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Drawing as a user experience research tool

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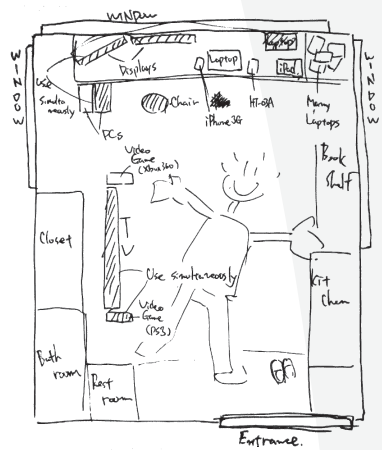
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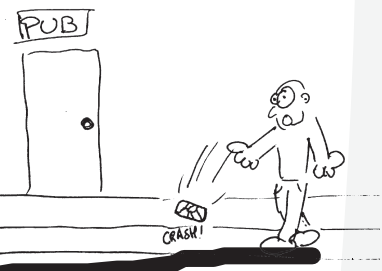
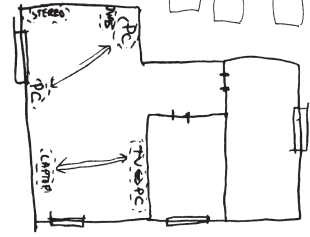
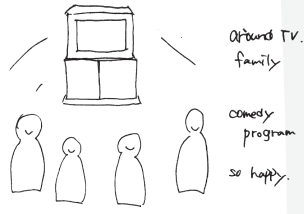
DRAWING AS A USER EXPERIENCE RESEARCH TOOL

Members of a Japanese research project and Danish graduate students were asked to depict four aspects of their relationship with televisions and mobile phones, namely:

1. Their home and the media devices they use
2. A remarkable memory involving a television
3. Themselves and the mobile devices they usually carry around
4. A remarkable memory involving their mobile phone



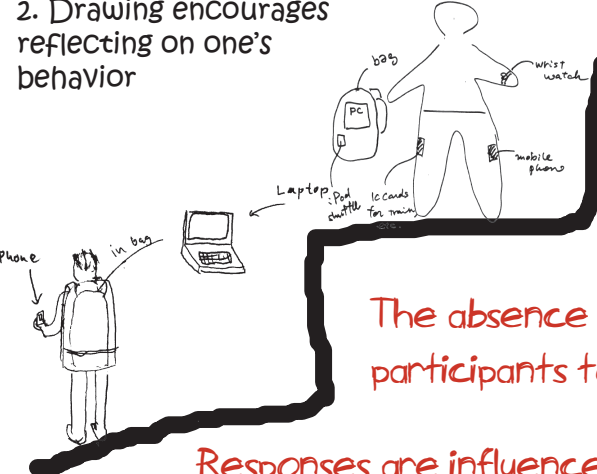
when a university student
the day of the test
I forgot it.
I cannot contact his company



Home depiction	From minimalistic to very detailed	
Mobile phones	So ubiquitous it's hard to remember remarkable memories with them	
Stories collected	From anecdotal to intimate	
Mobile phone topics	Use or misuse by author alone	
Television topics	TV content alone or with family	Device in undefined social context
Emotions	Explicit	Ambiguous

Arguments:

1. Intimate stories would take longer to collect through verbal interviews
2. Drawing encourages reflecting on one's behavior



Drawing helps create a relaxed and comfortable atmosphere in which test participants are willing to express personal matters

The absence of boundaries in drawings further encourages participants to reveal personal aspects of their lives

Responses are influenced by the experimental setup

Drawings should be used in triangulation with other research methods

