B_
B M R_
BE MORE C RT N
BE MORE CERTAIN

A Practical Approach to Research Practice

GREGG BERNSTEIN
@GREGGCORP
AMUX

iPad
9:41 AM
100%
FaceTime
Calendar
Wednesday
7
Photos
Camera
Contacts
Clock
Maps
280
Home
Photo Booth
Notes
Reminders
Videos
iTunes Store
App Store
iBooks
News
Settings
Messages
Safari
Mail
Music

iPad

SURVEYS, INTERVIEWS, CONTEXTUAL INQUIRY, USABILITY TESTS, COMPETITIVE ANALYSIS, NPS, BRAND EQUITY TRACKING, SUPPORT FEEDBACK ANALYSIS

PRESENTATIONS, REPORTS, VIDEOS, POSTERS, RIDE-ALONGS, LUNCH-N-LEARNS

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MEDIA

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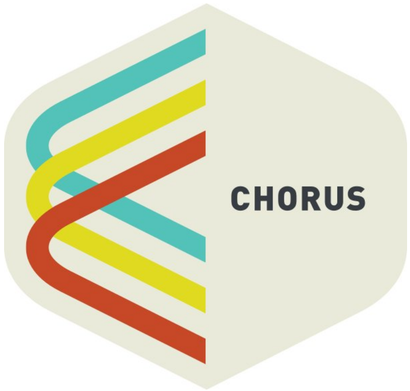
PRODUCT

VOX
PRODUCT


CHORUS

DESIGN &
DEVELOPMENT &
ENGINEERING &
PSYCHOLOGY

NO DOGMA
NO GATEKEEPERS

THE JOB OF USER RESEARCH IS TO HELP US BE MORE CERTAIN

USER RESEARCH IS PRAGMATIC RESEARCH

1.
Mindset, not skill set

1.
Mindset, not skill set

Assume the data exists

2.
Diplomacy and deputies

2.
Diplomacy and deputies

Don’t assume the dots connect

3.
Some data is better than no data

Quora

How to align checkboxes

Survey Tools | Software Recommendations | Surveys | Best of X | Software and Applications

What is the best survey software?

I am specifically interested in software that lets you create surveys for public health of social science research and allows the surveys to be filled electronically

Promoted by Survata.com

Survey Research Made Simple | Survata: Insights, Simplified
Conduct Simple, Fast & Accurate Survey Research. Design Online at Survata & Start Collecting Responses

Learn More at Survata.com

Answer Wiki

Some of the tools proposed by the crowd:

INDUSTRIAL STRENGTH (AND MORE EXPENSIVE)

- Qualtrics
- Pollfish
- Confirmit
- Nebu -www.Nebu.com
- GlobalPark - www.GlobalPark.com
- Beacon from Decipher
- SurveyCTO (http://www.surveycto.com)

LIGHTER WEIGHT (AND OR FREE)

- Survey55 - https://www.survey55.com
- MySurveyLab - https://mysurveylab.com
- Survey System - http://www.surveysystem.com
- SurveyGizmo - Professional Online Survey Software & Form Builder
- Enalyzer - 100% responsive. Free accounts. Home | Enalyzer

