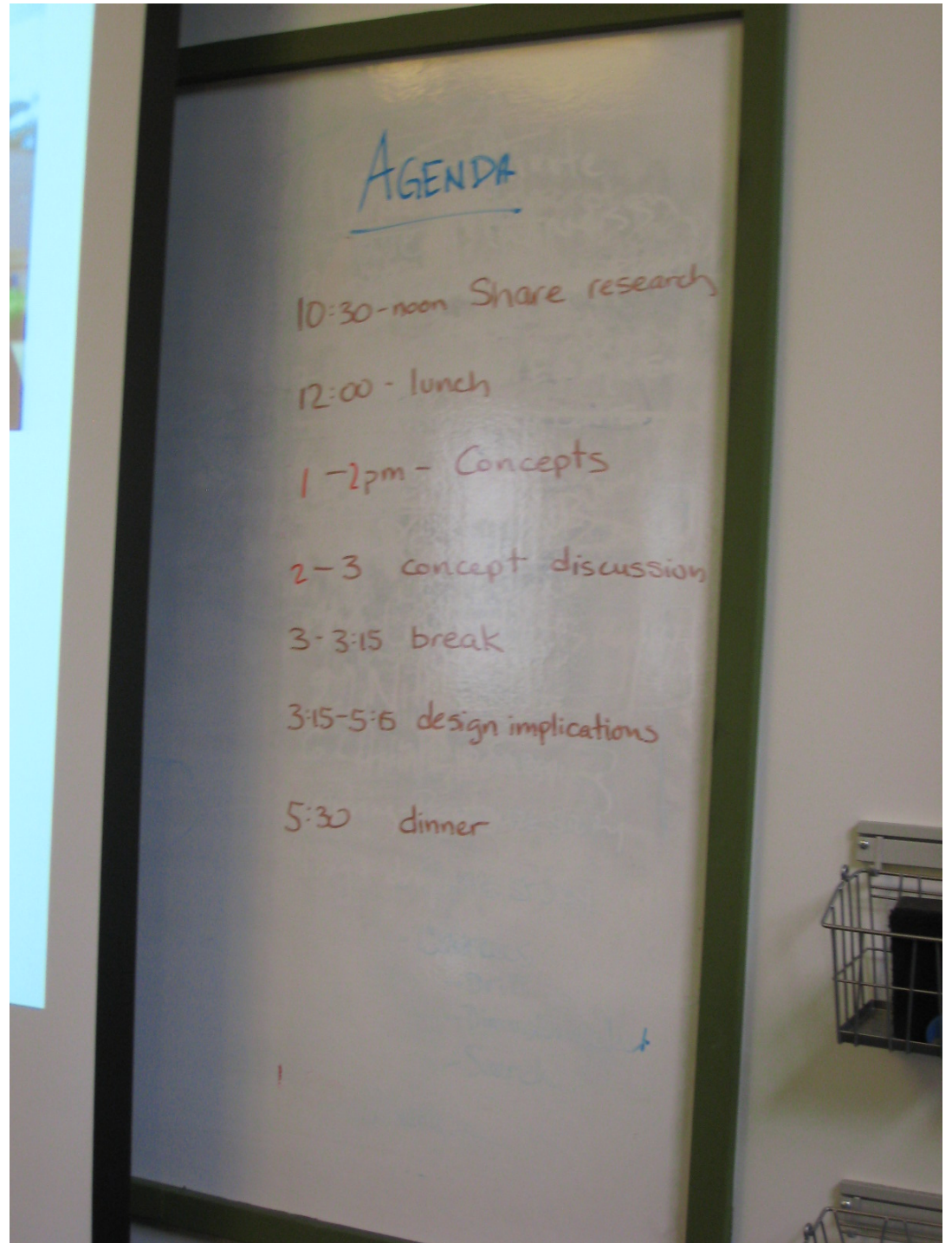


I214

'User-centered' reporting

Elizabeth Goodman
November 18, 2010



The four challenges of reporting

Choreographing complicated conversations

- 1) ~~Delivering potentially challenging news~~
- 2) Efficiently
- 3) But *usefully*
- 4) And *convincingly*

your partners in reporting?

