

W209 User Research Form

Please complete the following form during the research interview.

* Required

1. User Name or ID *

2. Do you consent to recording this session? Both audio and the screen will be recorded. *

Mark only one oval.

- ☐ Yes
- ☐ No

Formal Introduction to Participants

Thank you for agreeing to participate in our research. I will ask you to complete a series of tasks with a visualization of an E-commerce company's sales data.

When completing these tasks, please think aloud and talk through how you're thinking about the task. We are interested in how you use the tool, what expectations you may have, and particularly where the tool falls short. Your honest feedback will help us to improve this tool for future use.

Interviewer Instructions:

Follow this link to view the tool: <http://people.ischool.berkeley.edu/~renzeer/w209-final/>

Use the following form to guide the user through each view and task. Use the space provided to take notes and mark if the participant is able to answer the questions or not. Make sure to note where the participant struggles with tasks and why if possible.

Encourage and remind the user to speak out loud. Ask follow up questions and prompt for more information if something is unclear or the user does not provide much information.

View 1 - Summary Dashboard

Task 1

Explore the view and tell me what you're looking at. Think about some of the following questions:

- * What do you think the view is about?
- * What is the data you're looking at?
- * What is an insight you gain from this data?

3. Tell me about this view.

4. How challenging was exploring this view?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

5. Task 1 Additional Comments

Task 2

What are the most and least popular categories in the following cities?

6. 1. Sao Paulo

7. 2. Belo Horizonte

8. 3. Salvador

9. 4. Vitoria

10. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

11. Task 2 Additional Comments

Task 3

Use the tool to explore areas of spiked sales.

- * What were the total sales on that day?
- * What was the most popular item category?
- * What was the least popular city?

12. What day did the spike occur on?

13. What were the total sales on that day?

14. What was the most popular item category?

15. Which city had the fewest number of orders that day?

16. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

17. Task 3 Additional Comments

View 2 - Market Trends**Task 1 - Exploration**

Explore the view and tell me what you're looking at. Think about some of the following questions:

- * What do you think the view is about?
- * What is the data you're looking at?
- * What is an insight you gain from this data?

18. Tell me about this view

19. How challenging was exploring this view?

Mark only one oval.

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

Task 2 - Single Data Point

20. You are creating sales report for December 2017. Identify the number of orders for three different product categories

21. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

22. You need to decide on a product category to discontinue. Identify the product category with the least amount of orders for the latest month.

23. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

Task 3 - Multiple Data Points

24. You want to bring in more tech products. Tell me how the tech product category is doing?

25. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

26. In anticipation of the upcoming holiday season, you want to learn more about the trends last year. Tell me about the 2017 holiday season.

27. How challenging was this task?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

28. View 2 Additional Comments

View 3 - Order Processing

This view is about looking at the Order Processing time (Time from order to delivery) from various angles.

Task 1 - Explore the view, get comfortable with the data and presentation.

Some things to think about:

- * What is this view about?
- * What data does graph 1 show?
- * What data does graph 2 show?

29. Tell me about the view?

30. How challenging was exploring this view?*Mark only one oval.*

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

31. Additional comments

32. Additional comments

Task 2 - Order processing time by geographic locations.

Spread, best , worst and averages for specific states. Some states may have out of range delivery times and may need an action.

33. What is the range of average order processing time across all the states?

34. Which state has the worst average? What is the value?

35. Which state has the best average? What is the value?

36. What is the order processing time for MG and AM?

37. Which states have an out of range average processing time?

38. How challenging was this task?

Mark only one oval.

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

39. Additional Comments

Task 3 - Order processing times for product categories

Spread, best, worst and for specific product categories. Some product categories may have excessive shipping times and may need further action.

40. What is the range of average order processing time across all product categories?

**41. Which product category ships the fastest?
Which one is the slowest?**

42. What is the average delivery time for office furniture and home appliances?

**43. Which product categories need more attention
i.e. have an out of range processing time?**

44. How challenging was this task?

Mark only one oval.

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

45. Additional Comments

Task 4 - Average order processing times in a subset of states?

Insights around delivery times (averages for product categories) for a subset of states

46. Which 2-3 products ship the slowest in the 3 lowest performing states?

47. Which 2-3 products ship the slowest in the 2 highest performing states?

48. Is there an outlier category that has bad delivery times in almost all the states? Which one is it?

49. Is there a wide variation in delivery times of product categories among states?

Mark only one oval.

- ☐ No
- ☐ Yes
- ☐ Maybe

50. How challenging was this task?

Mark only one oval.

	1	2	3	4	5	
Not very challenging at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very challenging

51. Additional Comments

Debriefing Instructions

Pass the form off to the participant. The participant will finish out the remaining portion of the survey and let you know when they are finished.

Debriefing scale source: <https://www.trymyui.com/sus-system-usability-scale>
(1 item excluded)

Debriefing

Please answer the following questions as honestly as possible.

52. I found the system unnecessarily complex.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

53. I thought the system was easy to use.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

54. I think that I would need the support of a technical person to be able to use this system.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

55. I found the various functions in this system were well integrated.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

56. I thought there was too much inconsistency in this system.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

57. I would imagine that most people would learn to use this system very quickly.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

58. I found the system very cumbersome to use.*Mark only one oval.*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

59. I felt very confident using the system.

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

60. I needed to learn a lot of things before I could get going with this system.

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

61. What are your overall thoughts on the tool?

62. Were there any tasks you found particularly challenging or non-intuitive? Please tell me more about those and any ideas for improvement you may have.

63. Were there any tasks you found particularly easy to perform? Please tell me more about those and why they were easier?

64. Do you have any other suggestions or comments?

65. Overall, how would you rate this tool?*Mark only one oval.*

	1	2	3	4	5	
Very poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good

Demographics

66. What is your age?

67. Which of the following do you identify with?*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ Other

68. Which of the following do you identify with?*Check all that apply.*

- ☐ White
- ☐ Black or African American
- ☐ Native American or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other: _____

Please let the researcher know you are finished with the questionnaire.

Additional Notes

Anything the participant may have mentioned post debriefing you find important

69. Additional Notes and Observations

70. **View 1 Priorities**

71. **View 2 Priorities**

72. **View 3 Priorities**

