Micro-survey top topics we'll review today:
Coding
Data types/levels

TODAY:
Collecting other types of UX data

WEDNESDAY:
Statistics on the data

*StatisticsQuickGuide.pdf

THURSDAY, 5:00 pm

CHECKPOINT 2: AT LEAST 3 INTERVIEWS,
SHOW TO US BY THURS

NEXT WEEK:

Mon: Continue statistics on UX data
Wed: Practice consolidation on your CI work models and affinity notes

CHECKPOINT 3: ALL INTERVIEWS AND ALL WORK MODELS AND AFFINITY
NOTES COMPLETE BY WED TO PARTICIPATE IN THE ACTIVITY

Coding

• Usually happens in the interpretation session
• If you have an idea of a code, you can annotate your interview notes and propose it to your team during the interpretation session.
• If your team has agreed upon some codes, you can annotate your interview notes with them, but make sure to include details too. That way, if the codes change you still have the original data.
• Coding is different than using audio recordings to help complete your notes (as in transcribing the audio recordings).
For example

• U2 typed the URL into Firefox and hit the enter button
• U1 clicked on the next button
• U2 pointed to the top left frame in the application window

How could we ‘code’ these actions? Is there some label that fits all 3?

• U1 used an Excel spread sheet cell to convert the temp in Fahrenheit to Kelvin
• U2 looked up web color codes to convert turquoise to its RGB Hex code
• U3 used Matlab to create a plot of the data that was in the simulation output file

Same questions – potential codes, any that fit all 3?

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Data Types and Levels

- Qualitative
  - Likert scale responses
    - Overall, this task was?
      - Very Difficult
      - Very Easy
- Quantitative
  - high and low temperatures for days in January
  - how long it takes to perform a task (min:sec)
- Nominal
- Ordinal
- Interval
- Ratio
Practicing User Research - metrics

Learning objectives:
1. Practice gathering metric data during the interview

In-class Activity (20 min)
You need to work in groups of 2 – you don’t have to be with people in your project team.

• Roles:
  – User performing a task
  – Person collecting metrics

• You will switch roles so that each person gets to perform each role.

• Each time you’ll have 10 min.

• Each time there is a different task (or tasks).
RECALL: Data Types and Levels

Types:
• Quantitative – numerical
  – Discrete (e.g. countable items)
  – Continuous (e.g. measurements)
• Qualitative – non-numerical

Levels:
• Nominal
  – Qualitative (e.g. categorical: company name)
• Ordinal
  – Discrete (natural order, but intervals may not be equal)
• Interval
  – Continuous with equal intervals between each value
• Ratio
  – Interval with a natural zero point (e.g. degrees K – has absolute 0)

Micro-survey

Today’s learning objectives:
1. Practice gathering metric data during the interview