Interaction Design

Module Assignment 1

Lesson 1.2 Contextual Inquiry

Process

I first researched what a contextual inquiry is, figuring out how to conduct one and structure my observations. Then I looked at some online shoe stores to have my users test. I decided on three different stores which only sell shoes. I wanted to pick a variety of users, so I picked friends and family that I know are different. I had a requirement of each being a male between 25-40 years old to match Letha's target audience. One of the users I could only contact with Discord, so I asked him to screen share during our session. I asked each user to think out loud while I observed them attempting to navigate and find shoes on each of the three websites I provided. I captured quotes, listened for their goals and took notes on their actions to achieve their goals and wrote down what they said and did before interpreting it after the session. I did not ask many questions because they gave me good insights to what they were thinking while interacting with the website.

Reflection

I think I did a good job with my research because I took into consideration what Letha was selling (leather shoes) and their target audience when I picked the users to observe. I also did good research on Contextual Inquiry because I knew what to say and that I should not talk much during the sessions. I observed and wrote notes on what they were doing and saying. I tried to identify their goals, concerns and motivations while observing the users. After the sessions I talked with the users and reflected on my notes. I let them interact with the websites in their own homes and environments like you should in a Contextual Inquiry.

I learned a lot about how to plan for a Contextual Inquiry and that I should observe and take notes first then reflect upon the session to figure out goals and concerns. It was fun looking at the different users testing the websites and there were good and bad parts about the sites I could learn from.

Photos of Notes

User 1

	During	After
Eurosko	Sits, and turns towards screen. Selects MEN "it's so slow? Did I click?" Grumbles. All shoes are up. Looks through "Are there any Good looking shoes here?" Looks for a while, finds a pair and clicks on it. Still slow, he looks annoyed. "I would have left the site by now too slow."	Pain Point: Slow No Indicator of loading
Shoecarnival	Finds MENS and clicks on new arrivals "This ones better" Page loads fast. Finds one	

	He "likes the look of" "I want These becaus it looks nice" Looks at shoe and clicks on add to cart.	Wants fast Page and Good looking shoes.
Skoringen	Looks at front page and easily finds MEN on the home screen. "whats this? Where is the Shoes?" Page shows a section of text. He scrolls down and finds the shoes clearly impatient and un happy. "I cant find anything I like here".	Wants products readily available without having to scroll. Got annoyed and could not find a pair to buy

User 2

	During	After
Eurosko	Clicks on MEN "ok, this page is really slow, I can't even tell it I clicd on something". The page did not want to load at all and we had to move on to the next website. "I would have kept going until I found Some shoes".	Stubborn, but annoyed at slow page.
Shoecarnival	Easily finds MENS and clicks on it. "this is fast and easy. Good". He looks fast through the page. "it doesn't say anything about comfort, hm". He finds a pair and clicks on it	

	"this one has high rating" He looks at reviews for shoes and finds the ones with comfort. "where is the return policy? Do not think I will buy without that."	looks for comfortable shoes more than looks wont buy without return Policy
Skoringen	Clicks on MEN. "Hah, I dont need this text I just want to see the shoes." Scrolls down to the shoes ignoring the text. finds a pair clicks on it. "Oh look this page has free return, this is nice". he adds the pair to bag and checks out.	Apreciates return policy forgets about annoying text block and checks out happy.

User 3

	During	After
Eurosko	Looks around a lot before clicking on MEN. "There is so much to see. Hmm." Does not seem to mind slow loading. He looks through all the shoes very slowly and clicks on a pair. While the load is takin long he says "I like these old fashioned simple shoes." Page loads and after a while he says "where do I buy? On size lets see." He picks a size. "there's the buy button". He sighs and sits back in the chair -	Uses a lot of time looking at every single piece of information before he knows where to click
Shoe conni-	"this is confusing I don't know	

	where to start looking" again he ties looking at everything before he finds MENS. "there is so much..." After looking for a while he finds a pair and adds it to bag.	confused of where to look and too many shoes
skoringen	He looks at the home page and braces himself. He finaly clicks on MEN. He lets out a long sigh and looks at me "I cannot go on I am too tired too much and here I don't even see the shoes".	Ended session because he was too exhausted from all the reading and searching.

Lesson 1.3 Personas & Storyboards

Process

First I reviewed my research on the users before I started to make a mental image of what a typical user would be, and what their goals and concerns are. I built personas based on the three users I observed and gave them names, occupations, interests, attributes, goals and concerns. I decided to add a quote from each of the users I observed to strengthen the personas.

