

CSC318 DESIGN OF INTERACTIVE COMPUTATIONAL MEDIA
Instructor: V. Pandeliev

Phase 2: Detailed User Research Plan & Instruments

Purpose:

The purpose of this phase is to gain a thorough understanding of your problem space and your target user audience by developing a detailed research plan and specific research instruments, or probes, to conduct your research.

In this document:

- Phase 2 (8% of total grade)
- Phase 2 Submission guide
- Research protocol template
- Consent form template

Detailed User Research Plan & Instruments
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DUE:

Phase 2 is due on Blackboard before 6 pm on:
(L0101 T) Thursday February 5, 2015
(L0201 MW) Friday February 6, 2015

Please bring five paper copies of your research instruments to tutorial that week for pilot testing

Grade: 8% of your total course grade – value of each section is shown in brackets below.

BACKGROUND RESEARCH (1%)

- This is an opportunity to **update** your previous descriptions of the **problem space** and **target audience**, using your initial outline from **Phase 1** and enhance it with the insights you gained from the background research in **Assignment 2**. Don't forget to provide your references.

RESEARCH PLAN (1%)

Devise a **detailed User Research Plan** for studying your target audience. You can start with the high level research plan you developed in **Phase 1** and expand it. Your **user research** must include **field studies** with appropriate: **interviews**, **questionnaires**, **observations** of intended user group, investigation of users' **environments**, and analysis of **artifacts** that are found there.

- Devise a **method of probing** your target audience in order to understand their experience and their real needs in this problem space.
- Develop a **recruitment plan** for how you will find participants and motivate them to cooperate with you.

RESEARCH INSTRUMENTS (6%)

- (1%) Develop a detailed **Research Protocol**. You can use the templates provided below for your Research Protocol.
- Prepare **Consent forms** for your research by updating the template provided below.

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- (5%) Develop **detailed research instruments** that will be used in your user research. You will need **at least 3 different instruments** (Interview scripts, questionnaires, observation plans), in addition to some notes on the environment in which users are performing tasks and the current technologies/artifacts they are using.
 - **Pilot test** your research instruments, in tutorial and/or before tutorial on people outside your group. These Pilot tests will create extra insights for revising your drafts. Please bring **5 paper copies** of your **research instruments** (questionnaires, interview scripts, etc) for pilot testing with your classmates **in Tutorial that week**.
 - **Update the instruments** based on **feedback** from pilot tests and your TA in tutorial. Submit the updated instruments electronically to your TA for approval. (Make sure to use the **Track Changes** tools on Microsoft Word or Google Docs so that your TA can quickly see the changes you made to your original instruments.)

WHAT TO SUBMIT**PROJECT TITLE** (Heading 1)

Title page with a meaningful title, your names, your emails, your tutor's name, the course name and number, and the date

- **EXECUTIVE SUMMARY** (Heading 2) a one paragraph **executive summary** of the document,
- **TABLE OF CONTENTS** (Heading 2)
- **WHO DID WHAT** (Heading 2) brief outline of the work distribution on the assignment.

BACKGROUND RESEARCH (Heading 1)

- **Problem Space** (Heading 2)
- **Target Audience** (Heading 2)

RESEARCH PLAN (Heading 1)**RESEARCH INSTRUMENTS** (Heading 1)**HINT**

- ***REMEMBER: Document quality is independent of document size; be concise and relevant.***
- Required Readings play a very important part in this course and are assigned in a particular order to assist you with successful completion of your assignments.
- It is very important that *all* members of your group participate actively and collaborate in the work.
- Writing style counts 10%: structure, organization, spelling, grammar, word usage, document appearance. Remember, a well structured document is easier to read and grade.

WRITTEN WORK

Phase 2 must be typed and submitted to Blackboard as a **8.5"X11" PDF** or **Microsoft Word** document.

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.**

RESEARCH PROTOCOL TEMPLATE

To assist you a Research Protocol template is provided here. You should follow it closely filling in the <details relevant to your project>.

1. **Project Title:** e.g., “Interviews and Observations of <kind of potential users to be studied>”.
2. **Investigators:** Names and email addresses of all members of the team
3. **Purpose:** The purpose of our research is to understand <a few words describing the potential users> to help us derive requirements for the design of novel interactive computational media that are intended to be useful to <these potential users>. A brief description of our design concept is: <one- or two-sentence description>
4. **Process to be followed:** We will brief the participants about the purpose of the study, explain the consent form to them, and ensure that they sign the consent form. We will then engage the participants in <process to be used, for example, an hour-long, semi-structured interview>. We will also with their permission make observations as follows: <description of observation procedures to be used and the workplace or living space or environment in which the study will be conducted>.
5. **Participant selection:** Participants will be chosen from <kind of potential users to be studied>. They will be identified via <process to be followed> and selected according to <basis or criteria to be used>. In general, they will be characterized by <characteristics such as age, gender, occupation, industry, geographic location, etc.>.
6. **Relationships:** Our relationship to the participants may be described as follows: <description of relationship, which may be no relationship>.
7. **Risk and benefit:** There will be minimal risk to the participants, for example that they feel that they have wasted their time. The only benefit will be to contribute to the education of the investigators. Participants are free to withdraw before or at any time during the study without the need to give any explanation.
8. **Consent details:** We will brief the participants about the purpose of the study, and explain the **attached consent form** to them, and ensure that they consent to participate and sign the consent form.
9. **Compensation:** Participants will receive no compensation.
10. **Information sought:** The information to be sought is described in the attached <whatever research instrument will be used, such as a protocol for asking questions in a semi-structured interview>.
11. **Confidentiality:** Information will be kept confidential by the investigators. Names or other identifying or identified information will not be kept with the data. The only other use will be to include excerpts or copies in the assignment submitted, but names and other identifying or identified information will not be submitted.

CONSENT FORM TEMPLATE

To assist you, a Consent Form template is provided here. You should follow it closely filling in the <details relevant to your project>.

Consent Form: <Title of Study>

I hereby consent to participate in a research study conducted by <names of investigators> for an assignment in University of Toronto Computer Science 318, Design of Interactive Computational Media.

I agree to participate in this study the purpose of which is <description of the purpose of the study>.

I understand that

- The procedures to be used are <description of your procedures>.
- I will receive <no compensation/ compensation details> for my participation.
- I am free to withdraw before or any time during the study without the need to give any explanation.
- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

PARTICIPANT

Name (please print) _____

Signature _____

Toronto, Date _____

INVESTIGATOR(s) Name _____ Signature _____
