

Research Your Way Into Users' Hearts

HOW INTERACTIVE DESIGN CONFERENCE | SAN FRANCISCO, CA | SEPTEMBER 2015

SUBMITTED ABSTRACT

User interfaces and content alone don't delight people—memorable experiences do. But in order to develop experiences people love, designers must discover the details that matter to target audiences. In this session you will learn ways to research human behavior that can inform the definition of detailed personas and the development of interactive, service, and branding design solutions that delight.

In this session I'll share accessible research methods for studying human behavior and processes for converting them into actionable design outcomes. We'll review research methods that can be operated quickly and will sort out when to use them and for what effect. This session will cover what to look for in collected data and how to convert findings into insights that can direct the development of experience design outcomes. I will also cover how collected data can support design decisions to project stakeholders and can keep creative teams focused on a cohesive message over the course of a project.

When design starts with researching people, what matters to them comes to the surface. It's a journey of discovery that can inform design outcomes that strum users' heartstrings.

Presentation Slides



Research Your Way Into Users' Hearts

HOW INTERACTIVE DESIGN CONFERENCE

SAN FRANCISCO, CALIFORNIA – HYATT REGENCY

SEPTEMBER 20, 2015

Dennis Cheatham

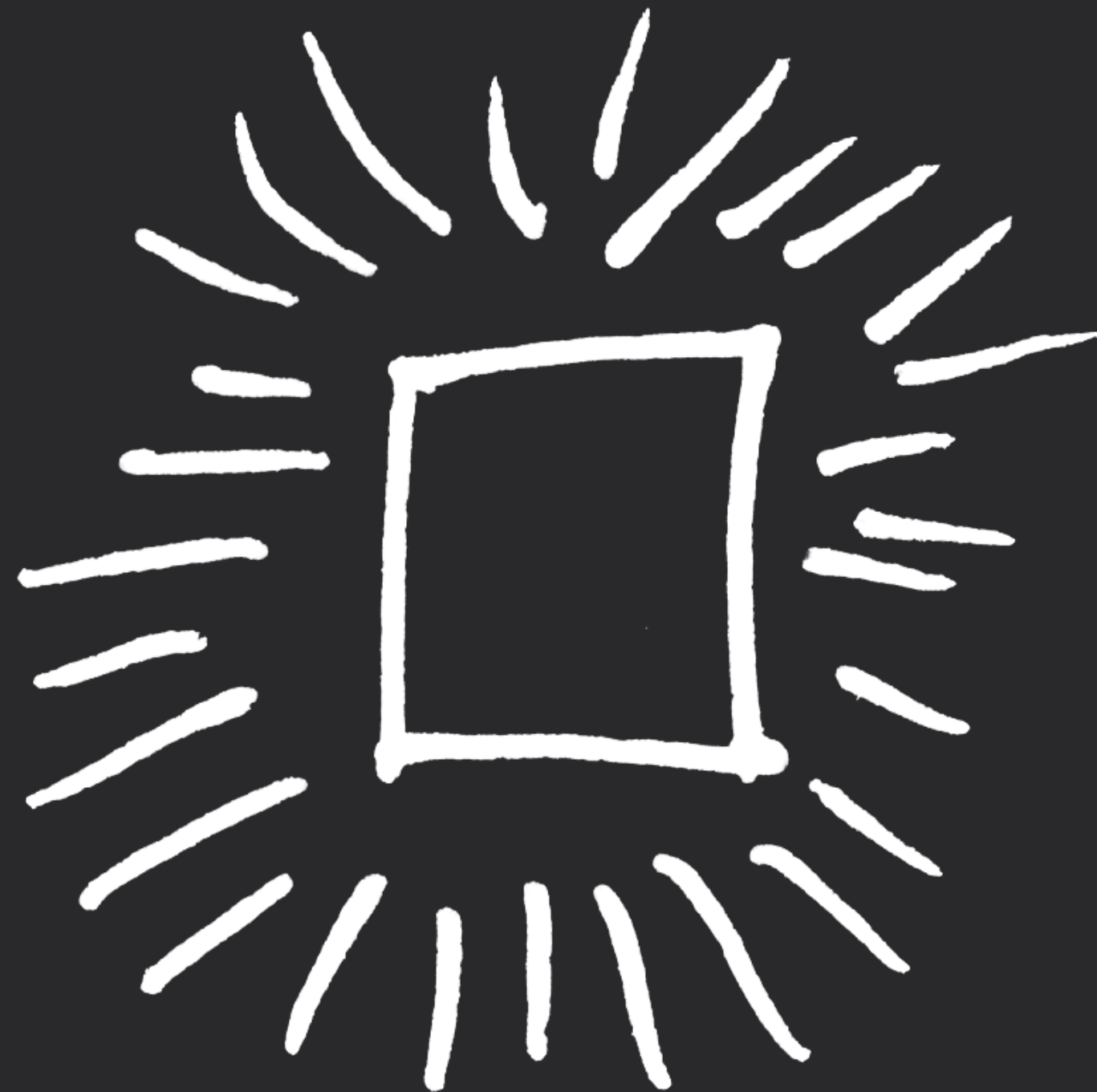
DESIGN RESEARCH | GRAPHIC + EXPERIENCE DESIGN

MIAMI UNIVERSITY | OXFORD, OHIO

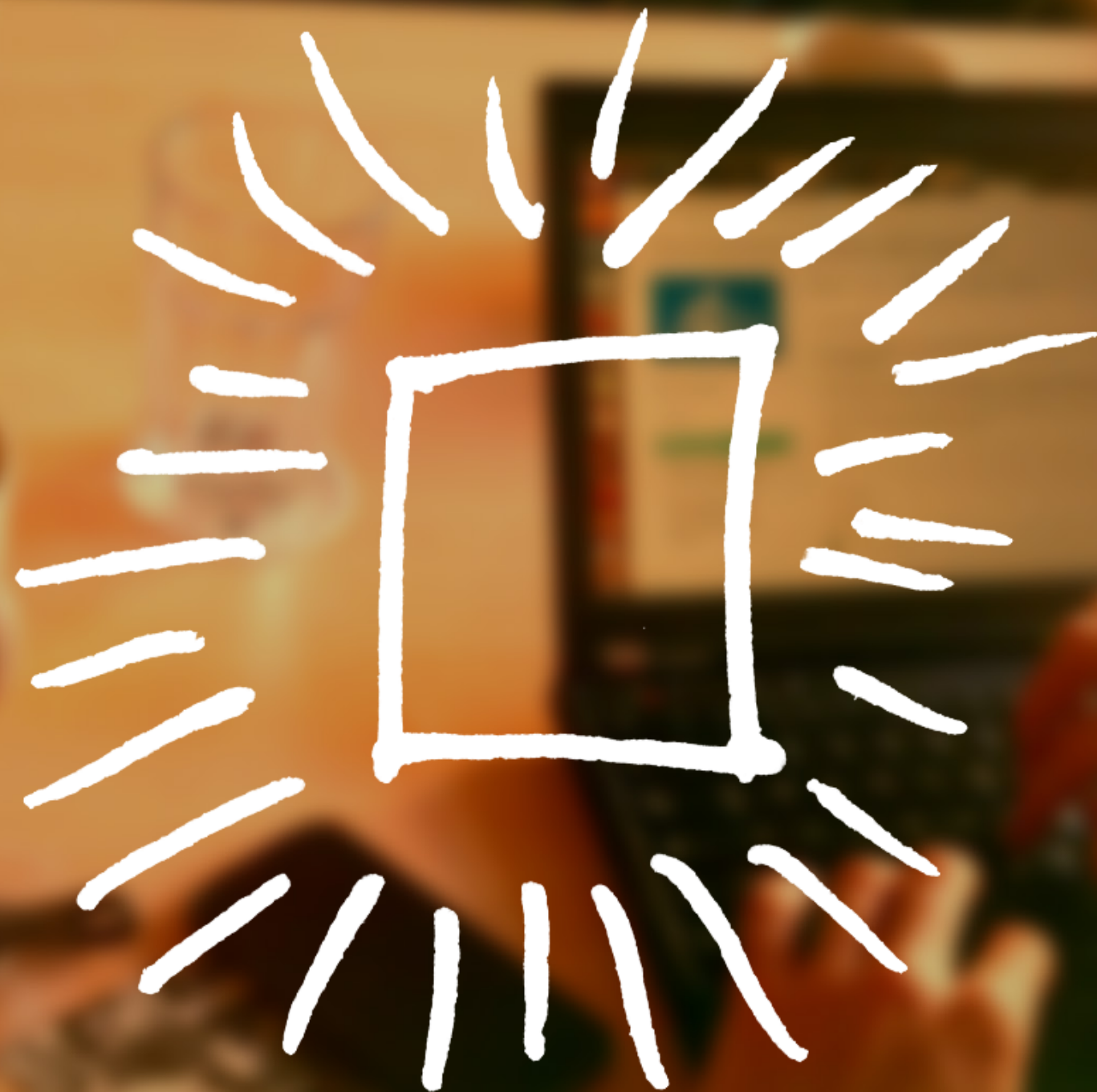
DENNISCHEATHAM.COM | DESIGNWORKBENCH.COM

