Can you Hear Me Now?
Data Collection Challenges In the Midst of a Pandemic and Tips for Success

Jennifer McNulty, Amy Swallow, MA, Natalie Morrissey, MS, MPH, Alicia Garza, MA and Nicole Togno, Ph.D.

American Association for Public Opinion Research
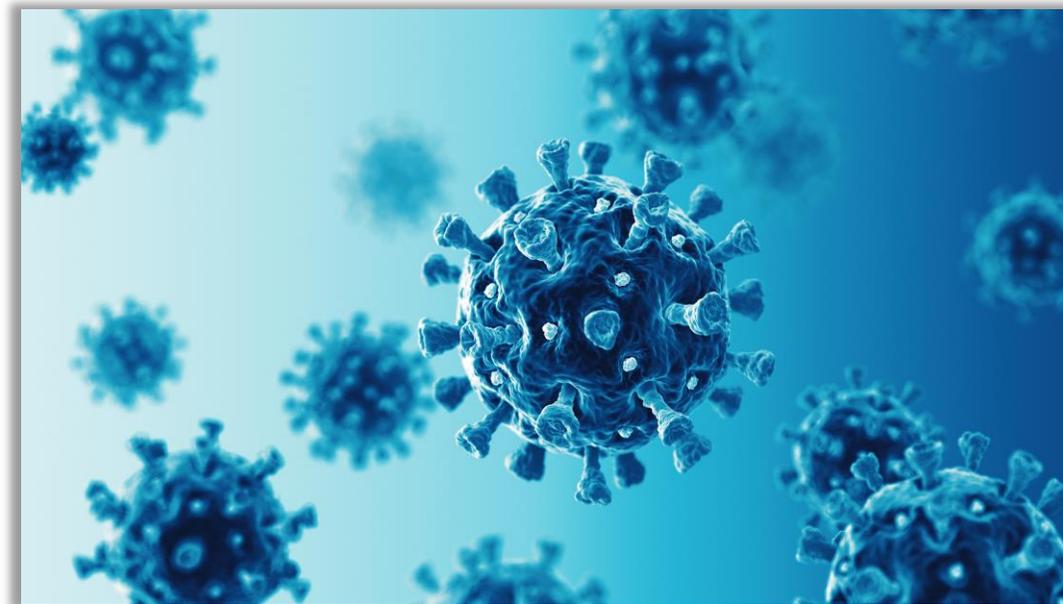
May 2022

