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## User Study Data Collection and Analysis

### 1. Demographic Information

For the study, I included three participants who prefer different shopping methods. It was important to include different shopping preferences in the study to get an understanding of why certain people may or may not prefer online shopping. Additionally, I wanted to get people who shop online a lot for fun or maybe just shop when they really need something. The first participant who participated in the study, Tasneem, is a second-year student majoring in Cybersecurity. Tasneem has an in-person shopping preference. When asked why, she expressed, “I like the mall, the environment, eating Auntie Annes.” When asked about her shopping habits she stated that she only shops when she needs to, such as instacarting for groceries or ordering clothes for an upcoming event. The second participant, Dide, is a second-year student in the Division of Undergraduate Studies. She stated that she does not have a shopping preference because she just likes to shop. When asked about her shopping habits, Dide said she is a chronic online shopper. She buys any and everything and will go online to shop every chance she gets. The last participant is Tymir, who is also a second-year student and is a Nursing major. Tymir said he prefers to shop online but doesn’t like to spend money if he does not have to. When asked why he prefers online shopping he said, “You can use Afterpay online.”

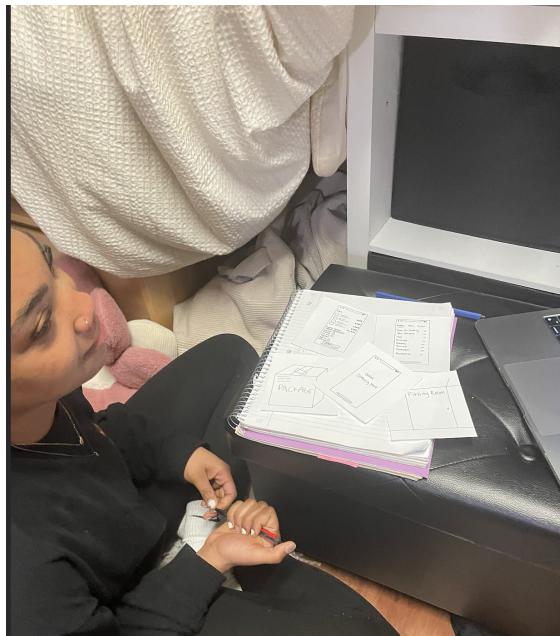
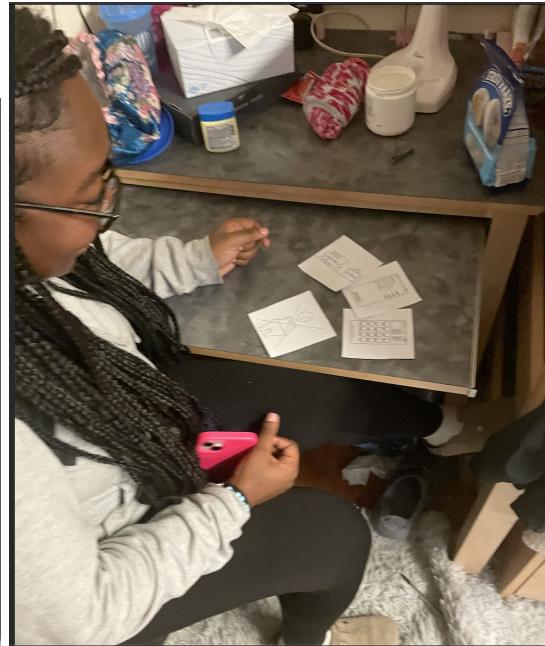
### 2. Specific Procedures

The process of creating the data started by copying the card template from page 168 of the Design Kit book and I then used my iPad to create custom cards to draw different stages of the in-person and online shopping experience. I then printed the templates out and cut them up to create the cards.

To start the process of conducting the method, I went up to people in the Paul Robeson Cultural Center located in the Hub and asked people if they had time to take part in my study. The people that I asked said they would be happy to do it but they have class soon so I could come to their dorm later and conduct the study there. When I was able to conduct the study I asked them to sort the cards based on the parts of the shopping experience they enjoyed most to least. I then asked for a brief explanation of why they ordered the cards the way they did. Additionally, I followed up with questions such as Which was your favorite card and why, what parts of the shopping experience do you also enjoy that were not shown on any of the cards, and What parts of the shopping experience do you not enjoy that were not shown on the cards?

### 3. Raw Data Collected

The main data that was collected were quotes and photos. The photos collected show the finished products of the method after the cards are sorted. After the participants finished with the card sorting I asked for a brief explanation and allowed them to talk about their thought process which led to some insight about their overall shopping experiences. This led to me pulling quotes from their explanations and holding them in my notes app on my MacBook.



**User Study Quotes**  
Tasneem

- I like the mall, the environment, eating Auntie Annes
- Better if you can't fit them and you try them on in store because nobody really returns"

Dide

- I like everything on my phone but its the same as being in the mall"
- Online shopping is very enabling"
- App would be better if it helped with returns"
- Like when my [Pinterest](#) board gives me a link to what I want"
- I like the ads to suggest things"

Tymir

- You can use [Afterpay](#) online"
- The feeling of getting a package is electrifying"
- When you forget about it and it shows up is the best"
- "Wishlist make you wanna get your money up!"

#### 4. Summary Analysis

The data collected in the study was a tremendous help in understanding what parts of the online shopping experience make users happy and what parts users think can be improved on.

When moving forward in the design stage, this study will supplement our thinking when thinking about how we want to design our app for users and how we want them to interact with our app. For example, collecting quotes such as “You can use Afterpay online”, “I like it when my Pinterest board gives me a link to what I want”, and “I like the ads to suggest things” helps the team think and decide on what features of the application could be beneficial to users. The first quote I mentioned encourages the design team to think about including different ways for the users to pay for their orders. Afterpay is a service that allows users to pay in broken-down payments over time. Including services like Afterpay in our application would allow users who may not have enough money to still be able to order their items when they want to and pay in full at a later date. Thinking of features like those helps make our application accessible to a wider range of people. The other quotes mentioned remind me to add fun features that help make the user's shopping experience fun and enjoyable. Those quotes make me think of ways to spark our users' interest and creativity when using applications like platforms such as Pinterest and Amazon. On the other hand, collecting quotes such as “Better if you can't fit them and you try them on in-store because nobody really returns” and “It would be better if apps helped with returns” helps the design team to think about what we can do in the designing phase to make sure users do not face the same struggle of returning as they do with other apps. Those quotes helped the design team relate to the participants with our struggle of returning clothes and pushed us to find solutions so users do not find that same struggle when using the application.