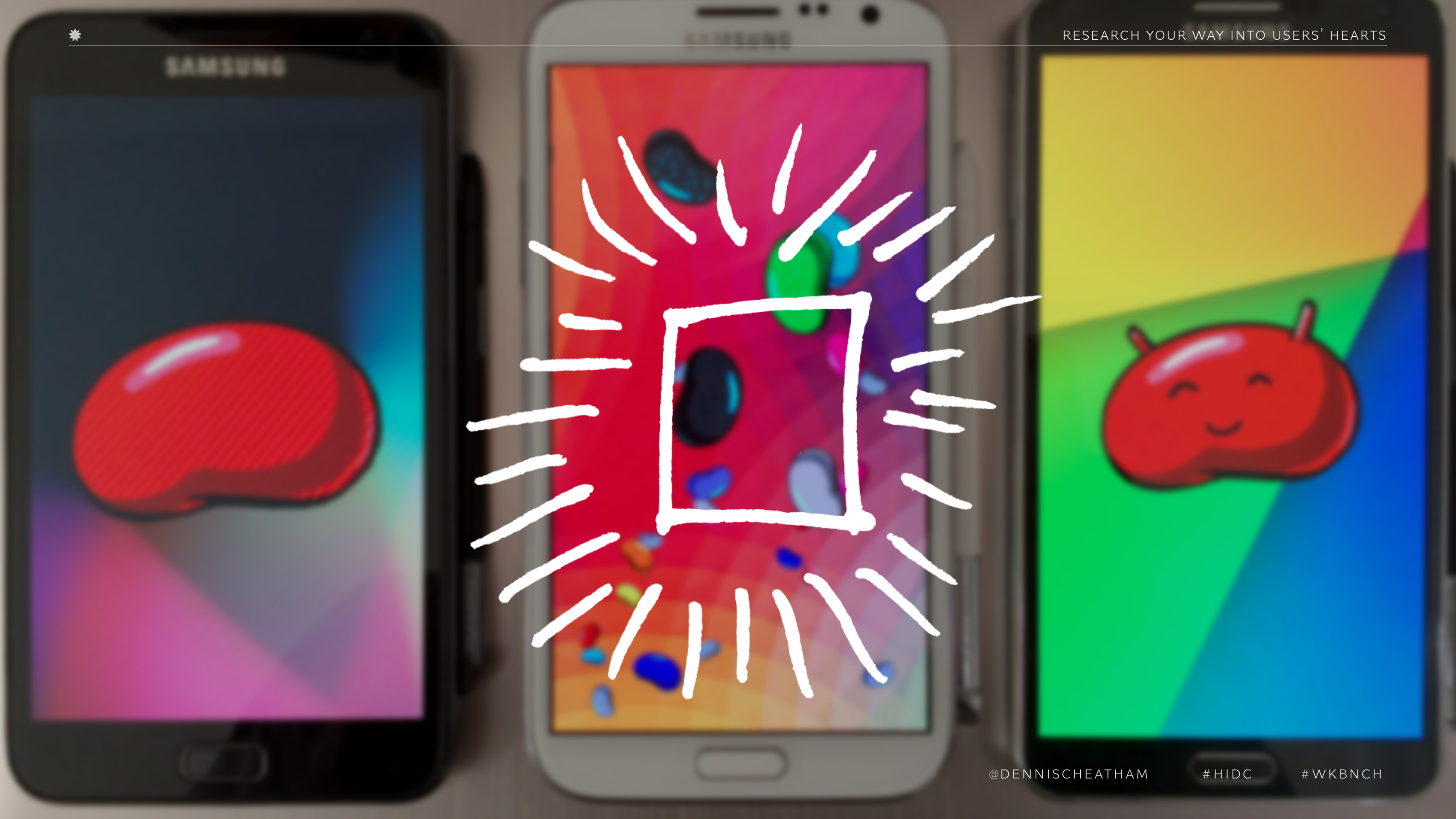
DOWNLOAD SLIDES

WKBN.CH/HIDC2015







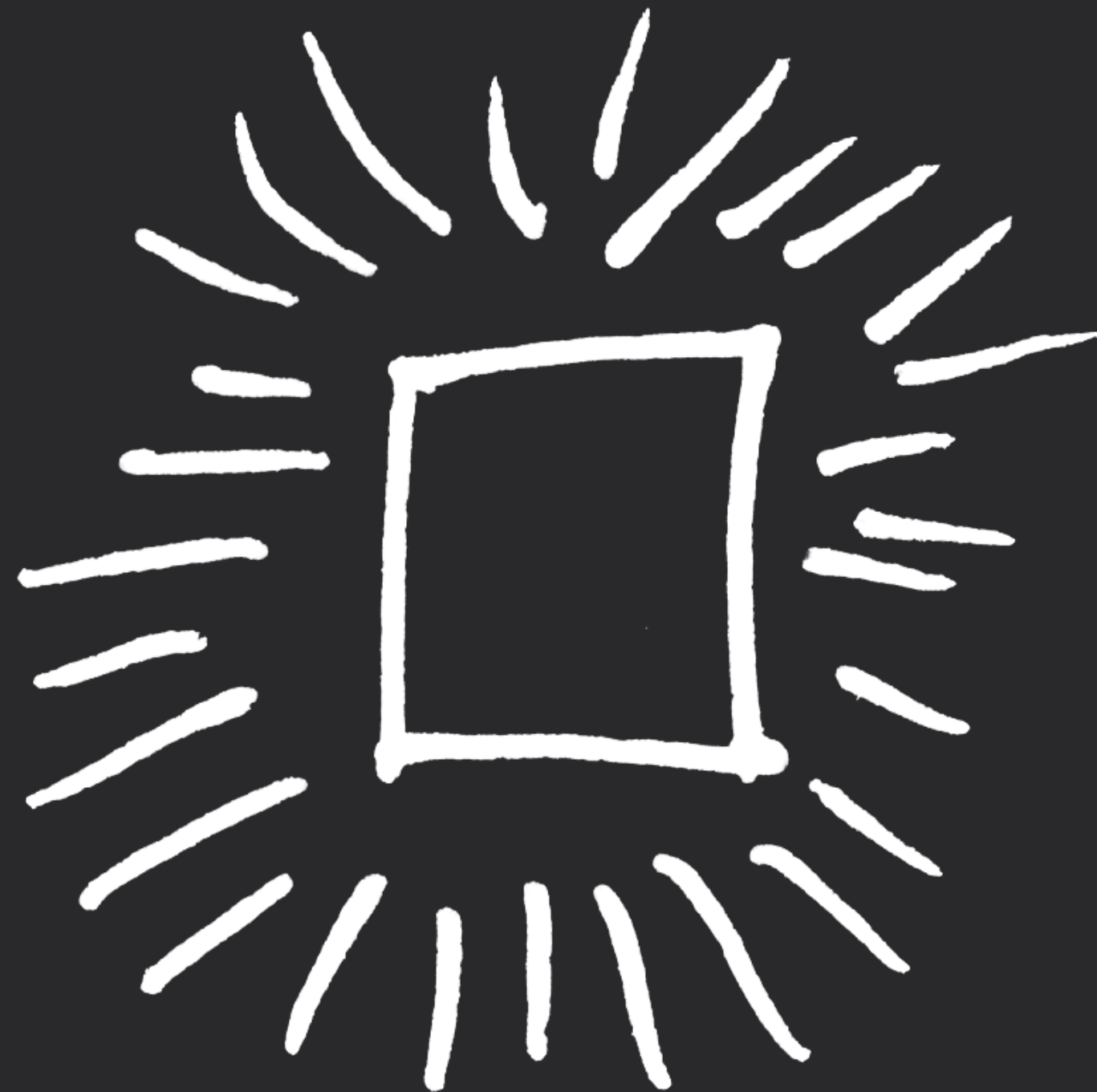


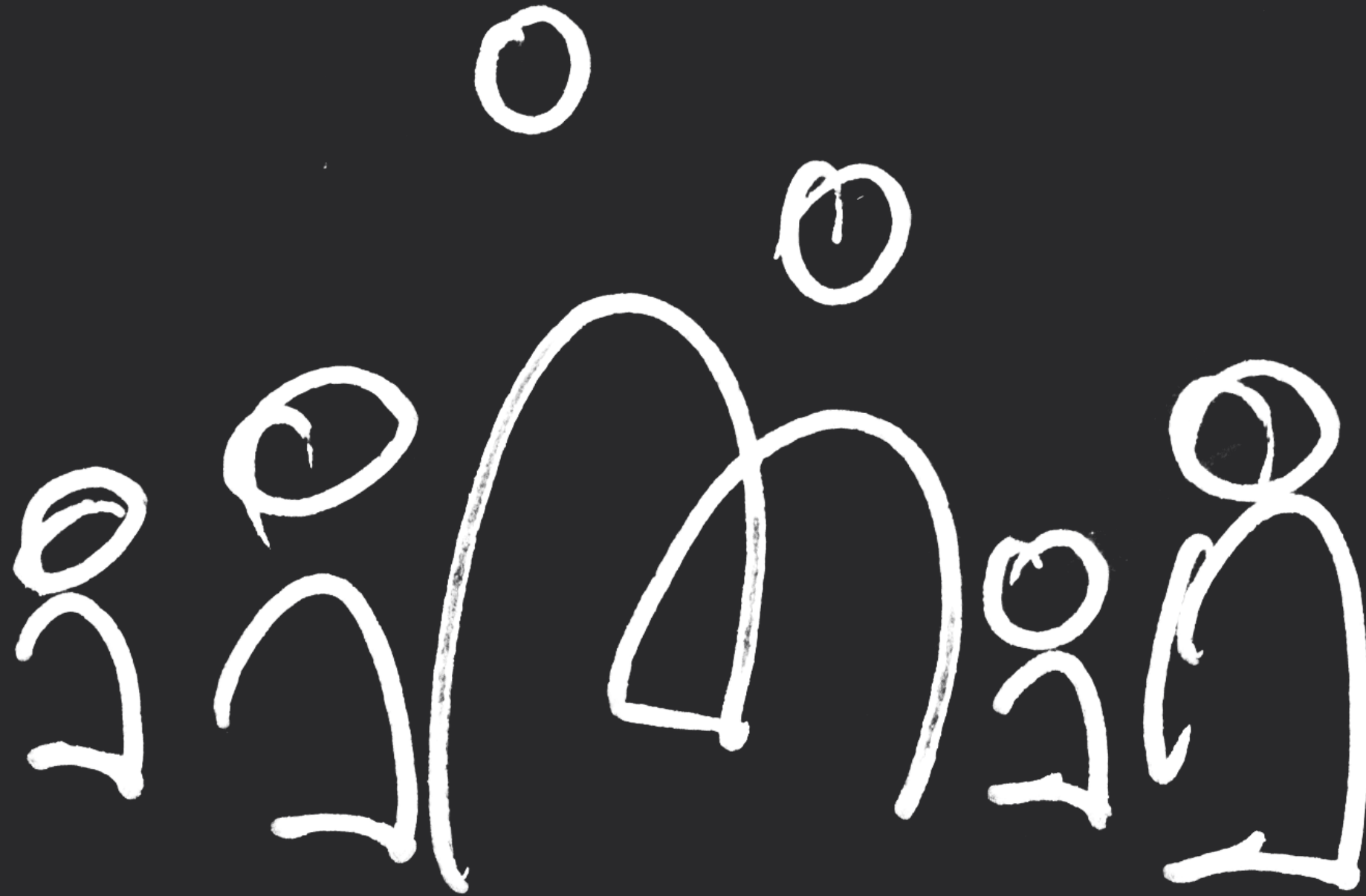


* Art 艺术
艺术 艺术

no:26

inspiration
inspiration
inspiration





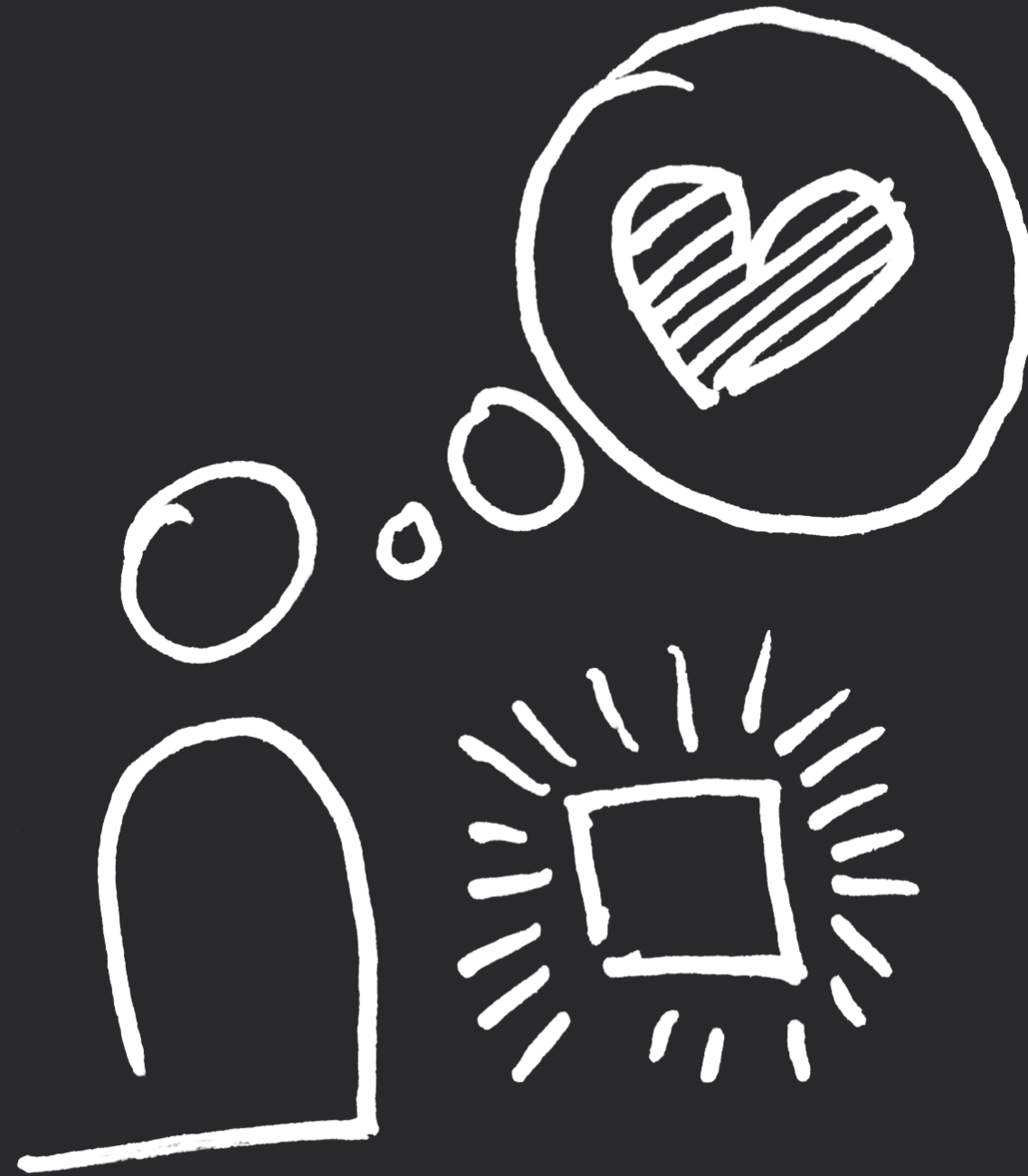














I'VE DESIGNED AND DEVELOPED
TOO MANY "BILLBOARD" WEBSITES





PEOPLE-DRIVEN DESIGN RESEARCH

REAL VALUE = DEEP ENGAGEMENT



BARRIERS FOR MEN AND MENTAL HEALTH CARE



REWARDING RISK AND FAILURE



DECISIONS RELATED TO END-OF-LIFE ISSUES



QUESTION

AS DESIGNERS, WHAT CAN WE
DO TO CREATE EXPERIENCES
THAT ARE MEANINGFUL TO THE
PEOPLE WE SEEK TO ENGAGE?

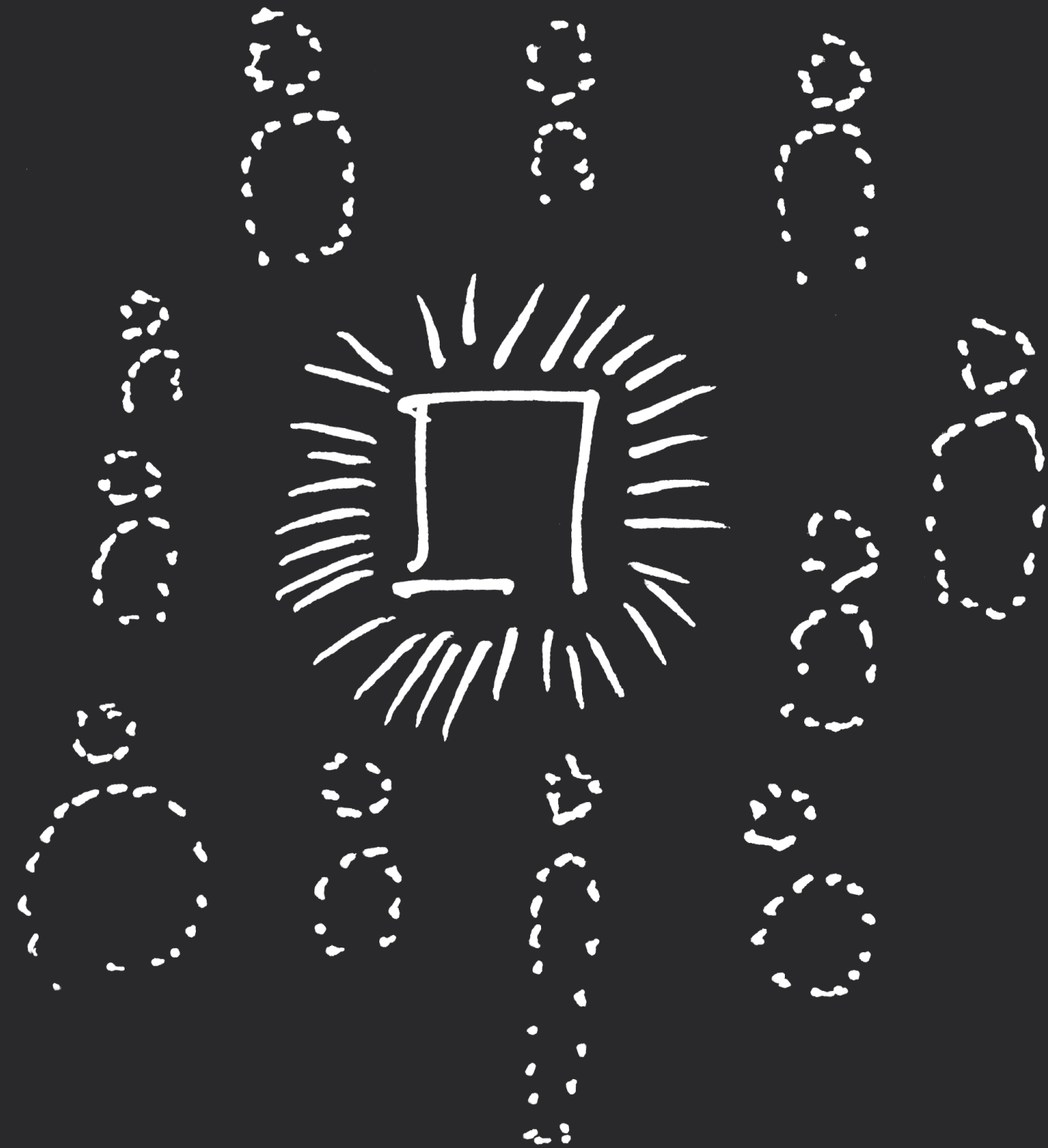


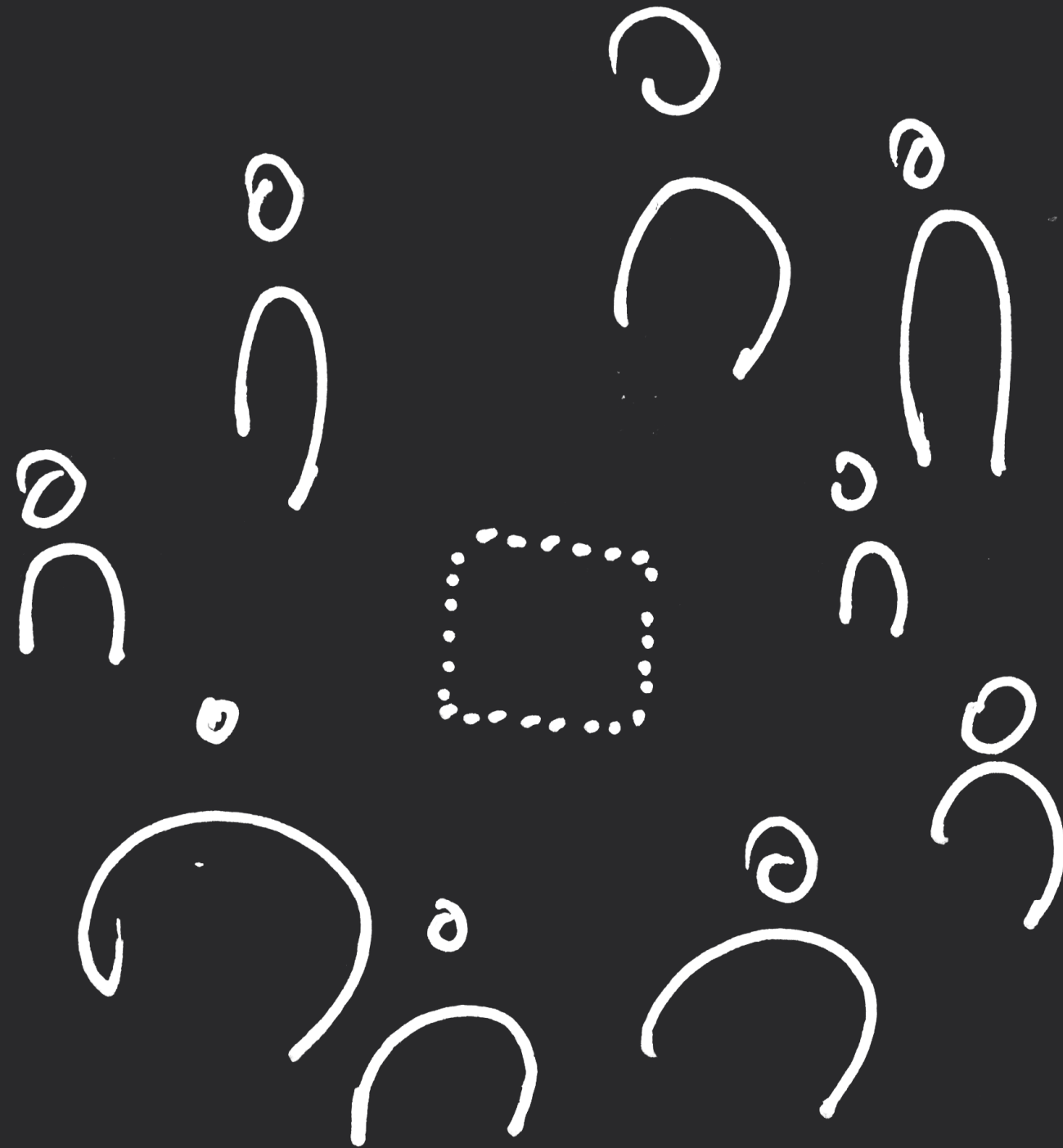
- » features
- » function
- » look & feel
- » visual & textual content
- » promotion

