

Design input: Suggested names, focus group and prototype evaluation

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25/07/2019

Methods

Call for focus group participants.

A call for participants to take part in a focus group was sent in the first week of the Autumn term 2018 to stage 2 students. This cohort of students had taken Data Analysis in R in the Spring term 2018, during their first year. Respondents were also able to suggest a name for the app, ask a question or make a comment.

Focus group

The focus group was held over 90 mins. Three main questions were addressed:

1. In learning R, what things were most confusing or caused most difficulty right at the start?
2. How should topics be defined and organised?
3. What level of advertising is acceptable?

Participants were divided into three groups and considered one question at a time, recording their discussion on paper provided then moving on to the next question. This was followed by a moderated discussion amongst the whole group based on sharing the comments made by the smaller groups.

Evaluation of the Prototype

Prototype evaluation was designed and carried out by two student members of the LDT during a scheduled Data Analysis in R workshop. Workshop participants were asked to spend 10 - 15 minutes using the prototype and respond to sixteen Likert questions. These concerned Ease of navigation, Content or Aesthetic appeal.

Results

Response to the call for focus group participants.

There were 39 respondents with an approximately 1:1:0 male: female:non-binary gender ratio which compares to ## 88:139:x for the cohort. A total of 29 suggestions for App names were received and these were classified as expressing one or more of a set of X ideas concerned with outcomes for the user, the user experience, another app persona not related to either of those or left unclassified. See table 1

Supplementary material

Table 1. Suggestions for the name of the App received through the call for focus-group participation

Name suggested	Categorisations
Rap	personaX
Learn R-apidly	learn, quick
Pocket R	simple, quick
leaRn	learn
HelpeR	teach
easyR	simple
TeachR	teach
ProgramR	outcome
Riddle	fun
grrrrrrR	unclassified
staR	personaX
lab-R-tory	personaX
Rapper	personaX
AdventR (adventure)	fun
InventR	personaX
Dat->R	outcome
R-ccelerator	quick
R-beginners assistant	teach, learn
Making R clear and simple for all	simple, teach
R-chitect	personaX
R-pool	unclassified
R-right	unclassified
Quick TrainR	quick, teach
Stats TrainR	outcome, teach
Stats PlayR	outcome, fun
RUOK	teach
leaRn	learn
leaRn	learn
LearnR	learn