Who are the users of your report?

In this class

Teachers

Other students on your team

Other students in the class who may learn from it

On a
business
team

Designers

Developers

Researchers

Project manager

Clients

Engineers

Designers

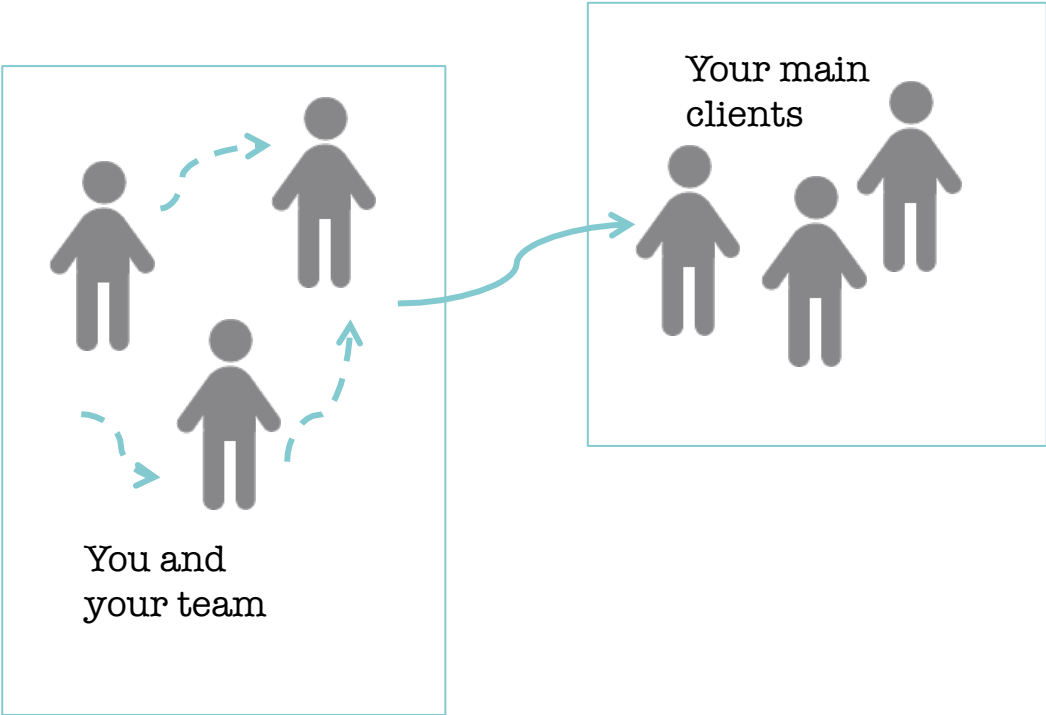
Project managers

Other researchers

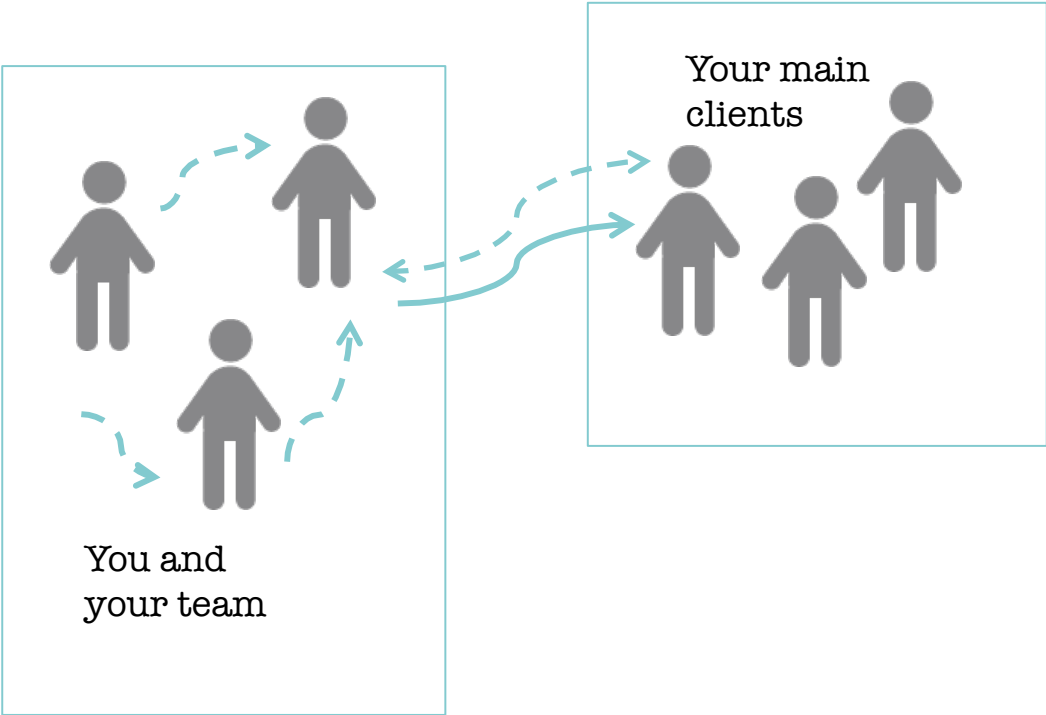
Their clients and bosses



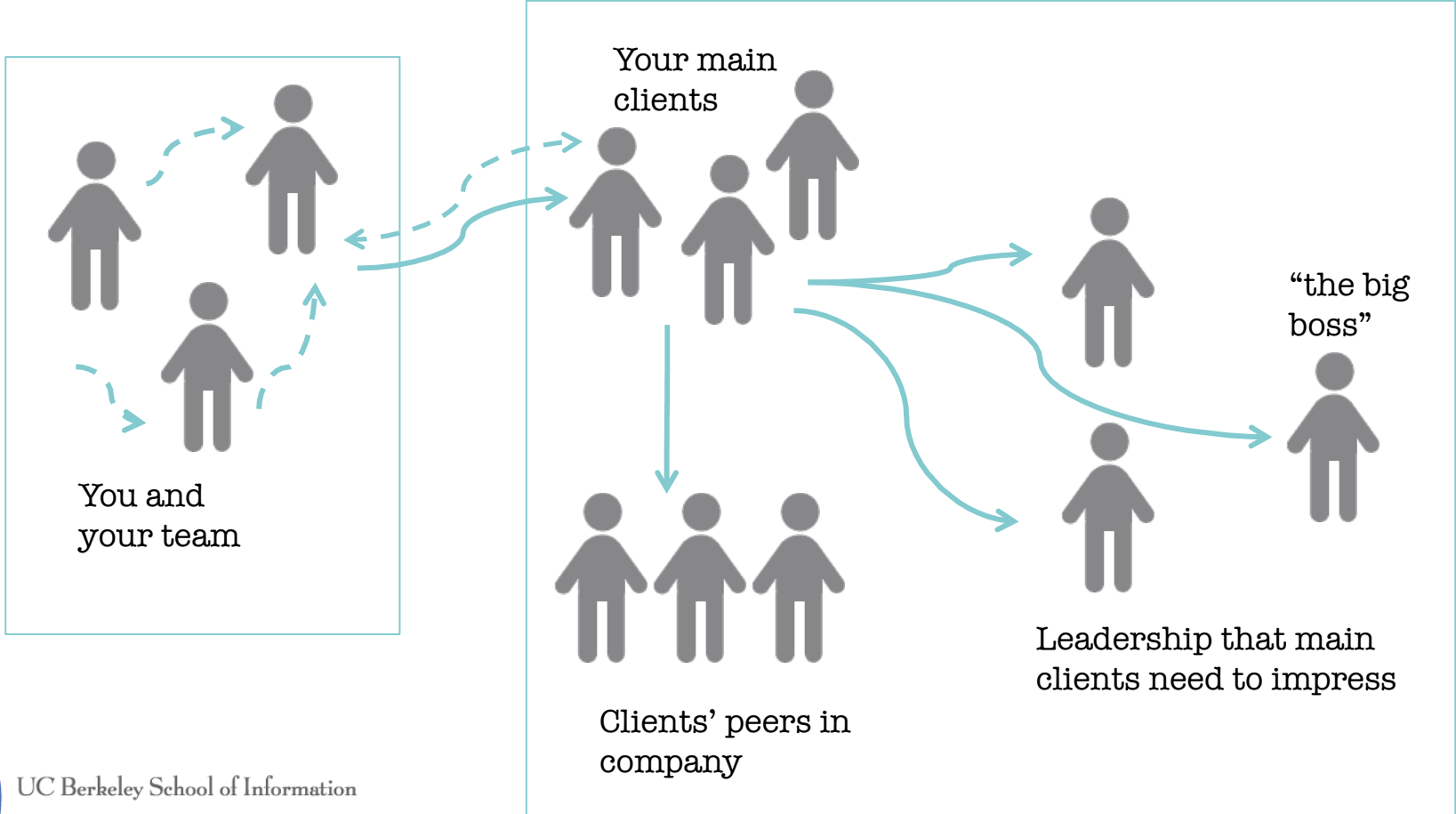
Documents circulate



