

Assignment 3

Title : Contextual Enquiry.

Problem Statement : Conduct a contextual enquiry for the selected product/ system.

Objectives :

- To understand the need of contextual inquiry.
- To carry out the contextual inquiry concept for Imdb.

Outcomes :

- We will understand the need for contextual inquiry.
- We will carry out the contextual inquiry for the selected product/ system Imdb.

Theory :

Conceptual Inquiry:

It is a semi-structured interview method to obtain information about the context of use, where users are best asked a set of standard questions and then observed and questioned while they work in their own environments.

As users have been interviewed in their own environment, the analytical data is more realistic and reliable than laboratory data.

Conceptual inquiry is based on a set of principles that allow it to be moulded to different situations.

The four main components of conceptual enquiry are;

- Focus
- Context
- Partnership
- Interpretation

Structure of Contextual Inquiry

1. Introduction

- Part of the interview where the interviewer and user establish trust and communication, and declare the purpose of the product.
- They will ask if the interview should be recorded and about start/stop.
- They will assure that the confidentiality of users data is maintained.

2. The main body

The researchers observe the user's interaction with the product. They discuss what is seen

For Imdb we will test various interfaces and placements of options at different places on the screen

3. We divide the inquiry into 5 parts

- What?
 - We will explain what the test is about.
 - We will test whether a layout has an impact on the time to smoothly navigate through the application.
 - Observations should be made on what users ask how they react to being asked and how they react to the test.
- Who
 - People who are involved can be
 - College Students
 - Working professionals
 - Senior citizens
- How
 - Describes how the test is carried out.
 - We will analyze how the users have performed by observing various characteristics they have demonstrated,
 - We will give users a trial version of the website.
 - On each layout we will record time taken to perform tasks.
 - Data will be recorded.
 - Users will be thanked and another taken to perform the test.

- Actions
 - Were they distracted
 - Did they find the layout difficult to navigate?
 - Were all the options clearly visible.
- Emotions
 - Happy to participate?
 - Annoyed at any point?
 - Engaged in the task?

Conclusion:

We successfully conducted a contextual enquiry for the selected system i.e Imdb website. We understood the need of contextual enquiry