

# Assignment: Contextual Inquiry

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## Assignment Instructions

For every user you conduct contextual inquiry on, you need to prepare the following:

- User information: details about user demographics, his/her technological preferences and a photo. [See slide no. 4 for reference]
- Venue details of contextual inquiry: photo and location name. [See slide no. 5 for reference]
- Details of the task performed: App name, task, task details, link of lookback recording. [See slide no. 6 for reference]
- Notes for the contextual inquiry session which would include: [See slide no. 7 for reference]
  - Questions asked during the session and user answers to those questions
  - Distractions faced while conducting the session
  - Moments of delight and disappointment expressed by user during the session
- Analysis of the user answers and recording of the session. These would contain the insights gathered from individual sessions you conducted. These are insights about what did the user set out to, what worked well and what didn't, pain points in current flow to perform a task. For example, in the session Manu doesn't remember his Paytm password and cod option was not available either. [See slide no. 8 for reference]

User 1

# User Information: 1

## Demographics

**Name:** Mr. Sunny James

**Age:** 26

**City:** Trivandrum

**Occupation:** Data Analyst

**Marital Status:** Unmarried

**Education Qualification:** B.Tech



## Technology

Mobile Device OS: Android/iOS/Windows/Others : **Android**

Preferred device for web access: Laptop/Mobile : **Mobile**

Preferred social networks: Facebook/Snapchat/Twitter : **Facebook**

Favourite Brands: Google/Samsung/Apple etc. : **Google**



# Venue of the contextual inquiry

**User**

Mr.Sunny James



**Interviewer (PM)**

Ms.Bhavani

**Venue details** - User's Drawing Room (Live meeting)

# Details of the task performed

## Task Details

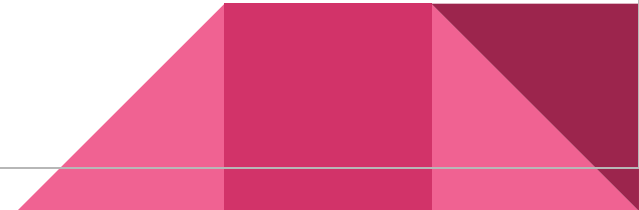
**Website Name:** LinkedIn.com

**Task:** Apply for a Job on LinkedIn website

**Task details:** User searches for relevant roles and applies for a job on LinkedIn website.

**Link to the video for the user:**

[https://drive.google.com/open?id=1nYDJPn4RiuC1S54-MtyPhgzKfHz-K\\_wl](https://drive.google.com/open?id=1nYDJPn4RiuC1S54-MtyPhgzKfHz-K_wl)



# Notes for the contextual inquiry session

## Questions asked after the session:

### 1. How do you find the website like?

**Ans :** It is pretty fast and user friendly. The Company name and details are given side by side. So it is nice and convenient

### 2. Did you use LinkedIn before?

**Ans:** No, since it is my first job switch after being recruited on campus, this is the first time I am using LinkedIn although I have heard about it.

### 3. While initially searching, I found that you were struggling a little bit to filter the Location. Was there any issue?

**Ans:** I was looking for a Data Analyst job in India. Directly on the home page, the filters tab is not there. So, I had to first search “Data Analyst” and then once the results came up, I filtered for location again (in 2 steps).

# Notes for the contextual inquiry session

## Questions asked after the session:

- 4     **What exactly were you searching for, while zeroing in on the company to apply?**  
*(Little explanation while asking the question was given to make it clear for the user since he is a first time user)*

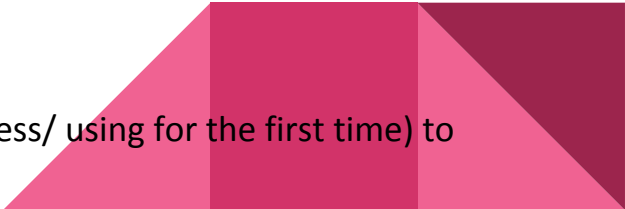
**Ans :** I was searching for something like an easy apply option. All companies don't have the easy apply option. May be it is company policy!

