EM757 Assignment #1 Ethnographic interview report

For this assignment, you will conduct an ethnographic interview with a user who has used any mobile application (app) of their choice. The interviewee will guide you through their experience of using the app, providing insight into its functionality and significance. Your task is to compile a report that includes the following components:

Introduction

- Begin by introducing the chosen app, outlining its fundamental functionalities, features, and design elements.
- Utilizing your understanding of the app's design, hypothesize its intended target audience.
- Discuss how the interviewee's usage reflects the app's core functionalities, features, and design aspects that you have identified.

Findings

- Explore the key features that make this app appealing, particularly in comparison to similar apps available in the market.
- Identify one or two features within the chosen app that could potentially benefit from revision or redesign, based on the interviewee's feedback.
- Propose three additional features that you believe would enhance the app's existing functionalities.
- Summarize the most significant findings that emerged from the interview.

Format:

1. Follow APA style throughout the report.

- Font: Times New Roman (size 12)
- 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 2 pages in length.

5. Acknowledge/cite AI tool usage if there is any.

Assignment submission:

1. Name your file as "(Your last name)_interview report."

    e.g., Lokmanoglu_interview report

2. Submit your assignment on Blackboard by 9/23/2024 11:59 pm.

Grading Rubric:
Total: 20 Points

1. Introduction (5 points)
- **Introduction of the App (2 points)**
  - 2 points: Clear, detailed introduction of the chosen app, outlining its fundamental functionalities, features, and design elements.
  - 1 point: Adequate introduction with basic details of the app's functionalities, features, and design elements.
  - 0 points: Poor or missing introduction, with minimal or no details about the app.
- **Hypothesized Target Audience (2 points)**
  - 2 points: Well-articulated hypothesis about the app's intended target audience, with clear reasoning.
  - 1 point: Basic hypothesis about the target audience with some reasoning.
  - 0 points: Poorly articulated or missing hypothesis about the target audience.
- **Usage Reflection (1 point)**
  - 1 point: Detailed discussion on how the interviewee's usage reflects the app's core functionalities, features, and design aspects.
  - 0.5 points: Adequate discussion with some details on the interviewee's usage.
  - 0 points: Poor or missing discussion on the interviewee's usage.

2. Findings (10 points)
- **Key Features and Appeal (3 points)**
  - 3 points: Thorough exploration of key features that make the app appealing, with a comparison to similar apps.
  - 2 points: Adequate exploration of key features with some comparison to similar apps.
  - 1 point: Basic exploration of key features with minimal comparison.
  - 0 points: Poor or missing exploration of key features.
- **Features for Revision or Redesign (2 points)**
  - 2 points: Clear identification of one or two features that could benefit from revision or redesign, based on interviewee's feedback.
  - 1 point: Basic identification of features needing revision or redesign.
  - 0 points: Poor or missing identification of features needing revision.
- **Proposed Additional Features (3 points)**
  - 3 points: Well-thought-out proposal of three additional features that would enhance the app's existing functionalities.
  - 2 points: Adequate proposal of additional features with some reasoning.
  - 1 point: Basic proposal of additional features with minimal reasoning.
  - 0 points: Poor or missing proposal of additional features.
- **Summary of Findings (2 points)**
  - 2 points: Clear and concise summary of the most significant findings from the interview.
  - 1 point: Adequate summary with some significant findings.
  - 0 points: Poor or missing summary of findings.

3. Format and Style (5 points)
- **Adherence to APA Style (2 points)**
  - 2 points: Perfect adherence to APA style throughout the report.
  - 1 point: Minor errors in APA style.
  - 0 points: Major errors in APA style or not followed.

- **Formatting Requirements (1 point)**
  - 1 point: Proper use of font (Times New Roman), spacing (double-space), and indentation (first line of every paragraph 0.5 inch).
  - 0.5 points: Minor formatting issues.
  - 0 points: Major formatting issues.
- **Use of Headings (1 point)**
  - 1 point: Appropriate and clear use of headings and sub-sections.
  - 0.5 points: Somewhat appropriate use of headings.
  - 0 points: Poor or no use of headings.
- **File Format and Length (1 point)**
  - 1 point: Correct file format (WORD document), named appropriately, and within the required length (2 pages).
  - 0.5 points: Minor issues with file format or length.
  - 0 points: Major issues with file format or not within the required length.