

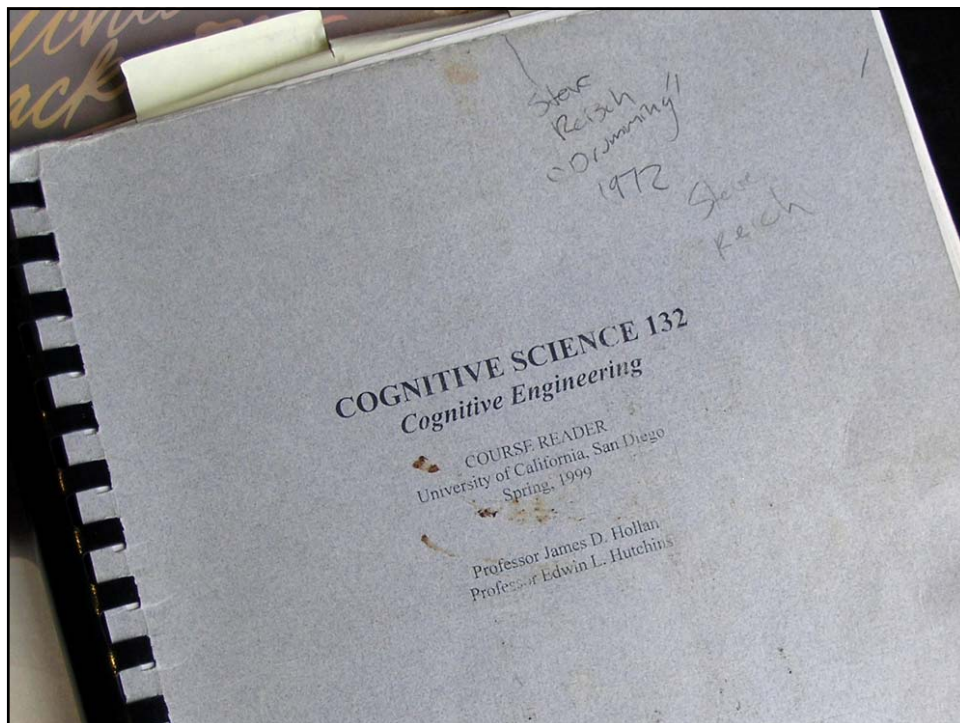
Look Ma, No Lab

Remote vs. Lab UX Research

and some other things, too

Me & B|P

- Bolt|Peters Founded in 2001
- 163 user research studies
- 1,792 one-on-one interviews
- Clients like Greenpeace, Autodesk, Washington Post, HP, Pandora, and Blue Shield



Transform the personal, social, and cultural role of technology

- in a good way.

bit|paters

bit|paters

How we do it



hey rick rubin,

About

We love the contribution you've made to the world through music, and want to see that continue through your help transforming music distribution.

Please don't pursue monthly subscriptions, and don't have Columbia try to control social networking around introducing new artists.

Which form of digital music distribution kicks ass?

- Itunes with "NO" DRM
- Itunes with DRM
- Subscription to something yahoo music
- Piracy (bit torrent, limewire, whatever)
- Good old CD's

You

hit/peter

Ummm What is UX Research?

In-Person

Remote

Automated

Qualitative (and not Quantitative, for today)

Video

hit/patrr

Who cares?

Stop the arguing.

Designers and Developers and Executives love to make decisions. Just not the same one, usually.

Achieve goals.

Thousands more donations to non-profits, millions of dollars more in sales, etc.

Unseen Behavior.

Blue Shield. Large Insurance Company. Harvard Business Review.

My Customer Number?

blue  of california

“From this last B|P study, we learned that external users never knew what their assigned customer was, or what it meant. Blue Shield had assumed they knew, but customers had no idea.

The number is printed on everything, but people never saw it. This changed more than just the website, because they realized it was a bigger problem than only online. Customers needed education to understand that this number was important & what it meant.”

And Then...

- Number was taken off the web interface, for now.
- Customer service now knows to explain to customers or brokers what the number is.
- Removed from voice recognition system

Process for Both Methods is the Same

1. Recruit
2. Observe
3. Analyze & Report

Wow.

The Whole *Remote Thing*

hit/patrr

Remote Research

Live Intercept
Technological Ecosystem

Step 1: Recruit

- Users live from the site
- Authentic user interactions
- Realistic user environment
- Easy to set up and manage

(a) DHTML Pop-up Intercept



(b) Screener Questions



(c) Call Participant

Looking For	Current Call	Name	Phone	Email
corporate travel planner's name	Yes	Barbara Curley	506-647-4402	barbeeb@rogers.com
Talk Message information	Yes	Opama Brincat	902-369-2396	brunette_1878@hotmail.com
To add a 2nd phone line in	Yes	Robbie Brincat	506-543-0517	kfrenette@hotmail.com
cell phone	Yes	Paul Fenney	709-651-2368	joemey@comp.nfld.net

Step 2: Observe

- User installs Ethnio plug-in, VOIP calls users
- Screen sharing, audio capture
- Note critical issues
- Behavior repeats over small sample



Video

hitpatern

Step 3: Analyze...

