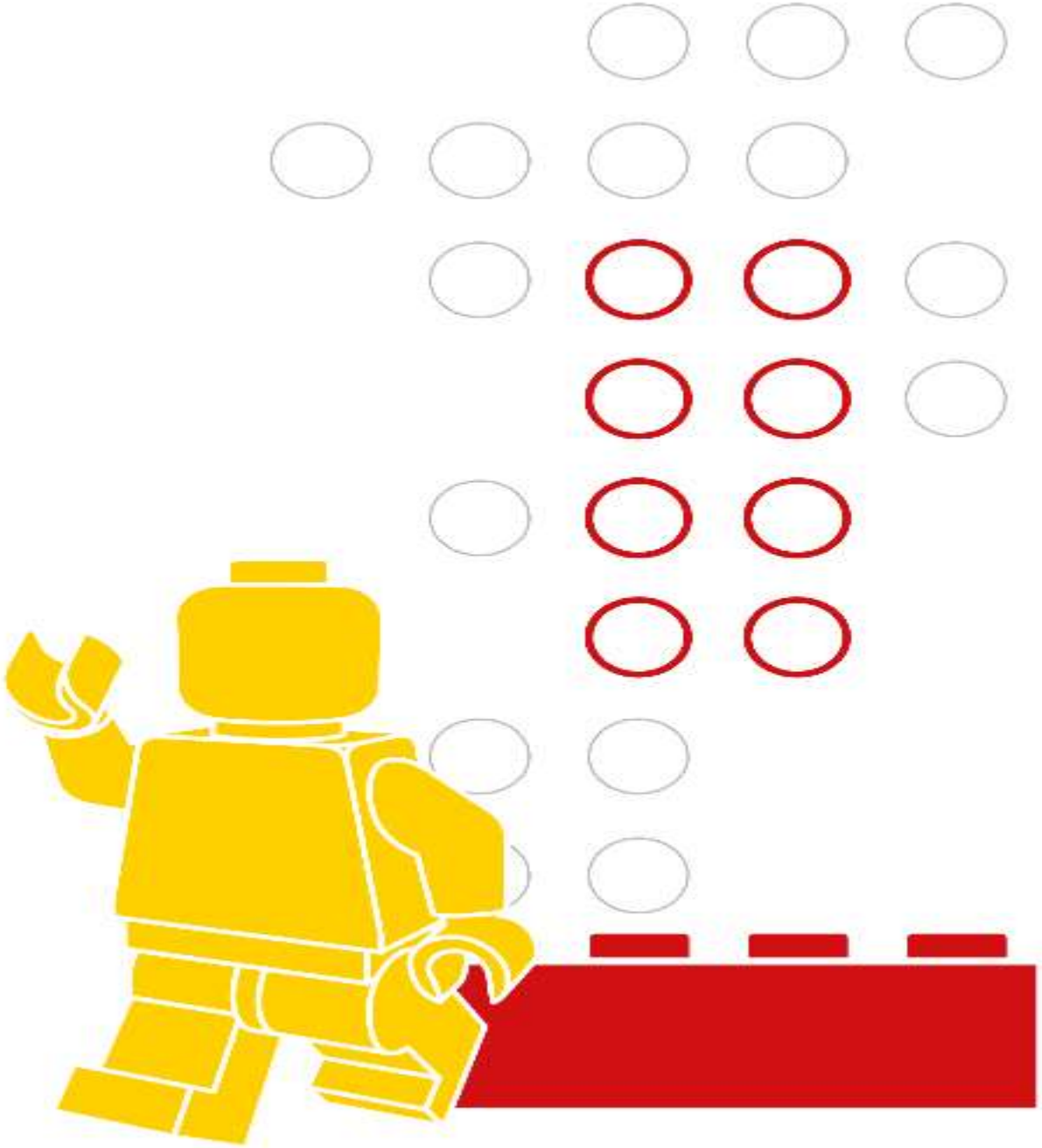
More extremes in research

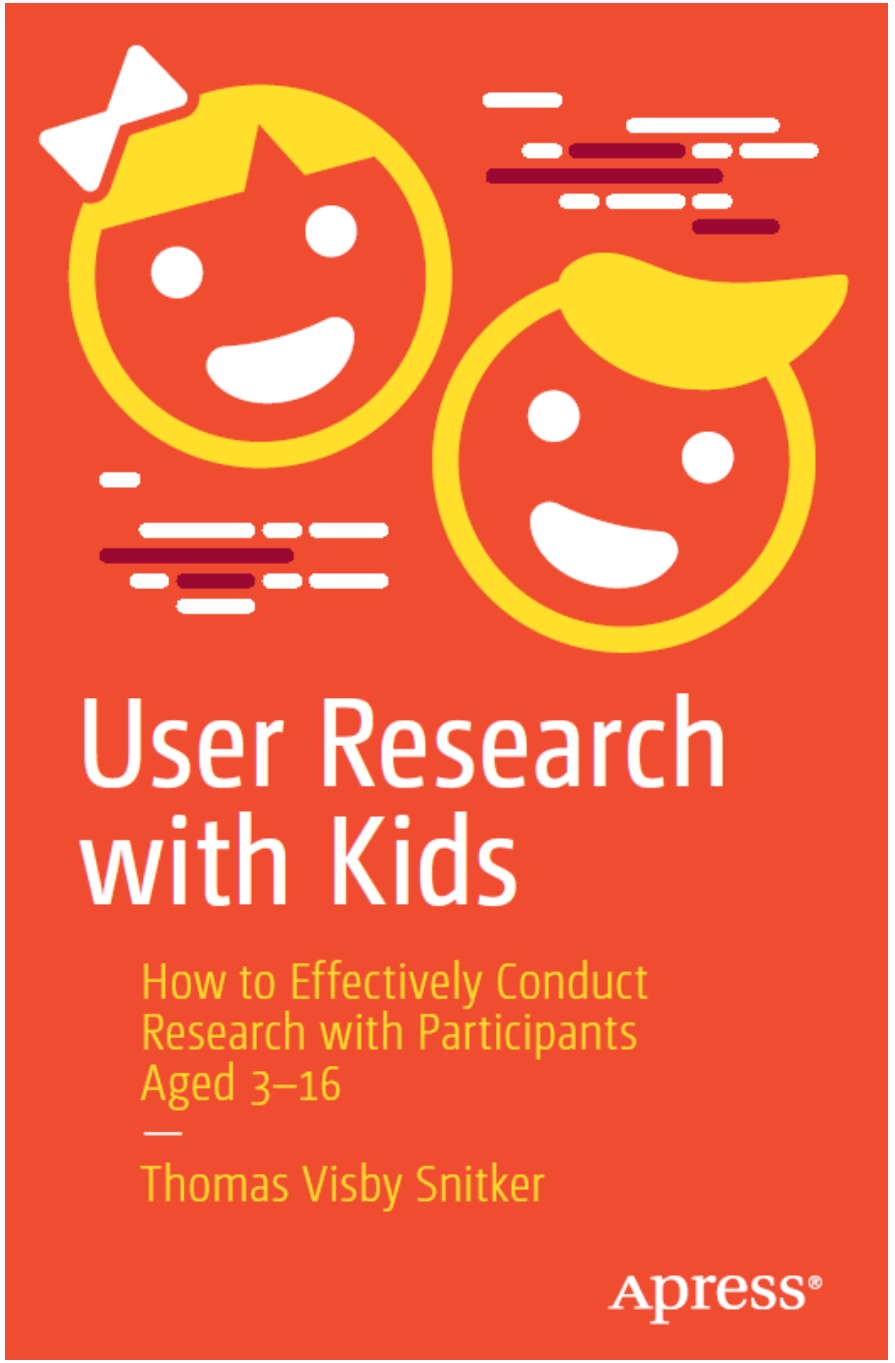
Thomas Snitker

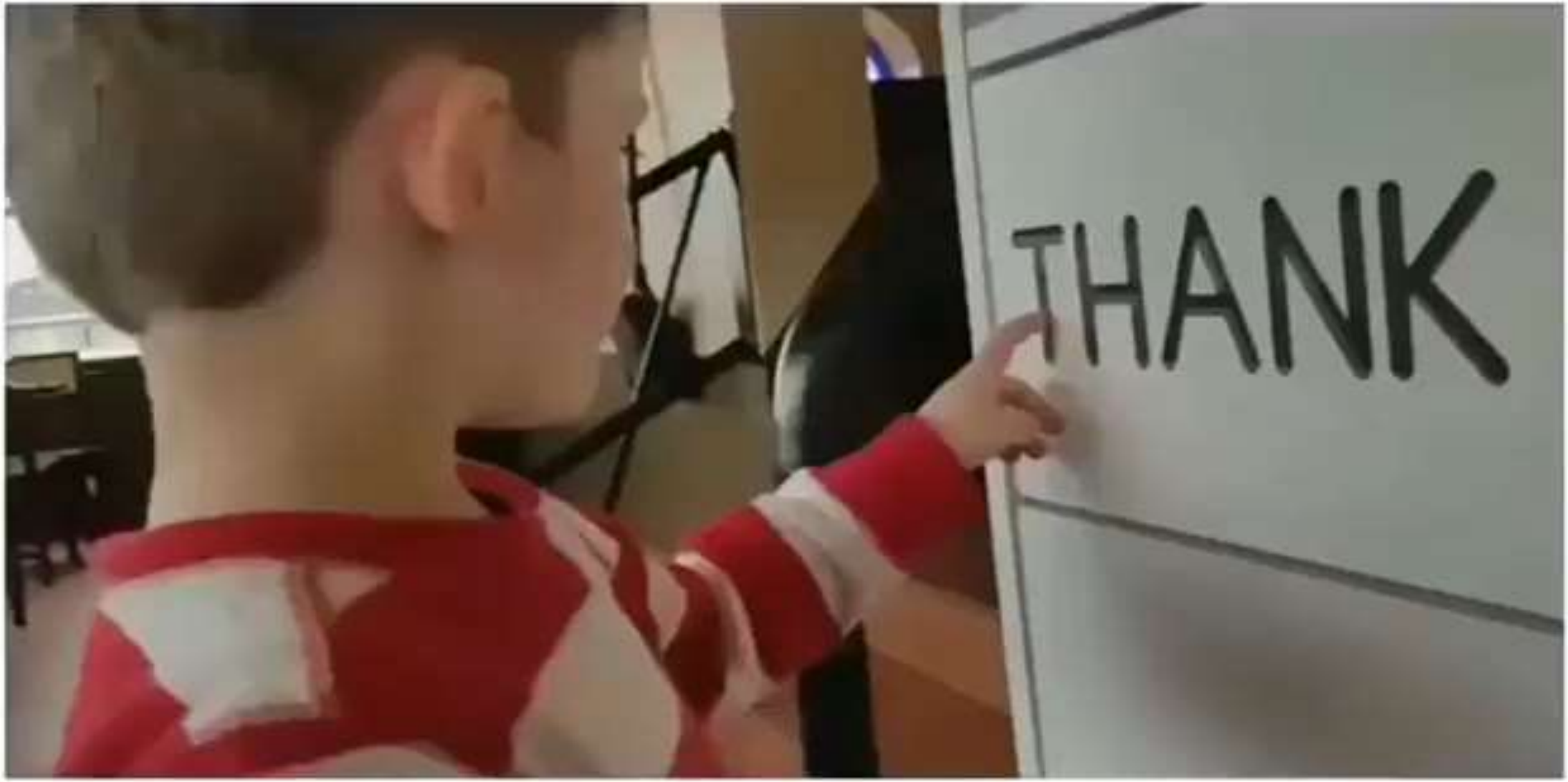
Sr Research Manager

The LEGO Agency



2011

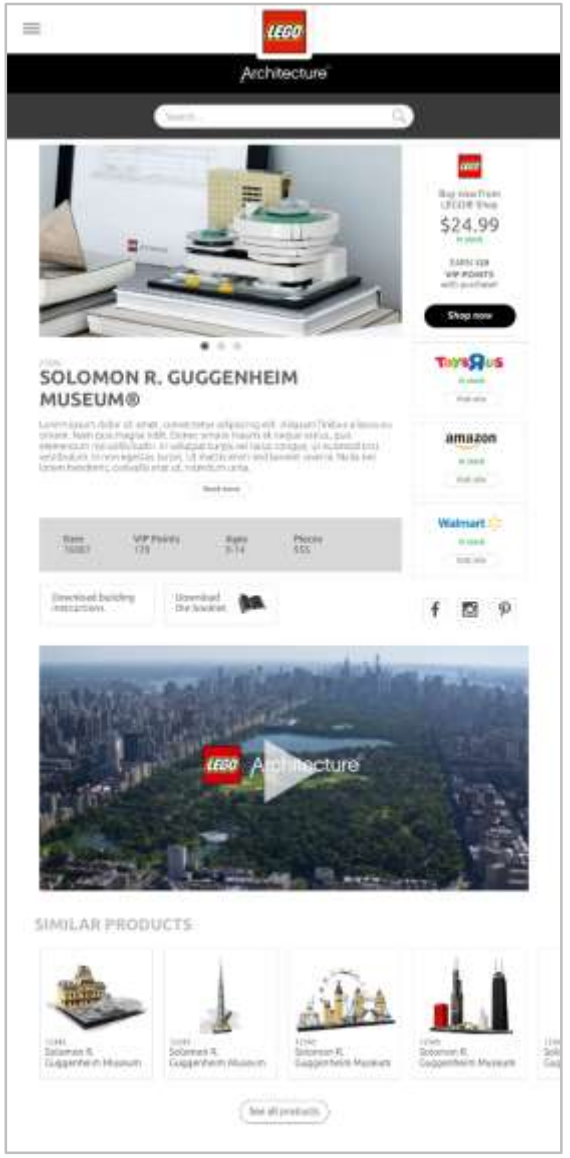

User Research with Kids
