

Portfolio of Exercises

in UX Research

Final Submission: Blackboard. Tuesday Dec. 13th 2022| 14:00

Module: User Experience (UFCFH5-30-2)

Semester 1: 3rd October– 16th January 2023

Component: B1

Weighting: 30% of module mark

Contact Time: 3 hrs per week

Coursework preparation: 4.8 hrs per week

Reading and learning course material: 3 hrs per week

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Assignment Overview

This individual portfolio assignment is about user experience research tools. UX Designers often need to find out about attitudes, beliefs and previous experiences of their target audience before they can recommend user-specific as well as effective design strategies. Interviews, focus groups and observations are some of the most commonly used tools in the industry.

The theme of the portfolio is ‘sustainable food choices for students’.



Interviews/ focus group:

You need to conduct primary research into ‘**sustainable food choices for students**’. By interviewing suitable participants you will establish what students say about their food choices, and conclude how a future sustainable food artefact (web app/ kiosk/ website) could capture and maintain the interest of this particular user group. Interviews or focus groups can only go ahead once ethical concerns have been addressed and info sheet, interview questions and consent form signed off by the faculty ethics committee.

Observations:

You need to conduct further primary research around ‘**sustainable food choices for students**’ and learn more about users' current eating habits using observational research. If necessary, this can be conducted with course colleagues or house mates.

Reflecting on what you have learned from observations and interviews, you will summarize users' attitudes and give some recommendations for future development.

Portfolio Deliverables:

- Interview/ focus group: Info sheets, questions, consent forms (15% of portfolio mark)
- Interview themes, transcribed in a data matrix (30% of portfolio mark)
- Behavioral observations, as written description (300w pdf) or podcast (3 mins .mp3) (30% of portfolio mark)
- Summary of user attitudes from interviews and observations (300w pdf) (10% of portfolio mark)
- Design recommendations based on user research, submitted as ppt presentation (15% of portfolio mark)

Detailed Assignment Processes

Interviews:

This assignment will be supported by some class sessions and activities, but you are also expected to do significant work towards the task in your own time.

Start by designing an info sheet and consent form for the interviews (template will be provided), and carefully compose the questions you wish to ask your participants; then have all of this signed off by the module leader and the faculty ethics committee.

Individually or in pairs, obtain informed consent from participants and conduct interviews or focus groups to establish what students say they value about their food choices. Capture your interview data in form of notes or audio recordings. You need to find out about:

- What food choices are currently made by students themselves
- How do external limitations affect students' current food choices
- What are students' key values when it comes to food

After the data has been collected, you must work individually again. Enter the interview data into a matrix and analyze the main themes that arose from your interview/focus group conversations.

Marking Guidance Interviews

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40	40 - 49	50-59	60-69	70+
Quality of research preparation 15%	No forms prepared, no research conducted, wrong or insufficient data collected. no informed consent obtained.	Very limited research preparations (in quantity or detail) or too little or too much data collected from participants. Informed consent obtained.	Some good data collected, perhaps missing opportunities for more details, or lacking variety of respondents. Informed consent obtained.	A very good set of interview data obtained with good level of detail and range of respondents. Informed consent obtained.	Extensive range of potential users interviewed, rich and detailed data obtained. Informed consent obtained.
Criterion	< 40	40 - 49	50-59	60-69	70+
Interviews/ focus group: quality of the data collected 20%	Hardly any data entered. Or entries seem arbitrary, not responding to questions. No key themes identified, or evidence for themes too unclear.	Some data content is present, though perhaps limited in depth or lacking in clarity. Some limited attempt to identify key themes.	Fairly good data content, though perhaps with some lack of clarity. Some useful attempts made to identify key themes.	Detailed, well transcribed data. Key themes can be clearly identified.	Exceptionally well transcribed rich data. Key themes identified at a professional level.
Interviews/ focus group: Use of data matrix 10%	No matrix submitted, or inappropriate (too short / too long). Matrix contains irrelevant entries, or use of matrix misunderstood.	Results obscure, due to low quality data entry. Use of matrix only partially understood. Matrix contains irrelevant aspects or material.	Use of matrix clear, readers can follow the information presented. Some irrelevant aspects or material, but only minor flaws.	Communication in the matrix is clear, easy to absorb. overall the data matrix use is well understood.	Communication is clear, easy to absorb. Professional use of data matrix.

