Do Qualitative Research... USING SURVEYS

Yes, Surveys

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OUR METHODS

Secondary Research  Video Diary Study  Contextual Inquiry  Participatory Design  Multi-Method/Iterative
Confirm & disprove assumptions

Insight into other behaviors

Empathy
SEE THE whole ECOSYSTEM
UX - Recruiting a Qualitative Sample

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Recruiting in a Nutshell

Outreach
Determine method of communication (Social Media, email, flyers)

Catchy Phrases
“What you have to say is important”
Or
“We want your feedback”

Information Intake
Goal is to protect the interest of the researcher and the participant

The ‘Ask’
Sets the tone of the study and the expectation of the participant

Compensation
Adding an incentive is a critical factor
We are looking for students who are interested in participating in an upcoming usability research session. We’re looking to learn how students would use a new mobile app in development at (Insert).

You’ll meet with a University LIS student researcher and will receive a $10.00 gift as compensation for your time. Coffee and snacks will also be available while testing is in session.

Open to undergraduate and graduate students.

Due to the nature of the product being tested, we’re not able to accept Computer Science or Library Science students—Sorry!

During October 17-29, we’ll be hosting 1-hour sessions If you’re interested, please answer the following questions, and we’ll get in touch regarding your availability. The study will take place in the Usability Lab located at (Insert)

If you do not wish to answer any of the following questions, please leave them blank.

We do require your year of birth to confirm you are over the age of 18. You do need to be over the age of 18 to participate.

Your information is kept confidential and will only be shared with our research team for the purpose of this study. Participation is voluntary.
List of Intake Questions

- First & Last Name
- Email address
- Phone number (best way to contact you)?
- Major/Area of Study
- Anticipated Graduation Date
- Dates and Times you are not available during Oct. 17-29?
- Anticipated Degree
- Year of Birth
- Gender (optional)
Collect What You Need

And nothing more. Only collect quantitative & identifying information you have a plan for.

Last Search

Ask questions based on participants’ actual searches.
Compare Apples to Oranges

Concepts need to be different enough for users to tell you why they prefer one over another.

Ask Directed Questions About Images

Screenshots & wireframes help ground users in their own workflows.

Ask users what they’d use & what they’d remove. Users often report liking most things – but it doesn’t mean they’ll use them.

Ask & Ask Again

Ask several different ways to get the full story.

• What would you use on this page?
• What’s the most important? Why?
• What would you do next?
Don’t Fear Free Text

If your sample is well-curated, you’ll get thoughtful answers without being overwhelmed.

Aces up your sleeve

- How did you start your last search?
- Have you ever left the library website?
- How did you learn about x?
- What does “y” mean to you?
- (after multiple choice) Why did you choose the option above?
- What do you want the people in charge of the library website to know about you?
A GUIDE FOR CREATING SUPPORTING VISUALS

**TIMING**
What comes first, the designs or test script?

**FAMILIAR PATTERNS**
Designs need to be intuitive and understandable.

**FIDELITY & FORMAT**
Test early, test light. Avoid high-fidelity.

**SCALE & REUSE**
Pick an accessible software solutions and stick with them.
The big distraction

FAKE
DATA

DON'T MAKE IT UP
Participants WILL get hung up on unrealistic data.

USE ACTUAL CONTENT
Find a straightforward and likely scenario whenever possible.

NO DATA IS BETTER THAN FAKE
Lorem ipsum or use simple rectangles to represent text.
DO IT YOURSELF

CREATION TOOLS

Sketches and Paper Prototypes
Test Early. Test Light. Use Reference.

Prototyping
Build and publish to the web without writing code.

Wire-framing
Simple to use software to produce low to medium fidelity.

Front-end Frameworks
Well documented solutions that make it easy to code.
ANALYSIS & SYNTHESIS

INGEST

Immerse yourself in your data in order to be able to tell your users’ story.
SOCIALIZE
Share with colleagues & stakeholders – ask them to participate in analysis!

REPORT
Qualitative research is addictive – and can bring up more questions than it answers.

Looking for a different sample? A more specific focus? Do it again!
TAKEAWAYS

Recruit
Curating the right sample is essential.

Be Open
To open-ended questions & free text!

Keep It Simple
Visuals can and should be low-fidelity – sometimes the vaguer the better.

Tell the Story
Your data tells the narrative of your users – use it to advocate for their needs.

Get Ready
Qualitative research is addictive. Get ready to want more!
THANK YOU!
QUESTIONS?

GIVE US A SHOUT

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resources

Survey Tools
- Qualtrics
- Survey Monkey
- Google Forms

Design Tools
- Wireframing
  - Glifhy
  - Balsamiq
- Prototyping
  - Axure
  - InVision
- Front-End Design/Coding
  - Webflow
  - Zurb
  - Twitter Bootstrap

Qualitative Research Resources
- Interviewing Users, Steve Portigal
- Contextual Inquiry, Karen Holtzblatt
- UXLibs, a bunch of UX Librarians who conduct research

Qualitative Analysis/Synthesis Resources
- 6 Sigma’s Affinity Diagramming: http://bit.ly/2nVJZwl

Samples & Examples
- Sample survey script: http://bit.ly/2o9BM6W