

Week 3: Research Plan

Objective: During Week 3, a research plan was established, aligning deliverables with research objectives and selecting generative or observational methods for interviews.

Deliverables

1. Personas:

A persona is a representation of our target audience, including demographics. For this research, we focus on individuals who attend the University of Michigan, aged 18 to 24, primarily residing in Ann Arbor. This deliverable allows us to identify patterns in individuals with different characteristics that respond to virtual art and its potential impact on mental health.

2. Experience Map:

An experience map visually illustrates the user's journey through a process. In this case, it showcases how individuals engage with virtual art and how it influences their mental health. This map enables us to identify different emotions throughout the journey of exploring a virtual art museum over time. It also allows for presenting findings in a visual format.

Research Method

Generative Method: Photo elicitation will be combined with the interview process. Photo elicitation involves presenting interviewees with photos to stimulate discussion. This method aligns perfectly with the research objective as it allows participants to interact with various virtual art pieces and other types of art. Visual aids enable participants to describe how each work may influence their mental health or perspective on art and mental health.