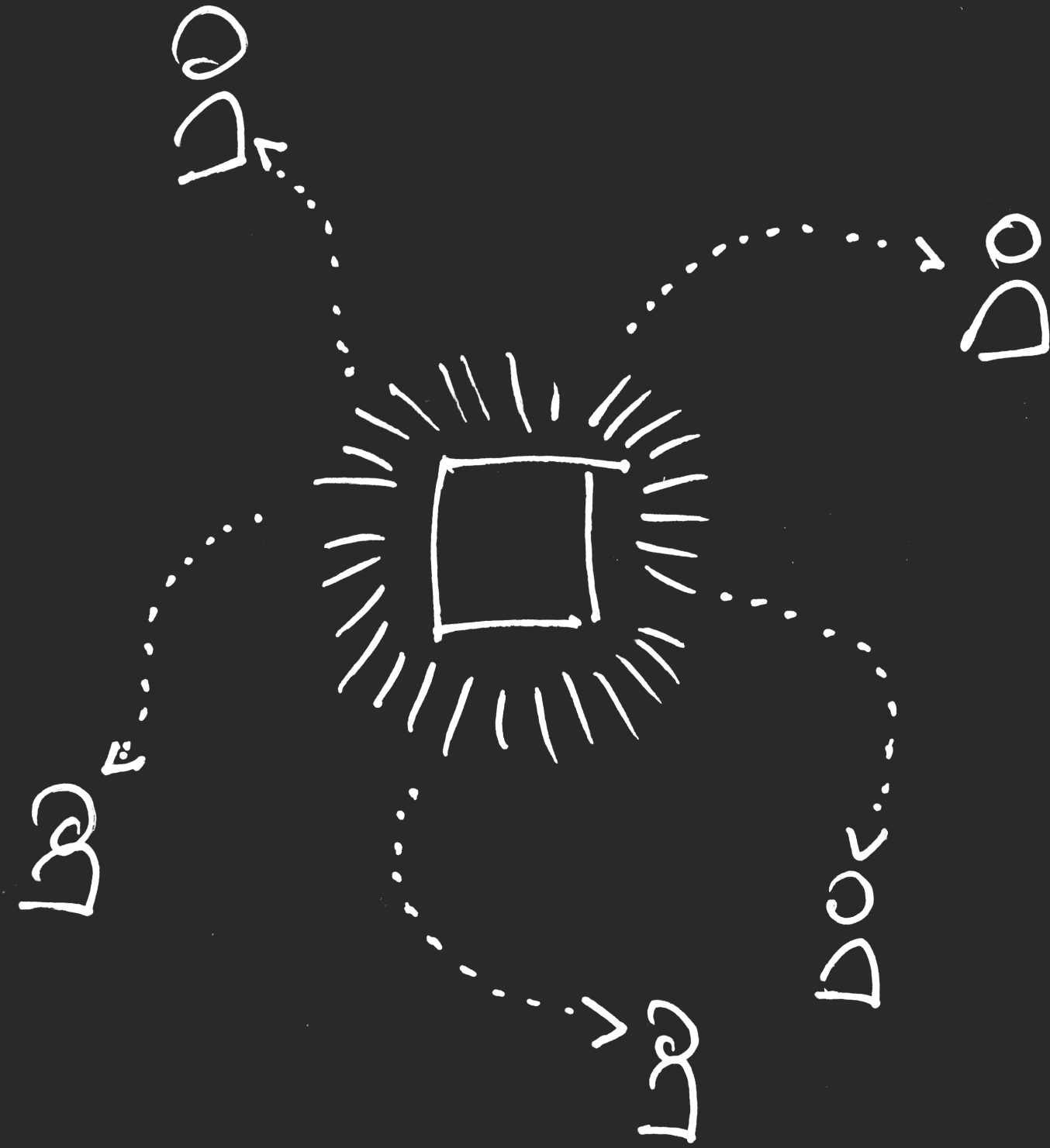


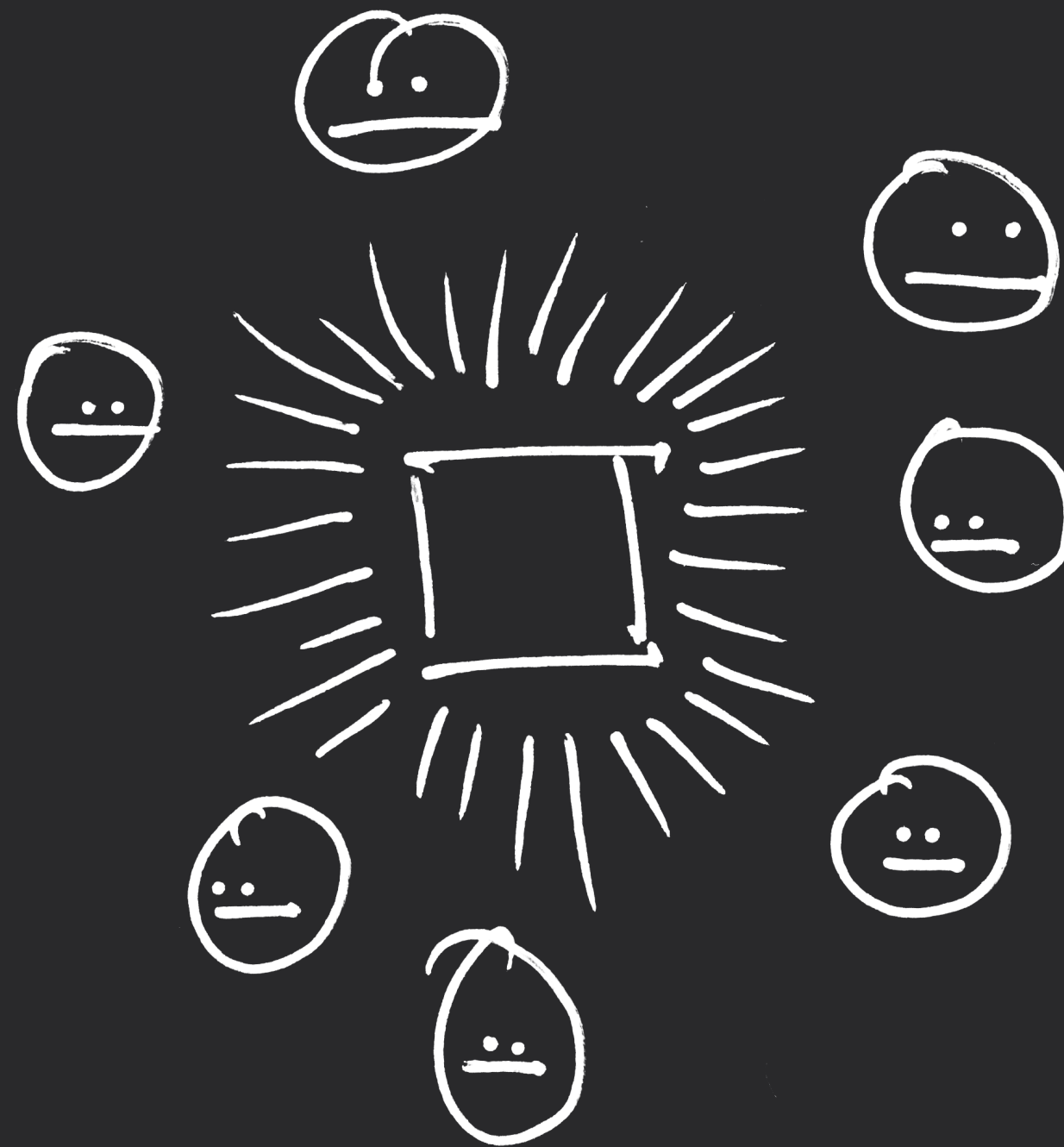
INTROSPECTION TIME

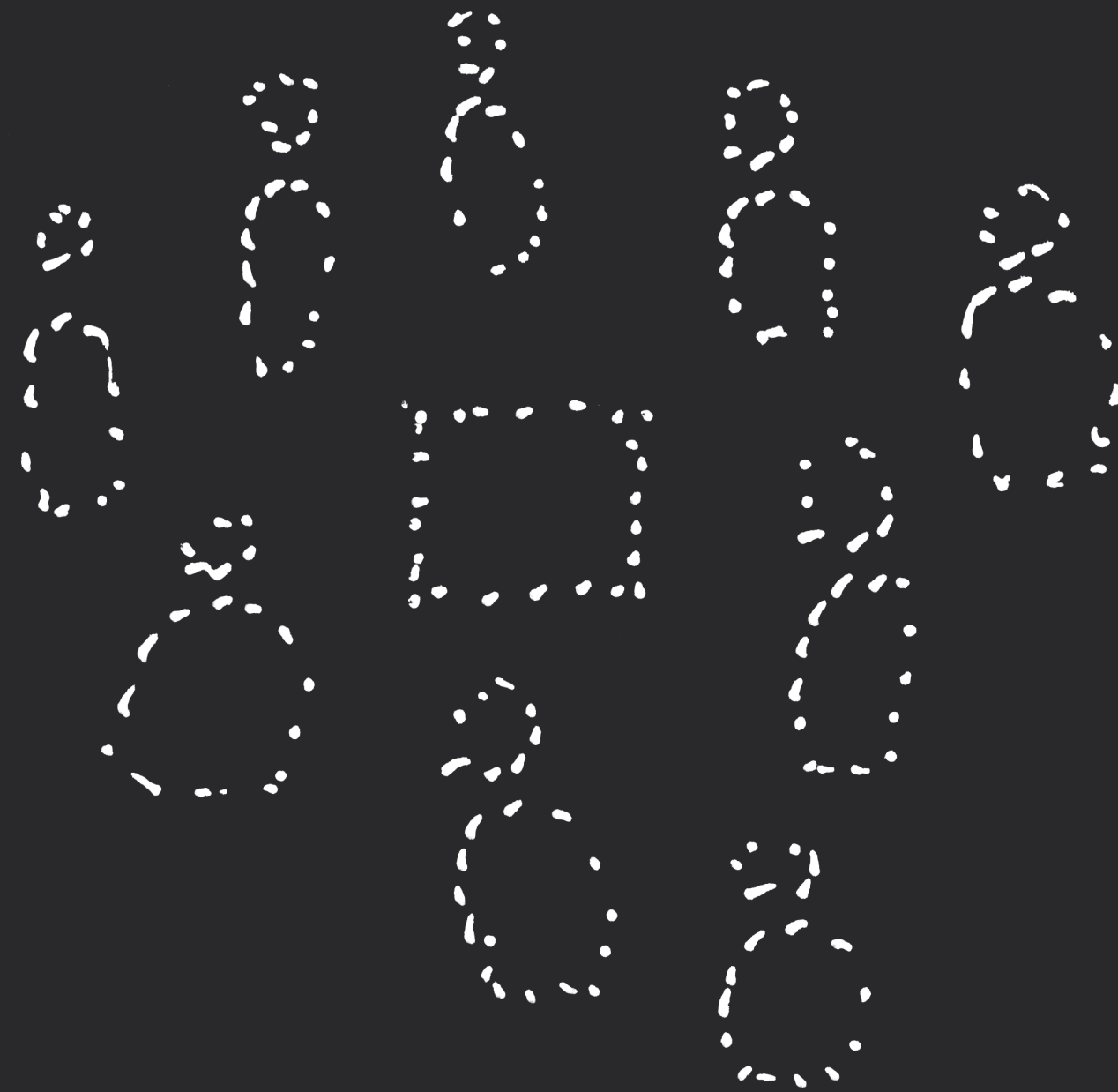
WHAT'S YOUR
ENGAGEMENT CHALLENGE?



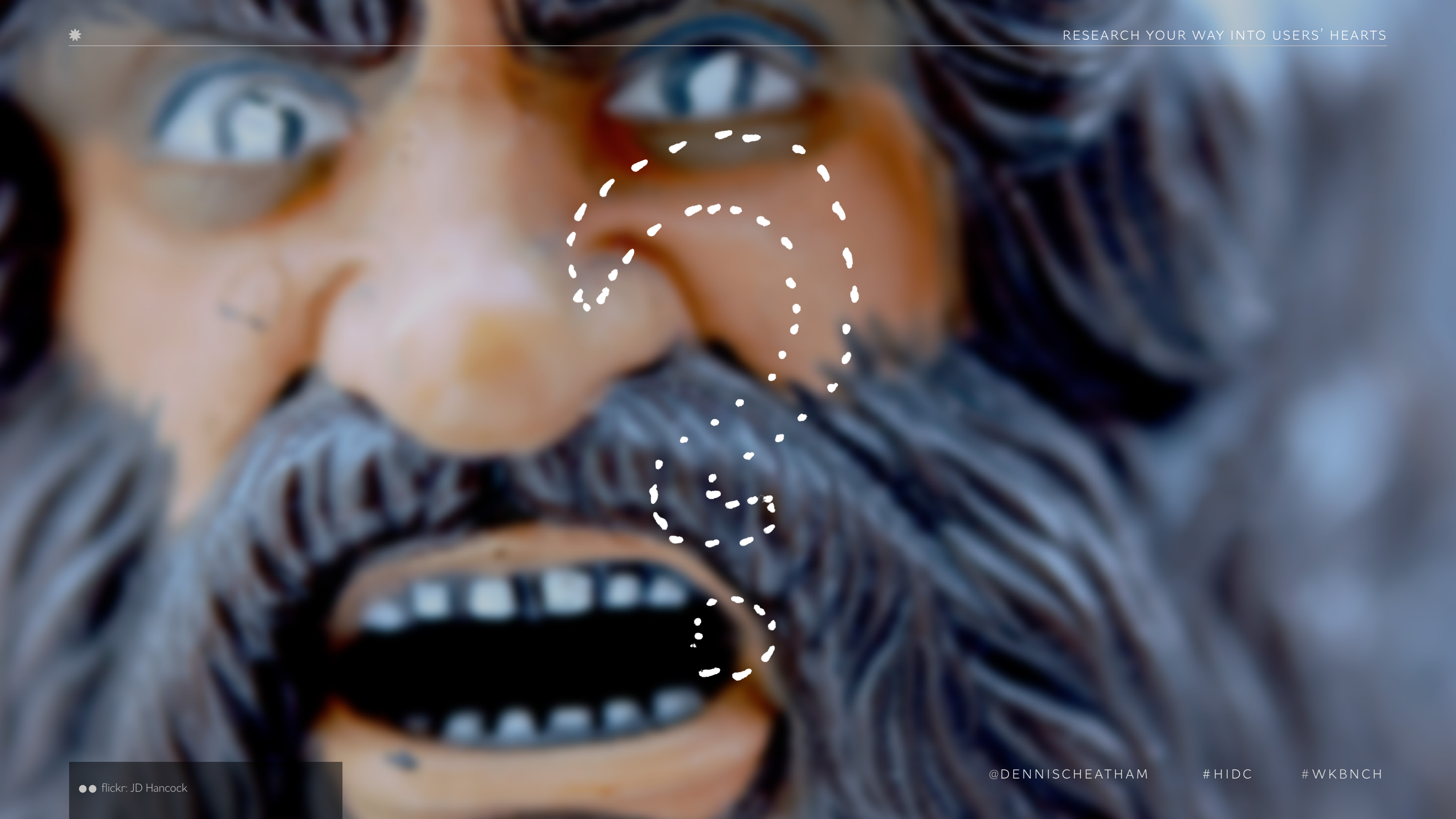














THE COMMON DENOMINATOR



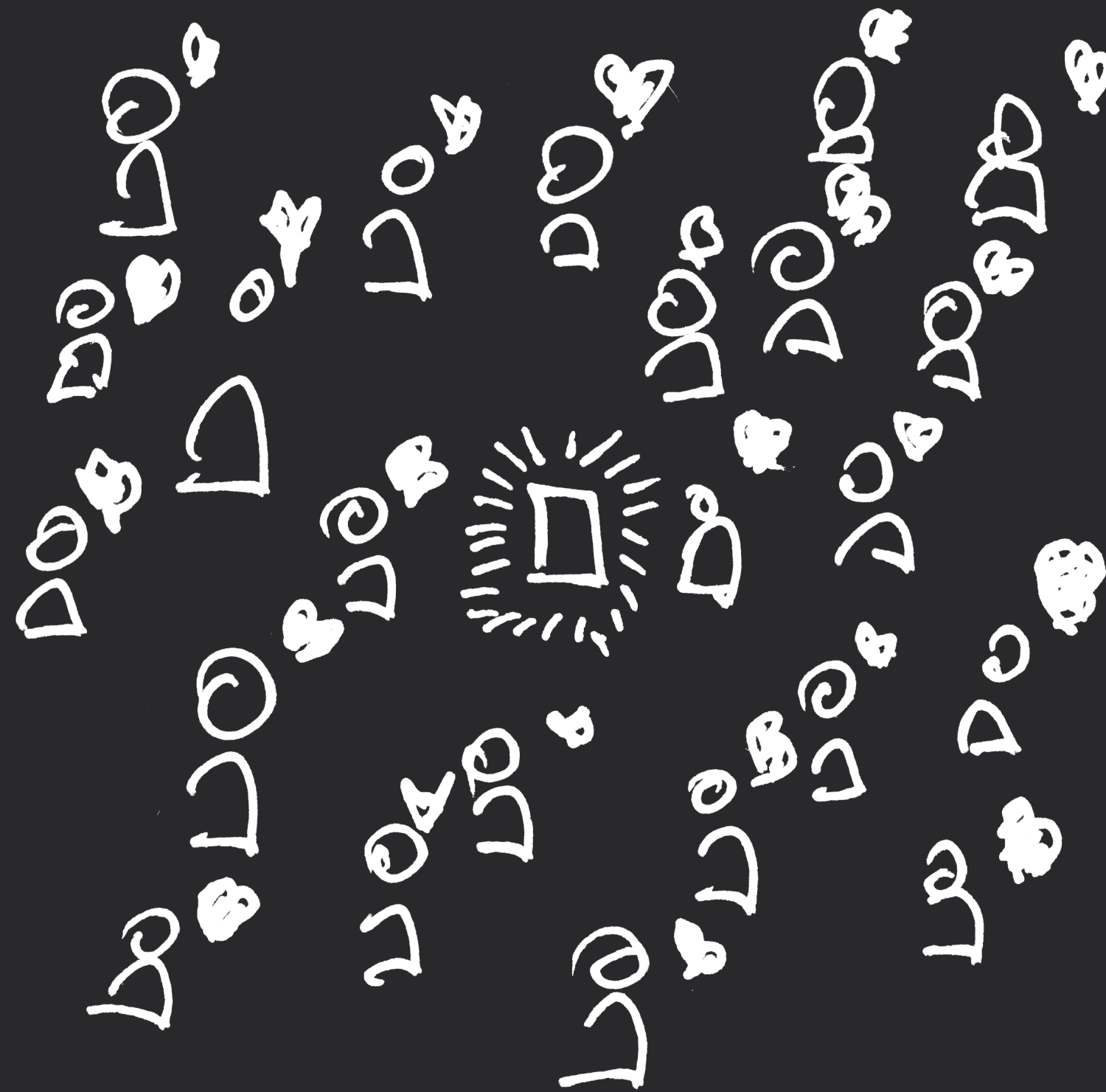
YOU'RE SEEKING ANSWERS





THE REAL QUESTION

WHAT'S MEANINGFUL
TO YOUR PEOPLE?

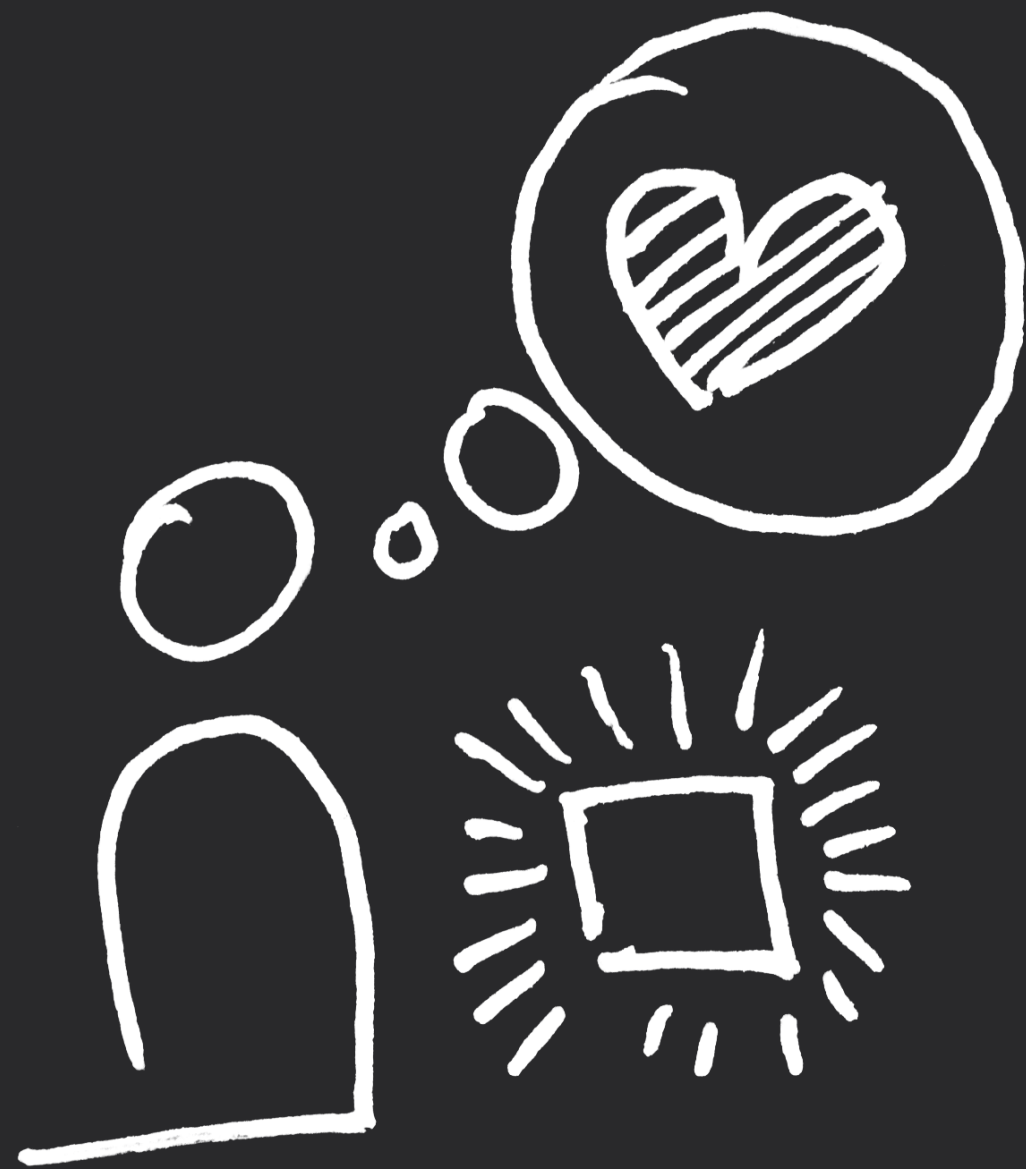




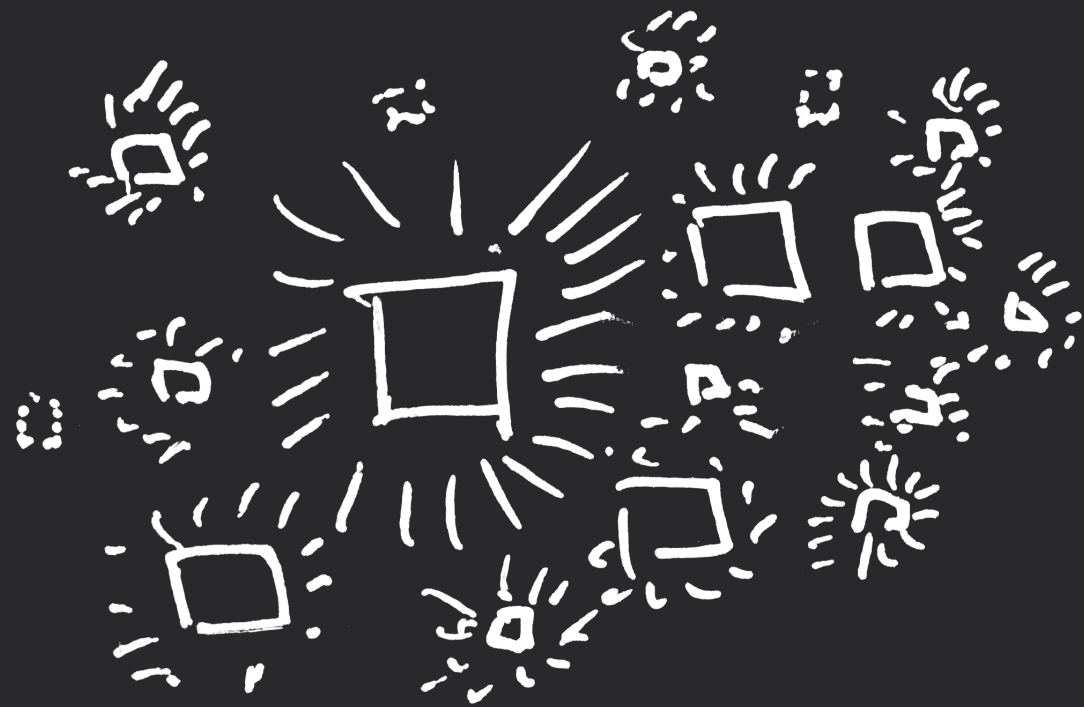
GOOD NEWS

RESEARCH ANSWERS
QUESTIONS LIKE THAT

What's Ahead



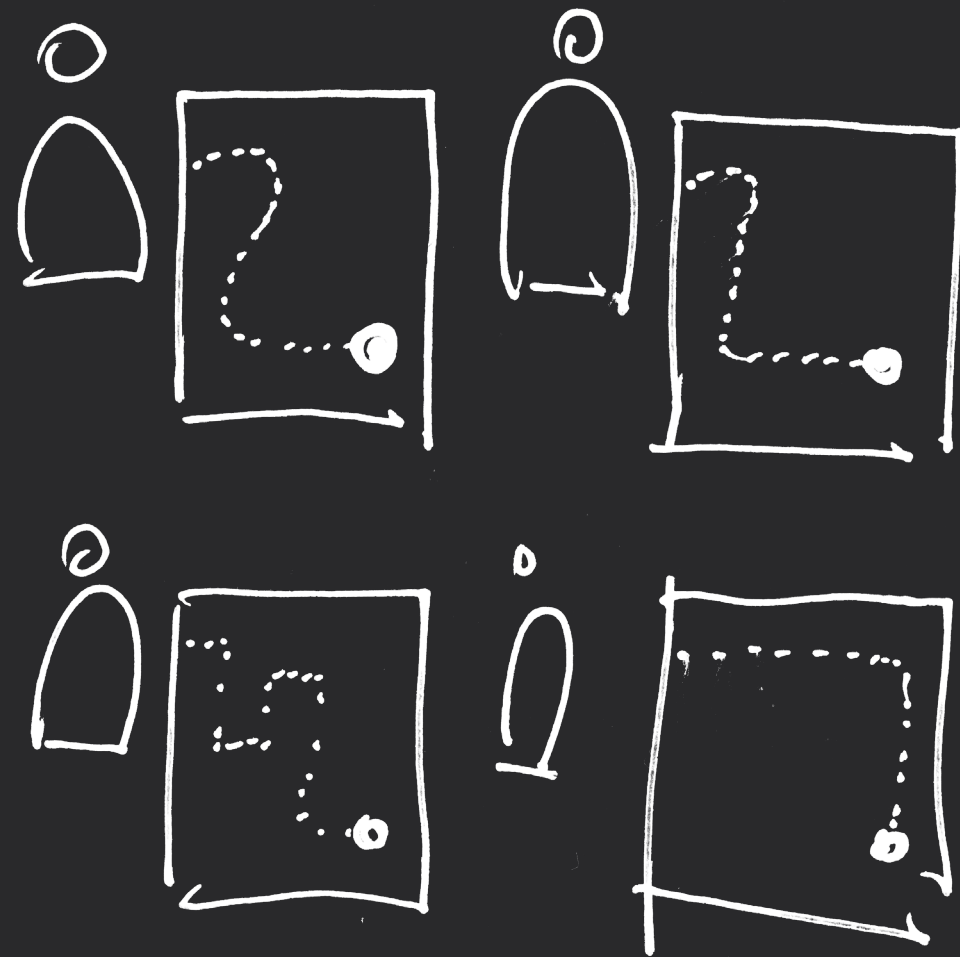
- » why where and how to research
- » methods to collect and organize data
- » report and organize insights to convince others



