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Interviews & Contextual Inquiry

Unlock user insights through effective interviews and contextual inquiry.

DEFINITION

Interviews and contextual inquiry are methods used in UX research to gather user feedback and understand their experiences in real-world settings. These techniques help designers create user-centered products by focusing on actual user needs and behaviors.

KEY CONCEPTS

Interviews

Structured or unstructured conversations with users to gather qualitative data about their experiences and needs.

Contextual Inquiry

A field study method where researchers observe and interview users in their natural environment to understand their workflows.

User-Centered Design

An approach that prioritizes the needs and preferences of users throughout the design process.

Data Analysis

The process of interpreting and synthesizing information gathered from interviews and inquiries to inform design decisions.

Empathy Mapping

A visual tool used to capture user feelings, thoughts, and experiences, helping designers empathize with users.

EXAMPLES

- Conducting a 30-minute interview with a user about their app usage.
- Observing a user navigate a website while asking questions about their experience.
- Using empathy maps to summarize findings from user interviews.

MEMORY TIPS

- ★ Remember 'I' for Interviews and 'C' for Contextual Inquiry to differentiate methods.
- ★ Use the acronym 'UCD' for User-Centered Design to recall its importance.
- ★ Think of 'Observe and Ask' to remember the dual approach of contextual inquiry.

COMMON MISTAKES

- ✗ Failing to prepare open-ended questions for interviews.
- ✗ Neglecting to observe users in their actual environment during contextual inquiry.
- ✗ Overlooking the importance of synthesizing data after conducting research.

QUICK RECAP

Interviews and contextual inquiry are essential for understanding user needs in real contexts. By engaging users directly and analyzing their feedback, designers can create more effective and user-friendly products.