

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

Project Description

Brief project title: Chicago Botanical Gardens Application

Who are the target users? Visitors

This project aims to enhance and enrich the botanical garden visiting experience for visitors. By conducting contextual inquiries, our objective is to identify the primary activities that visitors commonly engage in during their botanical garden visits and to uncover their specific needs and motivations. It seeks to improve the visitors' overall experience by facilitating easy movement within the garden, providing access to educational information, and enabling interactive engagement with the garden. Ultimately, our goal is to offer visitors a more enjoyable and satisfying experience when exploring botanical gardens.

Subject Information

Subject Information 1

I selected this subject because he has visited some botanical gardens and has experience in using digital maps.

- Name: Fang
- Age: 42
- Occupation: unemployed/former software engineer
- Gender: male
- User type: Botanical Garden Visitor

Other information: Fang loves gardening and he is a member of a Fruit Club.

Subject Information 2

I selected this subject because he has visited some botanical gardens but not very often.

- Name: Bob
- Age: 33
- Occupation: project manager
- Gender: male
- User type: Botanical Garden Visitor

Other information: Bob loves plants and animals, but he doesn't like to be on his phone when visiting outdoor attractions.

Subject Information 3

This subject makes for a good user data source because he likes the outdoors and frequently hikes, camps, kayaks, etc., and has frequently visited a botanical garden near his neighborhood. He fits in the user class of someone who would visit the Chicago Botanical Garden from out of town.

- Name: Sean

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

- Age: 34
- Occupation: Tech Manager
- Gender: Male
- User type: Non-Local Visitor

Other information: He is interested in botany from a foraging standpoint as he is frequently on the lookout for chanterelle mushrooms and the like while hiking/camping.

Subject Information 4

This subject fits within our hypothesized main user group of someone who lives within a reasonable distance of the Chicago Botanical Garden. He is also interested in plants/nature and has visited many different botanical gardens in the past.

- Name: Severin
- Age: 26
- Occupation: Engineer
- Gender: Male
- User type: Local Visitor

Other information: This subject has been living in the city for a few years and makes it a point to visit the Chicago Botanical Garden at least once a year. He also mentioned thinking about buying seeds and starting a garden at home,

Subject Information 5

This participant was selected because she often frequents botanical gardens with her family and is actually a member of the CBG, as it is local to her, which could help provide insight on what could be improved on. She has a high interest in plants/nature.

- Name: Margarita
- Age: 44
- Occupation: Financial Advisor
- Gender: Female
- User type: Member of CBG/Parent

Other information: Margarita speaks two languages and is keen on finding events that are in Spanish so that her family may be able to understand what is happening, so she doesn't have to translate all the time.

Subject Information 6

I chose this participant because I was aware of her interest in plants. In addition, her work place is near the Botanical Garden.

- Name: Kenny
- Age: 30
- Occupation: Software Engineer
- Gender: Female
- User type: parent

Kenny found plants interesting 2 years ago, and she decided to grow some plants, maybe tropical ones. Bought stuff to grow in her house. Before that, it was hard for her

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

to grow plants because they would always die. After that experience, she's really into plants, now she has a palm and umbrella tree.

Subject Information 7

I chose this participant because of their unique situation and reason for visiting the botanical garden.

- Name: Meili
- Age: 23
- Occupation: Student
- Gender: F
- User type: First-time visitor

Other information: Went to take high school senior photos. Visited two gardens back-to-back.

Subject Information 8

I chose this participant because they had a unique insight as someone who was interested in nature but has only visited a botanical garden once.

- Name: Connor
- Age: 22
- Occupation: Student
- Gender: M
- User type: First-time visitor

Other information: Went for photography class.

Observations, Insights, and Insight Clusters

Figjam link:

<https://www.figma.com/file/Q3Mur0EIEe6640biYfF81p/HCI-440---A3?type=whiteboard&node-id=0%3A1&t=r7ULr5zBXnxy1C9a-1>

Observations

In Figjam.

Insights

1. All participants are very interested or moderated in plants and nature.
2. The vast majority of participants enjoy sightseeing, walking, and participating in some activities when they are outside.
3. Participants have a wide range of discrepancies between how often they visit outdoor attractions. They often visit often or very infrequently.
4. When visiting outdoor attractions, they often visit with other people (organizations, friends, or family) rather than alone.
 - a. Most people went with groups of under 10 people.
5. Participants showed a wide variety of reasons to visit a garden, from visiting specific exhibits to taking pictures.