Observations:

You need to conduct further primary research around '**sustainable food choices for students**' and learn more about users' current eating habits using observational research. Observations often reveal what people actually do in contrast to what they say they do during an interview. Observations can be conducted with course colleagues, family or house mates. This individual assignment element will be supported by some class sessions, but you are expected to do significant work towards the task in your own time.

Using an info sheet and consent form for the observations (provided), please gather informed consent from your participants and start your observations. The observations are about users' daily eating habits. Each student should observe 2 participants over 1 – 2 weeks. Apart from eating habits, the observations can also include related actions such as food shopping, eating out/ in, cooking processes, frequency and duration of eating, as well as non-verbal/ body language related to eating. Either take written notes of your observations or audio-record your observations (= you say out loud what you observe).

Based on your observations, you will then provide a neutral summary of key points (no interpretations yet!). This could be a written document or an audio podcast. If it is a written document, you need to submit a 300-word summary of your findings (.pdf). If a podcast, edit the audio recordings so they summarize the most important points in a 3-minute podcast-ready feature (.mp3). In either case, don't forget to submit your completed consent forms (.pdf).

User attitudes summary:

Then establish your target users' attitudes based on your interviews/focus groups and observations. Briefly list your main research findings from both data sets and highlight any differences between interview findings and observation findings. Discuss what these findings might mean: what a typical student user might believe in relation to sustainable eating, what they might desire to achieve (or not) and what actions they might typically take (or not!) (300-word .pdf).

Design recommendations:

Please use the template provided to prepare and submit your design recommendations for a web app/ kiosk/ website on **sustainable food for students**. Try to give specific recommendations based on your real-life user research. Avoid stereotyping or unfounded assumptions.

Marking Guidance Observations & Remaining Parts

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	<40	40-49	50-59	60-69	70+
Quality of observation summary 30%	Poor or vague reference to observations (indicating it has not been done or has only been cursory), insufficient evidence. report too long or too short. If podcast: Audio quality poor, content inaudible. Lack of structure or direction.	Observations basic (indicating it has been cursory), some data overlooked or other omissions in summary. Interpretations offered instead of observation summary. If podcast: Audio levels low / high, noise and/or distortion. Only basic content presented, could be clearer.	Clear use of evidence from observational work, but perhaps lacking in detail, or limited in other ways, such as jumping to a conclusion. If podcast: Audio quality acceptable, feature too short/ too long. Content relevant but not in sufficient detail.	Detailed observational evidence is presented. Neutral summary of key points. If podcast: Good audio quality, 3 minutes exact. Content clear and well structured, detailed observation.	Detailed observational evidence. Neutral summary of key points. Professional and concise. If podcast: Professional quality audio edit. Content well structured, detailed observation. The podcast is enjoyable to listen to.
Clarity of user attitudes 10%	Results seem obscure, due to low quality data, analysis and/or reflection. May contain irrelevant material, report too long or too short.	User attitudes only partially credible. User information not very detailed, some aspects omitted or overlooked.	User attitudes mainly clear, readers can link the evidence base to the user attitudes portrayed. Some irrelevant conclusions may be present.	The user attitudes are clear, easy to understand. All relevant data has been considered.	User attitudes are clear, report is well written and contents are easy to absorb. Conclusions made are fully justified.
Quality of Design Recommendations 15%	Recommendations are unrelated to research data, missing or inappropriate.	Recommendations relate to research data gathered, but are incomplete or overly superficial.	Recommendations relate to research data gathered, and show some broad direction for a future design.	Recommendations relate closely to research data gathered, and show good potential for a future design.	Recommendations relate closely to research data gathered, and show great potential for a future design that promises to be engaging and impactful.

Informal Feedback:

Verbal feedback on work in progress will be available in some of the scheduled UX teaching sessions.

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbg>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/Iu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>