

CS 352 Project 4 (User Research) Group Assignment

1.) What are the research questions/goals (initially derived from the "P" in your proposal).

[Alex]:

We want to design an app where people can swipe right on adoptable animals they are interested in and left on adoptable animals they aren't interested in. To achieve this, we first must conduct research on the potential users of such an app. The potential users of this app are people who would be interested in adopting an animal, and institutional representatives who have animals they wish to be adopted. The former category of potential users could be actively looking for an animal to adopt or are just passively curious about what kinds of animals are adoptable. Here are some research questions we would like to address:

1. What kinds of animals are people interested in adopting? Which ones are the most popular?
2. How would users like these different options of adoptable animals to be presented so they can select from them?
3. Should we sort the animal categories based on popularity? Are there kinds of animals that nobody is interested in that we shouldn't include?
4. Do potential users think the Swipe Left-Swipe Right format is appropriate for the purposes of this app? Is the Swipe Left-Swipe Right format obvious, i.e. is it **learnable** and **memorable**?
5. What sort of instructions do users want to help them learn and remember the Swipe format and how should these instructions be presented? Should they be presented every time the user uses the app or just once the first time the user logs in?
6. How do potential users want to be notified they've been selected as a candidate for adoption?
7. What information about animals to adopt are necessary for potential users to make a reasoned decision about adopting them?
8. How should information about the animal be accessed/presented? Should the user touch the photo with their finger and then the information comes up?
9. How do users want to chat with the adopting agency after they've been selected as a candidate? Where should they go to do this chatting?
10. How should users be notified they have a new message?
11. How should the initial, general application be presented?
12. What information about the animal should be given preference, i.e. appears most clearly?

Our goal in conducting research is to answer these questions so that we may proceed to make our first prototype. Another goal we have is discovering the flaws in the traditional adoption process that could be assuaged through the use of technology. We will continue to

return to these questions throughout the entire iterative process because they represent the challenges we face in making a sleek, usable interface for our app.

[Jessica]: (Also using Alex's research questions to stay consistent)

2.) Process: How did you proceed to answer these questions? Be detailed. For example, if you conducted an interview, list all the questions. Where and when did you collect the data?

How did you set up to allow triangulation, etc.

[Alex]: I conducted a field interview with my sister, who has adopted a dog before and who would be interested in adopting another. She offered unique insight because she has encountered the issues inherent in the traditional adoption model and would be interested in an app that facilitated this complex process. I collected data on Saturday, January 28, 2017 at her home in Corvallis, OR. My interview notes are attached to this document and my analysis of these notes can be found in the next section. I would describe my interview as being semi-structured. While I had some questions in mind, I also left plenty of room for open discussion to get a better idea of what other questions I should ask. For the sake of brevity, I included only the answers to the questions I asked, not the extended conversations.

Here are the questions I asked for this field interview:

1. Which animals would you be interested in adopting?
2. Which animals do you think CAN be adopted?
3. Which parts of adopting an animal did you like? Which parts of adopting an animal did you not like?
4. What do you think an app designed to facilitate the adoption process should provide? What do you think this app should do that can't be done in the traditional animal adoption process?
5. Do you know the Swipe Left-Swipe Right format? Do you think it is appropriate for the context of animal adoption?
6. How do you like instructions to be presented? How often do you want instructions to be presented?
7. What do you think would be a cool and obvious way the app could tell you you've been selected as a candidate for adoption?
8. What information about an animal would you like to aid your opinion about adopting them?
9. How would you like this information to be presented?
10. What's your favorite way to chat with somebody over an app? What's your least favorite?

I would like to interview another person with the same questions to encourage triangulation. However, I do not have time to do this for the purposes of this document. I hope to get this done upon the next iteration of our research, because without triangulation the data I

acquired from this one interview is not particularly reliable, and could simply mark an outlying set of beliefs rather than the way the average potential user might actually think.

