Questionnaires

User Experience Design I (Interaction Design)
SoSe 2018
Questionnaires

Goals for Today:

Goals of Today:

1. Get a recap on common questionnaire techniques

2. Design your own questionnaire
The Intuiti assesses the four components of intuitive interaction:

- Effortlessness
- Verbalizability
- Gut Feeling
- Magical Experience

Designed as a semantic differential: each question is based on a 7-point-scale between two bipolar statements

http://intuitiveinteraction.net/method/
Questionnaires

INTUITI

While using the product...
...it took me a lot of effort to reach my goal

1 2 3 4 5 6 7

...I reached my goal effortlessly

In retrospect...
...I can easily recall the operating steps

1 2 3 4 5 6 7

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

While using the product...
...I acted deliberately

1 2 3 4 5 6 7

...I acted on impulse

Using the product...
...was inspiring

1 2 3 4 5 6 7

..was insignificant

Svenja Dittrich (svenja.dittrich@campus.lmu.de)

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Questionnaires

AttrakDiff

- 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 users can immediately express feelings, impressions, and attitudes that arise when they use a product.

http://www.ueq-online.org
Questionnaires

AttrakDiff

Using the Interface was...

...annoying

...not understandable

...creative

...easy to learn

...valuable

...enjoyable

...understandable

...dull

...difficult to learn

...inferior

http://www.ueq-online.org
Questionnaires

SUS - System Usability Scale

- Is a very easy scale to administer to participants

- 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

UXD – SS2018

Questionnaires

SUS - System Usability Scale

I think that I would like to use this system frequently

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Strongly agree</th>
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I found the system unnecessarily complex

<table>
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<th>Strongly disagree</th>
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<th>6</th>
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I thought the system was easy to use

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I found the system very cumbersome to use

<table>
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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/
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?”).

http://designresearchtechniques.com/casestudies/semi-structured-interviews/
### TODO

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

**HOMEWORK:**

Finish your high fidelity prototypes!

Finish your questionnaires and test your prototype with others. Write down your findings into your sketchbook.

Send me your prototypes until 11.07.2018, each group has to present their project and findings next week.

<table>
<thead>
<tr>
<th>Questionnaires</th>
<th>1 Intuiti</th>
<th>2 AttrakDiff</th>
<th>3 SUS</th>
<th>4 Interview</th>
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