How to watch and learn about people

A primer on design research

Design the right thing,

before designing the thing right

A solution can only be as good as the depth of understanding of the problem

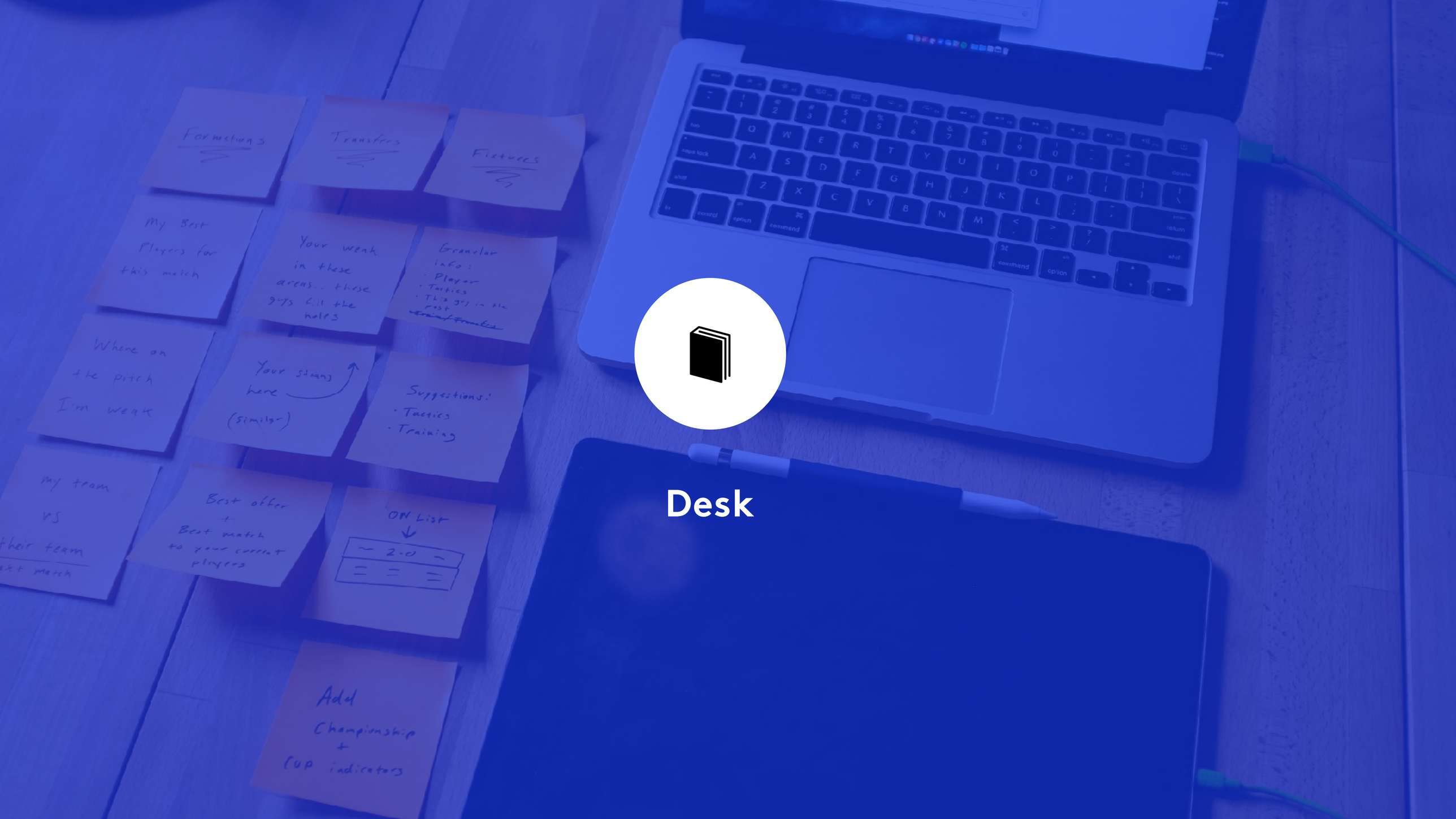
Research enables us to gain that understanding and to empathize with others

