

Questions?

- Project #4
- HW #7

Qualitative approach

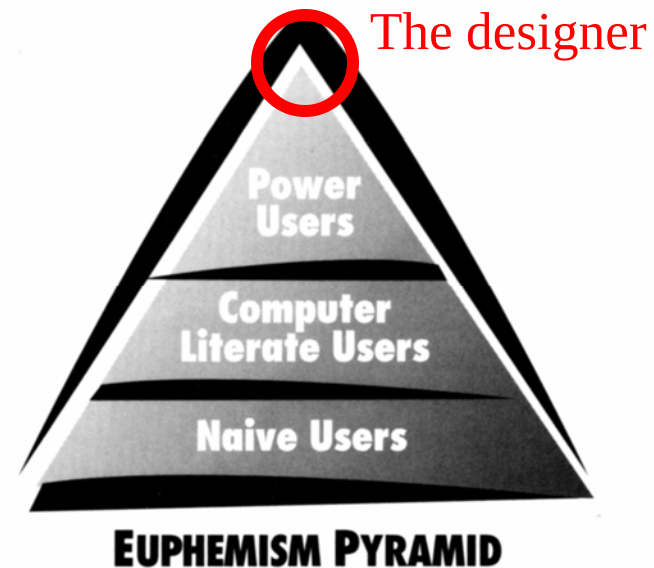
- Gather users perception of the interaction
- Methods
 - Introspection
 - *Walkthroughs*
 - Direct observation
 - *Simple observation*
 - *Thinking aloud*
 - *Constructive interaction (co-discovery)*
 - Interviews, questionnaires and surveys

Be prepared!

- Hardware
 - Computer, video equipment...
- Software
 - Up and running, properly debugged...
- Tasks
 - Realistic
 - Informative
- Facilitator
 - Using a checklist might be useful
 - Practice!

Walkthrough

- Designer tries the system (or prototype) out
 - Does the system “feel right”?
 - What if?
- Problems
 - Completely subjective
 - Designer is a non-typical user



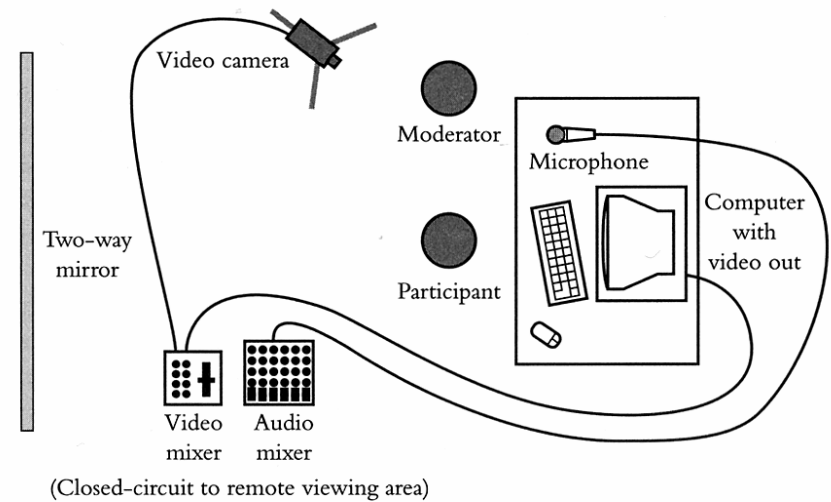
From “The inmates are running the Asylum (A Cooper)

Direct observation

- Observing (and recording) users interacting with the system
 - In lab or in the field
 - For a set of pre-determined tasks or through normal duties
 - *Be prepared!*
- Excellent at identifying gross design/interface problems
- Three general approaches:
 - simple observation
 - think-aloud
 - constructive interaction

Recording observations

- Need a record
 - Further analysis
 - Proofs during discussion
- Techniques
 - Paper and pencil
 - *Simple to set up*
 - Free form
 - Coding scheme
 - *Might be biased*
 - Audio/Video recording
 - *More accurate*
 - *Time consuming to analysis*
 - Encoding is a time consuming process



From "Observing the user experience" (Kuniavsky)

Coding scheme example

- Tracking activity in the office

Time	Desktop activities			Absences		Interruptions	
	Computer	Desk	Telephone	Desk	Room	Visitor	Telephone
9:00	s						
9:02	e					s	
9:05					s	e	
9:10			s		e		
9:13							