**UX Challenge # 3**

**Qualitative User Testing and synthesis**

**In Your Group:**

Conduct a user study by creating 5 key task scenario strategies for Evolve Tours and Camps or tours for your specific personas for Teacher, Parent and Student personas.

The key task scenarios must be vetted in class and specific steps taken to write and formulate these tasks which will help drive key findings you will need for your product application

You can refer to this article for a good high-level overview of writing a task scenario

<https://webdesign.tutsplus.com/tutorials/how-to-write-good-task-scenarios-for-user-testing--cms-29496>

interview 3 to 5 people and conduct your scenarios on them…record the interviews and within your group use the findings to synthesize the findings into actionable items you can use for the study

<https://blog.carbonfive.com/2017/02/08/the-carbon-five-guide-to-user-research-interview-synthesis/>

<https://medium.com/enterprise-ux/research-synthesis-477084595bb8>

<https://builttoadapt.io/using-trello-for-user-research-synthesis-fb1abdfc7c4b>

<https://medium.theuxblog.com/conducting-synthesis-sessions-remotely-256f3992338c>

<https://www.interaction-design.org/literature/article/how-to-visualize-your-qualitative-user-research-results-for-maximum-impact>

<https://www.uxmatters.com/mt/archives/2012/02/communicating-user-research-findings.php>

<https://blog.prototypr.io/how-to-develop-key-insights-during-design-synthesis-f21bfe5cf34>

describe in class clearly how the findings will help your product improve.

Outline the experience and present the experience as to how you synthesized findings and how you will apply the learnings to your application.

Present your findings to the class describing

This assignment is worth 20 points of your final grade

5 marks coming up with task scenarios with your group and outline stages of that process

5 marks for synthesizing the findings and taking action towards building a product solution

5 marks for interviewing people and for being creative as to how to conduct the interviews remotely using different tools or methods to conduct the study

5 marks for presenting this to the class

**Deliverables:**

* PDF output, keynote, powerpoint, etc…

**Grading Scheme**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | Undeveloped | Approaching | Mastery | Exemplary |
|  | **Shows mild level of knowledge** | **Shows moderate level of knowledge** | **Shows proficient level of knowledge** | **Above and beyond expectations** |
| Category | 0-50% | 50-65% | 65-80% | 80-100% |
| Depth of interaction |  |  |  |  |
| Category |  |  |  |  |
| Effectiveness of Solution |  |  |  |  |
| Category |  |  |  |  |
| Craft and Attention to detail | Presentation is not clear or professional | Presentation is clear and professional with some significant issues | Presentation is clear and professional | Presentation is exemplary, clear and confidence inspiring. |
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