Desk

Observation

Experience it

Interviews


Formations
Transfers
Fixtures
My Best Players for this match
Your weak in these areas... those guys fill the holes
Granular info:
· Player
· Tactics
· This guy in the past
Where on the pitch I'm weak
Your strong here
(similar)
Suggestions:
· Tactics
· Training
My team VS their team
Best offer + Best match to your current players
ON List
2-0
Add Championship + Cup indicators

Desk

Desk research

Primary domain

Analogous domains

Competitors

Primary domain

The immediate domain to what you’re working on.

Analogous domains

Finding best in class / accessible experiences that are similar to what you're working on so you can learn from them.

Competitor

Find who is doing something similar to what you’re working on. Learn what worked / didn’t work for them.

Document findings as you go

Collect links

Take screenshots

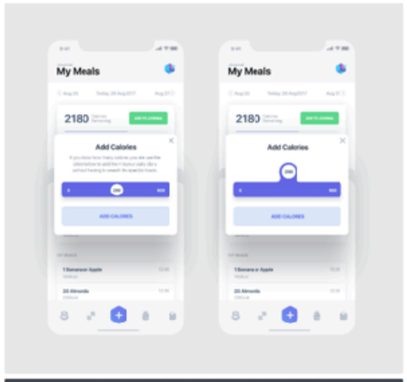
Summarize findings

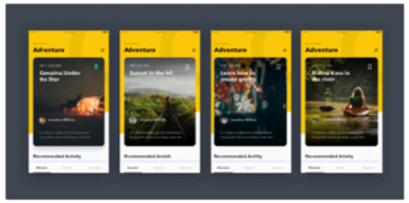
Make it easy for you to review later

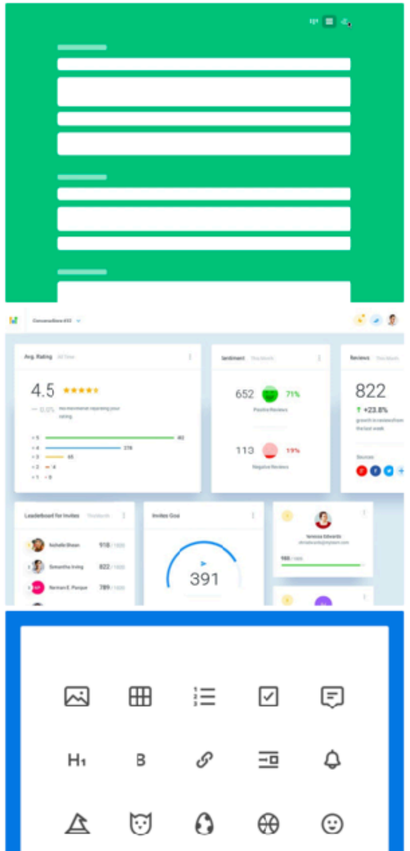
LifeCo / Inspiration

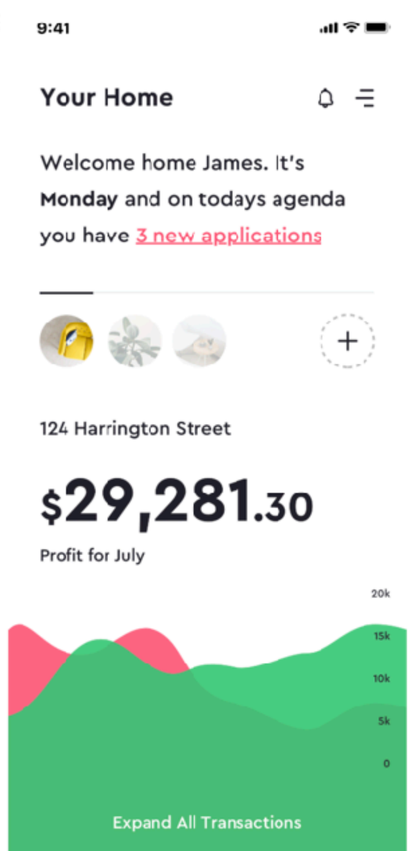
Share Updates Favorite

Inspiration









Share Updates Favorite

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components

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ebpage / UI

/ passages

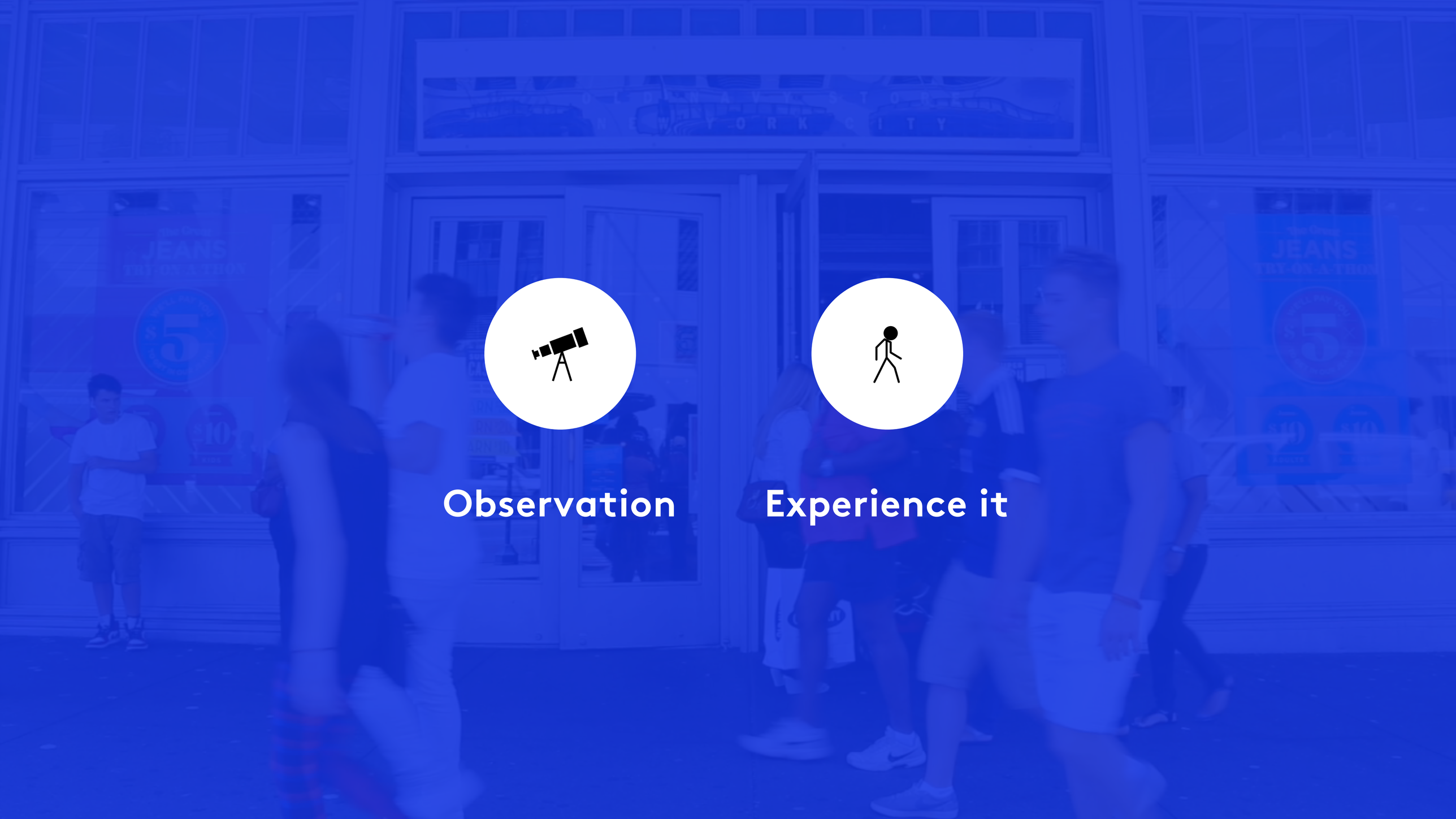
Decision Trees

What makes up a Decision Tree:

