BETTER SOFTWARE THROUGH USER RESEARCH

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HELLO!

- first contact with Linux in 1994
- contributions to KDE since 2007
- co-built the Qt Developer Network, and transitioned it to qt-project.org
- now UX Designer at CFEngine AS
- lives and loves in Oslo, Norway
WE’RE HIRING

take a look at http://cfengine.com/jobs for details
“IT’S NOT ROCKET SURGERY”

Steve Krug. Don’t Make Me Think.
em·pa·thy

noun [mass noun]
the ability to understand and share the feelings of another
LEAVE THE HOUSE
SEE WITH NEW EYES

• go where your audience is
• read what your audience reads
• watch what your audience watches
• do what your audience does
• think how your audience thinks
ASK
RULES OF THUMB

• define your goals and objectives
• address your own bias
• avoid leading questions
• ask open questions
• give precise instructions

• use clear, simple language
• ask one thing at a time
• use consistent rating scales
• only ask for information you need
INTERVIEWS & SURVEYS

OFFLINE

• write a script!
• stick to your questionnaire
• combine with other research

ONLINE

• keep it under 5 minutes
• Survey Monkey – http://www.surveymonkey.com
• Google Docs – https://drive.google.com/
OBSERVE
WHAT TO LOOK FOR

• general task flows – understand what people do

• workarounds, hacks & “creative solutions” – learn what people are solving

• home-grown tools & unintended usage – they present great design opportunities

• things people complain about – find their biggest pain points
PROTOTYPE
LO-FI TO HI-FI

• paper is cheap – start with simple sketches
• skip hi-fi wireframes – you won’t need them
• build HTML prototypes – fake as much functionality as possible
TEST
preparation

noun [count noun]
something done to get ready for an event or undertaking
PREPARATION IS KEY

• plan well ahead

• allow enough time for recruiting and preparations

• ideally 5 to 8 users who match your audience, or test more often with less users

• prepare a test script with introduction, tasks, and debriefing

• make a list of things you need to take with you

• keep the test below 45 minutes

• practice the test with a friend or colleague
THE REALITY CHECK

• stick to your script – it will help you to stay focused
• listen actively – try to understand frustrations and wishes
• look behind the scenes – don’t take all statements literal
• take notes or record a screencast – don’t just trust your memory
• fix the easy wins between tests – you’ll discover different problems in the next one
CONCLUDE
REVIEWING THE DATA

• keep asking “why?” – understand the motivation

• do not take all feedback literally – get down to the underlying problem

• pay attention to the hard problems – users usually recover from the other ones by themselves

• plan more tests if you can’t get to the bottom of something
COMMERCIAL BREAK
JOIN THE GAME

sign up at http://jointhegame.kde.org
to become a supporting member of KDE e.V.
LEARN MORE
BOOKS


ONLINE MAGAZINES

• Jakob Nielsen’s Alertbox – http://www.nngroup.com/articles/

• UX Design on Smashing Magazine – http://uxdesign.smashingmagazine.com/

• UX Magazine – http://uxmag.com/

• UX matters – http://uxmatters.com/
THANK YOU
download the slides from http://troubalex.de
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