art¹

[ahrt]

—noun
1. The quality, production, expression, or realm, according to aesthetic principles, of what is beautiful, appealing, or of more than ordinary significance.

2. The principles or methods governing any craft or branch of learning.
Understanding Humans
Market Research
Opinions, Quantitative

- Focus groups
- Surveys
- Preference interviews
- Brand awareness/effectiveness
- Concept testing
- Ideation
User Experience Research
Behaviors, Qualitative

Ethnography
Card sorting
Usability evaluation
Task elicitations
Cognitive walkthroughs
Field studies
Mobile UX Methods

- Quick and Dirty
- Lab Studies
- Field Studies
- Inspections (Cognitive Walkthrough)
- On-Device Surveys (+Behavioral Tracking)
- Quantitative Behavioral Analysis
3 Pillars of Mobile UX Research

Speed

Speed

Speed
3 Pillars of Mobile UX Research

Speed
Flexibility
Context
1. Speed of Execution
Speed of Prototyping

- Paper Prototypes
- Touch-screen Systems
- Competitor Devices
Speed of Recruiting

- Internal Panels
- Developer Ecosystem
Speed of Delivering Results

Quick Findings
Engaging Stakeholders
Remote Viewing
Example

Sharpie Movies
import Qt 4.7

Rectangle {
    id: button1
    width: 105
    height: 55
    radius: 5

    gradient: Gradient {
        GradientStop {
            id: gradientstop1
            position: 0
            color: "#bfc0fd"
        }

        GradientStop {
            id: gradientstop2
            position: 0.75
            color: "#5e5e7a"
        }
    }

    border.color: "#7e7e7e"
}

Text {
    id: label
    text: "Press me"
    font.bold: true
    color: "white"
    anchors.verticalCenterOffset: 0
    anchors.horizontalCenterOffset: 0
    anchors.centerIn: parent
}
How to achieve speed?

Become BFF with Engineers and Designers
Invest in mobile prototyping tools
Focus on rapid iterations
Live the 80-20 rule
2. Flexibility
Fragmentation of Devices

Platforms
Interaction
Hardware
Carriers and Costs
(Failing) Environment

Reception
Facilities
Culture
Example

Device “Prototyping”
How to deal with flexibility?

Focus on the most important platform(s)

Be prepared and informed

Create strategic constraints
3. Context
Contextual factors

Timing Within the Cycle
Context of Use vs. Context of Research
Support and Vendors
Everyone's an Expert
Example Video Diaries

More at www.qualvu.com/clients/yahoo-three-country-plan
How to be contextually-aware?

Understand team and business practices
Know your users
Choose your partners in crime
William.
Wanna-have-all-done-yesterday boss extraordinaire, golf aficionado.
Edgar.
Usability specialist, UX researcher, prototyper, Stratocaster jammer.
When is mobile research EASY?
Yo, Edgar!
We need to figure out how efficient people are using our mobile product compared to the competition?
Ok, boss.
Let's invite 16 target users into the lab and observe them use our product as well as products of two top competitors. We'll measure success rates, time, and errors and compare.
When is mobile research HARD?
Hey, Edgar!

How do people use mobile phones to search for information and what kind of content are they looking for? How well does our product fulfill their needs?
Hmm, ok. I’m up for a challenge!
How about we do a one-month field study with 10 users using daily reporting via voicemails, SMS mini-surveys, and mobile photos? We’ll do pre-, midpoint-, and final interviews with each participant as well.
ROI of UX Research

Optimize for the “sweet spot”
mobile ux research

[moh-buhl yoo eks ree-surch]

–noun

1. The art of selecting the right methods, skillfully combining or adapting them while adhering to time and resource constraints with the goal of supporting and driving business decisions.
Kris Mihalic, PhD
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