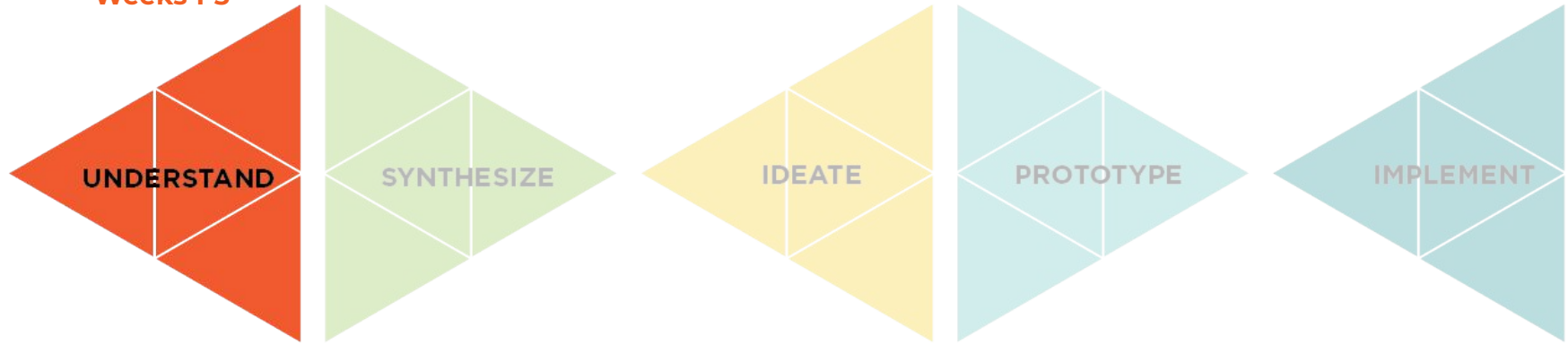## Prepping and Conducting User Research

Feb 8 2021

Siebel
Center
for
Design

Connecting the process to your course deliverables outlined on your Miro board

Weeks 1-3

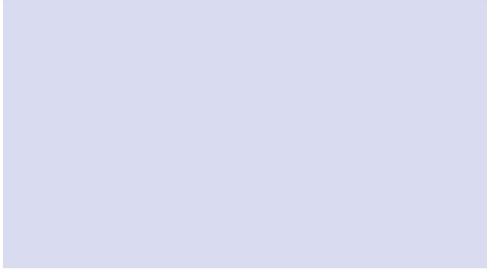UNDERSTAND

SYNTHESIZE

IDEATE

PROTOTYPE

IMPLEMENT

- Initial assumptions
- Secondary research
- Plan and conduct user research

Assignment for this week:

Prep for user research

- Write your **research plan** and begin drafting your **interview guide**.

- Recruit **five users** to interview.
  All interviews should be conducted by **Weds. Feb 17**, to give you time to synthesize insights by **Sun. Feb 21**.

Extreme Users + Experts to Interview
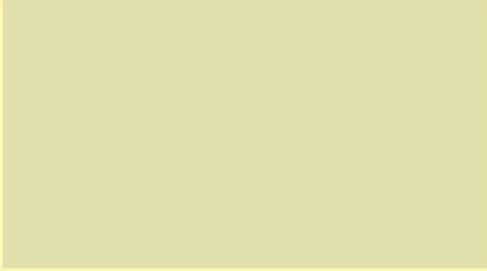
Immersive + Analogous Research Opportunities