GOOGLE TECH

TL;DR

There are too many ways to Google on Android

77

Let us count them

by Dieter Bohn | @backlon | Jan 30, 2017, 1:21pm EST

SHARE TWEET LINKEDIN

NOW TRENDING

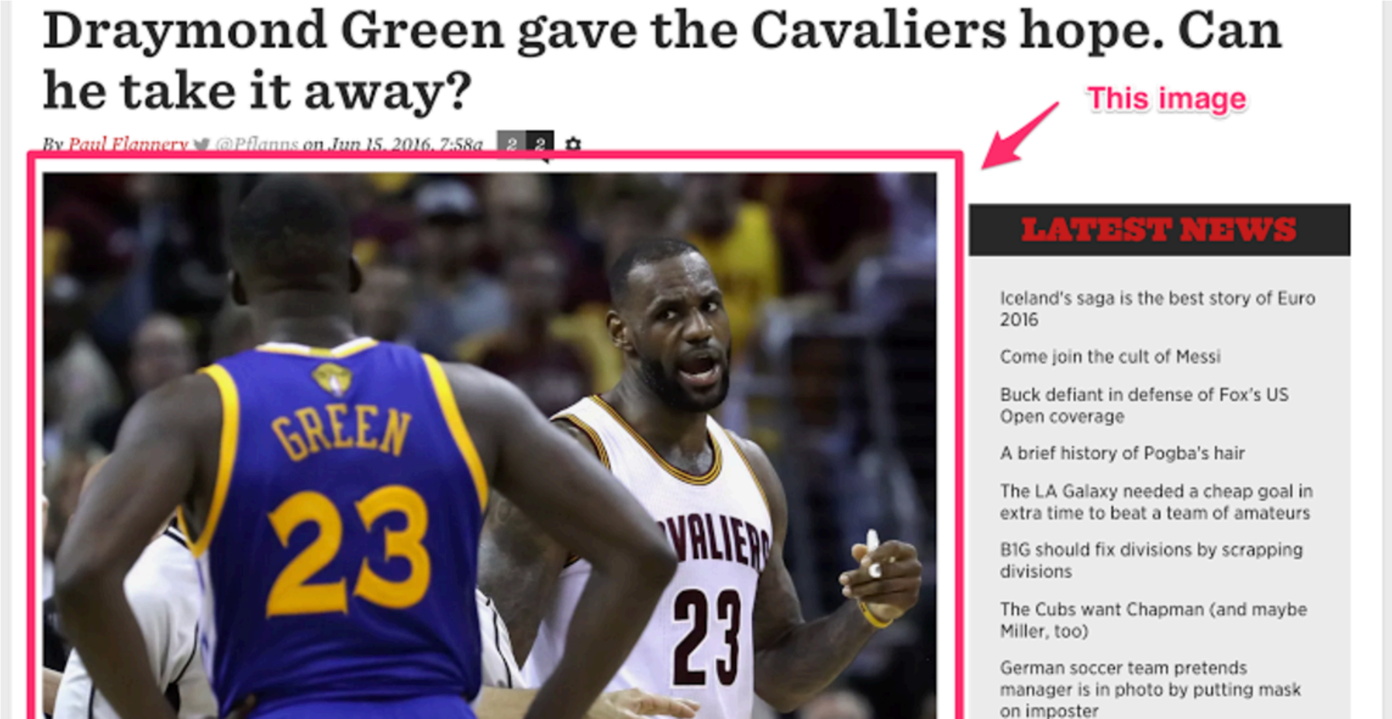
Whatchamacallit

Hey, folks! Sometimes we have different names for the same thing—like pop, soda, cola, etc. (It's soda, for the record.)

The Anthem team is curious: what do you call the first visual element (image, video, gallery) you see in an article? Look at the examples below, and then tell us: what do you call that!?

* Required

Take a look at the various site images below.



4.
Small samples are large opportunities

4.
Small samples are large opportunities

Information richness,
not number of participants

4.
Small samples are large opportunities

Edge cases show you the boundaries of what’s possible

2 DAYS AGO ARTICLE

Trump's new conservative liaison wants to kill agencies, purge the bureaucracy, and start a debt ceiling fight

read more

2 DAYS AGO ARTICLE

Democrats are putting up a tougher fight than liberals realize

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4 DAYS AGO ARTICLE

Why liberal senators like Elizabeth Warren and Sherrod Brown voted for Ben Carson

Every Senate Democrat on the banking committee supported Carson, infuriating grassroots progressives.

read more

5 DAYS AGO ARTICLE

A guide to the most powerful jobs in the Trump administration — and the people filling them

A primer on the new administration.

