

# Interview Stage Deliverables

Group: #ieicommons

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## ● Participants / customers

In this stage, we find total 5 participants to test our prototype. All of them are NCSU students. Because the big screen is inside the NCSU library, we believe much of the users may come from NCSU students. We notice that the interview might be bias if all the students are from computer science, so actually we recruit students from different background (system, electrical engineering). Here are some details of our participants:

Participant 1: female, age 20-30, major in system engineering, know Emerging Issue Commons but never visit it before. Non NC residents.

Participant 2: female, age 20-30, major in electrical engineering, know Emerging Issue Commons but never visit it before. Non NC residents.

Participant 3: Male, age 20-30, major in electrical engineering, know Emerging Issue Commons and visited it before. Non NC residents.

Participant 4: Male, age 20-30, major in electrical engineering, did not know Emerging Issue Commons and had not visited it before. Non NC residents.

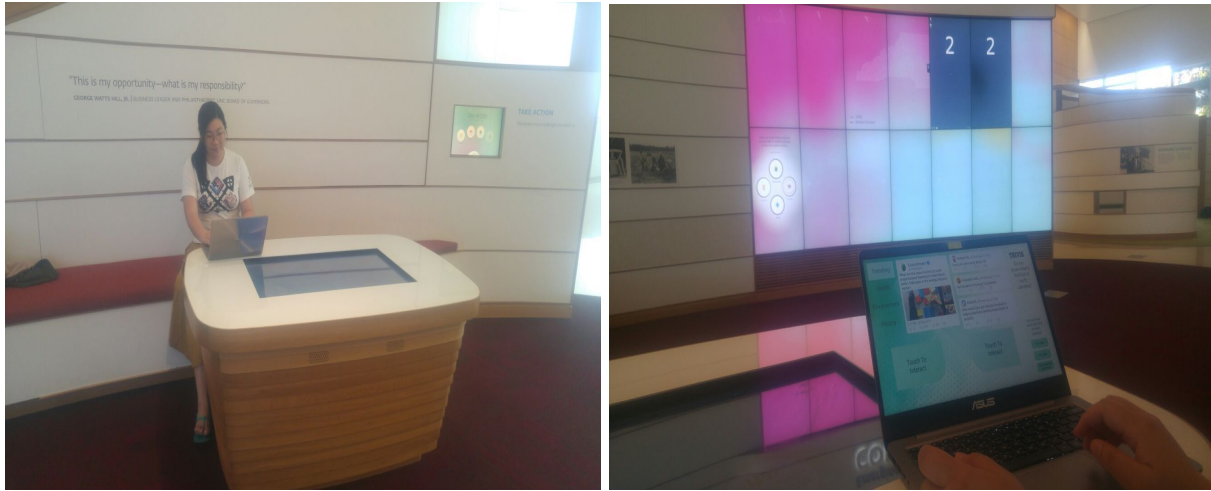
Participant 5: Male, age 20-30, major in industrial engineering, did not know Emerging Issue Commons and had not visited it before. Non NC residents.

Characteristics wanted are NCSU students and age diversity. However, the characteristics we might not want is they are not NC residents but the content of IEI is focused on North Carolina issues. However, it is quite difficult to find a student who is grown up in North Carolina.

The survey we used to recruit the participants can be found in the link here: [User background survey](#).

- Lab

For the lab setting, we arrange the interviewer and interviewee sitting in front of the IEI interactive screens because the current prototype is working on the PCs. In case of they didn't see the big screen before, we need them to have some imagination of that since our interactive prototype is made based on the giant screen assumption. The photos below show one of our team member is the interviewer, waiting the participant for testing our prototype.



During the interview, one interviewer is greeting the participant, asking them to think-aloud while they use and perform some tasks on our prototype. The remaining team members were sitting in the space near the space. We were using Skype to listening how user reacted to our prototype and look at how he/she used the prototype using screen sharing.



## ● Interviews

Process:

1. Before meet with every user, send them the pre survey google form, after all of them finished it, go to step 2.
2. The interviewer starts to introduce about the iei commons, and explain the purpose of the interview.
3. Let the user to play with the new prototype **along** with absolutely no guidance and interfere.
4. Record everything the user said during their tasks, observe and record every actions, every choice the user made during this process.
5. After all of them finished the task process, send them the post survey and collect answers.

The script for users to read during the tasks:

Note: Please try to **think out loud** during this process.

