

# Group 9

CCT485

Benett Axtell & Amna Liaqat

**A7a: Focus Group Protocol Revision**

## **TEAM MEMBERS**

Yao (Amie) Zheng – 1002447122

Si (David) Wu – 1001226979

Patrick Tan - 1002567493

# Focus Group Assessment

(Total estimated time: 15 minutes)

## Goals

The goal of the Focus Group study is to measure the efficiency and usability of our proposed application to help students find events on campus. We are measuring the time of completion of each task and will be comparing it to the initial study with Facebook Events. We are also observing to see if the incentives we created will affect the motivation of users selecting certain events over others. We hope to see the application improve the **3 E's: efficiency, ease, and enthusiasm of finding events**.

## Tasks

Task 1a: (~3 minutes)

The participant will be asked to log into the Campus Event Finder application. They will then be tasked to search and join a "Drop-In Study Group - Study Session" for the class CCT485. The participant will check the location, time and friends attending for this event. After looking at the necessary details, the participant will join the event, and subscribe for future information of the event

Task 1b: (~3 minutes)

The participant will be tasked to find the nearest event happening using the map finder function of the application. The participant will then check the details of the event and will then be asked to join the event.

Task 2: (~3 minutes)

The participant just finished their *League of Legends LAN Tourney* event in CCT2150. To gain meaningful reputation, the event hoster is requesting ratings and reviews of attendee's experiences. As bonus, the host is giving away a limited edition UTM eSports Badge to participants who upload a photo or short video to the event page (ie. photo/video taken at the event). Obtain this badge and display it on the user profile.

## Procedure

Introduction - Introduce the participant to the study (~30 seconds)

- a. "Good afternoon, I am [Researcher 1], and these are my fellow researchers; [Researcher 2 and 3]. Today, we will be asking you to test

different design and functionality that may be used for our final product, a *Campus Event Finder*. We are focusing on the engagement of the student body and are aiming to improve the student involvement across campus”

Consent Form - Ask the participant to fill out the consent form (~1 minute)

- a. *[Researcher 1]* will ask the participant to review the study’s consent form and sign at the bottom.
- b. “Please review this consent form for the Focus Group study, it will outline how your data will be both used and observed in the duration and post-study.

If at any point you feel you wish to not pursue any further with the study, you may withdraw at any time. Any data that was collected in the study will be **DESTROYED** and not be used for the final report.

If you have any further questions, please ask now.”

Task 1a or 1b - Participant will be asked to perform either task (3 minutes)

*[Researcher 1] will provide the participant with a copy of the functional prototype.*

**1a.** “Using the event finding application, please search and join a related ‘Drop-In Study Group - Study Session’ for class CCT485 at 5pm. Make sure there are no conflicts with your schedule and subscribe to the event page for future updates and news.”

*[Researcher 2 and 3 take down notes]*

**1b.** “Using the event finding application, please find the nearest event happening on campus using the map-event finder. Make sure there are no conflicts with your schedule and subscribe to the event page for future updates and news.”

*[Researcher 2 and 3 take down notes]*

## Task 2 - Participant will asked to perform “Incentive” task (3 minutes)

- a. “You just attended the *UTM eSports League of Legends Tourney*. The host is giving away a limited edition UTM eSports Badge to participants who upload a photo or short video to the event page (ie. photo/video taken at the event). Please obtain the UTM eSports badge and display it on your profile.

*[Researcher 2 and 3 take down notes]*

## Post-Study Questionnaire - Ask the participant to complete the questionnaire (~5 minutes)

- a. “Please refer to the desktop computer and fill out the short Google Survey, asking about the experience of the experiment and the prototype

In of the task, we got you too find an event that is offering a limited badge that can be obtained for your user profile. How did you find the badge system rewarding? Does the badge give you more of a reason to attend events?

Thank you, our goal of our product design is to create an event application that will help students become more involved on the local campus. With integration of a reward system - badges, we look to compensate users for attending or hosting events. We hope to find that when users are able to gain meaningful reputation, it will drive a positive involvement with students.”

## Conclusion - Thank the participant for their time (~1 minute)

- b. “Thank you *[Participant]* for taking the time to join us for our Focus Group study. As written in the consent form, your data will be confidential and not be identified in the final product. For compensation, here is *[Cosmin Buck]* for participating in today’s study.

Do you have any final questions before we are finished?”

## Appendix

### Google Survey - Post-Study Questionnaire

Please refer to the Google Survey link below for a link to the post-study questionnaire:

<https://goo.gl/forms/rwBQ6PjpdEav3Ai43>

- Mobile Phone for display of prototype