



edesia

bulletin
february 25, 2013

MET - Updates
MHCI - Updates

MHCI Project Statement

We want to **understand** which
elements of travel and culture are
necessary for **meaningful experiences** in order to
create solutions for
technology enhanced dining experiences

MHCI Hunt Statement

We want to **make observations** and
conduct CIs in order to
learn *what people value* in a
travel, cultural, or dining *experience*

Week 6

MET: Analysis

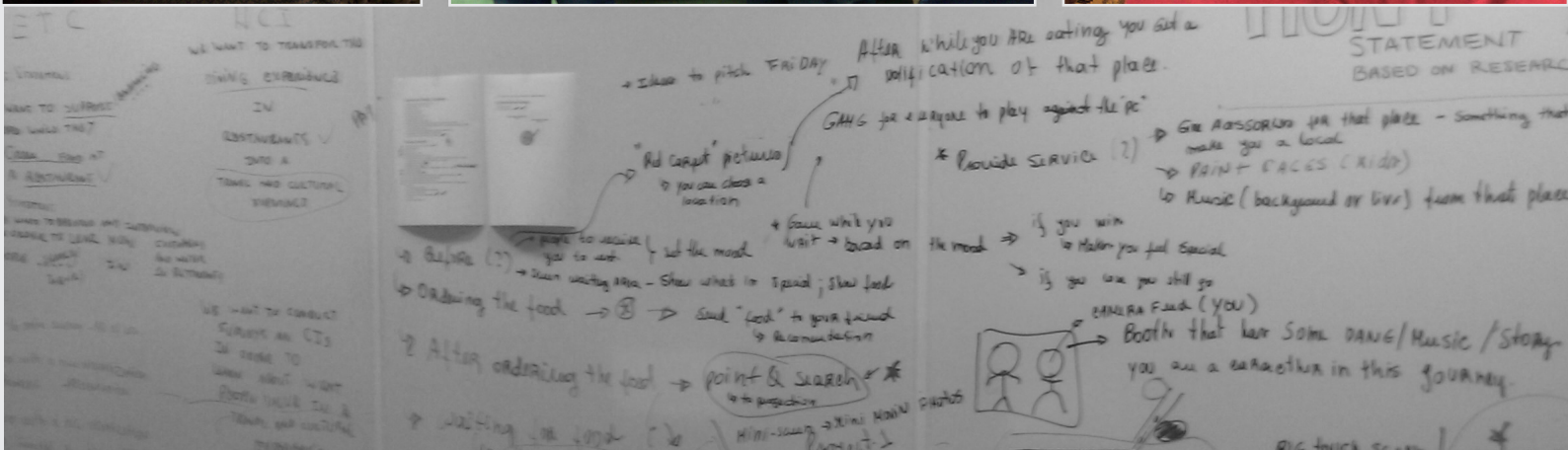
MHCI: Participant
Recruitment



MET - updates

Feedback Analysis

This week the MET team focused on analyzing the feedback from the client and from the faculty. We analyzed the strengths and the weakness of each of the concepts. Having that analysis in mind we did several brainstorm sessions to come up with a new concept that could take advantage of the strengths of the old concepts. Currently, we are working to consolidate a new concept that we expect to present to the client very soon.





MHCI - updates

Contextual Inquiry

Contextual inquiry (CI) is an HCI method that focuses on designing for the user. During CI, a researcher watches and asks questions while a user performs a typical task. The relationship is similar that of an apprentice and a master, where the researcher (apprentice) is trying to learn how the user (master) completes their normal work process.

CI interviews are always performed in the same environment where the user typically performs their task. The field interview involves three phases: introduction, interview proper, and wrap-up. The wrap-up offers a chance for the researcher to go over what they learned, and make any final clarifications.

After the CI interview, researchers work in a team to go over what they have learned to gain insights and develop models of how the user performs their work. The method is resource-intensive since it involves traveling to the customer's site, spending a few hours with each user, and spending a few more hours interpreting the results of the interview. The benefit of CI is that it provides very reliable and specific information, and can help reveal insights about the user's work process that is not evident even to the users themselves. When successful, the CI reveals knowledge that could not be obtained without first-hand understanding of the user.



MHCI - updates

Participant Recruitment

HCII has a mantra which states “The user is not like me.” So, for our research to be applicable, we need participants other than ourselves. Specifically, we need participants who are: **Voluntary, Speak English, A representative sample** of our target audience: restaurant diners and tourists

Participant recruitment is considered the most difficult aspect of the research process.

“Much experimental research in HCI is heavily biased towards younger people often university or college students” (Dickinson, Arnott, and Prior 2007). Why is this? Because they are cheap and readily available. What does this mean for this project? More time investment. We’ll spend time recruiting participants and traveling to research locations outside of the university.

How do we not fall into the bias-trap? For our research, we are going to...

- Use personal and professional contacts at restaurants, tourism and hospitality resources, and cruise ships.
- Start building long term relationships that will last throughout next semester.
- Develop new contacts as we are able.

Our toolbox We have some other tools that will work towards our advantage:

- Compensation - We can provide non-monetary compensation to participants. For organizations we can share results, for individuals we can offer VIP status at Eat & Travel restaurants.
- Snowball Sampling - Funchal is a close-knit community. We can get participants to recommend other participants.
- Do formative work with an organized group to establish legitimacy - We are near a data-rich resource: the tourism and hospitality school, Escola Profissional De Hotelario e Turismo da Madeira.