Aalto University
School of Science

CS-E4900 User-Centered Methods for Product and Service Design

Customer Scene Investigation Kick-Off

30.9.2024

Mika P. Nieminen

Things You Will Learn Today

- You will learn how to complete your essay assignment
- You will learn how to plan a field study: choose suitable user research methods, and adapt and apply them successfully
- You will learn what this year's CSI is all about
- You will get to know the people you will be spending a lot of time with during the next 10 weeks

Agenda

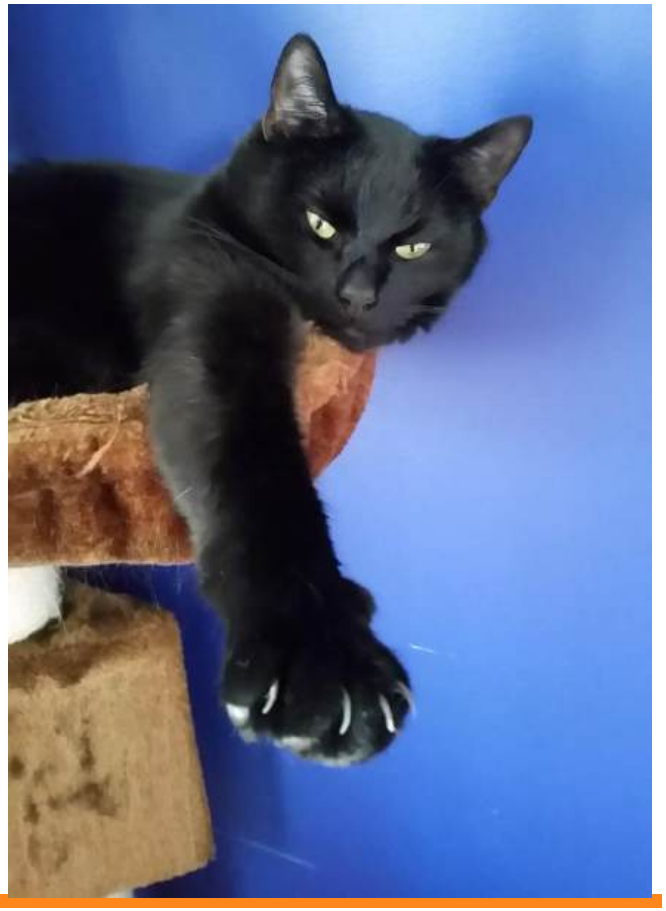
- Announcements
- Essay Overview & Final Steps
- User Research, part 1:
  Planning a field study and data collection

- CSI Theme
- CSI Good Practices
- CSI Groups & Teams' Get-together

Announcements

New CSI Tutor:
Rūta Šerpytytė

Laku, 8 years today



Essay Overview

- 111 essays in the system, one justifiably late
- Most seemed quite OK
- Some had a super specific and personal approach, thank you!

- 9 submitted or updated during the last 15 min
- 5 submitted late with point penalties
- 1 too short, 1 too long
- Remarkably many are exactly 7 pages
- Quite a few have excess of white and pretty HUGE images
- 10+ did not use the given essay template
- 29 were detected by Turnitin for using AI (7 under investigation)

Essay Review Process DLs

- Peer-Review **Sun 6.10. 18:00** (was Fri 4.10.)
- Peer-Review Review **Thu 10.10. 23:59** (was Wed 9.10.)

- Peer-Review Rebuttal Fri 25.10. 23:59 (optional)

- Students who did not return an essay, will be removed from the course momentarily

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User Research, part I

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Challenges for User Research

- Schedule: Rapid timetable vs. studying people
- Requires a very wide skill set: psychology, sociology, anthropology, engineering, design, …
- Sharing the understanding: making a detailed description of a place is difficult, how about describing a human being
- All routes are compromises
  - Quick and easy methods vs. heavy and formal (both in research and in analysis)
  - Multidisciplinary (and multicultural) teams
  - Controlled risks

User Research Phases

1. Planning the study
2. Data collection and processing
3. Overall analysis
4. Detailed analysis
5. Reporting the results
6. Using the new knowledge

1. Planning the study

- Well planned is half done…

Scope of the study	User group, context, ...
Goal	What are we looking for? Day in the life of elevator repairmen
Methods	How do we reach the goal? Observe, interview, surveys, probes
Predicted outcome	What kind of data the used methods produce? 12h of interviews, 3h video and 60 pictures taken by the users
Pilot	Test in advance that is works, adapt if necessary

