

INTERACTION DESIGN 2017

QUESTIONNAIRES

GETTING STARTED

Goals of Today:

1. Get to know common questionnaire techniques
2. Design your own questionnaire

INTUITI

- Based on the understanding, that intuitiveness is a multi-factoral concept
- The Intuiti assess the sub-components of intuitive interaction with 16 questions
- The intuiti assesses the four components of intuitive interaction:
 - **Effortlessness**
 - **Verbalizability**
 - **Gut Feeling**
 - **Magical Experience**
- Measures a global rating of intuitiveness with an additional question Designed as a semantic differential:
 - each question is based on a 7-point-scale between two bipolar statements

[HTTP://INTUITIVEINTERACTION.NET/METHOD/](http://intuitiveinteraction.net/method/)

INTUITI

While using the product...

...it took me a lot of effort to reach my goal



...I reached my goal effortlessly

In retrospect...

...I can easily recall the operating steps



...it is difficult for me to remember how the product is operated

While using the product...

...I acted deliberately



...I acted on impulse

Using the product...

...was inspiring



..was insignificant

ATTRACTIVE

- Based on the visual appearance of the interface
- The attractive uses 26 questions to measure both classical usability aspects (efficiency, perspicuity, dependability) and user experience aspects (originality, stimulation)
 - **Attractiveness** - Overall impression of the product. Do users like or dislike it?
 - **Perspicuity** - Is it easy to get familiar with the product?
 - **Efficiency** - Can users solve their tasks with the product without unnecessary effort?
 - **Dependability** - Does the user feel in control of the interaction?
 - **Stimulation** - Is it exciting and motivating to use the product?
 - **Novelty** - Is the product innovative and creative?

The format of the questionnaire supports users to immediately express feelings, impressions, and attitudes that arise when they use a product.

[HTTP://WWW.UEQ-ONLINE.ORG](http://www.ueq-online.org)

ATTRACTIVE

Using the Interface was..



SUS - System Usability Scale

- Is a very easy scale to administer to participants
- Can be used on small sample sizes with reliable results
- Is valid – it can effectively differentiate between usable and unusable systems
- When a SUS is used, participants are asked to score 10 items with one of seven responses that range from Strongly Agree to Strongly disagree

SUS

**I think that I would like to use
this system frequently**



I found the system unnecessarily complex



I thought the system was easy to use



I found the system very cumbersome to use



INTERVIEW

- Semi-structured Interviews are used to gather focused, qualitative textual data
- This method offers a balance between the flexibility of an open-ended interview and the focus of a structured ethnographic survey

<http://designresearchtechniques.com/casestudies/semi-structured-interviews/>

INTERVIEW

Guidelines for question development:

Style: Use open-ended questions to get lengthy and descriptive answers rather than close-ended questions (those that can be answered with “yes” or “no”)

Biases: Avoid leading questions

Language: Use terms that participants can understand, given their knowledge, language skills, cultural background, age, gender, etc. Be mindful of the social or cultural contexts of your questions

Concise: Keep the questions as short and specific as possible. Avoid asking two-in-one questions, such as, “Do you travel by car and by bike?”

Frame: Avoid questions with a strong positive or negative association. Avoid phrasing questions as negatives (e.g., “How don’t you like to get to work?”).

Questions

Here are some examples of actual questions from a semi-structured interview (LeCompte, Schensul, 1999). Some key phrases are highlighted in bold.

RESPONDENT’S OPINIONS ABOUT WORKING WOMEN

- » **What is your opinion of** working women in Mauritius?
- » What major changes **do you perceive** in the lifestyle of working women in Mauritius?
- » **How would you describe a** working woman’s relationship with her family?
- » **How does your family feel about** your work?

QUESTIONS ON RESPONDENT’S WORK

- » **What are your feelings about** your work?
- » Please, **could you describe to me** one of your typical working days?
- » Could you **tell me what positive/negative impacts** your work has had on your life?

TODO

TASK TODAY:

Discuss together in groups how a questionnaire for your prototype could look like.
Think about interview questions.

HOMEWORK:

Create a questionnaire for a 10 minutes testing, next week
+
Finalize your prototype and make it ready to test.