INTERACTION DESIGN "PRODUCTS"



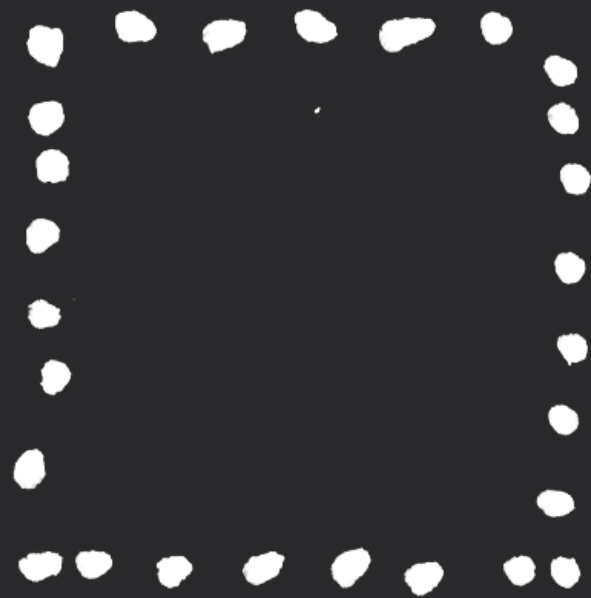
PEOPLE
(THAT ARE SOMETIMES
USERS, BUT NOT ALWAYS)



A QUALITATIVE RESEARCH MODEL FOR DESIGN PRACTICE



CHANGE THE WAY YOU THINK



THIS PRESENTATION
IS INCOMPLETE!

People

PEOPLE

RATIONAL

PEOPLE

IRRATIONAL

PEOPLE

HARD TO PREDICT

PEOPLE

TOTALLY AWESOME!

DEFINITION

Weltanschauung: world view is shaped by humans' unique experiences—family, school, #HIDC, it's all included.

RESEARCH REVEALS

THE WAYS PEOPLE THINK
AND BELIEVE

Culture

...group patterns of behavior and beliefs that persist over time... what people know, believe, think, understand, feel, or mean about what they say or do.

CULTURES ARE EVERYWHERE
(NOT JUST IN YOGURT, BORNEO,
OR ART MUSEUMS)









1, 1, 2, 3...

All of s...rted with...gularity

HOW
INTERACTIVE
DESIGN
CONFERENCE

HOW
INTERACTIVE
DESIGN
CONFERENCE

CUE SPACEBALLS REFERENCE

(those of you who understand this will appreciate it)

Researching culture reveals what's meaningful to groups of people—in action.

Research



DEFINITION

*Research is systematic inquiry to
produce new knowledge.*





EMPATHY \neq RESEARCH



Thomas Wendt
@Thomas_Wendt



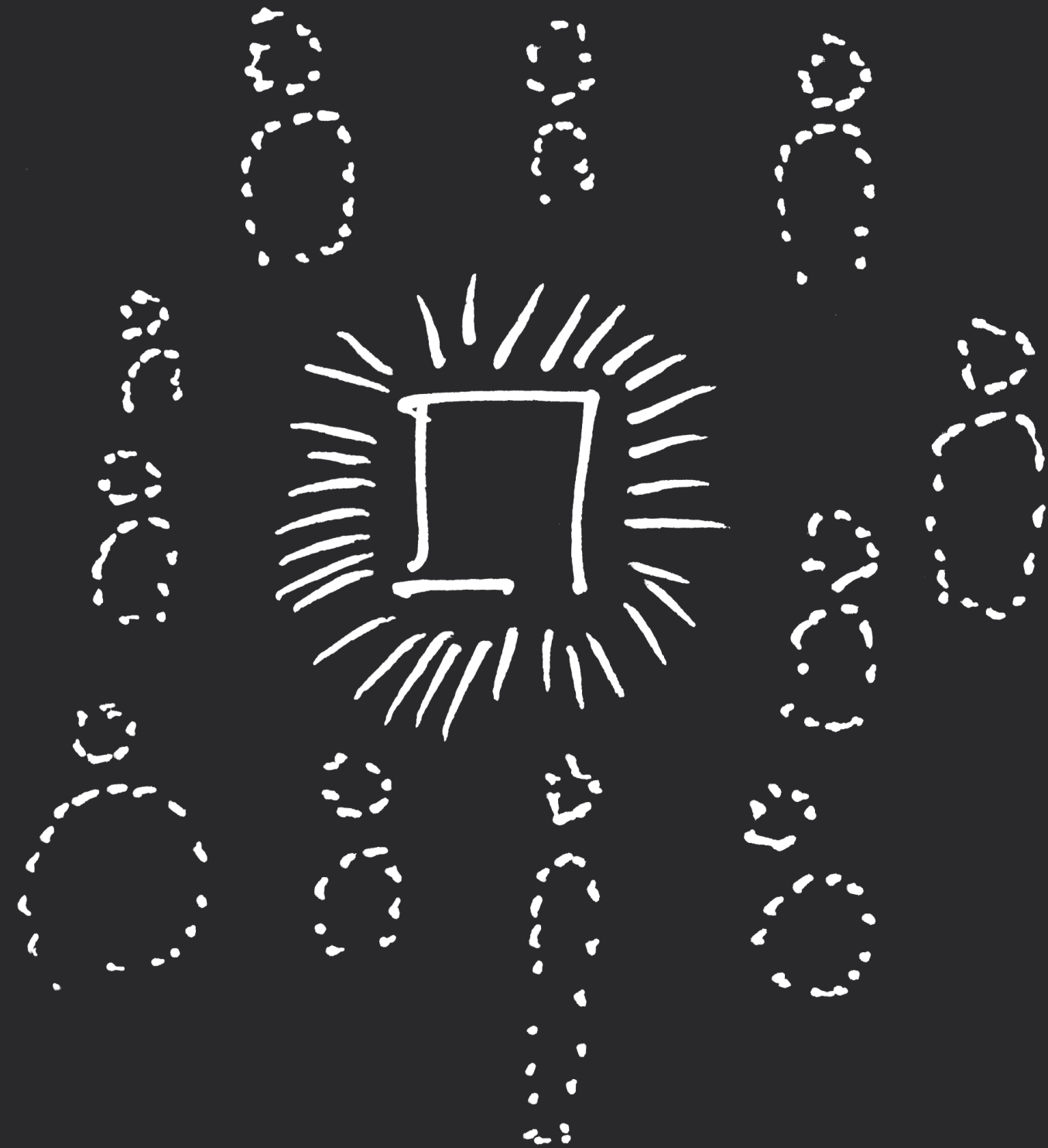
The problem with “empathy” discourse in design is that it’s often used as shorthand for “finding out what people think they want”