FORS | MARSH
GROUP

February 2020

FMG Offices, 2019

March 2020

PowerPoint Stock Image

Virtual work
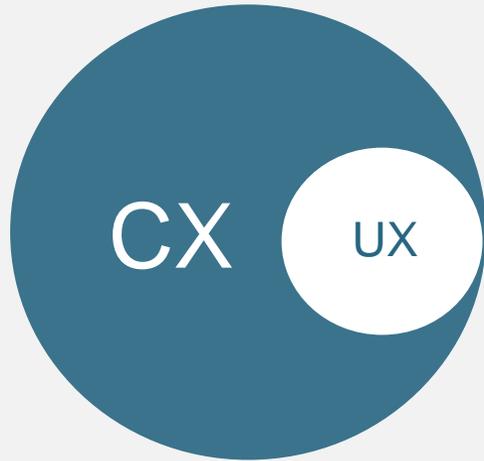

FMG Office, 2019

PowerPoint Stock Image

3

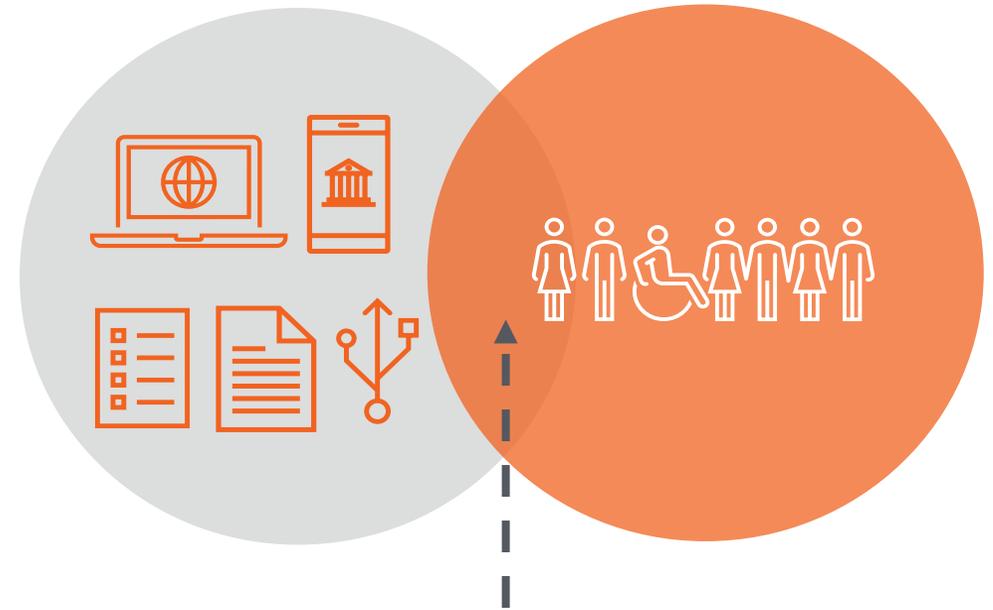# Research conducted and approaches used
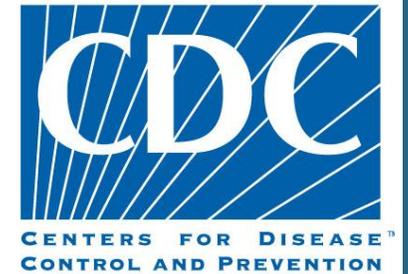
User Experience at Fors Marsh Group

User experience (UX) deals with your interaction with a product or service.

Customer experience (CX) encompasses all the interactions you have with a brand or organization.
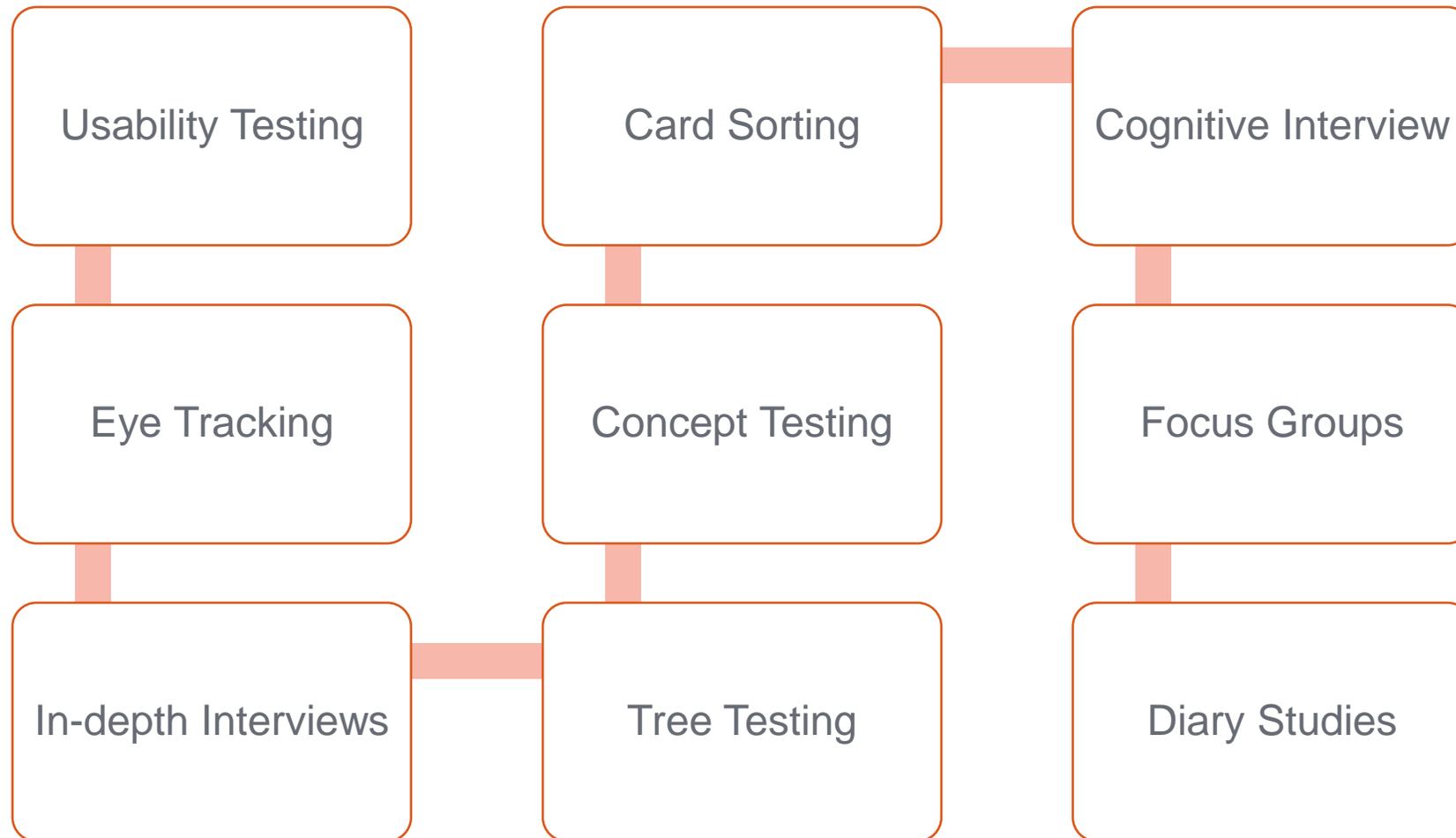
We often work where people and products meet.

