

USER EXPERIENCE DESIGN EXERCISE 3

**SABARIVASAN V
205001085**

**SAI SHASHAANK
205001086**

**SHAJITH HAMEED
205001097**

SCENARIO:

A children's toy brand is considering creating a new educational technology product for preschool-age children. Using a contextual inquiry, an interviewer can observe a classroom full of children using the product, while being guided by their teacher. The interviewer can also observe some children using the product at home with their families. These interviews can help the interviewer understand whether or not the product is age-appropriate, engaging, and actually educating children as promised

QUESTION 3 :

Apply the contextual analysis and prepare the work activity notes.

Preparations and Setup:

- Ensure that all necessary equipment, such as observation tools and recording devices, is in working order.
- Coordinate with teachers, parents, and children to schedule observation sessions both in the classroom and at home.
- Obtain informed consent from parents for observing their children.

Classroom Observation:

- Visit the preschool classroom during the designated observation period.
- Introduce yourself to the teacher and children to establish rapport and trust.
- Position yourself discreetly within the classroom to minimize disruption.
- Observe and take notes on how the teacher integrates the educational technology product into the lesson plan.
- Note how the children interact with the product, their level of engagement, and any challenges they encounter.
- Record observations of children's reactions, comments, and behaviors during product use.
- Pay attention to any feedback or comments from the teacher about the product's educational value.

Home Observation:

- Schedule sessions with selected families where children will use the product at home.
- Introduce yourself to the families and ensure they are comfortable with your presence.
- Position yourself unobtrusively to observe family interactions with the product.
- Document how parents or family members guide or assist the children with the product.
- Take note of any technical issues or difficulties faced by the families during product use.
- Record interactions, comments, and feedback from both children and family members.

Data Collection:

- Capture photos or videos (if permitted) to visually document children's interactions.
- Collect audio recordings of conversations, questions, and responses during product use.
- Use a structured observation checklist to record specific behaviors and engagement levels.
- Maintain detailed notes on observations, including timestamps and context.

Post-Observation Reflection:

- After each observation session, review your notes and recordings.
- Reflect on the observed behavior and feedback in the context of the product's intended educational goals.
- Identify any patterns, issues, or insights that emerge from the observations.

Analysis and Reporting:

- Analyze the collected data to determine the product's age-appropriateness, engagement, and educational effectiveness.
- Prepare a comprehensive report summarizing findings, including strengths, weaknesses, and recommendations.
- Include direct quotes and examples from the observations to support your conclusions.

Recommendations:

- Based on your analysis, provide recommendations for potential product improvements or modifications.
- Suggest ways to enhance the educational experience for preschool-age children.

Sharing Results:

- Share the findings and recommendations with the product development team and stakeholders.

- Collaborate with the team to implement necessary changes based on the insights gained.

Follow-Up:

- Stay in touch with teachers, parents, and children to gather any additional feedback or insights after potential product modifications have been made.

By following these work activity notes, the contextual analysis can provide valuable insights into the educational technology product's effectiveness and help in making informed decisions for its improvement.