How to Effectively Conduct Research with Participants Aged 3–16
Thomas Visby Snitker
Apress®


THANK

LEGO
2021 JANUARY-JUNE

LEGO
LIFE

LEGO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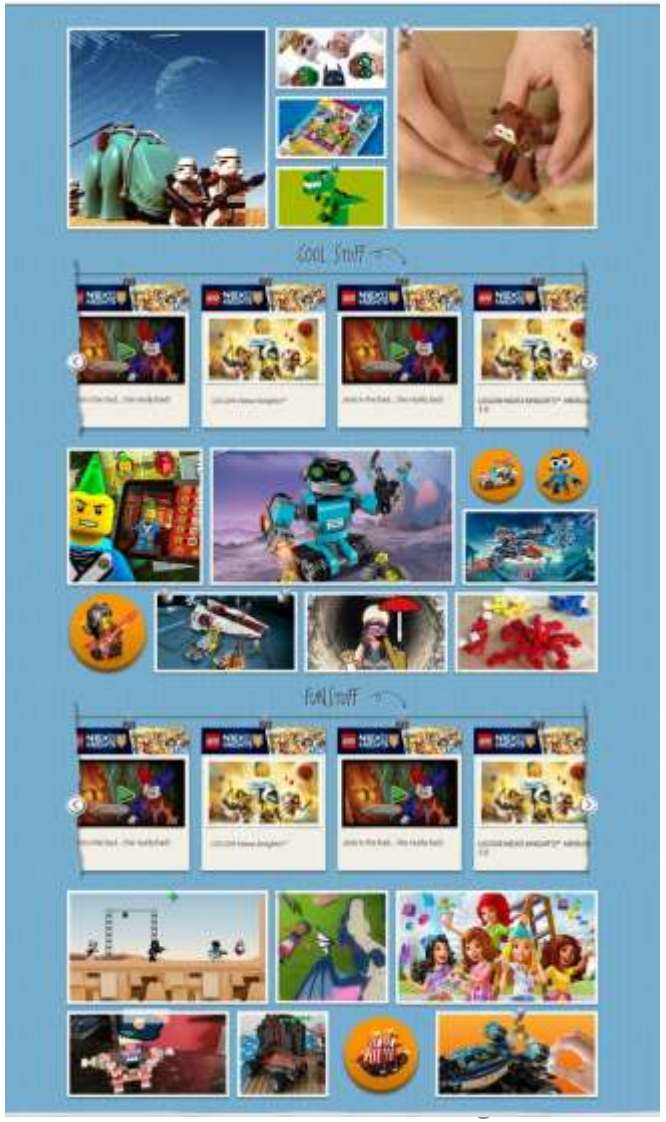
LEGO Architecture
SIMILAR PRODUCTS


