



REMOTE RESEARCH

Real Users, Real Time, Real Research

by **NATE BOLT** and **TONY TULATHIMUTTE**

foreword by Peter Merholz

 Rosenfeld

REMOTE RESEARCH

Nate Bolt

Tony Tulathimutte

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By Nate Bolt and Tony Tulathimutte

Rosenfeld Media, LLC

457 Third Street, #4R

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11215 USA

On the Web: www.rosenfeldmedia.com

Please send errors to: errata@rosenfeldmedia.com

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DEDICATIONS

Nate: To my family,
friends, colleagues,
teachers, and loved
ones

Thanks for listening
to me ramble on
about this field for
so long.

Tony: To Mike
Hardnett and Renee
Zalles

HOW TO USE THIS BOOK

Who Should Read This Book?

This book is about *remote user research*, which is a method of using Internet tools and services to conduct user research with participants who are in another location. (User research, in turn, is the field of studying how people interact with technology.)

Are you a user experience/human-computer interaction practitioner? If so, you're totally gonna love this book, especially if you've ever been frustrated with current in-person or lab methods of user research for any of the several reasons we describe in Chapter 1. If you're a software or Web developer looking for insights into your own (or your competitors') designs, or an interaction designer or consultant, you'll probably dig this book too.

Is there anyone this book *isn't* for? You don't *need* to be a veteran user-experience researcher to understand what we talk about in this book, although we do focus mostly on the "remote"

HOW TO USE THIS BOOK

aspects of remote research. You won't find much advice on how to conduct user research *in general*—for that, a great place to start is Mike Kuniavsky's *Observing the User Experience*.

What's in This Book?

Remote Research is a how-to book about remote research methods: using a phone and the Internet to conduct user experience research from a distance.

In the **Introduction and Chapter 1**, you'll get an overview of what remote research is all about, when you should and shouldn't use remote methods, and the two main kinds of remote research studies: *moderated* and *automated*.

In **Chapters 2 through 5**, you'll learn how to set up, recruit, and conduct a basic remote moderated study. We describe a method called "live recruiting," which involves intercepting visitors to your own Web site to participate in your studies immediately. We also discuss the