Chapter 1 : Complete Beginner's Guide to UX Research | UX Booth

Fieldwork can help you conduct quality market research with the appropriate methodologies and expert respondents.

Some methods may be more appropriate than others, depending on time constraints, system maturity, type of product or service, and the current top concerns. The chart below shows how often UX practitioners reported engaging in these methods in our survey on UX careers. Percentages refer to the proportion of respondents who said they use each method at least every year or two. If you can do only one activity and aim to improve an existing system, do qualitative think-aloud usability testing, which is the most effective method to improve usability. If you are unable to test with users, analyze as much user data as you can. Data obtained, for instance, from call logs, searches, or analytics is not a great substitute for people, however, because data usually tells you what, but you often need to know why. So use the questions your data brings up to continue to push for usability testing. An important goal at this stage is to validate and discard assumptions, and then bring the data and insights to the team. Good things to do during discovery: Conduct field studies and interview users: Go where the users are, watch, ask, and listen. Interview stakeholders to gather and understand business requirements and constraints. Interview sales, support, and training staff. What are the most frequent problems and questions they hear from users? What are the worst problems people have? What makes people angry? Listen to sales and support calls. What do people ask about? What do they have problems understanding? How do the sales and support staff explain and help? What is the vocabulary mismatch between users and staff? Discover what users like best. Explore Exploration methods are for understanding the problem space and design scope and addressing user needs appropriately. Compare features against competitors. Use research to build user personas and write user stories. Analyze user tasks to find ways to save people time and effort. Show stakeholders the user journey and where the risky areas are for losing customers along the way. Decide together what an ideal user journey would look like. Explore design possibilities by imagining many different approaches, brainstorming, and testing the best ideas in order to identify best-of-breed design components to retain. Obtain feedback on early-stage task flows by walking through designs with stakeholders and subject-matter experts. Ask for written reactions and questions silent brainstorming , to avoid groupthink and to enable people who might not speak up in a group to tell you what concerns them. Iterate designs by testing paper prototypes with target users, and then test interactive prototypes by watching people use them. Instead, note how well designs work to help people complete tasks and avoid errors. Let people show you where the problem areas are, then redesign and test again. Use card sorting to find out how people group your information, to help inform your navigation and information organization scheme. Test Testing and validation methods are for checking designs during development and beyond, to make sure systems work well for the people who use them. Do qualitative usability testing. Test early and often with a diverse range of people, alone and in groups. Conduct an accessibility evaluation to ensure universal access. Ask people to self-report their interactions and any interesting incidents while using the system over time, for example with diary studies. Audit training classes and note the topics, questions people ask, and answers given. Test instructions and help systems. Talk with user groups. Staff social-media accounts and talk with users online. Monitor social media for kudos and complaints. User forums are sources for important questions to address and answers that solve problems. Bring that learning back to the design and development team. Listen Listen throughout the research and design cycle to help understand existing problems and to look for new issues. Analyze gathered data and monitor incoming information for patterns and trends. Survey customers and prospective users. Monitor analytics and metrics to discover trends and anomalies and to gauge your progress. What do people look for and what do they call it? Search logs are often overlooked, but they contain important information. Make it easy to send in comments, bug reports, and questions. Analyze incoming feedback channels periodically for top usability issues and trouble areas. Collect frequently asked questions and try to solve the problems they represent. Run booths at conferences that your

customers and users attend so that they can volunteer information and talk with you directly. Give talks and demos: Activities Discover Ongoing and strategic activities can help you get ahead of problems and make systemic improvements. It takes a coordinated effort to achieve design improvement. Get advice from people with more experience. Share your findings, invite them to observe and take notes during research sessions. Hunt for data sources. Be a UX detective. Who has the information you need, and how can you gather it? Find ways to measure how well the system is working for its users. Usability heuristics are high-level principles to follow. Design for universal access. Access is becoming a legal imperative, and expert help is available. Accessibility improvements make systems easier for everyone. Provide the controls people need. Choice but not infinite choice. Whenever an error occurs, consider how it might be eliminated through design change. What may appear to be user errors are often system-design faults. Prevent errors by understanding how they occur and design to lessen their impact. Say what happened from a user standpoint and explain what to do in terms that are easy for users to understand. Be prescriptive with the default settings, because many people expect you to make the hard choices for them. Allow users to change the ones they might need or want to change. Work-alike is important for learnability. People tend to interpret differences as meaningful, so make use of that in your design intentionally rather than introducing arbitrary differences. Adhere to the principle of least astonishment. Map features to needs. User research can be tied to features to show where requirements come from. Such a mapping can help preserve design rationale for the next round or the next team. When designing software, ensure that installation and updating is easy. Make installation quick and unobtrusive. Allow people to control updating if they want to. When designing devices, plan for repair and recycling. Sustainability and reuse are more important than ever. Reduce and eliminate nonessential packaging and disposable parts. Consider system usability in different cultural contexts. You are not your user. Plan how to ensure that your systems work for people in other countries. Translation is only part of the challenge. Look for perverse incentives. Perverse incentives lead to negative unintended consequences. How can people game the system or exploit it? How might you be able to address that? Consider how a malicious user might use the system in unintended ways or to harm others.