Developing Interview Questions

Generate Questions: Write questions you want to ask during the interview. Don't forget to prepare follow up questions! We don't ask one question and then move to the next, we ask follow ups to learn more about the interviewees unique lived experience. Tip: Avoid yes/no questions!
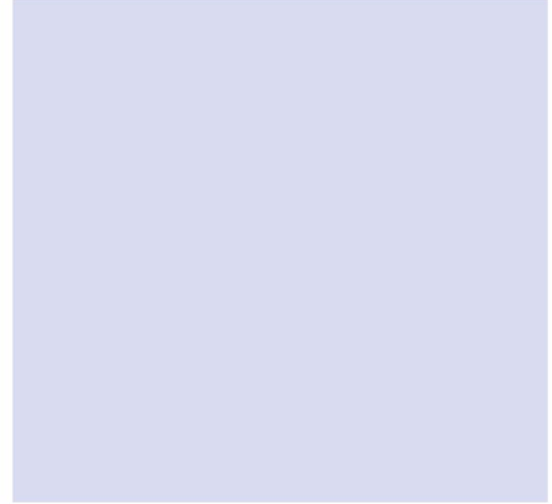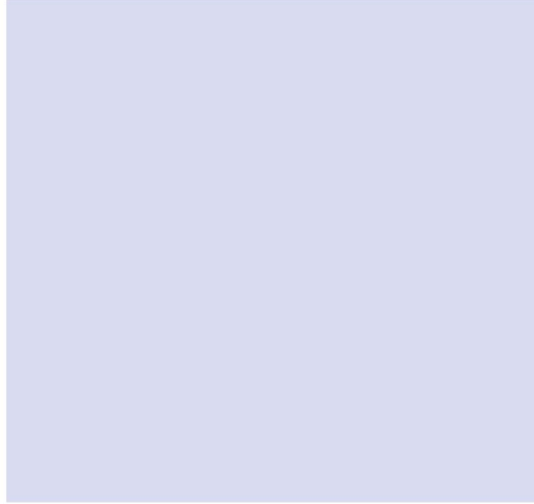
Extreme Users + Experts to Interview

Immersive + Analogous Research Opportunities

Developing Interview Questions

Generate Questions: Write questions you want to ask during the interview. Don't forget to prepare follow up questions! We don't ask one question and then move to the next, we ask follow ups to learn more about the interviewees unique lived experience. Tip: Avoid yes/no questions!