User Research Phases

1. Planning the study
2. Data collection and processing
3. Data Overview
4. Detailed analysis
5. Reporting the results

2. Data collection and processing

- Applying the selected methods to practice
- Use several methods
  - Different approaches support each other (triangulation)
- Organize the data collection iteratively
  - The study can be realigned during it (focus to some unexpected interesting phenomenon)

Interacting with the users

- If the study feels unpleasant (or boring) to the users, the results are most likely insufficient or inaccurate
  - Channels for recruiting users
  - Threats, bribes*, ...
- People like to talk about themselves and their experiences
  - Master and apprentice
- Be honest!
  - How the collected data is used and stored
  - Confidentiality, access to data
  - With minors you almost ALWAYS need legal guardians' approval

*Remuneration of test subjects in research work

Informed Consent

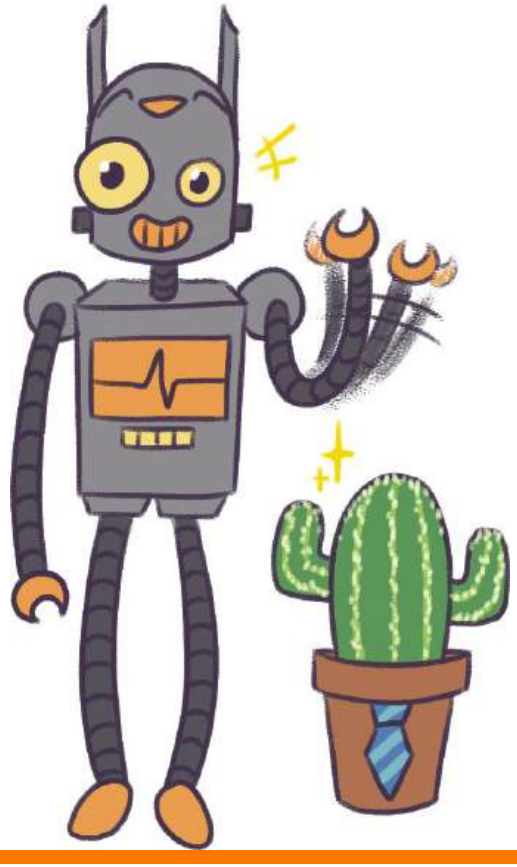
- 30-minute self-teaching online course on GDPR in MyCourses, open for everyone: https://mycourses.aalto.fi/course/info.php?id=19614
- General introduction: https://www.aalto.fi/en/services/general-instructions-for-secure-processing-of-personal-data
- For detailed information on data collection and processing, please click on the following Link: **privacy notice**
- Word templates that you can modify and combine to create your Informed Consent form*:
  - https://mycourses.aalto.fi/mod/resource/view.php?id=435864
  - https://mycourses.aalto.fi/mod/resource/view.php?id=435865
- It is important that you make the informed consent form easy to read and not too long
- Remember to keep the research data to yourself (i.e., your team). Do not share it with the customer in the “raw” form

*Courtesy of Antti Salovaara & Aqdas Malik

2. Data collection and processing: user research methods

This is Ba-Ket.
Ba-Ket is a hyper-friendly User-Centric Design robot.
She likes to study people and make their lives happier by inventing new things.

On her freetime Ba-Ket plays with her best friend Jam.

