

Conducting face-to-face user testing

Up close and personal

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Discovering UX through psychology



3 July, 2018

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Studying psychology

The 'Stroop' Effect

Name the INK COLOUR of each word as quickly as you can...

Studying psychology

Blue

Red

Green

Yellow

Red

Green

Blue

Red

Yellow

Green

Red

Studying psychology

NEUTRAL

Cadet

Emulsion

Hoop

Pavement

Courier

Apartment

Percent

Engineers

Level

Associate

Bound

THREAT

Corpse

Ambulance

Embarrassed

Paralysed

Emergency

Ashamed

Blunder

Coffin

Lonely

Pathetic

Harm

PLEASURE

Cuddle

Kiss

Caress

Bliss

Ecstatic

Adventure

Love

Pleasure

Passion

Euphoria

Affection

Psychology and UX

- Dominant response tendencies
... To read a word
- Distraction by emotional/salient content
... S l o w i n g r e s p o n s e s
- Differentially motivated
... *Individual* DIFFERENCES

Psychology and UX

- Consider different factors that might account for results

| | | |
|-----------|-------------|-----------|
| Cadet | Corpse | Cuddle |
| Emulsion | Ambulance | Kiss |
| Hoop | Embarrassed | Caress |
| Pavement | Paralysed | Bliss |
| Courier | Emergency | Ecstatic |
| Apartment | Ashamed | Adventure |
| Percent | Blunder | Love |
| Engineers | Coffin | Pleasure |
| Level | Lonely | Passion |
| Associate | Pathetic | Euphoria |
| Bound | Harm | Affection |

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INDEPENDENT EVALUATIONS

products, solutions,
interventions, experiences



TESTING

A/B, in field
closed, open



USER CENTRED RESEARCH

user needs, UX
concept development



GUIDELINES

usability, accessibility
behaviour change



BUSINESS STRATEGY

value chain, business models
strategy for market entry



PRAGMATIC SOLUTIONS

cost-effective, to budget
to schedule



What is face-to-face research?

Synchronous, real-time, two/multi-way

Structured, unstructured

Qualitative, quantitative

Formal, informal

Spontaneous, generative, prepared

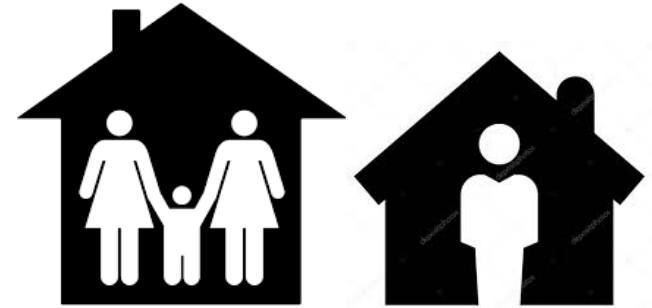
Real world, online

Context is key...

