Observation to Insight:

Interpreting Qualitative User Research for IA



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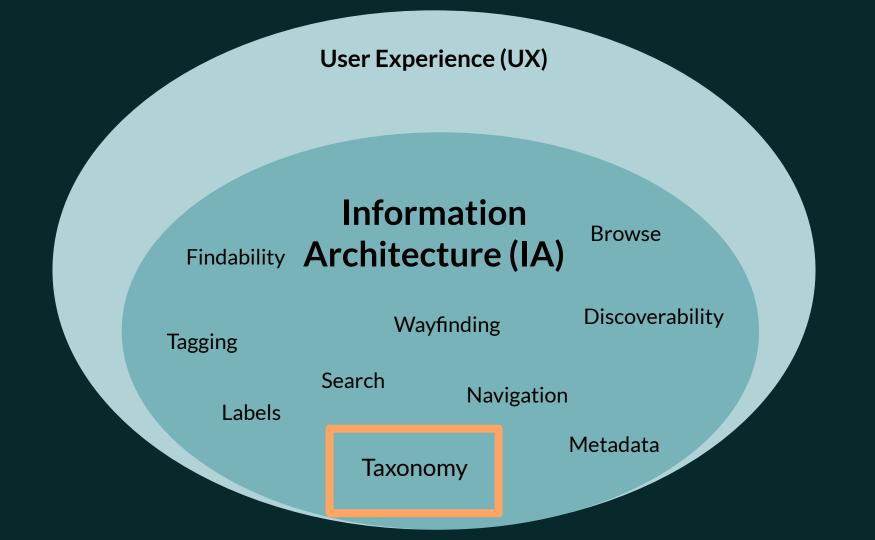
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What is Information Architecture, and why should we do user research for it?

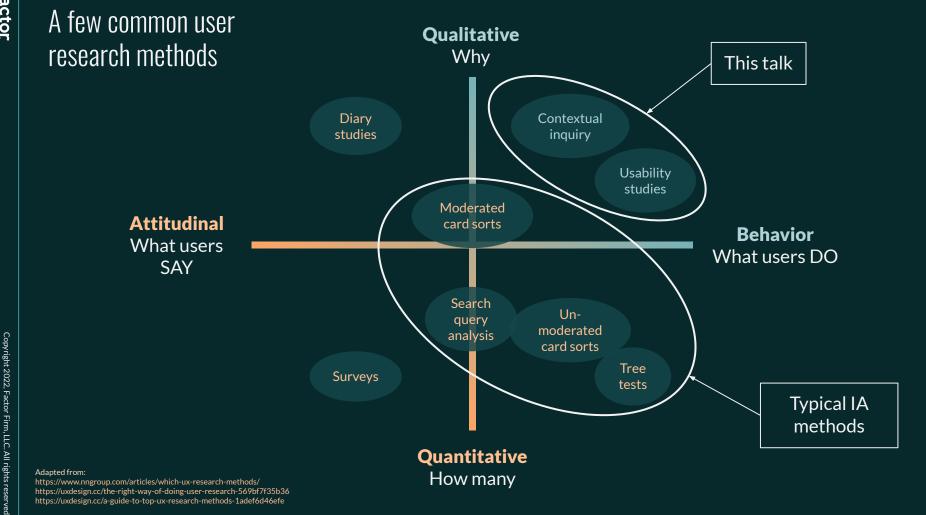
Information Architecture (IA) is the discipline of making information findable and understandable.

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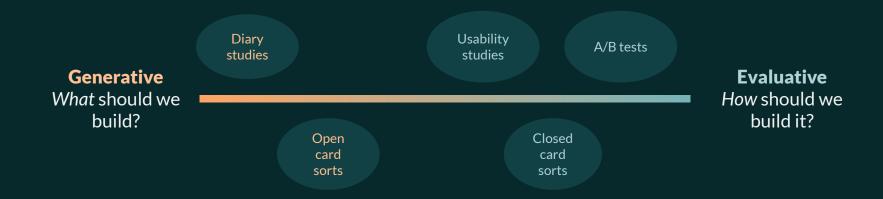
https://www.interaction-design.org/literature/topics/information-architecture