Based on the personas I thought up scenarios to create storyboards where I tried to use different contexts and platforms and different goals for each persona. I first read through my personas and notes again and made a scenario for each user. First, I drew a scenario for the fitness trainer, where he would be outside in his active lifestyle and look up some shoes for a formal meeting with new clients. Secondly, I drew a scenario for the engineer where he is in the comfort of his home needing new shoes for discussions with his superiors. Lastly, I drew a scenario of the librarian in his home trying to buy a new pair of shoes for a party without much technological proficiency.
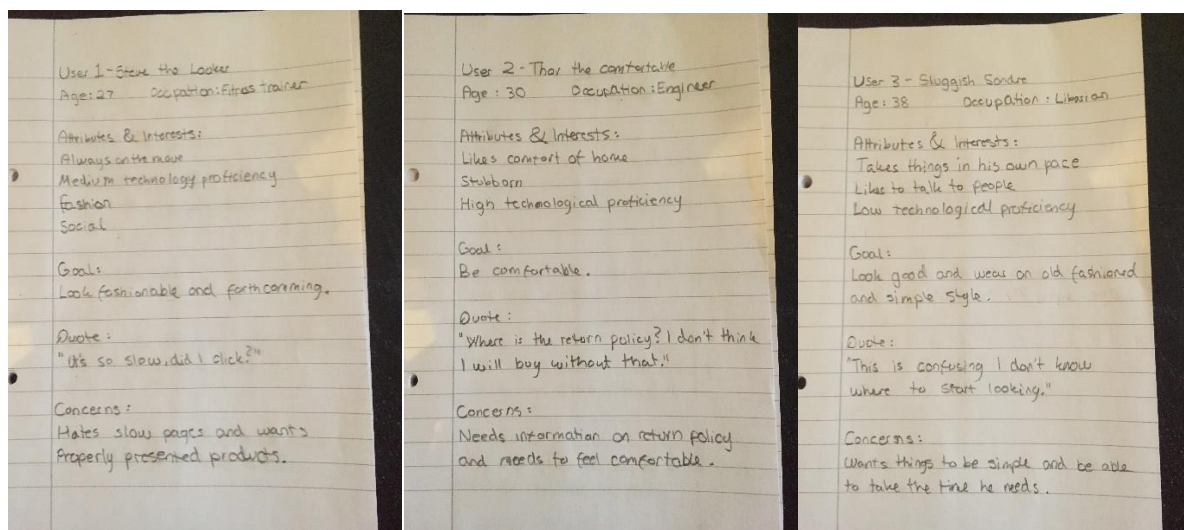
Reflection