Example clients

Research methods

|		
Usability Testing	Card Sorting	Cognitive Interview
Eye Tracking	Concept Testing	Focus Groups
In-depth Interviews	Tree Testing	Diary Studies

Videoconferencing software

Stimuli presented

- Programmed surveys

- Non-programmed surveys (e.g., PPT, Excel)

- Hi- and lo-fidelity prototypes (e.g., Figma, PDFs)

- Dashboards

- Paper forms

- Information architecture (i.e., tree tests and card sorts)
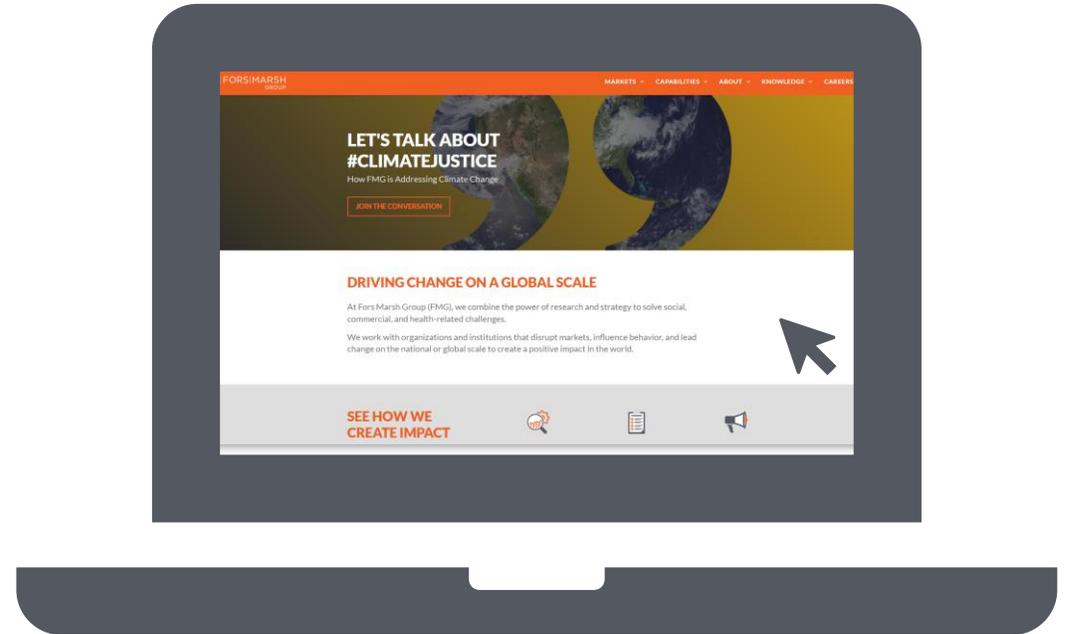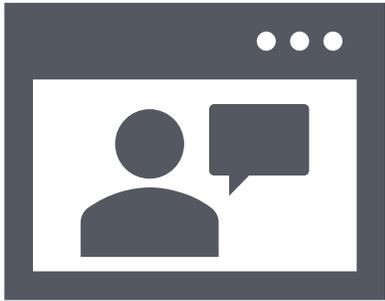
Devices

