TW Workshop 2.2 – Summarizing Primary Research Findings

Technical Writing

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October 2nd, 2024

Research Methods:

The primary research methods used in this research were observation and online surveys. The problem in the proposal, how effective are SAU's navigation tools, is intangible. It is difficult to calculate their effectiveness, so I used a survey that included questions like "Was there a time when you could not find a building or office on campus?" and "Do you think the SAU website campus map is effective?" to find a reliable estimate of what people on SAU think about them. I also have a personal observation of the number of strangers who have asked me for directions to a specific location on campus. These methods enable me quantify the problem in a numerical form.

Purpose of Research:

The data of how many people find the navigation tools that SAU provides, especially the SAU campus map, can be used to support my argument that the current tools are not very effective. If the results are unexpected, I can use them to rethink my proposal and solution. It is also a good way to document the results and compare them to a future survey that is identical or very similar.

The survey also includes questions about potential SAU digital interactive kiosks and how often the participants expect to utilize them and what they will use them for. That information will be useful if the proposal is implemented and SAU wants to decide what are the main functions that should be installed in the kiosks.

Data Presentation:

1) Survey

There are a total of 14 respondents from SAU. 93% were students, 7% were staff members.

Out of the students, 15% were sophomores, 15% were juniors, 62% were seniors, and 8% were graduate students.

85% of respondents lived on campus, while the rest did not or no longer did.

77% of respondents arrived on campus for their first time more than 2 years ago, while 15% did so 1-2 years ago, and 8% did so less than 6 months ago.

62% said that there was there a time when they could not find a building or office on campus, while the rest (38%) said they did not. All (100%) of the 62% said it occurred to them 2-5 times.

(Chart) Tools and methods used to navigate around campus (multiple choices allowed):
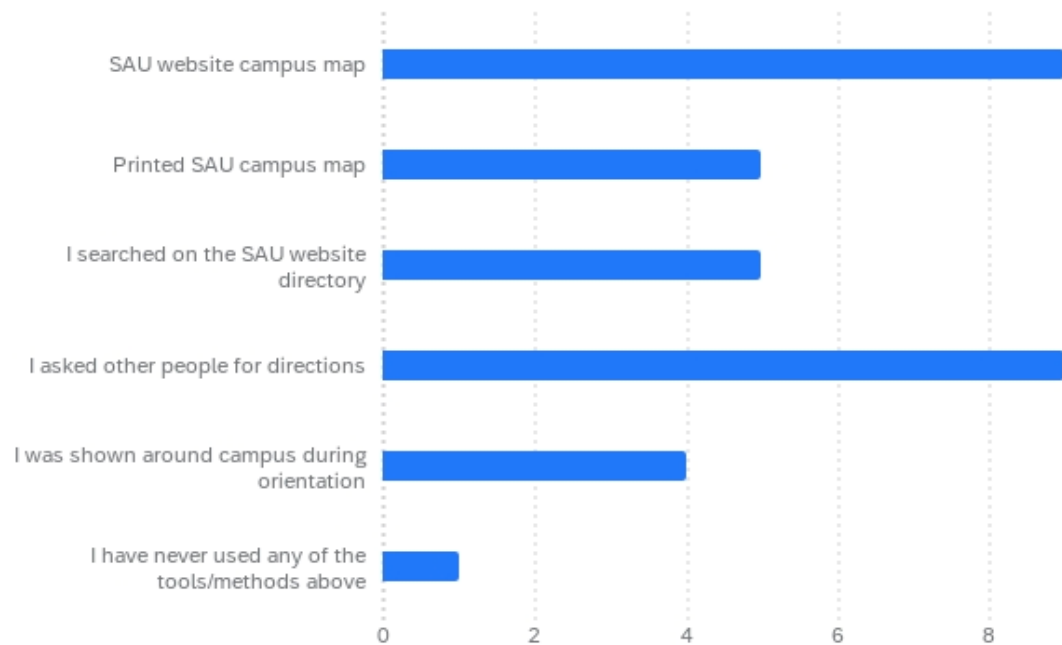
SAU website campus map (69%), printed SAU campus map (38%), SAU website directory (38%), asking people for directions (69%), orientation (31%), never used tools above (8%).

