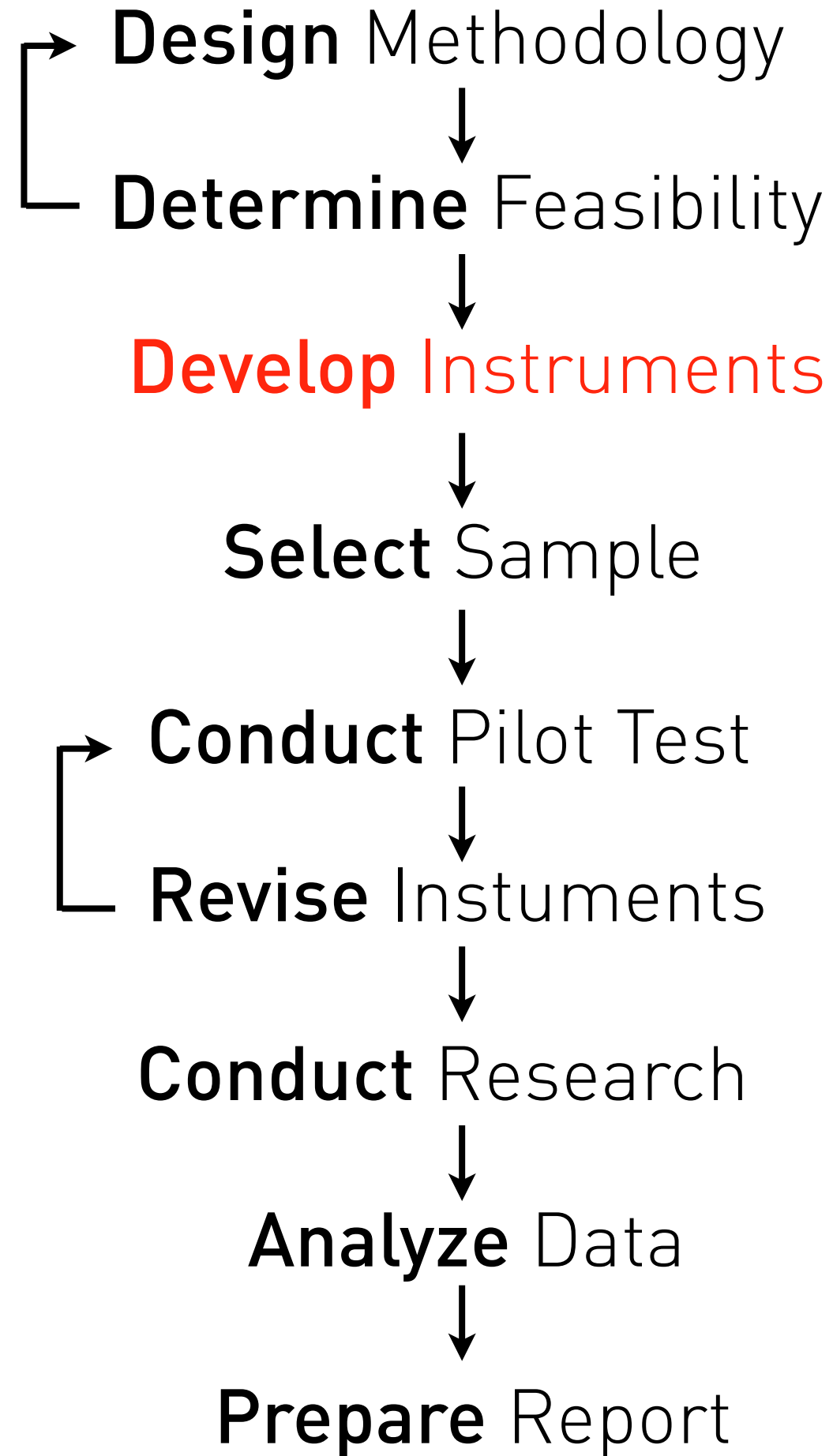Übung zur Vorlesung

Mensch-Maschine-Interaktion 1

Doris Hausen, Alexander Wiethoff

Ludwig-Maximilians-Universität München

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User Research Process

(repetition from the lecture)

Design Methodology

↓

Determine Feasibility

↓

Develop Instruments

↓

Select Sample

↓

Conduct Pilot Test

↓

Revise Instuments

↓

Conduct Research

↓

Analyze Data

↓

Prepare Report

Interview Introduction

-technique to collect information
-interactive, verbal, real time contact
-first step in collecting information for needs analysis
-research method for making personal contacts

Questionnaires are an essential element when conducting personal interviews

What is it we are trying to understand?
→ set Goals!

(short abstract)
→helps to stay focused and ask precise questions directly adressed to the goals of the study

As a general rule, with only a few exceptions, long questionnaires get less response than short questionnaires. Keep your questionnaire short. In fact, the shorter the better.

Use simple and direct language. The questions must be clearly understood by the respondent. The wording of a question should be simple and to the point. Do not use uncommon words or long sentences.

Begin with a few non-threatening and interesting items. If the first items are too threatening or "boring", there is little chance that the person will complete the questionnaire.

Place the most important items in the first half of the questionaire → This way, also partly completed questionnaires will still contain important information.

Leave adequate space for respondents to make comments. One criticism of questionnaires is their inability to retain the "flavor" of a response. Leaving white space also makes the questionnaire look easier and thereby increases response.

Perform iterative pre-tests and eliminate or replace questions that are hard to understand or lead to useless / unsatisfying results.

Advice on Questions to Ask:

-finding Cause(s) : What is causing the problem ?

-finding Solution(s) : Ideas on how to solve a problem or initiate a business opportunity

-ask questions on only one dimension !
 (e.g., "Were you satisfied with the quality of our food and service ?" (counter example))

Questionnaire should accommodate all
possible answers:
e.g., consider the question:

What brand of computer do you own ?
A. IBM PC
B. Apple

What´s the issue here ?

-possible solution:

What brand of computer do you own ?

..... Do not own a computer
..... IBM PC
..... Apple
..... Other

In summary:

-keep it short
-simple and direct language
-non-threatening
-leave space
-important items in the first half
-do pre tests (iterative development)
-accommodate all answers (text, audio, video, photos!)