

# Thanksgiving Survey

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what's your name?

are you...

female?

miscellaneous?

are you...

single?

miscellaneous?

how great are you?

how much fun was it last year?

how good are your plans?

how long are your plans?

how many people are involved?

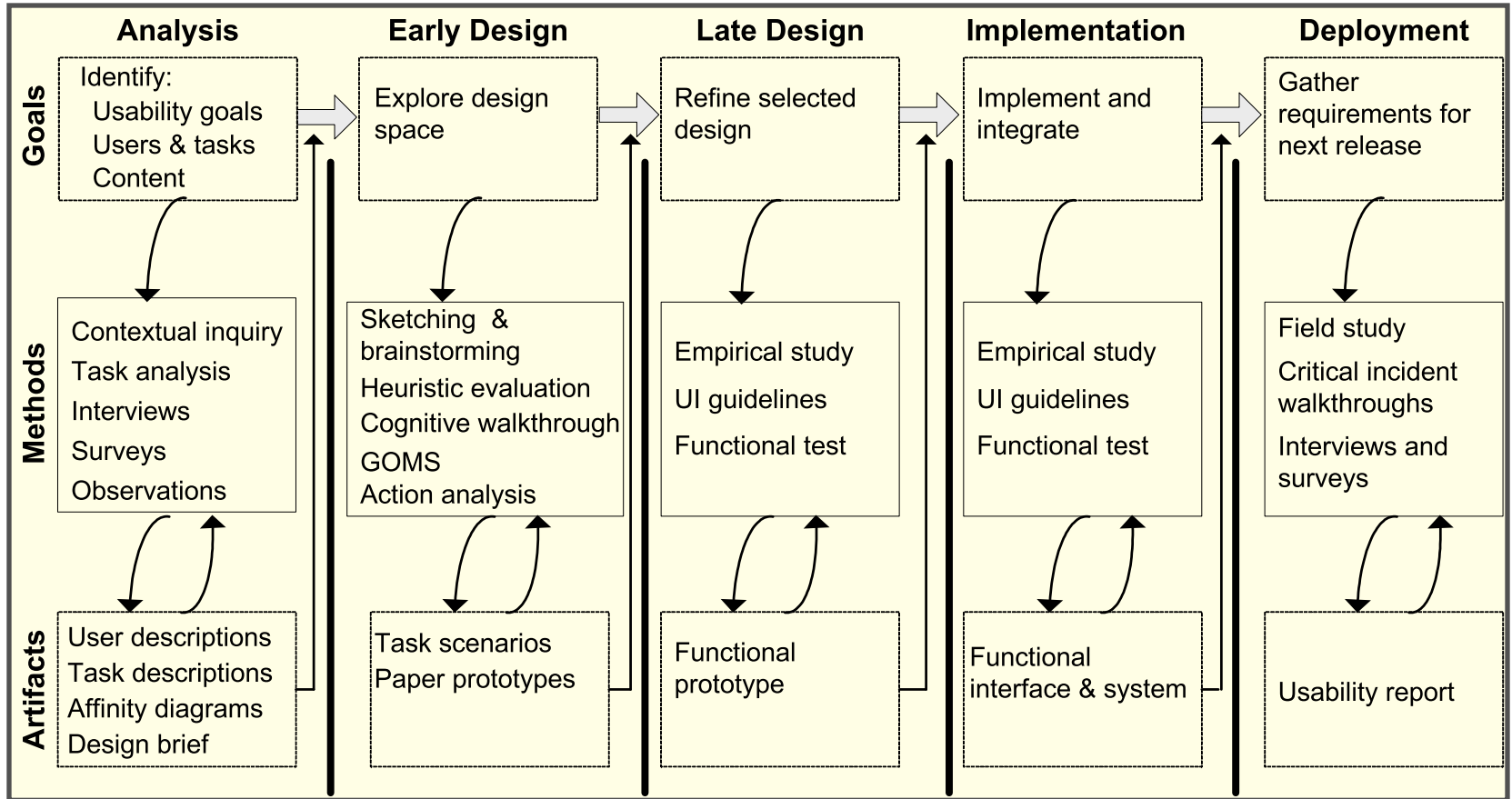
how much did you overpay?

what's wrong with this survey?