Desktop/Laptop

Mobile Devices

Obstacles

Obstacles encountered

Technology

Privacy

Environment

Technology obstacles

Technology

Privacy

Environment

Participant

Software

Participant tech-savviness

Audio Issues

Variations in internet stability

Software functionality variations

Device and browser variations

Recording speed and download format variations

14

Participant

Participant tech-savviness

Variations in internet stability

Device and browser variations

Software

Audio Issues
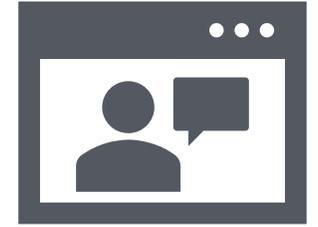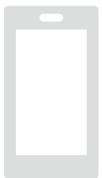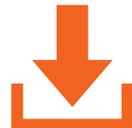
Software functionality variations
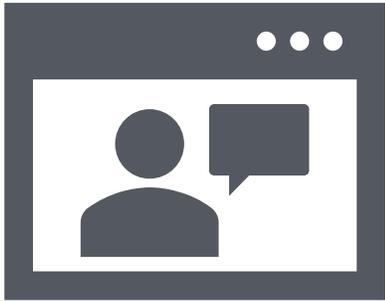
Recording download speed variations
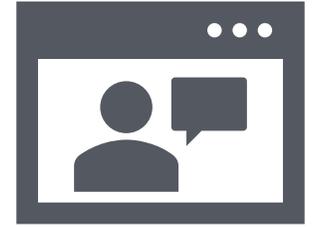
Privacy obstacles

Technology

Privacy

Environment

Privacy obstacles

Participant Privacy

Content Privacy

Environment obstacles
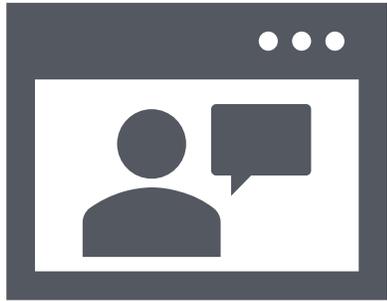
Technology

Privacy

Environment

Distractions

PowerPoint Stock Image

PowerPoint Stock Image

PowerPoint Stock Image

PowerPoint Stock Image

19

Too comfortable

PowerPoint Stock Image

Tips for success

Set expectations

Device

Video on/off

Participant anonymity (e.g., joining as "participant)

Location

Eye tracking (e.g., glasses on/off, lighting, steady surface)
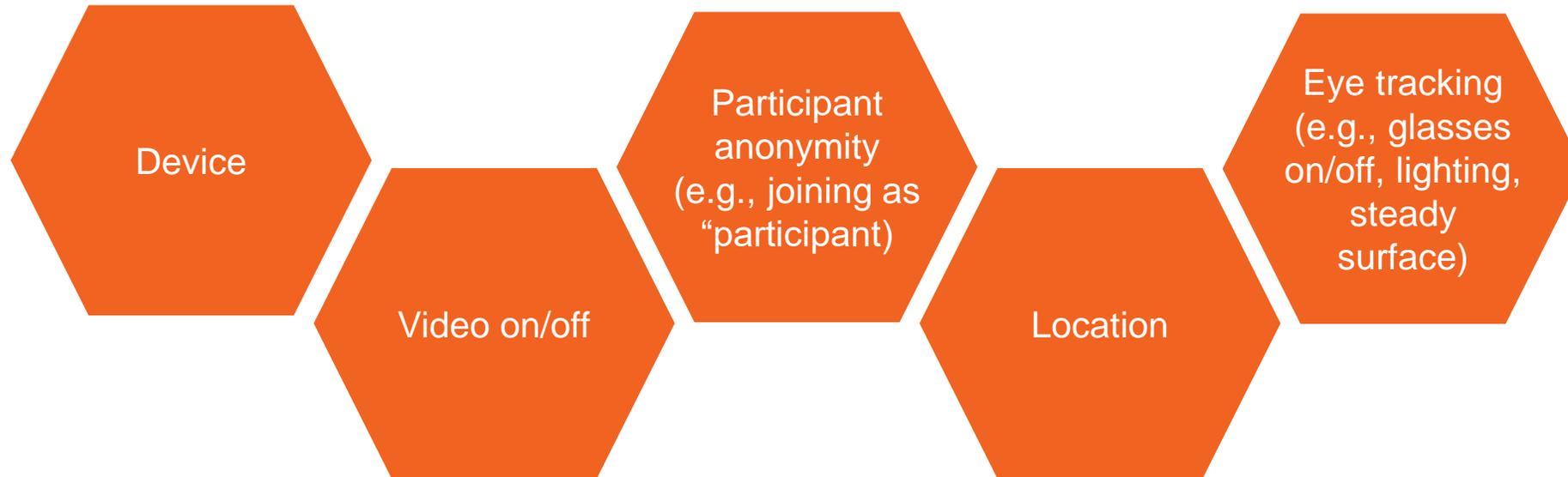
Be prepared for technical issues

