FIT5152 Usability - 2023

Submission 1 - Data Gathering and User Analysis (20%, Individual Work)

Overview

There are two parts to this assignment:
- Part 1: Questionnaire and Data Analysis
- Part 2: Personas and User Stories

Part 1: Questionnaire and Data Analysis (10%)

Before you start developing an application, you need to establish your target users. For this task the target group is **working adults up to their mid 30s**. You will develop a questionnaire and distribute it to some potential users in that group in order to gather data.

Your deliverables for this task are:

1. **Brief explanation of your target audience (1 paragraph)**
   Although the target group is already specified (i.e. working adults up to their mid 30s), think about the kinds of people in your target population. Who might respond and use the app? For instance, it could be young working parents or students who also work. Who are they? What are their interests and lifestyles? Thinking about this will help you guide the questions you ask in the Questionnaire.

2. **A questionnaire with 10 questions (No less, no more than 10)**
   Think about who is doing your questionnaire, and what you want to know about them. Do not collect any personally identifiable information (e.g., names, contact information).
   - Demographic questions are additional to the 10 required questions; i.e. you will include a number of demographic questions plus 10 usability-focused questions that allow you to assess aspects of the usability of the application. Aim for around 5 demographic questions.
     - By usability-focused questions, we mean questions that would gather data about things that help you understand your users, their habits, their behaviour, their background, so that you can use that information to develop a solution.
   - Make sure your questions gather data about different aspects of the domain.
     - Your questionnaire ***should not be distributed to university students only!*** You want to get a sense of all kinds of users who may use your app, so try to give your questionnaire to people in ***as many different demographics as possible*** (**within the target group**); i.e. make sure you get respondents within different age ranges, different genders, different abilities, etc.

- - - Limiting your questionnaire distribution to only one type of respondent will hinder the usability of your application.
    - Use different types of questions and briefly justify your selections.
    - Provide information about how you distributed the questionnaire and how participants were recruited.
    - Questionnaires can be distributed online; you can use tools such as Google Forms to send it to users.
    - There is no page limit for questions but remember, quality over quantity!

3. **Collected questionnaire responses (minimum 10 participants) and analysis**
   Give your questionnaire to people, and collect some data. Do some analysis of that data – what have you learned about your users?
    - Make sure you have a good sample in terms of demographics and background.
    - The analysis in this section needs to be focused on identifying and understanding any patterns that have emerged from the responses, so make sure your analysis is reflective. Summarising the results or just creating charts/graphs alone is not sufficient. Discuss the following: What do these patterns mean? What have you found out about your users? How will these patterns guide the design of our app?
    - The analysis/reflection should be 750 words maximum (this excludes images).
    - Attach your questionnaire and responses to the appendix in the report. Please keep in mind that you still need to present and discuss the raw data gathered from your participant responses as stated in the bullet point above.

Part 2: Personas and User stories (10%)

Individually, based on the results of the group data collection and the chosen target group, develop a persona and user stories for them, and identify new requirements.

Your deliverables for this task are:
1. **1 user persona**
   Based on your questionnaires' responses, group your users and create a persona for their representative archetype.
    - You must create a high-fidelity persona (use any template shown in lectures/tutorials).
    - The persona should be connected with the data you collected and the analysis from the individual part.
    - The persona should include information that supports empathising in design.
    - The persona should provide information about challenges that users face.
2. **3 user stories**
   Produce functional user stories tied to your persona, based on your data collection and research. Prioritise those stories with MoSCoW and justify.
    - Your user stories should identify users' needs, desires and reasons following 'As a <x>, I want <y> so that <z>' format.
    - The user stories must be different to one another, they have to describe different scenarios.

3. **2 additional requirements**
   Provide 2 requirements in addition to the ones mentioned in the Project Brief. The new requirements should link to your discussion and findings from the analysis of your users, as well as aspects of your persona/user stories and individual analysis/reflection (see below).
4. **Analysis/Reflection**
   ○ Analyse your requirements, personas and user stories, how they link to the data collected (as described in the points above)
   ○ Provide clear justifications for your decisions.
   ○ The analysis for this part should be 500 words maximum (excluding images).

Format of the deliverables:
- Consider how you would present your materials to a potential client. Your submission should include (at the minimum) a title page, table of contents, introduction and conclusion.
- Quality over quantity! Make sure your responses to assessment questions demonstrate thoughtful application of theory and processes.

Submission Guidelines

Compile all your deliverables into a **single PDF document** and submit your assignment stage through Turnitin.

You **MUST** also **submit your report to Turnitin** that is included in the submission link.

The name of the report file should follow this format: **FIT5152Sub1-TuteXStudentName**

Submission Due Date

This assignment is due at **11.55pm, Friday 18th August (Week 4).**

Late Submissions

Late assignments will not be accepted unless you submit an extension or a special consideration request, and provide valid documentation such as a medical certificate prior to the submission deadline, or no more than 2 days after the deadline. Otherwise, **there will be a 10% penalty per day including the weekends.**

Plagiarism - PLEASE NOTE.

Before submitting your assignment, please make sure that you have not breached the University plagiarism and cheating policy. It is the student's responsibility to make themselves familiar with the contents of these documents.

Please also note the following from the Plagiarism Procedures of Monash, available at http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-procedures.html

Plagiarism occurs when students fail to acknowledge that the ideas of others are being used. Specifically it occurs when:
- other people's work and/or ideas are paraphrased and presented without a reference;
- other students' work is copied or partly copied;
- other people's designs, codes or images are presented as the student's own work;
- Lecture notes are reproduced without due acknowledgement.

Chat GPT and AI Usage Guidelines

We encourage students to avoid using AI or ChatGPT as much as possible, as there are numerous issues with its output (for example, lack of empathy, making up references or sources that do not exist). However, if you do use it, the following guidelines should be followed:
- Include a reference/link to the AI tool you have used.
- Include the text prompt you entered to generate the output.
- Explain how you modified the original output before submission.
  - Any text content generated by ChatGPT should not be submitted 'as-is'. We expect that students reflect on, edit and refine the output to ensure it is suitable, complete and addresses the relevant assessment criteria.

Please note that being caught passing off content generated by AI technologies as your own work, without proper acknowledgement, is a breach of academic integrity.