Chapter 2 : Online Market Research Fieldwork for Global Studies | RONIN

Fieldwork understands the importance of a project's success anywhere in the world. Fieldwork Network is your true, one-call solution to qualitative and quantitative project management across the globe - a single contact that means time-saving convenience, seamless continuity and exceptional value.

International Data Collection We also help research organizations get ahead of their client deadlines, by managing their fieldwork across continents with the help of a dedicated global project management team. Our global project management wing is designed to meticulously manage multi-country fieldwork on behalf of market research firms, so that they are able to execute a higher number of projects for more clients. From sample size calculation at the proposal stage basis Universe estimation, to data processing and report preparation, our global project management team guides research agencies at every stage of their project lifecycle. Explore our international project management expertise below at every stage of your project: No idea about a particular Universe? With our historic data and past experience across sectors, we can help you with a fairly accurate estimate of the Universe size on any respondent type across sectors and countries, to help you decide on the most ideal sample size for your research project. Be it a particular designation set amongst payers or a particular income group in a country, our experience can help you assess the ideal sample size to commit into your research proposal. Moreover, all client designed questionnaires also go through one round of checks from our Research team before they reach the respondent on ground. All scripting and hosting is conducted in-house by Syntellect staff. Syntellect maximizes client value by implementing the most recently devised and cutting edge online methods. Extensive quality controls including routing instructions, survey lengths, pattern of response and IP address checks are carried out before the survey is made live. Only after rigorous testing and validation will the project move to fieldwork. Our scripting team is well-versed with all prominent scripting platforms â€" Confirmit, the industry-leading software, as well as other platforms like Nebu and Dimensions. We also work with client-provided cloud based platforms. So be it any type of survey - offline or online, on Tablet, Mobile or Netbook, Syntellect can create the same with ease. Online reporting using real-time survey data helps you track the progress of your project at any time. Translation and Field Training It is challenging enough to conduct market research about your company, its products or services in just your own country. But what if you need to study other markets across the globe? English spoken in different regions of the world vary to the point where it is not understood by others at all who share that written language. The same is true with written and spoken Spanish, and so on. In B2B sector, where technical terms are used, it is even more important to ensure that ambiguity is minimized. We employ native speaking personnel who are bilingual to do the translation for any phone or online survey questions, interview scripts or focus group discussion guides, and then get it back-translated by a third person, to ensure that the most accurate form of each question gets administered in the local language. Mock interviews are conducted with each individual interviewer, either in person or through video conferencing, before sending the person on field. As a standard process, our quality assurance team works closely with the fieldwork team. Thorough and timely quality checks are then implemented during the entire fieldwork process. For quantitative research, our project managers employ rigorous screening procedures to ensure the sample representativeness and quota requirements as set by the clients. For qualitative research, we adopt a double screening process by both the field team and project managers to make sure that all the recruited respondents fit project requirements. Recruiting is one of the most important, and difficult steps in conducting most market research studies. Recruiting respondents for FGDs and Depth Interviews is one of the most integral aspects of successful qualitative market research. Screening through potential recruits and extracting the target people to participate are key components that may predict the quality of the research. The question then remains â€" how and where do you find the right target people? Aside from passing a screening questionnaire, what else demonstrates a genuine respondent? Recruiting potential candidates for studies can be more of an art than a