The screenshot shows a Microsoft Excel spreadsheet with the following data:

Topic	Finding	Supporting Quotes
User 17 Other	is there a better term than provenance for the title of this link?	Don't know why it says provenance here.++17++09 I don't know what that's even offering me.
User 21 Other	would like to be able to order online	25+25 just not being able to order on line from the gallery shop.
User 04 Other	Didn't expect to buy the guide	
User 04 Other	Expected more highlevel information on the gallery and the website	
User 03 Planning a Visit	Planning a visit information was difficult to scan	
User 03 Planning a Visit	User was planning a visit further out than the calendar of events went	
User 04 Planning a visit	User was confused by the american gallery vs. National Gallery	
User 04 Planning a visit	Was looking for more information about nearby hotels and the surrounding area	
User 01 Search	Search results didn't show most relevant first in the search results	
User 01 Search	Search field was too low on the page	
User 01 Search	Search was difficult to use based on where the search fields were - users don't read the search info	
User 03 Search	Search results didn't show most relevant first in the search results	
User 04 Search	Wanted to have the top 10-100 most popular artists when she went to search by artist	
User 04 Search	Expected to see pictures of the painting in the search results	
User 05 Search	Search required several steps	
User 05 Search	Was looking for a place to search in the kids section and ended up on the main site	
User 06 Search	Search for Hudson River was not successful	
User 07 Search	Show similar search results in search results	
User 08 Search	search results are laid out well and easy for her to find	22+45 Search results laid out well I would expect able to search by movement. I should be able to put in keywords and do a broader search. I should be able to type in 19"

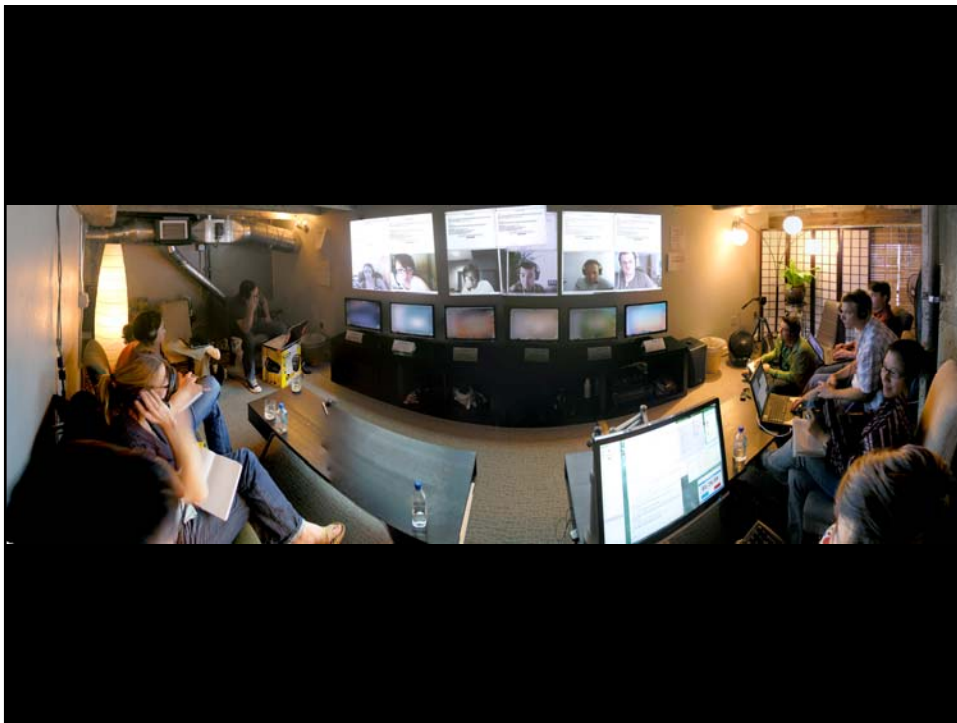
... and Report

1. Here's what we found.
2. Here's what you should do.
3. This is the supporting data so you don't argue.
4. Please fix it.

Measurable Gains

- Restoration Hardware sales increase: 216%
- Legal Software site revenue increase: 325%
- Large Insurance Company conversion increase 25% (millions and millions of dollars)

The Whole *Lab* Thing



The B|P Facility

To capture and observe player experience during testing, B|P uses individual stations for each gamer to interact on their own, in an environment that represents their real-world setup.

