Tutorial for 2.009

USER STUDIES
When Users are Ignored...
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If a user can get it wrong...
If a user can get it wrong...
What is ID?

Misconception

+ ID =
What is ID?

Misconception

+ ID =

Definition

Industrial Design is a user centered way of thought integrated throughout the process.
Value of User Studies

The complexity of any given task must be delegated either to the product or to the user.
Types of User Studies

- Ethnographic – Qualitative – Inspirational

- Focus Groups – ‘Quantitative’ – Validation
Types of User Needs

- **Explicit**
  - precisely and clearly expressed or readily observable; leaving nothing to implication

- **Latent**
  - potentially existing but not presently evident or realized

- **Tacit**
  - knowledge that cannot be transferred to another person as a result of it being
Snickers
Step 1

- Assemble your team
  - Moderator speak
  - Photographer see
  - Writer hear
Step 2

- Define your Target Market and Location
Step 3

- Do a practice run – It will get better
Step 4

- Find Someone to talk to and observe
  - New comers (instructions), kids
  - Experienced Pros - Shortcut Takers
  - Different user types (more than the 50th percentile)
  - Early Adopters
Step 5a

- Moderator – Greet, and ask permission to study the user.
  - Stream of Conscious
  - Role Play
  - Their Ideas / Complaints
Step 5b

- Photographer
  - Work arounds
  - Look at Paths and surroundings
Step 5c

- **Writer**
  - guess what’s next
    (when it doesn’t line up... something's there)
  - Patterns and quirks
  - Streamline opportunities
Step 6

- Group similar User Needs (work back to tacit needs)
- Create a Problem Statement (How can we...)
- Brainstorm on the problem using various systems.
- Screen and Rank Concepts with your Target User in Mind
Example
Example

- Examples of Coffee Machine
- Examples of Task Analysis
Tips

- Start humbly...and a little dumb. If you go in knowing what to expect, you won't learn.
- Don't attempt to change behavior, work with it.
- Prototype often, so you can check with users.
- Stories are more powerful than a statistic.
- No such thing as a bad user, or user error - only opportunities.