most people
are here

study the extremes

study the extremes

Someone who has never used the app

App power user

Extreme Users + Experts to Interview
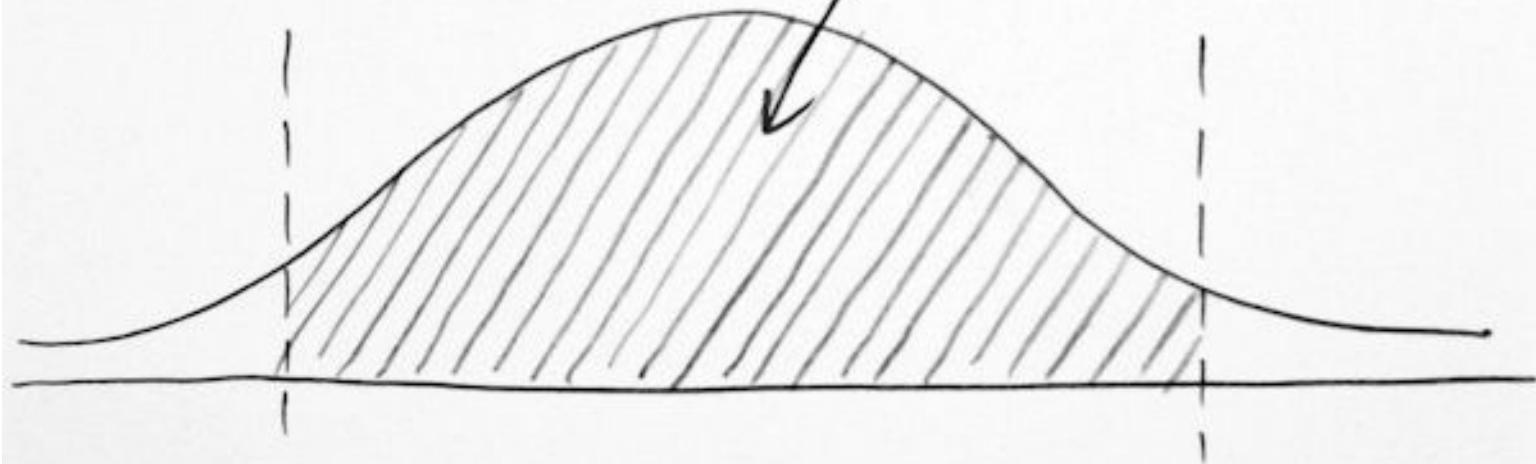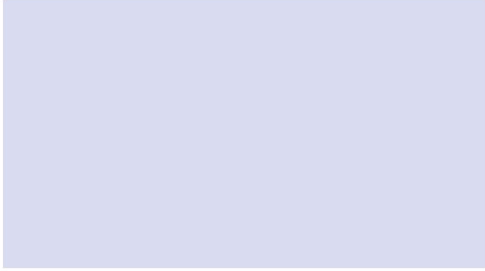
Immersive + Analogous Research Opportunities
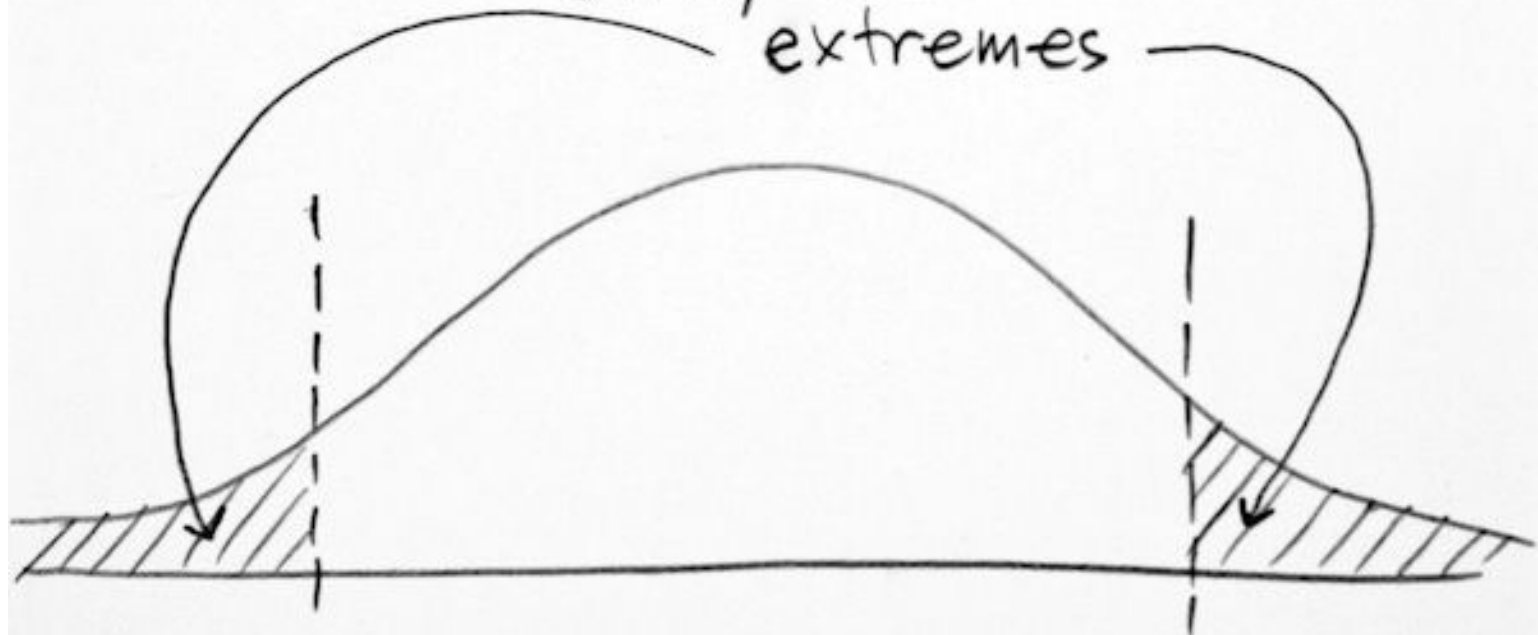
Developing Interview Questions

Generate Questions: Write questions you want to ask during the interview. Don't forget to prepare follow up questions! We don't ask one question and then move to the next, we ask follow ups to learn more about the interviewees unique lived experience. Tip: Avoid yes/no questions!