Be familiar with the features and functionality

Develop a software-specific checklist containing project-specific troubleshooting advice and back-up plans

Remind participants of technology requirements before session

Have participants join by desktop/laptop, if possible

Consider limiting burden by granting control of your screen

Be prepared for technical issues

Conduct a technical dry run before the interview

Arrive early to confirm features needed work

Consult troubleshooting checklist

Designate someone to troubleshoot

Eye tracking considerations

Adjust lighting

Remove glasses; wear corrective lenses

Ensure computer on steady surface

Ensure participant in comfortable position for eye tracking

Privacy considerations

Allow for camera off

Use headphones when discussing sensitive topics

Confirm participant is in safe place

Avoid real names

Reschedule, if needed

Be flexible

Switch videoconferencing software, if needed

Allow participants to join from any device

Allow participants to join with children present

Preserve bandwidth (e.g., video off or call in)

Moderator drive on behalf of participant
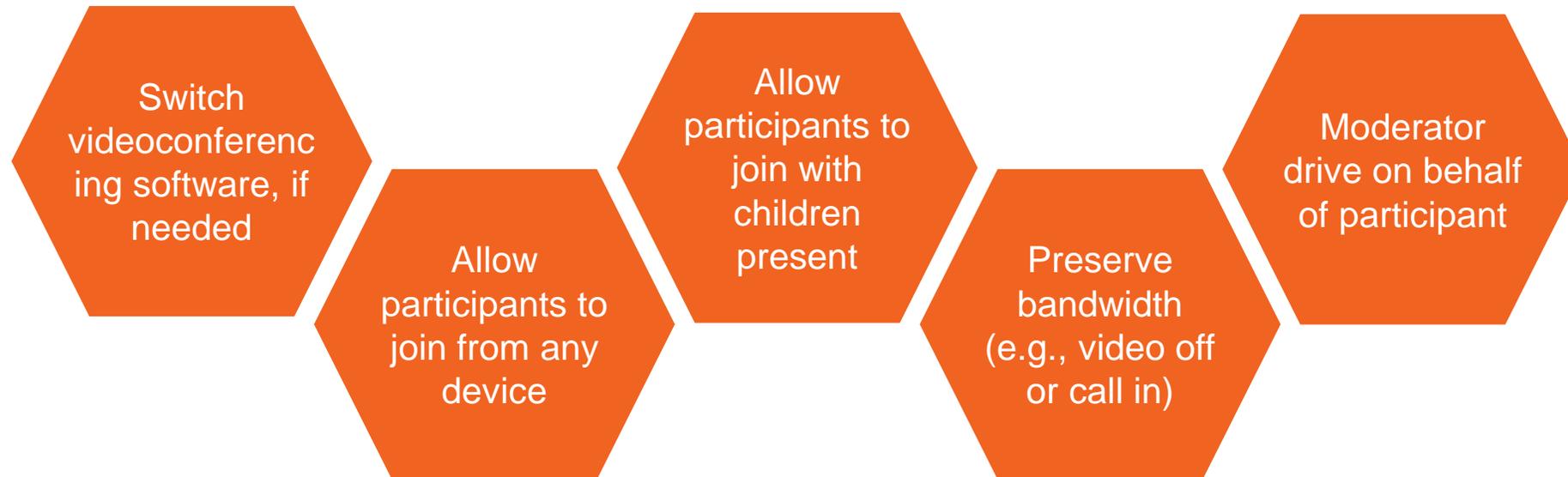
Identify and share lessons learned

Debrief   Develop   Distribute

This step is especially important because videoconferencing software is constantly changing to better accommodate users, so it is important to continue sharing lessons learned.

Contact Us

forsmarshgroup.com

4250 Fairfax Dr, Suite 520
Arlington, VA 22203

Jennifer McNulty

User Experience Researcher

jmcnulty@forsmarshgroup.com

FORS|MARSH GROUP

Certified B Corporation