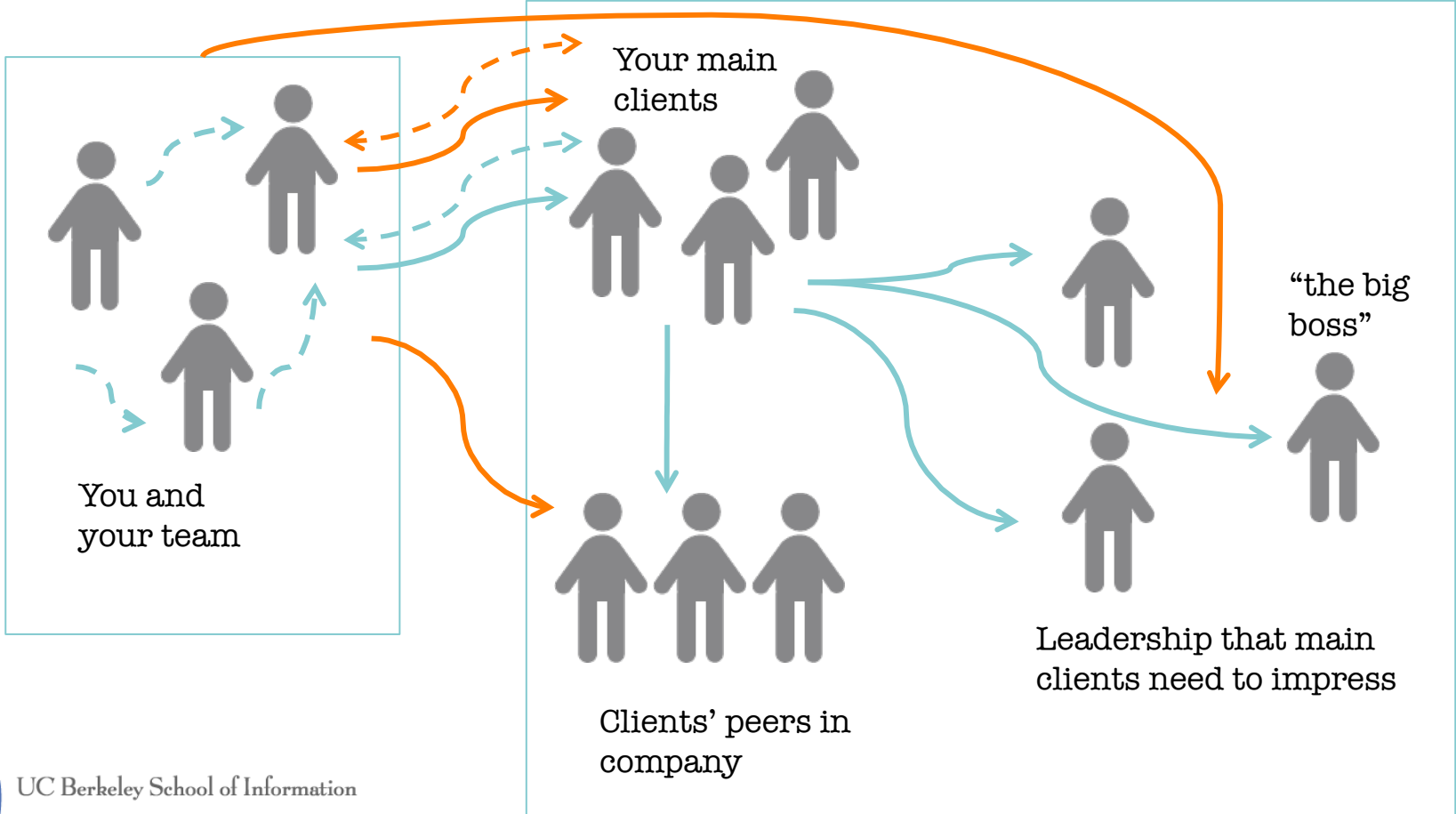
Documents circulate informally



Documents circulate widely



Documents and talk circulate widely





Client is on the phone

She's making sure they stay on budget and schedule