Leverage analogous settings.
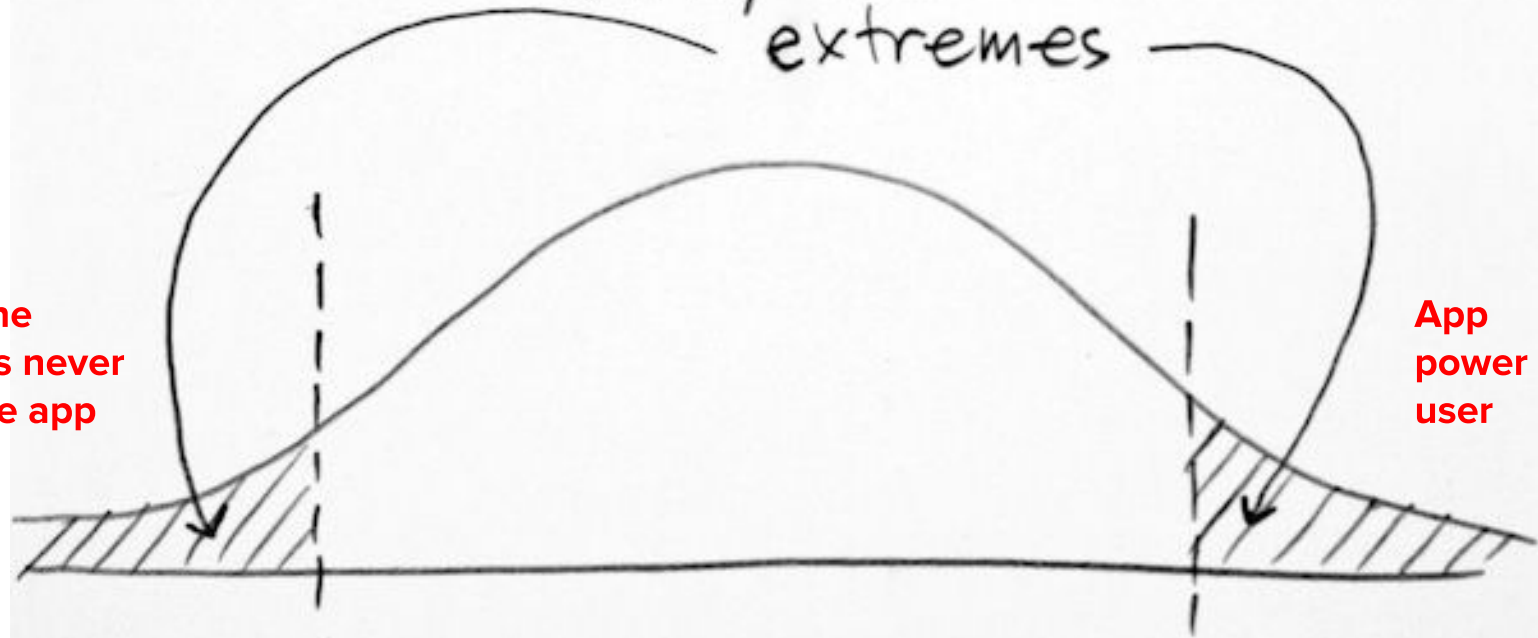
Leverage analogous settings.

Extreme Users + Experts to Interview

Immersive + Analogous Research Opportunities

Developing Interview Questions

Generate Questions: Write questions you want to ask during the interview. Don't forget to prepare follow up questions! We don't ask one question and then move to the next, we ask follow ups to learn more about the interviewees unique lived experience. Tip: Avoid yes/no questions!
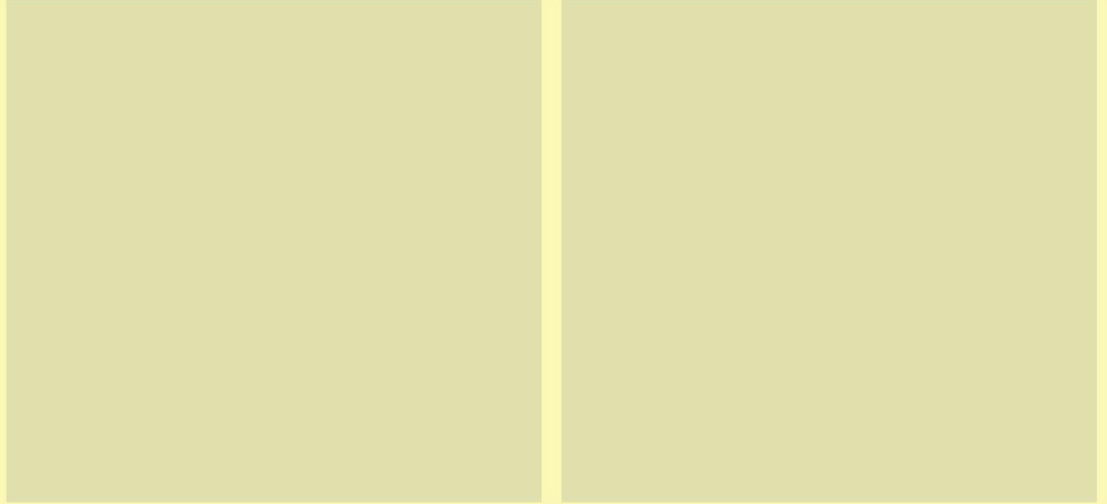
Project example: OVCDEI-UIUCollab