[Andy]: I conducted a field interview at an office work environment and interviewed one of my fellow employees on Friday 01/27/17. The candidate is male and 34 years old, he has used an application similar to the one we are proposing and has great interest in our product. As a hobby, he has become well versed in many different dog breeds, and has bred and put up puppies for adoption before. He has expressed the difficulties of finding a suitable owner in the past before, and thinks that with our application, finding a suitable home would be greatly expedited. The interview was left semi-structured as to introduce any insight from questions left unasked.

Here are a few of the questions I initially asked:

1. What current methods of adoption are currently failing to meet your expectations?
2. As a dog breeder, how important would it be for your dogs to find a suitable home?
3. Would a swipe right/left method work in this regard?

Without a follow up user experience, it is difficult for us to come up with triangulation.

[Cam]: I conducted the interview at work with one of my fellow students on Friday/ The candidate is male and 18. He owns a dog but did not go through the adoption process. He gained the dog through a neighbor that just had puppies. He's well rounded with use of other applications. The interview was left semi-structured .

[Jessica]: I conducted a field interview with one of my good friends, Maegan, who recently adopted a dog. She was able to give great feedback because she so recently underwent the adoption process and would be able to give insight into what the process lacked/provided. I collected data on Monday, January 30, 2017 at my home in Bend, OR, through a semi-structured interview. I have attached interview notes and a diagram of the interview space below. I used the same pre-determined questions that Alex used, however the interview left much room for discussion and impromptu questions as well. I provided some notes on the extended discussions, however only listed answers to the questions that were asked for simplicity.

3.) An exhaustive inventory of the elements we discussed in class. (If you did a Field Interview, you'll emphasize Item 4 of the "people" part very heavily, and objects and space less heavily. If an Observation, you'll need richer detail than for a Field Interview on all of the items except item 4 of the "people" part):

- **The people in the space**

1. Who are they, what are they like?

[Alex]: My sister is my interviewee. She is a 28 year old female who works as a nanny. She is young and therefore relatively up-to-date with new technologies. She has no software

engineering experience whatsoever. She owns 1 dog that she had adopted from a rescue service and would consider adopting another.

[Andy]: The interviewee is a co-worker at an energy solutions' company. He is 34 years old who works as an efficiency engineer. Due to his experience with breeding dogs and handling the adoption of said dogs, he is well versed in the ongoing process of adopting animals and experience with the swipe right/left design.

[Cam]: The interviewee is a student at my school district. He is 18 years old who is about to graduate high school this year. He is well versed on different applications, including the swipe left-right design.

[Jessica]: My friend, Maegan, is the person being interviewed. She is a 31 year old female who works as a nurse. She describes herself as "fairly up-to-date, and knowledgeable on most technologies." She has no other pets other than one dog, a toy Australian Shepherd named Avery that she adopted in the last 5 years.

2. What are they doing?

[Alex]: She is sitting in a chair at the dining room table at her house.

[Andy]: He is currently situated in a chair next to my office desk, in our shared office.

[Cam]: He is sitting on chair across from my desk, in my classroom.

[Jessica]: Maegan is sitting on the couch across from me at my house.

3. How are they doing it?

[Alex]: With style, grace, and composure.

[Andy]: In a calm demeanor.

[Cam]: Very laid back, trying to get some work done.

[Jessica]: The interviewee is sitting comfortably with legs crossed. She seems calm and relaxed.