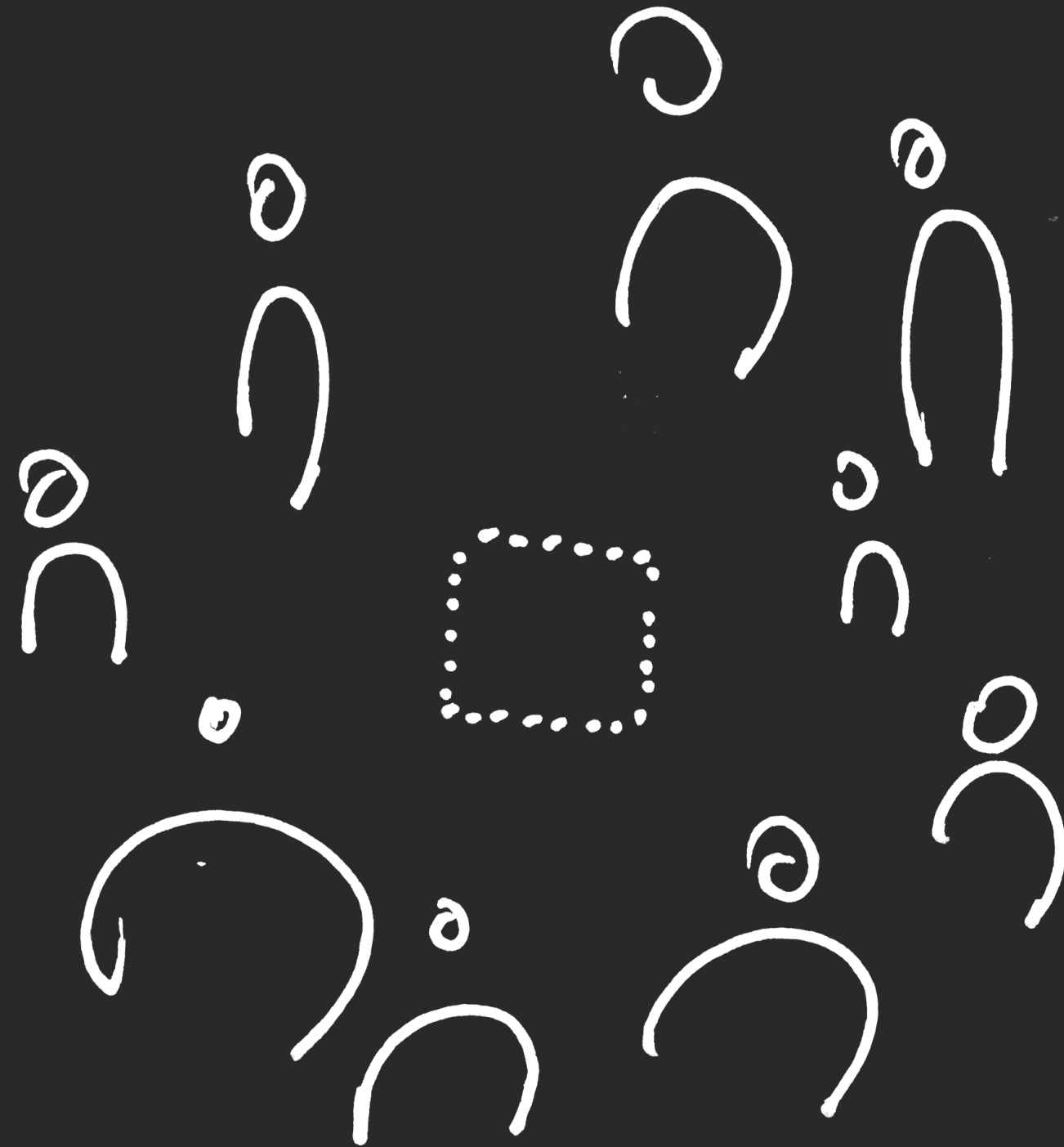
8:24 AM - 19 August 2015

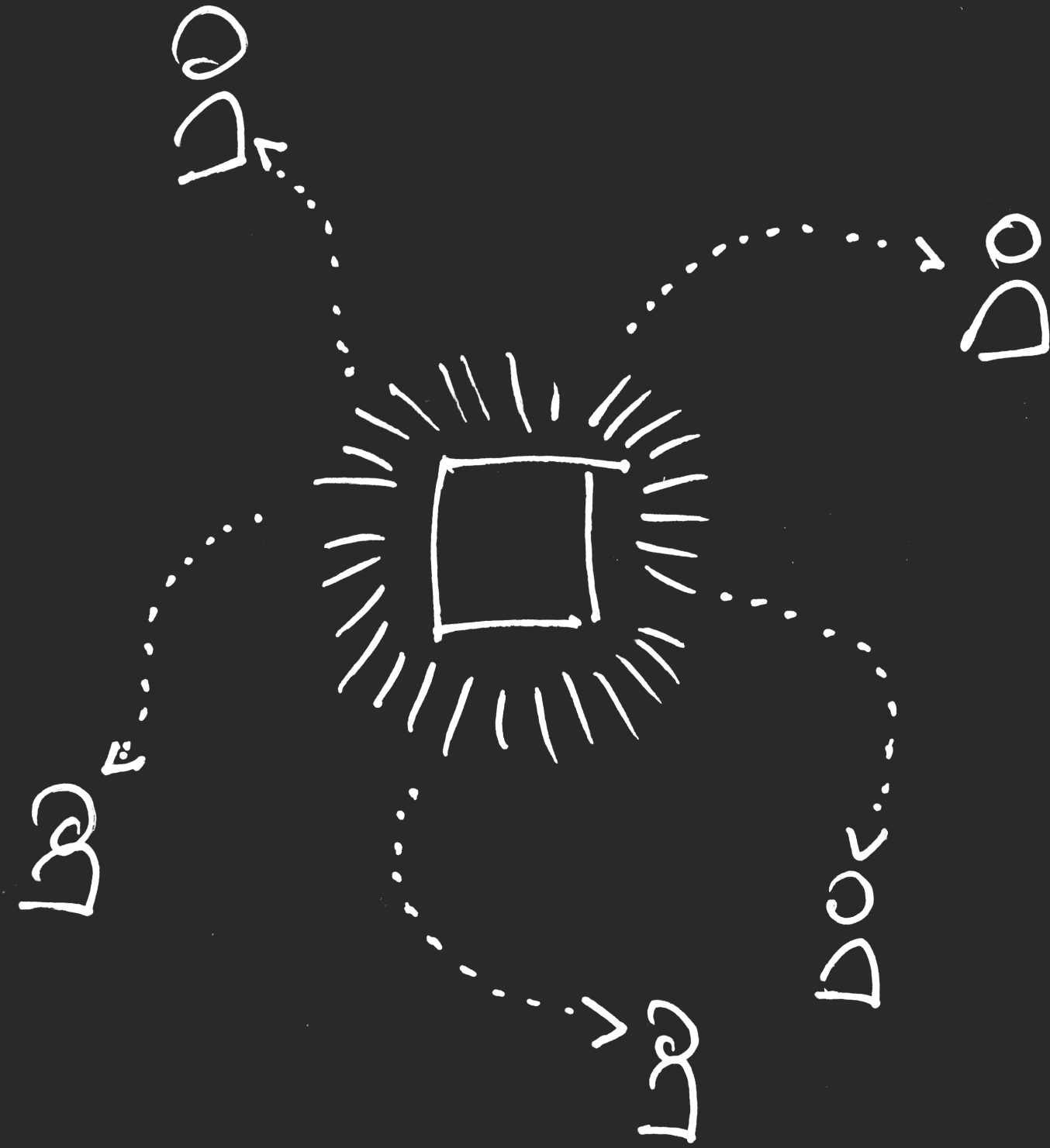
RESEARCH \neq USER TESTING

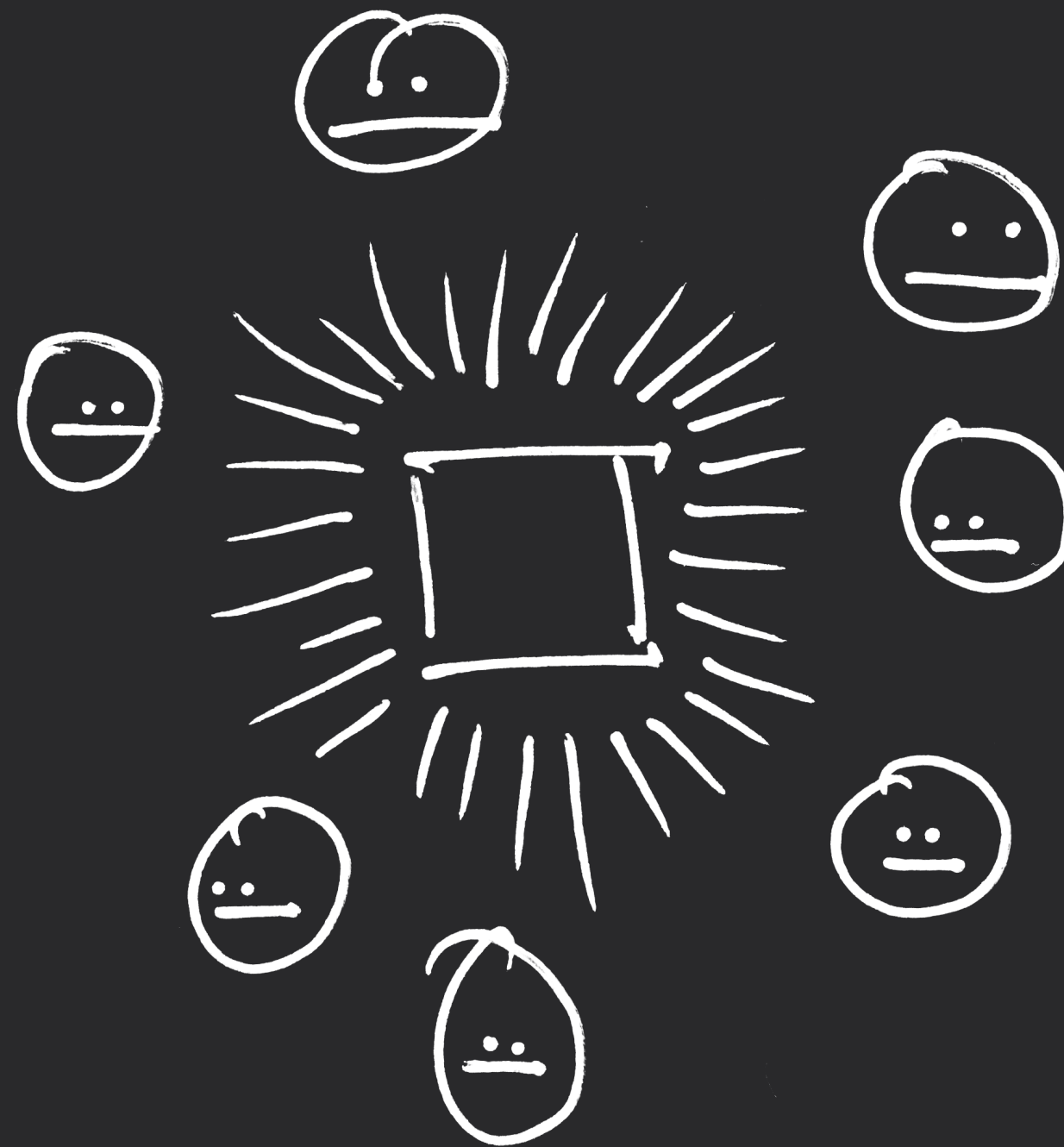
RESEARCH

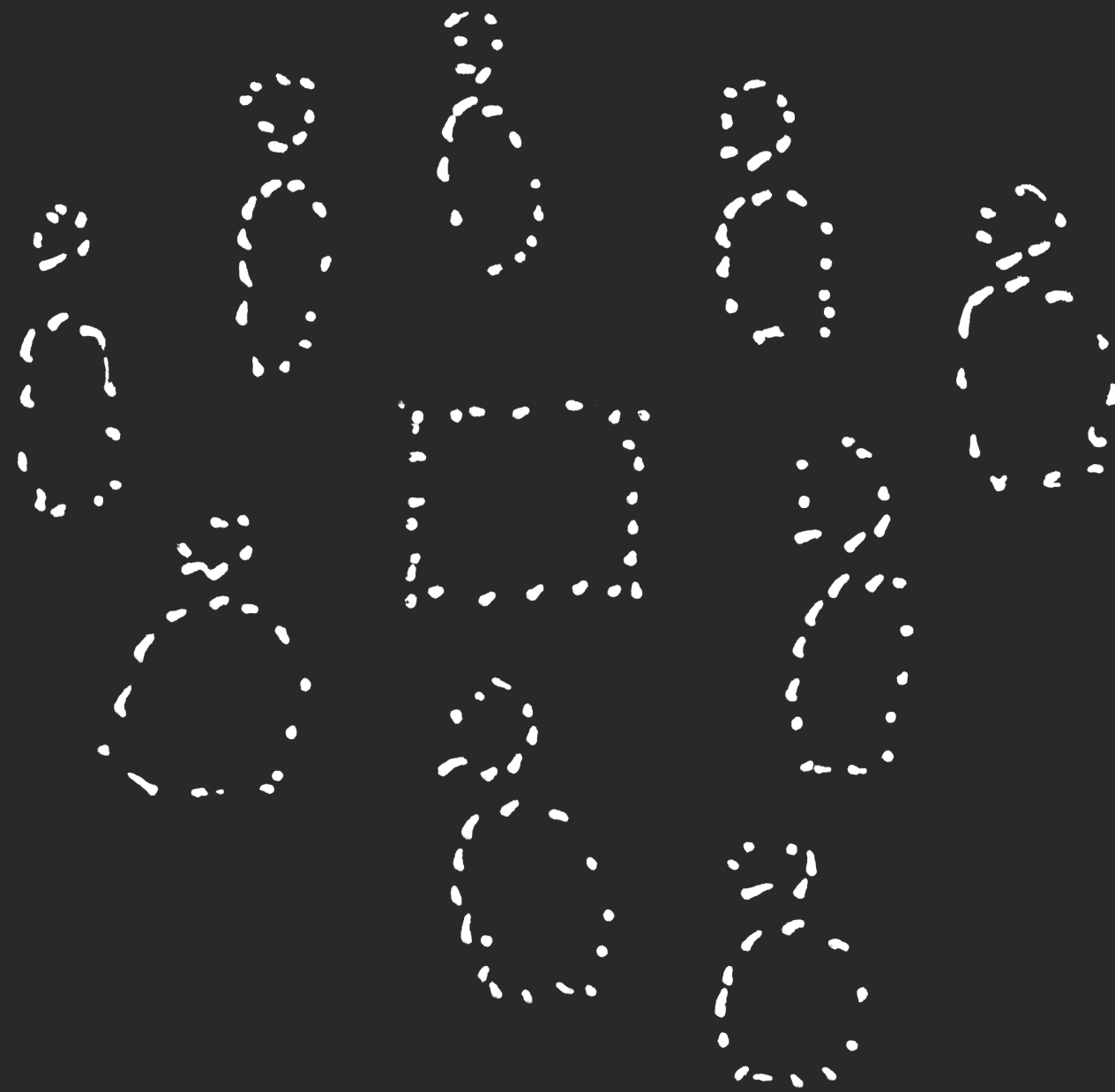
GO WHERE THE PEOPLE ARE











*Your people won't just walk up to you
and tell you what's meaningful to them.
You have to go find it for yourself.*

Research: Qualitative Methods

CULTURAL ANTHROPOLOGY

ETHNOGRAPHY

(WELL, MICRO-ETHNOGRAPHY ACTUALLY)

DEFINITION

Qualitative methods focus on understanding phenomena by exploring the totality of a situation.



- » observations
- » interviews
- » focus groups
- » photo/audio/video
- » social media

What people say, what people do, and what they say they do are entirely different things.

– Margaret Mead

Methods focused on what people say and do reveal what matters to them, from their own perspective.

...address some or all of the following: beliefs, values, attitudes, perceptions, emotions; verbal and nonverbal means of communication; social networks; behaviors of a group of individuals with their friends, family, associates, fellow workers, clients, and colleagues; patterns of conflict and conflict resolution; use of tools, technology, and manufacture of materials and artifacts; structures of power and prestige; historical and environmental influences; and patterned use of space and time.

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Holy cow, that's great! Where do I get one?

ETHNOGRAPHIC AND QUALITATIVE METHODS
CAPTURE WHAT'S REALLY HAPPENING WITH PEOPLE



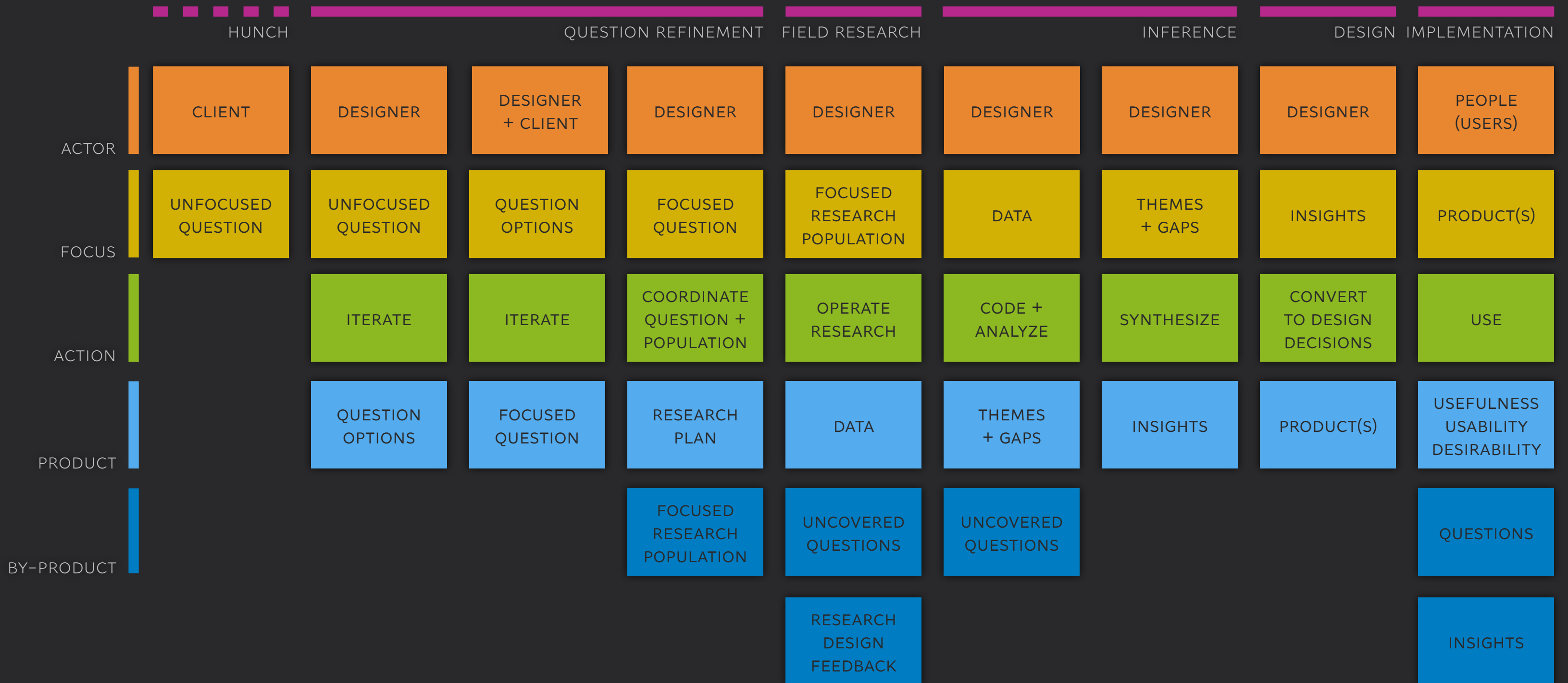
"...I mean, what's so intimidating about a 5'9" human being with a long stick? ... they don't exactly know what to do with me."

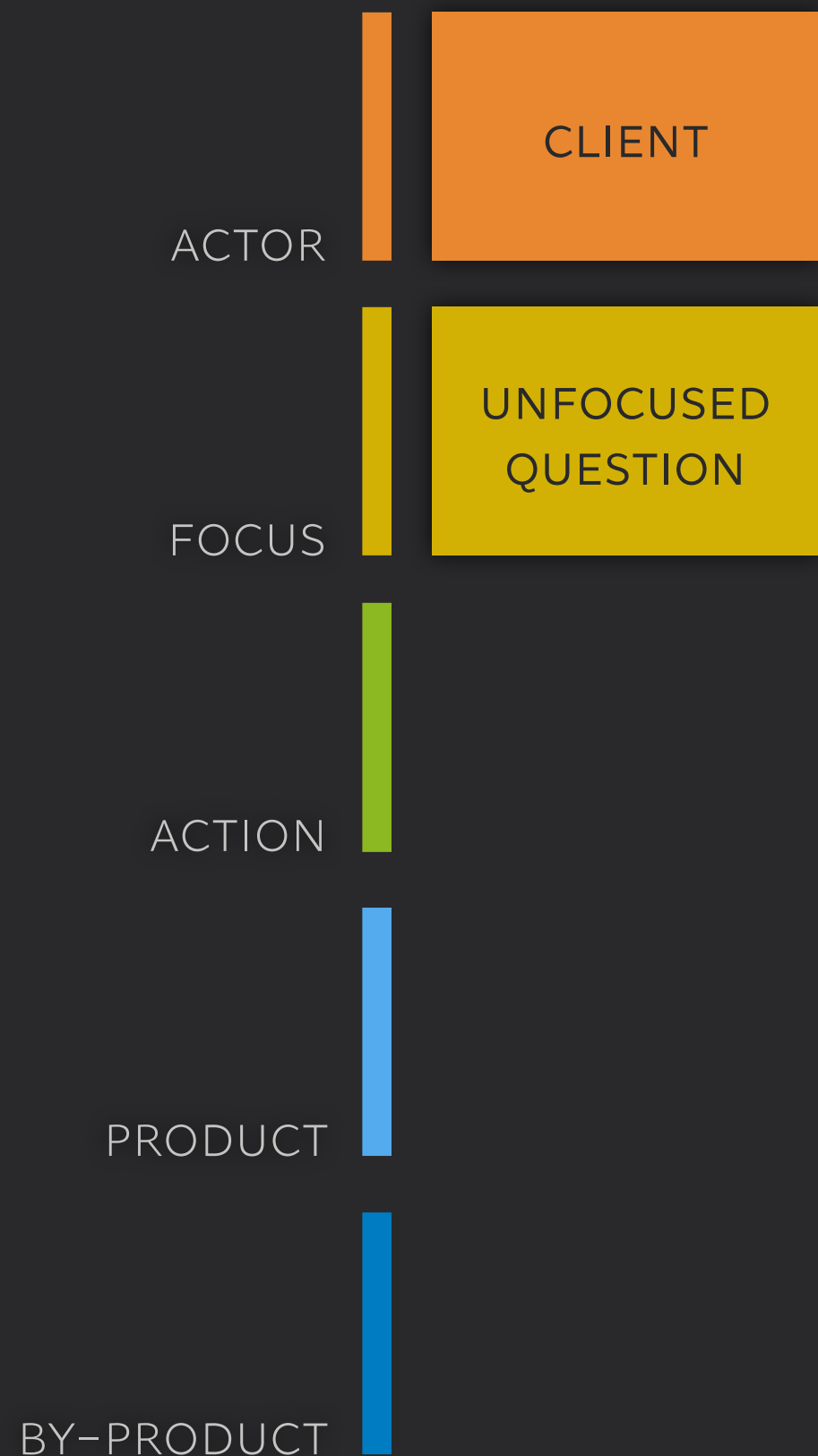
"...I mean, what's so intimidating about a 5'9" human being with a long stick? ... they don't exactly know what to do with me."

A woman whose vision was impaired, college age, sharing her church experience with a friend in a conversation via her iPhone. The phone had assistive technology so it read menus aloud to her. She skipped through menus extremely fast, not allowing the voice technology to finish each option. March 2015, 3:12 p.m., Miami University Art Department main lobby. She is sitting in an oversized chair with stick next to her, very full backpack on ground. One other person sitting in grouping of four chairs. No one was looking at her while she was talking...

People. In their own words.

A Qualitative Research Model for Design Practice

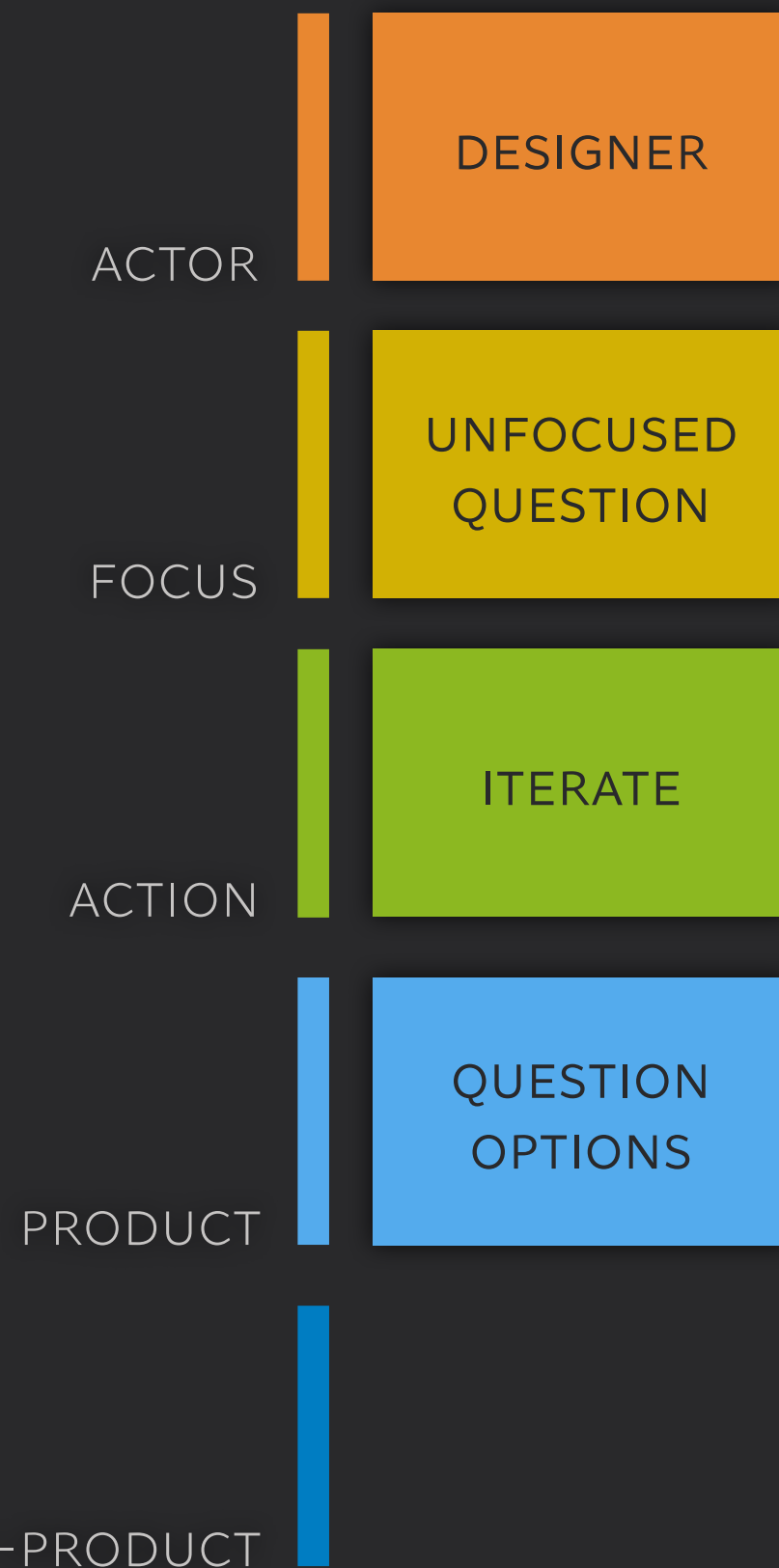




HUNCH

- » Client or another project initiator has a hunch or desire.
- » May or may not have a question.
- » Knows they want "something."





QUESTION REFINEMENT

- » What do we really need to know?
- » Are there questions worth asking that we haven't?
- » If my design decisions depended on this knowledge, what would I need to know?



irving bible church



IBC 50
Share Your IBC Story



DAILY PRAYER EMAIL
Starts September 16

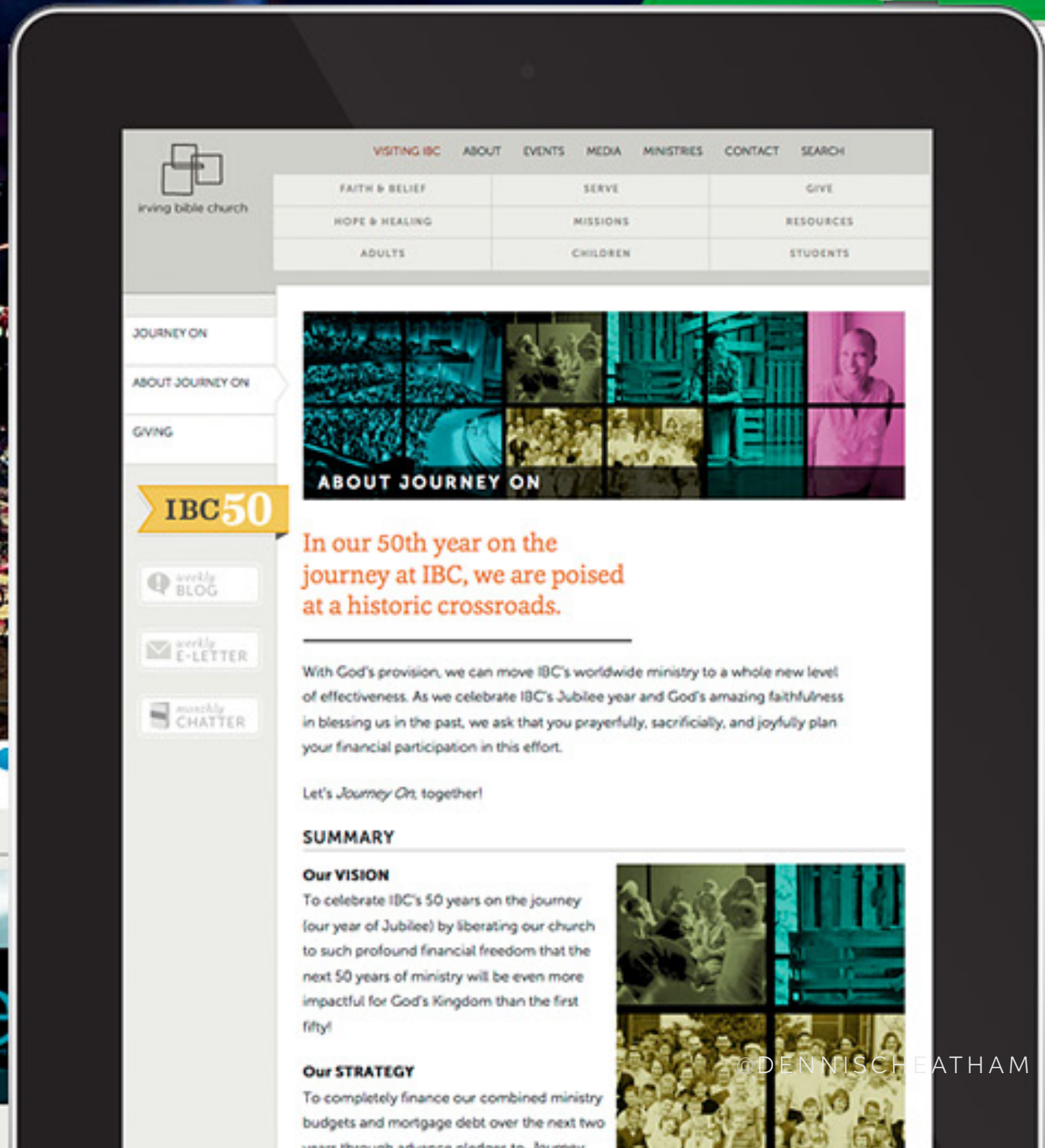


IBC FOOD PANTRY
Donations are needed



WE ARE IBC
Sunday Worship Services

OBSERVING
ordinary time



JOURNEY ON
ABOUT JOURNEY ON
GIVING

IBC50

In our 50th year on the journey at IBC, we are poised at a historic crossroads.