# surveys, studies and interviews

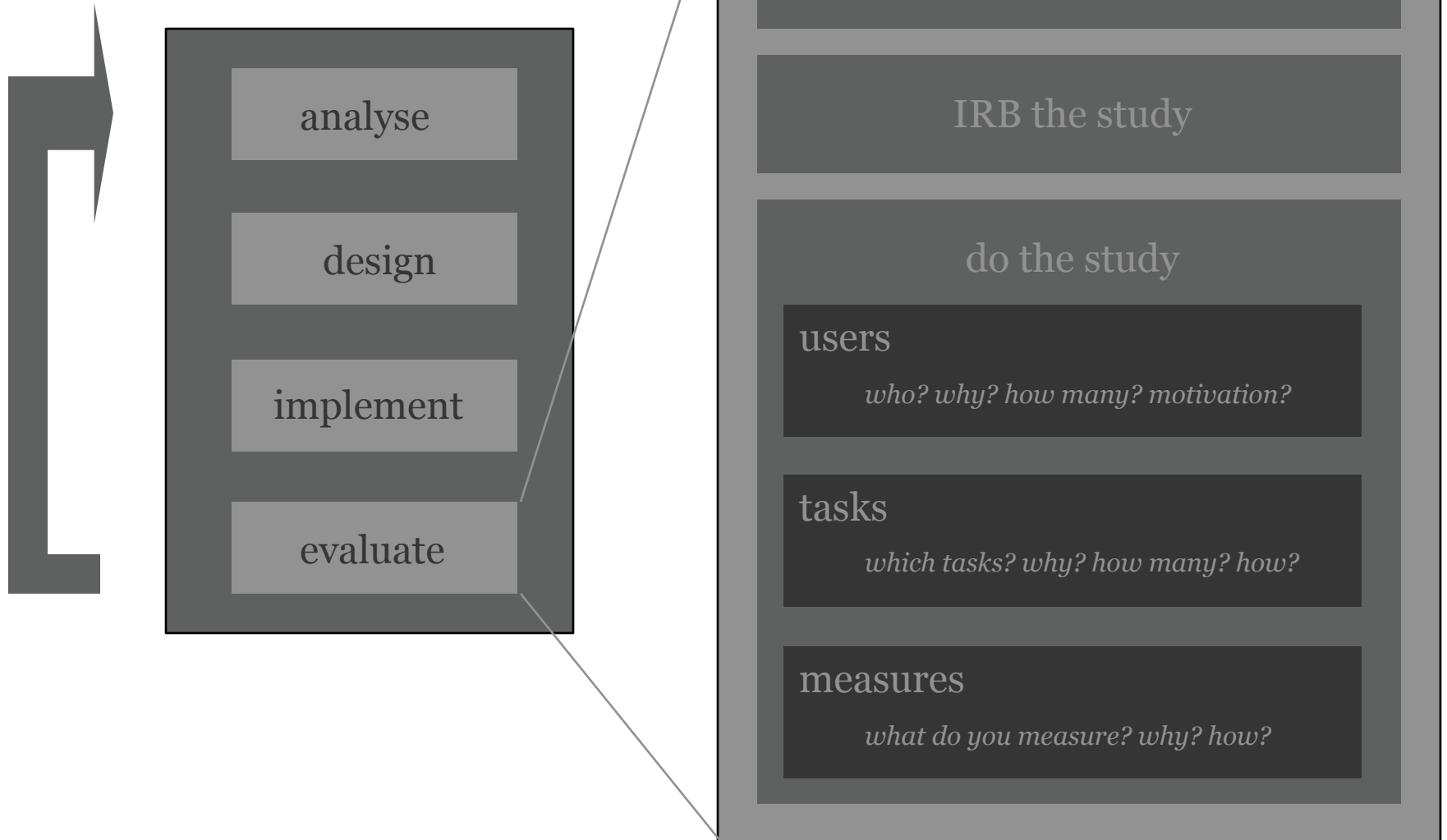
October 17,  
2008