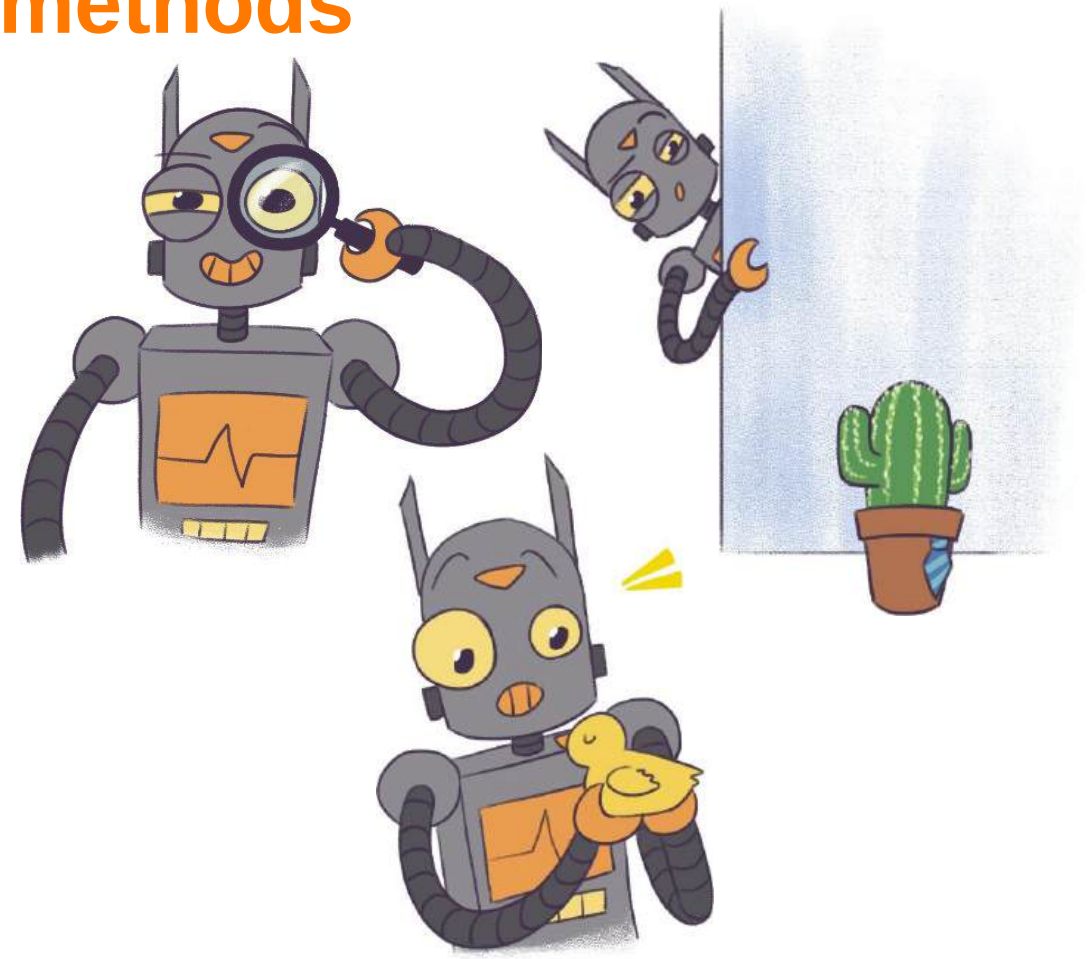


This is Jam.
Jam is a cactus.
He likes sitting around in his flowerpot.
Jam is a bit shy and does not talk to other people besides Ba-Ket.

On his freetime Jam likes to play with his best friend Ba-ket.

