

# Introduction to UX Research

## Lesson 4: Interviewing

# UX

- Research on **end users** – the people directly using the (digital) product
- Examples
  - Understanding end users (defining personas, user journeys, purchasing trends)
  - Discovering product requirements (determining features and designs to meet user expectations)
  - Analyzing digital products (clicks to completion, abandonment rate)
  - User interface design (graphic and website design, creating prototypes)



## UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE

# UX Methods

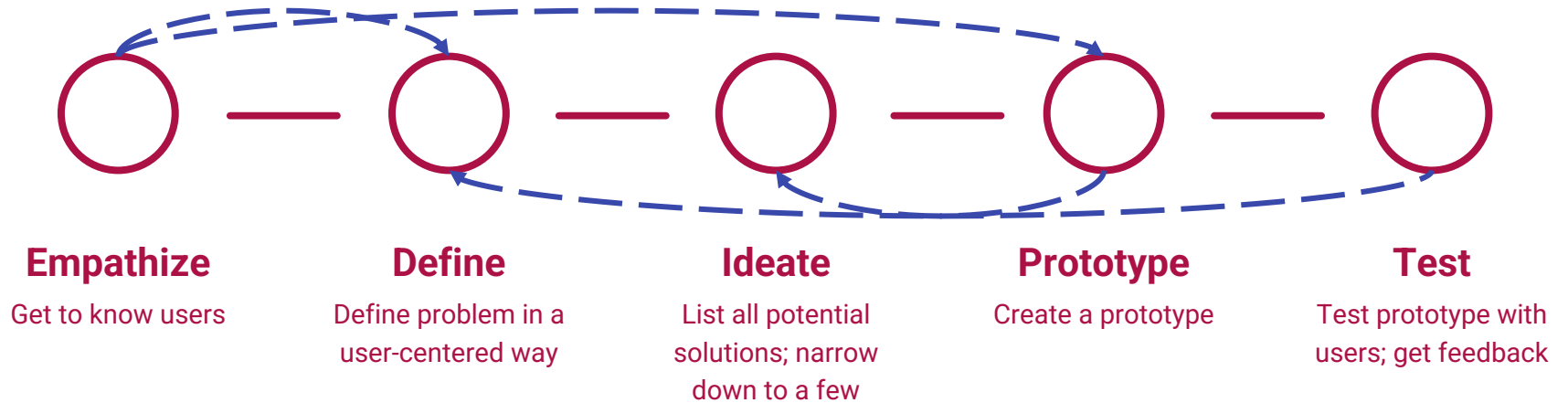


# Design Thinking

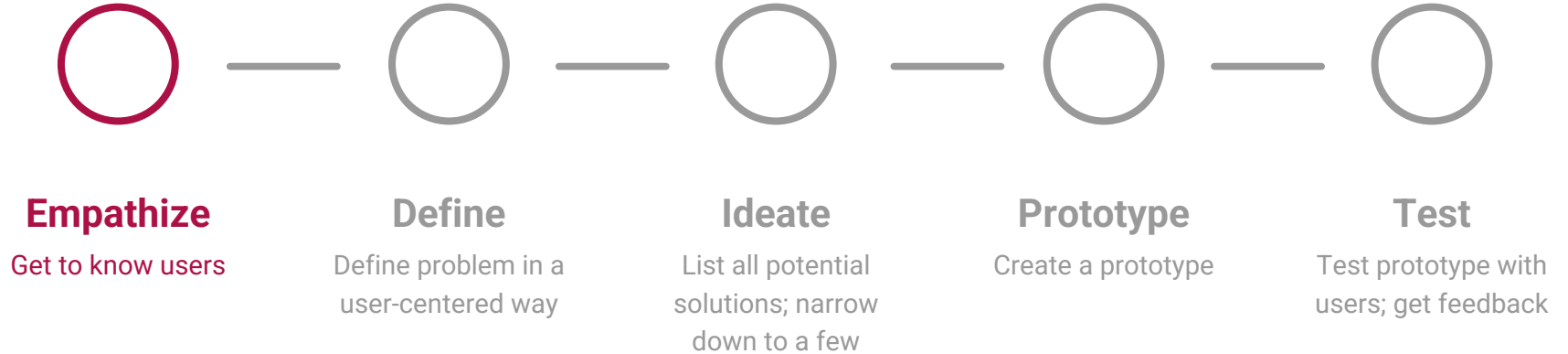
- Creative problem solving
- Focused on solutions
- User-centric
- Iterative – ongoing experimentation
- Goal – Reduce cost and time to market



