

Lab 2 - Research Method and Scenario Worksheet

Objective:

Your objective for this lab is to analyze the 3 scenarios and determine which research method(s)/activity(s) would be best suited to reveal more about the user's needs, values, abilities, and limitations. You will also need to consider which UX HoneyComb facet(s) are desired after analyzing the scenario.

Instructions:

For this lab, you will need to complete the following steps below by completing the chart identified on page 2 of this write-up. You can generate your own chart by using external tools such as draw.io, and Microsoft Visio or you can create a Google spreadsheet/Microsoft excel document to recreate the chart listed below.

Step 1: Research the methods listed in the chart below and identify the method(s) that would be useful for each scenario. When selecting the research method consider if the method reveals attitudinal, behavioral, qualitative, or quantitative data.

Step 2: Select the desired outcome(s) for each scenario.

Step 3: For each research scenario, provide 2 - 3 sentences for each selected method and explain your reasoning for selecting the method/activity. Present your explanation in the context of the Design thinking framework.

Step 4: Finally, write a short reflection on the process of identifying the research methods and what you learned about the different types of research methods.

Guidelines:

- You must provide a chart that lists the scenario, research method, UX outcome, and explanation for each method/activity.
- Your reflection should be a minimum of 2 paragraphs

Submission:

Submit your chart and response to step 4 before the due date and time listed in Sakai. Acceptable submissions include .docx and .pdf extensions.

Scenario For each scenario, consider what you are trying to better understand about the end-user. Does the scenario require an attitudinal, behavioral, Qualitative or Quantitative method?	Research Method(s) User Interview/Field, Study Journey Map Diary Studies Persona Building Card Sorting Accessibility Evaluation Task Analysis Survey Req. Gathering Wireframe/Prototype Competitive Analysis Usability Test Data Analysis Focus Groups Heuristic Evaluation Metrics Problem Statement Detailed user flows Observations Comparative Analysis	UX HoneyComb Desired Outcome Useful Usable Desirable Valuable Findable Credible Accessible	Explanation of Research Method Provide 2 - 3 sentences for each selected method and explain your reasoning for selecting the method/activity. Present your explanation in the context of the Design thinking framework.
<p>Gatorade.com recently went through a redesign of their website in 2020. The UI design is clean and presents the end-user with graphics and imagery. The Directory of eCommerce and online sales reported a significant decrease in overall sales since the launch that took place 4 months ago. The Director attributes the decrease in sales due to the redesign, but does not have sufficient evidence to substantiate her assumption.</p>			
<p>SouthLoopRenters.com is a start-up company looking to help match prospective renters to high-end luxury apartments in the downtown South Loop area. SouthRenters.com is new to the Chicago market and plans to use their website as the main source for connecting renters to luxury /apartments. They are hoping to use their site to 1) collect initial user data, 2) provide apartment suggestions based on user preferences.</p>			
<p>UChicago Medicine selected Clearwave Inc. as the vendor to install patient check-in kiosks at each of their hospitals throughout Chicagoland. Clearwave is in the beginning stages of rolling out the kiosk and has hired you as a UX consultant to help with placement of kiosk and end-user research. UChicago's main objective of adopting the kiosk was to reduce the overall intakes and scheduling request from receptionists and would like the kiosk to be the primary source for intake and appointment scheduling.</p>			