4. What do their emotions, purposes, reactions seem to be, and (if field interview) what did they say?

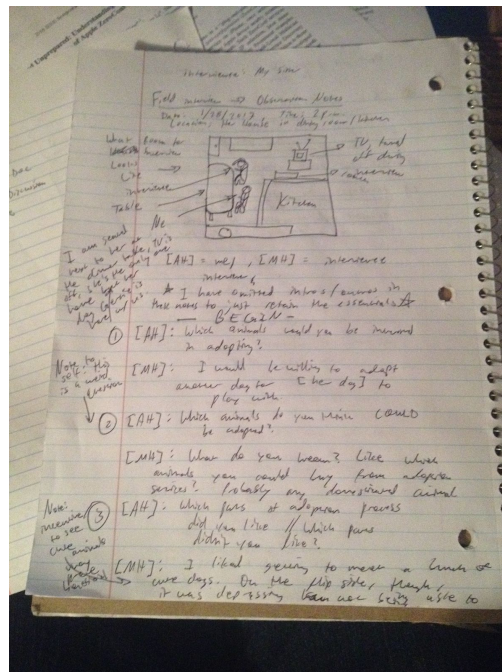
[Alex]: She seems a bit tired, perhaps overworked. However, she also seemed pretty happy to be being interviewed because she likes to be involved with stuff the family is doing. All things considered, I'd say her mood is neutral. Her responses to my questions were generally very succinct, and I cut out the brother-sister banter for the sake of brevity as well as to make sure my hand didn't fall off from writing too much. There were no particularly interesting reactions on her part, aside from the fact she was confused by why I asked "Which animals do you think COULD be adopted?", which I think for future interviews I will not ask as it is unclear. The full documentation of what she said is included later in this document.

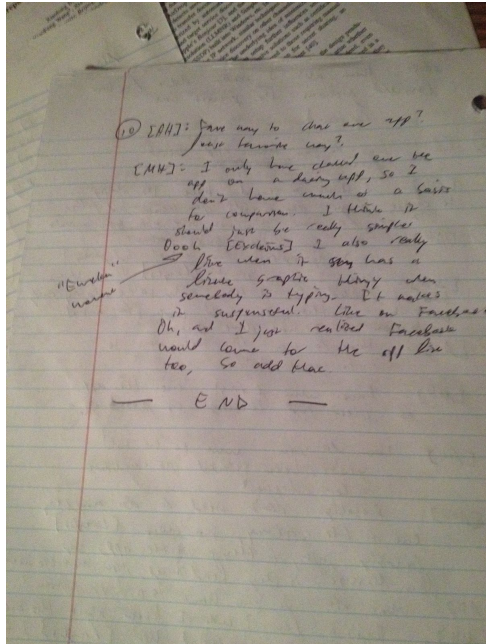
[Andy]: He is attentative but not overly excited in any manner. He has voiced that he would really like that our product becomes reality and wants to be reached out again when we have a prototype. **(May want to include this in number 4 instead)** To my first question, he stated that the current failures of the adoption model is much too varied. There is no actual structure to it, and he thinks that our product could help with this. To my second question, he stated that some dogs require a very specific environment to thrive in, there have been too many occasions

[Jessica]: Maegan is attentive and interested in the questions being asked. She seems calm and sure of her answers. She listens intently to the question being asked, pauses to think, and relays her answer with confidence and clarity.

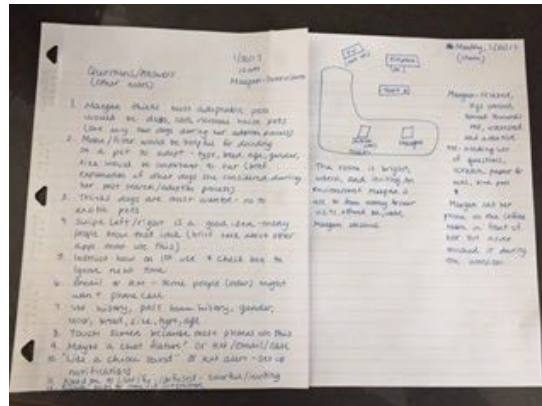
[Jessica]: Maegan expressed that she had a hard time with communication during her adoption process. She found that the organization she adopted from did not give prompt responses to her questions.

- [Alex]:**





[Jessica]:



5.) With the detailed observations/responses, point out the that provide Results/Insights and say what they are ("I"):

- What are the answers to your research questions?

[Alex]:

1. Not enough data from 1 interview to say.
2. Filter based on breed and location.
3. Not enough data from 1 interview to say.
4. The Swipe format is so well-known now that the average younger user of the app can probably pick up the app's functionality quick, however older users may not be able to (need to interview an older person).