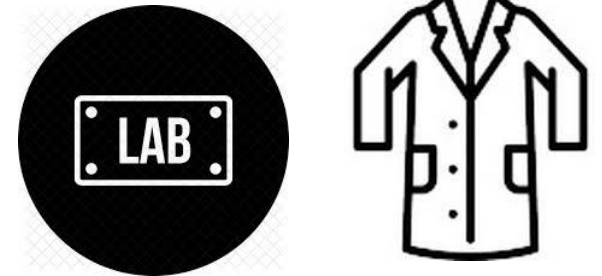


Context is key

In-home



Lab-based



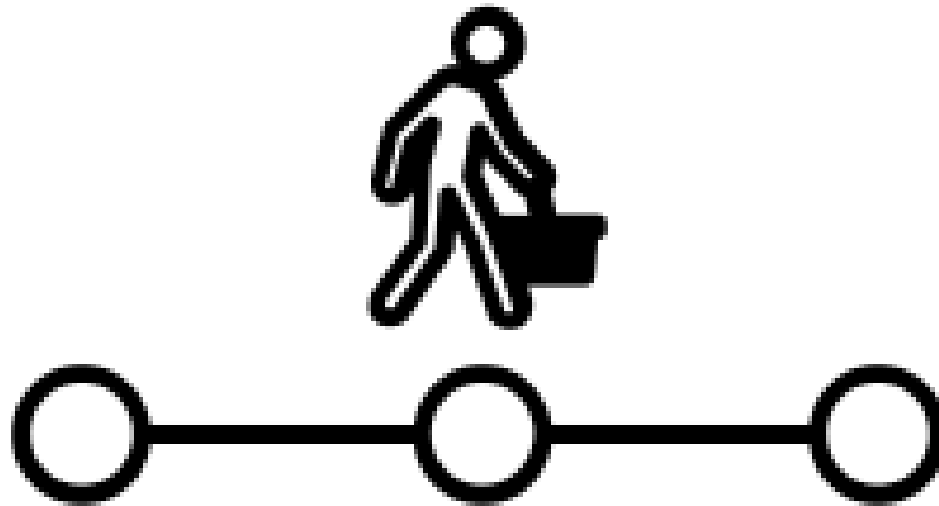
Neutral/public space



Digital spaces

What are we 'testing'?

Elements of experience (e.g., satisfaction) at a point in time



Where are users in the journey?

What questions are we asking?

Why do face-to-face research?

It provides personal contexts (types of stories)

It scopes the problem space

It can allow dynamics to emerge

It enables some control

It is a powerful source of data

Triangulate sources



We can see the same things differently

Types of face-to-face methods

Interviews

Focus groups

Cognitive walk-throughs

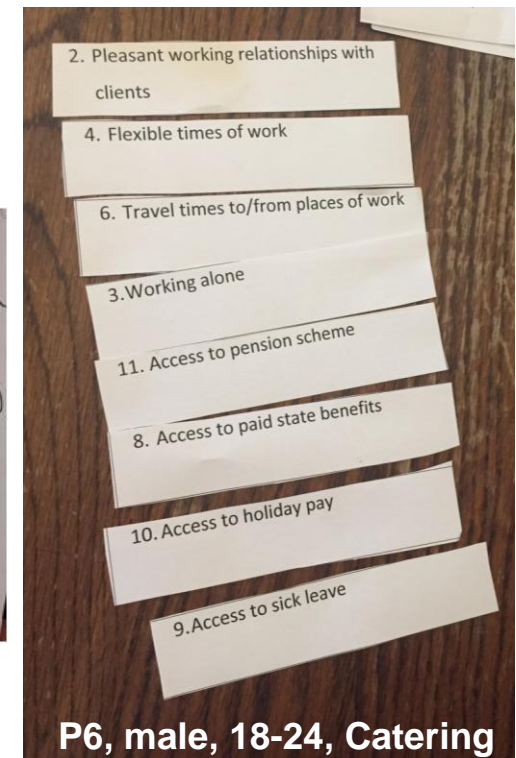
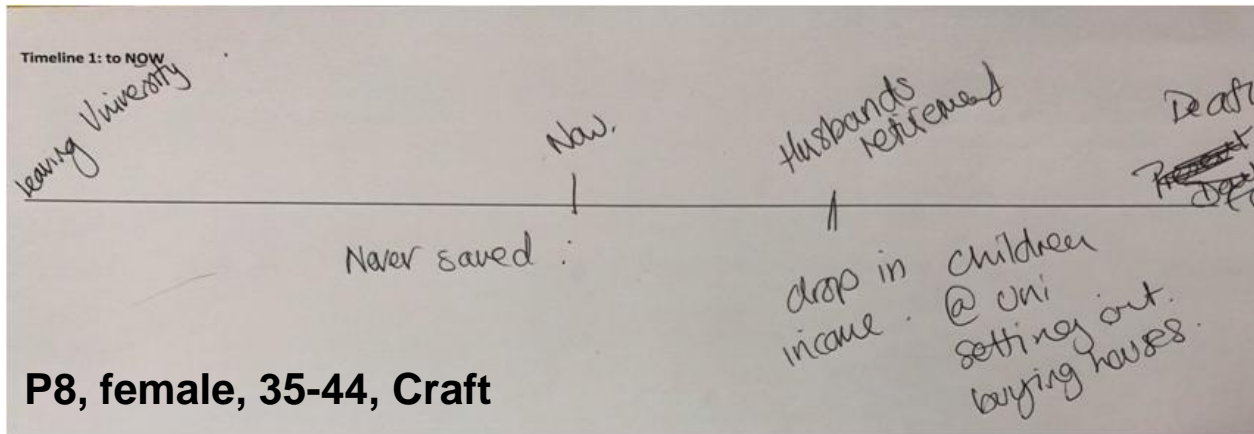
Empirical lab trials

