Drawing as a user experience research tool

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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.

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

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

<table>
<thead>
<tr>
<th>Home depiction</th>
<th>From minimalistic to very detailed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phones</td>
<td>So ubiquitous it’s hard to remember remarkable memories with them</td>
</tr>
<tr>
<td>Stories collected</td>
<td>From anecdotal to intimate</td>
</tr>
<tr>
<td>Mobile phone topics</td>
<td>Use or misuse by author alone</td>
</tr>
<tr>
<td>Television topics</td>
<td>TV content alone or with family</td>
</tr>
<tr>
<td></td>
<td>Device in undefined social context</td>
</tr>
<tr>
<td>Emotions</td>
<td>Explicit</td>
</tr>
<tr>
<td></td>
<td>Ambiguous</td>
</tr>
</tbody>
</table>

Responses are influenced by the experimental setup.

Drawings should be used in triangulation with other research methods.

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