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CS 352

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Your Users – IPFS Recipe Web App

Research Questions/Goals:

We conducted our research with the goal of gaining insight into what a potential user was looking for in terms of using this type of application. Because we are designing an interface for an app that will be built targeting distributed network technologies (IPFS), it is relevant to investigate how users feel about privacy. An interesting insight we hope to achieve from our research is how much a user is concerned about privacy when it comes to applications where the user data is fairly inconsequential (i.e. a recipe web app). This is important because the level of targeted data (search results, suggestions, etc.) is directly related to the amount of data gathered from the user (through user accounts, browsing habits, habitual querying, etc.). We set up a semi-structured approach that allows for interviews to include an observational period where the person interviewed walks us through finding an app on a recipe website they like to use, followed by a short series of questions about what they liked or thought was lacking/bothersome about the site they shared. The interview was then completed with a series of questions regarding privacy and sharing of data. Because the questions about privacy are inherently loaded with presumptions about misuse of data, these questions were reserved for the end of the interview to prevent biasing the responses.

Process:

The structure of the interview questions asked is described below:

1. Observation
   1. Have the user navigate through their recipe app of choice while describing what they are thinking.
2. Follow up questions
   1. How does the user feel about the overall functionality of the website?
   2. What features stand out to them the most?
   3. Is there anything they find bothersome? Broken? Misleading?
   4. Are there any features/options they would like to be implemented?
3. Privacy related questions
   1. Is the user aware of whether they can make an account to save data on their website of choice? Do they have an account?
   2. Is the user concerned with how their personal data might be shared?
   3. Is the user concerned with how many websites have personal information about them?
   4. Does the user perceive an acceptable tradeoff between convenience/functionality and how their personal data used?

We performed a combination process where the persons interviewed were observed interacting with a recipe website. They were then asked follow up questions about their experience with the site, and finally a few targeted questions about privacy and sharing of data. Our first interview was conducted with a dietetics student from the School of Public Health. The interview was conducted in a study nook inside of LINC. The best way we could try to allow for triangulation in this assignment (due to limited time and resources) was to ask the same baseline questions in the same order. Because some of the privacy related questions felt loaded, they were reserved for the final portion of the interview, so as to try not to bias the responses. Some time for discussion and off the collar question was reserved in each interview to allow for exploration. This had the beneficial side effect of allowing some triangulation between some of the more general experiences and feelings between the persons interviewed.

Exhaustive Inventory:

(Detailed in Interview PDF)

Attached Interview:

(Detailed in Interview PDF)

Interview Details:

(Detailed in Interview PDF)