- Choose the section that you're most interest in, choose the subsections by the order of your interest, but please try as much subsections as you can in this one section. (**Think out loud**)
- Choose another section, again, choose the subsections by the order of your interest, but please try as much subsections as you can in this one section. (**Think out loud**)
- Enter to the last section, still, choose the subsections by the order of your interest, but please try as much subsections as you can in this one section. (**Think out loud**)
- Enter to the section that confused you most or made you feel the most uncomfortable with, same for the subsections, feel free to switching between the subsections and **Think out loud**.
- Enter to the section that you are most interest in or you like most, feel free to switching between the subsections and **Think out loud**.

The grid we generated while interviewing the participants

Region\Participants	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Region 1	She can't figure out what is the section one's functionality	She tried to click the content area to make the changes to the content.	He tried to click on the main area of the content region to make it	He toggled through all the topics of the first region. He praised the	He tried to interact with the topics shown on the trending

	<p>and section two's functionality, she feel confused about what kind of the content would show on the screen, as well as how the user would interact with it.</p>	<p>She thinks the rolling would bother her during her reading of one specific topic. She's also confused about the content of environment. She thinks the font size of history is too small and there's no interface provided to look at more details during one time period.</p>	<p>change instead of the buttons in the left. He believes the category is too small and it's not attractive to most college students.</p>	<p>work done on the screen as attractive. He then tried to click on the information of the topics, but after finding out that was not possible, moved on.</p>	<p>topics. He tried clicking the posts multiple times, and then found out that those were non interactive. After hovering over the screen with the mouse pointer, he found out that the topics of the content screen could be changed. He checked out all of them. He found the history timeline section the most interesting.</p>
Region 2	<p>After she entered to one domain, instead of click the home button, she tried to click the screen to return. She likes the QR code part.</p>	<p>She's confused the relation between region 1 and region 2, as well as the Issues. She didn't find out about the OR code and she believes it's better to change the</p>	<p>After he enter to the details of one domain, he tried to click on the paragraph to return instead of the Home button. He didn't find out the OR code. He believes there should</p>	<p>Went to healthcare topic immediately after clicking on the second region. He had to be prompted to open the issues parts, as he was discouraged</p>	<p>He then went on to the 'touch to interact' section. Once he went into it, he selected out the only available healthcare topic. He</p>

	<p>She's confused about the connection between region 2 and region 1.</p>	<p>name of region 2.</p>	<p>have some sign of return instead of using the Home button. He believes the font size for posts is too small and the layout is crowded.</p>	<p>to use the interface after the fun facts part not opening. He did not interact with the issues, and did not use the qr code, but did toggle through all the issues.</p>	<p>tried clicking on the fun facts, Since that lead nowhere, he went on to the issues. He loved the format as he was a regular forum user. He tried reading the post details and also interacting with the posts using the QR code mechanism</p>
<p>Region 3</p>	<p>Her favorite part. She believes it's better to have more questions.</p>	<p>She believes it's better to have some connection between this with region 1.</p>	<p>He tried all the answers for all the questions, and he thinks this part is perfect.</p>	<p>He answered all the questions, and tried to see if the responses differed based on the answers he gave, which they were.</p>	<p>He tried to answer the question, and got the answer wrong. But after that he repeated all questions. He tried to see if the responses changed when he answered them correctly, where our gamification applications</p>

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(results from the first three users: Two of them like the Trivia part most, one of them like the content part. Two of them dislike the Interact part most, one of them dislike the content part most. All of them tried to click the text in the subsection of Health domain in the Interact part to return. Two of them didn't find out about the QR code, which means they have no interest in posts. Two of them tried to click on the text of content area to make the content change.)

## ● Results

- List of patterns you found
  - The users found the content section (region 1) to be the most attractive.
  - The users found the trivia part to be amusing and informative.
  - Most users suggested that there should be some connection between trivia section (region 3) and the content section (region 1).
  - Most users like the QR code facility to provide the input.
- Followup you recommend

We heard user feedbacks and observed the evaluation process and found few areas that we could work on. We asked them to join us in a few week's time so that we can implement recommended changes and see if it meets their satisfaction level. This would help us in improving our prototype before moving to the final product.

- The QR code interaction was something that some users missed, as they could not navigate through all the necessary channels required for that option.
- As mentioned in the previous subsection, we will try to improve the relevance between the trivia section (region 3) and the content section (region 1).
- In general, we need to make the individual regions more informative and self-explanatory so that the users are not confused about their functionalities.
- We need to make sure that the users get a chance to interact with all the interaction regions rather than getting distracted with just a couple of regions.