NEXT WEEK:
Mon: Practice Analytical Analysis on data collected today
   • Canvas Quiz 13 due

Wed: Personas, begin Project Presentations for Part 1
   • Canvas Quiz 14 due the following Monday

Due Sat: Project Part 1, Checkpoint 3 in Canvas

THIS WEEK: Guest Speaker/Collecting Data
Wed
• In-class UX research data collection practice

Due Sat: Project Part 1, Checkpoint 2 in Canvas
Data Types and Levels

- Nominal:
  - The steps taken by a user to perform a task
  - Whether a user had success or failure when trying to perform a task

- Ordinal:
  - Types of errors seen by several different users

- Interval:
  - How long it takes to perform a task (min:sec)
  - High and low temeps in Feb in Celsius

- Ratio:
  - High and low temperatures for days in January in Kelvin

- Likert Scale responses:
  - Overall, this task was?
  - Very Difficult: 1, 2, 3, 4, 5, 6
  - Very Easy: 7

Types of data levels:
- Nominal
- Ordinal
- Interval
- Ratio
Data Types and Levels

**Nominal**
- the steps taken by a user to perform a task
- whether a user had success or failure when trying to perform a task
- types of errors seen by several different users

**Ordinal**
- how long it takes to perform a task (min:sec)
- high and low temperatures in February in Celsius
- high and low temperatures for days in January in Kelvin

**Interval**
- Likert scale responses
  - Overall, this task was?
  - Very Difficult: 1, 2, 3, 4, 5, Very Easy: 6, 7

**Ratio**
- high and low temps in February in Kelvin
- Overall, this task was?
Micro-Survey

Data Types & Levels:

**Nominal** – based on ‘name’:
- *Qualitative* (e.g. categorical: company name)
- allowed math: equality/inequality
- Sometimes you can make qualitative data numeric, then it is quantitative – HOW?
  - *Allows you to estimate how common an issue might be across an entire customer base using confidence intervals*

**Ordinal** - Discrete (natural order, no consistent distance between intervals)
- allowed math: < or > comparisons, count frequency of data in ‘bucket’ and compute median BUT NOT MEAN

**Interval** - Continuous or discrete with equal intervals between each value
- allowed math: difference between items (their interval), but not their ratio comparison, mean, range, standard deviation, variance, confidence intervals

**Ratio** – Continuous or discrete with intervals and a meaningful zero point
- allowed math: all
More Micro-Survey - Coding

- **CODE/INTERPRETATION**: "Weird Steps"
  - "add metadescription / excerpts to Converse" (copies WordPress to Converse, sends to Editor)

- **CODE**: Associated
  - Press = A P.

- **CODE**: Quote + Cite = Copy content from email onto webpage + attributes (responder)

- **CODE**: Swapping = switch between WordPress + Converse

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Examine everything in detail
- Standalone Phenomena
- Phenomena definitions/labels

Label and define phenomena

Apply labels to data
- Labeled data
- Higher-level categories
- Sub-categories

Filter, aggregate separate labels

Use labels to differentiate user activities
- Grouped user activities
Micro-Survey – Misc

• Arrows in cultural model – *direction is FROM source of the cultural pressure, TO whoever is expected to conform to it.*

• Why do breakdowns go in affinity diagram when they are on models already? *You need them for when you build the affinity diagram during the consolidation process – they’ll be grouped at that point and help support design decisions.*
Practicing User Research Data Collection

Learning objectives:
1. Practice gathering metric data during an interview
Application Name: industrialpainter.com

Task 1: what material was used on the Golden Gate Bridge?

Time to do task (min:sec) __________________________:_____________________

Success? YES / NO

Errors this user encountered (place a tick mark each time you see an error/problem in the error category):

<table>
<thead>
<tr>
<th>Mis-typed</th>
<th>Wrong button</th>
<th>Desired Information/function not on page</th>
<th>Missing button/function on page</th>
<th>Entered wrong info</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

Single Ease Question (SEQ)
Overall, this task was?

<table>
<thead>
<tr>
<th>Very Difficult</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Very Easy</th>
</tr>
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</table>

[Colorado State]
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 data

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

Each time you’ll have 10 min.

Each time there are different tasks.
Micro-survey

Today’s learning objectives:

1. Practice gathering metric data during the interview