Individual Game Stations

Each player will have a private area, two computers, and headphones. While playing, they can speak with the facilitator in the live observation room. They receive instructions remotely through a headset patch to the facilitator. A single pan/rotate/zoom camera is setup at each individual gaming station to capture the player's facial expressions and body language.

Live Observation Room

See following page.



Facial expressions and body language are captured using Sony SNC-F3 PTZ cameras over IP.

PC #1: Gaming PC, recording and sharing screen movement.

PC #2: Separate Metrics PC, possibly with touch-screen, for real-time game feedback.

Live Observation Room

During the gaming sessions, stakeholders from —can view gamers live from the observation room at B|P. Because of the open nature of the facility, we ask observers to speak quietly and not curse or laugh at participants.

Remote Observation

Live metrics progress is always available online with a login. Outside observers can view live video and audio of pre and post session group interviews, and B|P is working to assess feasibility of broadcasting live control room data to observers. It's not yet guaranteed that remote observers can view game screen and participant video data without a drastic increase in the current 20mbit/mbit bandwidth at the B|P facility.

Executive Observers

B|P suggests taking the following steps to ensure a smooth observational experience for executive stakeholders who may attend the in-person research sessions:

- Complete the pilot stage and 1-2 successful rounds before executive stakeholders are invited to observe at the B|P facility.
- Double the catering budget for those evenings.



The facilitator may choose to watch all six gaming screens simultaneously via separate VNC windows (FPS unknown), or zoom in on one screen. All six facial expression video feeds can be viewed, or zoomed in, the same way.

Live metrics are updated by refreshing the KeySurvey data web report, which can also be remotely viewed.

The audio from any individual participant's comments can be heard by all observers, and the facilitator can speak to individual gamers through a directional mic.

A maximum of six observers can attend any one session, in addition to B|P staff.

Is This Thing Fun?

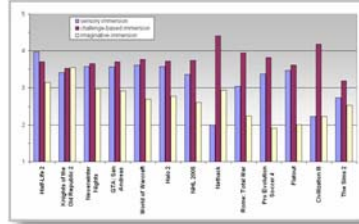
BIP will use the Immersyve model outlined below to continue measuring gameplay data. Using a second PC, possibly touch-screen, next to their primary gaming PC, participants will answer open and closed-ended questions about their experience playing --, right as they are playing. After --ch phase, they will complete a more detailed survey about their experience completing goals in that phase. Basically, gamers click buttons about whether or not they are having fun during gameplay, and explain in more detail at --ch logical breaking point between phases. Three main reasons for this approach:

- Separate gaming stations replicate native gaming environments
- Behavioral feedback
- Allows for instant metrics generation
- Remote viewing of metrics for stakeholders through Snap Survey
- Reduces analysis and data entry for the facilitator

Immersion Gameplay Experience Model

This model uses three categories of immersion, and questions around how immersed gamers are. Authored by Laura Ermi & Erasa Mayra at the Hypermedia Laboratory in the University of Tampere, Finland for DIGRA -- Digital Games Research Association (DIGRA)

- Sensory immersion, Challenge-based immersion, and imaginative immersion



Average amount of --ch immersion type reported by players in different games. The total amount of immersion reported is highest on the left hand side. (From Finland Hypermedia Lab Report)

Elements related to pleasurable gameplay experiences. (From Finland Hypermedia Lab Report)



Let's Compare

Methods

	Pros	Cons	Ballpark Costs & Duration
Remote	logistics, geographic diversity	facial expressions of users not visible. Only 10-15 users.	\$5k - \$45k 1 - 4 Weeks
In-person	facial expressions, collaboration	logistics, cost	\$15k - \$60k 4 - 6 Weeks
Automated	large sample data - 1,500 users	no human involvement	\$10k - \$30k 2 - 3 Weeks

More Comparisons

Peter Merholtz made this table

	Lab Usability	Remote Usability	Field Research
Timing			
Preparation (Plan, Protocol)	1-2 weeks	1-2 weeks	1-2 weeks
Recruiting	1-2 weeks	1-2 weeks	1-2 weeks
Conducting Interviews	3 days	3 days	4 days (5-6 with travel)
Analysis	1-2 weeks	1-2 weeks	1-2 weeks
Totals	4-7 weeks	4-7 weeks	4-7 weeks
Expenses			
Incentives	\$600-1200	\$600-\$1200	\$1200-1800
Equipment	(Camera, tapes) \$400-600	\$50 (audio tapes)	\$400-600
Travel	\$0	\$0	\$0 - \$3000 (Air, ground, lodging, meals)
Facilities	\$0 - \$1,000/day	\$0	\$0
Phone charges	\$0	\$200	\$0
Totals	\$1000-4800	\$850 - 1450	\$1600 - 5400