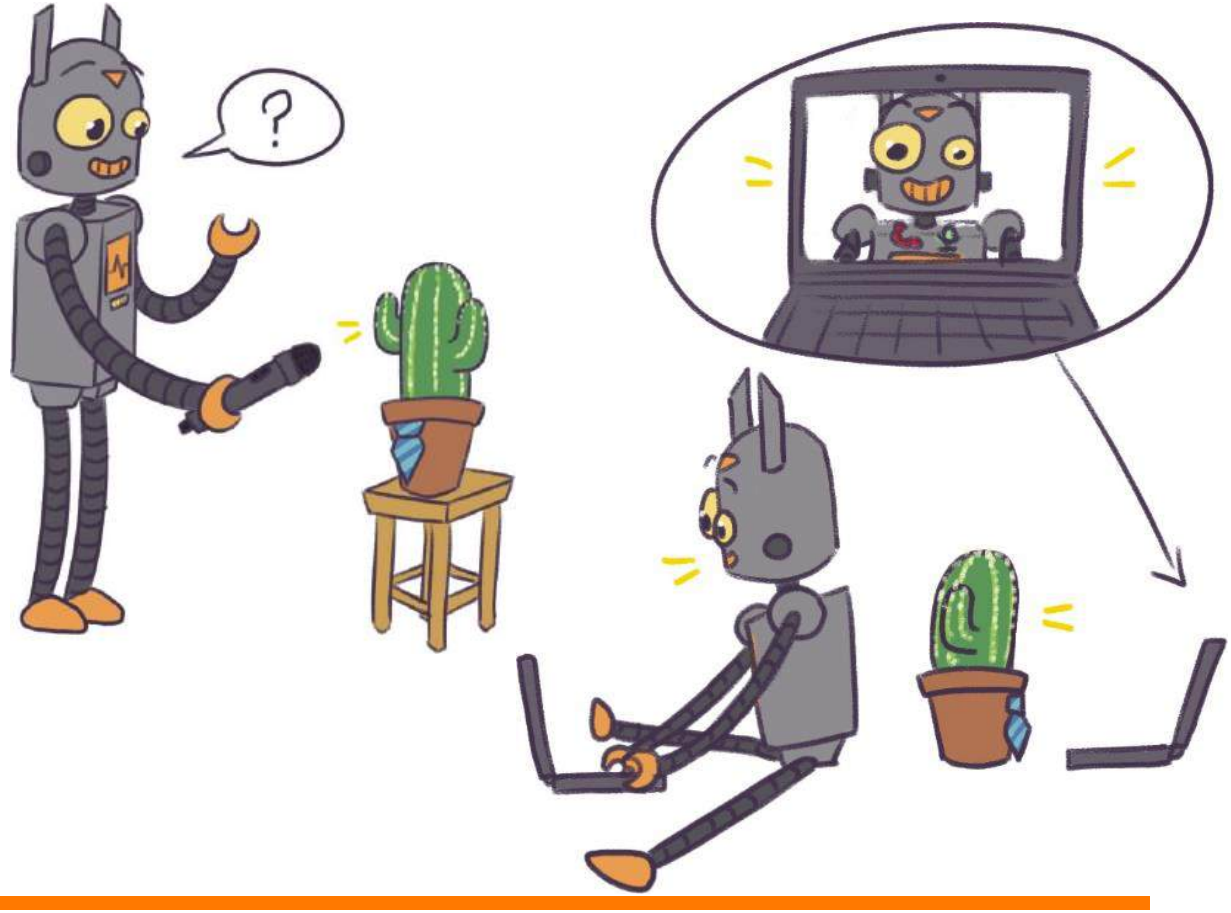
2. Data collection and processing: user research methods

- **Observations**



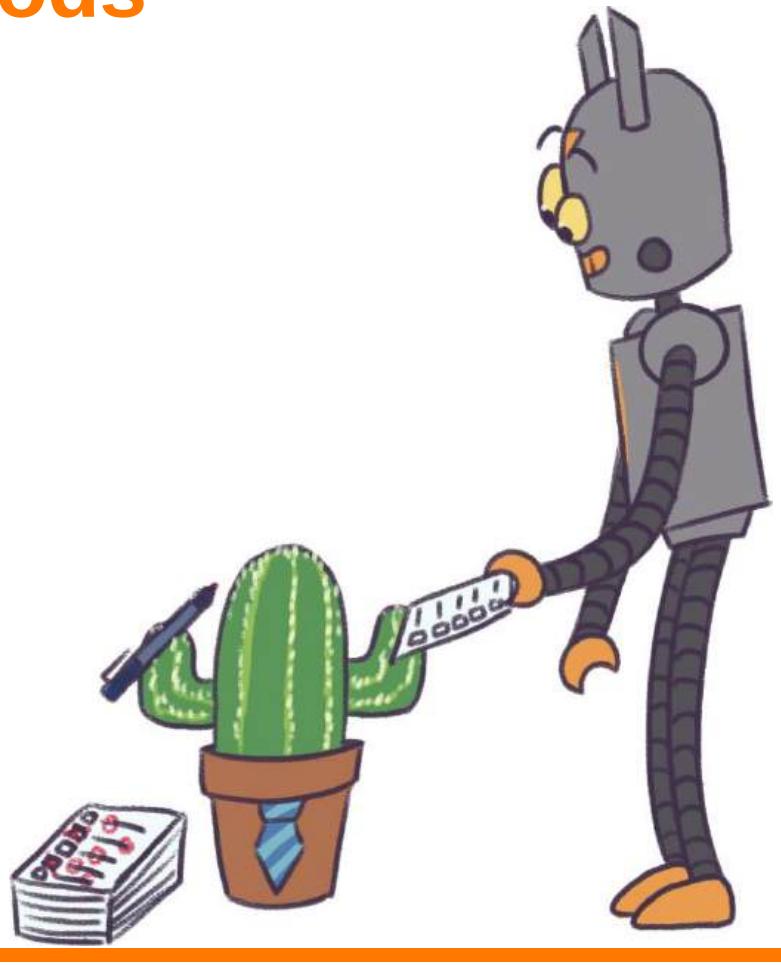
2. Data collection and processing: user research methods

