Chanyah, Cayla

Professor Richert

HCDD 264 Design

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<div align="center">User Study Design</div>

1. **Study goals - what is it you want to learn from prospective users of the technology you are planning to prototype? (min 100 words)**

With the help of prospective users, we would like to learn more about the users needs and behaviors in relation to our design. Being exposed to the user's way of thinking will assist in teaching us more about user preferences and help us improve our prototype. By conducting a study with prospective users, we are trying to determine how our product idea/prototype can improve with the help of an outside standpoint. It will help us incorporate different features in the application that were thought about from conducting studies with possible users instead of only going off of our opinions of how the app should be conducted. Seeing how users interact with the app will help us see the successes and failures in our prototype.

2. **Participants - what kinds of people do you need to study and how will you recruit them? Each group member's work on the study should involve approximately 3 hours of 'field time' i.e. 3 interview participants, 3 hours field observation, at least 6 questionnaire respondents, etc. (min 100 words)**

The general group of people that will be studied are people who enjoy shopping for clothes. Within the group of people who enjoy shopping, we will sort the group into online and in-person shoppers based on their preference. In both these groups, we will study people who are fashion influencers, people who like to shop for clothes in their freetime, people with disabilities,

and older people. We will recruit the in-person shoppers through field observation, observing them shopping in stores. Online shoppers will be recruited through online questionnaires to gain their interest. From these questionnaires, we will be able to find respondents who are a best fit to the study and gather data from them.

3. **Study methods - based on your reading of Interaction Design Ch.8 and the IDEO Field Guide pp.36-64, each group will select two (2) different primary user data gathering methods for the study. (min 300 words)**

    1. **For each method provide the name of the method and a reference identifying where it is found in the readings.**

    2. **For each method provide a rationale (reasons) for why this method is appropriate given the study goals.**

    3. **As a group comment on how the two study methods will help you achieve triangulation in your study results.**

By using the readings from Interaction Design Chapter 8 and the IDEO Field Guide, We believe that a drawing study (pp.65) and a card sorting study (pp.57) with the incorporation of an interview is the best way to gather data on our users that will help us determine the necessities in our prototype and the parts of it that would need to be included. With the **card sorting activity that was found on page 57** of the IDEO Field Guide, the overall main point of completing the exercise is to spark conversation about what matters in your product between you and your user. You are supposed to use a deck of cards that have words and/or images on it that relate to your product and have the user in the study sort the cards based on what is most important to least important in their opinion. With this activity being conducted on multiple people, we will be able to assess what the most important aspects of our product would be to most users. Seeing what

common rankings they share will help us determine the parts of our app that will significantly impact it for better or worse. For the **drawing study activity that was found on page 65** of the IDEO Field Guide, the necessity in completing this study is to learn more about the people that would be interested in using our application to make online clothing purchases easier. We would give every participating study subject a basic idea/ mission statement of what we are hoping to accomplish with our application, then give them a few minutes and ask them to draw a simple user interface that they think would look best for the kind of application we are trying to achieve. After completing their drawing, the subject would "present" it to us, highlighting the important features in the sketch that they included. This activity would help us determine the similarities and differences in each study subject's drawing, helping us see what each subject believes would need to be included in the application. These two study methods we selected will help us achieve triangulation in our study results as our data collected from our study results would offer diversity in thinking since it is taken from different study subjects. For the drawing activity, no two study subjects can have the same exact user interface design, giving us a variety of data. The card sorting activity offers triangulation of theory, giving us different points of view and data findings.

4. **Study Plan & Procedures (min 300 words)**

The first study method, the card sorting activity, will be conducted on both groups of users, the in person and online shoppers, regardless of their shopping preference. Participants will sort the cards individually so we can get a good idea of the multiple different shopping experiences each participant can have. The cards will contain pictures of different parts of the shopping experience such as searching for clothes, trying clothes on, checkout, or returning. Participants will sort the cards according to what they find more or less important in their shopping

experience. Afterwards, we will ask the participants for a brief explanation on why they sorted the cards the way they did. Using the results from this study, we will be able to make a generalization of what parts of our product will be most important to users. For the second study method, this will be for the participants who prefer online shopping. We will provide each participant with a pen and paper and ask them to draw an app that includes important features that they believe will help make the online shopping experience enjoyable for them. We will give them sample drawings of interfaces from apps in case some of them do not know how to draw an interface. We will remind them that it is okay to take inspiration from their favorite shopping apps/websites and that it is okay to add anything that they have not seen before in an application. The most important part is to not limit their imagination when it comes to this study. After the participant is done drawing, we will ask them to briefly explain the interface that they drew. The results from this study will allow us to gain insight into what is important to include in our application as far as application features and accessibility. As stated above, we will recruit people who prefer online or in person shopping. In each of these groups we will make sure to include fashion influencers, people who like to shop for clothes in their freetime, people with disabilities, and older people to get a wide range of potential users. We will recruit in person shoppers through field work and online shoppers through questionnaires. We will also provide incentives for the time spent in our study. As far as the timeline, we will start with recruitment. Sending workers out to malls and clothing stores asking shoppers to take part in our study in exchange for an incentive. For the team that is handling the online shoppers, we will partner with online shopping companies that will give them a questionnaire, which at the end of the questionnaire we will ask them if they are interested in meeting in person with us for the study. Once we receive the appropriate number of participants we will bring everyone in to conduct the individual

studies. From there we will gather data from our card sort and drawings and work as a team to

analyze the results.