science. Provided the respondent matches the profile and answers all of the questions accurately as per the screening questionnaire, she should theoretically be a perfect match. In many cases, such a strategy may work well. There are, however, many instances where simply passing a screening questionnaire is not enough to assure the recruit is a suitable match. So what else can be done? We offer a cost-effective data collection methodology that never compromises on quality. Syntellect recruits for a range of groups and depths among both consumer and business audiences. We take the stress and worry out of the recruitment process for you, and we do this by: Pre-checking all respondents prior to participation. Undertaking all associated logistics, as required, including venue hire and equipment, catering and provision of incentives. Providing experienced Field Supervisors, who know how to make even the most difficult group come together successfully. With our team of trusted nationwide recruiters and our in-house telephone recruiters, we offer fast turnaround recruitment and can recruit even the hardest-to-reach audiences. With an in-house staff of trained recruiters and a national panel of research participants, Syntellect is fully equipped to recruit a broad range of consumer and B2B respondents, including: We have a custom panel which we update frequently. People on the panel are screened in-depth. One benefit of this is that we can identify potential candidates and then put them through an additional round of screening and evaluate their qualifications for each particular study. To ensure the quality, we assign expert senior fieldwork managers to manage the recruitment process at all times. We often screen recruits several times over a period of time to ensure that they are the right candidates. We have strict policies and oversight with regard to our on-site staff. The results from recruitment are centralized on-site, so that we can schedule and confirm according to quotas our clients need us to fill. Focus Groups And Depth Interviews: We offer full-service FGD planning â€" including screener and discussion guide drafting â€" recruitment, and execution in each of its wholly-owned global offices. Data integrity is the most important criterion for our CATI projects. We adhere to all local and global research standards for telephone research and strive hard to ensure the highest possible data quality for every interview we complete. All the interviews are conducted by our in-house call center with fully trained interviewers. Intensive effort is also put into monitoring the interview process and running quality control procedures. Our team is especially experienced in recruiting hard-to-reach targets such as early adopters, opinion leaders, special professionals, and C-level executives. Acquiring the right samples and managing the sampling process is critical to the success of web based data collection projects. We also keep close track of each step during the fieldwork process to ensure sample representativeness, the right balance across sub-groups, and specific quota requirements. Extensive quality controls are deployed including survey lengths, pattern of response and IP address checks. Complex routing and insertion of audio and digital media is possible. Online reporting using real-time survey data. Our team is one of the early adopters of data collection through the mobile platforms such as smartphones and tablets. As part of our big data platform project, we have developed an advanced mobile metering technology and survey platform for mobile market research. The cutting-edge mobile technology allows us to measure and research consumer behaviors in a completely new way and provides tremendously rich data to drive market insights. Face to Face Surveys: With an in-house field team in every major economy, and networked partners in smaller countries, we help our clients conduct various face-to-face research projects across continents. Respondents are recruited in person by all possible approaches â€" door to door, on the street, in malls, telephonically with the help of database , and using online panel both internal and external. Syntellect owns and operates FGD and Depth interview facilities in all of its global offices. Highlights of our capabilities at these facilities include: Video streaming Focus Vision equipped , Experienced Moderators in each facility, Live Translation, One-way viewing mirrors, High definition video recording, Studio quality audio recording. We also help research companies with our suggestions on the ideal Respondent Incentives and also manage the entire logistics behind it. Whatever be the budget or the audience, we can help you with the right incentive, which is carefully chosen and at the same time is of good value to the respondent; something that they appreciate. And lastly, we also assess the need for incentive, by country and respondent-type, and accordingly advise you when to offer and when not to. Quality is top of mind at Syntellect before data collection even starts. Such total immersion

of the project manager in all aspects of the project â€" with programmers, interviewers, field supervisors and the DP team â€" facilitates a consistent and proactive approach to delivering data of the utmost quality. A consolidated weekly field status is provided on all projects bi-weekly provided as per project requirement. Fieldwork can also be monitored and tracked by geolocation. With over 15, telephonic interviews per year, Syntellect CATI Team understands how to engage with both businesses and consumers. Syntellect employs auditors that are highly trained: Our technology experience with our panel has grown over the years to incorporate new methods including smartphone surveys, online bulletin boards and focus groups. Survey Methodologies Syntellect is one of few global fieldwork companies which has worked across a multitude of survey methodologies across geographies. Desk research secondary research Desk research is an integral part of any market intelligence and market research study. Desk research can aid the researchers in understanding a particular market or industry in order to ask intelligent questions during interviews, for example. In market intelligence, desk research is also used to map out potential sources of information industry associations, former and current employees of major players, industry experts, regulators, etc. Desk Research is necessary to provide baseline information in understanding the overall market structure and landscape, the industry situation and trends, past consumer trends and behaviors, and identification of sources in support of primary research. Desk research is specially challenging in certain regions of the globe because of the lack of access to libraries, lack of transparency to government records and academic publications, poor documentation practices and language barriers. Syntellect typically uses the following sources of secondary information General web searching.

Chapter 3 : International Data Collection

The Handbook of Global User Research is the first book to focus on global user research. The book collects insight from UX professionals from nine countries and, following a typical project timeline, presents practical insights into the preparation, fieldwork, analysis and reporting, and overall project management for global user research projects.