Figure for inclusion

Focus group

to be completed

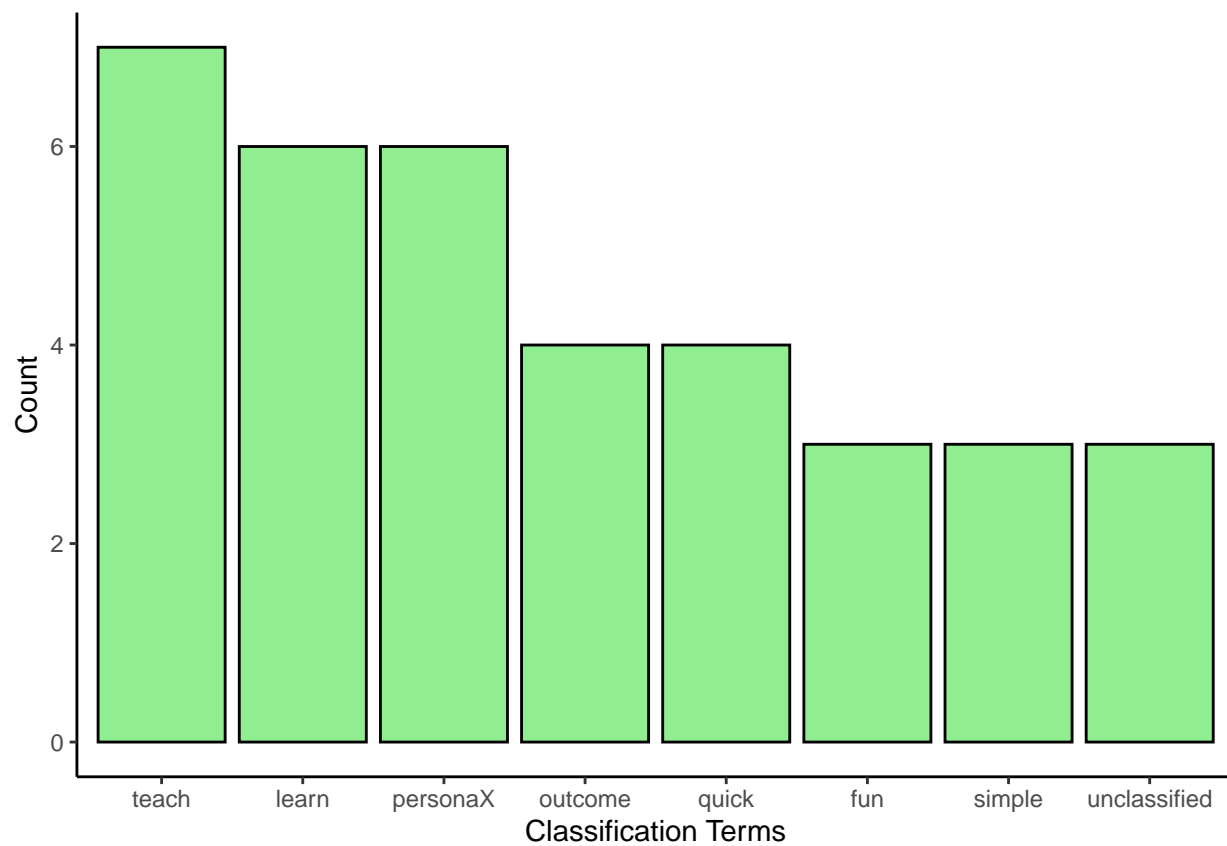


Figure 1: Frequency of classification terms for suggested App names. A suggested name had one or more terms associated with it or was left unclassified.

Evaluation of the Prototype

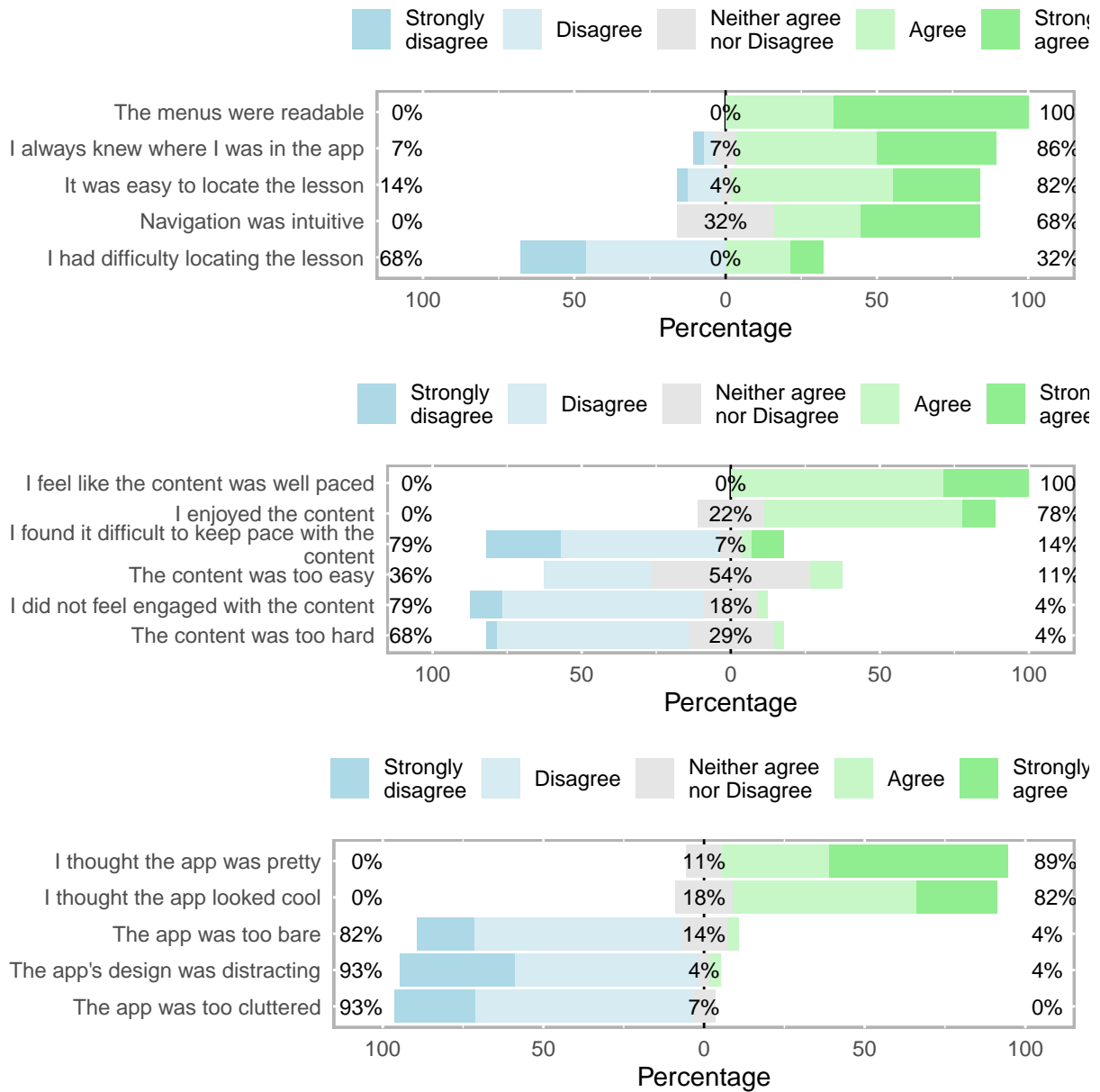


Figure 2: Evaluation of the App Prototype for ease of navigation, content and aesthetics