Questions?

- Project #4
- HW #7
Interviews

• **Method**
  – Pick the right population
    • *Individual or group discussion*
  – Be prepared
    • *Plan a set of central questions*
  – Probe more deeply on interesting issues as they arise
    • *Focus on goals not technology*
    • *Find the root of the problem*

• **Pros and cons**
  – Very good at directing next design phase
    • *Provide many constructive suggestions*
  – Subjective
    • *Do not ask leading questions*
  – Time consuming
Questionnaires and surveys I

• Method
  – Pick the population
    • Demographics and sample size
      – Between 50 and 1000 subject
  – Establish the purpose of the questionnaire
    • What information is sought?
    • How would you analyze the results?
  – Establish the means of deliver/collection
    • On-line
    • Direct interaction with users
      – Walking in the street
      – Post-user testing
    • Surface mail
      – including a pre-addressed reply envelope gives far better response
Questionnaires and surveys II

• Method
  – Design the questionnaire
    • Don’t forget to debug it!
  – Deliver
  – Collect and analyze the data
  – Establish the main findings
Closed questions

• Supply possible answers
  Characters on the computer screen are:
    hard to read               easy to read
    1   2   3   4   5
  – Easy to analyze
  – Make it more difficult for respondents
Style of closed question: Scalar

Characters on the computer screen are:

hard to read          easy to read
1  2  3  4  5

– Be sure to pick odd numbers of choice
  • *Often between 5 and 7*
Style of closed question: Multi-choice

Which types of software have you used? (tick all that apply)
- O word processor
- O data base
- O spreadsheet
- O compiler

- Can be exclusive or inclusive

- Be sure to be specific

Do you use computers at work:
- O often
- O sometimes
- O rarely

vs

Do you use computers at work:
- O more than 4 hrs
- O between 1 and 4 hrs
- O less than 1 hrs
Style of closed question: Ranked choice

Rank the usefulness of these methods of issuing a command (1 most useful, 2 next most useful..., 0 if not used)

2. command line
1. menu selection
3. control key accelerator

– Helpful to understand users preference
Open ended questions

• The user answers in his/her own words
  Can you suggest any improvements to the interfaces?

  – Good for general information
  – Difficult to analyze
    • Need for a coder
  – Can complement closed questions
Questionnaires and surveys

• Pros and cons
  – Preparation is expensive
    • Need to design and debug the questionnaire
  – Can reach a large population
    • But often a low return rate
  – As good as the questions asked
  – Data collection can be tedious
    • Use automatic forms for large volume
Qualitative approaches outcome

• High level effects
  – Task flow problems
  – Task description problems
  – Contextual findings
    • Conflict with social pattern,…
    • Two hands needed but only one available

• Pros and Cons
  – Apply to a real situation
    • Good external validity
  – Difficult to generalize
    • Poor control of independent variables
  – Often subjective data
Example: Wii or PSP
Questionnaire

• Population?
• Distribution?
• Your main survey goal?
  – First impression
  – Impression after a month of use
  – Your goal here…
• At most 10 questions