

CONTENTS

Preface and acknowledgements x

01 Introduction: why is user research so important? 1

What is user research? 1

Who is this book for? 1

Why do user research? 3

What will you learn in this book? 5

PART ONE The fundamentals: What good research looks like 11

02 Planning, objectives and legalities in user research 13

When is the right time to do user research? 13

Be clear what your research is about 15

Be aware of the ethical and legal issues 15

Planning your user research 19

03 Best practice in user research: who, what, why and how 31

Who should be involved in your research? 31

How do you get the right participants? 33

Incentivizing people to take part 39

Understanding the importance of observation 48

Asking the right kind of questions 50

Accessibility and inclusion 61

04 Managing user research logistics: agencies, facilities and contracts 65

Logistics 65

Hiring agencies, choosing facilities, signing contracts 67

Part One summary 69

PART TWO Selecting and using user research methods 71

05 Usability testing: observing people doing things 75

What is usability testing? 75

The fundamentals of moderated usability testing 76

The fundamentals of unmoderated usability testing 89

Summary of usability testing 97

06 Content testing: what do people think your content means? 100

What is good content? 100

What content testing is good for 100

What content testing is not good for 101

Effort required to do this kind of research 101

When to use content testing 101

How to test the effectiveness of content 101

07 Card sorting: understanding how people group and relate things 106

What is card sorting? 106

What card sorting is good for 106

What card sorting is not good for 106

When to use card sorting 107

Effort required to do this kind of research 109

How to do card sorting 109

Tools for card sorting 118

Summary 119

08 Surveys: how to gauge a widespread user response 121

What are surveys? 121

What surveys are good for 121

What surveys are not good for 122

When to do a survey 122

Effort required to do this kind of research 122

How to do surveys 123

Survey tools 127

09 User interviews: understanding people's experience through talking to them 129

What are user interviews? 129

What user interviews are good for 129

What user interviews are not good for 129

When to do user interviews 130

Effort required to do this kind of research 130

How to do user interviews 131

Interview tools 139

10 Diary studies: how to capture user research data over time 141

What are diary studies? 141

What diary studies are good for 141

What diary studies are not good for 141

When to do a diary study 142

Effort required to do this kind of research 143

How to do a diary study 144

Diary study tools 147

11 Information architecture validation: does the structure of your information work for your users? 152

What is information architecture? 152

What information architecture validation is good for 152

What information architecture validation is not good for 153

When to do information architecture validation 153

Effort required to do this kind of research 153

How to do an information architecture validation 154

Survey tools 158

- 12 Ethnography: observing how people behave in the real world 160**
- What is traditional ethnography? 160
 - What ethnography is good for 160
 - What ethnography is not good for 161
 - When to use ethnography 161
 - Effort required to do this kind of research 161
 - How to do ethnography 162
 - Extending your ethnographic reach with mobile devices 162
 - Ethnography tools 163
- 13 Contextual inquiry: interviewing people in their own environment 166**
- What is contextual inquiry? 166
 - What contextual inquiry is good for 166
 - What contextual inquiry is not good for 167
 - When to use contextual inquiry 167
 - Effort required to do this kind of research 168
 - How to do contextual inquiry 169
 - Tools 172
- 14 A/B testing: a technique to compare different options 173**
- What is A/B testing? 173
 - What A/B testing is good for 173
 - What A/B testing is not good for 174
 - When to use A/B testing 175
 - Effort required to do this kind of research 175
 - How to do A/B testing 176
 - Tools for A/B testing 178
- 15 Getting the best out of stakeholder workshops 180**
- What is a stakeholder workshop? 180
 - What stakeholder workshops are good for 180
 - What stakeholder workshops are not good for 181

When to use workshops 181
Effort required to do this kind of research 182
How to run a workshop 183
Workshop tools 187

16 Guerrilla research: running fast-paced research in the real world 191

What is guerrilla research? 191
What guerrilla research is good for 191
What guerrilla research is not good for 192
When to use guerrilla research 192
Effort required to do this kind of research 192
How to do guerrilla research 193
Tools for guerrilla research 194

17 How to combine user research methodologies 196

Where to start when advocating user research 196
Common research scenarios and combining methodologies 199
Part Two summary 204

PART THREE Analysing and presenting your data 205

18 Content analysis: a method of coding and making sense of your qualitative data 209

How to do content analysis 209
Advantages of content analysis 212
Disadvantages of content analysis 212

19 Affinity diagramming: understand your data through identifying its themes 213

How to do affinity diagramming 214
Analysis through group work 214

- Putting it all together 215
- Advantages of affinity diagramming 217
- Disadvantages of affinity diagramming 217
- 20 Prioritizing issues and user needs: what's important and what to work on next 218**
 - Cataloguing issues from qualitative data 219
 - Cataloguing issues from quantitative data 222
- 21 Making recommendations: how to make your research findings actionable 226**
 - What kinds of things can you recommend? 226
- 22 Creating executive summaries and detailed reports to present results 228**
 - Report structure 229
- 23 Using video playback to present your research results 233**
 - How to edit your user research videos 234
- 24 Using personas to communicate user characteristics and behaviours 235**
 - What are personas? 235
 - What to include in your persona 236
 - How to present your personas 238
- 25 Using mental models to visualize how users think and identify opportunities 241**
 - How to create your own mental model 243
- 26 Using journey and experience maps to visualize user research data 247**
 - How to create an experience map 249

- 27 Using scenarios and storyboards to represent the user journey 253**
How to create scenarios 254
How to create storyboards 255
- 28 Using infographics to translate numerical and statistical data 257**
How to make effective infographics 257
Making use of available tools 259
- 29 How to recommend changes to visual, interaction and information design 265**
Tools 266
- Conclusion 268**
- Index 271*