

Elicitation Methods

To collect the data for our project, we had originally planned for two artifacts to be completed.

The first would be a questionnaire in which we would write down the notes taken during the participants use of the tool. After which we would ask a set of questions and take data such as time required for each phase of the sign-up process, number of questions asked by the participant as well as any feedback or complaints they had during the process. Followed up by a satisfaction questionnaire after the process where they would rate their experience for each element of the sign-up process.

How these were implemented were slightly different and did not get the complete results we would need for the project. Starting of by the implementation of the first questionnaire, where we took quantitative data, since we took a general approach to the whole sign-up process rather than its individual components, which led us to not have the granularity for the data of each component and how our users interacted with them. We then often omitted the feedback or satisfaction questionnaire which would have provided us with qualitative feedback on how the user felt during the use of our instruments. Lastly, we missed this qualitative data to justify the elements which needed work in our process.

We were able to extract reliable and highly relevant data from external sources from the mass voting event that took place prior.

As suggested by Kujala, S. 2011, we can collect qualitative data on the user experience of users by requesting descriptions of the reasons for their satisfaction on our process' elements. In a form of an open-ended questionnaire.

Lastly, our information analysis and time to process the information was quite low thanks to the use of technologies such as scripts to automate and visualize the information very quickly. However, with new qualitative data, we would need to plan and schedule estimates provided with trial with a few samples beforehand.

References:

Sari Kujala, Virpi Roto, Kaisa Väänänen-Vainio-Mattila, Evangelos Karapanos, Arto Sinnelä, UX Curve: A method for evaluating long-term user experience, *Interacting with Computers*, Volume 23, Issue 5, September 2011, Pages 473–483, <https://doi.org/10.1016/j.intcom.2011.06.005>