Assignment 5: Contextual Inquiry (User Study)

Iraj Zuberi

DH150

**Project Design Challenge**

What is the main activity your project would support the users?

The main activity is that users will be able to create a group consisting of maximum 6 users and will be able to share their university schedules with each other so that they are easily accessible to one another which can make things like studying and dining together much easier.

What is the basic need involved for that activity?

As an incoming transfer student I realized how difficult it is to be meeting up with friends on a day to day basis because of scheduling conflicts. However starting afresh in a new environment like university feeling part of a community and having a sense of belonging plays a huge role in ones mental wellbeing (as referenced from Maslow’s hierarchy of needs: Love/Belonging). Feeling alone can trigger many health problems such as depression and anxiety and this app’s purpose is to make meeting up with friends simpler and easier.

What is the traditional/current solutions to satisfy the needs?

There are many social apps such as Facebook, WhatsApp and Instagram but what I found lacking in these apps is due to the sheer number of “followers” or people that one has on it, you feel like you are just observing each others lives instead of actually interacting with them. Therefore this app concentrates on 6 of your closest friends and is centered around university life.

What are the limitations that possibly would be improved with digital technology?

As mentioned above limitations such as figuring out where to find your friends at dining halls and study areas will be resolved since it can be seen through the scheduling portion of the app.

**Target Users**

What are the characteristics of users?

The primary users of the app are university students ranging from the age of 17 – 24. This app is primarily meant to be used for the weekdays during the academic year. The users have to update their own schedule and add other users to their group so they are able to see their schedules.

Background of Users

The interviewee that was chosen was an undergraduate student at UCLA, she is a full time student and is involved in many on campus clubs and activities. She is a student who uses social media a lot to stay in contact with her friends here at university and abroad.

**Research Methods and Contextual Inquiry**

The research method chosen was a direct interview. The interviewee was conducted on the UCLA campus. As the interviewer I asked questions whilst having my audio recorder open so that I am able to go back at a later date to take notes. As the interview started I focused on background questions on how social media affects their mental wellbeing and their ability to keep in touch with their friends. Then we asked the user about things that they use to keep track of their university schedule (classes and events) whilst still having time to balance their social life. We would observe how they entered data and asked them to think out loud whilst they complete their tasks. Below is the script used for the interview.

***Interview Script***

***Audio/Video File***

***Transcript***

**Reflection**

Whilst conducting the interview I gained an insight on where I could potentially have improvements in my project. Whilst setting up the interview I made sure I had a clear copy of the script ready with me and the video recorder was set up correctly on my laptop. However an improvement that could have been made to the interview is that we could have conducted it in a quieter area since there were many people passing by during the start I had to try and edit out the background noise. From the interview I realized that many people use scheduling applications like Google Calendar over other scheduling techniques because they are digitized and can include imported events from social media websites like Facebook. For my own project I will makes sure that the graphics and buttons are visible and simple to use since they make the user feel more in control of the application.

Interview Script

Date: November, 2019

Author: Iraj Zuberi

Participant Name:

Email:

Location: UCLA Campus

**Introduction**

Hello,

Thank you for participating in this interview. Were here to gain insights on a design project for mental health and wellbeing. I’m going to be asking you some questions about websites that you have used, but before we get started I want to clarify that there are no right or wrong answers to any of the questions I’m asking on this study – I’m just trying to understand how you navigate through your university schedule on a daily basis. Here’s how this session is going to be scheduled. I’ll ask you a few questions about how you use scheduling apps to keep up with your university schedule and then well go through some tasks and through those tasks we’d like you to think aloud.

We will record an audio of this interview so I can go back and review things later and make sure we get everything right. The audio will only be used internally and never shared with anyone.

Do you have any questions before we start?

**Background**

Can you tell us your name and what year your at here in UCLA.

**Design Search Background**

Do you use any application or website to track your university schedule?

How do you get to know about events that are happening on campus?

**Users Tasks**

To complete these tasks we are going to be using the website application Google Calendar.

Please enter the following tasks on the specified data and time for the week 12/22 – 12/28

* DH150 MW 3:00 – 4:50 PM
* PSYC85 TTh 2:00 – 2:50PM

How much time does it take to enter your schedule?

Are you satisfied with the overall layout of the schedule?

**User Feedback about Activity**

How easy/difficult did you find this task on a scale of 1-10 with 1 being very easy and 10 being very difficult.

Why would you choose this application over other scheduling applications?

What are some things you’d like to change about this application?

What do you like most about this application?

**Wrap Up**

That’s all the questions and tasks that I have for you today, do you have any questions for me? If not, thank you for your participation and time, your responses are going to contribute to help making a better project so thank you again.

Transcript

*The Audio and Video file of the interview is linked on the Github Page.*

Unknown Speaker 0:01

Hello,

Thank you for participating in this interview, we're here to gain insights on a design final project for mental health and well being. I'm going to ask you some questions about websites that you've used before. But before we get started, I want to clarify that there's no right or wrong answer to any of the questions I'm asking on this study. I'm just trying to understand how you navigate through your university schedule on a daily basis. I'll ask you a few questions about how you use scheduling apps to keep up with your university schedule. And then we'll go through some tasks and do those tasks we liked. We'd like you to think out loud. We will record an audio of this interview so I can go back and review things later and make sure we get everything right. This audio will be only be used internally and never shared with anyone. Is that okay with you?

Yes, that's okay.

Can you tell us your name and what year you're here at UCLA?

My name is Fatimah Kabbaj. I'm a stats major and this is my last year. I'm a senior.

Do you use any applications or websites to track your university schedule?

No, I don't

Unknown Speaker 1:00

And how do you get to know about events that are happening on campus?

Mainly from Facebook.

Unknown Speaker 1:07

To complete these tasks, we're going to be asking you to use a website application: Google Calendar. Please enter the following tasks on the specified date and time for the week, December 22 to December 28.

Unknown Speaker 1:25

The first tasks that you're going to enter is for the class DH150. Monday to Wednesday 3PM to 4:50PM

Unknown Speaker 1:50

and PSYC85, Tuesday to Thursday, 2PM to 2:50PM.

Unknown Speaker 1:55

How much time does it take to enter your schedule?

Unknown Speaker 2:00

Around Three to Five minutes. And are you satisfied with the overall layout of the schedule? Yes

Unknown Speaker 2:08

How easy or difficult did you find this task on a scale of 1 to 10? With one being very easy and 10 being very difficult?

Unknown Speaker 2:16

Two to three. Okay, and why would you choose this application over other scheduling applications? It's easy to deal with.

Unknown Speaker 2:27

And what are some things you'd like to change about this application? Nothing. It's beautiful. What do you like most about the application? That it's easy to get around, and enter information. Okay, that's all the questions and tests that I have for you today. Do you have any questions for me? No. Okay. If not, thank you for your participation and time, your responses are going to contribute to help making a better project. So thank you again. You're welcome.

Transcribed by https://otter.ai