

Task 3a – Gathering Feedback

Questionnaires

I plan on making a questionnaire to gather feedback for the web application. Questionnaires are typically used to gain large amounts of quantitative information, whether it be attitudes, behaviours, experiences or opinions, from a target audience.

I am going to be using a questionnaire because a large number of users are able to complete it, meaning a high volume of data that can be turned into statistics to help me know what could be improved on, what people liked, and so on. Questionnaires are also convenient for the users because they can complete them at their own pace, and truly think on the feedback they will be giving back, which is extremely useful to gather the correct data I need. This leads into the fact that questionnaires can help me identify patterns of the most common things people are experiencing issues with, and their most common general thoughts on the web application in the first place. Questionnaires are also standardised, which means all of the participants will be receiving the same questions and will reduce bias. The standardisation also means that the data is going to be consistent and easy to analyse.

Due to this, I will be using a questionnaire to tailor to a non-technical audience. Questionnaires are able to have simple questions, and to complete one you don't need to know the ins and outs of a website. This means you don't need the technical knowledge to complete a questionnaire, and to look for feedback from the casual user, the questionnaire is the way to go.

To tailor it to a non-technical audience I will be splitting the questionnaire into the different major sections I want feedback on, and then I will ask simple questions, such as: "How easy is the website to use", or "Does the website suit your accessibility needs?". Some questions will just have a, "yes" and, "no" option, and some will have a scale from 1-5. This means the participant will be able to focus more on answering the question than a way of how to word the answer. Therefore, I will also make it quantitative questions, with the end of each section being open ended in case the participant had any additional thoughts.

The questionnaire will be delivered through google forms, where a user will have to sign in with their google account and scroll and answer the questions.

Observations

I will be using observations to gather more qualitative data from the user. I will be using this method to gain feedback on if any functions of the website are easy to navigate, easy to use, work or don't work, and any general comments the user wants to make. This is incredibly useful because it allows me to see first hand what a user will do when wanting to do certain functions. Just because it's easy for me to navigate, doesn't mean it's easy for the average user. It also allows me to know if there's any content that's missing or unclear, showing if it actually helped the users or if it confused the users.

Due to this, I will also be using observations for a non-technical user. This is because a technical audience might focus more on how the website was coded rather than the functionality of the website. And the observation is to see how the average user can navigate and use the website, which a technical audience may give biased data to.

I will tailor it by setting simple tasks, such as "Can you book a venue?", or, "Can you register". I will

make them go to different pages to see how easy the navigation is, and how user-friendly different functions are. Then I will create a form that focuses on open-ended questions to the user is able to give their honest opinions on any functions or pages. They will also be able to leave additional comments they may want to mention that doesn't correlate to the questions on the form.

This method will be delivered via in person observation in a room with just me and the other person in it, and the form used will be google forms.

https://docs.google.com/forms/d/e/1FAIpQLSdkJzM9Ov7-8DoSoL9UEvdHP3uWpUDbUWXD3NnzC_FmWUQfg/viewform?usp=publish-editor

Paired Coding Reviews

I will be using this method to gain qualitative data about the quality of the code of the website. Paired coding reviews also mean that any bugs in the code a participant spots will be addressed and given feedback upon. It will also allow me to see what easier ways I could've coded things, how better I could organise the code and project. I will gain information on the good things about the code and the bad things. This qualitative data is important so I can use the information to better organise and manage the code moving on.

The audience for this method is a technical audience because it's required for users to look at the code. A non-technical user would not understand or be able to give any feedback on the code, since a non-technical user does not have the skills or abilities to do so.

I will tailor this method to the audience by making the questions more technical, such as "Do the models suit the purpose of the web application", etc. And by listing what order I want the code to be shown in so it flows nicely to the participant.

This method will be delivered in person, and recorded by either asking if the user consents to be recorded audio wise, and if they do not, I will have them write down on paper their feedback.