User Study Description

Team 22

For our user study, we have prepared an interview to give to three willing participants to help determine what to improve in our application. Due to ease of scheduling, we will perform the interviews during our lab in Zachry. The interviews will be quite short; we expect them to be from 5 to 10 minutes in length depending on the responses received from the user. The interview contains three main sections. The first is the pre-use questions to gauge how valuable our services are to the user. The next portion of questions is using the application. Here, we will determine whether our design needs to be changed to be more intuitive to the user. Finally, the last questions will be about the overall quality of experience using the program. For the pre-study questions, we plan on asking the following questions:

* Do you use yelp for looking up reviews?
* Have you ever experienced misleading reviews?
* Do you value comments from social media concerning the business/product?

For the main study, we will show the user the application and ask them to see if they can tell how to use it. The goal is to see if the design of the application is intuitive and easily navigable. Next, we will ask if they can easily understand the layout of the review portion of the application. For the final questions of the study, we will ask to what the user believed to be the best feature of the application and what part needed the most improvement.