Practicing User Research Data Collection

Learning objectives:
1. Practice gathering metric data during an 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 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.
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 – 0 means no heat)
Micro-survey

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