COOL STUFF
FUN STUFF

LEGO

LEGO

LEGO

LEGO
STAR WARS

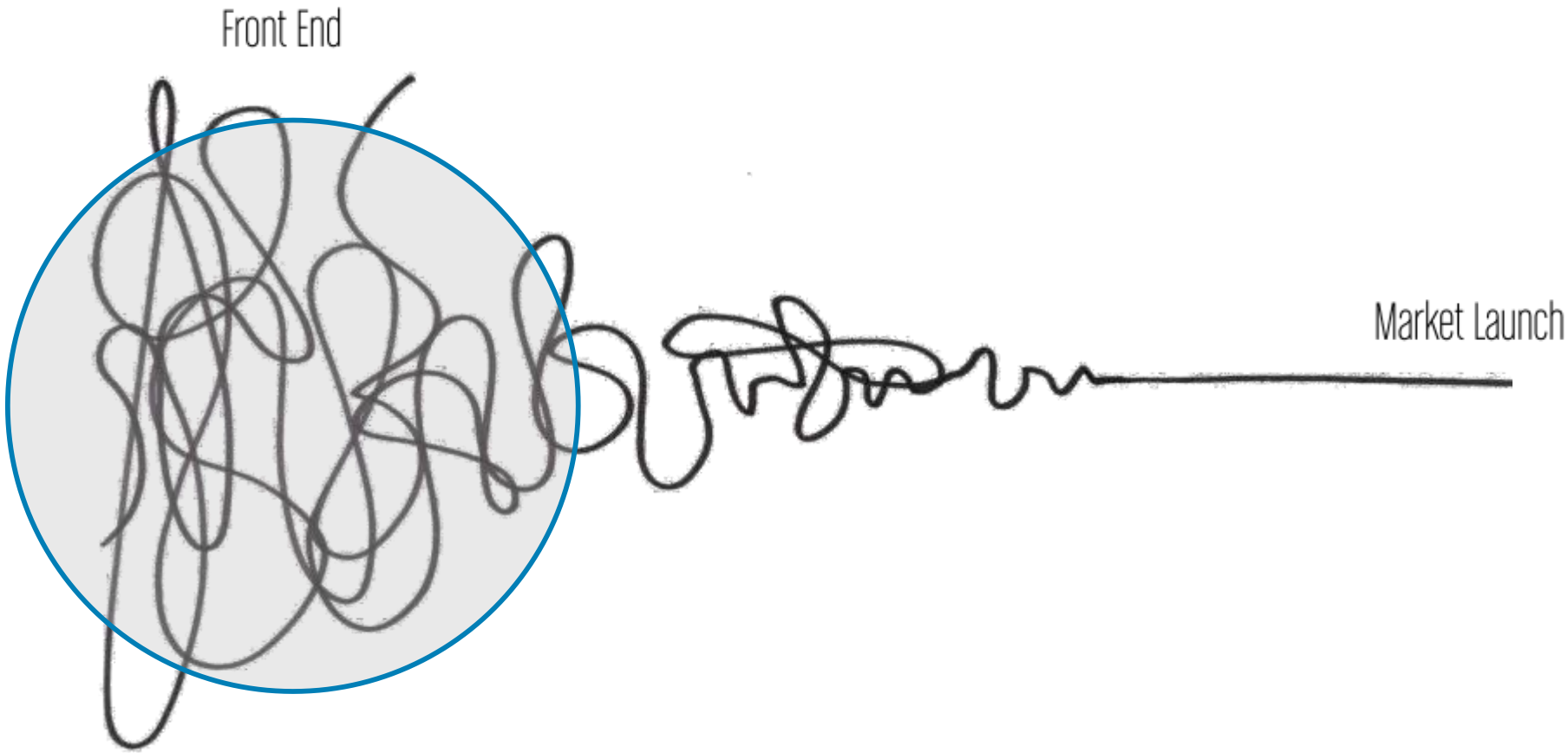
LEGO

Rebuild the world

How do we make *it* an optimal user experience?

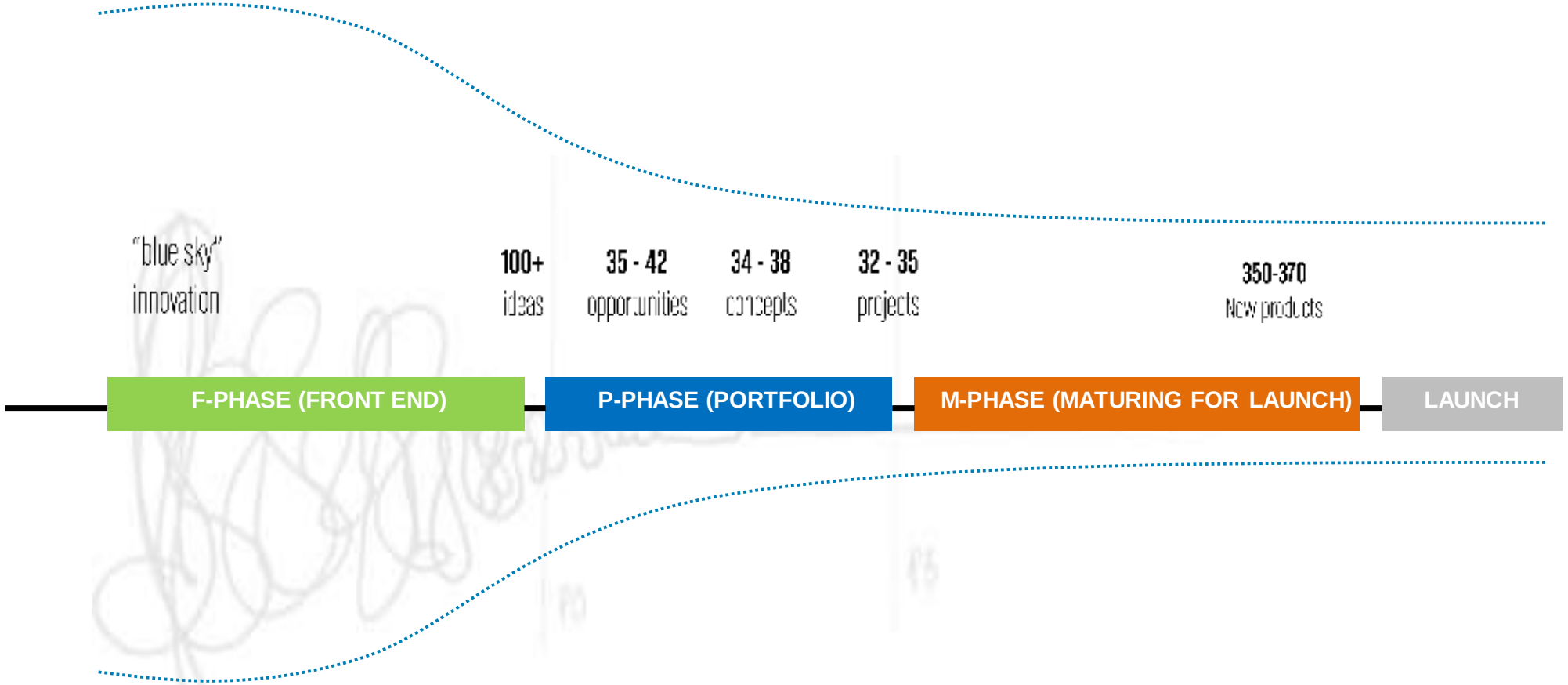
- ✓ **From strategy, to concept, to prototyping, to post-launch**
- ✓ **Iterative, agile, quick and dirty**
- ✓ **Slow and clean**
- ✓ **Across platforms**
- ✓ **Against competition**
- ✓ **Global**
- ✓ **KX/UX score**

FRONT END INNOVATION



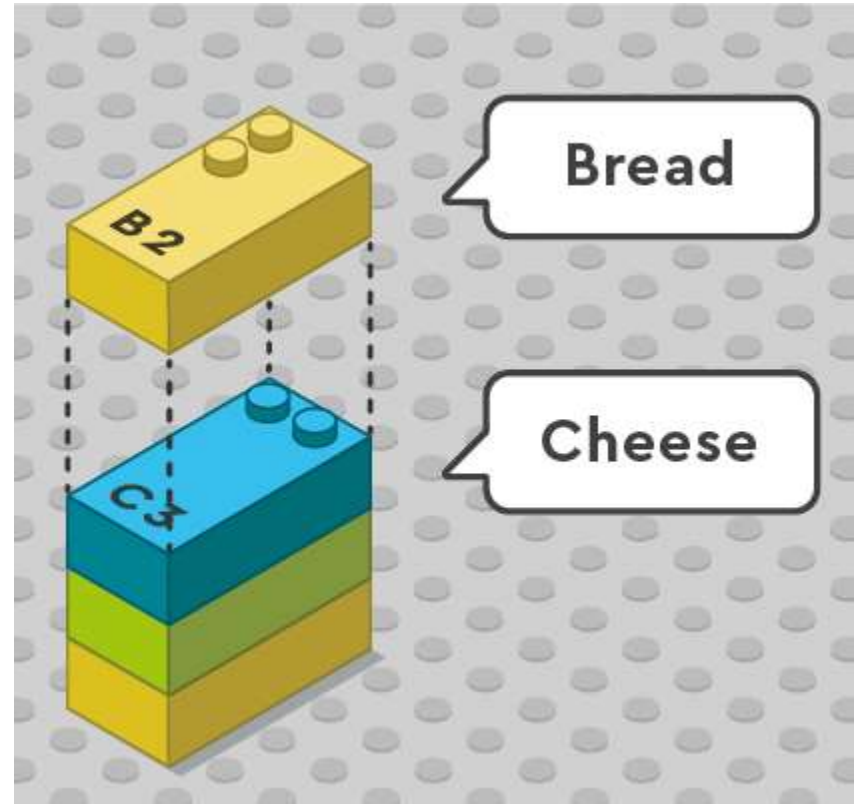
Nurture pipeline of new innovation to meet future customer & consumer demands

LDP - LEGO DEVELOPMENT PROCESS



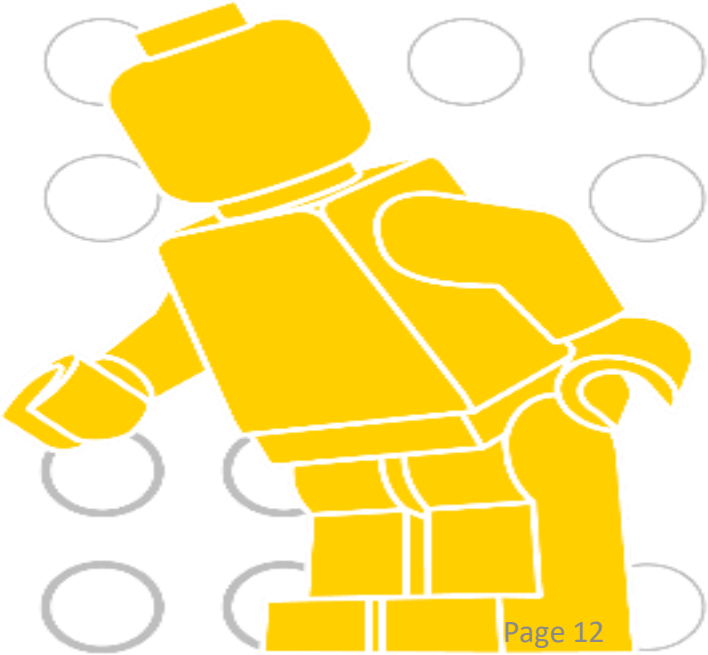
LEGO
Braille Bricks
A1
B2
C3
D4
6+
51761
281
pcs/pzs

LEGO
Bricks


B2
C4
Bread
Cheese

Extremes – and ‘extremes’

- Kids
  - … demographics, upbringing
  - … culture and passions
  - … cognitive skills, physical skills
- Context
  - …for use/consumption/play (e.g. Bulbshare, UserTribe)
  - … for research (e.g. inside Roblox, LEGO Life)



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LEGO
7630
La pelleteuse
Tractor con Pala Mecánica
Ages/edades
5-12
7630
Front-end
Loader
Cont. 108 pcs/piezas
Building Toy
Jouet de Construction
Juguete para Construir
CITY
7630
WARNING: CHOKING HAZARD.
Small parts. Not for children under 3 years.