With God's provision, we can move IBC's worldwide ministry to a whole new level of effectiveness. As we celebrate IBC's Jubilee year and God's amazing faithfulness in blessing us in the past, we ask that you prayerfully, sacrificially, and joyfully plan your financial participation in this effort.

Let's Journey On, together!

SUMMARY

Our VISION

To celebrate IBC's 50 years on the journey (our year of Jubilee) by liberating our church to such profound financial freedom that the next 50 years of ministry will be even more impactful for God's Kingdom than the first fifty!

Our STRATEGY

To completely finance our combined ministry budgets and mortgage debt over the next two years through advance pledges to...



ABOUT JOURNEY ON

weekly BLOG

weekly E-LETTER

monthly CHATTER

RECENT MESSAGES

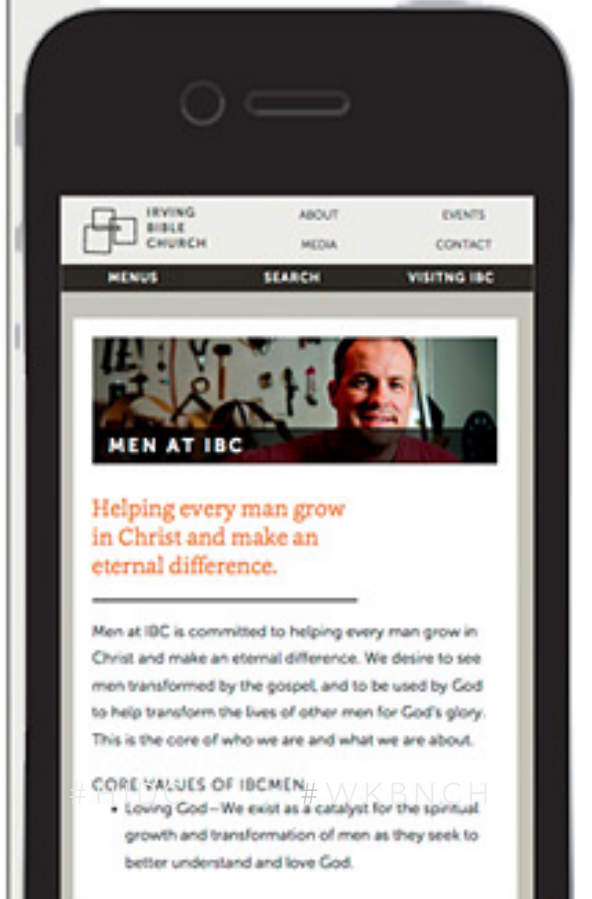


SEPTEMBER 02, 2012

CHATTER: SEPTEMBER 2012



FEATURE



Helping every man grow in Christ and make an eternal difference.

Men at IBC is committed to helping every man grow in Christ and make an eternal difference. We desire to see men transformed by the gospel, and to be used by God to help transform the lives of other men for God's glory. This is the core of who we are and what we are about.

CORE VALUES OF IBCMEN

- Loving God - We exist as a catalyst for the spiritual growth and transformation of men as they seek to better understand and love God.

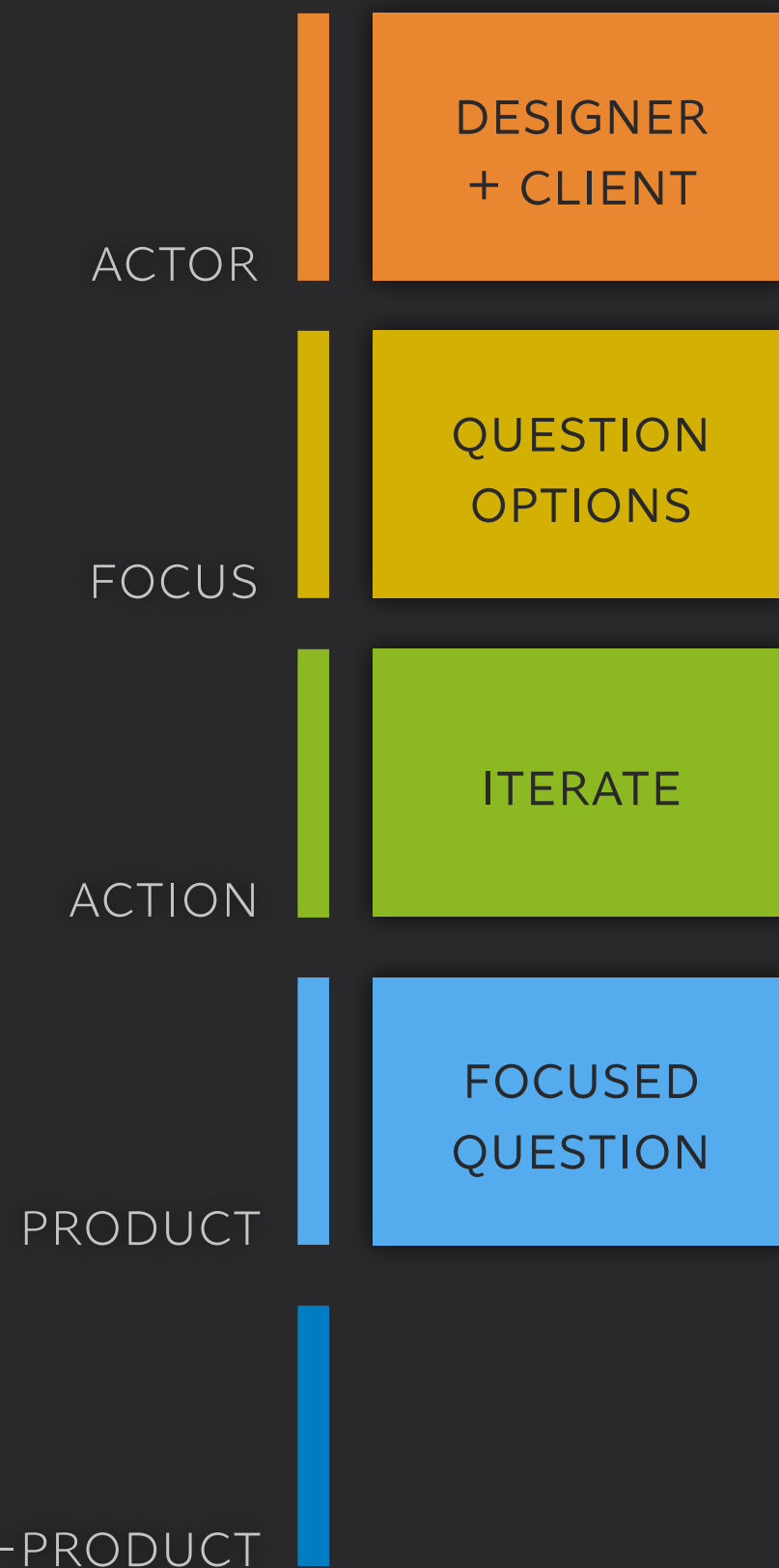
©DENNIS HEATHAM

WHAT DO OUR PEOPLE FEEL IS
MISSING FROM THEIR DAILY LIVES
WHEN IT COMES TO THEIR FAITH?
COULD OUR SITE HELP WITH THAT?

WHAT ARE WAYS IN WHICH INTERACTION
WOULD ALLOW US TO DELIVER CONTENT
WHERE AND WHEN IT'S NEEDED?

WHY DO PEOPLE VISIT OUR SITE?

QUESTION REFINEMENT



- » Focus on finding a single question.
- » Compromise may be necessary.



WHAT WOULD BE A CULTURALLY APPROPRIATE WAY
TO GET GUYS' ATTENTION FOR THIS RESEARCH?

HEY FELLAS

DID YOU LEAVE YOUR
feelings
IN YOUR OTHER
PANTS?

I'm looking at what men in our area think about mental health. It's all online, only takes a few minutes, nothing is being sold, it's completely anonymous and no one will ever contact you.

VISIT
MEN.DESIGNWORKBENCH.COM

A UNIVERSITY OF NORTH TEXAS
DESIGN RESEARCH PROJECT



HEY FELLAS

DO YOU THINK
soft & strong
ONLY APPLIES TO
**TOILET
PAPER?**

I'm looking at what men in our area think about mental health. It's all online, only takes a few minutes, nothing is being sold, it's completely anonymous and no one will ever contact you.

VISIT
MEN.DESIGNWORKBENCH.COM

A UNIVERSITY OF NORTH TEXAS
DESIGN RESEARCH PROJECT

UNT
UNIVERSITY
OF NORTH TEXAS

DRC





QUESTION REFINEMENT

- » Who do you need to research to get an answer to your question?
- » Define the people group specifically.
- » Make sure they are in one of your “what’s challenging you” scenarios.
- » Make a plan for how you intend to find out what you want to know.

WHO ARE THE PEOPLE WHO USE OUR SITE?

WE ARE IBC

JOURNEY ON



But you, O Lord,
Are a shield about me,
My glory, and the one
Who lifts my head high.
Psalm 124

A QUALITATIVE RESEARCH MODEL FOR DESIGN PRACTICE

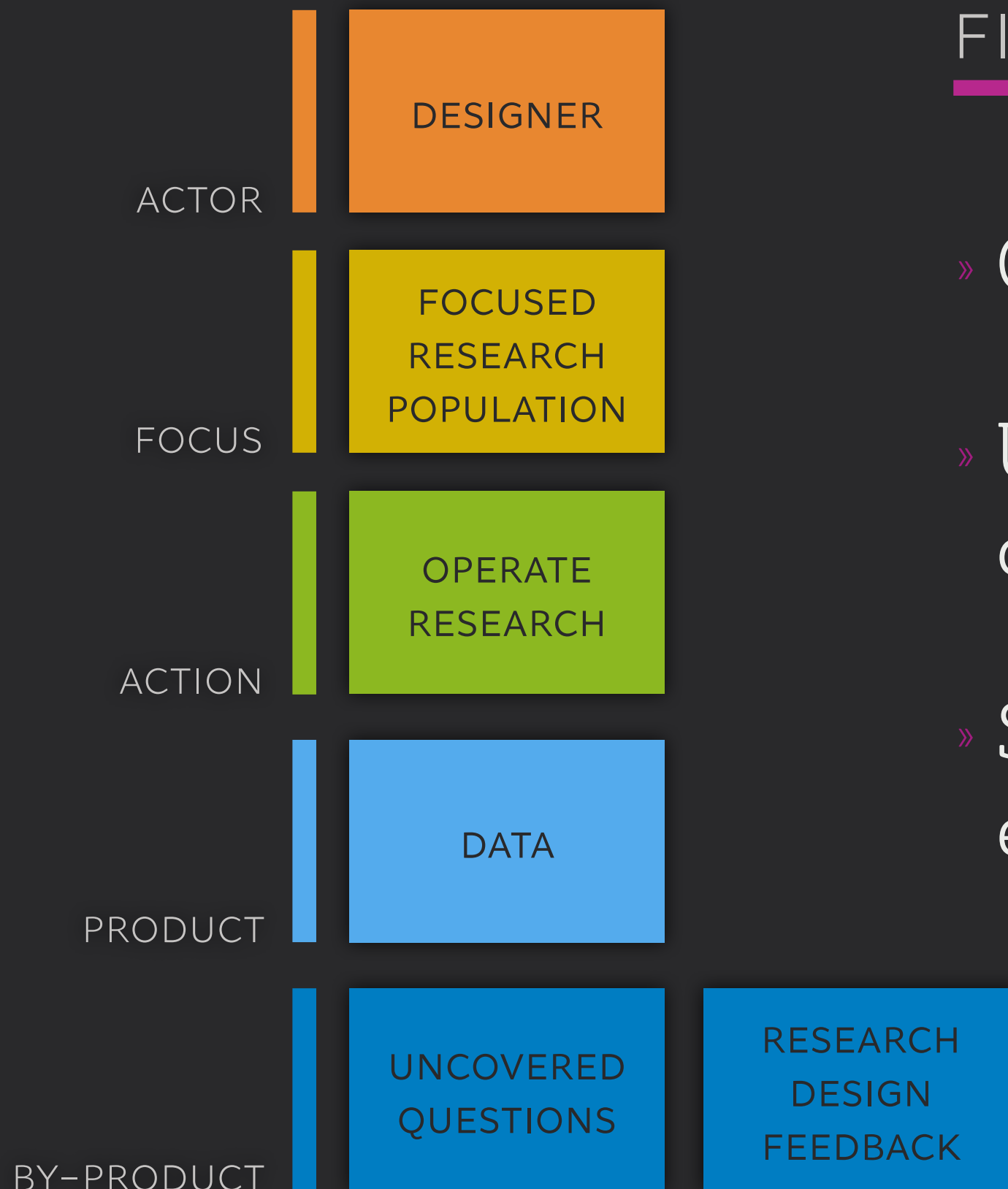
But you, O Lord,
Are a shield about me,
My glory, and the one
Who lifts my head high.
Psalm 124

RESEARCH YOUR WAY INTO USERS' HEARTS





EVENT PLANNERS. WHO KNEW?



FIELD RESEARCH

- » Operate your methods.
- » Use your designer high-fidelity detail superpowers!
- » Strive to record the same core data every time you are in the field.



CookChildren's
Dodson Specialty Clinics
1500 Cooper Street

EMERGENCY
Emergencia
↑
Medical Center Main Entrance
Entrada Principal del Centro Médico
←
Dodson Specialty Clinics



Dr. bedside —

"his loopy god"

"steps to helply — close heart
Dr. shared — rouse paps
etc.
the steps w/ the parent"

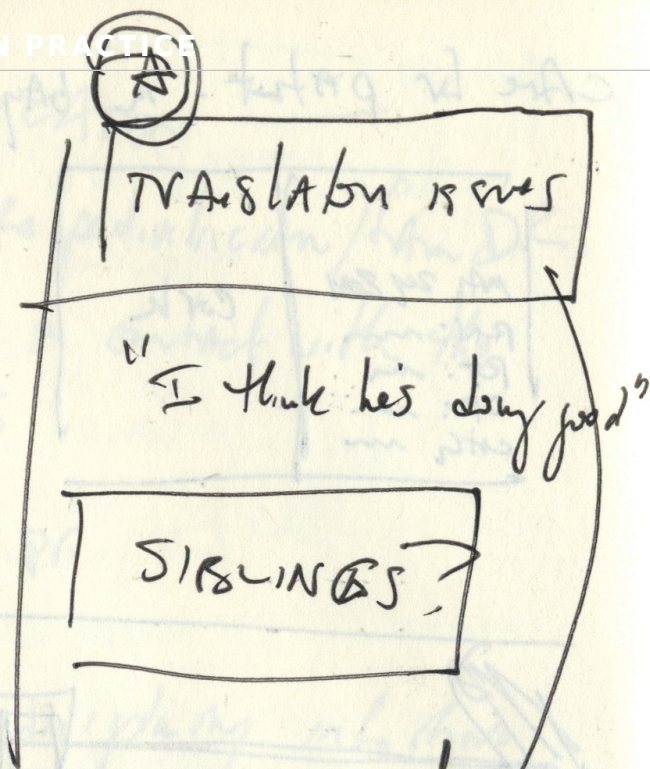
- parent concerned about b/c in nose
- concerned about open chest.

- reviewed one monitor — keep w/ parent

② sister on bench with purse
→ nappy out — still, patient

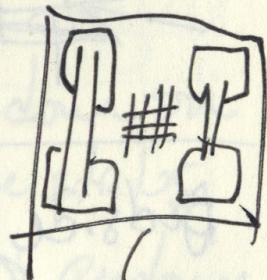
- rather emotional, crying, heavy hearted
holdy child's hand, rubbing leg.
~~watching the~~ watching the monitors.

Garlic - RN



- verbal
- Blue piping plays into phone jack when needed.

two phones in same device



Dr. briefs parents —

"can't tell you exactly what the prob is"

- very specific on the symptoms / what's happen, with the parents.

and how things are going. * contact with the
fam PIC - through process

Dr. Chonelli - continuity PIC

NEONAT, PICU - needs interdisciplinary info flow

Bedside - process continuity
- nurse and cooperative DR.

* we -

updates DR.