# Design Thinking



# Design Thinking



# Learning from Others

- Talking to customers helps you understand their behavior
  - People stop using your product after about 5 minutes
  - The use case for your product differs than what you expected
  - People would pay extra money for new features
- Different types
  - User interviews
  - Diary studies
  - Focus groups
  - Panels




# Learning from Others


Who	How
Colleagues (C-Suite, Data Analyst, Sales)	Problem Statement; Open Response
<i>B2B Client:</i> Employers & End Users	Focus Groups; Quantitative Surveys
<i>B2C Client:</i> User Market Segments	Group/Solo Interviews; NPS



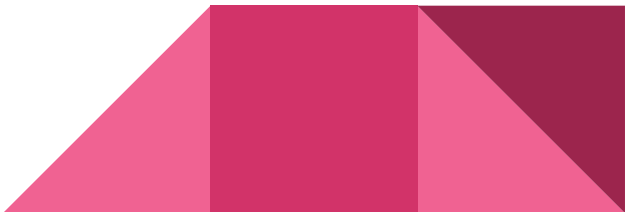
# User Interviews

- 1-on-1 sessions
    - Can include questions and answers
    - Have people use the product (e.g., app) while you are with them to find bottlenecks, etc
    - Can screen people beforehand
  - Can be used at all stages of the design process
    - Before you've built anything
    - After you have a prototype
    - After you have released a version
    - Before releasing a new version
  - Make sure there is a concrete goal for the interview
  - Make the interviewees feel comfortable. Have empathy.
- 

# User Interviews

- Plan out all questions before the interview
    - Tell me about yourself
    - Why would you use this product? How often would you use it?
    - What do you (dis)like about this product?
    - How is this different from other products?
  - Open ended questions offer more insight than closed questions
    - Closed: Do you use Uber?
    - Open: How often do you use ride-share apps? (Follow-up: Which ones do you use?)
  - Don't use leading questions
    - Leading: Why do you like Uber more than Lyft?
    - Not Leading: How do you decide between using Uber or Lyft?
- 

# User Interviews

- Summarize all results into a PP deck
    - Listen to the interview after you conduct it. Pull out common themes and how frequently the themes arose.
    - Use direct quotes to showcase your results
  - Sections
    - About the users
    - High level takeaway on needs
    - Personas, problem statements, and supporting evidence
    - Product Value
    - Pain Points
    - Ways Forward (design / feature related)
    - Executive summary
- 

# Usability Test

- Have people use the product (e.g., app) while you are watching
- The user is (sometimes) asked to think out loud so you can see their thought process
- The focus is often on people's behaviors – their actions when using the product

[Link](#)

## INTERVIEWING

- FACING ONE ANOTHER
- OPEN-ENDED QUESTIONS
- OBJECT TO REFER TO



## USABILITY TESTING

- RESEARCHER OBSERVING
- USER THINKS ALOUD
- FOCUS ON THE DESIGN



# Diary Studies

- Longitudinal data collection (e.g., 1+ months)
  - In situ – participants write down everything that happened
  - Snippet – participants only record snippets of their interactions
- Product interactions
  - When do people use the product? For how long?
  - What are they doing when they use the product?
  - Is their opinion of the product changing over time? Do they use it less?
- Timeline
  - Talk to participants to get consent, discuss goals
  - Logging period (prompts are given to remind participants)
  - Post study interview



# Field Studies

- You go to the participants to see them use the product as they would on a day to day basis
- Helps with big picture insights
- Not as directed as other methods – you observe and see what happens, rather than focusing on a particular goal
- Methods
  - Direct observations
  - Ethnographic research
  - Contextual inquiry



# Group Interviews

- Group of (~6-10) individuals who meet together to discuss your product / service
- Interaction between participants is encouraged by the facilitator
- Participant selection is key

# Group Interviews

- Group of (~6-10) individuals who meet together to discuss your product / service
- Interaction between participants is encouraged by the facilitator
- Participant selection is key

## Focus Groups

- One-time event – you get their opinions from a single session
- Individuals give input on (initial) stages of a study or product design or a marketing strategy

## Panels

- Continuous – you meet multiple times to see how feelings evolve
- Can be trained at a task that requires subtle perception, like perfume evaluation



# Tips

## Debrief

*Ask people questions at the end of the study*

- Find out if they could figure out what you were studying (not good)
- Test if they understood
- Make sure everything is working



# Tips

## Beware of participant bias

- **Question order bias**
    - Example: people get bored and don't take the last few questions seriously
  - **Social desirability bias**
    - People don't want to answer truthfully if they think others will judge them negatively for their responses
  - **Demand characteristics**
    - People alter their response/behavior because they know they're part of a study
  - **Acquiescence bias**
    - People agree with most questions you ask
- 