How do parents see the package

How do kids see the package

7630

This...	...equals:
10 + 20	?
30 + 40	?
50 + 60	?
70 + 80	?

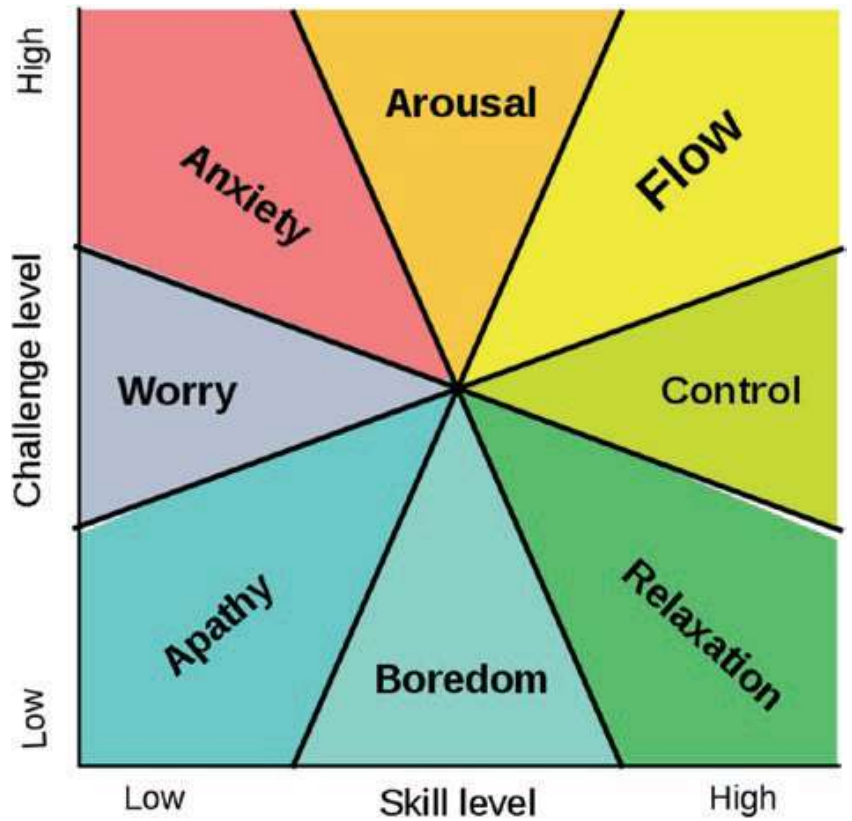
This...	...equals:
10 + 20	2
30 + 40	2
50 + 60	3
70 + 80	4

This...	...equals:
10 + 20	?
30 + 40	?
50 + 60	?
70 + 80	?

This...	...equals:
10 + 20	2
30 + 40	2
50 + 60	3
70 + 80	4

MUSIC BAND
How do you do, fellow kids?

Flow: The Psychology of Optimal Experience (1997)
Mihaly Csikszentmihalyi



Source: https://commons.wikimedia.org/wiki/File:Challenge_vs_skill.svg

HIDDEN SIDE
LEGO
SEE YOUR SET COME ALIVE
8+
70422

Some helpful extremes when recruiting respondents

This app is available only on the App Store for iPhone and iPad.

LEGO® DUPLO® Connected Train 4+

For Bluetooth Train Playsets

LEGO

★★★★★ 4.4 • 2.8K Ratings

Free

Screenshots iPhone iPad

"This app may be used with or without the LEGO® DUPLO® Cargo Train (10875) or LEGO DUPLO Steam Train (10874).

CREATE AND CONNECT

more

App Store Preview

This app is available only on the App Store for iPhone and iPad.

LEGO® DUPLO® Connected Train 4+

For Bluetooth Train Playsets

LEGO

★★★★★ 4.4 • 2.8K Ratings

Free

Let's test this with the intended audience

Screenshots iPhone iPad

"This app may be used with or without the LEGO® DUPLO® Cargo Train (10875) or LEGO DUPLO Steam Train (10874).

CREATE AND CONNECT

more

The service:

The specific interface and experience.

The platform:

The general platform interface and experience.

Skill levels and extremes

	Novice	Advanced beginner	Competent	Proficient	Expert
Platform					
s	None	Few	Few	Most	Many
	Most	Few	Few	Few	Few
Door handles[13]	Few (none?)	Few	Few	Most	Many
Computers	Some	Some	Some	Few	Few
Some new technology	Most	Few	Few	Few	Few (none?)