Dr on cow, looks @ records

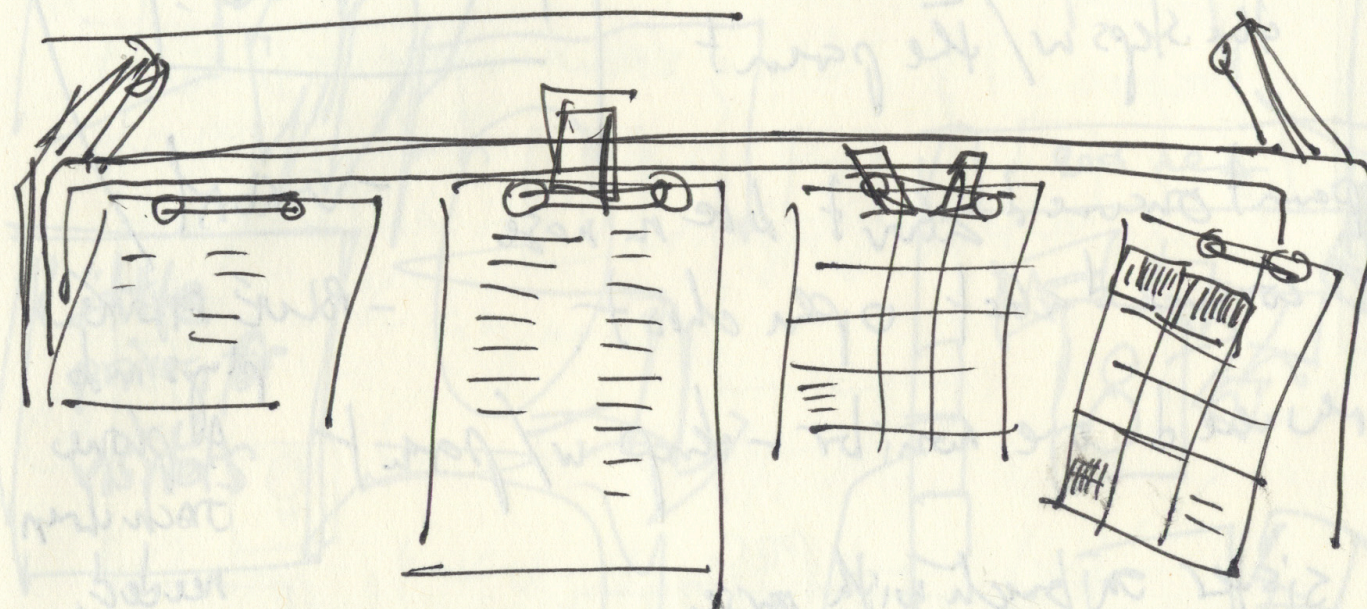


Parents engaged
↳ spend nights in
ICU.
- possible layman

random on
the stairs
full random

MR: mm	Cork
RN: mm	
PT: mm	
DR: mm	
CH: mm	

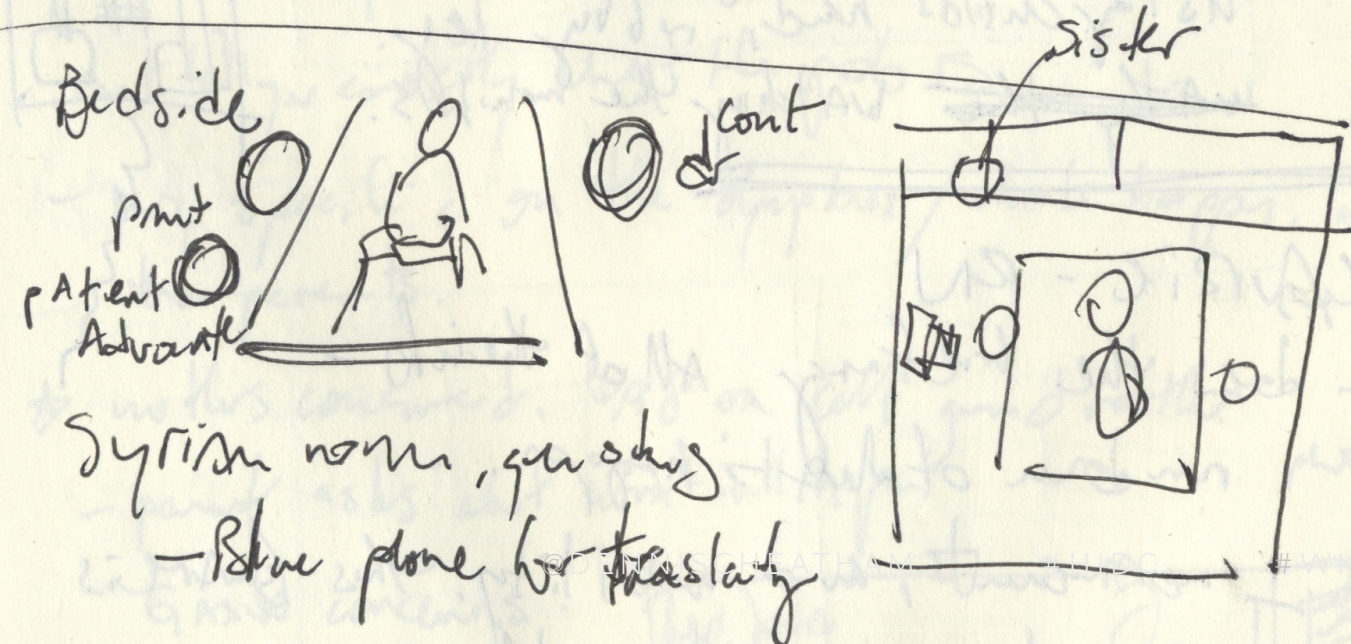
RESEARCH YOUR OWN USERS' HEARTS
- bright daughter with
her.



- typed sheets

- stickers

- ~~zip tied to the bed foot~~ clipped to foot typed



Bedside

parent
Advant

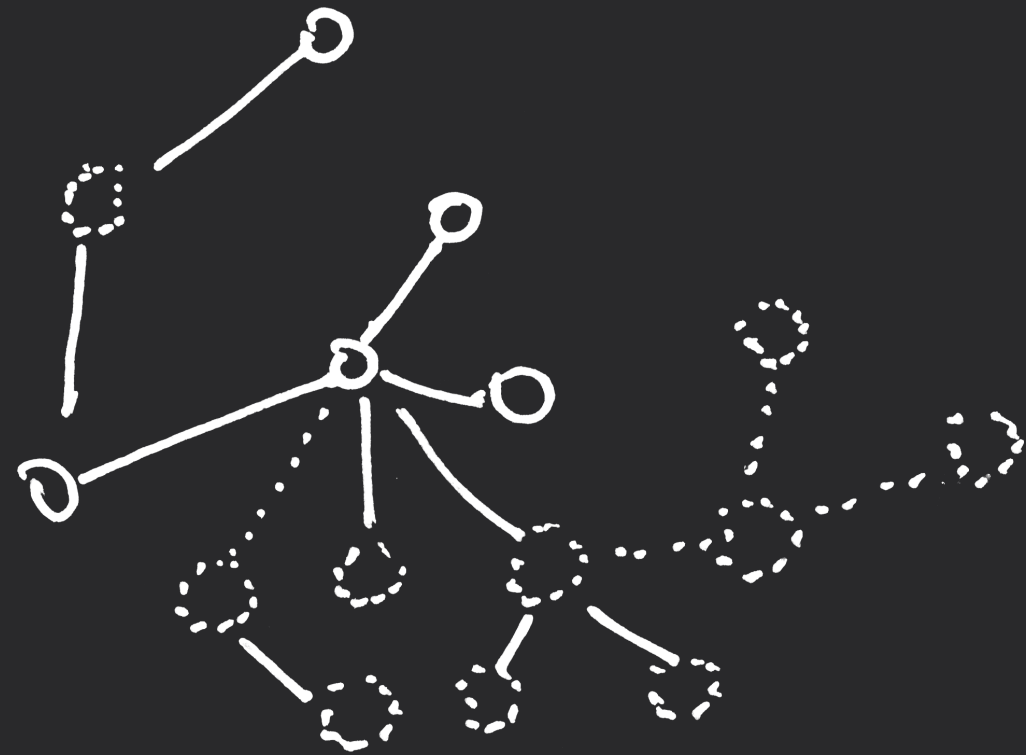
System name, guessing

- Blue phone for translation

IF IT'S NOT ON THE PAGE, IN A
PHOTO, VIDEO, OR AUDIO...

IT DIDN'T HAPPEN.

KINDA LIKE LAS VEGAS

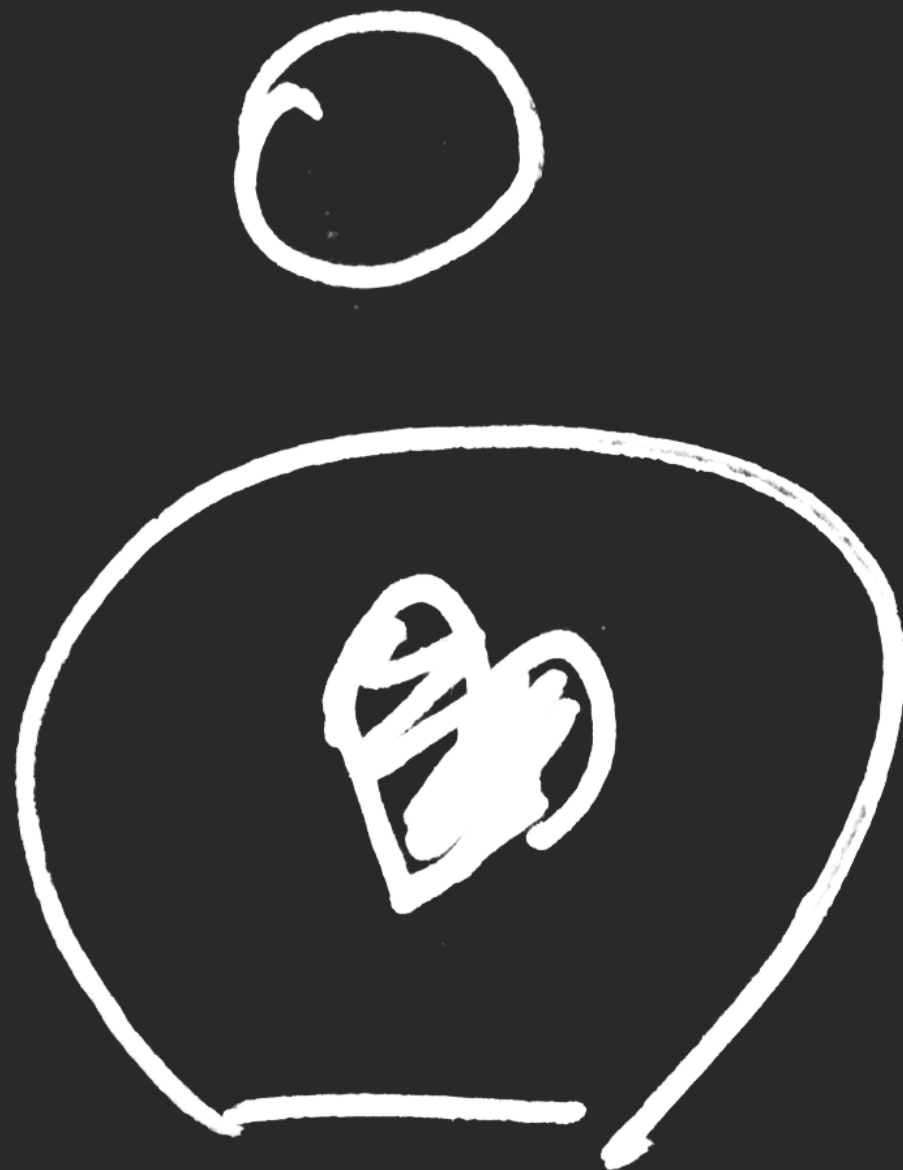


- » The context matters, you just may not know it at the time.
- » Record visible and invisible things: tone of voice, facial expressions, etc.
- » Photos/video/audio - be careful to honor privacy concerns.





- » the things they do
- » the things they say
- » the ways they look
- » what they use
- » where they go

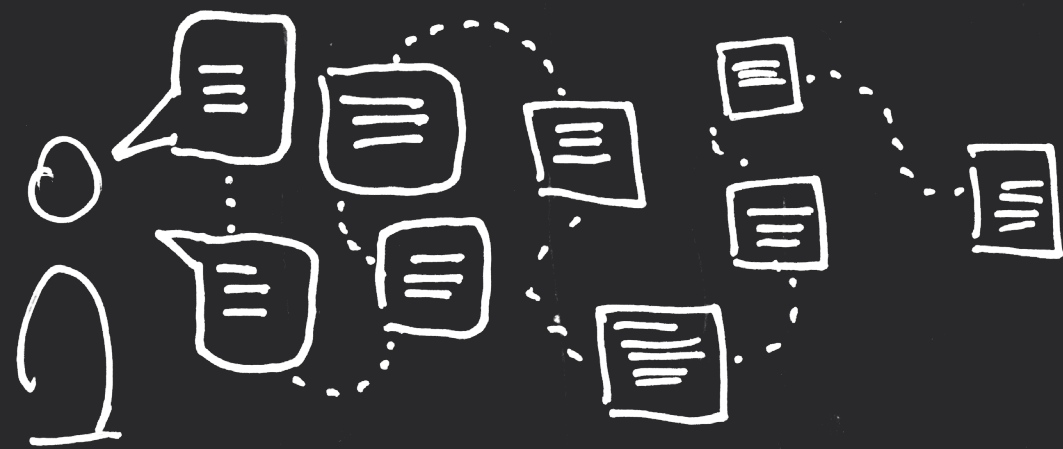


- » the tone they use when speaking
- » their body language
- » what they wear, when they wear it
- » if they seem lost, comfortable
(record how you know these things)

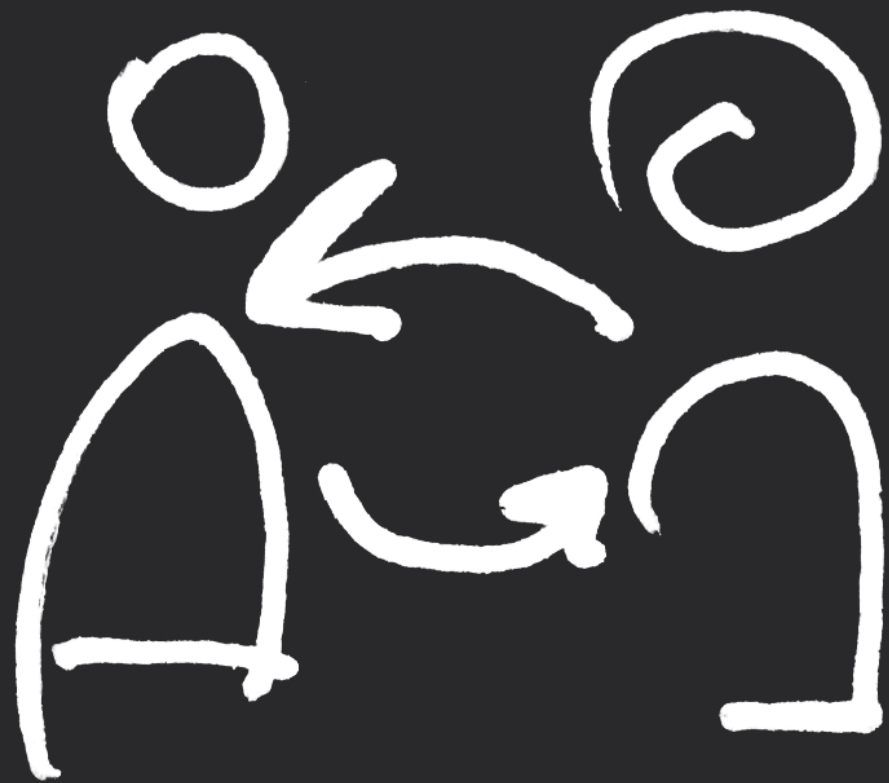
DETAILED NOTES - NOTHING IS INSIGNIFICANT
(UNTIL YOU WISH YOU HAD WRITTEN IT DOWN.)

"...I mean, what's so intimidating about a 5'9" human being with a long stick? ... they don't exactly know what to do with me"

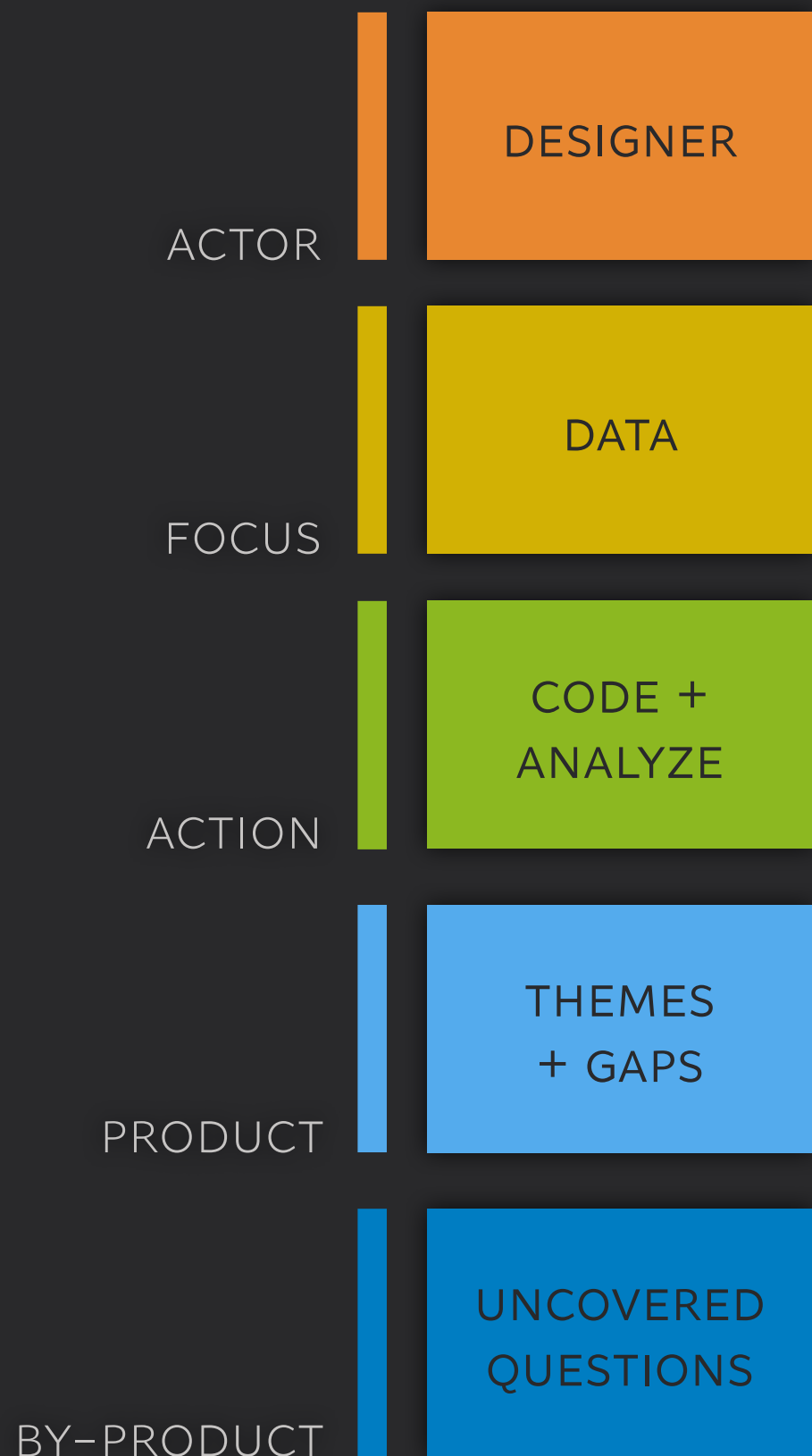
A woman whose vision was impaired, college age, sharing her church experience with a friend in a conversation via her iPhone. The phone had assistive technology so it read menus aloud to her. She skipped through menus extremely fast, not allowing the voice technology to finish each option. March 2015, 3:12 p.m., Miami University Art Department main lobby. She is sitting in an oversized chair with stick next to her, very full backpack on ground. One other person sitting in grouping of four chairs. No one was looking at her while she was talking...



- » open-ended interviews allow people to share their perspectives
- » get the story in people's own words
- » let them wander
- » no "yes or no" answers!



