

Observing the User Experience

A Practitioner's Guide to User Research

Mike Kuniavsky

MORGAN KAUFMANN PUBLISHERS

AN IMPRINT OF ELSEVIER

SAN FRANCISCO SAN DIEGO NEW YORK BOSTON

LONDON SYDNEY TOKYO

Contents

Preface	.xiii
PART I	
Why Research is Good and How It Fits Into Product Development 1	
CHAPTER 1	Typhoon: A Fable 3
	The Short History of Typhoon 4
CHAPTER 2	Do A Usability Test Now! 9
	A Micro-Usability Test 9
	What Did You Learn? 14
	What to Do Next 15
CHAPTER 3	Balancing Needs Through Iterative Development 17
	Success for End Users Is 18
	Success for Advertisers Is 20
	Success for the Company Is 23
	A System of Balance: Iterative Development 28
	Iterative Development and User Research 35
	Example: A Scheduling Service 36
CHAPTER 4	The User Experience 43
	Information Architecture 44
	Interaction Design 48
	Identity Design 50
	The User Experience Research 52

PART U

	User Experience Research Techniques	55
CHAPTER 5	The Research Plan	57
	Goals	57
	Schedules	65
	Budget	75
	Research Plan for Company X	77
	Maintenance	82
CHAPTER 6	Universal Tools: Recruiting and Interviewing	83
	Recruiting	83
	Interviewing	117
CHAPTER 7	User Profiles	129
	When to Do It	131
	How to Do It	132
	Using Profiles	150
	Example	155
CHAPTER 8	Contextual Inquiry, Task Analysis, Card Sorting	159
	Contextual Inquiry	160
	Task Analysis	182
	Card Sorting	192
CHAPTER 9	Focus Groups	201
	When Focus Groups Are Appropriate	202
	How to Conduct Focus Groups	207
	Focal Group Analysis	240
	Example	248
CHAPTER 10	Usability Tests	259
	When to Test	260
	How to Do It	264
	How to Analyze It	293
	Example	297

CHAPTER 11	Surveys	303
	When to Conduct Surveys	304
	How to Field a Survey	305
	How to Analyze Survey Responses	340
	Follow-Up and Ongoing Research	357
CHAPTER 12	Ongoing Relationship	367
	Background	368
	Diaries	369
	Advisory Boards	385
	Beta Testing	391
	Telescoping	393
	Taking the Longer View	393
CHAPTER 13	Log Files and Customer Support	395
	The Customer Support Process	396
	Collecting Comments	397
	Reading Comments	398
	Organize and Analyze Them	399
	Log Files	402
	What's in a Log File, and What's Not	403
	Logs and Cookies	406
	Some Useful Metrics	409
	Extracting Knowledge from Data	414
CHAPTER 14	Competitive Research	419
	When Competitive Research is Effective	420
	Competitive Research Methods	421
	Analyzing Competitive Research	431
	Acting on Competitive Research	433
	Example: A Quick Evaluation of ZDNet	434
CHAPTER 15	Others' Hard Work: Published Information and Consultants	439
	Published Information	440
	Hiring Specialists	447
CHAPTER 16	Emerging Techniques	459
	Variations on Techniques	459
	<i>Combining</i>	469

PART 111

Communicating Results	477
CHAPTER i? Reports and Presentations	479
Preparation	480
The Report	483
The Presentation	494
CHAPTER is Creating a User-Centered Corporate Culture	505
Integration	506
Justification	516
What If It's Too Difficult?	525
The Only Direction	527
Appendix A: The Budget Research Lab	529
Appendix B: Common Survey Questions	532
Appendix C: Observer Instructions	538
Bibliography	542
Index	545
About the Author	560