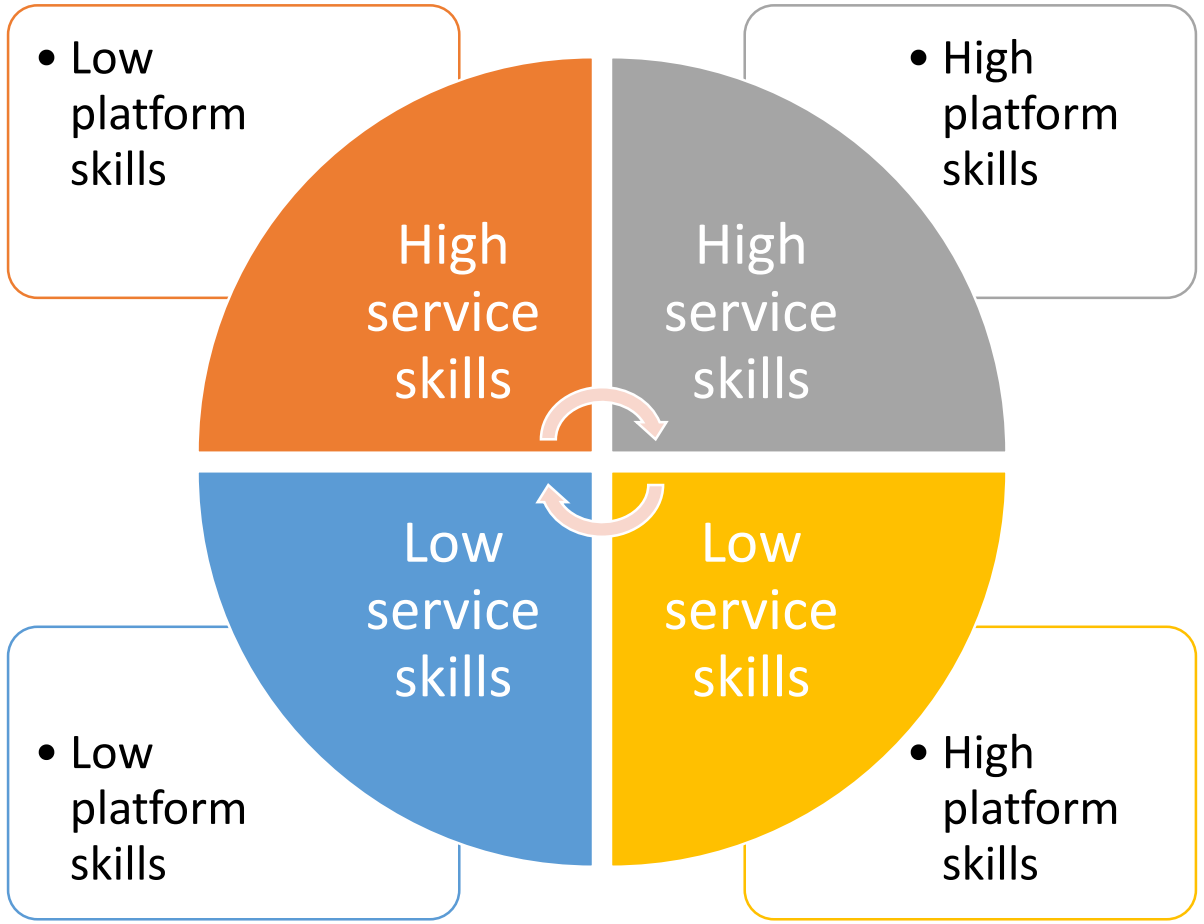
Extremely uncommon

Extremely common

Skill levels and extremes

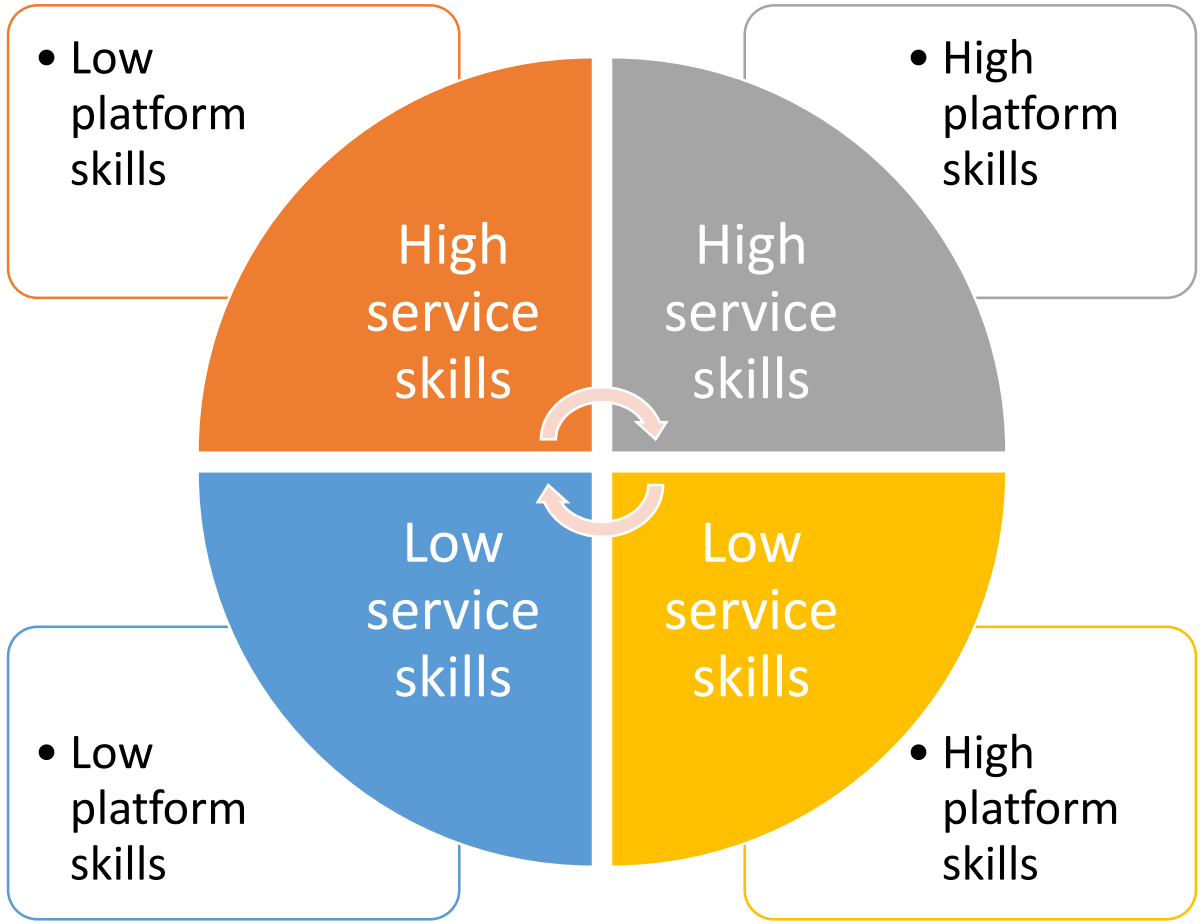
Skill level

Low High


• Low platform skills
High service skills
High service skills
• High platform skills
Low service skills
Low service skills
• Low platform skills
• High platform skills

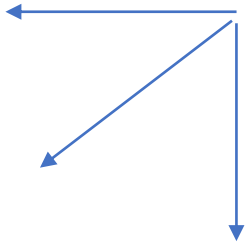
A child who does not know how to use the tablet/iOS
BUT
Knows how to use the LEGO DUPLO train app

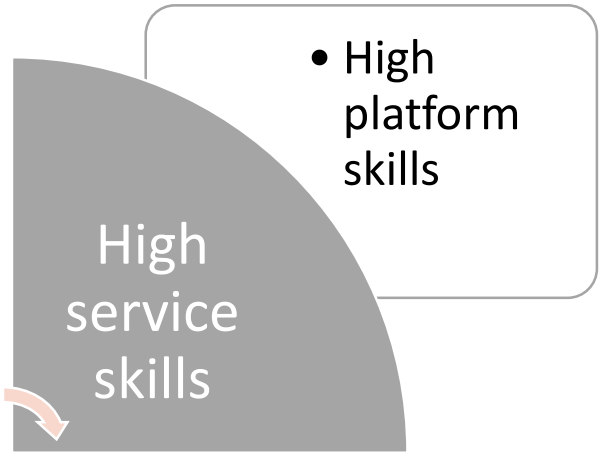
A child who knows how to use the tablet/iOS
AND
Knows how to use the LEGO DUPLO train app



A child who knows how to use the tablet/iOS
AND
Knows how to use the LEGO DUPLO train app

A child highly interested in LEGO DUPLO and in trains





A child highly **un**interested in LEGO DUPLO and in trains

Skill 1 level

Skill 2 level

…

Interest 1 level

Interest 2 level

…

Other factor?

…

Low High

The mainstream

Skill 1 level

Skill 2 level

…

Interest 1 level

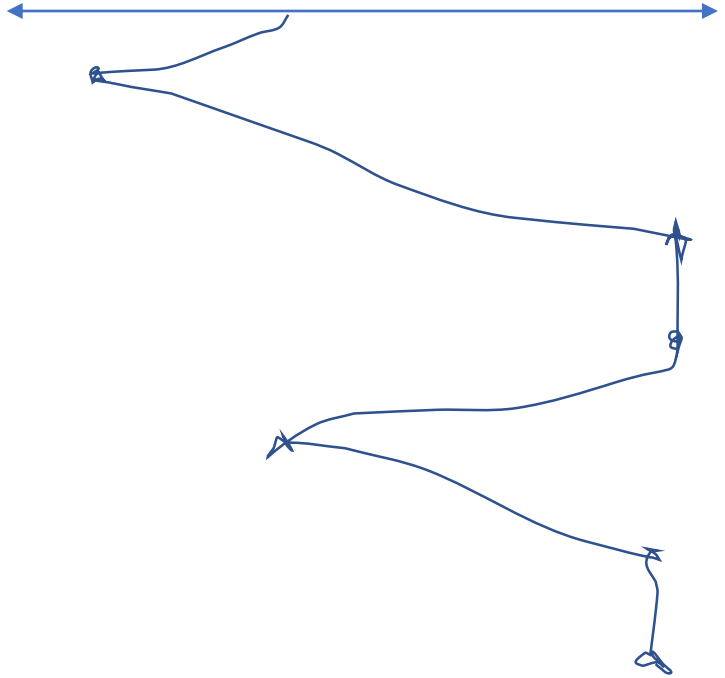
Interest 2 level

…

Other factor?

…

Low



High

The mainstream

The extreme

Skill 1 level

Skill 2 level

…

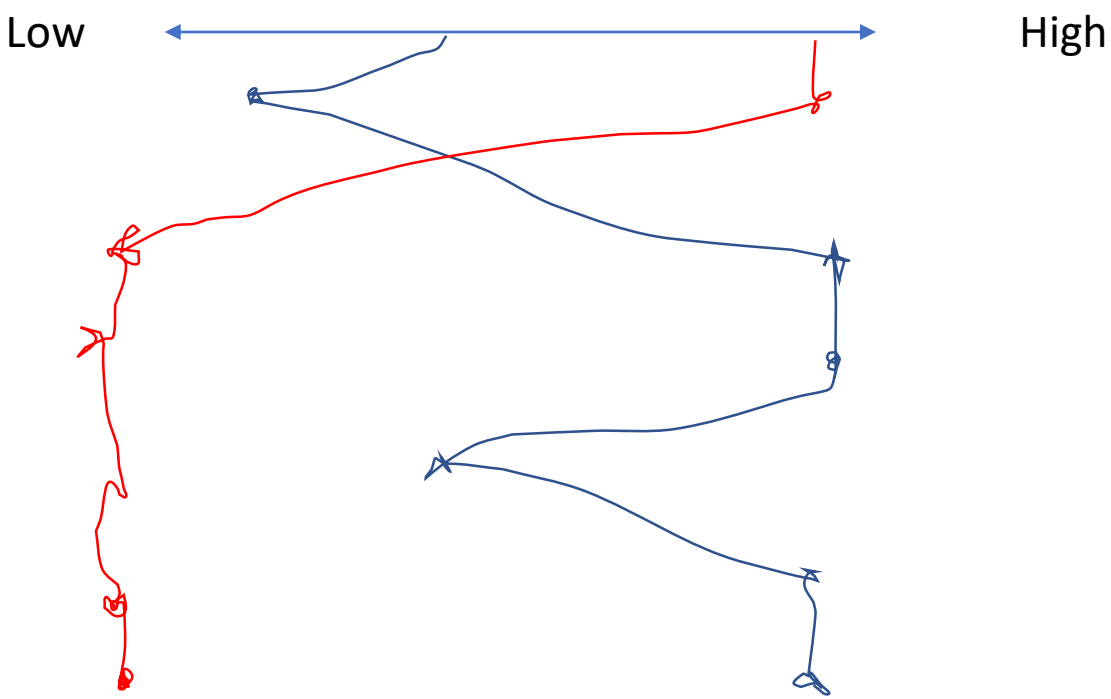
Interest 1 level

Interest 2 level

…

Other factor?

…



The mainstream

What it this then?