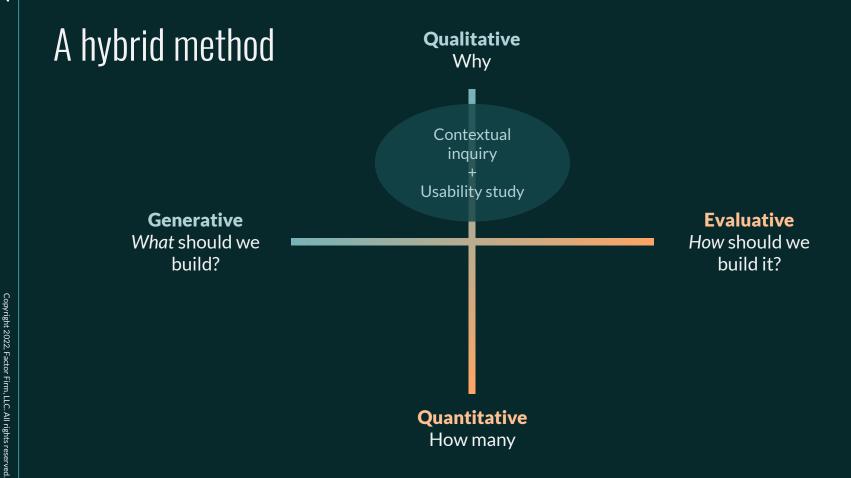


The goal of <u>User Research</u> is to understand your users' mental models



Generative vs. Evaluative





The goal of <u>Generative</u> Research for IA is to understand your users' information needs

The goal of <u>Evaluative</u> Research for IA is to identify findability issues in the user experience

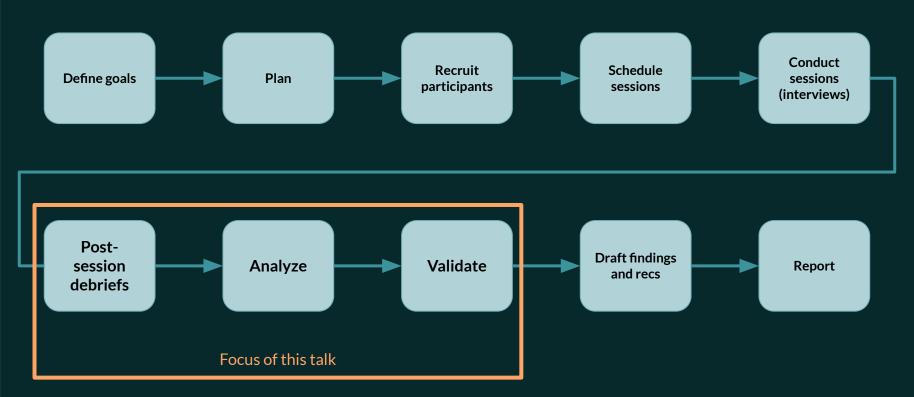
Insights from user research for IA can inform taxonomy and metadata design

Quick review:

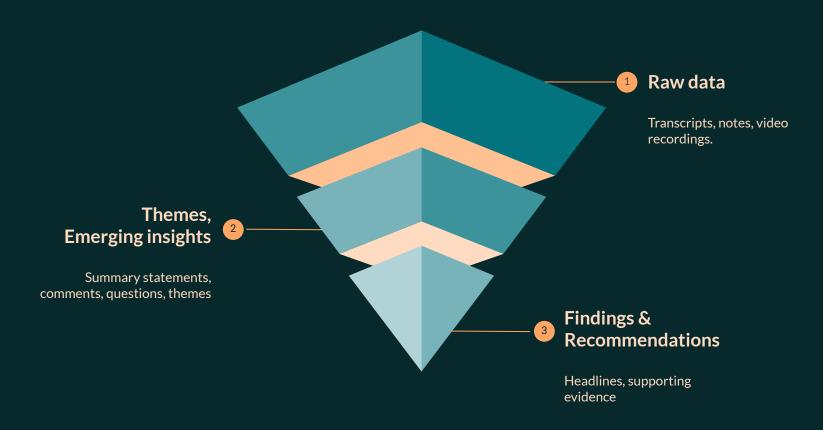
- Good IA makes information findable
- IA is the foundation of UX
- Users have information needs
- Qualitative Research helps us understand those needs
- Research findings are an input for taxonomy and metadata design

How do we analyze qualitative data, and generate insights relevant for IA?