# overall process



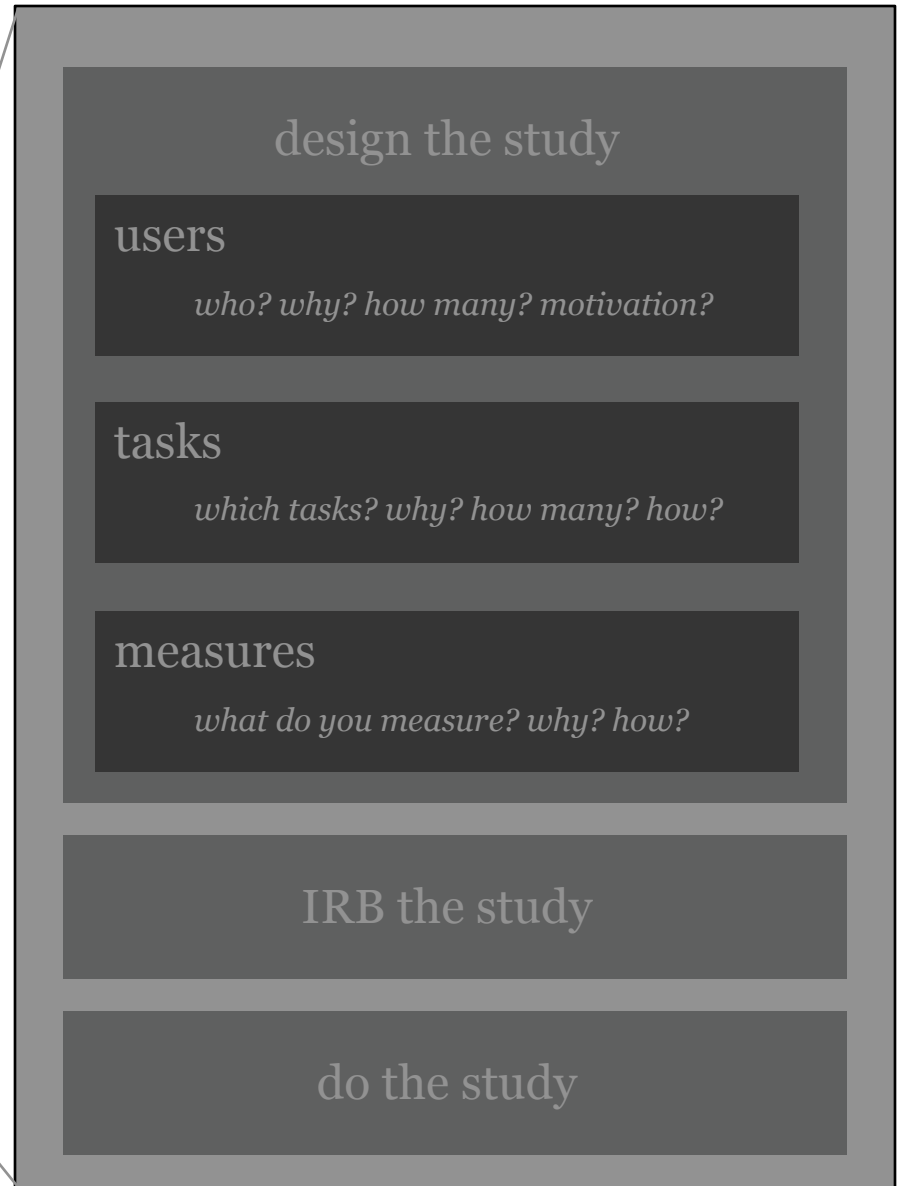
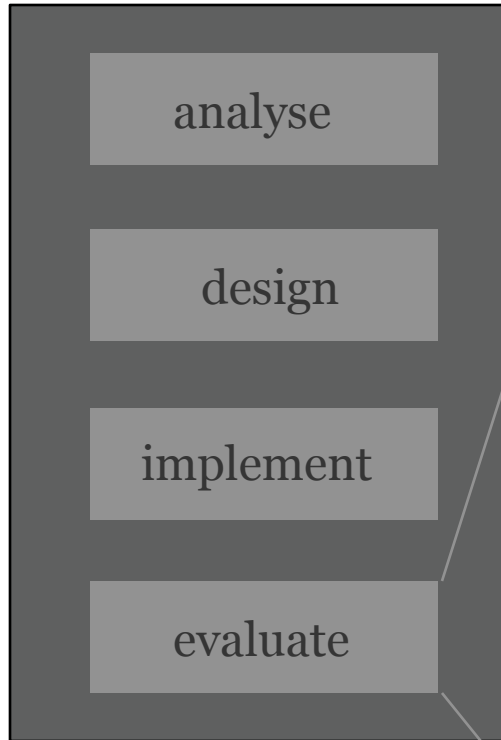
# overall process