The procedure may allow for questionnaire/survey methods too

Interviews

Pensions project

- Formative, 'journey'
- 13 semi-structured: in-home, with questionnaire
- Representativeness: Sample and context
- *Activities: Card sort and Timelines*



Focus groups

Immersive content evaluation project

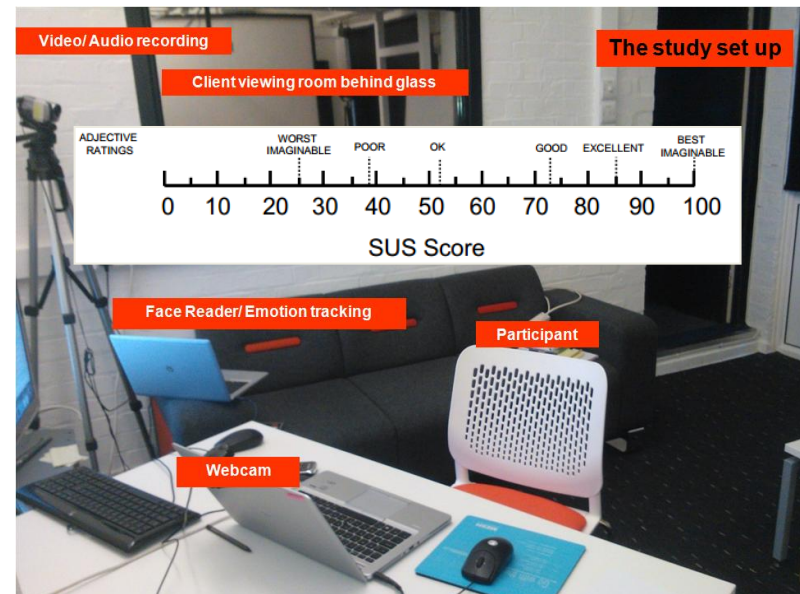
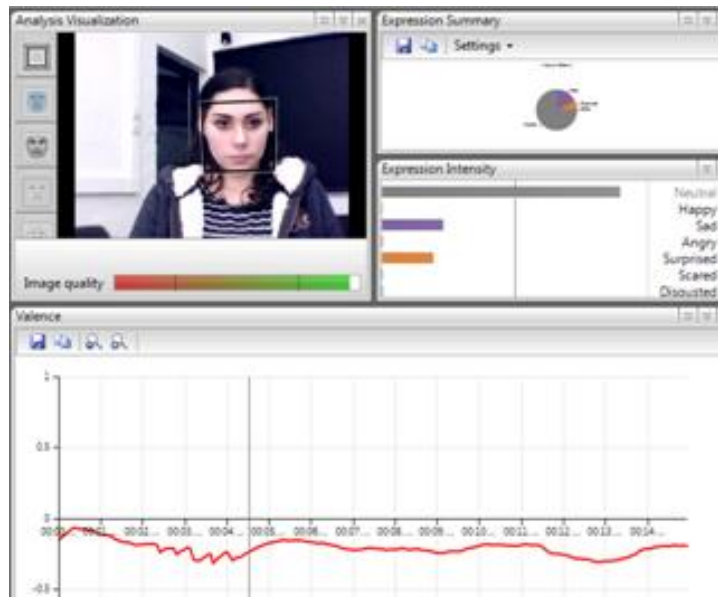
- Formative, 'impact'
- 3 targeted groups, large office spaces
- Relevant stakeholders and users (with/without experience)
- *Share a recent impactful curated creative experience*



