

From ad hoc to knowledgeable UX questionnaire usage!

industry and academia viewpoints



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How to accomplish it?

- Research question - Research design
 - Role of questionnaire
- No established metrics still
- Know questionnaire's background, theory, areas of application
- Validity and reliability issues
- Measuring in mobile context needs attention (mobile questionnaires)
- Complex systems and phenomenon
 - Modular questionnaires or use "modularly"
- Share – and create toolboxes



