

TV UX Research with Kids: Lessons Learned

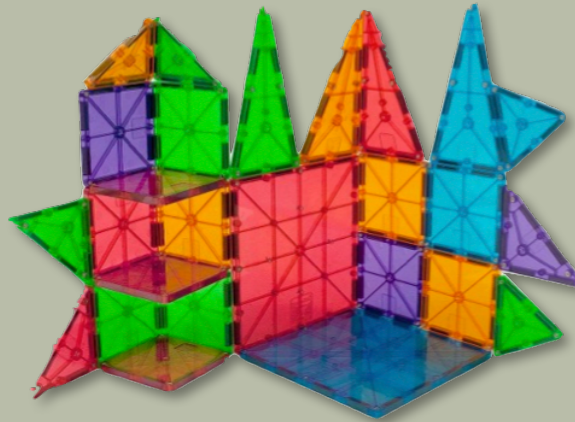
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Toys

- Make sure to have enough give-aways (“prizes”) so that there are enough for tag-along siblings in addition to the actual participant.
- Still pondering the best toys to have for breaks. While the Magnatiles were a hit, they may have been too enticing for some of the kids. One kid said that he liked playing with them more than he liked watching TV!



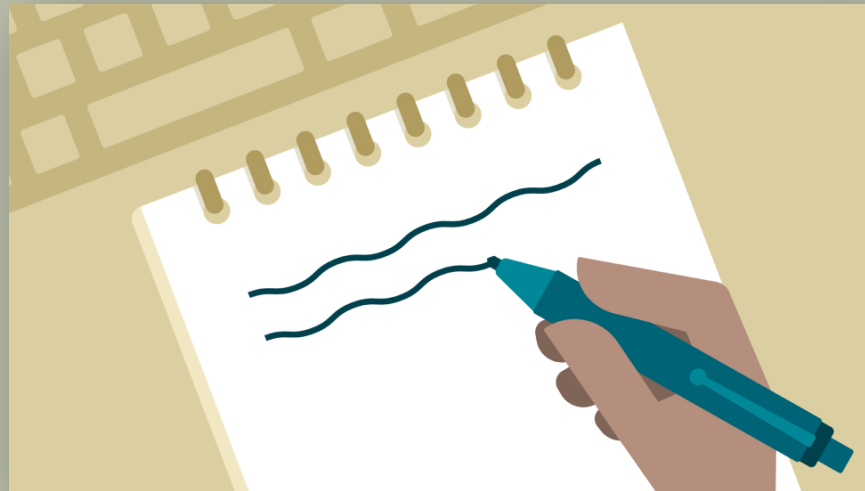
Camera setup

- Better to keep the face camera angle wider to account to account for kids moving around the room more than adults (e.g., preferring to sit on the floor, moving from one side of the couch to the other, etc.).



Note-taking

- Taking notes is harder/more disorganized than it is for interviewing adults, since kids tend to jump around the interface more. Keep this in mind for the analysis stage.



TV remote control usage

- Even when parents report that their kids use remote controls, it may only mean that they use them to control the TV volume. This should be clarified during the recruiting stage. Kids 7 and older can be expected to use a remote control for navigation and playing content.



Prototype fidelity & metrics

- It's harder for kids to separate content from format than it is for adults, so TV prototypes should have more “real” content than they typically have for adults.
- Consider what metrics to use, and consider not using any if the UI doesn't have close-to-real content. Only use the again-again table for more fully functional UI, since degree of functionality/desired content seems to affect rating more for kids than for adults.



Snacks

- If you keep candy as a participant snack, for kids get something that is less sugary (e.g., pretzels, animal crackers, cookies, etc.), ideally in single serve portion to minimize germ sharing.



Observation room

- Have stakeholder introduce themselves to parent/guardian in the observer room, particularly if they enter the room during the middle of a session.
- Make sure to have toys, crayons, etc. in the observation room to occupy siblings of participants.
- Also, if you think parents will object to their kids having candy at 10am, don't leave the candy jar visible in the observation room.

