Interview Stage Deliverables(Update)

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Participants / Users

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.
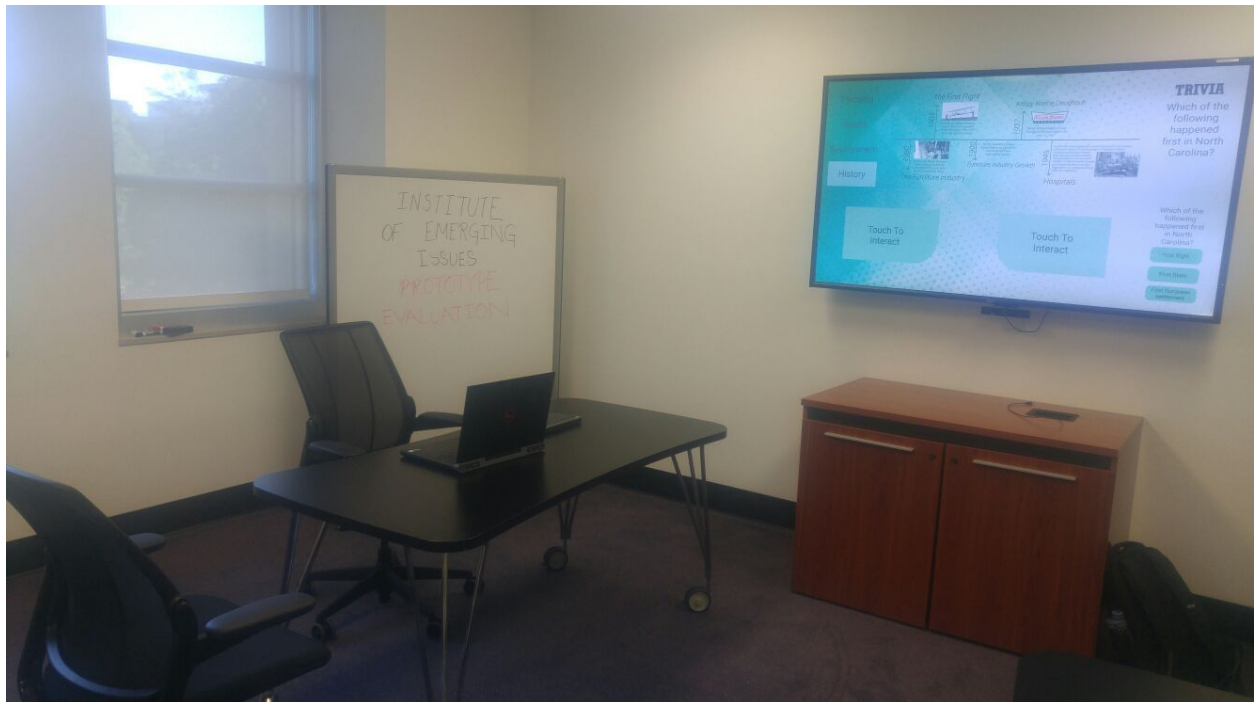
The survey we used to recruit the participants can be found in the link here: User background survey.

Lab

Earlier we had conducted evaluations on the laptop screen but on suggestions from the professor, on creating the experience of the big screen, we decided to re-evaluate using the big screen.

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.

The image below shows the setup of the interview room.

The image shown below shows the setup of the second room in which all the team members were sitting and observing the users interaction via the figma interface and the audio on phone.

Interviews

Process:
1. Before meeting with every user, send them the pre survey google form.
2. The interviewer starts by introducing the IEI commons, and explain the purpose of the interview.
3. Let the user play with the new prototype along with absolutely no guidance and interference and ask them to perform certain tasks.
4. Observe everything the user said during their tasks, observe every action and 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.

- The interfaces are touch screen so touch any section of the screen to interact with it.
- The interviewer will ask you to perform certain tasks using the application. There is no right or wrong way to do it. Proceed in any direction you want to but think out loud while performing the tasks.
- Please feel free to talk to the interviewer if there is any confusion.

● Remember that this is the evaluation of the prototype, not you.

Tasks

The users were asked to perform the following tasks when interacting with the prototype.

Task 1-1	First impression about the display
Task 1-2	Overall experience about the display
Task 2-1	Finding a certain topic (Healthcare)
Task 2-2	View through facts in a topic
Task 2-3	Find a issue in a topic
Task 2-4	Add your ideas into an issue
Task 2-5	View other issue under the same topic
Task 2-6	View the comment page under an idea
Task 2-7	Switch to other topic
Task 3-1	Find the trivia section
Task 3-2	Answer through the questions

Interview Transcript

Presented below is a transcript from an interview that we had conducted. The interviewee's responses have been removed from the transcript to maintain the anonymity of the user.

