

Team Project

Stage two: let's research!

Deadline: 18th of Oct 2020 at 11:59 pm

At this point, all students are expected to have a team and a project proposal. The next step is to identify exactly what the problems/issues are that people encounter in this context? And, how can technology help to address these problems? This project component focuses on employing methods for understanding your potential users in the context of your project. You HAVE TO choose any 3 methods from the IDEO methods, such as contextual inquiry, surveys, interviews, focus groups, observations, etc. It is important to choose appropriate methods that complement one another. After conducting your user research, you will report what you learned. You will use your user research findings to develop user task descriptions for your system that you will use in later components. In addition, you will be using your research findings to ideate, sketch and design prototypes later.

Stage two goals:

- Identify your project idea. Succinctly describe the nature of the project, how you expect your system to be used, by whom will it be used, and the context under which you expect it to be used.
- Identify stakeholders and users. The stakeholders are those who are impacted in one way or another by this system. Note that stakeholders and users overlap but are not always the same. For example, the primary users of a self-checkout system at a grocery store are customers, but cashiers still make use of the system, and the owner of a grocery store (who is likely paying for its installation) is someone who cares about the system, too. Create a list of these stakeholders, and describe them (particularly the users) in terms of how much training/experience they might have, their background knowledge, etc.
- Conduct three user research methods. Select three user research methods from the IDEO Method Cards deck in such a way that they complement one another. Justify your choice

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of each of these research methods in terms of why they are appropriate for your context. Give examples from your own experiences.

- Keep in mind that you are not allowed to pick methods which require you to disobey the social distancing rules or risk yours and others health. Please read the covid-19 disclaimer in the footnote.
- Conduct the methods with potential users and/or stakeholders Make notes about your experience conducting these methods: what are your users' problems, what is their context of use, what would they like to do, etc.? Consider the issues of what the context use will be (e.g. typical situations). Summarize your method and your findings from each of these methods

Stage 2 Deliverables:

You are going to submit a user research report. Your team report **must** contain the following components:

- A succinct description of your project idea. This description should address important points such as: how you do expect your system to be used? by whom will the system be used? and the context under which you expect it to be used
- Provide a list of stakeholders, and describe them as they relate to the design of the system
- Discuss the three user research methods you used, provide justification for them, and provide a summary of your findings from each of these methods
- Reflect on your use of the methods -- what went well, what went poorly, and what would you do differently
- Your report should include some images and visuals captured during your user research
- Provide 6-8 user task descriptions that the system could support. Categorize these tasks into three main categories; must be included, important, could be included.
- This report should result in a maximum 1500-word document (excluding the appendix).
- Appendix is where you can provide some raw data from your user research. Examples could include (but are not limited to): sample of your interview questions, raw notes from observations, photos from ethnography, survey questions, etc.
- You should also provide links to any materials used in your user research to serve as proof that you conducted the research methods. For instance, if you conducted secondary data research, you should provide a link to the papers that you read and included in your study.
- Provide a link to your online portfolio and your online repository. Failure at providing these links will result in a penalty of 2 marks reduction, each.

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How to submit?

- 1- One PDF file of your user research report. You Must submit your report to the D2L Dropbox
- 2- Create a drop-down menu on your online portfolio named “stage two” and present your report there. The quality of your online portfolio will be graded at the end of the project. However, you are still required to present the progress of your project at every stage. Your TA will check your online portfolio at every submission, you will get a penalty of **2 marks** if your TA can’t find your work.
- 3- Share a link to your online portfolio on the “Team Project” channel on MS Teams so other students can see your work.
- 4- Don’t forget to use your online repository to organize your progress with your teammates. Before you start working on your report, create a new branch named “stage two”. Push all your stage two work to this branch. Your TA will check your online repo looking for your “stage_two” branch. Your team will get a penalty of **2 marks** if your TA can’t find your work progress on the branch.
- 5- Practice a high-level file formatting. Make sure that your files are well organized and well presented. Choose a clear and readable font, suitable font size and follow a clear file structure.

Grading rubric:

Item	Max grade	Your grade	Feedback
description of project idea	2		
list of stakeholders	2		
user research methods one	3		
user research methods two	3		
user research methods three	3		
Justification of research methods	2		
what went well, what went poorly	2		
user task descriptions	2		
Appendix	1		
Penalties (late submission / missing submissions)			
Final mark			

*Maximum grades are given based on the content, quality of work and presentation. Completing each element doesn’t guarantee you to get the maximum mark. You are required to produce high quality work while practising good presentation and organization skills.

****Late submission penalties are applied as mentioned in the course outlines****

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Late submission:

Students are required to plan their course work properly and utilize their time wisely in order to avoid any emergency situation at the very last minute. In addition, it is the student's responsibility to submit their coursework task using the required file format for that task accordingly (video file, PDF, slides, Balsamiq file, etc.). Failure at submitting the required file format will result in a complete loss of mark for that course work component. As for any late submissions, failure at meeting a deadline will result in a late submission penalty as the following:

- a) 1 to 24 hours late: 20% deduction penalty
- b) 24 to 48 hours late: 40% deduction penalty
- c) 48 to 72 hours late: 80% deduction penalty
- d) More than 72 hours late: student/team will be given 0.

Best of luck
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