Questions?

• Project #4
• HW #8 is out (due next week)
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:

<table>
<thead>
<tr>
<th>hard to read</th>
<th>easy to read</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

- 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)

- word processor
- data base
- spreadsheet
- compiler

- Can be exclusive or inclusive

- Be sure to be specific

Do you use computers at work:

- often
- sometimes
- rarely

vs

Do you use computers at work:

- more than 4 hrs
- between 1 and 4 hrs
- 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