Transcript

Hello, welcome, thank you for coming to our experiments for our prototype. How are you today? Do you feel this room comfortable?

I'm Wan-Yi Yeh. I am helping you (name of the participants) to understand how well our prototype on IEI displays works for the people who are its audience. Our teammates will use the Skype to listen to your reaction, please feel free and speak out if there are any problems. The

stream would only be used inside the develop team and not for public broadcast, publicity, promotion.

This evaluation should take about 15-20 minutes to complete. We've brought you here to see what you think of our prototype: what seems to work for you, what doesn't.

The procedure we're going to do today goes like this: We're going to show you our prototype of that display that is projected on the wall. Then we are going to try out a couple of things with it. Then we'll wrap up. I'll ask you a few more questions about it and we're done.

Tasks section

Now I'd like you to try a couple of things with this interface. Work just as you would normally, narrating your thoughts as you go along. I'll remind you to speak out your thought when you remain silence.
Look at the whole screen around 10 seconds, **(Task 1-1)** how do you feel about the interface?

Thank you. Then could you please **(Task 3-1)** find the questions and **(Task 3-2)** answer them on the screen? (If they have difficulty finding them, asking if it is hard for them to find the trivia section) Then try to go through different questions.

(After they go through all the questions)

Thanks! **(Task 2-1)** Could you please now move to find the healthcare facts? **(Task 2-2)** Then go through the facts you'd like to see. Now, **(Task 2-3)** could you go into the health care issues to find an issue you like in healthcare topic? **(Task 2-4)** Suppose you have some creative ideas now and want to add some idea to this issue, what would you do? **(Task 2-5)** Please go back to the issue page, and **(Task 2-6)** find the idea of "socialized healthcare" under Quality Healthcare and view other user's comments for that idea. How do you think about the comment page? **(Task 2-7)** Now try to switch to another topic called environment you've seen before. How will you do that?

Wrap up section

  (Task 1-2) Now, please feel free to interact with any part of the screen you want for around a minute. How do you think of the screen overall? Now please stop interacting with the screen and we'll ask you some questions for wrapping up.
Is this an interesting display? Is this something you would like to use in the library?
Is there something you would recommend for the device? Is there something good or bad things about the prototype?

Thank you for participating the experiment, hope you have a wonderful weekend!

Observation Grid

Every team member except the interviewer was present in the other room and was making notes while observing the interview.

The generated by the team members using their notes is given below.

Region\Participants	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Region 1	It looks quite confusing. Seems like a travel app. The environment and history looks specific location, But health and trending seems that it doesn't location based. It doesn't help user to intuitive recognize. The top screen and the trivia seems unrelated and misleading.	The word on the big screen still looks small in history. It seems that the left and right are too wide. Not sure if it is for multiple user uses.

The color could more vivid and having more contrast. The button might have more shadow to make it more interactive. | Trending might be a little unbalance when in other pages. The information and chart can be exchange because the focus already in the right hand side while changing the page would go into the left hand side. | The first section seems informative. But also looks like personal information. And although it looks interesting, since it not a social media it cause a little confusing. | This was the first region he interacted with. Found the huge area to be attractive. Checked out all the tabs and found the history timeline section to be the most interesting. |
| Region 2 | The button places might a little misleading. It | She was confused about the connection between section 1 and | Button might be designed differently for easy to | Went to healthcare topic immediately after clicking on the | Found the forum layout to be interesting as he was a |

	is a little hard to find the back button. The change page looks like switching pages on a mobile instead of using big screen.	section 2. She was also confused about the connection between Issues and section 1. She didn't found out the QR code. She also mentioned that the name of section 2 (Touch me to interact) is not attractive.	recognize. The prototype might not use the benefit of interactive screen. Location of the topic could rearrange. Directly touch the topic and facts and issues appear seems a little strange.	second region. He had to be prompted to open the issues parts, as he was discouraged 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.	regular forum user. Tried to checkout all the forum functionality. Was impressed with the QR code pop up.
Region 3	Trivia should mention their goal. The flight and state in the first screen seems quite misleading. .	Answer these question might be fine. But sometime it looks that putting some fun facts instead of questions.	Not interesting in history, could include more interesting questions to trigger user's interest. .	Answering all the questions and looks quite surprise while answering them. A little confusion here is somewhat indistinguishable in different area.	He played the trivia repeatedly to check multiple questions. Liked the fact that this section was informative along with being fun.

- # 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.

- ○ Recommended follow up
  - ■ 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, trivia section (region 3) and content section (region 1) should be linked.
  - ■ 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.