‘User-centered’ reporting

Elizabeth Goodman
November 18, 2010
The four challenges of reporting

1) Delivering potentially challenging news
2) Efficiently
3) But usefully
4) And convincingly
**Who are the users of your report?**

<table>
<thead>
<tr>
<th>In this class</th>
<th>Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Other students on your team</td>
</tr>
<tr>
<td></td>
<td>Other students in the class who may learn from it</td>
</tr>
<tr>
<td>On a business team</td>
<td>Designers</td>
</tr>
<tr>
<td></td>
<td>Developers</td>
</tr>
<tr>
<td></td>
<td>Researchers</td>
</tr>
<tr>
<td></td>
<td>Project manager</td>
</tr>
<tr>
<td>Clients</td>
<td>Engineers</td>
</tr>
<tr>
<td></td>
<td>Designers</td>
</tr>
<tr>
<td></td>
<td>Project managers</td>
</tr>
<tr>
<td></td>
<td>Other researchers</td>
</tr>
<tr>
<td></td>
<td>Their clients and bosses</td>
</tr>
</tbody>
</table>
Documents circulate

You and your team

Your main clients
Documents circulate informally

You and your team

Your main clients
Documents circulate widely

You and your team

Your main clients

Clients’ peers in company

Leadership that main clients need to impress

“the big boss”
Documents and talk circulate widely

- You and your team
- Your main clients
- Clients' peers in company
- Leadership that main clients need to impress
- “the big boss”
Don't forget the overall presentation!

Visual design is here

Wireframes are here

Client is on the phone

She's making sure they stay on budget and schedule

Reporting

Don't forget the overall presentation
Know your audience

Who is getting (this version of) the report?
What are their immediate/long term goals?
What do they know?
What do they need to know?
What do they need and expect to get from you?
What do you need and expect to get from them?
Under what circumstances will you be reporting?
How will the report be shared?
Forms of reports and reporting

Projected ppt

Projected ppt

Printed out ppt

Post-its

Working file

File projected

Paper posters
Main components of a Common Industry Format (CIF) usability report

Title Page
Executive Summary
Introduction
Method
Results
Appendices

More detail at http://www.idemployee.id.tue.nl/g.w.m.rauterberg/lecturenotes/Common-Industry-Format.pdf
Main components of a Common Industry Format (CIF) usability report

Title Page
- Product (and version, if necessary) tested

Executive Summary
- Test: who led it, and when
- Report: date, author, and author contact info

Introduction
- Customer company and contact person

Method

Results

Appendices

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Main components of a Common Industry Format (CIF) usability report

- Title Page
- Executive Summary
- Introduction
- Method
- Results
- Appendices

Name and brief description of the product.

Brief summary of method(s) including number(s) and type(s) of participants and tasks.

Reason for and nature of the test.

Summary of results
Main components of a Common Industry Format (CIF) usability report

- Title Page
- Executive Summary
- Introduction
- Method
- Results
- Appendices

Full product description
Activity objectives
Main components of a Common Industry Format (CIF) usability report

Title Page
Executive Summary
Introduction
Method
Results
Appendices

Participants: *who* did we work with?
Context: *what* tasks tested, *where*, & *when*
Experimental design: *how* was it tested?
Metrics: *how* did we evaluate success?
Main components of a Common Industry Format (CIF) usability report

Title Page
Executive Summary
Introduction
Method
Results
What did we learn?
Appendices
Tables, charts, photographs
Perhaps recommendations
Main components of a Common Industry Format (CIF) usability report

Title Page
Executive Summary
Introduction
Method
Results
Appendices
Full text of questionnaires
Interview protocols
Extra detail on research context, if necessary

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# Efficient reporting:
## Support multiple levels of engagement

<table>
<thead>
<tr>
<th>“Must know”</th>
<th>“Should know”</th>
<th>“Nice to know”</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 minutes</td>
<td>10 minutes</td>
<td>30 minutes+</td>
</tr>
</tbody>
</table>

1) Major point
2) Major point
3) Major point

1) Less important point
2) Less important point
3) Less important point
4) Less important point
5) Less important point

1) Even less important point
2) Even less important point
3) Even less important point
4) Even less important point
5) Even less important point
6) Even less important point
7) Even less important point
8) Even less important point
9) Even less important point
10) Even less important point

“Must know”
3 minutes

“Should know”
10 minutes

“Nice to know”
30 minutes+
Efficient reporting:
constant communication

(This picture removed for client confidentiality)
Illustrations should...

