



HW2 (DDL: 22nd, March)



- Watch the video “Customer Service Calls In Real Life” on YouTube (0:00 – 3:58) which simulates real-life user experiences with phone-based customer services.
(<https://www.youtube.com/watch?v=PpTTDfg4KLs>)
 - 1. Use mindmap to elaborate on the all the problems presented in the video (20 points).
 - 2. Write a POV about the scenario depicted in the video that can potentially be solved by any type of technologies: multimodal interaction, human-robot interaction (HRI), ubiquitous computing (UbiComp), extended reality (XR), or computer-supported cooperative work (CSCW) / computer-mediated communication (CMC) (20 points).
 - a. User
Define the possible user group(s) as illustrated in the video and summarize the main characteristics of the persona of the user group(s)
 - b. Need
 - I. Pick one user group and one associated branch of the mindmap to construct the user need (highlight in your mindmap)
 - II. Identify one user need / problem you would like to ideate based on the branch specified (1 sentence)
 - c. Insight
 - I. Explain why existing solution (i.e., phone service as illustrated in the video) does not work well
 - II. Present your proposed solution (multimodal, HRI, UbiComp, XR, or CSCW/CMC) and justify why it could possible meet the need you identified in b)
 - 3. Below is a questionnaire for surveying user experience of customer services based on the issues shown in the video. Please identify and correct any errors you find in the questions (20 points)

User Experiences of Customer Service Questionnaire

- What is your gender. ☐ Male ☐ Female ☐ Other
- Please indicate your age.
 - ☐ 15-20
 - ☐ 20-25
 - ☐ 25-30
 - ☐ 30+
- Please indicate your marital / family status.
 - ☐ Batchelor/Spinster
 - ☐ Widow/Widower
 - ☐ Divorced
 - ☐ Married with/without children
- How often do you use customer services lately?
 - ☐ Sometimes
 - ☐ Often
 - ☐ Seldom
 - ☐ Never
- Most people think that, in this day and age, businesses have too much freedom, too much money and are not subject to adequate discipline to make them respect others. To what extent would you agree with this?
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ No strong feelings
 - ☐ Disagree
 - ☐ Strongly Disagree
- Did you first get the customer service number:
 - _____ from a friend or relative _____ from your spouse
 - _____ from a newspaper _____ at work
 - _____ from the television or radio or other electronic media
- In your opinion, how would you rate the speed and quality of the customer service?
 - ☐ Excellent
 - ☐ Very good
 - ☐ Good
 - ☐ Fair



Conference-style Presentation



- Multi-modal Interaction (8 slots)
 - Human-Robot Interaction (8 slots)
 - Ubiquitous Computing (8 slots)
 - Virtual/Augmented Reality and Games (8 slots)
 - Social and Crowd Computing: Computer-Supported Communication and Collaboration (8 slots)
 - Visualization (8 slots)
1. The first batch of presentations begins on **31st March**
 2. 8 students are clustered on one topic and each student will have **10 mins + 2 mins QA** for presentation
 3. Students can select **a unique paper with the selected topic (submit the paper title to a link one week before the presentation)** from the following conferences:
 - ✓ CSCW (ACM Conference on Computer Supported Cooperative Work and Social Computing)
 - ✓ CHI (ACM Conference on Human Factors in Computing Systems)
 - ✓ UbiComp (ACM International Conference on Ubiquitous Computing)
 4. Audiences will vote through a voting QR Code for presentation evaluation
 5. Will announce randomized group list on Piazza later



Oral Presentation – Evaluation Form



- ✓ Originality and Creativity (20 points)
 - ✓ Theoretical or clinical significance of research
 - ✓ Creativity and originality of logic
 - ✓ Timeliness and uniqueness of ideas
- ✓ Organization (Logical presentation of ideas) (20 points)
 - ✓ Objectives/goals are clearly stated
 - ✓ Methods are appropriate for achieving goals
 - ✓ Results are clearly presented
 - ✓ Thoughts and ideas flow in a logical manner
 - ✓ Results accomplish the purpose of the project
- ✓ Presentation (Oral presentation and delivery) (20 points)
 - ✓ Exhibits good body posture
 - ✓ Maintains good eye contact with audience
 - ✓ Good diction; good articulation
- ✓ Knowledge of Material (Familiarity with subject matter) (20 points)
 - ✓ Exhibits knowledge of subject matter
 - ✓ Answers questions with confidence
- ✓ Neatness (Neatness of charts and graphs) (10 points)
 - ✓ Neat slides and/or transparencies, free of marks and smudges
 - ✓ Visual materials are easy to read
- ✓ Overall Presentation (10 points)

