A3: Formative Study Results & Group Project Plan

Group assignment
Due: Monday, 29 January before 6:00pm
Submit to: Blackboard
Worth: 15% of your final grade (5% individual work, 10% group work)

Combine the results of your individual background research and user research to create your group formative study results. Please note that "*combine*" and "*concatenate*" are not synonymous. Rather than having a section for each individual's research findings, you need to **synthesize and organize** them by theme or by the nature of the results. Take the time to produce **a coherent findings summary that represents your findings as a whole**. Then, building on these results, develop **a group project plan** in the form of a detailed experience map.

> **Your tasks**
> - Report **combined group results of formative study**
> - Refine and present your **group project plan** (experience map)

1. Combined Formative Study Results

Review the individual background and user research results from all your team members and **prepare the group results report** including:

- Concise combined **summary of all background research results** from your literature review, as well as **all user research results** from user observations, interviews and questionnaires by removing repetition and expanding any omissions. **Do not include directly** raw user research results from individual research in your combined results, instead paraphrase and **briefly** summarize results.

- Include each group member's summary of their own research and raw results from individual user research as an **Appendix** to your document. Make sure to include the group members' names in these summaries. In the individual research summaries organize survey results using tables and appropriate visuals (charts & graphs). In communicating insights from your observations and field studies include pictures of artifacts and relevant environmental factors.

2. Group Project Plan

Based on the combined results of your formative study, develop an **experience map** to guide the next phase of your research. Refine the definition of the problem: piece together, and map out your findings into a big picture of how and why your target population complete a task, how they feel and what they think. Identify research opportunities: develop key takeaways that highlight both the bright spots as well as breakdowns and issues.

More specifically, your experience map should include:

- **Lens**: specify the targeted *people* and *context*
- **Phases of the experience**: develop a comprehensive list of the chronological steps in the experience, i.e. the *phases* of the journey
- **Aspects of the experience**: report quantitative and qualitative insights into the target user perspective during the experience. Organize these insights into *doing, thinking* and *feeling*, as well as specify the corresponding *touchpoint(s)*.
- **Takeaways**: identify the *bright spots*, where the experience is working well, as well as the *breakdowns and issues* (gaps and seams).

Submission instructions

> ## What to submit?
>
> ❑ A PDF document named "`[group_name].A3.study_results_and_plan.pdf`" containing:
>
> - o your **combined formative study results** (1 page max.)
>
> - o your **group research plan**, i.e. the experience map (1 page max.)
>
> - o each group member's each group member's **summary of their own research** and **raw results from individual user research** (1 appendix per group member, clearly labeled with researcher names)
>
> - o your updated **project calendar** (include all past group activities, as well as outline plans for the next couple of weeks)

Submission details:
- Submit all of your electronic documents on Blackboard by the due date. Late submissions incur a penalty.
- Please include a Table-of-Contents **with page numbers** and organize your documents with headings and sub-headings. Ensure your figures are labeled and numbered. Make sure to include detailed references in a standard citation format.
- Document quality is independent of document size; be concise & relevant.
- Writing style counts for 10%: structure, organization, spelling and grammar. Documents submitted with less than University-level writing quality will be returned unmarked.