

The Human Factor (THF)

Week 2 Workshop: Usability and User Experience Methods

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Week 2 Workshop Outline

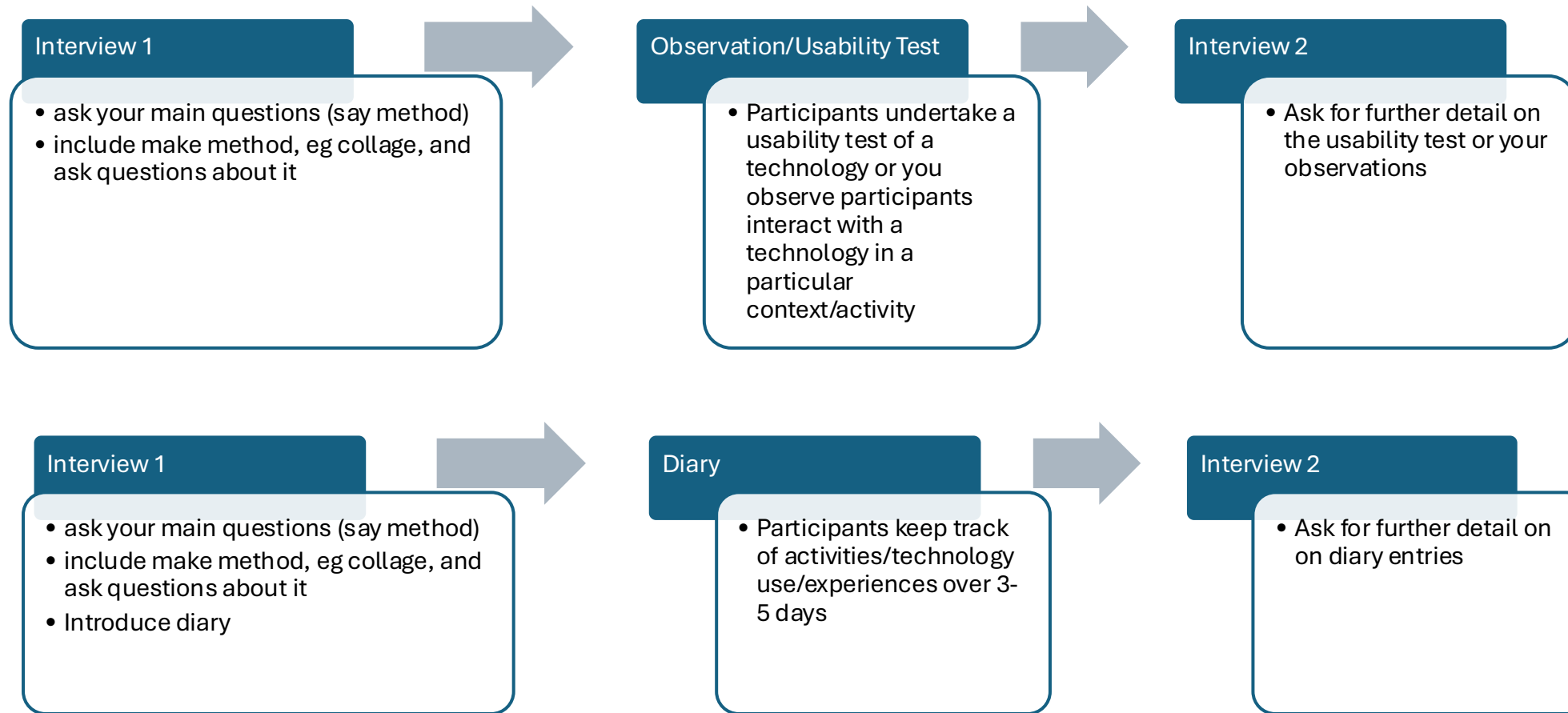
- Coursework 2 overview
- Activity 1: Combining say, do and make methods
- Activity 2: Prepare an interview guide

Activity 1: Combining Say, Do, and Make Methods

Combining Say, Do, and Make Methods

- Combine methods to gain different perspectives on your research aims
- Methods need to be designed to reflect your particular study setting. Not every method is suitable for every project or setting.
- Use interview questions to follow up on do- & make-methods

Activity 1: Combining Say, Do, and Make Methods



Activity 2: Prepare an Interview Guide

Activity 3:

