

Contextual Inquiry Script for DH 150

Objectives

I want to learn about:

- What prompts people to want to search for information about their community
- Where they find this info
- How difficult it is to find this info
- What they wish could be improved about the process

Introduction

Hi [name], thank you for participating! Today I'll be trying to understand a bit about how you look for information online, and what works and doesn't work for you. I'm not evaluating you in any way, and there are no right or wrong answers. With this, I hope to design my website to better serve people like you, so please feel free to do things the way you would normally.

We'll start off with some background questions, and then move into doing some online searches. In answering the questions, it might help to think about the last time you did this activity. In the searches, I will ask you to show me how you do things on the computer and ask you questions to better understand what you do. Please feel free to say anything that comes to mind. You can talk about things you like or dislike.

I will be recording your screen so I can go back and make sure I get everything right. I won't use your name in connection with the recording or the results. Everything is completely confidential.

How does that sound to you? Do you have any questions?

Please review and sign the consent form before we begin.

Interview

Background Questions (5 mins)

[Variables] Could you tell me your name and a little bit about your major(s)?

[Variables] How did you decide on studying (major)?

[Variables, Opportunities] Where do you usually use your computer? What activities do you usually use it for?

General Questions (5 mins)

[Activities] What kinds of activities do you do outside of classwork?

[Motivation] What are some activities have you enjoyed most? Why?

[Motivation] What are some activities in your coursework that you enjoyed most? Why?

[Motivation] Are there any frustrations in your coursework?

[Activities] What is a typical day like for you?

Observation

User's own searches (35 mins)

Now I'd like to give you some time to think about a time you searched for something you were curious about and wanted to know more about. Feel free to use whatever websites or tools you'd normally use and to think aloud as you do the activity.

[Origin of task] What made you think about doing this task?

[Time spent] How much time would you spend on this task?

[Satisfaction] Are you satisfied with the results of the search? How do you decide if you have found what you are looking for?

[Shadowing] (During the search, ask why the user clicks on certain things or does certain actions) Why did you choose this particular result? Can you say why it seems good or poor?

After searches

[Put these questions after the observation, so as not to prime or bias the user's search behavior]

Searching for Asian American related news (10 mins)

[Activities] How often do you search for information, events, or news related to racial/ethnic minority communities?

[Process] How often do you search for information relevant to your own community?

[Motivation] What usually prompts you to search for this information?

[Success of search] How well are you able to find the information you're looking for?

[Process of search] What websites do you usually use to search for this kind of information?

[Process of search] What website do you use most? How did you hear about it?

[Goals of search] When you search for this information, what kinds of things are you looking to find? (don't prompt unless they get stuck)

[Goals of search] Who do you search this information for (eg. Yourself, others, classmates)?

[Process of search] In your opinion, what is the most useful source of information on news/history of racial/ethnic minorities online?

Do you ever save the information you found on your searches? If so, how do you save it? (Bookmark? Pinterest?)

Identifying problems with the search

[Alternative sources] Do you ever use social media sites or forums to find news, history, or information about Asian American communities?

[Alternative sources] Are there any types of questions or information that you do not use the internet to search? If so, what do you do?

Wrap-up

[Opportunities] If you could create a source of news, stories, or information for Asian American communities, what would this look like? How would it work? What topics would you like to see?

I've been asking you a lot of questions. Is there anything you want to ask me?