- Images
- Single UI components
- Parts of a webpage / UI
- Parts of a server system
- User types
- Code blocks
- Paragraphs / passages

What paths are in a Decision Tree:

- Straight
- Fork
- Decision fork



Observation

Experience it

“The starting point for most of our projects is observation in it’s natural setting.

We notice what people already do intuitively. That helps us make predictions about how people interpret this things we design.”

-Jane Fulton Suri, IDEO

Observation

Go to where your users go

See what they do

Keep your eyes open

First hand experience

Go to where your users go

Do what they do

Confront your assumptions

Key things to look for and document

Obstacles & challenges

Artifacts

Workflows

Goals

Workarounds

Environment

Emotional state

Workarounds

People are already solving their problems somehow. These workarounds are so unconscious people don’t realize that they do it.

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Activities

What are people doing and what do they want to accomplish?

Environments

Where do all of the activities take place?

Interactions

When do people interact with each other? with objects? why?

Objects

What objects are used? why? are they used correctly or out of context?

Users

Who all is involved?

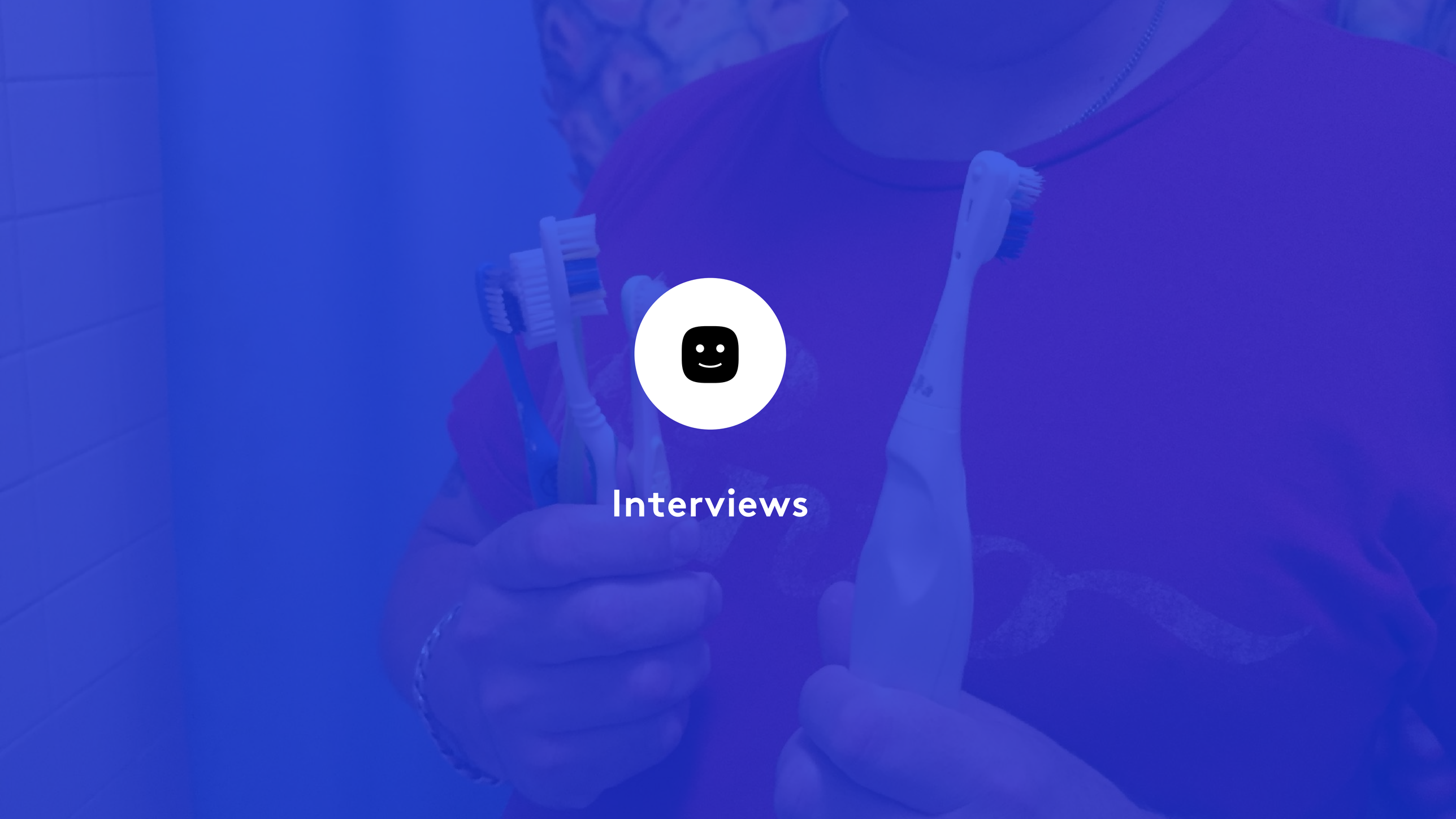
Pro tips

Always be documenting

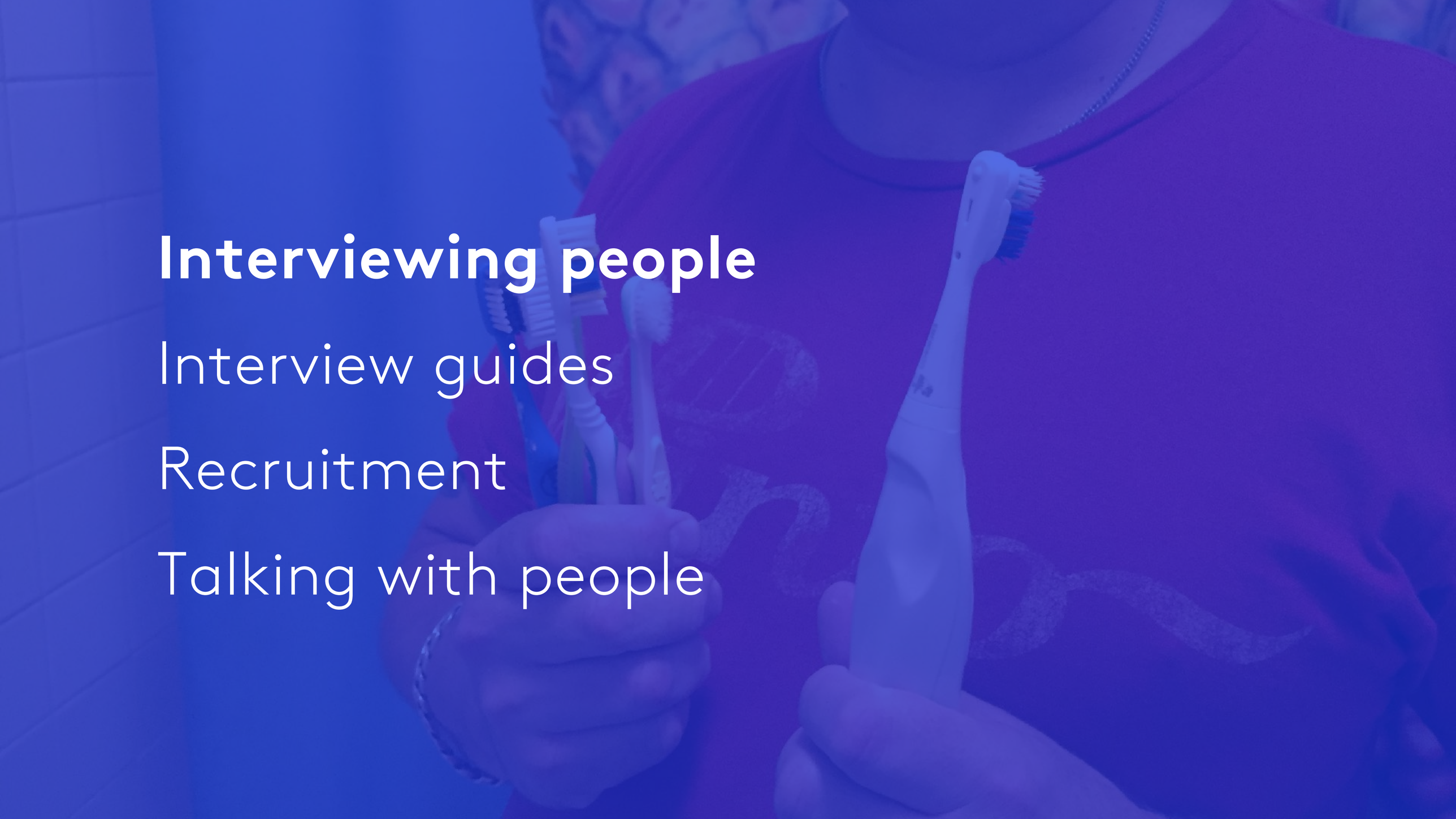
Post up in a spot

Play a part

Experience an analogous



Interviews



Interviewing people

Interview guides

Recruitment

Talking with people

Interview Guides

A successful interview happens before you even ask the first question

Interviews are structured conversations

Make a guide not a script

Here are three questions that seem good but need to be avoided

"What do you want?"

Impossible questions

"So you like this right?"

Leading questions

"Would you use this if...?"

Hypothetical questions

We interview to learn about current behaviors not attitudes or opinions

1. What are they trying to do?
2. How do they currently do this?
3. How do they know it worked?
4. Why? Why? Why? Why? Why?

Goals & Motivations

What are they trying to accomplish?

Do their goals ever change?

What tasks do they need to achieve their goals?

Pain Points

What makes their experience bad or unsuccessful? How often?

What other services handle their pain points better?

Behaviors

How do they currently accomplish their goals?

What are their workarounds?