5.     **Were you aware of the fact that easy apply option is not available for all companies?**

**Ans:** No. Yes. If it can be highlighted, it would be good.

6.     **Would it be good to have some feature incorporated at the listing view itself to let the user know that there is easy apply or not.**

**Ans:** Yes.. Would be great for a person like me (meaning someone who uses less/ using for the first time) to understand the option easily.





# Notes for the contextual inquiry session

**Distractions observed if any**

None considerably!



# Notes for the contextual inquiry session

## Moments of Delight:

- When the search results are up and he could see the description and listing of companies at the same page, he felt it easy to read job descriptions and proceed further

## Moments of Disappointment:

- During the initial conversation, the user showed dissatisfaction towards his job and his hectic schedule.
- When the user could not identify “Easy Apply” option immediately, there was slight discomfort in the user’s expressions to figure out as the “Apply” option would redirect to company’s web site.



# Analysis of the session

Details of the the insights that I have gathered from the notes and recordings of the contextual inquiry session.

- There was slight discomfort in answering the job related queries as the user was going through a hectic day at work, during the initial conversation.
- Being a first time user, certain things like filters could not be easily figured out. It took two steps to actually search what he wanted. If the filters tab would be on the Home page itself, it might have been a bit more easy.
- The provision for job description just beside the listings made it convenient for the user to understand easily and choose the companies quickly.
- The “Easy apply” option provided was liked by the user.

Providing this option on the company listings view itself would be better for users to quickly apply.



User 2

# User Information: 2

## Demographics

**Name:** Sridhar Jammalamadaka

**Age:** 32

**City:** Bangalore

**Occupation:** Tech lead

**Marital Status:** Married

**Education Qualification:** M.Tech



## Technology

Mobile Device OS: Android/iOS/Windows/Others : **iOS**

Preferred device for web access: Laptop/Mobile: **Laptop**

Preferred social networks: Facebook/Snapchat/Twitter: **Twitter**

Favourite Brands: Google/Samsung/Apple etc. : **Apple**

# Venue of the contextual inquiry



**Interviewer (PM)**

Ms.Bhavani



**User**

Mr.Sridhar

**Venue details** - User's Study Room and Interviewer's Study Room. (Meeting via Zoom with Video)

# Details of the task performed

## Task Details

**Website Name:** LinkedIn.com

**Task:** Apply for a Job on LinkedIn website

**Task details:** User searches for relevant roles and applies for a job on LinkedIn website.

**Link to the video for the user:**

<https://drive.google.com/open?id=1BRug0bYBMhi7wZ0cgeqBgbdDr6-jcCpn>



# Notes for the contextual inquiry session

## Questions asked after the session:

1. **What were you searching while filtering? Were you looking for any specific option?**

**Ans :** Yes. Jobs that are posted recently, not old ones. Also, looking for mid senior level jobs, near to my house. But I didn't find it.

2. **Were you struggling to find that kind of a feature (looking for jobs near your place) or was it intuitive?**

**Ans:** It was intuitive that while we type a location, we can look for jobs nearby. But, here it restricts me to the cities (can't add specific place/locality name, say which is close to my house). So it is not very clear. I tried and failed and then understood that it doesn't allow.

3. **What features did you like?**

**Ans:** The auto-populate (giving good suggestions when searched for "Full stack developer", for ex) is a nice feature. By default, it searched for the jobs in India, detecting automatically. The "Easy Apply" option is good so that we need not go away from the website to apply.



# Notes for the contextual inquiry session

## Distractions observed if any

Slightly distracted in the initial conversation while the Interviewer (PM) was explaining the purpose of the interaction.

Some distractions with respect to noise (vehicle horn in the background, child's voice., etc) - but this did not affect the user much. He was focussed on the task during this time.



# Notes for the contextual inquiry session

## Moments of Delight:

- The auto-populate gave good suggestions and then, using the “Easy Apply” option, the user could quickly apply for various jobs. So, at this point, he was showing confidence and doing the task very fast.

## Moments of Disappointment:

- When the search results were listed but he could not search for the exact place (ex: some place near his home), the user had to further go ahead to type the city name again. During this process, he was showing a little disappointment.