The personas helped me see that there were many similarities between the different users and that even though they have different pain points most of the concerns can be fixed with good design and optimization.
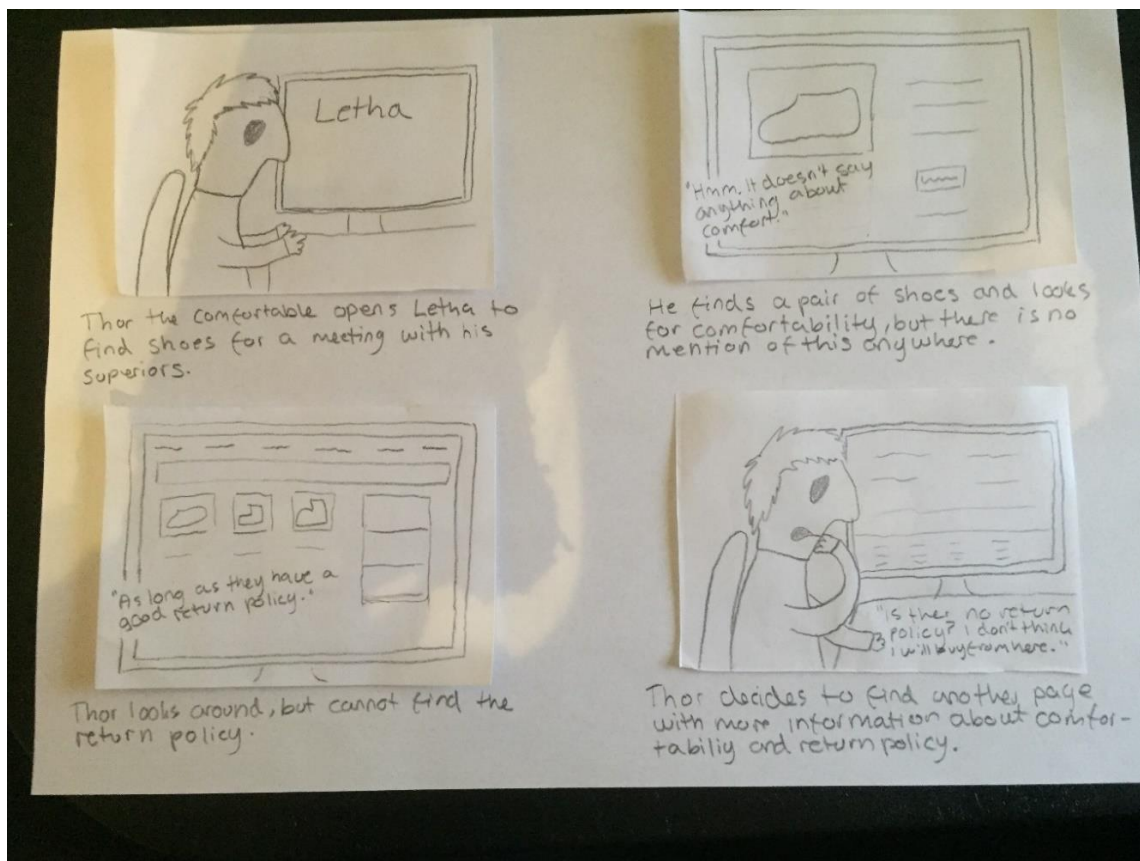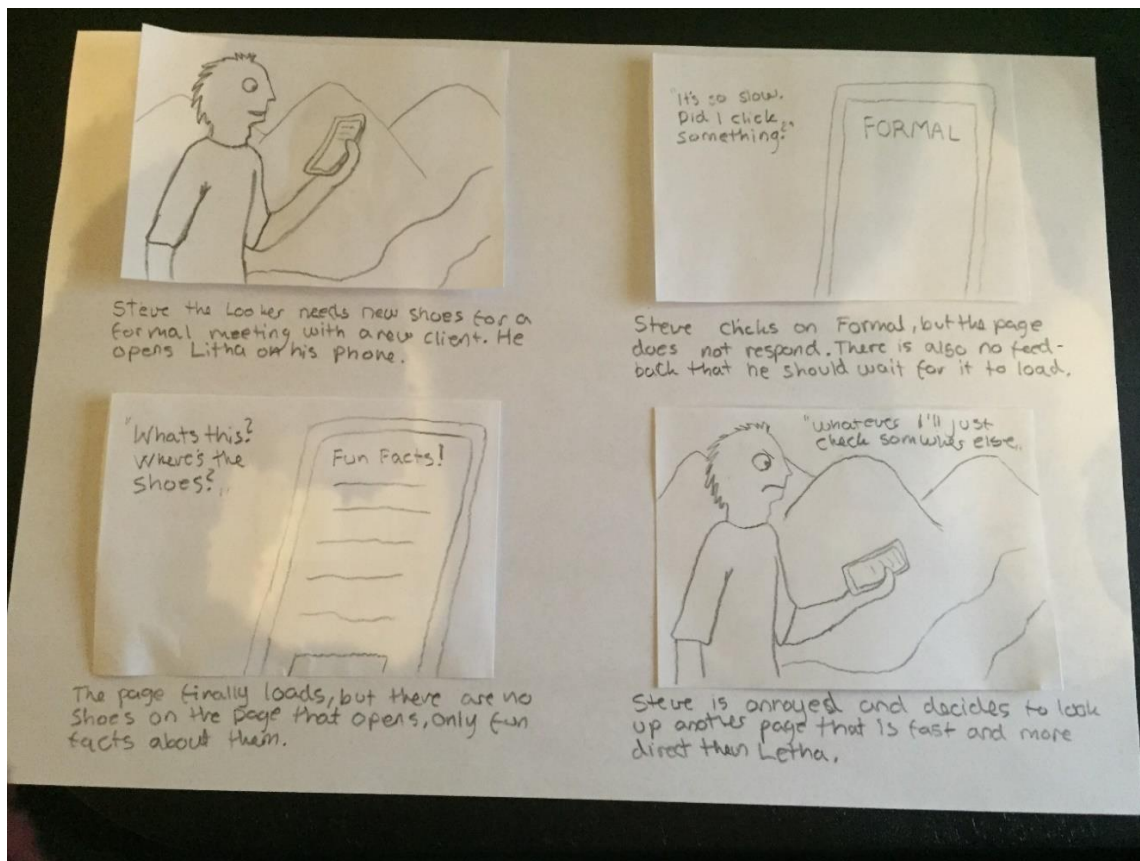
The storyboards helped me understand the journey the different users might go on. The user that has an active lifestyle and likes to look good would want a website to be quick and have the product easily available. While the user that is more concerned about comfort and being able to return the product is more concerned about finding information about these two points. The user that is not so technologically proficient would want a very simple page with not many distractions and steps before he can pay for the product. The storyboards taught me that I need to make a simple design that at the same time can accommodate good display of the products, fast load speed and information accessible for those that want to read more about the products or the return policy.
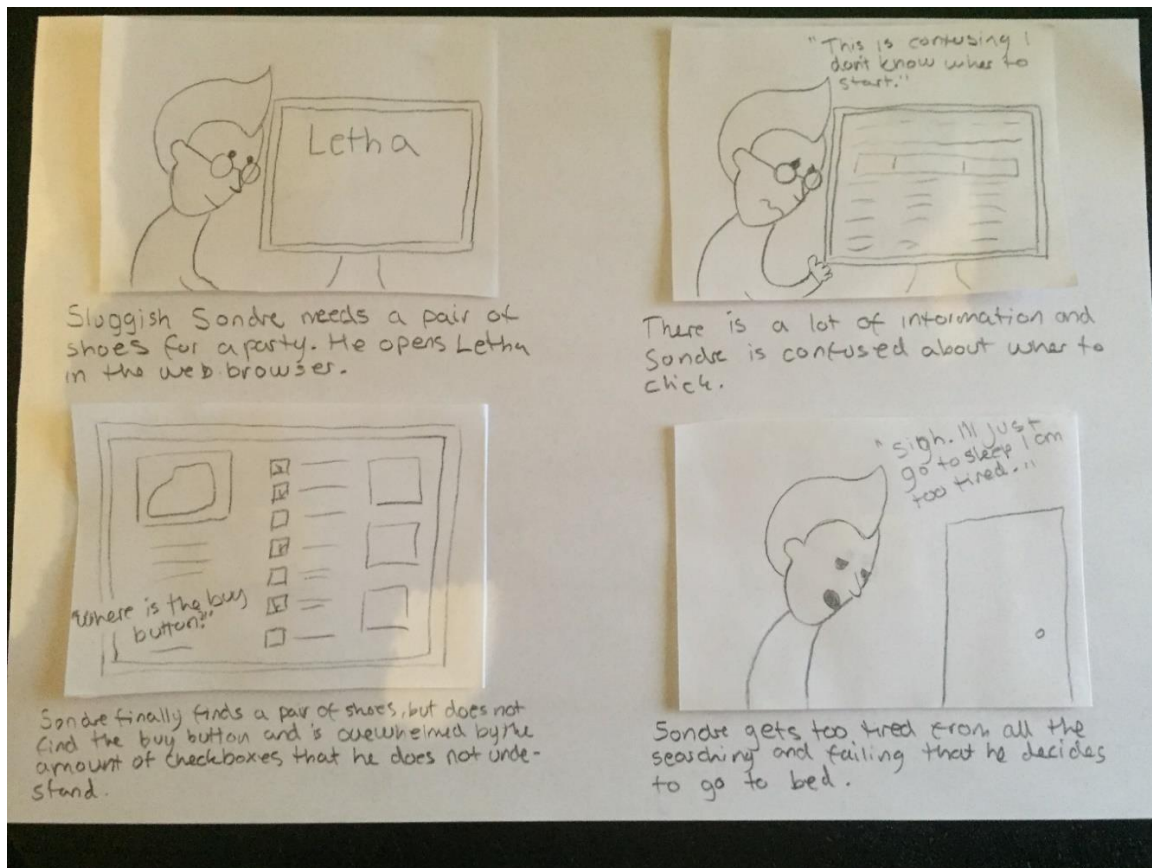
Photos of Personas