- Observations
- **Interviews**



2. Data collection and processing: user research methods

- Observations
- Interviews
- **Questionnaires**

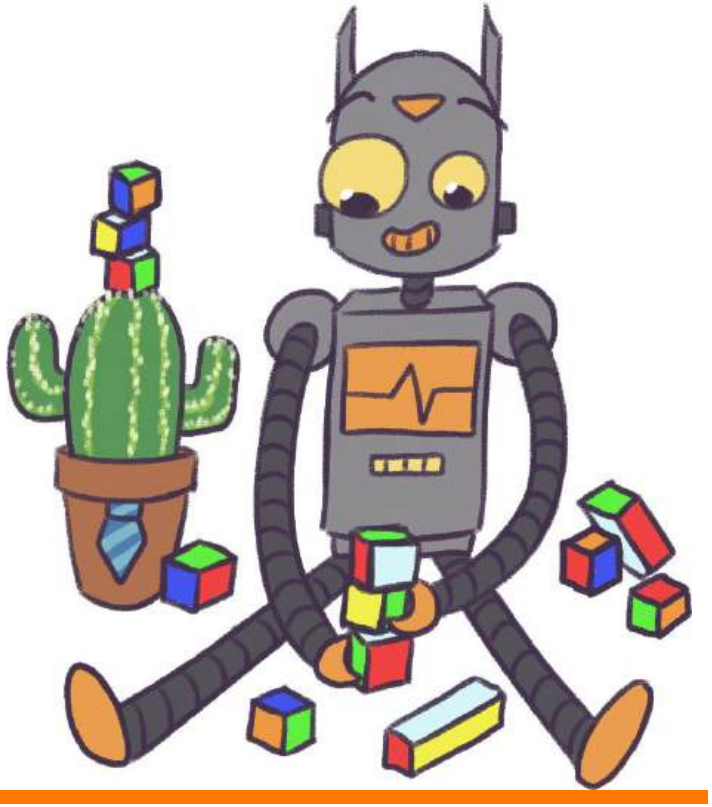


2. Data collection and processing: user research methods

- Observations
- Interviews
- Questionnaires
- **Method packages**

2. Data collection and processing: user research methods

- Observations
- Interviews
- Questionnaires
- Method packages
- **More “creative” methods**



Information Sources in User Research

- Users' actions and behavior
- Artefacts and deliverables
- Users' opinions and affiliations
- Other stakeholders' opinions [about the users] (marketing, employer,…)
- Literature

2. Data collection and processing: before analysis

- Before analysis the data must be prepared and unified
- The raw data produced by the methods is often difficult to understand and absorb
- Detailed analysis produces usable deliverables:
  User profiles, personas, scenarios, context description, task models,…
- Keep direct observations and user quotes separate from your own insight and interpretations