The extreme

Skill 1 level

Skill 2 level

…

Interest 1 level

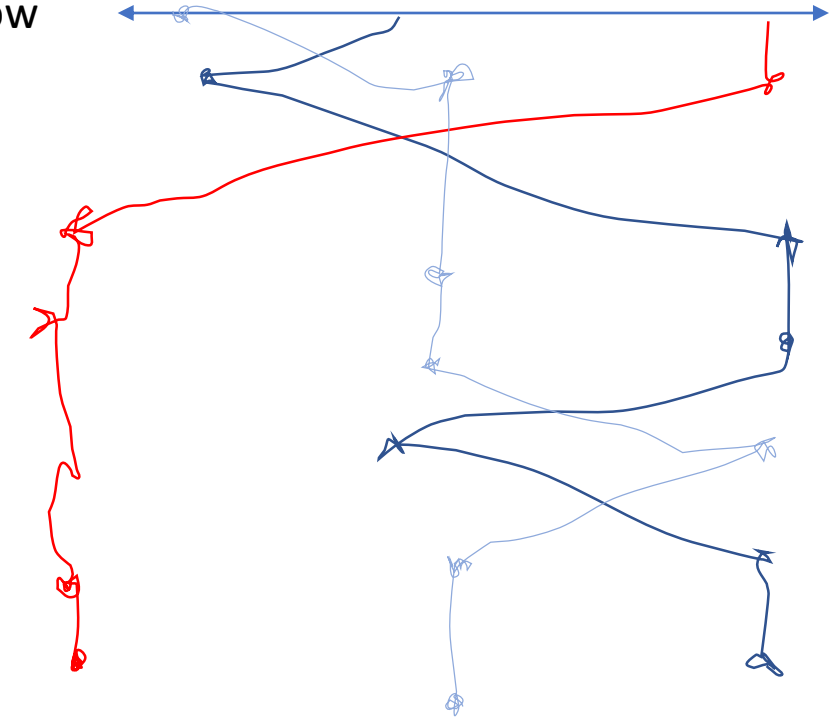
Interest 2 level

…

Other factor?