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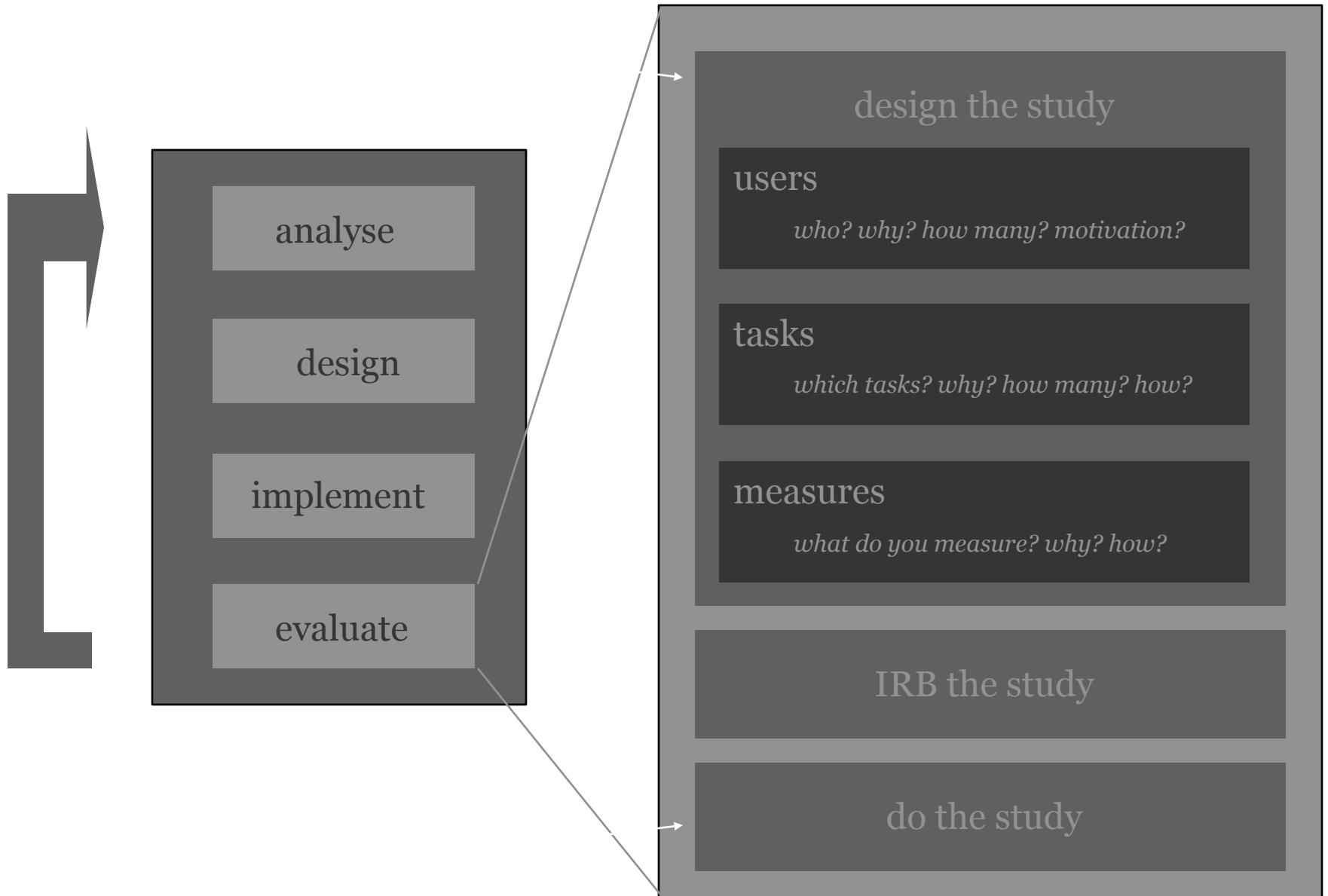
# overall process