View this page at its new location. Note that you can view and download my detailed guide to ethnography and ethnographic fieldwork including lists of questions and tips for fieldwork notes. If you would like to use and cite my work on this subject, this is the best way to go. The term ethnography has come to be equated with virtually any qualitative research project e. This is sometimes referred to as "thick description" -- a term attributed to the anthropologist Clifford Geertz writing on the idea of an interpretive theory of culture in the early s e. The use of the term "qualitative" is meant to distinguish this kind of social science research from more "quantitative" or statistically oriented research. The two approaches, i. Thus, ethnography may be defined as both a qualitative research process or method one conducts an ethnography and product the outcome of this process is an ethnography whose aim is cultural interpretation. The ethnographer goes beyond reporting events and details of experience. Specifically, he or see attempts to explain how these represent what we might call "webs of meaning" Geertz again , the cultural constructions, in which we live. An etic perspective, by contrast, refers to a more distant, analytical orientation to experience. An ethnographic understanding is developed through close exploration of several sources of data. Using these data sources as a foundation, the ethnographer relies on a cultural frame of analysis. Long-term engagement in the field setting or place where the ethnography takes place, is called participant observation. This is perhaps the primary source of ethnographic data. The term represents the dual role of the ethnographer. To develop an understanding of what it is like to live in a setting, the researcher must both become a participant in the life of the setting while also maintaining the stance of an observer, someone who can describes the experience with a measure of what we might call "detachment. Typically ethnographers spend many months or even years in the places where they conduct their research often forming lasting bonds with people. Due to historical development and disciplinary biases, in the past most ethnographers conducted their research in foreign countries while largely ignoring the potential for work right here at home. This has meant that much of the ethnography done in the United States today is now being done outside of its disciplinary home. Increasing numbers of cultural anthropologists, however, have begun doing fieldwork in the communities where they themselves live and work. Interviews provide for what might be called "targeted" data collection by asking specific but open-ended questions. There is a great variety of interview styles. Each ethnographer brings his or her own unique approach to the process. Regardless, the emphasis is on allowing the person or persons being interviewed to answer without being limited by pre-defined choices -- something which clearly differentiates qualitative from more quantitative or demographic approaches. In most cases, an ethnographic interview looks and feels little different than an everyday conversation and indeed in the course of long-term participant-observation, most conversations are in fact purely spontaneous and without any specific agenda. Researchers collect other sources of data which depend on the specific nature of the field setting. This may take the form of representative artifacts that embody characteristics of the topic of interest, government reports, and newspaper and magazine articles. Although often not tied to the site of study, secondary academic sources are utilized to "locate" the specific study within an existing body of literature. Over the past twenty years, interest has grown within anthropology for considering the close relationship between personal history, motivation, and the particulars of ethnographic fieldwork e. It is undeniably important to question and understand how these factors have bearing on the construction of theory and conduct of a scholarly life. Personal and professional experiences, together with historical context, lead individual researchers to their own particular methodological and theoretical approaches. This too is an important, even if unacknowledged, source. Ethnographic fieldwork is shaped by personal and professional identities just as these identities are

inevitably shaped by individual experiences while in the field. Unfortunately, the autobiographical dimension of ethnographic research has been downplayed historically if not discounted altogether. We learn in his diaries that, among other details, Malinowski longed to write great novels even as his scientific writing effectively defined the practice of cultural anthropology for much of the twentieth century. First of these is that, at its heart, ethnographic writing is a means of expressing a shared interest among cultural anthropologists for telling stories â€" stories about what it means to be human. The other is that the explicit professional project of observing, imagining and describing other people need not be incompatible with the implicit personal project of learning about the self. It is the honest truth of fieldwork that these two projects are always implicated in each other. Good ethnography recognizes the transformative nature of fieldwork where as we search for answers to questions about people we may find ourselves in the stories of others. Ethnography should be acknowledged as a mutual product born of the intertwining of the lives of the ethnographer and his or her subjects for more on these points, please see Hoey My research interests are varied and based on two primary fieldwork experiences conducted during my doctoral training. One is located on the other side of the globe and deals with issues in the relocation of mostly landless poor, culture and identity politics, and post-colonial nationalism and nation building. The other is located here in the United States among middle-class working families and addresses the impact of post-industrial economic and social changes on the cultural meanings of person and place. Although different, these projects share important traits which express enduring intellectual interests including my desire to conduct community or organizational based research and a focus on issues of migration and relocation, community building and participation, personhood and place, narrative constructions and identity, and the personal negotiations between work, family, and self in different social and historical contexts. My first major research project involved a year of fieldwork in Sulawesi, Indonesia in In this community-based work, I employed both qualitative and more quantitative approaches. I concentrated my participant-observation, in-depth interviewing and social-surveys in a single village as a primary field site. In order to test my early findings against other cases while comparing ethnographically interesting differences and similarities with other locations, I extended data collection into three other nearby settlements â€" each with a unique set of circumstances for their establishment and continued development as communities. My dissertation fieldwork entailed two years of community-based fieldwork in the rapidly growing lakeside communities of Northwest Lower Michigan centered in Traverse City. The project was concerned with exploring the phenomenon of life-style migration â€" a form of non-economic, urban to rural migration that has led to the sudden, often unexpected growth of formerly declining non-metropolitan areas. I value the depth and breadth of my research interests and experience. Although at first glance the "distance" between these two projects and their sites appears too great to offer much in the way of comparative insight, this is not the case. My work with Indonesian transmigrants offered insight into how I might interpret experiences of relocating professionals as life-style migrants. Specifically, transmigrants spoke of how they used the relocation to selectively edit out or enhance certain personal characteristics and even cultural elements of their ethnic group. I was able to reveal a similar process among life-style migrants who relocated in order to bring about what they felt was a necessary break from established routine. They used relocation to redefine priorities and, in many cases, to get in touch with what they describe as a more authentic self. The value of ethnographic research conducted in a variety of social, cultural, and physical contexts is that it can encourage us as social scientists to be open to possibilities and to imagine new ways of thinking about what might appear too familiar to be worthy of in-depth consideration. This is another reason why I value the ethnography of everyday life. It is in neglected details of day-to-day life that real insight into the meaning of social and cultural change is most powerfully and relevantly expressed. New Ethnography "Do you get told what the good life is, or do you figure it out for yourself"? Posed by a middle-aged lifestyle migrant who left a corporate career, this question invokes the theme of Opting for Elsewhere that emerges from stories of people who chose relocation as a way of redefining themselves and reordering work, family, and personal priorities. This is a book about the impulse to start over. The accounts presented involve new expressions of old dreams, understandings, and ideals.