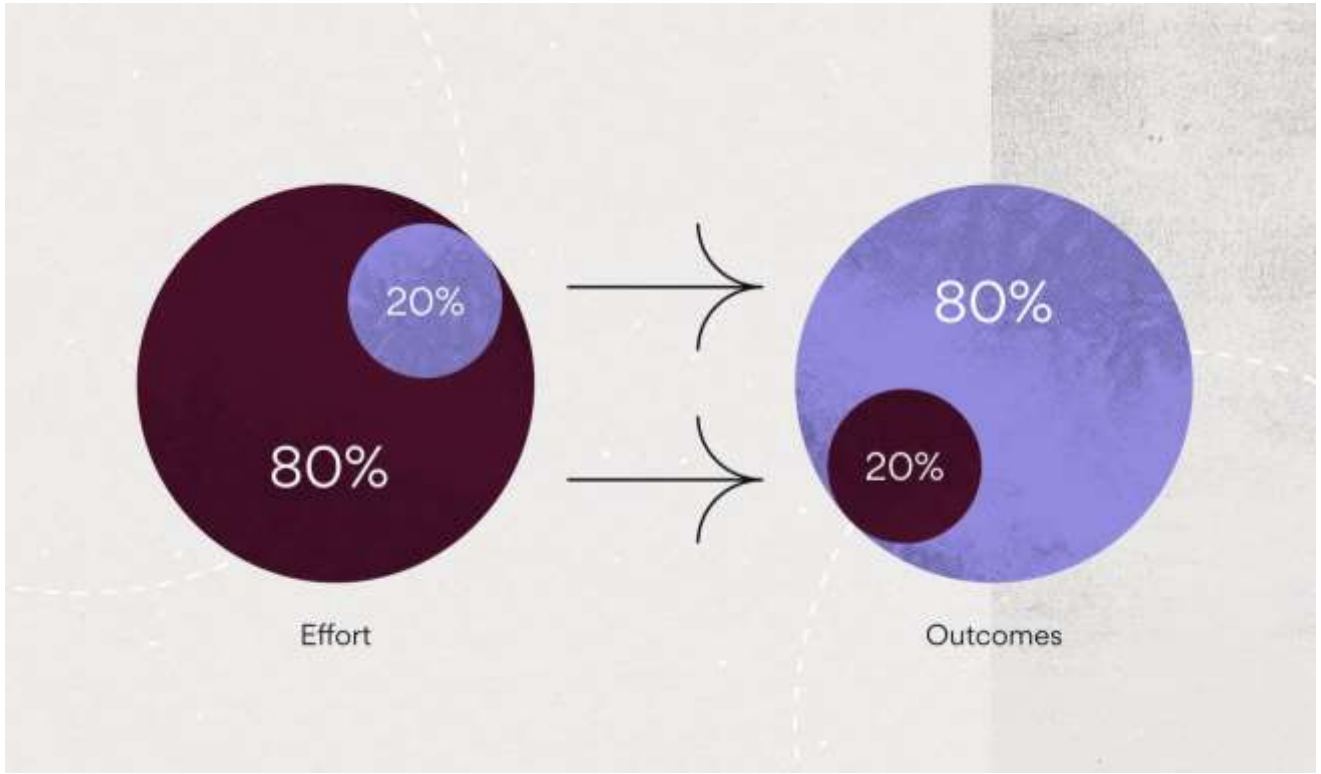
…

Low



High

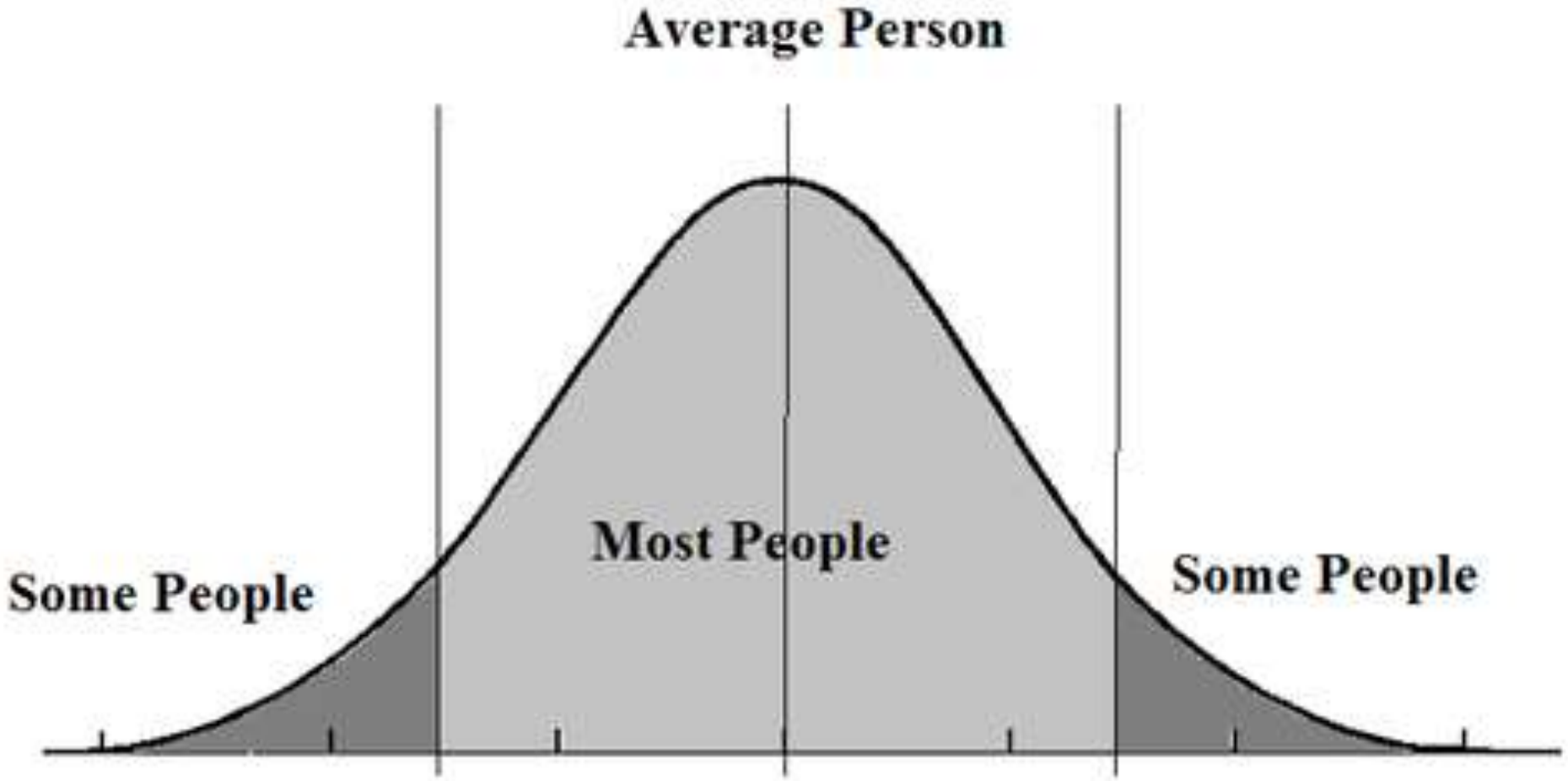
Skill levels and extremes

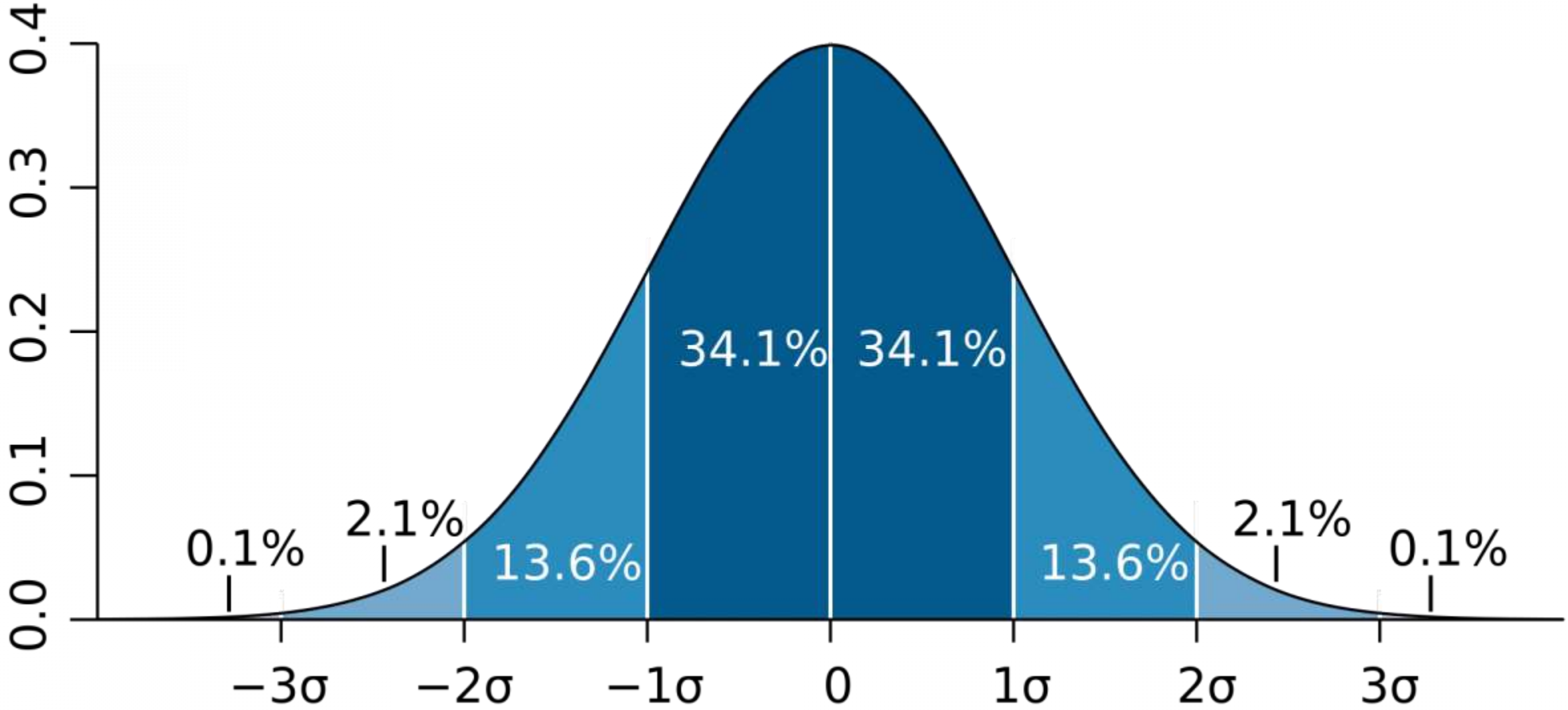


The Pareto principle:

- For many outcomes, roughly 80% of consequences come from 20% of causes.
- A small percentage of causes have an outsized effect.
- It can help you identify which initiatives to prioritize so you can make the most impact.