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# overall process

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## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

try it out

.... but, what if you know it too well to be a good judge?

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

ask a friend to try it out

.... but, what if your friend is just really good at IMing?

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

ask a group of friends to try it out

.... but, what if your friends like you too much to tell you it sucks?

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

ask a group of strangers to try it out

.... but, why will strangers help you out?

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

pay a group of strangers to try it out

.... but, what kinds of strangers? what if they don't know how to IM? you want to get your money's worth!

# designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

pay a group of users to try it out

.... but, how many users do you have to pay? you're a student...

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

pay enough\* users to try it out

.... but, how much do you have to pay them?

\* we'll get into details of how many users are enough later

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

pay enough users enough\* to try it out

.... but, what are they trying out? now that I'm paying them, I want to make sure I get my money's worth

\* we'll get into details of how much payment is enough later

# designing the study

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say you build a new gee-whiz instant-messaging interface.

what's the simplest study you can conduct?

pay enough users enough to try out the key tasks in your interface

.... but, if I have multiple tasks, how do I know if my users are doing well or not?

## designing the study

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say you build a new instant-messaging interface.

what's the simplest study you can conduct?

pay enough users enough to try out the key tasks in your interface and measure them\*

.... but <insert\_excuses\_here>

\* you can use *passive* things, like timers, cameras, etc, or *interactive* things like surveys, interviews, etc (more later)

## designing the study

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you know you're done when you can't think of any more 'buts' – the only valid reasons to stop are

- you can honestly not think of any more weaknesses
- you've arrived at one that is impossible to solve

over time, you become quite good at thinking of weaknesses, and even better at thinking of solutions

## designing the study

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pay *enough* users *enough* to try out the key tasks in your interface and *measure them*

how much is enough to pay your users?

overpaying can affect your results – users may become too eager to please.

for quick studies, we usually use cookies – how much you pay should depend on how much of their time/effort you take.

usually a token of appreciation, and something to entice them to sign up for your study.

## designing the study

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pay *enough* users enough to try out the key tasks in your interface and *measure them*

how many users should you have and which ones?

you need to ensure you come as close to approximating your target user-base as is realistically possible.

you usually want to have a few users of each 'type' that you expect to target.

for most of the studies in this class, somewhere in the range of 15-20 users should be appropriate.

## designing the study

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pay enough users enough to try out the key tasks in your interface and *measure them*

### how do you measure?

*quantitatively* – surveys, questionnaires, timers, cameras, and so forth.

*qualitatively* – interviews, free-form feedback, focus groups, and so forth.

compare users to each other (control group vs experimental group, between/within design) or to established metrics, or to their own prior experience.

# designing the study

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typically, we also do a *pre-study questionnaire* and a *post-study interview*, along with all our other measurements.

## pre-study questionnaire

demographic information

useful for analysing data and identifying trends

## post-study interview

key issue feedback

feedback that doesn't fit anywhere else

great for identifying things out of left field, and for coming up with future work

# surveys

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can be online, paper, phone.

can be anonymous – if you don't need names, don't ask for them.

use any widget that makes sense and that your users can understand – checkboxes, radio-buttons and Likert-scales are common.



odd-numbered Likert scales (5, 7, 9) are common, because it gives users a neutral option. you may want to use even-numbered scales for precisely the same reason.

design your survey using standard HCI principles – avoid clutter, clear directions, be consistent in units and naming, use proximity, et cetera. it is also an interface!