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Short break

Next: Customer Scene Investigation

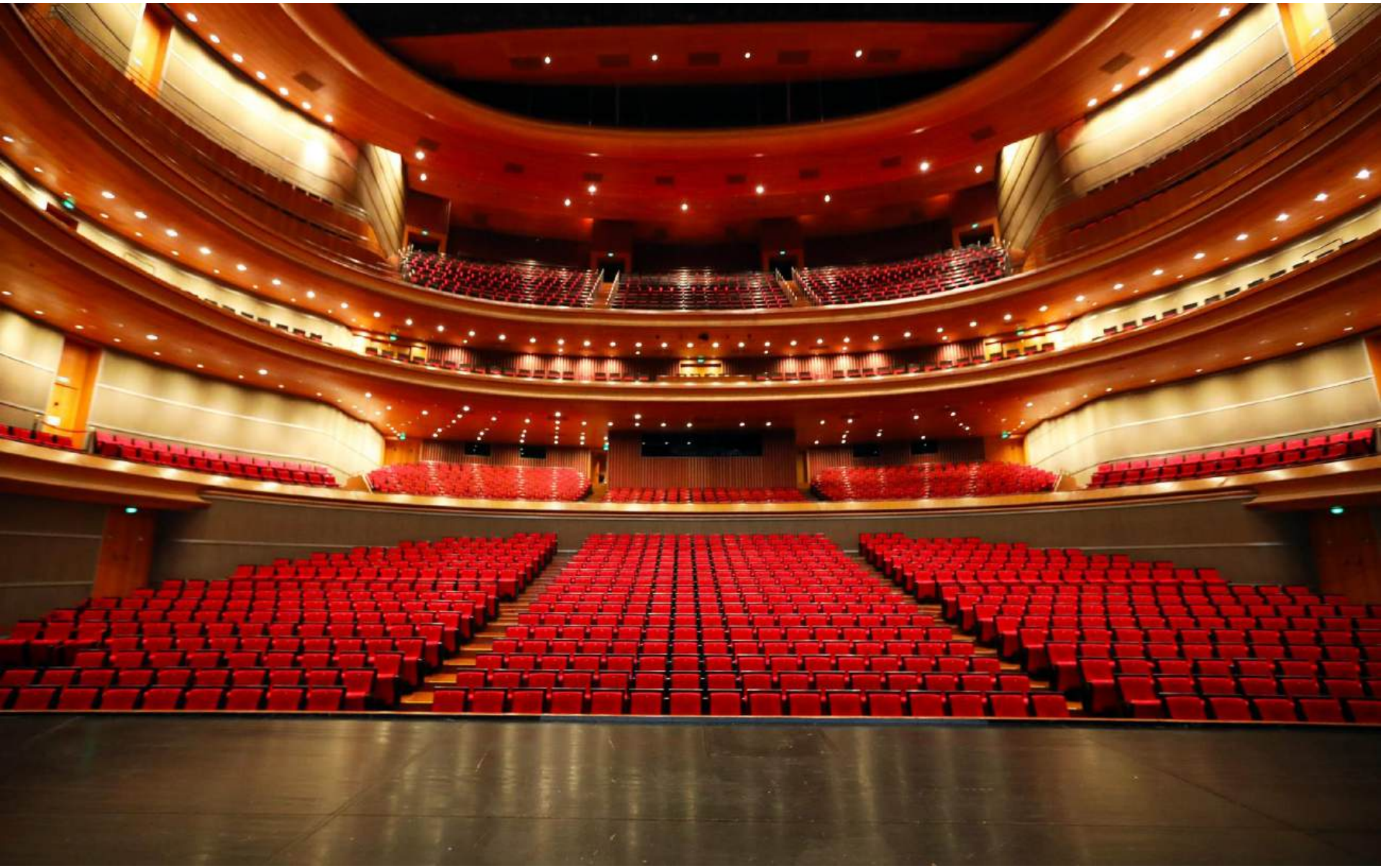
CSI

Customer Scene Investigation 2024

Motivation

Pecha Kucha: 20 slides each 20 seconds

Mini Blini: 14 images each 5 seconds



Customer Scene Investigation 2024

Theme is

Customer Scene Investigation 2024

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CSI Good Practices

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CSI is… and is not…

- This is not a usability test
  - Looking at a product/service and seeking problems to fix
- This is not a design project
  - Designing new solutions to improve the existing situation
- This is a user research process
  - Try to understand what defines a location/service
  - Who are its users, what makes them special?
  - What do they do at/with the service… and why?

Goal

To explore and analyze current situation and potential for creating more value to its users

Who?

Interdisciplinary teams of 3-5 people

Where to start ?

1. Find a location/service/customer related to the theme: FreeTime

Criteria for topic selection:

- Place fits the theme
- Physical locales are
  - Open for visits during the day (or your preferred working hours)
  - Reside in Helsinki Capital Region
- Has an “Owner”

2. Reserve CSI location in MyCourses

- Contact the location’s owner or management and tell about your intentions
- Reserve your location ONLY after you receive a non-negative response, i.e. when you have an upcoming meeting
- Include the name of your topic and your group number in the title
- First-come First-served, only one group per location

3. Make sure of consent

- Have a solid connection with owner/manager of the location
- Requirement for consent is valid for your field work as well

4. Investigation

- Visit the place and first observe/try it yourself
- Talk to the users/visitors! Engage online communities and forums!
- Identify both the pain points and opportunities for improvements that serve the users
- Compile your raw data (Used for rest of the course)

PS. Revisits after SMYD to complement the data are encouraged

Additional tips for investigation

- Most of the places offer **different types documentations or customer service**
- There may be staff working; observe & interview
- Be very conscious towards the privacy
  - Studying underage (<15yrs) subjects is tricky
  - NOTE! All information that is not private or confidential still cannot be published

CSI Analysis – How?