Whether downshifting from stressful careers or the victims of downsizing from jobs lost in a surge of economic restructuring, lifestyle migrants seek refuge in places that seem to resonate with an idealized, potential self. Choosing the option of elsewhere and moving as a means of remaking self through sheer force of will are basic facets of American character forged in its history as a developing nation of immigrants with a seemingly ever-expanding frontier. Stories told here are parts of a larger moral story about what constitutes the good life at a time of economic uncertainty coupled with shifting social categories and cultural meanings. This stirring portrait of starting over in the heartland of America will initiate fruitful discussion about where we are going next as an emerging postindustrial society. New book based on ethnographic research available from Vanderbilt University Press. Hoey Updated 02 November by Brian A.

Chapter 4 : UXalliance | Local experts, Global coverage

Faculty research projects - Students join a faculty research project and thesis research will focus on an individual question within the overall project activities and goals. The fieldwork activities may support research beyond an individual question.

Closed MRI system is a tube-like tunnel with high field strength used to obtain greater resolution and thinner slices. Scope of the Report: This report categorizes the market based on manufactu This report also studies the global Intraoperative Imaging market status, competition landscape, market share, growth rate Intraoperative imaging is aid-device in image guided surgery. During a surgery like a brain surgery, the target location may change, and minor changes will bring disorder, which makes pre-surgical imaging no longer exactly precise. Intraoperative imaging device can supply real-time image monitoring. The objectives of this study are to define, segment, and project the size of the Medical MRI Equipment market based on company, product type, end user and key regions. The objectives of this study are to define, segment, and project the size of the Magnetic Resonance Imaging Systems market based on company, product type, end user and key regions. Firstly, the report provides a basic overview of the industry including its definiti One Stop Solution Need a custom research report on medical devices market? Require all available business intelligence on 3D printing industry? We not only offer custom research and consulting services, we also "bundle" reports to meet your needs and help you fetch the data analysis you require for your business. Dedicated Client Engagement Not limited to only "finding" relevant reports for you, our client engagement team dedicates its efforts to understand your "business need" and accordingly maps available research data to help you move forward. Call "your" client engagement executive any time of your day and get your questions answered in order to make the correct business decision. Saving Time and Efforts Simply share your research requirement details with us and let us do all the hard work to find required intelligence for you. When you add up our "one stop solution" and "dedicated client engagement" services mentioned above, you obviously know the time and effort saving you do by working with us. Payment Flexibility Working with Fortune organizations, we understand the importance of being flexible for payments. Share your payment terms with us and we will surely match up to them to ensure you get access to required business intelligence data without having to wait for the payment to be done. Not sure about the methodology used for data available in the research?

Chapter 5 : BioField Global Research Inc. - Home

RONIN International specialise in online survey design and delivery, recruiting hard-to-reach respondents across the world for Healthcare, B2B and CX market research projects.