- » social media is in the open
- » one hashtag renders a lot of data
- » not always completely accurate



INFERENCE

- » Each bit of your findings has at least one quality. Mark them!
- » Identify where findings overlap repeatedly—that's a theme.
- » Identify where there were strangely no findings at all—that's a gap.





walking fast

walking fast

walking fast

relaxed

relaxed

rocking chair

rocking chair

relaxed

rocking chair

hurry

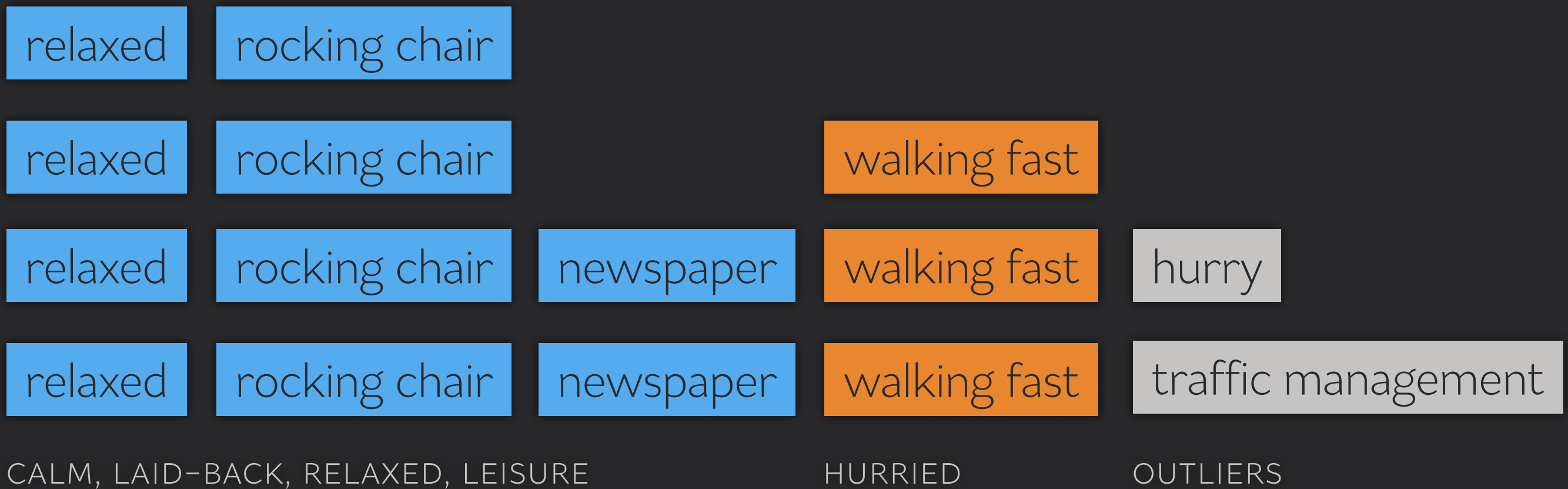
newspaper

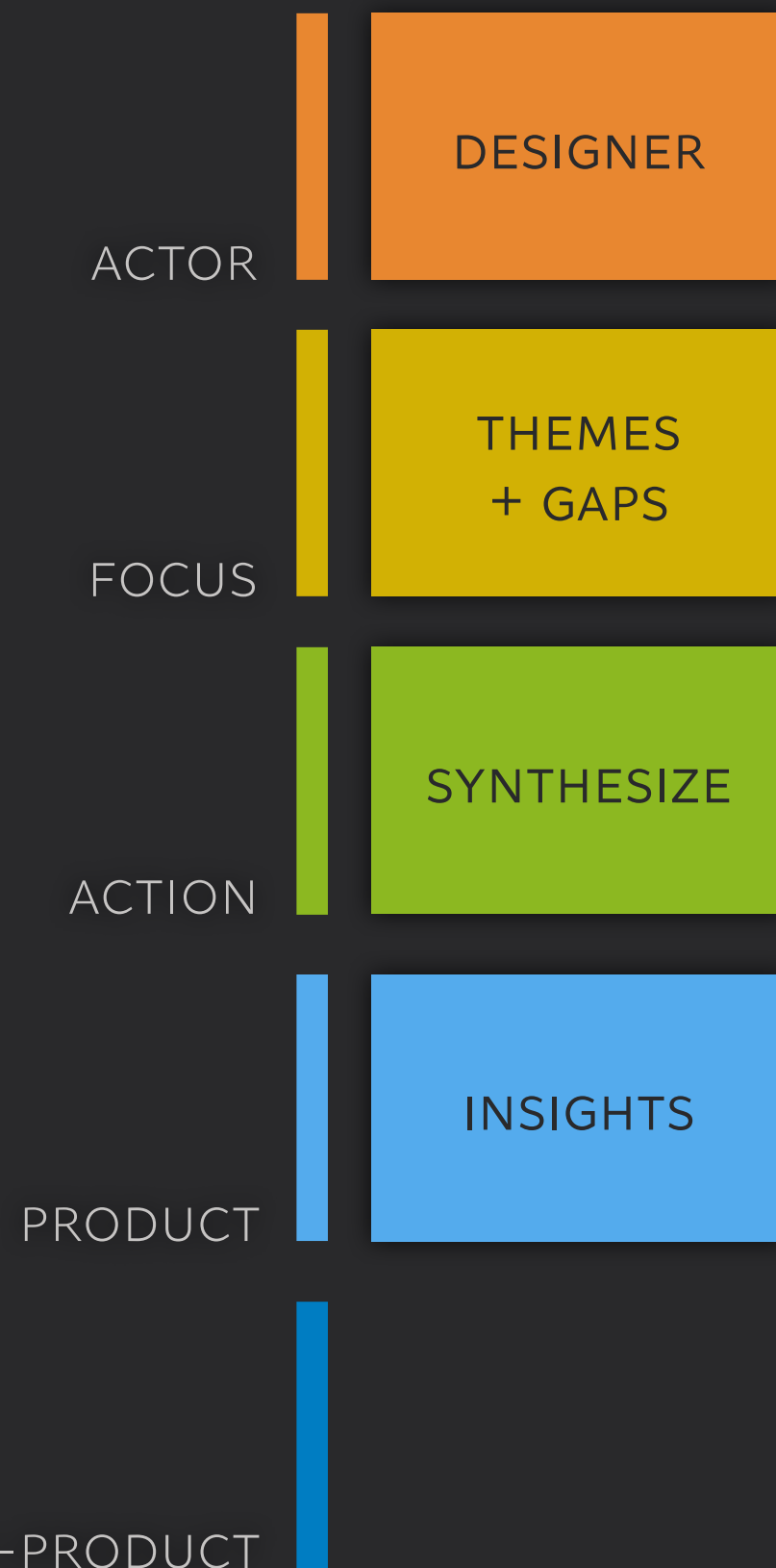
newspaper

relaxed

traffic management

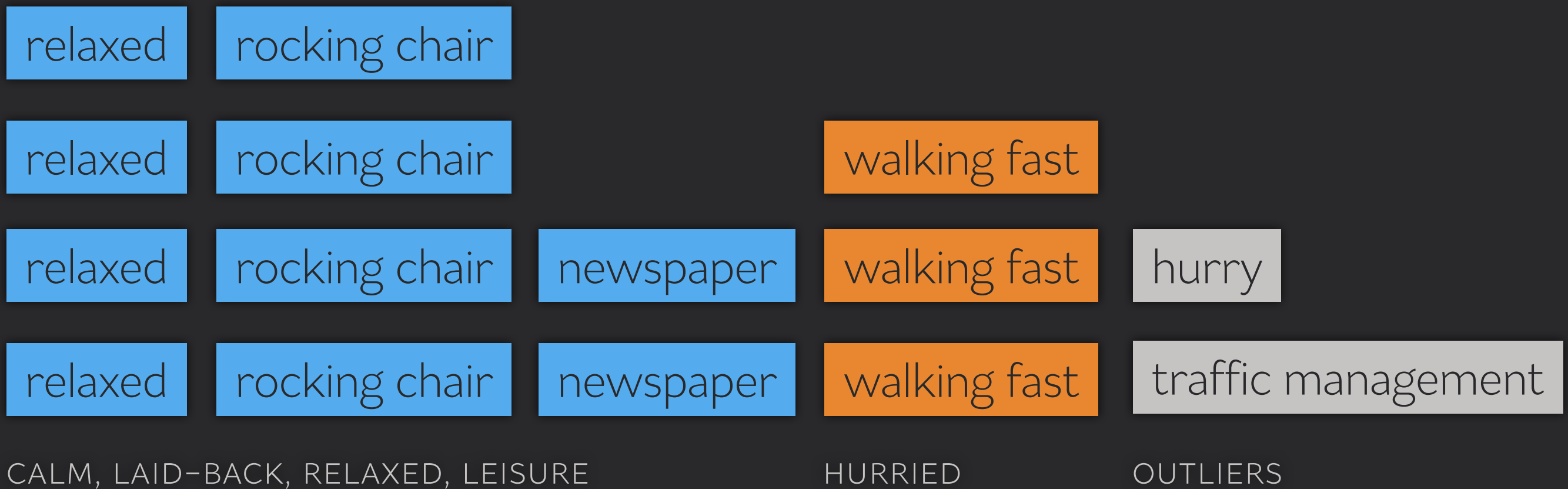
rocking chair



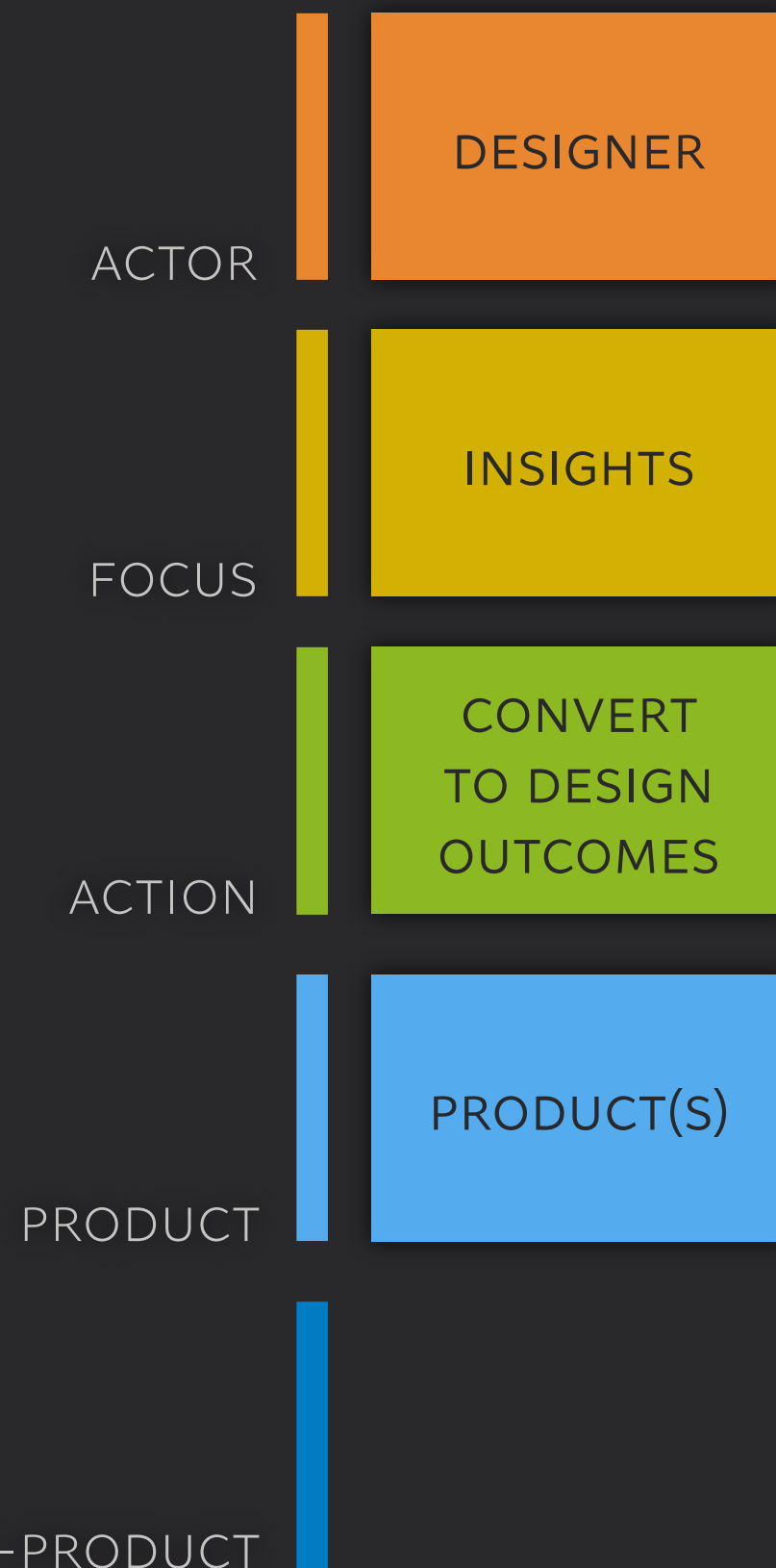


INFERENCE

- » Make sense of the themes and gaps you found. Can you triangulate them?
- » What do they mean?
- » Produce insights you can share that the evidence to supports.



IT SEEMS THAT THE ROCKING CHAIRS
AT CHARLOTTE'S AIRPORT MAY
HAVE A CALMING EFFECT IN THE
HECTIC AIRPORT ENVIRONMENT.



DESIGN

- » Connect findings to specific design decisions.
- » Be open to untried design outcomes as much as improvements.



SPECIFICATIONS



Detects temperature and measures volume.



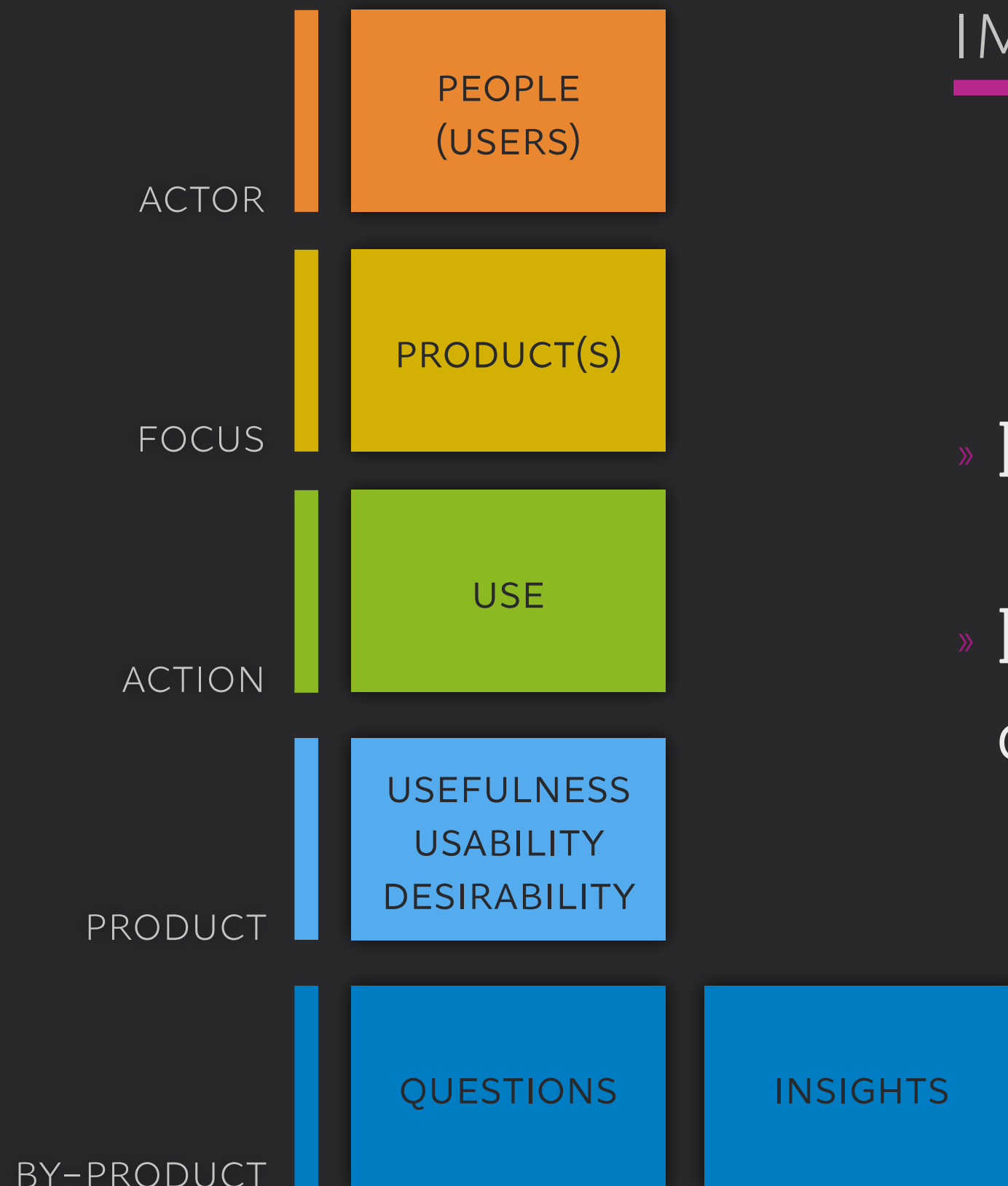
Gives warning with alarming sound.



Feel at ease with the rubber grip.







IMPLEMENTATION

- » Release what you have designed.
- » Prepare to do the research of finding out how things were received.

...and once you've launched, be prepared to have all new challenges and questions!

YAY!

Change Your Mind

SEE PEOPLE AND PLACES
WITH FRESH EYES.

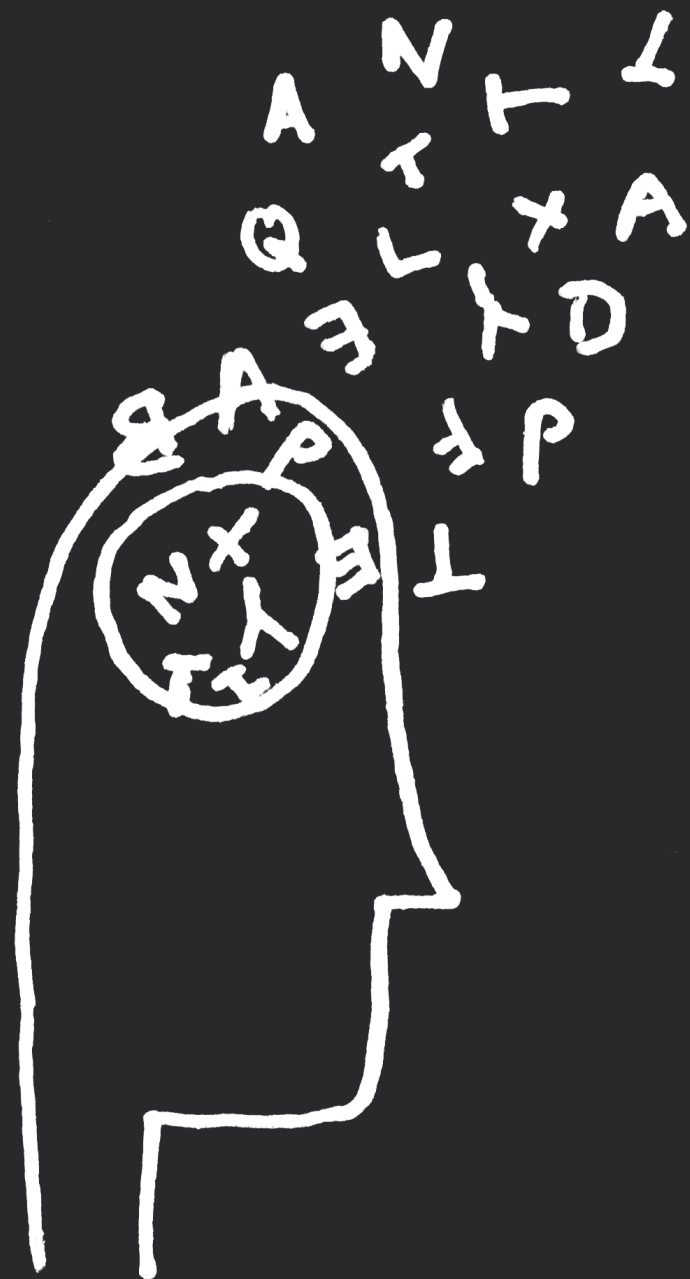
LIVE IN A STATE OF WONDER



- » augmented vocabulary
- » amplified skills and methods
- » see and think differently



- » remain objective
- » be fiercely curious
- » never assume
- » question everything



- » think critically
- » strive to reduce bias
- » (traveling does wonders)





YUM

JUST A LICK OF THE POPSICLE®

CALIBRATION

You are the scientific instrument.

CALIBRATION

You are also a creative force.





Thank You.

Dennis Cheatham

DESIGN RESEARCH | GRAPHIC + EXPERIENCE DESIGN

MIAMI UNIVERSITY | OXFORD, OHIO

DENNISCHEATHAM.COM | DESIGNWORKBENCH.COM

DOWNLOAD SLIDES

WKBN.CH/HIDC2015

TOOLS FOR QUALITATIVE RESEARCH

Dedoose
Qualitative and mixed methods
research project data management
<http://www.dedoose.com/>

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