Wireframes are here

Reporting

Visual design is here

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?

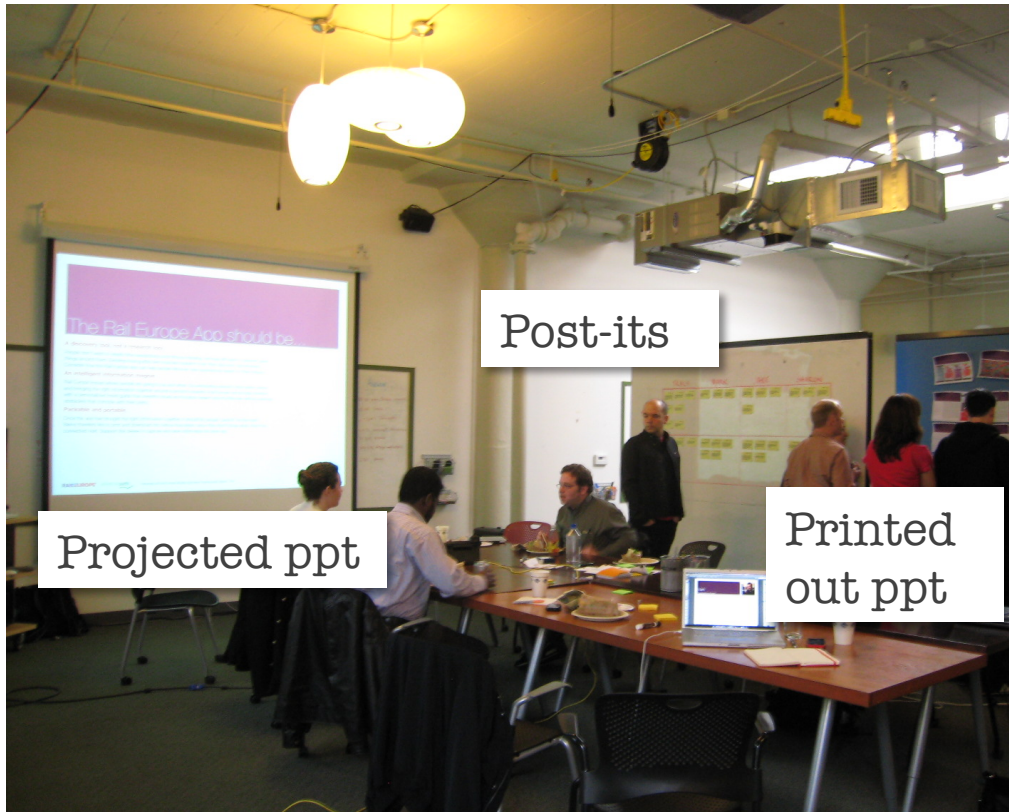
What do they need to know?

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?