5. Present the instructions once after the user signs up, then offer them as a submodule somewhere else within the app.
6. Borrow notification style from other messaging apps. Don't reinvent the wheel.
7. Age, personality, neediness, information about the breed.
8. Use the dating app style here.
9. Take inspiration from Facebook messenger app.
10. Borrow notification style from other messaging apps.
11. Didn't get to this.
12. Didn't get to this.

[Jessica]:

1. All types of animals, mostly cats, dogs and normal house pets.
2. A menu of some sort would be helpful, or maybe a way to filter the types, breeds, genders, sizes of animals would be good.
3. Dogs would be the most popular for adoption, wouldn't think that exotic pets would be very popular
4. Thinks most users would catch on quickly to swipe left/swipe right format
5. Maybe could give instructions upon first time entering the app and let users check a box to opt out of the instructions next time
6. Email, text or phone call
7. Size, type, color, gender, breed, age, animal history, vet/shot history
8. Touch would be best option, most people use touch screen smart phones
9. Chat feature, text, email, phone call
10. A chime or email/text alert – options for allowing notifications
11. (Confused by this question...) colorful, inviting
12. A picture would be the best, first thing to have available for an adopter, then swipe for more information

[Andy]: (for simplicity, going to use Alex's research questions)

1. Interviewee was only interested in dogs, so to generalize this point of view from one interview is a bit biased.
2. Would like an option to add if the adoptee is experienced with certain animals/breeds.
3. Not enough data.
4. Interviewee was not considerably old and was well educated in the swiping methodology, more data will have to be obtained to truly know if this is a suitable model moving forward. Though the interviewee did state that it is a familiar environment and that it appealed to them.
5. (answers left blank are answers that are superfluous when taking into consideration of Alex's answers)

- 6.
- 7.
- 8.
- 9.
- 10.
11. General application should ask users for experience level with animals, knowledge of animals, animals they would prefer to adopt, and what environment they have created for their possible new pet.
12. Interviewee expressed great concern that the environment that the animal is suited for is prominently displayed, so that possible adopters would know if they have the environment for their possible new pet to thrive.

[Cam]:

I did observations with my students at work. I was only able to interview 1 due to unexpected events at school. I also used Alex's questions for consistency.

1. Which animals would you be interested in adopting? Yes, shark, but if not shark, it would be a dog. Possibly a bird.
2. Which animals do you think CAN be adopted?
All of them.
3. Which parts of adopting an animal did you like? Which parts of adopting an animal did you not like?
N/A
4. What do you think an app designed to facilitate the adoption process should provide? What do you think this app should do that can't be done in the traditional animal adoption process?
Preferences, characteristics (such as time, jobs, money, schedule, environment).
5. Do you know the Swipe Left-Swipe Right format? Do you think it is appropriate for the context of animal adoption? Yes, because people are more into the physical animal appearance than descriptions. People are more attracted to physical appearances.
6. How do you like instructions to be presented? How often do you want instructions to be presented?
Questions: Such as Environment bases of the home, time, money, affordability
7. What do you think would be a cool and obvious way the app could tell you you've been selected as a candidate for adoption?
A picture of the animal you've been "approved" of should be shown in a notification saying "Congratulations! You been selected as a candidate to adopt this animal!" Kind of thing.
8. What information about an animal would you like to aid your opinion about adopting them?
If it's playful. Interaction with different ages of people.

9. How would you like this information to be presented?

Have that specific context and description under the picture of the animal so people can have the words connected to the face.

10. What's your favorite way to chat with somebody over an app? What's your least favorite? Something where I can see the face of the other person, so i can see who I'm connecting to. It becomes personal that way. Least favorite has to be texting because you don't get a lot of who they are.

- **What other insights did you get from this that are relevant to your design?**

[Jessica]: I deduced that the section in our design for communication will be most important to our users based on this one interview.