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how many people are involved?

how much did you overpay?

# interviews

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can be online or face-to-face.

good for qualitative and free-form feedback.

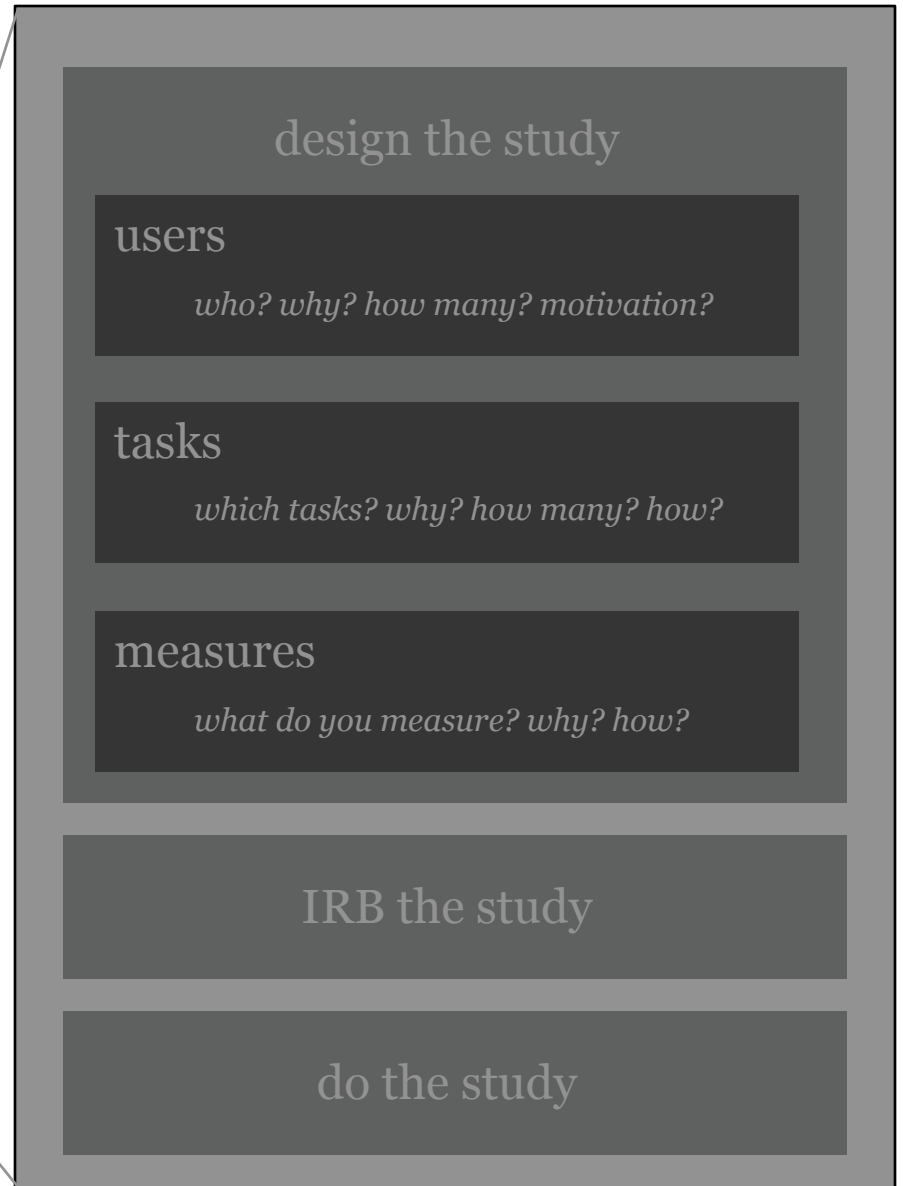
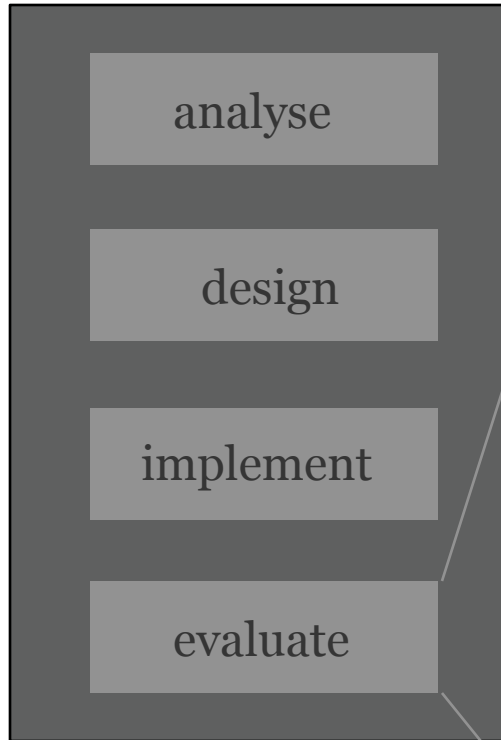
most effective when done immediately after the task.

