

User Research Report

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Location of interview: Toronto, Ontario, Canada

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Executive Summary

Our team is interested in providing an electronic product; one can help people to overcome language barriers when encountered situations such as foreign country traveling or communications in unfamiliar languages. The goal of conducting this user research is to understand the user needs and current environment and artifacts to better build our product to satisfy users. The participants were compensated for a short interview, there were total of three participants in this activity, and data about how they resolve problems relate to languages were collected and organized in this report.

Methodology

The participants are all ESL adults who live in Canada and are still struggling with English in different degrees. They live in small communities where English is not necessary for daily use. They were asked about the situations where they need to speak English, and how do they express ideas in English and the difficulties they have doing so.

Age, Gender	Years in Canada	English Speaking Frequency
36, Female	6	A few times a week
30, Female	3	At least once a week
45, Male	8	Often once every day

What participants did

Interviews lasted for various lengths from 10 minutes to around 40 minutes, every interview began with facilitator asking interviewer to order something at Tim Hortons,

and then sit down for more detailed questions about their usual reactions when having language troubles.

What data we collected

The observations on how they order at stores didn't collect much data, because even though they have language troubles, they had no trouble with orders that they do often such as "Double, Double please".

When asked how they would express ideas in unfamiliar languages, 100% of them mentioned body language. But when asked to describe some solid item/artifact, body language don't usually solve the problem, some of them had to use translator.

The participants are unsatisfied with the current translators, mostly cell-phone applications. The problems are

1. Not quick/easy to access
2. Not always accurate

Major findings and recommendations

When communicating in unfamiliar languages, the participants always use body languages. The reasons are simple: body languages provide most straightforward and easy understand way to express ideas while performing body language is instant, where other artifacts such as electronic translators are more complicated to use.

This important piece of data reminds us to build our product such that it can provide easy access in order for it to be competitive.

User needs list

1. **Easy access**
Product can be easily accessed without wasting too much time before use.
2. **Accurate and informative**
Product provides accurate translation while giving as much detail.
3. **Understandable UI**
Simple UI that can be understood by anyone, easy to use, easy to learn.
4. **Two-way communication**
Product supports back-forth translation exchanging.
5. **Powerful**
Good performance in not just English translation

Stakeholder descriptions

The stakeholders of our product includes: Users, which is the group of people who uses our product to overcome language barriers, this group of people can be anyone from business traveler to new comers. The people who interact with our users are also the stakeholders, which include language helpers, normal service provides.

One detailed primary persona

Bob is a 42 years old new immigrant who's having his second year in Toronto, Canada. He goes to work for the day, and every Tuesday night he joins a free ESL class hosted by community to learn English. He's got a sweet family where two of his kids who go to a nearby elementary school have quickly adopted English and making lots of friends at school.

However, keeping up the family budget is a major problem for Bob; Bob is very professional and dedicated person, but his language skills create a big problem while talking to his clients. Bob needs something to change this situation.

One scenario

Bob was at his office with his client talking about a project plan with one of his client the other day, the talk was simple, no fancy words and straight forward, Bob and his client both understand each other for the first few minutes, until the client asked "**How would the product look like?**". Without a draft or prototype, Bob got stuck, he cannot describe with the English vocabulary he has. He scratch his head so hard trying to come up with words to precisely describe the product in his mind.

Task analysis

The users of our system are likely to use our product when chatting in unfamiliar language with people just met. At the current situation, they'd frequently use body languages to help overcome language barriers. However, body languages don't always solve the problem, when in a need to express ideas more precisely, a dictionary or electronic translator is used for most of our users. The participants are not satisfied with current solutions to help express ideas in unfamiliar languages. They compliant about translators are not always accurate and cannot access instantly like body languages. At the current stage, it is hard for such users to communicate and they'd prefer to not use unfamiliar languages before becoming more fluent.

Appendices

Research protocol, research plan, research instrument and consent form:

https://portal.utoronto.ca/webapps/assignment//download?group=true&course_id= 757101_1&attempt_id= 42720_1&file_id= 3879559_1&fileName=Phase-2.pdf

Interview questions:

1. How often do you encounter language problems
2. In such situations, can you describe what happened?
3. How'd you resolve problems? What are the things that helped you?

4. Can you tell me the good and bad sides about the tools currently helping you?