RaiderNAV Focus Group Script

# Welcome

“We would first like to take this opportunity to thank everyone for helping us out and participating in this focus group. It is our hope to make this as quick and painless as possible for everyone. Please do not hesitate to speak up at any point during this process. Your input as potential users will help us to create a more useful product for everyone.”

“As our first order of business we need everyone to please sign this permission form stating that you agree to participate in this focus group and that we may take notes regarding your impressions and comments to be used to improve our app.”

[Sign permission slips]

“Thank you all very much.”

# Introduction/Background Information

“Our inspiration for this project comes from our observations of other students around campus and our own experiences. Texas Tech has a very large campus and, as a result, it is sometimes difficult for both new and returning students to find their way around. This is particularly true when trying to quickly move between classes or attempting to locate a building you are not familiar with.”

“Apps that would attempt to help address these issues are not currently feasible for Texas Tech students. Google Maps and similar apps provide excellent route generation and generate turn-by-turn directions for the user. However, the app’s ability to do this is predicated on being provided correct physical addresses by the user. Students do not have the time or inclination to locate this information each time it is necessary.”

“Texas Tech provides an alternative option in the form of its own official app. The Texas Tech app provides students with a campus map which allows the user to search for the location of a specific building. Unfortunately, the map is static in nature and will not provide the student with directions nor does it indicate the student current position on the map. Furthermore, finding the correct building on the map requires the student to know the building’s name, which may not always be apparent from the building’s prefix, such as is shown on a student’s schedule.”

“Our answer to this problem is RaiderNAV. RaiderNAV is a navigation app specifically tailored for use by Texas Tech students and visitors. The app combines the best features of both traditional navigation apps and a detailed campus map. RaiderNAV will allow the user to input their classes, exactly as they appear on their official schedule, and dynamically generate routing information to each class in the proper sequence. The app will also allow the user to save, delete, and edit multiple schedules. This functionality will allow the user to keep multiple schedules for different days of the week and even from term to term. RaiderNAV will also calculate and display an estimated time of arrival to the next destination to keep students on time. Finally, the app will possess the ability to dynamically remove classes that have already ended from the user’s routing information thus ensuring proper direction at any time.”

# Mockup Presentation and Use Simulation

“At this time, we would like to present some of the mock-ups we created of the RaiderNAV system and go through some typical use scenarios. First, we will look at the diagrams showing the app’s layout at each point during execution.”

[Present each mock-up diagram and elicit feedback regarding the layout/design]

“Now let’s move on and simulate some typical use cases using the app.”

[Step through different typical use cases of the app taking notes regarding the participant’s interaction and perceived ease of use]

[Typical Use Cases: Navigating the main menu, entering a schedule, saving a schedule, retrieving a saved schedule, editing/deleting a schedule, requesting routing information, recalculating routing information]

## Final Impressions/Conclusion

“Our final order of business is to get some feedback from you guys. So, a few questions for everyone. [while taking notes]

* Do you think the app effectively addresses the problems that necessitated the creation of RaiderNAV?
* What are everyone’s thoughts regarding the usability of the app?
* Do you have any suggestions or features you would like to see implemented?
* Any questions?

This concludes our focus group meeting for the RaiderNAV app. Again, thank you all for participating. If you have any questions or concerns, please feel free to reach out to us at any time.”