Steps in a typical research study (interviews/usability)



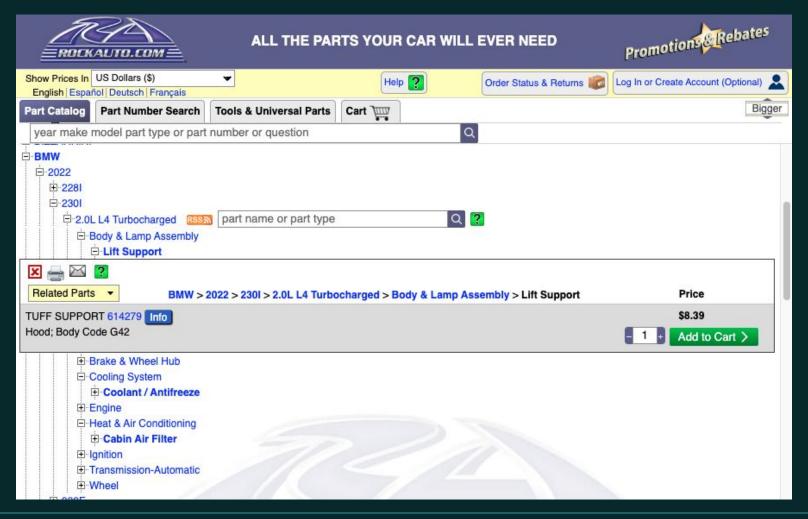
Qualitative data analysis



Raw data (qualitative)

- Detailed notes, transcript
- Interview recordings

Note ID	Time stamp	Question/ Topic	Response
6.091			I like the dropdown menu on rockauto. More old fashioned, doesn't look slick, but harder to make a mistake. I don't know. I guess I'm just old fashioned, but I just like it better
6.092	0:33:28	a mistake?	yeah, like when you're working with web code and stuffa field that isn't working right, or you click a box and sometimes it's greyed out when it shouldn't be, and you're not sure what you're seeing. The dropdown menus [as on rock auto] just work around that because you can see all the options at once.
6.094	0:33:30		I've gotta trust the people that do their web catalogue, but you never know.
6.096			Ebay has a lot more imported and chinese stuff, that retail places won't have. gives me ideas, shows me options, something that would look really cool
6.106			I was scrolling to find a picture with shocks in it
6.108	0:41:38		I have no idea what kind of shocks are in any of these
6.115		base that assumption on photo?	Haven't even read the description. I'm pretty visual. If there are more details, they'd be in the item specifics.
6.116	0:44:05		l'd do more research. I might even spread it out over 3 or four days. I might have 5 tabs open so I can compare/contrast
6.117			This is a big project, and I'm cheap/frugal. So I want the best quality for the least dollars.
6.121	0:46:02	Did you sell a lot of kits as a mechanic?	Saves time searching for every bolt set and washer
6.128			I like to plan the whole job out before I go shopping
6.136			It's a little weird like, why do you want to know my vin number.
6.137		License plate	Nope. If a website asked me for something to link it back to me, I'd be like "no, you don't need that"
6.138		quality:	Country of origin, chinese and korean parts will not have the same metal quality.



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Interview summary statements

Condense raw data during post-interview debriefs

P6 Summary

trusts rock auto tree menu more than faceted search, might be because context is clearer

looks on german ebay for inspiration

scans pictures in product list while scrolling, looking for a picture that shows a particular item in the kit

