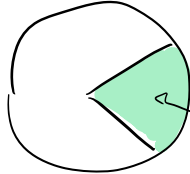


UNIVERSAL TOOLS

~ RECRUITING ~

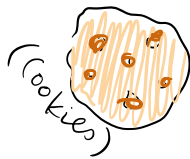
→ process of finding, inviting & scheduling the right people for your research

① determine target audience

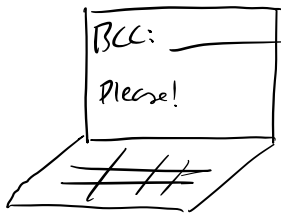


college students, interested in XYZ

demographic Web use technological

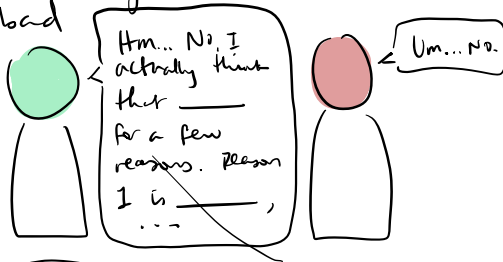


② finding representative members of audience



- database of initial responses
→ primary & secondary lists
- screener

→ filter good responders from bad



→  ,  , etc.

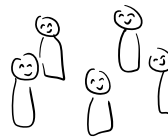
~ INTERVIEWING ~

- usability interview

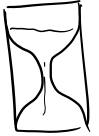
→ formal, standardized, nondirected

- structure

① Introduction



I feel comfortable here



② Warm-up



the product
???

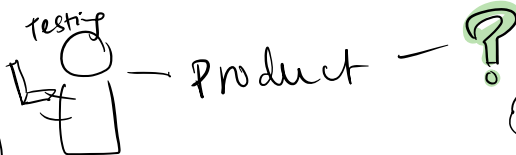
③ General issues

attitudes expectation assumptions
experiences
issues that surround product & its use

NAME OF PRODUCT

④ Deep focus

testing

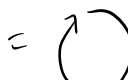


⑤ Retrospective

⑥ Wrap-up



(wrap)



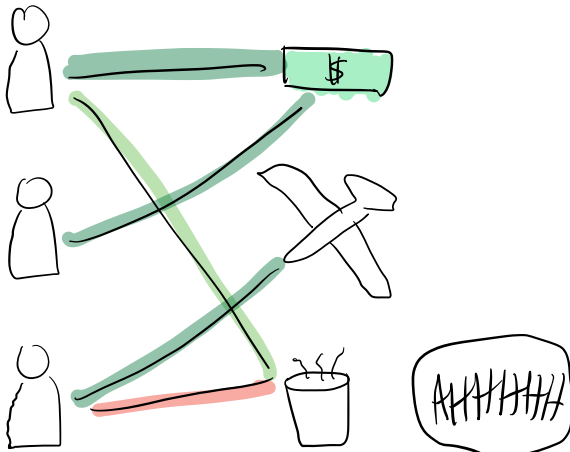
full circle

• scheduling

③ convincing them to participate



incentive depends on audience



PITFALLS

• wrong people

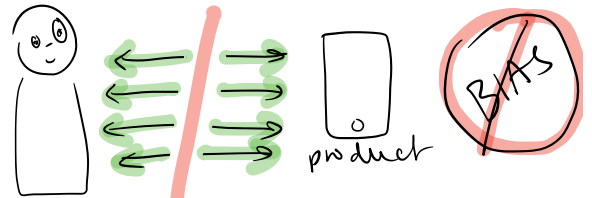
• bias

• anonymity

• building & space prep



NONDIRECTED INTERVIEWS



(temporarily) cut all ties, just ask g's experience, not extrapolation

INS

OUTS

Is this feature valuable to the work you do right now?

Is this a useful feature?

Individual experience

Is it available right now, would you use it? why?

Is this interesting to you?

Immediate experience

Is there any way you'd like to use a feature like this?

Don't you think that...

Narr judgmental

?

AND/OR

?

SINGLE TOPIC

Rate from 1-5 how important feature A is

Which feature is most important, A, B, C...?

open-ended, not binary

Define terms



Use artifacts



Never say
participant is wrong

Question
asked

Keep it simple (Silly)