- Analyze your data with various user-centered design methods
- Organize pain points and points on opportunities for improvements
- Analyze the customer/user's justification for the improvements

- NOT YET! Do not do all of this in advance…

CSI Schedule

- Investigation, data collection and initial context of use analysis
- **21.10./23.10.** – 3 minutes presentation of your initial findings with a digital poster (mostly raw data)
- **3x analysis sprints** leading to deliverables
  - Affinity diagrams / Mind maps
  - Personas, Profiles, narratives
  - Customer Journeys and Stakeholders
- **25.11./27.11.** – Final presentation rehearsal
- **Present to the owner/management** of your selected location
- **2.12./4.12.** – **Final presentation**

CSI Final Presentations – How?

- **3 minutes pitch**
- **Goal :** Sell the need for improvements and describe in what scope they should be implemented
- Present to staff/manager/owner of the location for comments
- Present in class for max 12p

Groups

Last Names Ä-L

Äärelä	Aaron	5
Aguado	Marc	16
Ahmad	Shaiharyaar	17
Ahmer	Shawaze	24
Al-Tuwaijari	Ahmed	1
Alimujiang	Abudumiti	5
Alitalo	Viivi	9
Arvilommi	Nuutti	6
Björmans	Erika	20
Dalgamoni	Kalle	15
Davoudi	Sepideh	23
Donner	Wille	26
Duöng	Nhi	22
Elovaara	Sofia	17
Fan	Fangfei	3
Häkkinen	Valtteri	8
Hakoniemi	Ville	25
Halme	Risto	11

Hellberg	Juuso	5
Hirvonen	Sini	5
Hokkanen	Milan	13
Ikonen	Antti-Jussi	23
Jänkä	Jasmin	20
Jännes	Paavo	17
Järvinen	Roope	20
Jee	Sum	4
Jiang	Nan	22
Kaipainen	Oskari	18
Kalliokoski	Janika	16
Kanerva	Pyry	26
Karlsson	Robin	15
Karppinen	Saga	21
Kauppinen	Arttu	27
Kekkonen	Paavo	24
Kenttämaa	Heta	23
Kern	Matthias	16

Kianiangolafshani	Sepehr	21
Kiple	Albert	14
Köpsi	Aada	26
Korento	Pauliina	24
Korhonen	Oskar	9
Koskentalo	Miia	1
Kuusisaari	Tuomas	2
Lagus	Netta	4
Laitila	Victor	4
Lehtinen	Emma	12
Lehtonen	Nia	1
Li	Jianji	6
Liao	Lingjun	7
Lindén	Wilma	18
Lindström	Tony	19
Liukkonen	Emil	7
Loboda	Zofia	13
Luntama	Mette	8

Groups

Last Names N-Z

Määttä	Jonna	13
Maidell	Marjo	10
Maisha	Zarin	2
Malmsten	Herman	7
Manninen	Meeri	10
Männistö	Elias	22
Mateus Pinho	Sofia	11
Mattila	Elli	27
Närhi	Lauri	25
Nayyar	Sumit	12
Nekrasov	Ilya	20
Nguyen	Chi	21
Nguyen	Trâm	24
Nieminen	Nea	14
Paananen	Oona	15
Palkovics	Kornél	18
Palmu	Olivia	19
Paloheimo	Aku	19
Papakonstantinou	Theodora	1

Pärtel	Tõnis	13
Peltonen	Jutta	16
Petäjä	Markus	18
Pospelova	Tatiana	9
Potekhin	Ruslan	14
Pousi	Kaisla	8
Pöykkö	Venla	27
Remes	Alpo	1
Riikonen	Hanna	21
Romano	Christopher	23
Saarinen	Juhana	22
Saarinen	Sanni	14
Saranen	Veera	12
Saranpää	Maria	6
Sarkomaa	Sara	2
Seppälä	Pyry	3
Seppänen	Mette	2
Simell	Jiri	11
Strömberg	Elli	3