UX research encompasses a variety of investigative methods used to add context and insight to the design process. Unlike other sub-fields of UX, research did not develop out of some other field or fields. It merely translated from other forms of research. In other words, UX practitioners have borrowed many techniques from academics, scientists, market researchers, and others. However, there are still types of research that are fairly unique to the UX world. The main goal of design research is to inform the design process from the perspective of the end user. It is research that prevents us from designing for one user: UX research has two parts: At the start of the project, design research is focused on learning about project requirements from stakeholders, and learning about the needs and goals of the end users. Researchers will conduct interviews, collect surveys, observe prospects or current users, and review existing literature, data, or analytics. Then, iteratively throughout the design process, the research focus shifts to usability and sentiment. One example of a user research process, diagrammed. Aligning Design Strategy with Human Behavior. We can also divide UX research methods into two camps: Quantitative research is any research that can be measured numerically. Qualitative research helps us understand why people do the things they do Though researchers may specialize in specific types of interviews or tests, most are capable of conducting a wide variety of techniques. All user researchers collect valuable information that helps us design in an informed, contextual, user-centered manner. Observation The first step to conducting research is learning to observe the world around us. Much like beginning photographers, beginning researchers need to learn how to see. They need to notice nervous tics that may signal that their interviewees are stressed or uncertain, and pick up on seemingly minor references that may reflect long-held beliefs or thoughts that should be further probed. Observation may seem like a simple skill, but it can be clouded by unconscious biasesâ€"which everyone has. Design researchers train themselves to observe and take notes so that they can later find patterns across seemingly diverse groups of people. Understanding Much like observation, understanding is something we do all the time in our daily lives. We strive to understand our coworkers, our families, and our friends, often trying to grasp a point of contention or an unfamiliar concept. But for UX researchers, understanding has less to do with disagreements and more to do with mental models. A mental model is the image that someone has in their mind when they think of a particular phrase or situation. Design researchers need to understand the mental models of the people they interview or test, for two reasons. First, we all speak in shorthand at times. Researchers must recognize that shorthand based on the mental model of the speaker. Analysis Research on its own can be valuable, but in order to use the insights to inform design, it needs to be analyzed and ultimately presented to a larger team. Analysis is the process by which the researcher identifies patterns in the research, proposes possible rationale or solutions, and makes recommendations. Some analysis techniques include creating personas or scenarios, describing mental models, or providing charts and graphs that represent statistics and user behaviors. Daily Tasks and Deliverables Every UX project is different, and the tasks that one researcher takes on will differ from those appropriate in another setting. Interviews One-on-one interviews are a tried and true method of communication between a researcher and a user or stakeholder. There are three main types of interviews, each of which is used in a different context and with different goals. Directed interviews are the most common sort. These are typical question-and-answer interviews, where a researcher asks specific questions. This can be useful when conducting interviews with a large number of users, or when looking to compare and contrast answers from various users. Non-directed interviews are the best way to learn about touchier subjects, where users or stakeholders may be put off by direct questions. With a non-directed interview, the interviewer sets up some rough guidelines and opens a conversation with the interviewee. This can help researchers understand the gaps between what people actually do, and what they say they do. It can also shed light on things that users

