

viewpoint

video with Screen Capture



new modes of collection

What is it?

This technique creates a video of someone using a device, such as a computer or mobile phone, within which is embedded a synchronised image of the screen they are working on. Thus you may see a video of someone using a mobile phone with, in one corner of the frame, the screen that they are looking at, along with any key pad entry or menu selections. These videos include audio of anything the subject may be saying at the time.

How do you use it for research?

The most obvious application to date has been usability testing on both large format screens and mobile devices. The video can adopt the optimum viewpoint of the participant, rather than attempting to 'shoulder surf' them and, as a result, it captures all relevant body language and movements. Equally, the screen view does not have to compromise and so provides a clear and stable image of the screen and interactions. This approach is particularly effective when the participant is being interviewed as they complete a task, or has been asked to 'think aloud' during an exercise.

The video collected can be used in a variety of ways – to support analysis, to provide footage which illustrates findings at the reporting stage, or to be played back to the subject as part of a follow up interview.

Specific types of study?

Primarily used for usability testing, on any device with a screen output that can be externally captured, but the technique could be extended to games and gaming behaviour, or to concept testing at an earlier stage.

What does GfK NOP offer?

Drawing on the GfK NOP specialist Film Works unit, we can offer Video with Screen Capture as an additional option for a range of suitable studies. We will also advise on when this is appropriate and on how to get the most added value from the technique.



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