helps to have a pre-determined protocol of things to discuss.

almost always a good idea to compare interview results with actual measured data – plenty of research shows significant gaps between what users think they do and what they actually do.

# overall process

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# irb – institutional review board

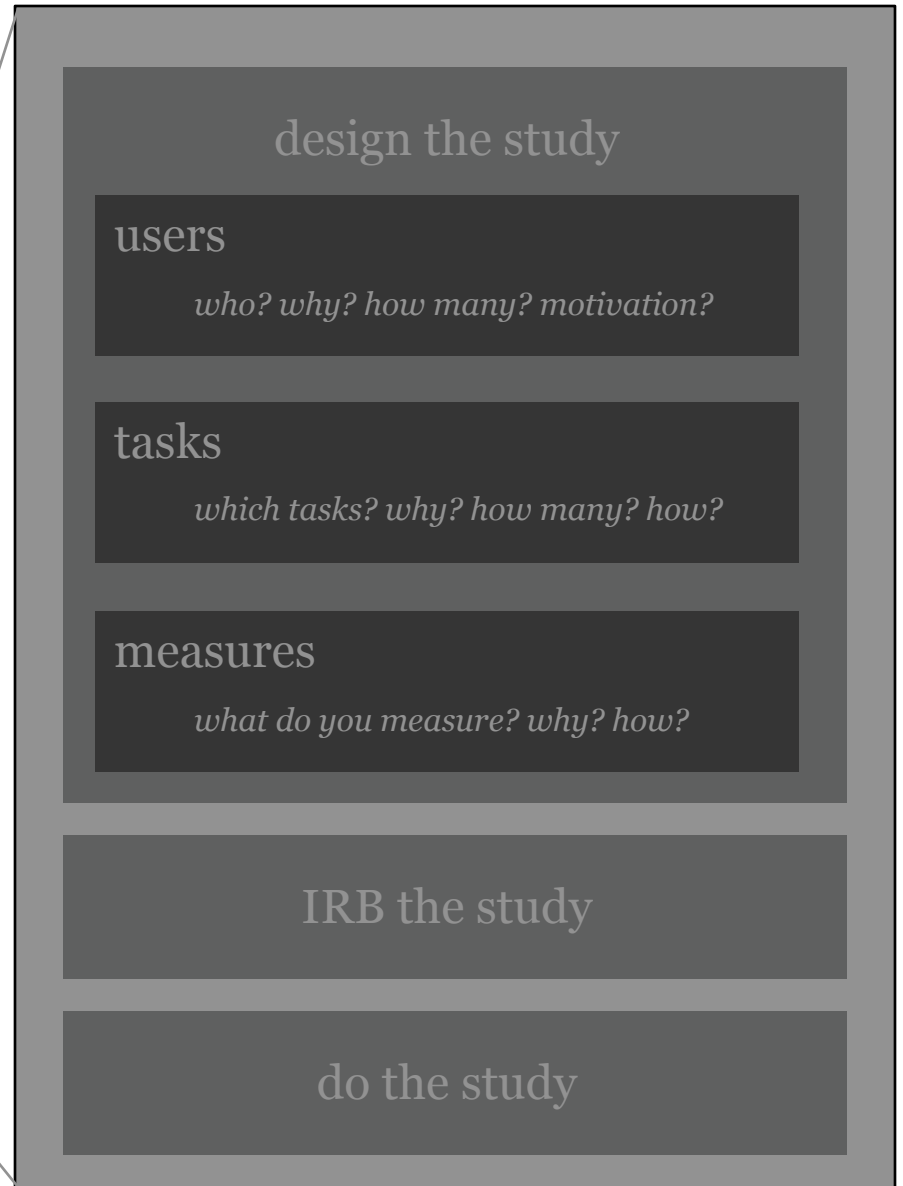
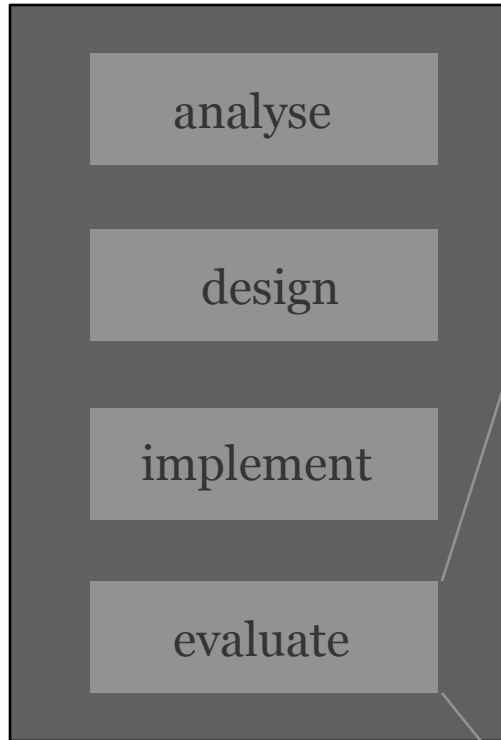
The screenshot shows a web browser window displaying the Institutional Review Board website. The page has a blue header with the text "Institutional Review Board" and "for the protection of human subjects". Below the header is a search bar and a navigation menu with links such as "Investigator Handbook", "Guidelines and Procedures", "IRB Administration", "Forms and Instructions", "Regulations and Policies", "Ethics", "Informed Consent", "Vulnerable Populations", "Education", and "Related Resources". The main content area features a welcome message: "We welcome your IRB-1 application at any time. The deadline date listed here applies to those applications which require a full board review only." Below this message are four blue buttons: "NEXT DEADLINE March 17 at Noon", "NEXT MEETING March 14, 2006", "BOARD CALENDAR", and "MEMBER AREA". The footer of the page provides contact information for the IRB Office: "404 Swanlund, MC-304, 801 E. John St., Champaign, IL 61820, 217.244.2870, fax 217.244.3716, e-mail irb@uiuc.edu". The browser's taskbar at the bottom shows several open applications, including "aesthetics' Buddy", "Windows Messenger", "ankurkara.com", "Backpack: Spring B...", "0305todo.txt - Not...", "Thesis", "users.txt - Notepad", "Microsoft PowerPoi...", "cs465", "lecturetopics.txt - ...", "QueenyParisa : ae...", and "Institutional Re...". The system clock in the bottom right corner indicates the time is 4:07 AM on Friday, 3/10/2006.

approval required for any research involving human subjects – they review the safety and ethics of your study NOT the research quality

typically add consent forms, policies to protect the privacy and the rights of the users, and require data storage policies compliant with federal auditing.

# overall process

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# doing the study

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make sure your users:

- are aware that you're testing the interface, not them
- are comfortable in their environments
- have had the opportunity to ask questions before the study

do a dry run before you bring in any users

make sure all equipment and lab space is reserved ahead of time

be careful to not try to subconsciously influence your user's choices