unable to see the brand/type of shocks in the product image

doesn't read descriptions - looks at the pictures

spends days researching, keeps multiple tabs open for comparison

thinks of himself as cheap/frugal, wants the most bang for the buck

says kits save time

plans the whole job out before shopping

wary of giving VIN number

wouldn't give license plate number

country of origin = quality

In the before times



Now: digital whiteboard

P1.004 Lots of scrolling up and down - rotal lot of reading.	PT.2037 reads lots of documentation orders to learn.	P3.500 word to "fast track" a few tires	P1.031 deserts like to how to enter amail address in order to desertised an a- book or white paper	P1.328 has cicked on links for help document/dism that lined to patter content, while the document like	P1.013 google was primary starting point, but thes straight to increasil docs	P1.EX2 (described gaugle results that as intercent to contain the contain to contain the contain the contain of the contain the contain of th	P1.278 used clrint to find terms on page	P1.017 had high hopes for a particular decurrent but after developing right found it was subdated	P1.045 control her own site with M5 documentation, but counted he way that makes more sense to her
P1.534 downloaded a huge ap file of documentation, which is last into the kinds for markup and bookmanking	PT-04Z closed on limbs within supper, arcicles that led to different stea, which was discriming	P1.036 completed a very long survey about CEPS, that resulted in no similal outcome, just a link to desertious at white paper.	P2.007 little of bouncing around between siles, Bog, forgreewhen carb locate information	P2.005 Songs track of "patch Sonolog"	F2.001 Bussnerwedutions sharps in the middle of a displayment (house) is not of date really quickly.	P2.516-uses the technol. forum, finds useful carbonic chare that sometimes matches his sometime more closely.	P2.00518s org wints to be 'Alhad of the cover' dut they're still on Windows 7.	P2.029 keeps bookmafo. and notes in one-cor	P1.004 would fully read the deci articles
PALCE and edup on a society pana society page and was ready surprised because the thought inclinates assigned.	P4008 sluce is starting point for M1 info, but always from going facing	PM-312 greens right hand new links - leaks like an ad	P4.000 keeps up to data on new releases (southers, do through mustiple reases) to feed, bdg, admin dashboard)	P4.000 "Loan wind a link to our CO to a dock strick- pail you can head the page - not anighting dest. Proceds never used bins, a michest article?	P4.000 uses into from docs to overthing own internal government of principal principal and freshes there quarterly	F4 C28 considers for the and and "convexity" when determine the specific way to implement something	PA.200 had to create a side- by-side compartion dut for sharepast or other still previous because of didn't solut	PLEO) has an entersise pito pagiere for beolog implementations.	F4,001 uses aremote to some total, information, docs for large or to share with team.
P5.00 Initial product meanth will fast ANI Internal Society and Control Internal Society and Psychiatra and requirements checklist	P5.003 Data Internal testing before dephylogrosphineseting	P3.005 had to re-ornate entertal documentation after fire	PS 027 needs to familiarize himself with all products impacts of approach in order to disalt the info far stakeholders (buyen)	PE313 If he washed information about purchase declare, he would stat sales page (910/960% comp.)	PLOTENS Sociamentation is his garde place. The find and most trusted gack for him.	PLOTS Clicked on breathrants - was able to go backward, but not forward	PS.036 had never been to the docs homegage before this socily.	PC.007 Search serins didn't match the 40° longuage, and was paids to find documentation he know withted.	PS.008 Found it difficult to rednd carters' logged see his Asser ponts to find documentation that he remembered
PE313 was undifficulty to the books on until 6 feat the brown solidad	PETTE nd led headly on readings (see any content)	PECIT assessed a ticles desired, solves contar	PESTI always looks at the dates on witche and alwast year feature releases	PE.DOI ensited yearner transformately for effice 305 spellers and support	FEOSE matricipe over discussivation for non- opolem based on MS nondrosp	P2.004-doesn't use MS title search because disease expect it work	P2.015 seemed to accod classing on traced cool wide the artists (persons to accod being discretized by going to accoding to the cool being discretized by going to accoding total	P2.000 reads to use external search engine (dang people) as other to find adversation on the MS. xite	P2.035 dissert use the costs online help
P3.000 heavy user of tode at bigs, is working to works and post drawn integrated the deca content.	P3.006 he would always text things out before implain error, and his company has this capacity	P3.814 mares to seet things out first to "make sure the article is covered, and defent miss a righting"	P4.533 would spend a full day reading all the documentation for a specific tapic personal sharepoint steel	P4.633 reads everything	P4.022 scan headings and relies on esperienceso what is important.	P5.007 cond site search-on axes	P3.012 nondered if zero wardhrealth was due to him not knowlig the right bernaziology ⁶	PS.008 instally found trings early on are size, but had bookle re-finding something.	P5-013 ares doos into didn't support systemyris, resequellings
P7.505 would start with geogleting swech far year about any touse	P7.011 fires august content through phagis seather, is susaify satisfied with what he finds	P7.007 when presenting options to stateholders, they often water a demo-to see an example of the final nutrans of a system or explanations, would never trylo give them sucherold pre-them statements.	P0.013 find instituti was to go to Yash community' which was before the pro- served within that which had to done	PRCC2 sile march-down's have qualifiest in spinaryes: Tad vaulie searching for server that were energethed	PE200 would also search on beth data and appear also a settle data go very self	P2.005 Nozgrans thorough inservice as part of its 300	P2.012 of one point mentioned that hasht has entire page (on does she) because common with the excised with result have done that part !	F3.802 goes to microsoft. "sock net" site judit it that still, wen though it's now deep	PZ.331 Initially looking for bulse file, step-by-step
F3.515 down't uie search on MS van, always poogle or beig	F3.020 resuld stiff use search to find Spool fic term setten tree messum and to	P3.0% aware of docs. homepage, but desert use is desertible t	P3.02) were from an web action to semesting date to the medicing date to this own from a down area on his computer and the back to a support and so colors of the down of the	P5:016 sometimes feels like he has to "just builde down and read"	PS-524 noises on and expects really in-depth documentation, and expects to read II all this is part of finigible.	PS.877 would search MS do to fint, skeys, then maybe later go comide to forums, etc.	P5.815 get lest on both the amazon and respectif gages	P5.000 Hei an incernal browledge base of specific resures	PO.017 follows MS people on heliter, and finds it useful to stay updated
P4.009 Bocumentation changed and finances to history - search correlation, knowing that the sortent might change.	PS.DZZ Uses creminals to keep track of decumentation	P2.523 lases ctrl-f	P1.003 Raked heavily on bookmarks (finds it hard to ne-find pages)	P1.025 encountened a 404 ence of one point	P3.031 tree now kell conflict sines search office instead	PESES Ran into trouble with terminology - terms not what he yearded them to be.	P5.014 confused by "addeso" terminology on Teams obcosite (can have different meaning)	PEOCO Does a sest corner before yellout, with lended stems	P2.66 uses support consert

