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/
### INTUITI

<table>
<thead>
<tr>
<th>While using the product...</th>
<th>1 2 3 4 5 6 7</th>
<th>...it took me a lot of effort to reach my goal</th>
<th>...I reached my goal effortlessly</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>In retrospect...</th>
<th>1 2 3 4 5 6 7</th>
<th>...I can easily recall the operating steps</th>
<th>...it is difficult for me to remember how the product is operated</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>While using the product...</th>
<th>1 2 3 4 5 6 7</th>
<th>...I acted deliberately</th>
<th>...I acted on impulse</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Using the product...</th>
<th>1 2 3 4 5 6 7</th>
<th>...was inspiring</th>
<th>..was insignificant</th>
</tr>
</thead>
</table>
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
ATTRACTIVE

Using the Interface was..

...annoying       1 2 3 4 5 6 7

...not understandable

...creative

...easy to learn

...valuable

...enjoyable

...understandable

...dull

...difficult to learn

...inferior
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

HTTPS://WWW.USABILITY.GOV/HOW-TO-AND-TOOLS/METHODS/SYSTEM-USABILITY-SCALE.HTML
**SUS**

I think that I would like to use this system frequently

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

I found the system unnecessarily complex

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

I thought the system was easy to use

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>

I found the system very cumbersome to use

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
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?”).
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.