

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

prep · a · ra · tion

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

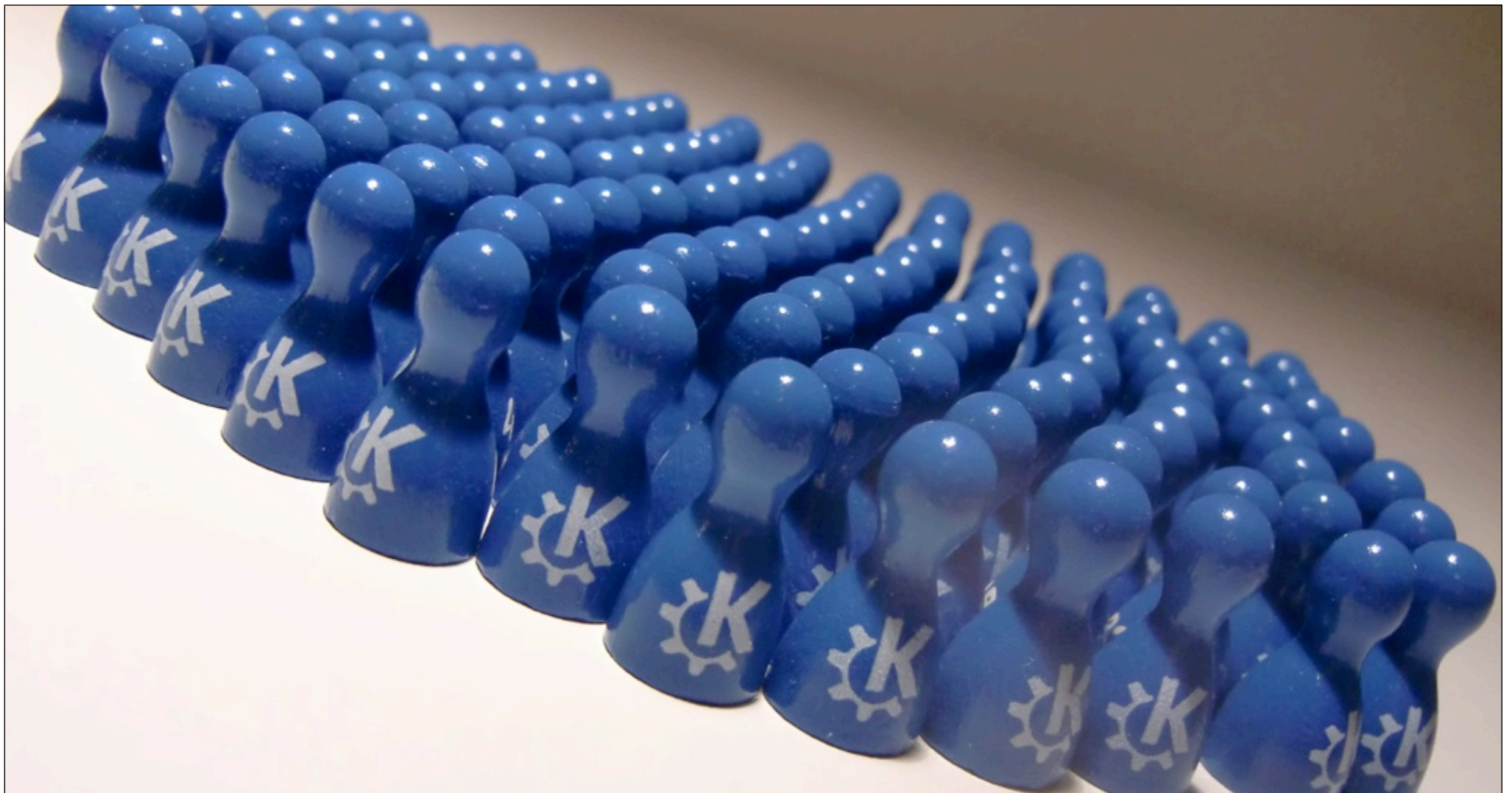
- stick to your script – it will help you to stay focused
- listen actively – try to understand frustrations and wishes
- look behind the scenes – don't take all statements literal
- take notes or record a screencast – don't just trust your memory
- fix the easy wins between tests – you'll discover different 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

- Steve Krug. Rocket Surgery Made Easy: The Do-it-yourself Guide to Finding and Fixing Usability Problems. New Riders, 2010.
- Cennydd Bowles, and James Box. Undercover User Experience: Learn How to Do Great UX Work with Tiny Budgets, No Time, and Limited Support. New Riders, 2011.
- Nate Bolt, and Tony Tulathimutte. Remote Research: Real Users, Real Time, Real Research. Rosenfeld Media, 2010.
- Mike Kuniavsky. Observing the User Experience: A Practitioner's Guide to User Research. Morgan Kaufmann, 2003.

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>
cc-by-sa 2.0 – Alexandra Leisse – @troubalex