

Class 4

1. Requirements gathering
2. Observing your users
 - a. Direct Observation
 - i. Styles
 1. Field Studies
 2. Controlled Studies
 - ii. Limitations/Problems
 1. Single Pass
 2. Classifying what is important
 3. Obtrusive
 4. Can effect user actions
 - iii. Example scenario pg 30
 - b. Indirect observation
 - i. Styles
 1. Video
 2. Action recording
 - ii. Limitations/Problems
 1. Adds more analysis
 2. Again is obtrusive
 3. Logistics of the recording
 - iii. Example Scenario pg 32
3. Interviewing your users
 - a. Styles
 - i. Structured
 - ii. Unstructured/Flexible
 - b. Important areas
 - i. Making the interviewee comfortable
 - ii. Deciding on level of structure
 - iii. Developing good questions that are not leading
 - iv. Recording
 - c. Testing
4. Questionnaires and surveys
 - a. Types of questions
 - i. Closed
 1. Rating Scales
 2. Semantic differential
 3. Likert Scale
 - ii. Open
 1. What do you...
 2. How do you...
 3. What ways...
 - b. Important areas
 - i. Make process easy for the user. Simple and short.
 - ii. Clear unambiguous questions
 - iii. Ensure the questions are asking what you need to know
 - iv. Provide some extra input such as comment box

- c. Testing
- d. Statistics connection