

EM757 Group project#2 User research report

Instruction:

#1. Apply one of the two qualitative research methods, ethnographic interview or focus group, to conduct user research:

- Interview at least four individuals. Each interview should last at least 40 minutes.
OR
- Conduct at least one focus group discussion with 6 to 12 participants. Each focus group should last at least 1 hour.

#2. Audio-record the ethnographic interviews and focus group discussions.

#3. (Optional) Transcribe the interviews or focus group discussion verbatim.

#4. Analyze the transcripts and develop two main personas for your website.

#5. Write up a research report.

User research report components and requirements:

1. Project statement

- Restate the purpose of your website.

2. Persona hypothesis

- Based on your previous design research, identify a list of important and relevant user variables (e.g., user roles, behavioral variables, demographic variables, domain/technical expertise).

3. User research method

- Describe your method and research procedure in detail: When and where did you conduct the research? How many ethnographic interviews or/and focus groups did you conduct? How many people participated in your research? How and why were the participants selected (*hint*: your hypothesized user variables)? How long did each interview/focus group last? What questions did you ask in the interview/focus group? What did you do during the ethnographic interview/focus group (e.g., show-and-tell)?

4. User personas

- Identify the most important user variables based on your research.
- Construct two user personas. Include the seven components covered in the class.

5. Web project statements

- Write a problem statement and a vision statement for your web project.
- Discuss how to find a balance between user goals and business goals.

6. Persona-based context scenarios

- Write context scenarios to describe an ideal experience of using your website from each persona's perspective.

7. Design requirements

- List design requirements to address each persona's goals.

Format:

1. Follow APA style throughout the report.
 - Font: Times New Roman
 - Double-space
 - Indent the first line of every paragraph 0.5 inch
2. Use headings to introduce sections and sub-sections.
3. Save the file as a WORD document.
4. The report should be about 5-6 pages in length.
5. Acknowledge/cite AI tool usage if there is any.

Assignment submission:

1. Name your file as “(Your last names)_User research report.”
e.g., Lokmanoglu_Huang_Wang_User research report
2. Submit your assignment on the Blackboard.

Grading Rubric:

1. Project Statement (5 Points)

- Clarity and Relevance (3 Points)
 - 3 Points: The project statement clearly and concisely restates the purpose of the website, directly aligning with the user research findings.
 - 2 Points: The project statement is generally clear but may lack some relevance or detail.
 - 1 Point: The project statement is vague or not fully aligned with the user research.
 - 0 Points: The project statement is missing or poorly articulated.
- Alignment with Design Research (2 Points)
 - 2 Points: The project statement demonstrates a strong connection to previous design research and user insights.
 - 1 Point: The connection to previous design research is present but not fully developed.
 - 0 Points: Little to no connection to previous design research.

2. Persona Hypothesis (5 Points)

- Identification of User Variables (3 Points)

- 3 Points: Accurately identifies a comprehensive list of important and relevant user variables based on previous design research.
- 2 Points: Identifies relevant user variables but may miss some important aspects.
- 1 Point: Identifies few or irrelevant user variables.
- 0 Points: No user variables identified.
- Relevance and Justification (2 Points)
 - 2 Points: The identified user variables are well-justified and clearly linked to the project's goals.
 - 1 Point: The justification of user variables is present but lacks depth.
 - 0 Points: No justification provided or poorly justified variables.

3. User Research Method (6 Points)

- Method Description (3 Points)
 - 3 Points: Provides a detailed and clear description of the user research method and procedure, including participant selection and rationale.
 - 2 Points: Describes the method adequately but lacks some detail or clarity.
 - 1 Point: Minimal or unclear description of the research method.
 - 0 Points: No description provided.
- Execution and Detail (3 Points)
 - 3 Points: Thoroughly explains the execution of the research, including the number of interviews or focus groups, participant details, and questions asked.
 - 2 Points: Adequate explanation with some detail missing.
 - 1 Point: Minimal explanation of the research execution.
 - 0 Points: No execution details provided.

4. User Personas (6 Points)

- Identification of Variables (3 Points)
 - 3 Points: Accurately identifies the most important user variables based on research findings.
 - 2 Points: Identifies relevant variables but may miss some key aspects.
 - 1 Point: Minimal or unclear identification of user variables.
 - 0 Points: No variables identified.
- Persona Construction (3 Points)
 - 3 Points: Constructs two comprehensive and detailed user personas that include all seven components covered in the class.

- 2 Points: Constructs personas that are generally complete but may lack some details.
- 1 Point: Constructs personas with minimal details or missing components.
- 0 Points: No personas constructed.

5. Web Project Statements (4 Points)

- Problem Statement (2 Points)
 - 2 Points: The problem statement is clearly articulated and directly addresses the key issues identified through user research.
 - 1 Point: The problem statement is present but may lack depth or clarity.
 - 0 Points: No problem statement provided.
- Vision Statement (2 Points)
 - 2 Points: The vision statement is clear and aligns well with both user and business goals.
 - 1 Point: The vision statement is present but may not fully align with project goals.
 - 0 Points: No vision statement provided.

6. Persona-Based Context Scenarios (3 Points)

- Scenario Development (3 Points)
 - 3 Points: Develops detailed and realistic context scenarios that accurately reflect the personas' experiences and interactions with the website.
 - 2 Points: Scenarios are present but may lack some detail or realism.
 - 1 Point: Minimal or unclear scenarios provided.
 - 0 Points: No scenarios provided.

7. Design Requirements (3 Points)

- Relevance to Personas (2 Points)
 - 2 Points: Lists design requirements that are clearly linked to each persona's goals and needs.
 - 1 Point: Design requirements are somewhat relevant but may not fully address the personas' needs.
 - 0 Points: No design requirements provided or poorly linked to personas.
- Clarity and Specificity (1 Point)
 - 1 Point: Design requirements are specific, clear, and actionable.

- 0.5 Points: Requirements are present but may lack clarity or specificity.
- 0 Points: No clear or specific design requirements.

8. Format and Writing Quality (3 Points)

- APA Style and Formatting (1 Point)
 - 1 Point: Report follows APA style with proper formatting, including font, spacing, and indentation.
 - 0.5 Points: Minor errors in APA style or formatting.
 - 0 Points: Significant issues with APA style or formatting.
- Organization and Clarity (2 Points)
 - 2 Points: Report is well-organized, with clear headings and sub-sections. Writing is clear, concise, and free of grammatical errors.
 - 1 Point: Report is generally well-organized but may contain minor issues in structure or writing clarity.
 - 0 Points: Report is poorly organized, with significant issues in clarity and grammar.