83% of respondents have used the SAU campus map before, and out of them 30% found it effective and easy to use, 60% found it confusing but they figured it out, and 10% found it ineffective and unusable.
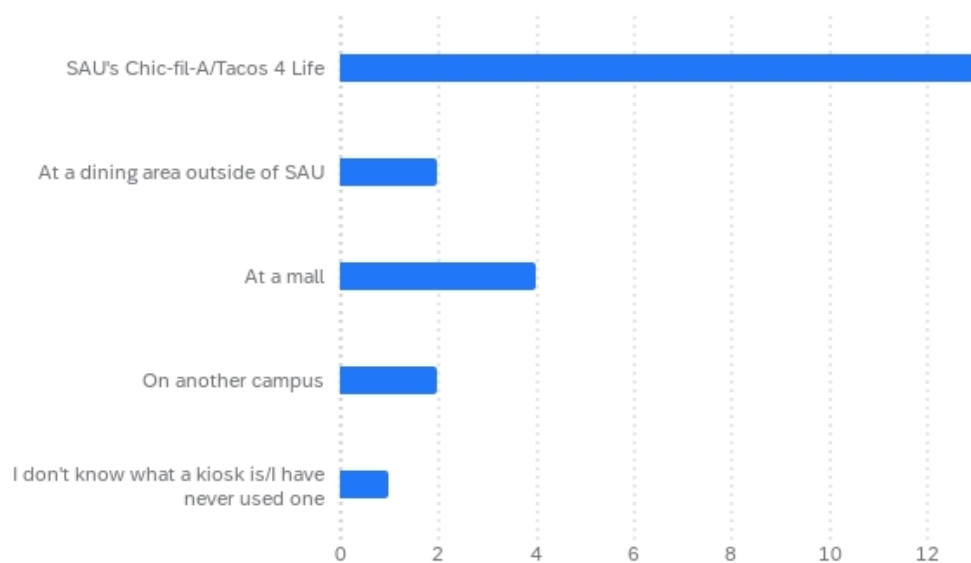
(Chart) How respondents usually discover SAU events and announcements (multiple choices allowed):
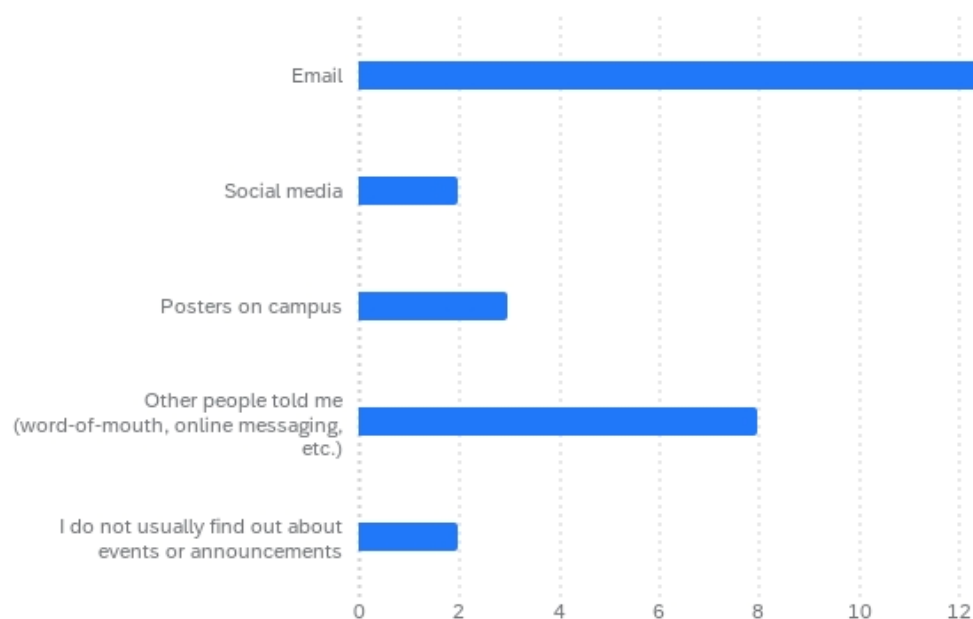
Email (100%), social media (15%), posters on campus (23%), other people (62%), do not usually find out (15%).

31% of respondents read every email while the rest (69%) only open emails that interest them.

(Chart) Where respondents have used a digital kiosk before (multiple choices allowed):

SAU's Chic-fil-A/Tacos 4 Life (100%), dining area outside of SAU (15%), mall (31%), other campus (15%), do not know what a kiosk is (8%).

