

# 20 Lecture - CS408

## Important Subjective

**What is user research and why is it important in Human-Computer Interaction (HCI)?**

Answer: User research is the process of gathering data from users to understand their needs, preferences, behaviors, and challenges when interacting with digital interfaces. It is important in HCI as it helps designers create interfaces that are usable, efficient, and satisfying for users, resulting in improved user experience and product success.

**What are the key principles of user research in HCI?**

Answer: The key principles of user research in HCI include empathy, iterative design, and understanding users' context. Empathy involves putting oneself in the shoes of users and understanding their perspective. Iterative design involves an ongoing process of gathering feedback from users and refining the design based on their input. Understanding users' context involves considering their environment, tasks, and goals when conducting research.

**What are some commonly used methods in user research?**

Answer: Some commonly used methods in user research include interviews, surveys, observations, usability testing, card sorting, prototyping, contextual inquiry, focus groups, cognitive walkthroughs, and ethnographic research.

**What is the purpose of conducting interviews in user research?**

Answer: Interviews in user research are conducted to gather qualitative data about users' experiences, needs, and preferences. They provide insights into users' perspectives and allow for in-depth understanding of their thoughts and behaviors.

**How can surveys be useful in user research?**

Answer: Surveys are useful in user research as they allow for gathering quantitative data about user demographics, preferences, and opinions. Surveys can be distributed to a large sample of users, providing insights from a broader population.

### **What is usability testing and why is it important in user research?**

Answer: Usability testing is a method used to evaluate the usability of a digital interface by observing users as they complete tasks on the interface and collecting data on their performance, satisfaction, and feedback. It is important in user research as it helps identify usability issues and areas for improvement in the interface design.

### **What is card sorting and how can it be used in user research?**

Answer: Card sorting is a method used to understand how users categorize and organize information in an interface. Users are asked to sort cards with different content into categories, providing insights into their mental models and preferences. Card sorting can be used in user research to inform information architecture and content organization in interface design.

### **What is contextual inquiry and how does it contribute to user research?**

Answer: Contextual inquiry is a method in which users are observed and interviewed in their natural environment, such as their workplace or home, to understand their tasks, goals, and challenges in context. It contributes to user research by providing insights into the real-world use of the interface and the specific needs of users in their environment.

### **How can prototyping be used in user research?**

Answer: Prototyping involves creating interactive representations of the interface to gather feedback from users on its functionality, design, and usability. Prototypes can be low-fidelity, such as paper prototypes, or high-fidelity, such as clickable wireframes or mockups. Prototyping can be used in user research to test and refine the interface design based on user feedback.

### **What is ethnographic research and how does it contribute to user research?**

Answer: Ethnographic research involves immersing oneself in the users' environment and culture to understand their behaviors, needs, and preferences in-depth. It contributes to user research by providing rich qualitative data and insights into the social and cultural context of users, which can inform the design of user-centric interfaces.