# Analysis of the session

Details of the the insights that I have gathered from the notes and recordings of the contextual inquiry session.

- The user could easily apply filters required for his search, like the date posted(only new jobs he wanted to consider), the location as well as experience level. Filter options were intuitive.
- A feature to filter not only by city but also by a place/locality within the city can be incorporated (to enhance proximity)
- The user had ease of use and further gave good feedback that he liked the “Easy Apply” option, the Auto-populate and the jobs automatically listed by current location (India in this case)



# User Information: 3

## Demographics

**Name:** Viplavi Veluru

**Age:** 34

**City:** Hyderabad

**Occupation:** Consultant Technical Writer

**Marital Status:** Married

**Education Qualification:** B.Tech



## Technology

Mobile Device OS: Android/iOS/Windows/Others : **Android**

Preferred device for web access: Laptop/Mobile: **Laptop**

Preferred social networks: Facebook/Snapchat/Twitter: **Facebook**

Favourite Brands: Google/Samsung/Apple etc. : **Google**

# Venue of the contextual inquiry



**Interviewer (PM)**

Ms. Bhavani



**User**

Ms. Viplavi

**Venue details** - User's Office Cabin and Interviewer's Study Room. (Meeting via Zoom)

# Details of the task performed

## Task Details

**Website Name:** LinkedIn.com

**Task:** Share a post on LinkedIn website

**Task details:** User searches for a post and shares it on LinkedIn website.

**Link to the video for the user:**

<https://drive.google.com/open?id=1BRug0bYBMhi7wZ0cgeqBgbdDr6-jcCpn>



# Notes for the contextual inquiry session

## Questions asked after the session:

1. **What is that you find appealing in this website?**

**Ans :** The overall look is new and it is easy to interact. The flow has improved. It is very close to how facebook looks. Due to familiarity, it does not take much time to learn.

2. **Before sharing, apart from the filters, were you searching for anything else? Or Was that all?**

**Ans:** No! But, there is one thing that I was looking for. Just like the news updates view on the right, if there are some relevant posts shown as per my profile, it is easy to find them and share. Although earlier it started as a “Connections only” site, it became a job site of late where people share and apply jobs. Some relevant latest posts/jobs as per my profile on the right side (similar to the news updates view) with an option to apply from there directly would be a good addition.



# Notes for the contextual inquiry session

**Distractions observed if any**

None Considerably!






# Notes for the contextual inquiry session

## Moments of Delight:

- As the user has successfully shared the particular post that she wanted, there was a moment of delight in her tone.

## Moments of Disappointment:

- The user expected that the article shared by a particular connection (a specific person) can be searched. But when it was not possible, she was a little disappointed.
  - While sharing the article, on the “Share” popup, there are two tabs - ‘Share to Feed’ and ‘Send as Message’. While toggling between these tabs, the text written or option chosen is not being saved. So, here, the user gave an expression as it was not expected.
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# Analysis of the session

Details of the the insights that I have gathered from the notes and recordings of the contextual inquiry session.

- The user seemed familiar with the site and could share an article.
- Searching an article posted by a specific connection was not easy! There can be some direct filter for the same.
- The “Share” popup has tabs and toggling between them should save the text or options chosen.
- Similar to the news updates view on the right side, there can be some relevant posts or jobs as per a profile.
- The user interface is quite familiar and similar to that of Facebook. Not much time needed to learn it.
- The flow has improved and it is easy to interact.



# Session review

- The contextual inquiry was done with three users of diverse backgrounds in different ways.
  - **Live interaction:** For the first user, a live interaction was done - he is a relatively new to LinkedIn as he got a job on campus and this is his first job switch search going on. So, slight explanations while asking questions was required. He gave nice feedback.
  - **Video call with screen flow:** The second user is an experienced user - a zoom recording with user's video and workflow was chosen here to get the feedback. He could quickly apply for a job and give valuable suggestions and tell what he liked too!
  - **User conversation with screen flow:** The third user is quite familiar with LinkedIn - a zoom recording with the user's conversation and workflow was preferred to figure out the user feedback from actions as well as the intent from tone! Good improvements were suggested by this user.
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Thank You!