(Chart) What would respondents use interactive digital kiosks for if SAU installs them(multiple choices allowed):
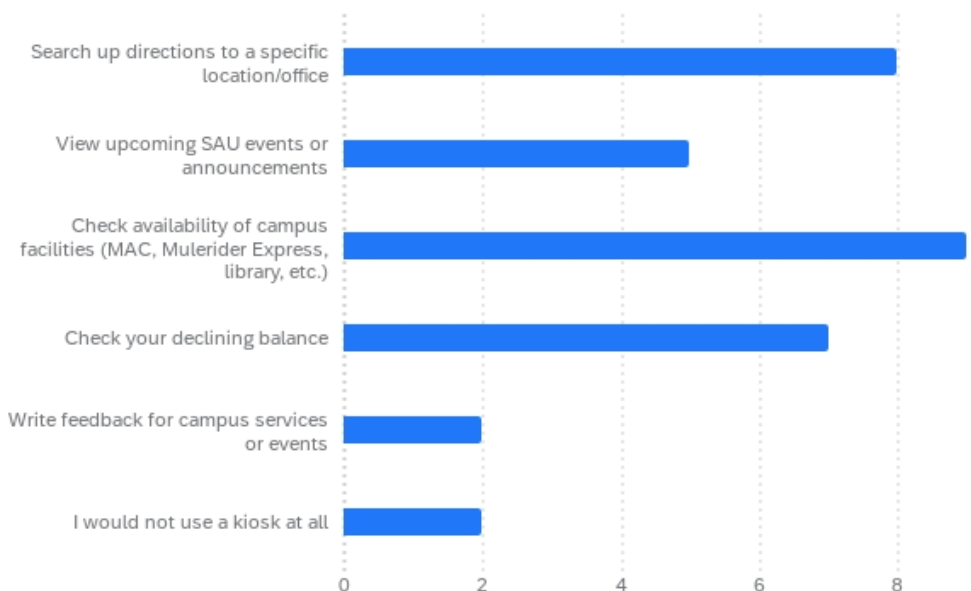
Search up directions (62%), view SAU events or announcements (38%), check availability of facilities (69%), check DB (54%), write feedback (15%), would not use at all (15%).

23% of respondents expect to never use the kiosk, 69% expect to use it 1-2 times a week, and 8% expect to use it 3-10 times a week.

2) Observation

From personal experience and from some testimonies from friends, we have been confronted by strangers, both students or visitors, that needed directions to certain locations. In the past year I could recall 4-5 separate instances of people asking me for directions. The most common one is directions to the athletic center during graduation ceremonies. I also took about 2 semesters to learn where each building was, and since I do not go into all of the buildings or floors, I would still have trouble finding a specific office, even as a senior.

A friend's testimony was that she often had trouble finding a specific office even though she knew which building the office was located in. She would have to search up on the SAU website directory to try to figure out what floor and side of the building the office would be.

Analysis:

The findings were similar to what I expected, an above average amount of people (62%) could not find a building or office on campus, and it occurred to them around 2-5 times. A majority would have to rely either on the SAU website campus map or by asking another person for directions. 83% of respondents have accessed or used the website campus map, but only 30% of them found it effective and easy to use. 60% found it confusing but figured it out in the end, and 10% found it ineffective and unusable. I expected this, as the map had a table at the bottom that the reader had to match to the image. It was useable, but not easy to use.

100% of respondents find out about events and announcements through email, but only 31% of them read every email. The rest only open emails that interest them. I expected this as it is not uncommon for me to receive 5-15 SAU emails a day. And these emails are sent out to every student regardless of their major or classification.

A majority of respondents expect to use an SAU digital kiosk to search up a location (62%), check availability of campus facilities (69%), and the check their DB (54%). This information will help me pinpoint the main expected uses of a campus kiosk on SAU.

Integration into Proposal:

These findings will be a strong supportive argument of my proposal, as it shows that the tools that students are currently provided with are usable, but not effective. Many use the campus map, but most find it confusing. All respondents receive event and announcements through email, but only 31% read every email. These are the strong findings of the survey. As the data can be quantified through percentages and bar charts, they will mostly be shown in those formats. My personal experience and friend's testimony can serve as some emotional appeal.

These findings will be informed in the problem documentation, objectives, beneficiaries, methodology, budget, and evaluation sections.