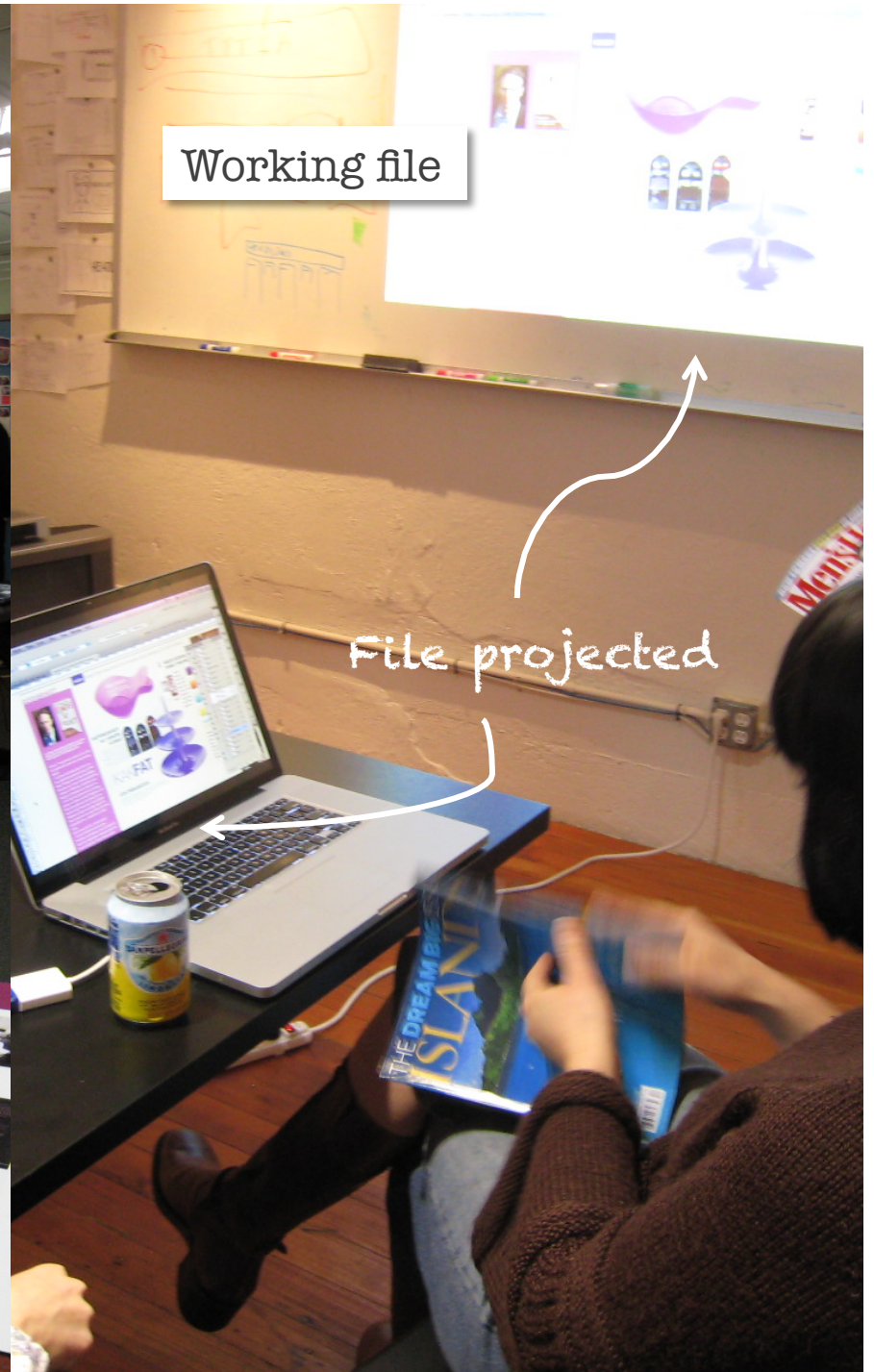
Projected ppt

Post-its

Printed out ppt



Paper posters



Working file

File projected



efficient

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

Title Page

Executive

Summary

Introduction

Method

Results

Appendices

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
Introduction	Report: date, author, and author contact info
Method	Customer company and contact person
Results	
Appendices	

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

Title Page	
Executive Summary	Name and brief description of the product.
Introduction	Brief summary of method(s) including number(s) and type(s) of participants and tasks.
Method	
Results	Reason for and nature of the test.
Appendices	Summary of results

