

Project Report: Users' satisfaction about Dalarna University's Homepage

ST3012 Data Collection

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Contents

1	Abstract	3
2	Introduction	3
3	Research Question - Tobias	3
4	Methodology	3
4.1	Research design	3
4.1.1	Population - Tobias	3
4.1.2	Sampling size - Tobias	3
4.1.3	Statistical Indicators	3
4.1.4	Data Quality Assurance	4
4.1.5	Data collection plan	4
4.1.6	Ethical considerations	4
4.1.7	Legal considerations	4
4.1.8	Applied tools	4
5	Analysis	4
5.1	Pilot	4
5.2	Absolute and Relative Frequencies	4
5.3	(Co-)variances	4
5.4	Independence	4
6	Conclusion	4

1 Abstract

We write as very last thing **Keywords:** foo bar

2 Introduction

We write as last thing

3 Research Question - Tobias

Users' satisfaction is a very broad topic and the scope has to be narrowed down carefully. A survey about general satisfaction would be doomed to fail. It either would be too big and comprehensive or too general and vague. Both would lead to missing and/or imprecise information.

Therefore, this project focuses on functionality aspects of the "search personal" page. Following main questions were raised:

1. If "find personal" is accessed, then the path is intuitive and quick?
2. If "find personal" page is visited, then the required data is found quickly?
3. If "find personal" page is visited, then a up-to-date front-end is displayed?

In order to answer these questions a survey among the website users is conducted.

4 Methodology

bla

4.1 Research design

General description, why do we choose online form? Sequential sampling, etc.

4.1.1 Population - Tobias

What is the population - \log - assumptions

4.1.2 Sampling size - Tobias

Determine

4.1.3 Statistical Indicators

About the Statistical methods we apply. Here go the dummy tables

4.1.4 Data Quality Assurance

Why we use the DESAP checklist

4.1.5 Data collection plan

Why (only) a online survey. Why online?

4.1.6 Ethical considerations

How do we store the data? What is the problem with Google forms. (Maybe write that in a real research we would use our own form/tool!)

4.1.7 Legal considerations

GDPR checkbox in the survey

4.1.8 Applied tools

About google forms and R, maybe

5 Analysis

5.1 Pilot

5.2 Absolute and Relative Frequencies

5.3 (Co-)variances

5.4 Independence

6 Conclusion

References

- [1] E. Turban, R. Sharda, and D. Delen, *Decision Support and Business Intelligence Systems*. Upper Saddle River, NJ, USA: Prentice Hall Press, 9th ed., 2010.

Appendices

Survey Guideline

Information about the questions

Survey Questions

Only absolute relevant questions

DESAP checklist

Checklist can be found in the git folder