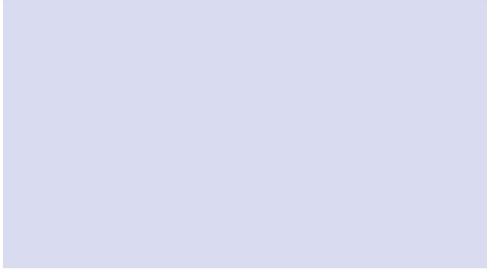How might we motivate meaningful interdisciplinary collaboration based on the needs of people across intersectional identities and the spectrum of points in career?

UIUCollab - initial framing

- What are typical ways that individuals initiate collaborative researches?
- What factors influence individuals to form collaborations at different stages in their career?
- What does collaboration and seeking collaboration look like in quantitative fields like STEM versus qualitative fields like the humanities?
- How important is various funding availability (grant, sponsored research, general funding availability) to motivate productive research collaborations?
- What is the role of administration/leadership on every level in promoting research collaboration?
- What features are essential to have in a platform to promote collaboration versus features that would be nice to have?

UIUCollab - interview questions

We modify the interview guide into different templates for various audience - admin, faculty, students. Here are sample questions for our student interviewees:

- Tell me more about your journey to Illinois.
- Tell us about a successful collaboration that you have been involved in.
- Have you experienced any obstacles if you have attempted to initiate a collaboration as a student?
- If you have been in a collaboration that dissolved, what was the reason? What would you change or do differently?
- What are the unique challenges/advantages to collaboration belonging to a marginalized or underrepresented group?
- What resources or tools do you use to look for collaboration within or across departments on campus?

Conducting user research sessions
Interview tips

Approach with a open mind.
Don't judge or jump to conclusions. Be curious.

Have a conversation, not an interview.
Avoid following a rigid script. Don't make them feel like they're being tested. We are here to learn from these people, not evaluate them.

Empathize and identify with the people you meet.
Try to see things from their point of view. Understand their perceptions. Don't correct, refute, or challenge.

Ask open-ended questions.
Avoid leading questions. Instead of "Do you like this?," ask "What do you think of this?"

Tell me about a time when…
Ask participants to tell a story about an actual event in their past. This encourages people to move from the abstract to the real.

Try not to fill any silence.
After asking a question, give them time to reflect and answer.

Do not assume you know what they are going to say.
Don't put words in their mouth. Always ask participants to explain their reasoning.

Allow for interpretation.
Keep in mind that what they say might not match up with what they do. They may not be able to verbalize (or even know) what they need.