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

Title Page

Executive
Summary

Introduction Full product description

Method Activity objectives

Results

Appendices

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



Efficient reporting: Support multiple levels of engagement

“Must know” 3 minutes

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

“Should know” 10 minutes

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

“Nice to know” 30 minutes+

- 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

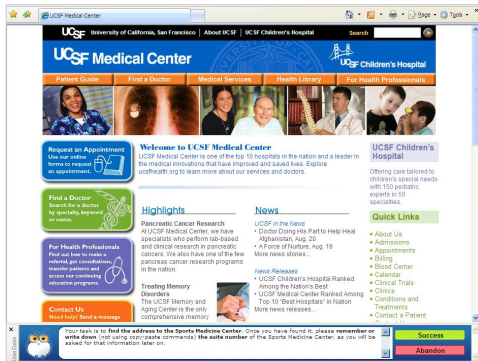
Efficient reporting: constant communication

(This picture removed for client confidentiality)

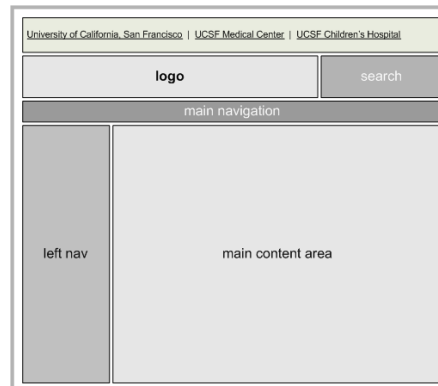
convincing

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.

convincing

Acknowledge limitations

What are the data collection problems?

What are the limitations of the analysis?

Especially quantitative analysis

useful

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



useful

Actionable recommendations: pros and cons

Pros

Facilitates
constructive criticism
Moves discussion
towards future, not
regrets or blame

Cons

Do you have the credibility?
Can you make *good*
recommendations under your
time/expertise constraints?

convincing

Common challenges to usability recommendations

convincing

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

useful
convincing

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.