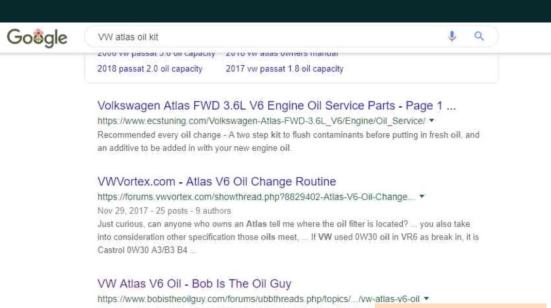
Clustering & Coding

Cluster similar observations, then summarize what each cluster is about



Verifying

Check assumptions and gather examples (evidence)



Dec 14, 2018 - Re: VW Atlas V6 Oil [Re: motech] #4951780 12/14/18 12: the DIY oil change kits sells 5w40 with them. I think this is ...

"NAPA is a name I know."

VW Volkswagen Atlas Oil Filter - Filters - Mahle Mann

https://www.partsgeek.com/mmparts/oil_filter/volkswagen/atlas.html We offer high quality new, OEM, aftermarket volkswagen atlas oil filter p Atlas Oil Filter Kit 3.6L V6 Mahle w/ O-Ring. Click to Enlarge.

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Implications for IA

Tie your new insights about users' information needs and usability of IA features together, and consider recommendations

- Search capability requirement
 - Search query format: <u>make/model + item type</u>
 ("vw atlas oil kit").
- Attributes required for list pages
 - Scanned product lists for <u>brand</u> and <u>price</u>.
 - Checks <u>stock status</u> before going to brick and mortar store.
 - Copies <u>part number</u> from one site, and pasted it into Google to search for best price.
- Must include product photos
 - Used product photos to <u>identify the correct item</u>
 in the product list.

Quick review:

- Listen to and observe your users!
- You'll generate insights while analyzing and condensing raw data
- Insights can lead to design recommendations
- ...including IA and taxonomy implications

Anatomy of a finding

Observation what happened?

Example

Evidence

Explanation Why did it happen?

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Implication Why does it matter?

Write findings like headlines

A single, declarative sentence that describes the key takeaway

Resist the temptation to count or measure

Quick review:

- Findings are headlines, followed by evidence, further explanations, and ultimately, recommendations
- Quantitative analysis should not be used for qualitative data

Further reading

- Just Enough Research, Erika Hall
- Don't Make Me Think, Steve Krug
- Mixed Methods, Sam Ladner
- Interviewing Users, Steve Portigal
- Using thematic analysis in psychology, Braun & Clarke
- Qualitative Data Analysis, Miles, Huberman, Saldaña
- Basics of Qualitative Research, Corbin, Strauss
- usability.gov

Factor eBook

the Factor field guide to

User Research for Taxonomy Design

A quick guide to building the taxonomies people need

From the user research team at Factor

Thank you!