Cognitive walk-throughs

Online weather service project

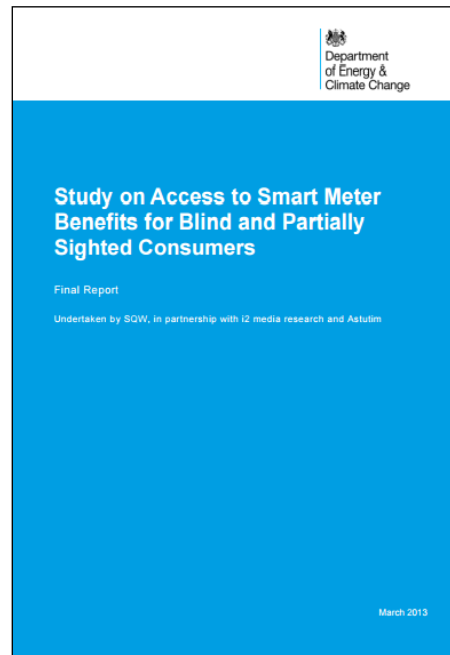
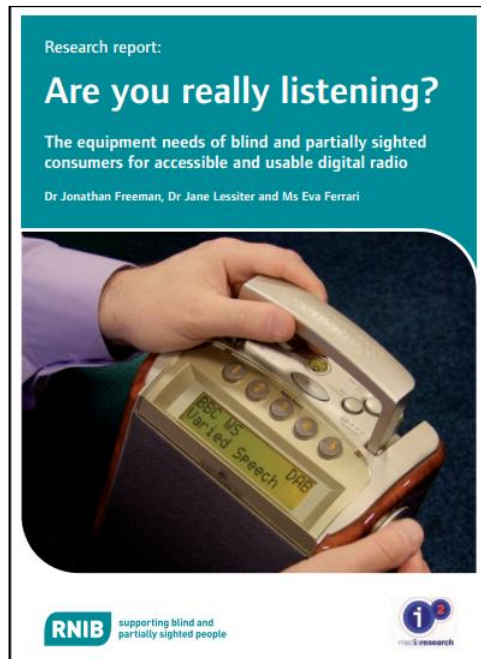
- Evaluative, 'conversion'
- One-to-one lab test, post-test interview, questionnaire
- Live and reflection, cognitions, behaviours, emotions
- *Task based/Explore: e.g. Search place/ is it going to rain in next 2 hrs?*



Cognitive walk-throughs

Digital radio/smart meter projects

- Evaluative, One-to-one in-home interviews
- Participants with sight loss
- *'Out-of-the-box experiences' (OOBEs)*



Importance of accessibility

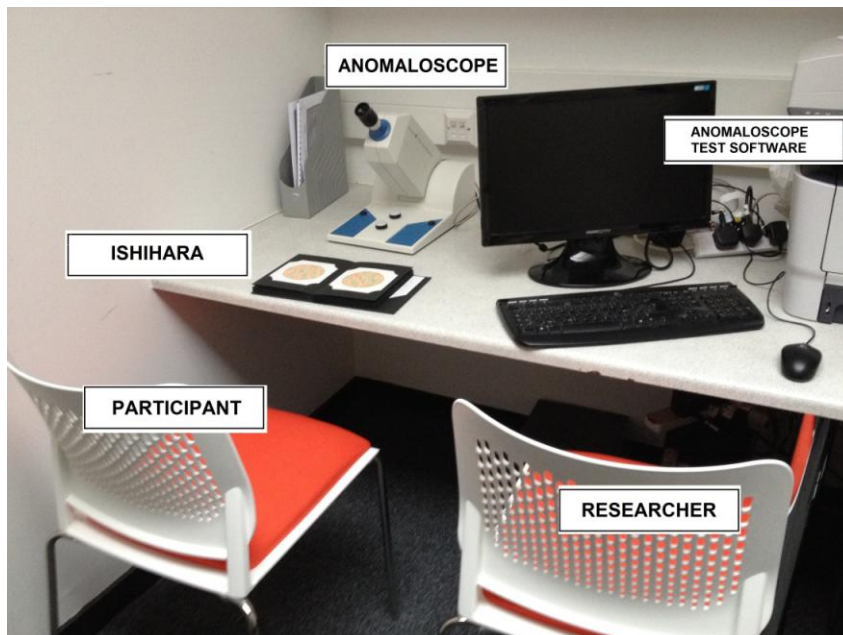
“If they’re gonna use websites and things like that, get in touch with people who are visually impaired to test them for you, listen to what they say.”