And another comparison

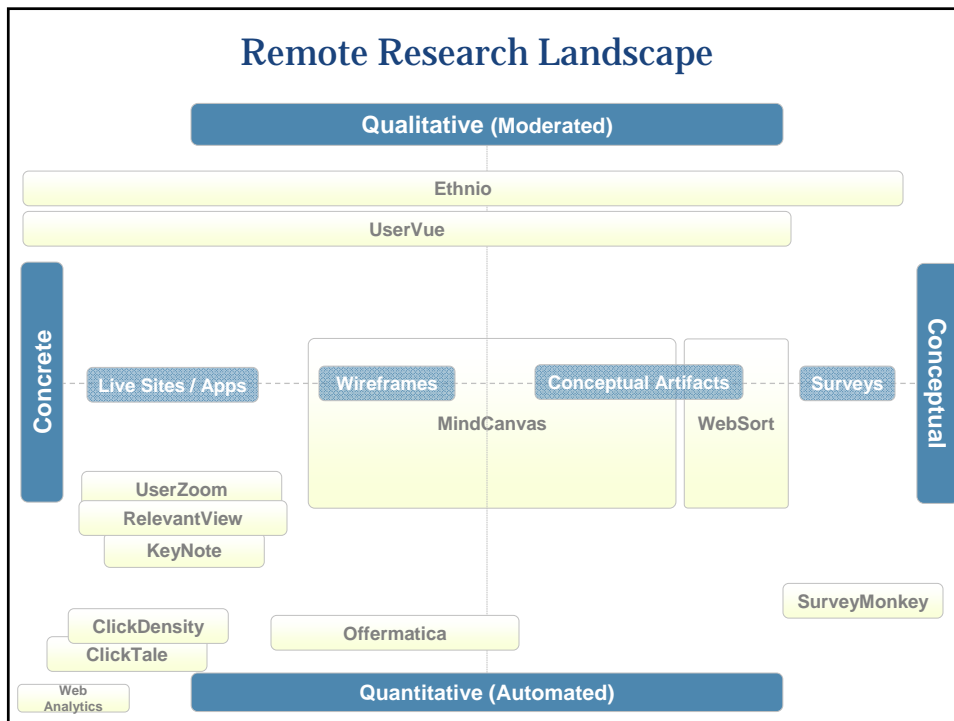
	Pros	Cons	When to Use
Moderated	Logistics, geo. diversity, native environment	No facial expressions. Only small sample.	Not enough time for in-person, Deep insight
Automated	Large sample data - 1,500 users	No human involvement.	Large internal audience. Verify UI decisions
Remote Card Sorting	Speed, Large Sample	Can miss interaction	Answer IA questions in a hurry

When to Use Remote versus Lab

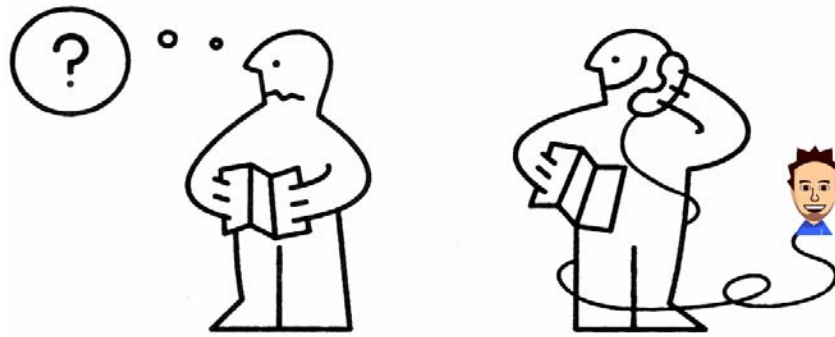
Lab	<p>Top Secret Testing Material. Everything at Google. Video games. Physical devices.</p> <p>Collaboration, Rapport w/ Participants</p> <p>Collaboration and Buy-In. Large audience for live sessions.</p>
Remote	<p>Everything else</p> <p>Anything live on the intertube. Dispersed audience.</p> <p>International</p> <p>Fast timeline</p> <p>"Technological Ecosystem"</p>

Why its time for Remote Methods

1. Everyone (well almost) is online!
 1. Hard to reach samples
2. Catch users in their native environment
3. Travel for work sucks
4. No time for in-person ethnography
5. Rich interactions are possible (broadband penetration, audio, visual, AJAX/Flash)
6. Its less expensive



Questions



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