

User Interview on Signage Implementation at Hacknight

-Script by Jaoyi, Interviewer Kevin

Summary

The two members Kevin interviewed did not see the poster-sized Floormap-Agenda-Sign. We found that there are several problems with having poster-sized Floormap-Agenda-Sign. 1) the sign is crumpled and beat-up due to crowded storage space and careless handling. 2) The sign was placed out of the normal route that new members would walk through. 3) Anthony, who buzzes people in and explains to them the basic hacknight info, felt that it was inconvenient for him to stand up and walk new members to the large poster sign.

Jaoyi also observed whether new members walked to the sign. She found that the sign was indeed under-utilized. Only a small percentage of new members would walk over to the sign to read about hacknight information.

We decided to change the Floormap-Agenda-Sign (V01-02) to 'letter-sized' and poster them on the wall all over the space.

Note: To find out more about followup iterations, see file 'Floormap_Agenda-sign_Iterations_Notes'

Script

Intro

We are the research group working on improving new member experience at the code for sf hack night. We prototyped some new signage to make the structure and space of the hack night more clear to new members. And your honest feedback will help us improve the design.

(the welcome sign is on the front door, the map sign is placed on the front side of the counter below the countertop.)

I will ask you a few background questions first, and then I will ask you what you think about the signage design. Do you have any questions before we start?

Background

How many times have you been to code for san francisco?

Could you describe in a few sentences what your background is ?

Can you describe in a few sentences what brought you code for sf ?

Questions about signage

Did you see the agenda+floor map sign?

Can you rate 1-10 how helpful the agenda sign was? (10 being most helpful)

Can you explain why you gave the rating?

What would you change to make it better?

Did you see the door sign?

Can you rate 1-10 how helpful the door sign was? (10 being most helpful)

Can you explain why you gave the rating?

What would you change to make it better?

Closing

Thank participants for providing feedback for the research group.

Feedback collected by Kevin

Timothy

Background

How many times have you been to code for san francisco? **3rd time**

Could you describe in a few sentences what your background is ? **taking java class at university**

Can you describe in a few sentences what brought you code for sf ?

Questions about signage

Did you see the agenda+floor map sign? **no**

Can you rate 1-10 how helpful the agenda sign was? (10 being most helpful)

Can you explain why you gave the rating?

What would you change to make it better?

Did you see the door sign? **yes**

Can you rate 1-10 how helpful the door sign was? (10 being most helpful)

Can you explain why you gave the rating?

What would you change to make it better?

Daniel

Background

How many times have you been to code for san francisco? **1st time**

Could you describe in a few sentences what your background is ? **use a lot of sf open data and take part in strategy for app development**

Can you describe in a few sentences what brought you code for sf ? **to see what people are using sf open data for and what end result have been accomplishment**

Questions about signage

Did you see the agenda+floor map sign? **no**

Can you rate 1-10 how helpful the agenda sign was? (10 being most helpful)

Can you explain why you gave the rating?

What would you change to make it better?

Did you see the door sign? **yes**

Can you rate 1-10 how helpful the door sign was? (10 being most helpful) **he said it's really helpful...so a 10?**

Can you explain why you gave the rating?

What would you change to make it better? **Put it more in front of where Anthony is sitting.**

Notes

When I talked to him, he said he didn't know how he can help out in the org because he does not have any coding experience but he did have experiences in user acceptance testing. -> This shows a disconnect on how people with non-tech skills can contribute.