Photos of Storyboards

Steve the Looker needs new shoes for a formal meeting with a new client. He opens Litha on his phone.

"It's so slow. Did I click something?"

FORMAL

Steve clicks on Formal, but the page does not respond. There is also no feedback that he should wait for it to load.

"Whats this? Where's the shoes?"

Fun Facts!

The page finally loads, but there are no shoes on the page that opens, only fun facts about them.

"whatever I'll just check somewhere else."

Steve is annoyed and decides to look up another page that is fast and more direct than Letha.

Letha

Thor the Comfortable opens Letha to find shoes for a meeting with his superiors.

"Hmm. It doesn't say anything about comfort."

He finds a pair of shoes and looks for comfortability, but there is no mention of this anywhere.

"As long as they have a good return policy."

Thor looks around, but cannot find the return policy.

"Is there no return policy? I don't think I will buy from here."

Thor decides to find another page with more information about comfortability and return policy.

Lesson 1.4 Paper Prototype

From the users trying the paper prototype I learned that for some of them it is very important to have "sort by price" which I did not think about while making the prototype. I would add sort by price higher up because I too think this is a necessary sorting method. One user also said that the rating system of pros and cons as a reviewer is too much to fill in. I asked if using a star system to rate different categories would be better and they agreed. They would be more inclined to leave a review if it was done by clicking checkboxes or giving a star rating. It would also be an option if you want to add extra words, comments or just a rating of overall satisfaction with the product.

Photos of Prototype