**Hi everyone , we are group 2 and today we are going to present what we diid for user evaluation**

**Now coming to experimental methods which include Questionare and Interview**

**For Questionnair :**

our questionnaire research consists of a series of questions for the purpose of gathering information from user. We carried out face to face interview for Trailseek.

Our questionnaire uses both open and closed questions to collect data. This is beneficial as it means both  quantitative and qualitative data can be obtained.

**Questionnaire was designed with keeping following points**

**Aim**

all questions asked address the aims of the user evaluation and feedback

Length

We know the fact the longer the questionnaire, the less likely people will complete it. So we made Questions short, clear, and to the point; All unnecessary questions are omitted.

Pilot Study

We had run a small scale practice study to ensure people understand the questions. User will also be able to give detailed honest feedback on the questionnaire design.

Question Order

We made questions logically from the easy to hard, from the factual and behavioral to the cognitive, and from the more general to the more specific.

And ensured that the answer to a question is not influenced by previous questions.

Terminology

We used a minimum of technical Terms. Questions are simple, to the point and easy to understand.

The language of a questionnaire is appropriate to the vocabulary of the group of people being studied.

For example, we changed the language of questions to match the social background of r age / educational level / social class / ethnicity etc.

**Interview**

Interviews are different from questionnaires as they involve social interaction.

We asked different types of questions which generate different types of data. For example we provided, 5 closed questions to user with a fixed set of responses to get quantitative data which comes under structured interview process , whereas 12 open ended questions allow people to express what they think in their own words in order to get qualitative data followed by unstructured interview technique.

Interview method-

Structured Interview (5) 0-5

We conducted a structured interview to get quantitative data where a set of prepared closed-ended questions in the form of an interview schedule, which user reads out exactly as worded.

Interviews have a standardized format which means the same questions are asked to each interviewee in the same order.

Strengths

**1**. it is easy to replicate as a fixed set of closed questions are used, means it is easy to test for reliability.

**2**. it is fairly quick to conduct which means that many interviews can take place within a short amount of time. This means a large sample can be obtained resulting in the findings being representative and having the ability to be generalized to a large amount of users.

LimitationsThe answers from structured interviews lack detail as only closed questions are asked which generates quantitative data. This means we won't know why a person behaves in a certain way.

Unstructured Interview method(12)

Unstructured interviews, we asks open-ended questions based on topic, and tried to let the interview flow like a natural conversation. We modified our questions to suit the candidate's specific experiences.

Strengths

It is more flexible as questions can be adapted and changed depending on the respondents’ answers

It generate qualitative data through the use of open questions. This allows the respondent to talk in some depth, choosing their own words. This helped us develop a real sense of a person’s understanding of a situation.

Limitations

It can be time-consuming to conduct an unstructured interview and analyze the qualitative data.

Design of Interviews

First, we choose whether to use a structured or non-structured interview or include both

Next, we considered who will be the interviewer, and what type of person is being interviewed. There were a number of variables we considered:

* **Gender and age**: This can have a big effect on respondent's answers, particularly on areas of interest.
* **Appropriate language** was used to the vocabulary of the group of people being studied. For example, we changed language of questions to match the social background of respondents' age / educational level etc.
* **Professional background:** we also considered the professional background of the user in order to get a variety of feedback from different background of the users. For example feedback of a IT professional will be different from a person who is from Sports background.