do when they are feeling most comfortable. Surveys and Questionnaires Questionnaires and surveys are an easy way to gather a large amount of information about a group, while spending minimal time. These are a great research choice for projects that have a large and diverse group of users, or a group that is concerned with anonymity. A researcher can create a survey using tools like Wufoo or Google Docs , email it out, and receive hundreds of responses in just minutes. There are downsides to surveys and questionnaires though. Surveys see a far higher response rate when they do not require a login or contact information, and this anonymity makes it impossible to ask for clarification or further details. Card Sorts Card sorts are sometimes done as part of either an interview or a usability test. In a card sort, a user is provided with a set of terms, and asked to categorize them. In a closed card sort, the user is also given the category names; in an open card sort the user creates whatever categories he or she feels are most appropriate. The goal of a card sort is to explore relationships between content, and better understand the hierarchies that a user perceives. Many content strategists and information architects rely on card sorts to test out hierarchy theories, or kickstart work on a site map. Usability Tests Usability testing involves asking potential or current users of a product or service to complete a set of tasks and then observing their behavior to determine the usability of the product or service. This can be done using a live version of a site or app, a prototype or work-in-progress, or even using clickable wireframes or paper and pencil. While there are many variations and styles of usability tests , there are three that are commonly used: Moderated usability tests are the most traditional type of test. They can happen in person, or via screenshare and video. Whole usability labs are set up, complete with one-way mirrors for stakeholders to observe, for the purpose of conducting moderated usability tests. In a moderated test an unbiased facilitator talks with the user, reading aloud the tasks and prompting the user to think aloud as he or she accomplishes the tasks. The tasks and instructions are delivered via video or recorded audio, and the user clicks a button to begin the test and record his or her screen and audio. Just like in the moderated test, users are encouraged to speak their thoughts aloud, though there is no facilitator to ask follow up questions. Unmoderated tests are available through numerous online sites and can be significantly cheaper than moderated tests. Guerrilla testing is a modern, lightweight take on traditional tests. Instead of renting a lab, guerrilla research is typically done out in the community; users are found at coffee shops or subway stations and asked to complete basic tasks with a website or service, in exchange for a few dollars, a coffee, or just out of the goodness of their hearts. While guerrilla testing is a great option , particularly on a budget, it is best used only for products or services with a large user base. More niche products will struggle to find reliable information from the random selection acquired in guerrilla testing. In a tree test, users are given a task and shown the top level of a site map. Then, much like in a usability test, they are asked to talk through where they would go to accomplish the task. Instead, they will see the next level of the architecture. The goal is to identify whether information is categorized correctly and how appropriately the nomenclature reflects the sections of the site. Whether the options are two styles of content, a button vs. People to Follow Many people have contributed greatly to the field of experience design research. Here are just a few that readers may choose to follow, to learn more. He has more than 20 years of experience conducting usability evaluations on a variety of products, and is an expert in low-fidelity prototyping techniques. Jared is the author of Web Usability: He is a recognized authority on user interface design and human factors, and is the co-founder of the Center Centre in Chattanooga, TN. Indi Young Twitter In , Indi Young co-founded the user experience agency Adaptive Path, which has provided leadership for the experience and strategy design field. She taught for Rosenfeld Media , with a focus on problem space research and now works as a qualitative user researcher. Indi is constantly finding new ways to understand customers and employees in order to support them better. She is the author of Practical Empathy and blogs at www. She specializes in eye tracking, usability testing, survey design, and UX for older adults. Find her online at romanocog. Gregg Bernstein Twitter Gregg works as both a user and product researcher. He built the research practice at MailChimp, and is now the senior researcher at Vox Media. Gregg speaks around the world about his work at conferences and for companies including Etsy, EA Games, and Fullstory. He formerly taught design, branding, and typography at Georgia State University

and the Savannah College of Art and Design, and is now an occasional guest lecturer. Nate Bolt Twitter Nate Bolt has held numerous research positions, often with a focus on remote research. He ran the research and design firm Bolt Peters , which focused on remote work and was acquired by Facebook. Nate then became a design research manager at Facebook and Instagram, and now works on Ethnio , a project begun at Bolt Peters which became the first moderated remote user research software. Nate keeps an online blog, Boltron , and in authored Remote Research: Dana Chisnell Twitter As the sole proprietor of Usability Works, Dana Chisnell has helped hundreds of people make better design decisions by giving them the skills to gain knowledge about users. Dana also runs Civic Design , where she researches and publishes ways to improve ballot usability and design. She speaks at conferences and writes on Medium about cross-disciplinary collaboration and the importance of natural language in user interfaces. Erika is the author of Just Enough Research and Conversational Design , and the creator of Unsuck-It , a site dedicated to removing and replacing useless jargon. Steve has been working as a usability consultant for over 20 years, starting before most people thought of user experience or usability as worthwhile concerns. His book Interviewing Users: How to Uncover Compelling Insights is one of the most clear and illuminating books available for anyone learning to truly listen to users. He also produces a monthly podcast called Dollars to Donuts , where he speaks with user researchers at a variety of organizations, and blogs regularly. Kyle Soucy Twitter Kyle has spent the last 15 years researching and designing usable interfaces for projects.

Chapter 6 : Field Studies Done Right: Fast and Observational

Our global project management wing is designed to meticulously manage multi-country fieldwork on behalf of market research firms, so that they are able to execute a higher number of projects for more clients.

