

Observing the User Experience

CHAPTER SIX

Universal Tools: Recruiting + Interviewing

A researcher's dream

- Someone who will give me good feedback on my research and is willing to interview and I haven't asked
- more \$\$\$

TOOL #1 Recruiting

Keyword: **target audience**

STEPS

1. determine your target audience

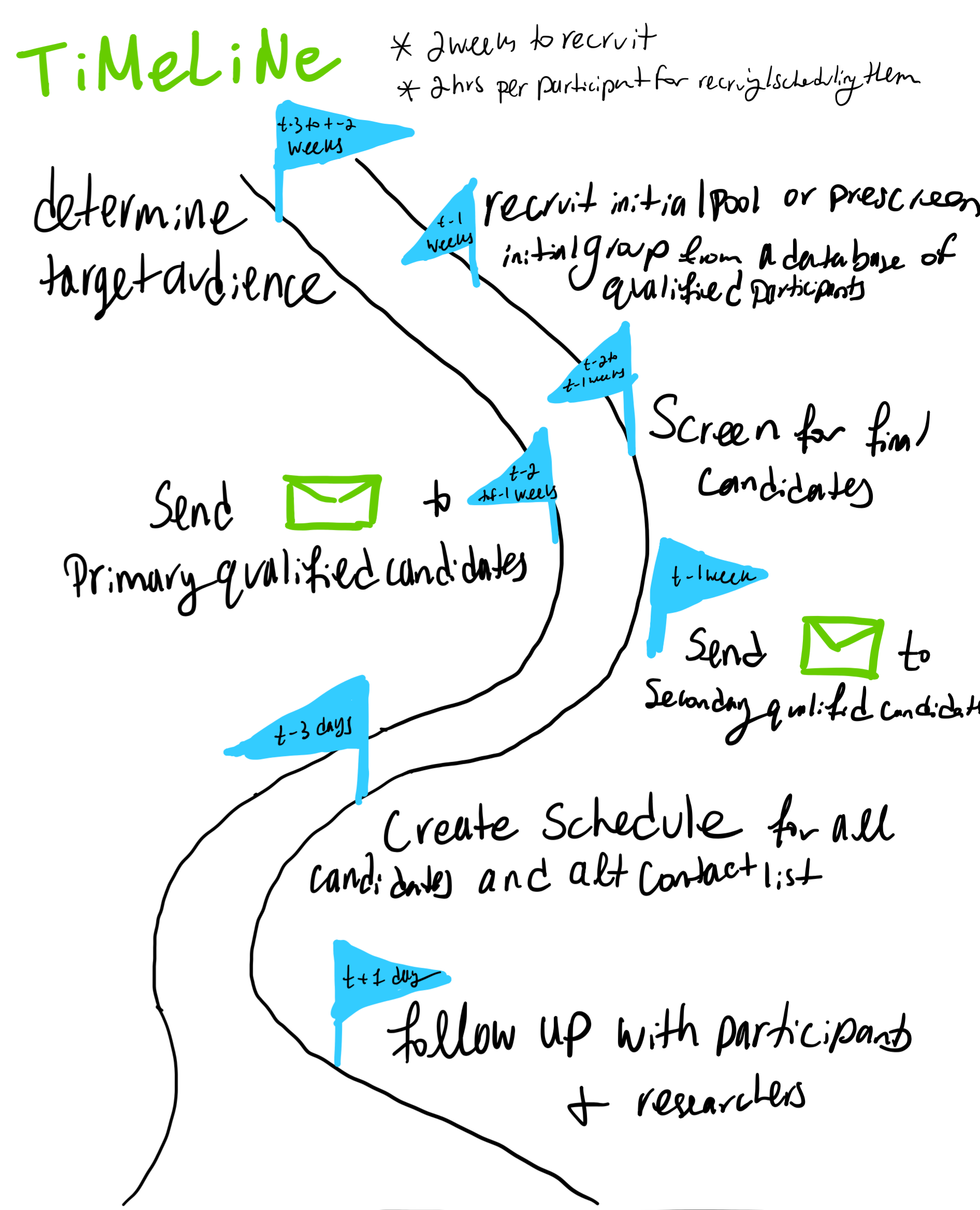
look at your product → Compile an AUDIENCE Profile

- demographic profile → Physical + job characteristics
- web use
- technical profile → Computer exp.

What kind of people will give the best feedback of your product?

