CONTENTS

Preface and acknowledgements xiii

01 Introduction: why is user research so important? 1

What is user research? 1
Who is this book for? 1
Why do user research? 3
What will you learn in this book? 4
References and further reading 10

PART ONE
The fundamentals: what good research looks like 11

02 Planning your user research 13

When is the right time to do user research? 13
Be clear what your research is about 14
Planning your user research 15
References and further reading 24

03 Best practice in user research: who, what, why and how 26

Who should be involved in your research? 26
How do you get the right participants? 27
Incentivizing people to take part 34
Understanding the importance of observation 41
Asking the right kind of questions 44
Accessibility and inclusion 54
References and further reading 56

04 Getting the legal and ethical stuff right 58

Do not skip this section! 58
What is data protection? 58
What is personal data? 59

What is a data processor? 59
What is a data controller? 59
Practical things to do 60
Informed consent 61
Ethics in user research 67
Protecting people's privacy when you are sharing research results 68
References and further reading 69

05 Setting up for success 71

Data management 74
Communicating with participants 77
Admin 78
Tools and infrastructure 79
References and further reading 80

06 Managing user research logistics: agencies, facilities and contracts 82

Logistics 82
Hiring agencies, choosing facilities, signing contracts 84
Part One summary 86
References and further reading 86

PART TWO
Selecting and using user research methods 89

07 Usability testing: observing people doing things 97

What is usability testing? 97
The fundamentals of moderated usability testing 98
The fundamentals of unmoderated usability testing 109
Summary of usability testing 116
References and further reading 117

08 Content testing: what do people think your content means? 119

What is good content? 119
What content testing is good for 119
What content testing is not good for 120

Effort required to do this kind of research 120
When to use content testing 120
How to test the effectiveness of content 120
References and further reading 123

09 Card sorting: understanding how people group and relate things 125

What is card sorting? 125
What card sorting is good for 125
What card sorting is not good for 125
When to use card sorting 126
Effort required to do this kind of research 128
How to do card sorting 128
Tools for card sorting 136
Summary 137
References and further reading 138

10 Surveys: how to gauge a widespread user response 139

What are surveys? 139
What surveys are good for 139
What surveys are not good for 140
When to do a survey 140
Effort required to do this kind of research 140
How to do surveys 141
Survey tools 144
References and further reading 145

11 User interviews: understanding people's experience through talking to them 146

What are user interviews? 146
What user interviews are good for 146
What user interviews are not good for 146
When to do user interviews 147
Effort required to do this kind of research 147
How to do user interviews 148
Interview tools 155
References and further reading 155

12 Diary studies: how to capture user research data over time 156

What are diary studies? 156
What diary studies are good for 156
What diary studies are not good for 156
When to do a diary study 157
Effort required to do this kind of research 158
How to do a diary study 158
Diary study tools 162
References and further reading 164

13 Information architecture validation through tree testing: does the structure of your information work for your users? 166

What is information architecture? 166
What tree testing is good for 166
What tree testing is not good for 167
When to do tree testing 167
Effort required to do this kind of research 167
How to do a tree test 168
Tree testing tools 172
References and further reading 172

14 Ethnography: observing how people behave in the real world 174

What is traditional ethnography? 174
What ethnography is good for 174
What ethnography is not good for 175
When to use ethnography 175
Effort required to do this kind of research 175
How to do ethnography 176
Extending your ethnographic reach with mobile devices 176
Ethnography tools 177
References and further reading 177

15 Contextual inquiry: interviewing people in their own environment 179

What is contextual inquiry? 179
What contextual inquiry is good for 179
What contextual inquiry is not good for 180
When to use contextual inquiry 180
Effort required to do this kind of research 181
How to do contextual inquiry 181
Tools 184
References and further reading 184

16 A/B testing: a technique to compare options 186

What is A/B testing? 186
What A/B testing is good for 186
What A/B testing is not good for 187
When to use A/B testing 188
Effort required to do this kind of research 188
How to do A/B testing 189
Tools for A/B testing 190
References and further reading 190

17 Getting the best out of stakeholder workshops 192

What is a stakeholder workshop? 192
What stakeholder workshops are good for 192
What stakeholder workshops are not good for 193
When to use workshops 193
Effort required to do this kind of research 194
How to run a workshop 194
Face-to-face workshop tools 198
Digital workshop tools 199
References and further reading 199

18 Guerrilla research: running fast-paced research in the real world 202

What is guerrilla research? 202
What guerrilla research is good for 202
What guerrilla research is not good for 202

When to use guerrilla research 203
Effort required to do this kind of research 203
How to do guerrilla research 203
Tools for guerrilla research 205
References and further reading 205

19 How to combine user research methodologies 206
Where to start when advocating user research 206
Common research scenarios and combining methodologies 208
Part Two summary 213

PART THREE
Analysing user research data 215

20 Content analysis: understanding your qualitative data 219
How to code your qualitative data 220
How to do content analysis 222
Advantages of content analysis 224
Disadvantages of content analysis 225
Analysis tools 225
References and further reading 225

21 Identifying themes through affinity diagramming 227
How to do affinity diagramming 228
Advantages of affinity diagramming 232
Disadvantages of affinity diagramming 232
References and further reading 232

22 Thematic analysis: going beyond initial analysis 233
References and further reading 235

23 Agile analysis 236
Face-to-face synchronous 236
The rainbow spreadsheet method 238
References and further reading 240

24 Analysing usability data and cataloguing issues and needs 242

Cataloguing issues from qualitative data 242
Cataloguing issues from quantitative data 247
References and further reading 249

25 Analysing data to create personas to communicate user characteristics and behaviour 251

What are personas? 251
What to include in your personas 252
How to present your personas 254
A more advanced method: using activity theory to create your persona 256
How many personas? 257
References and further reading 257

26 Analysing data to create mental models: visualizing how user think and identify opportunities 259

How to create your own mental model: version one 262
How to create your own mental model: version two 263
References and further reading 267

27 Turning findings into insights 269

What are actionable insights? 270
Atomic research 272
Part Three summary 275
References and further reading 281

PART FOUR
UX storytelling: communicating your findings 283

28 Making recommendations: how to make your research findings actionable 285

What kinds of things can you recommend? 285

29 Creating executive summaries and detailed reports to present results 287

Report structure 287

30 Using video playback to present your research results 292

How to edit your user research videos 293

31 Using journey and experience maps to visualize user research data 294

How to create an experience map 295
References and further reading 298

32 Using scenarios and storyboards to represent the user journey 300

How to create scenarios 300
How to create storyboards 301
References and further reading 303

33 Using infographics to translate numerical and statistical data 304

How to make effective infographics 304
Making use of available tools 306
References and further reading 310

34 How to recommend changes to visual, interaction and information design 312

Tools 313
References and further reading 314

Conclusion 315

Index 317