read more

5 DAYS AGO ARTICLE

The controversy around HHS nominee Tom Price's stock portfolio, explained

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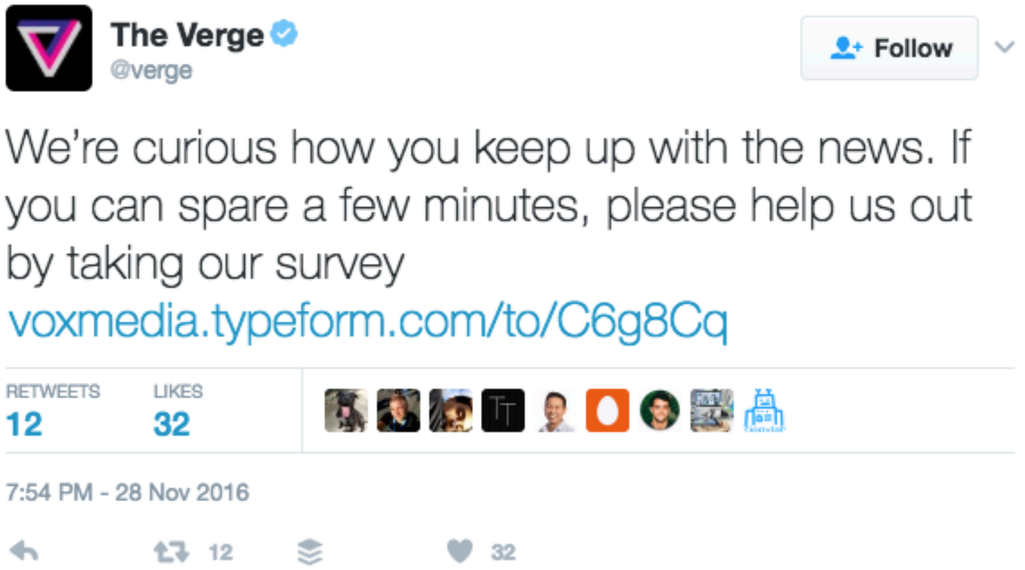

5.
Stories travel faster than reports

ah yeah, good point!

Gregg Bernstein 5:01 PM

I'm only 3 interviews into talking to people about the scheduler, but so far:

- People seem to schedule most often for the same day
- They seem to schedule for 10-15 minutes out, in keeping with their traffic calendar (see image below)
- Scheduling feature packages [like for "furniture week" (which is a real thing and also something I would make up if not a real thing)] happens, but that might take place on a Friday before a Monday.
- Embargoed stories might get scheduled a week out, but that's super rare.

All of this is to say that we might consider the time being the first set of inputs from the left, with date (defaulting to today's date) as a secondary input.

2 2

Gregg Bernstein 5:01 PM

#research-docs

★ | 21 | 24 | Where learning and stuff happens

Search

Gregg Bernstein 5:40 PM
Sometimes we take on longer research projects, like a deep dive into storystreams that mixed methodologies. Here are two docs: the report in full and an executive summary.
https://docs.google.com/a/voxmedia.com/document/d/166Rw1EtpILT5TUdbaMOPz9yBswVEcEc_ppW8mOQDSg4/edit?usp=sharing

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Storystreams: Tokyo Drift
Document from Google Drive

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https://docs.google.com/a/voxmedia.com/document/d/1vtQS5-sGC9xXYi15OhMUm1VUKAI2K75sauR9iaKbdXw/edit?usp=sharing

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Storystreams: Executive Summary
Document from Google Drive

About #research-docs

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Storystreams: Tokyo Drift
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Storystreams User Interviews
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User Test: Mapstacks
Document from Google Drive

User Test: Tables
Document from Google Drive

User Test: Sidebars
Document from Google Drive

Dashboard Confessional: Fin...

6.
Research accumulates compound interest

ED
smart
in-house
INEF
FIC
IENT
BUSY
-ELIZA-
MANAGER
MANAGER
SELF
-RELIANT
adv
anced
SMART
PROBLEM
SOLVER
MARKETING
SAVV
expert
CREA
TIVE
-MARIO-
AGENCY / CONSULTANT
stationary
SELF
ELI
RESOURCEFUL
GREETING
-ADA-
ADMINISTRATIVE ASSISTANT

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