Do you want to interview?

definition
the process of FINDING, INVITING, SCHEDULING the right people for your research



2. finding representative members from target audience

Find people by using either

Personal DATABASES

- * need to build your own
- * time consuming
- * could hire professional service to build for you
- * multi use

Commercial DATABASES

- * thousands of people
- * straight forward
- * easy to screen basic with a **Screen**

Recruit friends + family
Then Recruit more expand by community email lists, neighbors, ask your users, new employees, past research participants, ads, billboards

THE Screener!

the screener is a script that identifies people who would give good feedback for your research
a GOOD screener will give you the ppl who will care to answer about your product

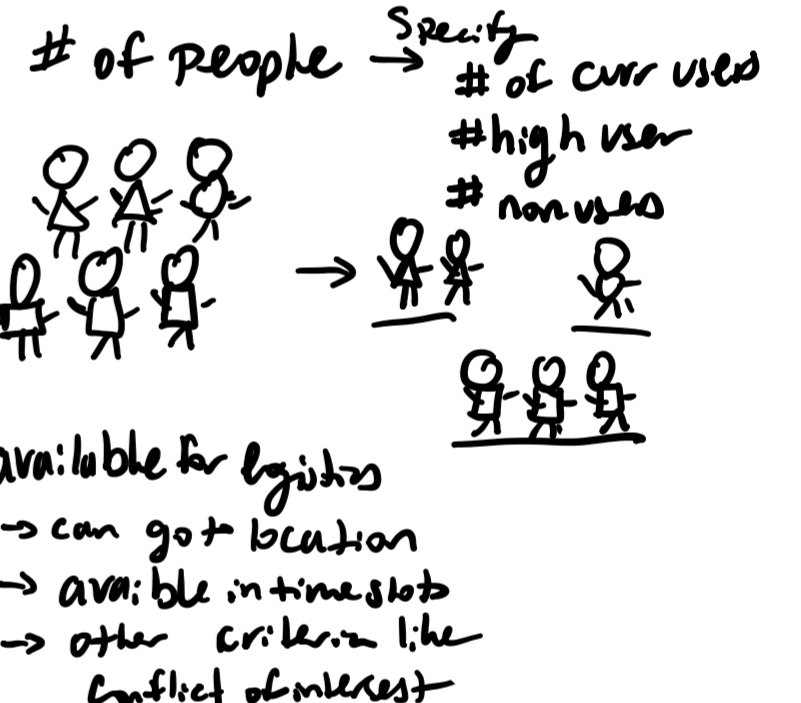
Rules of the trade

- 20 questions
- Short: 5 to 10 min.
- CLEAR + SPECIFIC
- Forgo
- ask for exact dates, times, practices
- question direct purpose
- general question → specific
- no leading Q
- State the format of the research
- build inflexibility in answers

Example Format

- Research introduction + recruiter introduces themselves
- * states ideal target audience
- participant introduction
- Main set of questions and selection criteria

Example Target Audience



TIPS

- open ended questions to test if articulate
- questions script has follow if like answer then go to next # else TERMINATE
- check criteria data like age

3. Convincing them to participate in research

Scheduling

Give people their preferences and control over schedule as it makes them feel like their input is really valued and will more likely commit to it

Give back up times

Straight forward invite with clear details

No-Shows

avoid by booking extra ppl or plan makeups

Snowy Days

might have to cancel for weather

- restate research purpose
- why participant is important
- Participation compensation \$\$\$
- research location + time

RECRUITING THE WRONG PPL

can be a result of ~ faulty screener, ~ forgotten criteria, ~ recruiter always chose minimal criteria

BIAS will always exist account bias!

ANON ? will stating the company you work for cause bias?

Two things you can do

- CANCEL
- Make it work

X DO NOT re-recruit until you figured out why you ended up w/ wrong ppl

Incentive

the best will always be **CASH** but sometimes other incentives are better like charity, restaurant experience, etc

Beware of **Free** or **Cheap** labor

↳ often a group who have lots of time on their hands, eager to talk or really need the \$ and either don't fit needed criteria

- | | |
|---------------------------------|----------------------------|
| Pros | Cons |
| * do work for you | * money |
| * can be screener | * need to explain criteria |
| * all have databases + contacts | |
| * confirm availability for you | |

Professional Recruiters

contact American market research association
look for "market research"

TOOL #2 Interviewing

nondirected interviewing

the process of conducting interviews that do not lead or bias the answers

↳ leads to neutral interviews
↑ confidence results
↑ quality results

always video tape interview when possible

Question Guide/che

- focus on immediate experience
- non judgemental ques
- focused on ONE topic
- avoid binary ques

AVOID

- * close-ended questions
- * ques w/ complex design bugs
- * loaded / double meaning words
- * predicting the future
- * leading questions

Interview Guide

- Define terms
- Don't force opinions
- restate answers
- follow up w/ examples
- Use art + fact
- check your expectations
- never say participant is wrong
- listen carefully
- stay simple
- review tapes

