

CSC318 DESIGN OF INTERACTIVE COMPUTATIONAL MEDIA
Instructor: V. Pandeliev

Assignment 3: User Research & Results
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PURPOSE

In this assignment, you will individually conduct user research, you will gain valuable insights into users' real-world tasks, environments and needs and you will synthesize the results into a cohesive summary. This summary will later be used by your group to establish a set of design requirements on which your prototype will be based.

DUE

Assignment 3 must be submitted on Blackboard by 6 pm on:

(L0101 T) Thursday February 19, 2015

(L0201 MW) Friday February 20, 2015

Please submit a single PDF or MS Word file with your full write-up and appendices.

WORTH

10% of your total course grade – value of each section is shown in brackets below.

WHAT TO DO

- Receive suggested revisions & approval from your TA for your Research Plan and Instruments from Phase 2 (by end-of-day Tuesday)
- Schedule user research
- Conduct user research
- Analyze results, submit document to Blackboard and share with your group.

As soon as possible discuss with your group your research plan and instruments and decide which aspects of the research each of you will conduct for your individual work in Assignment 3. All of your group members together should cover all the aspects of the research plan, including:

- **interviews,**
- **questionnaires,**
- **observations** of intended user group,

In addition, you'll all investigate of users' **environments** and analysis of **artifacts** that are found there. Ideally each individual will conduct research on at least 3 different users, for ~2-4 hours.

In PHASE 3 your group will combine your individual components into a united integrated whole, so choosing different research elements to investigate here is key to your group research success. You are **encouraged to overlap the use of instruments** so that several of you are administering your group's questionnaire and conducting observations. This will help achieve triangulation of your results. However, you will each be responsible for analyzing your own research and producing a results document, here in Assignment 3.

WHAT TO SUBMIT

User Research & Analysis

After discussion with your group and approval from the TA conduct your user research. **Analyze** your user research and **prepare the results document** including:

- (4%) **Summary of research results** from your individual user interviews and observations, including an **executive summary** paragraph, a **methodology section** (high-level description of your research, such as the characteristics of those you spoke with and what you asked). Results will include what you **learned** and any **environmental** insights or **artifacts** you discovered. Group your data into meaningful categories. For reference see several Research Results templates at <http://www.usability.gov/how-to-and-tools/resources/templates.html>
- (1%) **User needs list** produced from your data and analysis. This list includes user needs you uncovered which your system may or may not address.
- (1%) **Stakeholder descriptions**, details about all people impacted by your system.
- (2%) **One detailed primary persona** representing a key user with their goals, behaviors, and attitudes. Also include **additional personas** you may be considering among your target audience. These additional personas need to be in minimal detail.
- (1%) At least **one scenario** encapsulating what you have learned about your users and stakeholders, their task, environment, and artifacts. These should explore the **current** situation as you understand it from your research, **not** your proposed solution.
- (1%) Select one task that is relevant to your users and perform **task analysis** on it. Please note that this task should be described as is currently accomplished by your users without your system.

Appendices

Include in the **Appendix** of your report the documents you used in your user research that were prepared and updated in Phase 2: research protocol, consent form, and research instruments. Include also meeting notes, sample raw data as specified by your TA, and any other appropriate documents.

HINTS

- **REMEMBER: Document quality is independent of document size; be concise and relevant.**
- Writing style counts for 10%: structure, organization, spelling, grammar, word usage, document appearance. Remember, a well-structured document is easier to read and grade.

WRITTEN WORK

An **electronic copy** of the document report in **.doc or .pdf** format should be submitted on Blackboard.

NOTE: At the end of the course you will submit ALL reports in electronic format in a **single zip file**.

Structure and organization, spelling, grammar, word usage, and document appearance will count for roughly 10% of your grade on the written work. **If reports are not in satisfactory English prose, they will be returned for rewriting. If you need help, please consult your college writing lab.**