Establish context  Support arguments  Humanize data

Supporting Quotes:
User 06: I came to UCSF site looking for ortho-oncology. I didn’t find it. I ended up going to Google. I found a whole thing on ortho-oncology on the Mass General website.
Acknowledge limitations

What are the data collection problems?
What are the limitations of the analysis?
   Especially quantitative analysis
Severity ratings: pros and cons

**Pro**
- Severity ratings help readers prioritize
- Already made implicitly in organization of report

**Con**
- You may be making decisions with incomplete information
- Your ratings may be seen as presumptuous
## Actionable recommendations: pros and cons

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
<th><strong>Cons</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitates</td>
<td>Do you have the credibility?</td>
</tr>
<tr>
<td>constructive criticism</td>
<td>Can you make <em>good</em> recommendations under your time/expertise constraints?</td>
</tr>
<tr>
<td>Moves discussion</td>
<td></td>
</tr>
<tr>
<td>towards future,</td>
<td></td>
</tr>
<tr>
<td>not regrets or</td>
<td></td>
</tr>
<tr>
<td>blame</td>
<td></td>
</tr>
</tbody>
</table>
Common challenges to usability recommendations
Common challenges to usability recommendations

‘This is not statistically significant!’
Conflicting internal agendas
‘This user is stupid.’
‘User X is not our market.’
‘User X did Y; therefore, everyone must do Y’
‘They all hated the green, so we need to make it all white, like Yahoo.’
Explaining stealth problems
Metrics and benchmarks
Providing a basis for comparison and diagnosis

By The Numbers

Users Rate the Site Much Lower than UCSF’s Reputation

As in the moderated testing done last March, participants have a high opinion of UCSF but their experience using the site does not reflect the hospital’s reputation.
Challenge: Representing complexity
Solution: Multiple representations

Trend map

Scenario posters

Not shown: Powerpoint presentation with personas
Challenge: unpredicted situations

The client is on a speakerphone. She’s in her car, following the presentation on her iPhone.
Solution: Skilled performance
Choreography, not delivery
Appendices - tables of contents
Sample T of C (2)

Introduction
Caveats
Methods
Survey findings

Three User Profiles
Super User – Kim
Not So Much of a User – Mike
An International User - Sarah

Themes
Technology Adoption
Adopting because of x
People learning on their own or from friends

Research
The internet
Online help
Personal Interaction
Coordinating group activity
Seeking help

Keeping in touch with [other people]
[In meeting] etiquette
Texting
Laptops

Analysis of Technologies Used in [this setting]
Site Comparisons
Site A
Site B
Other Tech A
Other Tech B

Evaluation
Recommendations
Conclusions

Index of Tables
Table 1:
Table 2:

Figure Index
Figure 1:
Figure 2:
Table of Contents
1. INTRODUCTION
1.1 Purpose and motivation
1.2 Goals
2. ORGANIZATION OF THIS PAPER

3. [Tech] BACKGROUND
3.1 related tech A
3.2 Related Tech B

4. RESEARCH METHODS
4.1 Interviews with A users
4.2 Focus group
4.3 Think-aloud session
4.4 B User interviews
4.5 Observations
4.6 Personas
4.7 X’s creators’ questionnaire

5. SUMMARY OF FINDINGS AND CONCLUSIONS

6. DETAILED REVIEW OF FINDINGS
6.1 On XX “habits”
6.2 On Activity A
6.3 On Activity B
6.4 On Performance X
6.4.1 Audience reactions
6.4.2 Think-aloud session with xx
6.4.3 Artists’ perspectives on xx
6.5 Artists’ perspective on prototyping and evaluation

7. CONCLUSIONS
7.1 Implications for X
7.2 Implications for design of larger study
7.2.1 Context
7.2.2 Methods
7.2.3 Reversing the question
Sample T of C (3) p. 2

8. BIBLIOGRAPHY AND RELATED WORK
APPENDIX A – PERSONAS FOR XX
APPENDIX B – INTERVIEW PLAN FOR Users A
APPENDIX C – INTERVIEW PLAN FOR Users B
Users B1 interview
User B2 interview
User B3 interview
APPENDIX D – INTERVIEW AND FOCUS-GROUP SUMMARIES WITH USERS
User A1 - Interview Summary
Background and general information
Topic A
Topic B
Topic C
User A1 - Interview Summary
Background and general information
Topic A
Topic B
Topic C
User A2 - Interview Summary
Background and general information
Users A3 & A4 - Paired Interview summary
Background and general information
Topic A
Topic B
Topic C
Users A5, A6, A7, A8 - Focus group summary
Background
Topic A
Topic B
Topic C
APPENDIX E – User B INTERVIEW SUMMARIES
User B1 - interview summary
background
Topic A
Topic B
User B2 - interview summary
background
Topic A
Topic B
User B3 - interview summary
background
Topic A
Topic B
APPENDIX F –THINK-ALOUD SUMMARY AND NOTES
Summary and Conclusions
Notes
APPENDIX G – XX CREATORS’ QUESTIONNAIRE AND RESULTS
Questionnaire
Responses