Suomalainen	Onni	3
Tabulovich	Anita	15
Tamminen	Juhana	4
Ternar	Dan-Alexandru	9
Tervola	Sonja	6
Toivainen	Maria	7
Tossavainen	Emma	19
Tran	Thi	26
Tujula	Oona	5
Tuomala	Eevi	25
Valkama	Aino	9
van der Helm	Laurens	12
Veitola	Aarno	10
Viljakainen	Priska	11
Wager	Andreas	27
Wang	Ziyuan	8
Xie	Muyan	25
Zechner	Malva	17
Zeng	Rui	10

Groups 1-12

Group 1	
Al-Tuwaijari	Ahmed
Koskentalo	Miia
Lehtonen	Nia
Papakonstantinou	Theodora
Remes	Alpo
Group 2	
Kuusisaari	Tuomas
Maisha	Zarin
Sarkomaa	Sara
Seppänen	Mette
Group 3	
Fan	Fangfei
Seppälä	Pyry
Strömberg	Elli
Suomalainen	Onni
Group 4	
Jee	Sum
Lagus	Netta
Laitila	Victor
Tamminen	Juhana

Group 5	
Äärelä	Aaron
Alimujiang	Abudumiti
Hellberg	Juuso
Hirvonen	Sini
Tujula	Oona
Group 6	
Arvilommi	Nuutti
Li	Jianji
Saranpää	Maria
Tervola	Sonja
Group 7	
Liao	Lingjun
Liukkonen	Emil
Malmsten	Herman
Toivainen	Maria
Group 8	
Häkkinen	Valtteri
Luntama	Mette
Pousi	Kaisla
Wang	Ziyuan

Group 9	
Alitalo	Viivi
Korhonen	Oskar
Pospelova	Tatiana
Ternar	Dan-Alexandru
Valkama	Aino
Group 10	
Maidell	Marjo
Manninen	Meeri
Veitola	Aarno
Zeng	Rui
Group 11	
Halme	Risto
Mateus Pinho	Sofia
Simell	Jiri
Viljakainen	Priska
Group 12	
Lehtinen	Emma
Nayyar	Sumit
Saranen	Veera
van der Helm	Laurens

Groups 13-27

Group 13	
Hokkanen	Milan
Loboda	Zofia
Määttä	Jonna
Pärtel	Tõnis
Group 14	
Kiple	Albert
Nieminen	Nea
Potekhin	Ruslan
Saarinen	Sanni
Group 15	
Dalgamoni	Kalle
Karlsson	Robin
Paananen	Oona
Tabulovich	Anita
Group 16	
Aguado	Marc
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Kern	Matthias
Peltonen	Jutta
Group 17	
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Elovaara	Sofia
Jännes	Paavo
Zechner	Malva

Group 18	
Kaipainen	Oskari
Lindén	Wilma
Palkovics	Kornél
Petäjä	Markus
Group 19	
Lindström	Tony
Palmu	Olivia
Paloheimo	Aku
Tossavainen	Emma
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Riikonen	Hanna
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Jiang	Nan
Männistö	Elias
Saarinen	Juhana

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Ikonen	Antti-Jussi
Kenttämaa	Heta
Romano	Christopher
Group 24	
Ahmer	Shawaze
Kekkonen	Paavo
Korento	Pauliina
Nguyen	Trâm
Group 25	
Hakoniemi	Ville
Närhi	Lauri
Tuomala	Eevi
Xie	Muyan
Group 26	
Donner	Wille
Kanerva	Pyry
Köpsi	Aada
Tran	Thi
Group 27	
Kauppinen	Arttu
Mattila	Elli
Pöykkö	Venla
Wager	Andreas

CSI: What Do We Do Next

- **No lectures for the next 3 weeks**
- **Find and Reserve your CSI location**
  - Rather sooner than later
- **Plan data collection**
- **Collect your data (triangulation!)**
- **Create a digital poster of your location and initial findings for the Show Me Your Data! Sessions**
  - Pitch time 3min
  - Introduce your Customer Scene
  - Describe your data (and methods), see examples in MC
  - Do not over reach with your analysis at this stage

Did You Learn Today?

- How to how to complete your essay assignment?
- How to get your user research started?
- What is the theme for CSI this autumn?
- What are we supposed to do in this CSI and when?

More info:
MyCourses CSI Section

Still in doubt:
cs-e4900@aalto.fi

Go wild with your user study!