

Group Members:

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Ok, first, we need to choose 2 “formative research activities”.

Here’s our choices:

- **Interviews (plan on at least 3 people)**
- Online survey (plan on ≥ 8 respondents)
- Contextual inquiry (due to the demanding nature of this activity on participants, I’d expect one or two people at most)
- Focus group (in my experience, 3-5 people is best per group, although you could certainly conduct multiple groups)
- Cultural probes (try with at least 2 or 3 people)

Next, we need to work out a data collection plan and consider the following:

- Who should you talk to in order to better understand the problem you are working on? If there are multiple groups of stakeholders, you may wish to include these multiple perspectives as part of your work.
- What questions do you have about your user population? In class we’ve discussed how these formative research methods can help us understand things like people’s current activities, how they think about and perform particular tasks, information that would help them perform tasks, and so on. In general, these methods aren’t great for directly asking about user interface preferences; our prototype testing will be more useful for that. For example, imagine you are exploring technology to support opera fans. You might ask opera fans about their favorite operas, when they go, how they get tickets, what is most important to them in an opera performance, and so on. **Try to come up with 3-5 motivating questions.**
- How will you recruit participants? Plan out what methods you have for recruiting (in person, online, etc.) and who in your group will handle which aspects of this process. If you are planning to post flyers, send an email recruitment message, or similar, create a draft of those documents.
- Which methods will you use? Who in your group will conduct which activities?
- What, exactly, will you do? If you are going to conduct interviews, write out an interview script. If you are going to conduct a cultural probe, design the activities. These don’t need

to be the final versions of these documents, but should be usable in the form that you turn in (i.e. you could use them as is).