Prepare an Interview Guide

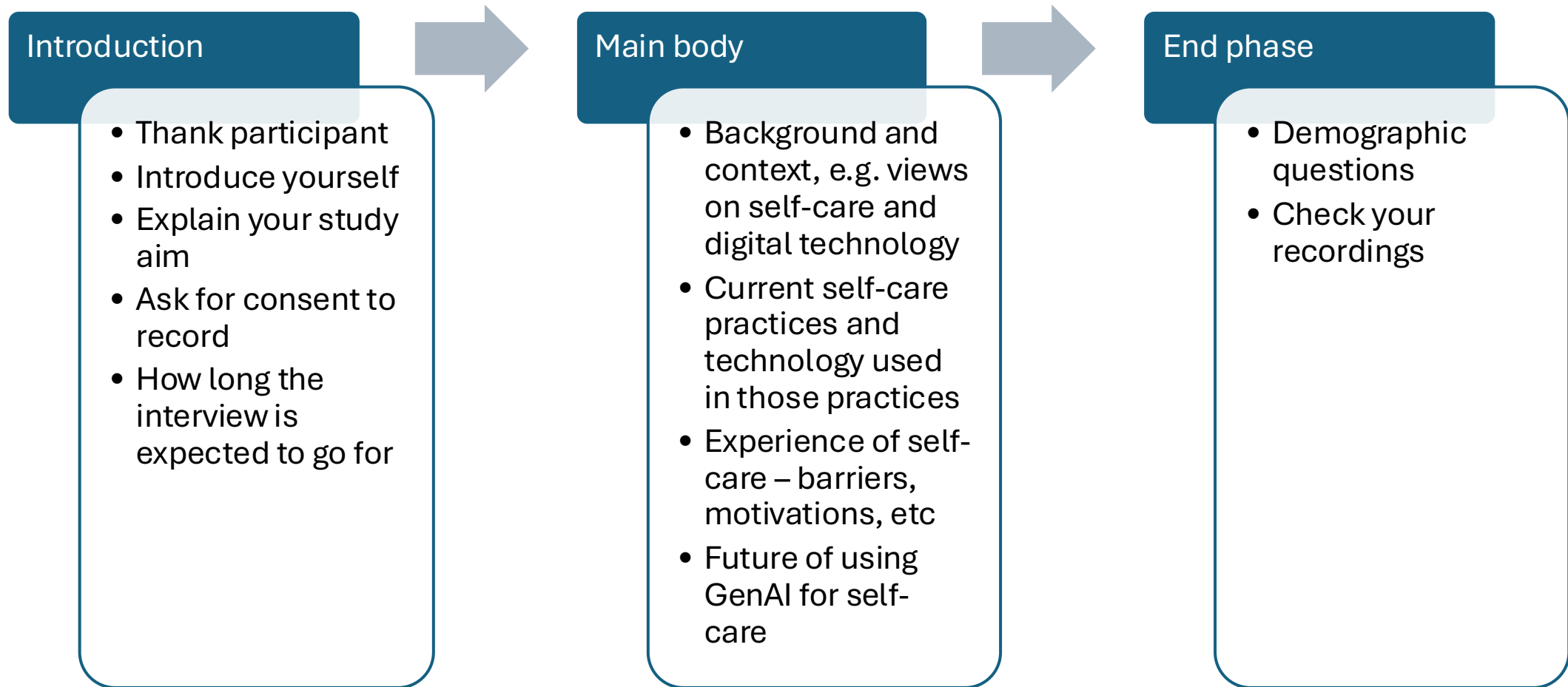
- Start from your research aim (not from the technology)
- Brainstorm interview questions
 - Open-ended
 - About past or present behaviour
 - Neutral
 - One idea per question
- Structure the interview into sections
- Aim for a 30-45min interview (10-20 main questions)

Activity 3:

Prepare an Interview Guide

- Introduction:
 - Thank participant
 - Introduce yourself
 - Explain purpose
 - Consent
 - Duration
- Background:
 - Goal: understand context
 - How would you define x?
 - Can you tell me about
 - How long have you been doing/experiencing etc x?
- Current practices:
 - Goal: understand what they do
 - Walk me through the last time...
 - What tools or methods do you use?
 - Who else is involved?
- Challenges/Pain Points
 - Goal: uncover design opportunities
 - What parts are most difficult?
 - Can you describe a recent frustrating experience?
 - How do you mitigate things going wrong?
- Values and meaning:
 - Goal: understand motivations and priorities
 - What is most important?
 - What does a good experience look like?
 - What would you change/not change?
- Reflection and future
 - Goal: open up design space
 - If you could change something, what would it be?

Example Interview Guide



Any questions?