



Diary Method

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Introduction

- This is a research oriented method and it is used to collect qualitative data about user's activities, behaviors and experiences over a period of time. It involves participants reporting their activities.
- When your goal is not only to understand what people do, but why.
- When you require deep understanding of user's behavior
- When you want to study long term behavioral changes regarding your product.

Design Phases



Introduction

- Product Interactions
 - Understanding the interactions between your product and customer.
- User Behavior
 - Collection of data related to user behavior and patterns regarding to your research topic
- Targeted Activities
 - Understanding the approach of user to complete a certain task or activity

Introduction

Paper vs. Digital Diary

In early days you had to design a proper format on paper diaries and hand it over to your participants. The major drawback of this was that if the diary is lost, the whole logged data would be lost. Moreover with this approach it was quite difficult to arrange, organize and analyse data.

Whereas with digital diary it got so easy to collect data right from the participant's smartphones with the help of web and other mobile applications.

Types of Digital Diaries

- Audio, Video, Textual Diary
- Platforms: FocusVision, 7Daysinmylife, UX360

Instructions

Techniques for Logging



Simple Logging: Participants have to log information about the related activities. For example whenever they engage in activities which are the focus of the studies they have to report all the important information right away.

Snippet Technique: In this technique participants have to record short snippets of information about the activities as they occur. Afterwards they have to explain each snippet by giving details at the end of the day.

Instructions

Step-by-Step Instructions



First define the topic of your research and what specific behaviors you want to observe. Select digital diary or paper diary whatever suits you. Then prepare it accordingly for your participants.

1. Recruit Participants
2. Reporting Period
3. Post- Reporting Period
4. Data analysis

Strengths:

Evaluate user experiences organically and use information to create better design scenarios.

Weaknesses:

Requires a lot of time. The “recall bias” where people may forget important aspects occurs. Quality depends on time and effort participants spend on the diary.



Links

Salazar, Kim (June 5th 2016): "Diary Studies: Understanding Long-Term User Behavior and Experiences". URL: <https://www.nngroup.com/articles/diary-studies/>. Accessed on July 25th 2021.



Contact

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