Conducting user research sessions
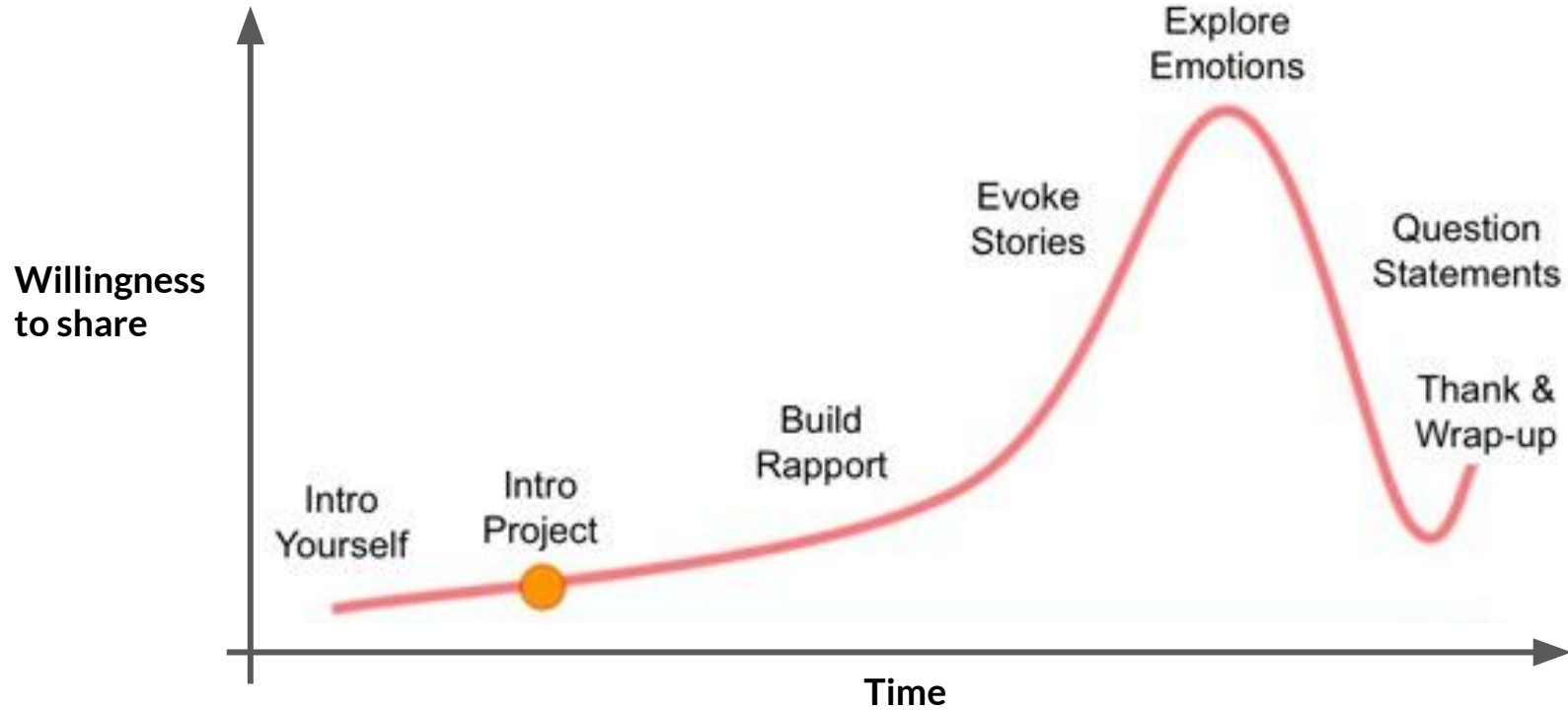Interview tips

- Assign team roles before the interview: facilitator, note takers

- Ideally the main note taker should not be the person leading the questions, as they will need to maintain good eye contact to build rapport with the participant.

- For note taking, write in the voice of the participant. Don't be tempted to interpret the meaning during the interview – be true to their intent. Aim for direct quotes wherever possible.

- Try to debrief immediately after the interview. Spend half an hour chatting through the key insights with your team members.

Conducting user research sessions

Interview tips

Listen Closely	Dont Assume	Dig Deeper
Pay close attention to what they are saying and be sure to write down quotes.	Don't judge or jump to conclusions. Be curious.	Ask more questions, dig deeper to get at the heart of their motivations.
Validate Feelings	**Ask "Why?"**	**Let Silence Breathe**
Make the interviewee feel comfortable and heard.	Ask follow up questions. Get every detail you can out of their stories	After asking a question, give them time to reflect and provide additional information in an answer.

Arc of an interview

Things to do this week:

1. Each **group** should **contribute at least one suggested reading** to the **#week-3-discussion** channel, about the topic of **User Interviews**.

2. Complete **Deliverable 1B** in your group's Miro board by **midnight on Sunday 2/14**.

What to expect next week:

1. You'll start **conducting your interviews**, completing them by **Wednesday 2/17**

2. We'll introduce you to methods for synthesizing your interview insights, and you'll need to complete your first synthesis assignment, **Deliverable 2**, by **Sunday 2/21**.