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

6. The majority of participants drove to the gardens.
7. Sightseeing is a major activity for all participants.
8. Most of the participants found out about the gardens through personal connections, followed by passing by and doing a Google search of it, others found out through social media.
9. Participants spend between 1-3 hours at a botanical garden, minimum spent an hour. Most people tried to see all the exhibitions.
10. All participants had a very positive experience.
11. Part of the participants figured out what to do by wandering around, and another part of the participants figured out by doing research online.
12. It took participants an average of 30 minutes to get to the garden, no more than an hour.
13. Participants enjoyed seeing a variety of things in the garden, enjoyed taking photos, and enjoyed spending time with their company.
14. Proximity and nature were the main reasons participants chose to go to the garden they visited.
15. There is an even split between participants visiting local gardens and gardens from far distances.
16. Participants felt there was not enough information given about plants.
17. Participants mentioned some gardens lack variety in events and accessibility.
18. Participants are likely to revisit the gardens.
19. Proximity is the most important thing in determining whether someone will go to or revisit a botanical garden.
20. Photo-taking is a major activity when participants visit the garden. It's even a primary motivator for some.
21. The duration of their visit was dependent on the amount of exhibits available. Most participants went with the intention to see as many as possible.
22. Participants desired interaction with the garden, through learning the information, taking pictures, purchasing plants, joining the memberships, etc.
23. Out-of-town visitors might not plan a visit around specifically visiting a botanical garden but are more likely to include it in a trip's itinerary.

Insight Clusters

1. Participants come to the botanical garden to learn, explore nature, and have an interactive experience.
2. People want to connect with others via photos and shared experiences
3. In order to provide an inclusive experience at the Botanical Gardens, accessibility needs to be addressed.

Process Retrospective

1. What went right in the contextual inquiry process
 - Participant recruitment went smoothly.
 - Interview moderates and note-takers collaborated very well.

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

- The quality of data was high, easily able to get insights/themes
 - The Figjam platform was great for real-time collaboration
2. What went wrong in the contextual inquiry process
- One recording was not available
 - Multiple platforms used - got confusing
 - Missing transcripts for one interview
3. What changes your team would make if you were to do the process again
- Testing the recording platforms beforehand to prevent anything from being missed
 - The organization of tracking participants could be improved- next time create one central document.

Team Member Contributions

Team Member Name	Specific Contributions
Alex	Attended 5 interviews – Recruited 2, Interviewed 3, note-take 1, set up FigJam file. Organized Google Docs, Clustered observations, contributed to insights and themes. Managed participant count. Contributed to labels for observations, insights, themes, clustered insights, etc.
Alfred	Attended 3 interviews, Recruited 2, contributed to creating/clustering observations, gaining insights and creating insight clusters. Took meetings notes. Set up Google drive. Contributed to final document.
Jacki	Recruited one participant and moderated one interview, note took one participant, added labels for insight groups and contributed insights, themes, clustered insights. Did meeting notes for second meeting with group.
Qianhui	Moderated 1 interview, recruited 2 participants, and took notes for 1 interview. Drafted the project description. Cleaned up a blank contextual inquiry protocol in the appendix. Organized and grouped observations, and added labels. Contribute to drafting insights and themes. Took meeting notes for the first group meeting.
Parisa	Moderate 1 interview, recruiter 1 interview, taking note of 1 interview, contribute on creating Figma, and final document

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

Appendix: Contextual Inquiry Protocol

Screeners: Have you ever visited a Botanical Garden?

Intro/ Informed Consent	<p>My name is <your name>. Thank you for meeting with me today. I'm working on creating an interactive experience for the Chicago Botanical Gardens for our User to Intro Design Course. I would like to know more about your experience with Botanical Gardens.</p> <p>There are no right or wrong ways to carry out an activity, or right or wrong answers to my questions. As you perform the activity, your actions and comments will be noted and you will be asked to elaborate and describe your answers. This meeting should last about 30 to 45 minutes.</p> <p>This activity is voluntary. You have the right not to answer any questions, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this class assignment. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.</p> <p>Is it OK for me to begin with my requests and questions?</p>
Warm-up and build rapport	<ul style="list-style-type: none"> • How interested are you in plants/nature? • What do you like to do most outside? • How often do you visit outdoor attractions? • When you visit outdoor attractions, who do you go with?
General Inquiry	<ul style="list-style-type: none"> • Tell me about the last time you visited a Botanical Garden. <ul style="list-style-type: none"> ○ When did you go? ○ Why did you visit? ○ How did you get there? ○ What did you do when you were in the Garden? ○ How did you find out about the Botanical Gardens? ○ How long did you spend in the garden? ○ Who did you go with? ○ How many people did you go with? ○ How was your trip? ○ How did you figure out what to do? ○ How long did it take you to get to the botanical garden?
Deep focus	<ul style="list-style-type: none"> • How did you get around? <ul style="list-style-type: none"> ○ How was your experience getting around the garden? • What was your favorite thing about your time there? • What are the things that make you choose to go to botanical gardens? • How far away have you traveled for an experience/event? <ul style="list-style-type: none"> ○ How did you find out about it? ○ What was it? ○ How'd you get there?

HCI 440 A3: Contextual Inquiry	Your team number: 2
Brief Project Title: Chicago Botanical Gardens App	Submission date: 10/15/2023

Retrospective	<ul style="list-style-type: none"> • What about your visit that stood out to you? • How would you choose to change your visit? Magic wand... <ul style="list-style-type: none"> ◦ Three things? (If you could change one thing...) • How likely are you to visit the Garden again? Why?
Wrap-Up	That concludes the activity. Thank you for your time and for meeting with me.