

Assignment 1: Understanding Users

Due: February 15th, 11:59pm ET

The goal of this assignment is to practice some of the methods we have learned for gathering data from users. You are welcome (and encouraged) to do the assignment on your own project/product. If that doesn't work, you are welcome to pick anything else relevant to your life that you'd like to research.

Work in pairs (exceptions are possible for people in Studio/Specialization Project teams with instructor permission).

Short description of the topic/project

1. [2 points] Please provide a 1-2 paragraph high-level statement and description of your product/project/topic. What are you interested in studying? Who are the intended users? Give some context to understand your high-level idea.

Design and Conduct Qualitative Interviews

2. [4 points] Design a semi-structured qualitative interview. The interview should be 20-30 minutes long. You will be graded on choice of questions, interview topics/sub-categories, question sequencing, probing, question wording, etc.

3. [2 points] Recruit at least TWO DIFFERENT people to participate in your interviews. Describe how you chose and recruited your participants. What sampling method did you use? How did you approach them?

4. [4 points] Perform an interview with each of your two participants. One person in the pair should do the speaking/asking and take notes, the other should be the "scribe" and take lots of notes. Audio record the interview if appropriate and if your participant is willing. Submit your interview notes.

5. [2 points] Analyze the interview notes and answers to your questions. Summarize what you learned about your product/project/topic. What are the take-aways from your interviews?

Design and Conduct a Contextual Enquiry

6. [2 points] Plan a contextual enquiry. Pick a topic that you want to study. Describe your topic and how you plan to do the contextual enquiry (i.e., what will you observe, what will you ask the participant to do?) Your contextual enquiry should last 20-30 minutes.

7. [4 points] Do contextual enquiries with at least TWO DIFFERENT participants. Take lots of notes and photos and submit them. Make sure you probe and ask lots of questions.

8. [2 points] Analyze the data you collected in your contextual enquiries. Summarize what you learned about your product/project/topic. What are the take-aways? Did anything surprise you?

Design and Conduct a Survey

9. [4 points] Design a survey to collect data from participants. The survey should be 10-20 questions long. You will be graded on choice of questions, survey topics/sub-categories, question sequencing, question wording, question types and structure, answer choices, etc.

10. [2 points] Recruit at least TWO DIFFERENT participants and have them fill out your survey. Submit their survey answers.

11. [2 points] Analyze the data you collected in your survey. Summarize what you learned about your product/project/topic. What are the take-aways?

Reflect

12. [4 points] Compare and contrast the three different techniques: interviews, contextual enquiries, surveys. How are they the same and different? How does the data collected through each one differ? What are the strengths and weaknesses of each and how did they affect your data?

13. [2 points] Please describe how your team broke down the work for this assignment. How did you balance the workload?

Writing [2 points] Two points will be allocated to the overall quality of your technical writing.

What to submit

Please submit a pdf report with specific answers to questions 1-13 above. **Keep the same structure I have used in the assignment description.** You will be graded using this structure. Points will be deducted if you fail to use the correct structure!

Include photos and screenshots in your pdf report where appropriate.

You will submit a pdf report through the class Blackboard (details forthcoming).