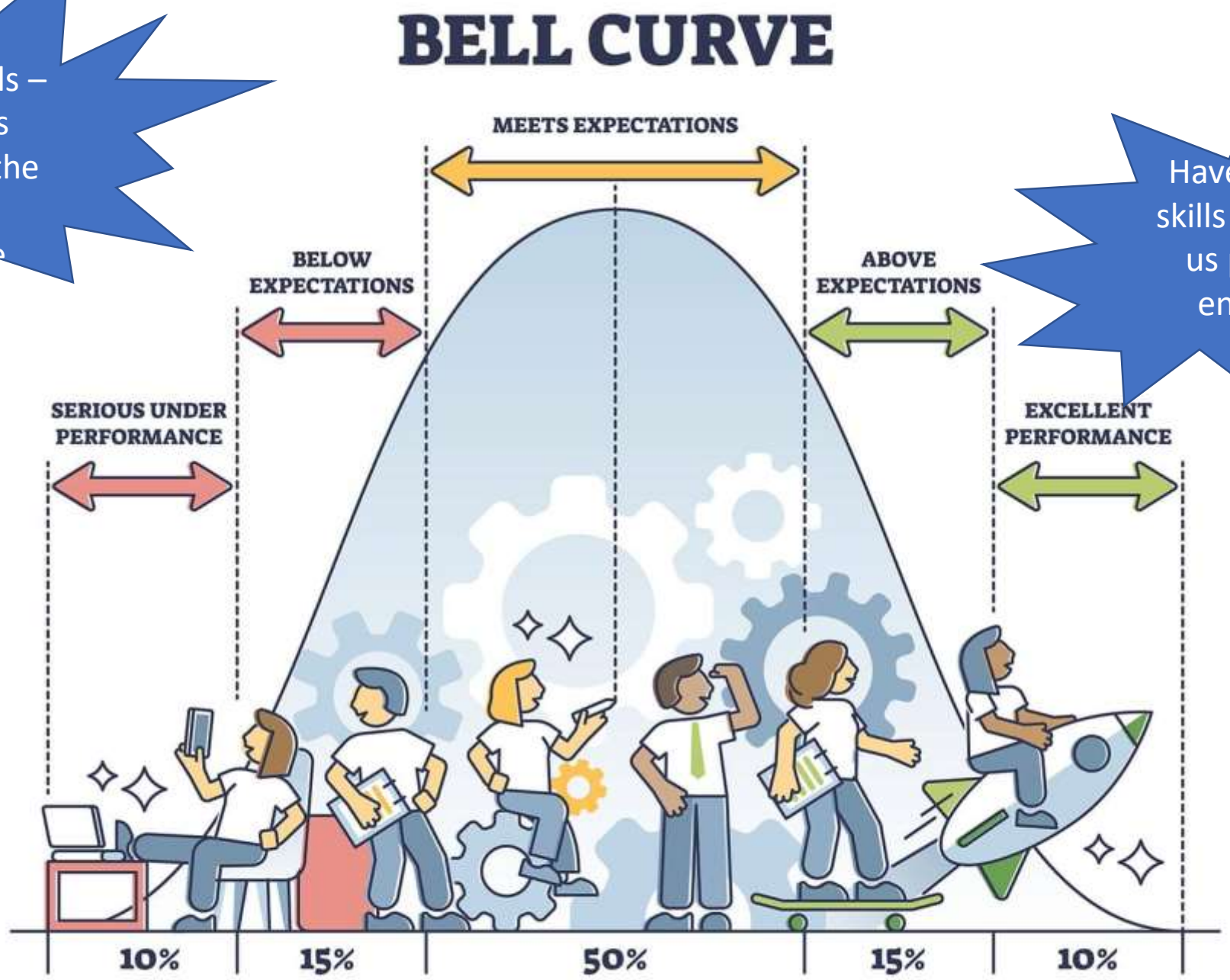
Skill levels and extremes



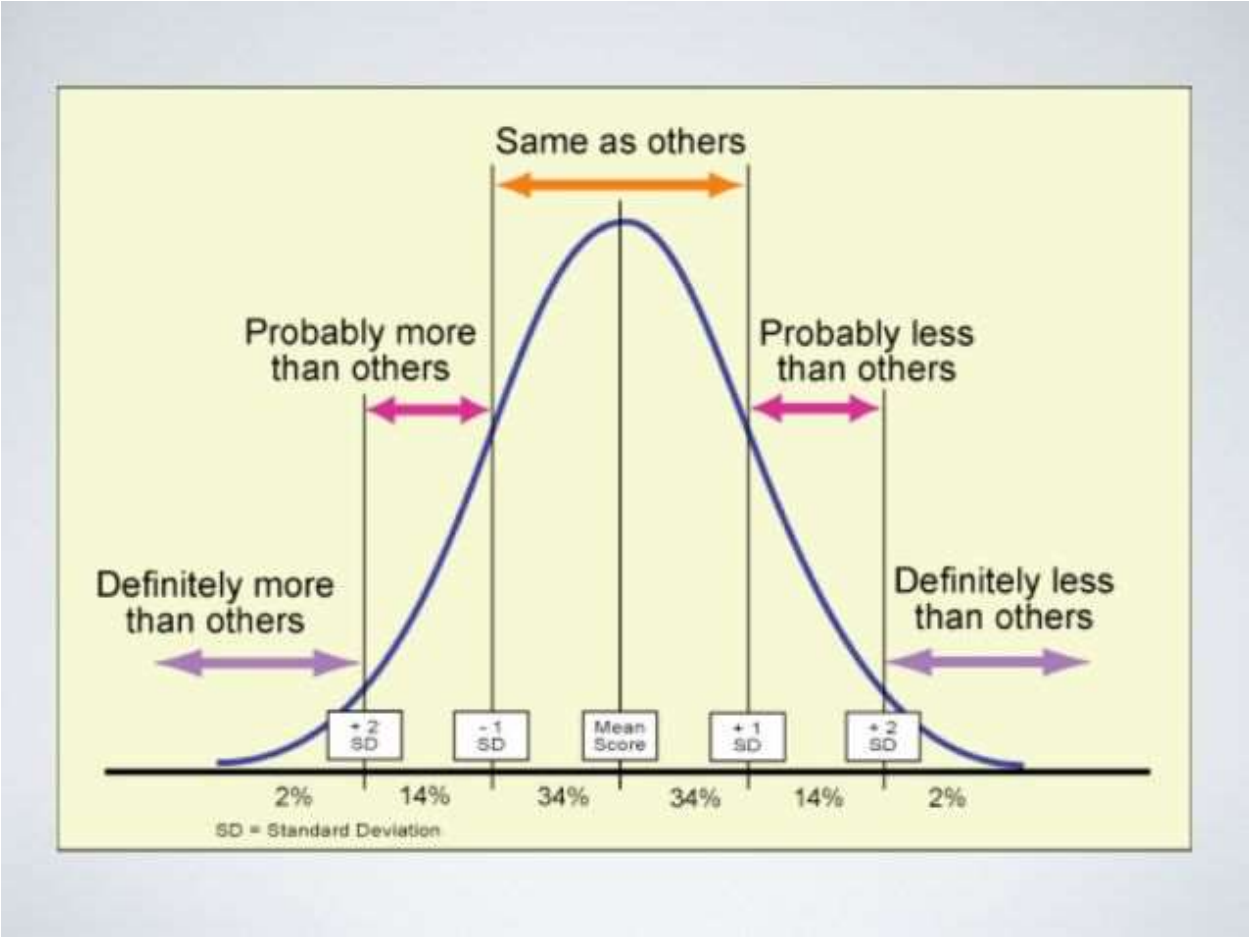

0.0
0.1
0.2
0.3
0.4
0.1%
2.1%
13.6%
34.1%
34.1%
13.6%
2.1%
0.1%
−3σ
−2σ
−1σ
0
1σ
2σ
3σ

Have few skills – can help us understand the novice experience

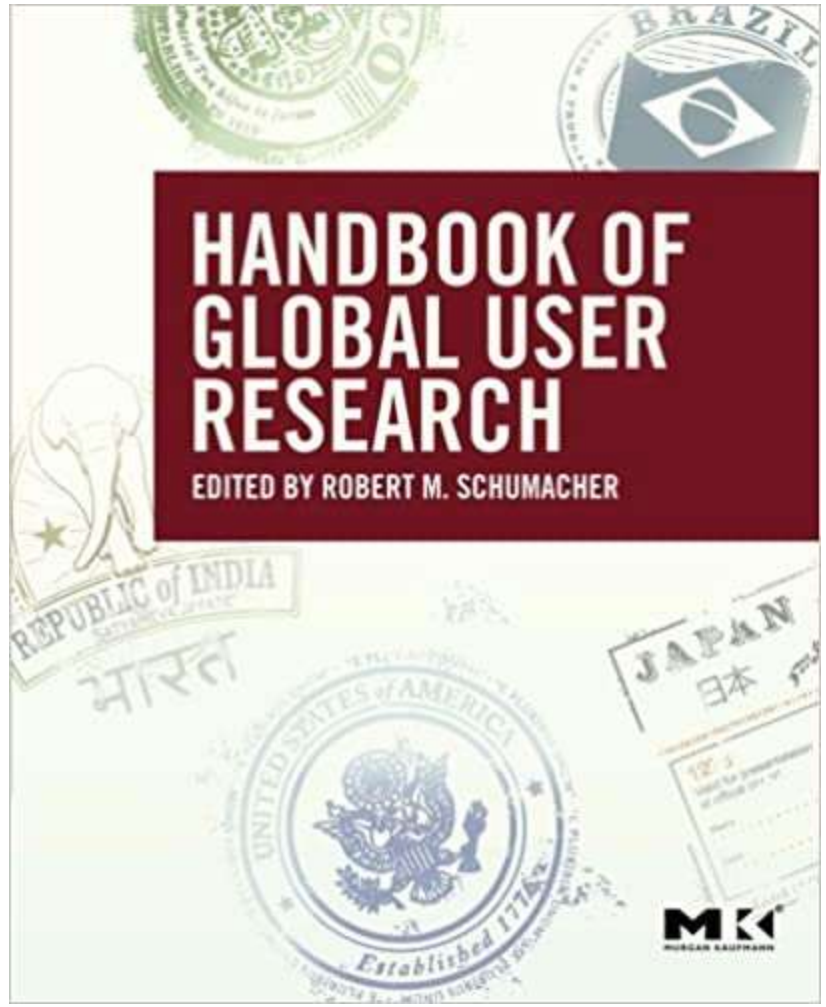
Have extreme skills – can help us push the envelope!



Skill levels and extremes



2009


BRAZIL
HANDBOOK OF GLOBAL USER RESEARCH
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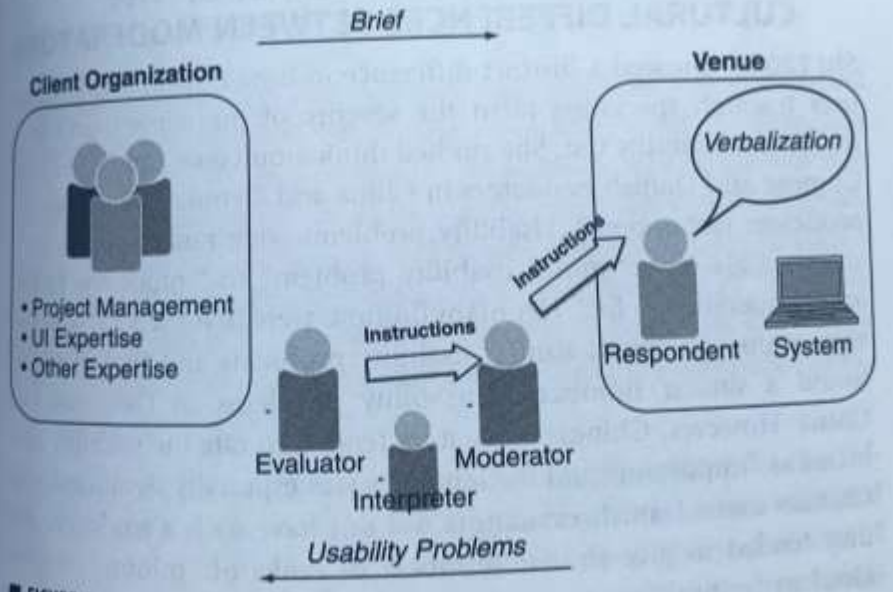
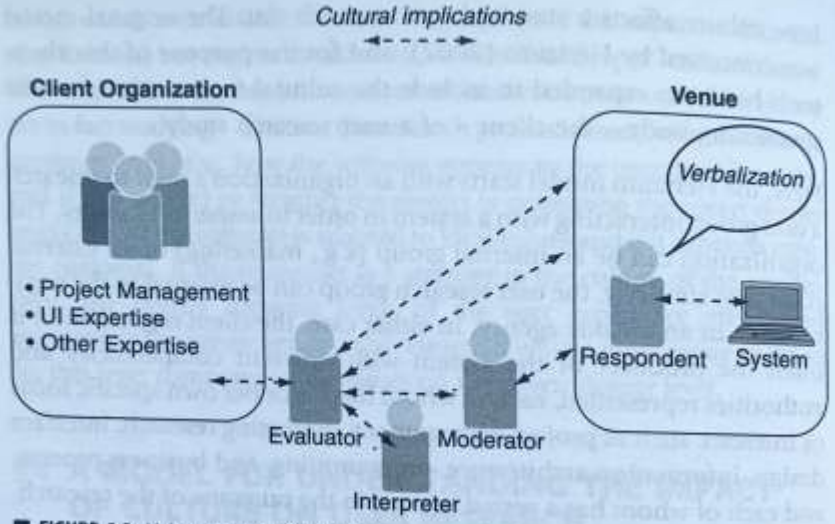
REPUBLIC of INDIA
भारत
JAPAN
日本
UNITED STATES of AMERICA
Established 1776
MK
MORGAN KAUFMANN

design, information
and each of whom has a vested interest in the outcome of the research.

The model next assumes that the client organization briefs an evaluator (internal or external), who then briefs one or many moderators and the interpreter. The moderator also adapts the brief into test instructions for the respondent. The moderator and the respondent are at the test facility or venue – be it formal (e.g., a market research center) or informal (e.g., meeting rooms in a hotel) – with the interpreter and client observers. The purpose of the rather standard process described is to feed user research guidance back to the client organization, preferably in a structured and actionable manner, as shown in Figure 9.1.



■ FIGURE 9.1 The feedback loop of usability problems.



■ FIGURE 9.2 Multiple cultural influences during a research project.

The Cultural Usability Project has shown that culture influences the process across all of the elements and interactions (Fig. 9.2). In a user research study, it is important to consider these cultural influences, and if the study spans more cultures, it is important to consider the *different* influences in all of the cultures involved (see Table 9.1).

Later, the model is applied to a framework for the analysis of how culture influences user research.

9.5 THE IMPACT ON USER RESEARCH OF THE CULTURAL DIFFERENCES BETWEEN MODERATORS

Shi (2008) showed a distinct difference in how Danish and Chinese user research specialists rated the severity of problems found in a qualitative usability test. She studied think-aloud tests conducted with Chinese and Danish evaluators in China and Denmark with English-proficient

To sum up

- To the extremes, the mainstream is extreme.
  - Are you extreme?
- The extremes are extremely valuable in research (oh and also in business).
  - I'll take the extreme, please, in fact I'll have two.
- In the extremes
  - The biases are extreme (and will make the researchers' bias come out) – embrace the bias, its not a bug
  - Researchers depend more on others (scoping, recruitment, moderation/execution, reporting)

Thank you!

Thomas Visby Snitker
Senior Research Manager

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