Bolt|Peters
Usability Recommendations



Challenge: Representing complexity



Solution: Multiple representations

Trend map

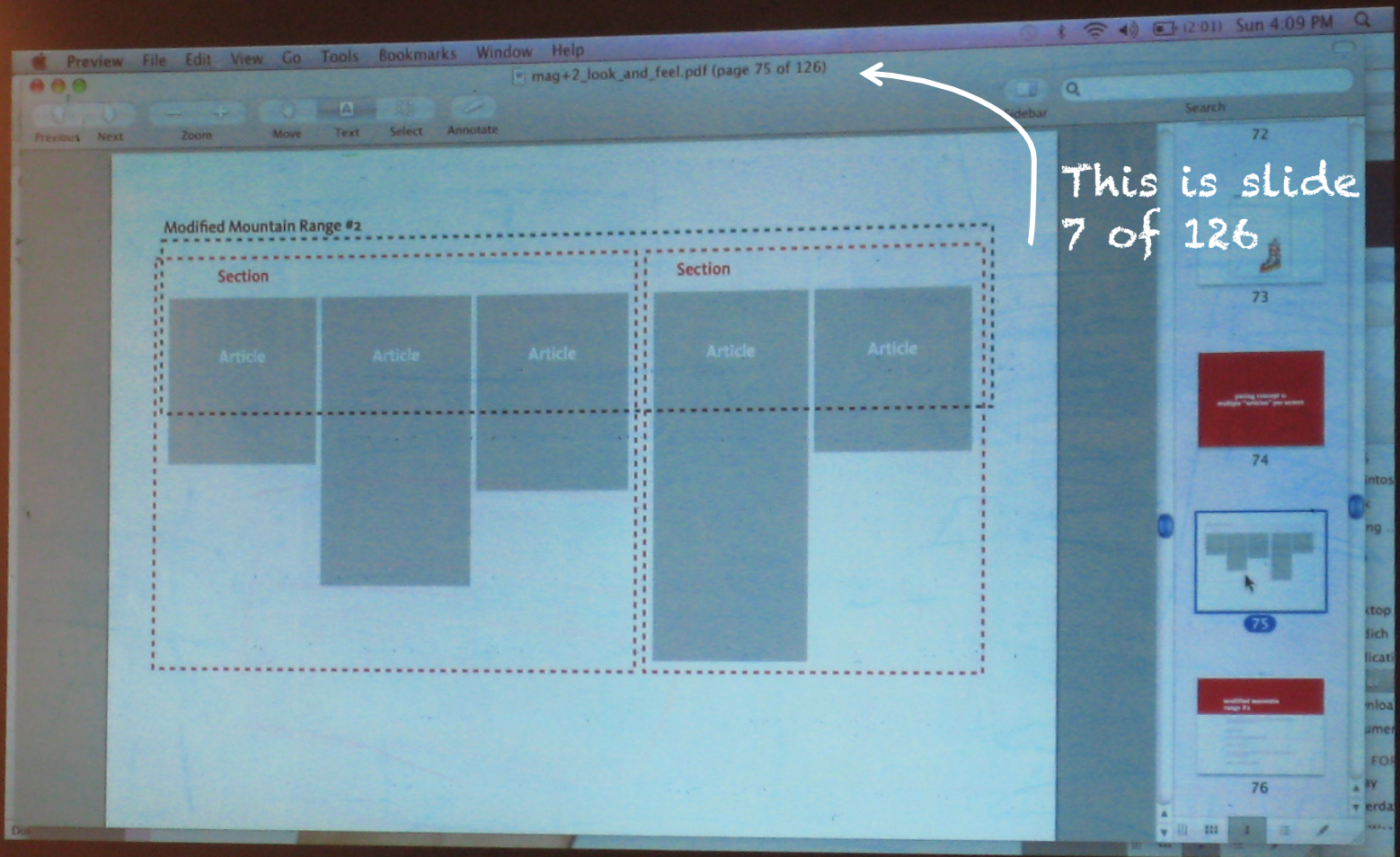


Scenario posters

Not shown: Powerpoint presentation with personas

Challenge: unpredicted situations





Solution: Skilled performance

A woman with curly brown hair, wearing a bright green sweater, is seated at a long wooden conference table. She is looking down at a smartphone in her hands. On the table in front of her is a black laptop with a blue screen displaying a website. To her right, another silver laptop with the Apple logo is open. The table is cluttered with various items, including a glass of water, a bottle of orange juice, a pen on a purple sticky note, and some crumpled paper. In the background, there are two large monitors on a stand, a whiteboard, and other people seated at the table. The setting appears to be a meeting room or office.

Choreography, not delivery

Appendices - tables of contents

Sample Table of Contents (1)

1	EXECUTIVE SUMMARY	3	USABILITY STUDY
1.1	Scope Change	3.1.1	Goals
1.2	Future needs assessment and usability work	3.1.2	Users
1.3	Disclaimer	3.1.3	Results: [User panel 1]
2	NEEDS ASSESSMENT FINDINGS	3.1.4	Summary: [User panel 2]
2.1	Personas	3.1.5	Challenges
2.2	Interview	4	FINAL REFLECTIONS
2.2.1	Goals	5	APPENDIX A: WHAT IS xx
2.2.2	Interviewees	6	APPENDIX B: INTERVIEW #1 QUESTIONS
2.2.3	Results	7	APPENDIX B: REVISED INTERVIEW QUESTIONS
2.3	Survey	8	APPENDIX D: INTERVIEW #1 DETAILED SUMMARY
2.3.1	Goals	9	APPENDIX E: INTERVIEW #2 DETAILED SUMMARY
2.3.2	Survey Format	10	APPENDIX F: SURVEY QUESTIONS
2.3.3	Survey Sample	11	APPENDIX H: SURVEY RESULTS
2.3.4	Summary: [practices]	12	APPENDIX I: INCONCLUSIVE SURVEY RESULTS
2.3.5	Summary: [information sources]	13	APPENDIX J: USER STUDY TASK LIST
2.3.6	Summary: Demand for new features	14	APPENDIX K: [prototype A]
2.3.7	Results	15	APPENDIX L: [prototype B]
		16	APPENDIX M: [Prototype A] USER TEST RESULTS
		17	APPENDIX N: [prototype B] USER TEST RESULTS

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:

Sample T of C (3)

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