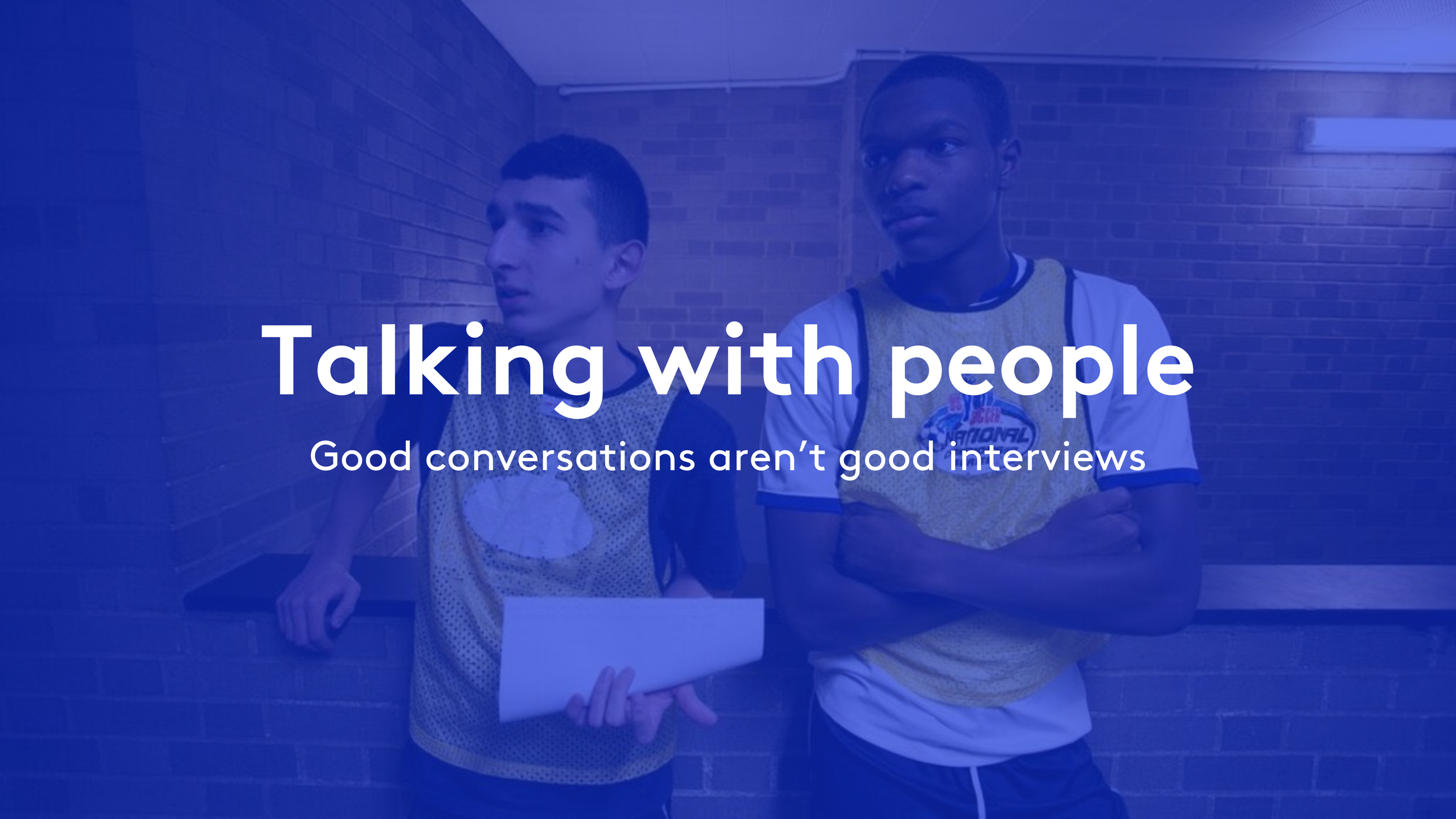
Routines

What are some normal routines of theirs?

Interview framework

To learn about behavior & problems without directly asking for solutions

1. **Tell me about hardest and best parts?**
2. **When was the last time that happened?**
3. **Why was that hard / delightful?**
4. **How did you solve that problem?**
5. **Did you solve your problem? Why not?**



Talking with people

Good conversations aren’t good interviews

How many people do I need to interview?

More then 3, fewer then 8 per person

If your team’s bigger you can do more.

Run sessions in pairs

One Interviewer = question asker

One Observer = note taker

Lets talk about how to structure your time for 1 hour interviews

Introductions:
5 minutes

Introduce yourself

Introduce the project

Tell them why you're interviewing people like them

Give them a chance to ask any questions

Get to know them:
5 minutes

Ask about relevant questions to your project:

How long have they paid for cable?

What are their favorite shows?

What’s a typical day like for you?

Focused questions: 45 minutes

Ask specific questions about needs, workarounds, and behaviors

Wrap Up: 5 minutes

Do you have any questions for us?

Don’t answer their questions

Don’t agree or disagree

Don’t finish their sentences

Make them fill silences

Don’t paraphrase or put the answer in the question

Let people speak in paragraphs

Probe with clarifying questions

Pro tips

Interview pairs in pairs

Print your guide

Wait 5 seconds before asking another question

Repeat back what they say when they’re stuck

Bring gum

Offer a drink

Always be documenting

Wear a watch to stay on schedule

Leave time to linger after the interview