(male, 31-60, mild sight loss, PC, lives alone, no pre-pay)

Empirical lab trials

Video enhancement technology for colour blind viewers

- Evaluative, repeated measures design, controls, calibration
- One-to-one lab based trials and post-test feedback (CB/not)

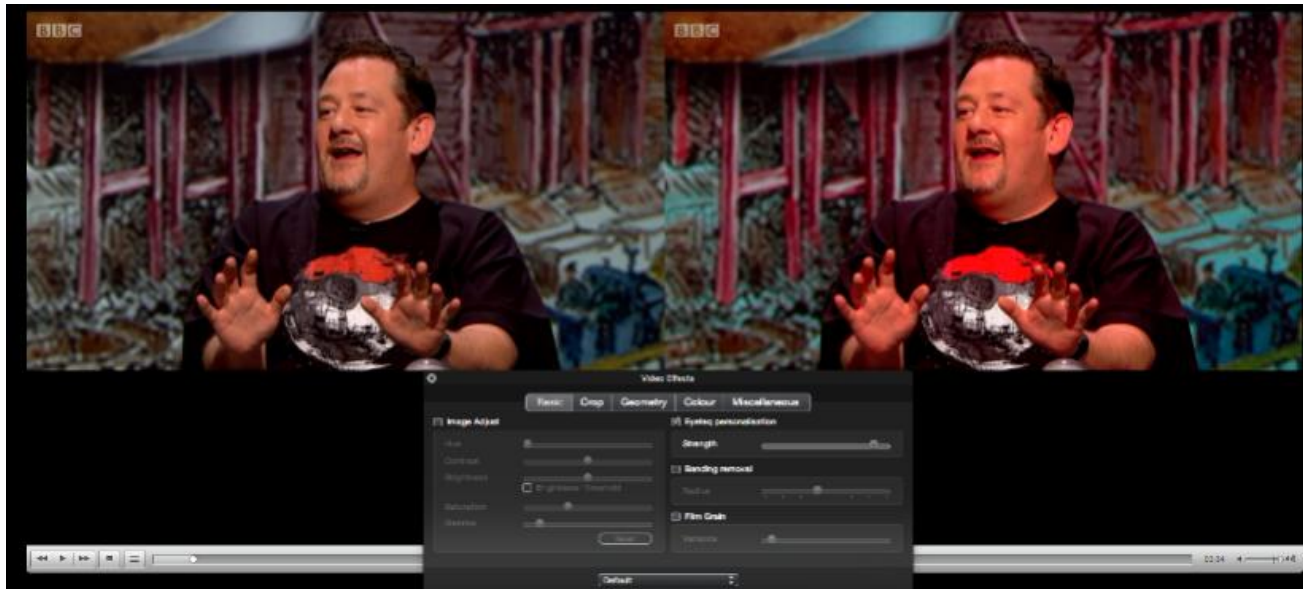


Getting the conditions right



100% ET B
ET1

100% ET A
ET2



Measuring experience

| POST VIEW EVALUATION (full video) | |
|-----------------------------------|---|
| 1) | Overall was the colour in the video you just viewed....? (tick ONE) |
| <input type="checkbox"/> | Acceptable |
| <input type="checkbox"/> | Unacceptable |
| 2) | How much of the time was the picture acceptable....? (tick ONE) |
| <input type="checkbox"/> | None of the time |
| <input type="checkbox"/> | Some of the time |
| <input type="checkbox"/> | Most of the time |
| <input type="checkbox"/> | All of the time |
| 3) | Thinking of the video you just viewed, how INTERESTING was it for you? (tick ONE) |
| <input type="checkbox"/> | Extremely |
| <input type="checkbox"/> | Very |
| <input type="checkbox"/> | Moderately |
| <input type="checkbox"/> | A little |
| <input type="checkbox"/> | Not at all |

“It’s just the colour saturation [of ET], it’s a better spectrum, it really jumps out at you from the screen. It feels like it’s better quality, seems more appealing ... I’d still probably watch the [REF], it’s just that it looks washed out.”
(P48, ET = 61.76%)

[referring to preferred REF image]
“... because it’s what I’m used to, the grass is greener on the right [ET], a little too unnatural”
(P19, ET = 88.91%)

Importance of sampling

Who is being tested?

How many are being tested?

Recruited from where?

Representative of your population of users?

Motivation to take part?

Who's missing? Why?



Inclusive, professional, ethical research

Summary

Bias Expectations

Control Rule out competing explanations

Defaults Emotional sensitivities, personality

Difference Welcome diversity

Impacts Behavioural responses

Journey Events, moments, moods, stage

Sample Targets, representation



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