Online consultation - Scientific working group report feedback form The issue Life science research and biotechnology, including genetic engineering, synthetic biology, genomics and proteomics have led to remarkable improvements in health. Developments in the field of drugs, vaccines and diagnostics have resulted in significant advances in the prevention, diagnosis and treatment of diseases. These advances, however, also present new challenges in the field of bioethics and of equitable access to life sciences research and have been the subject of several recent studies. Results published recently from a number of life science research experiments have drawn considerable attention due to their unexpected findings, indicating unforeseen consequences and raising concerns about the accidental or possible misuse of this knowledge. Subsequently, several measures have been suggested to manage problematic issues surrounding life science research including self-governance, codes of conduct, legislation and regulation. If not properly managed, these measures may impede the conduct of life science research, laboratory practices and activities, and public health activities in general. A fine balance must therefore be struck between furthering the public health benefits of life science research and development and mitigating its potential risks—a balance that facilitates the development and emergence of new techniques and knowledge while providing all actors involved in life science research guidance on how to manage the associated risks. A working paper mapping the different issues was published in and provides useful background information. The project informs Member States on the possible options for risk management to address dual use life science research from both informative and ethical perspectives. It also emphasizes the need for a public health approach in addressing such issues. Through regional activities, the project will raise awareness, inform and provide technical support material. It is envisaged that a guidance document or an evaluative report will be produced at the end of the project. This project is also being implemented in collaboration with WHO regional offices. Scientific working group report As part of this project, a scientific working group met in Geneva to discuss the risk and opportunities of life science research for global health security. The report of the scientific working group meeting is available for consultation. The scientific working group recognized that these issues are complex and challenging for public health, and paid special attention to the needs and vulnerabilities of developing countries. It underlined the need for the global community to respond to these challenges in a manner that is sustained and comprehensive. Five priority areas were identified for which action is needed: Education and training for life science students and researchers, and ultimately even for high school students, journalists and the public; 2. Preparedness for a possible major outbreak of disease resulting from the intentional or inadvertent misuse of biological agents by preparing for natural disease events; 3. Development of risk assessment methods; 4. Engagement of all stakeholders in the life science community, and development with and through them of guidelines for oversight; and, 5. On-going capacity building at country level, including ethics, clinical practice, laboratories and research. We would welcome your views via an online consultation, which will be opened on the 12 June, and will run for 3 months. In particular, we are keen to receive your feedback on the project and on the five priority areas detailed in the scientific working group report. The online consultation will be open for 3 months, from the 12 June to the 12 September The feedback form is available below with the scientific working group report. We thank you in advance for your time and contribution. Access to the report and feedback form.

Chapter 7 : WHO | Life Science Research and Development (R&D) and Global Health Security

Asplor Research Private Limited is a Full Service Market Research Fieldwork agency specializing in general, health and pharmaceutical market research and fieldwork, in Asplor Research we called us as Asplorer to explore the unknown, we have world class Marketing Research services and data collection facilities for clients differentiating needs.

Field Studies Done Right: Research Methods 3 Summary: Field studies should emphasize the observation of real user behavior. Simple field studies are fast and easy to conduct, and do not require a posse of anthropologists: All members of a design team should go on customer visits. Last week, The New York Times ran a long article about companies using anthropological techniques to study their customers. The reported studies emphasized interview questions, even though quietly observing users is more valuable and the real reason to go into the field. All the talk about "anthropology" obscures the fact that all development teams should do field studies, and that teams can run studies on their own, without hiring a bunch of PhDs. Would charcoal have interfered with the process of social bonding? We just prefer gas. In any case, the above segment violates several basic interviewing principles: Once you state what the person supposedly feels, you bias any subsequent answers. When talking to respondents, speak in their language; this draws them out and helps you understand how they truly feel. Doing so causes people to change their behavior and focus their answers on the issues you emphasize. This problem is particularly prevalent in interface design studies: The second you ask people about a specific design element, they notice it much more thereafter than they would have otherwise. In addition to interviewing methodology errors, the story highlights an even worse problem by focusing exclusively on interviews instead of observation. Once you go through the hassle of setting up a field visit, the most important data you can collect is about customer behavior. In other words, you watch what people do and not what they say. Did the Dad stay indoors the whole time? What was really going on? Run Your Own Field Studies Most articles on field studies make it seem like they are terribly complicated and require a team of anthropologists. In reality, basic field study techniques are fairly simple, and everyone who works on a design team should go on customer visits from time to time. Visiting a real customer site is an invaluable experience for designers, programmers, and marketers. Intranet projects need field studies as well, and have an easier time scheduling the visits since they typically involve setting foot in another department or building. Well-funded projects might rely on elaborate field methods that take months or years and require specialized staff. Such projects will probably learn more than projects that go for the fast methods, but they will not necessarily be more successful because the market opportunity may pass them by. Also, smaller studies permit more data collection at more project stages, and exposing team members to live data rather that digested reports is invaluable. Intranet design teams in particular desperately need to observe actual employee behavior in the field; doing so shows them the real opportunities for improved task support. Collecting field data and visiting live customers are not the exclusive preserve of a closed guild of experts. To learn more about how to conduct field studies correctly, check out our full day course on User Research Methods.

Chapter 8 : What is Ethnography? :: Homepage of Brian A. Hoey, Ph.D., Anthropology

Research Topics. The following is a list of key areas being studied by VA researchers. Click each topic for an overview of noteworthy past and current research, and a one-page printable fact sheet.

Chapter 9 : UX Research Cheat Sheet

â€¢ Working on internet research projects for clients in UK, US, etc country building company list (as per requirements), extracting contacts for the given list from various resources available on the internet and segmenting the researched data.