

User Research Plan — University of Edinburgh

Introduction	<ul style="list-style-type: none">● Title: Establish effective communication● Author: Chi Wang, User Researcher● Stakeholders: Student Support Team● Project background: Student Support Team concerns that students do not pay enough attention to the information they send. However, it is no surprise that numerous messages have been ignored because many students find those emails or probably assume them to be long-drawn and irrelevant.● Research goals: In this project, we would like to determine how we improve communication to be more effective between the university and students. In particular, how do specific messages reach the relevant parties? Also, how do we create a receptive atmosphere that will encourage the students to respond?
Research Questions	<ul style="list-style-type: none">● Are there any reasons why students ignore the emails sent from the university? What kinds of emails are easier to be missed?● Are there any changes that should be made for the university to establish effective communication? What measures should we take to invite students to read and to respond to the messages?● Are there any alternative ways to reach out to students?
Key Performance Indicators	<ul style="list-style-type: none">● Student awareness and feedback: Surveys will be sent to understand whether students receive the news and how they feel, which will help us get a baseline of whether the communication is effective.● Open rates: The open, read and click rates of the emails will illustrate whether students pay attention to what the university has to say and whether students are actively engaged.● Page views: Similar to email opens, reads and clicks, the number of page views and the time the students stay there provide another indication of whether students spend time on the news the university sends out.

Research Methods	<ul style="list-style-type: none"> ● Stakeholder interviews will be conducted with people who have an interest in the project's success. In general, successful user research is often dependent upon stakeholder involvement. ● User interviews will take place to focus on the user's motivations and behaviours through observation and feedback. We aim to collect in-depth information on their opinions and experiences. ● Surveys will be sent after the adjustments are made in order to understand what most students think, which can be seen as a great way to measure the success of the communication. ● Each interview session will take place approximately 60 minutes. Location, date and compensation are TBD.
Participants	<ul style="list-style-type: none"> ● Stakeholders who should be involved in this project ● Undergraduate and postgraduate students, including those doing online programmes ● Students who do and do not read emails ● Students who use assistive technologies such as refreshable braille displays and screen readers ● Students with different genders, years of age and technological backgrounds, including mature students
Script	<p>Stakeholder interview questions</p> <ul style="list-style-type: none"> ● Can you tell me what your role is in this project? ● What concerns do you have about this project? ● What challenges do you see this project possibly running into? ● Why is this project important? ● How would you describe your audience? ● What does your audience care about? ● How do you feel about the current situation of communication? ● How do you know these are problems? ● Which of these problems is the most important to solve? ● What would a successful outcome of this project look like to you? ● How will you use our insights to guide further development? ● Are there any technological limitations? ● What worries you about this project? ● What happens if this project is not done? ● Is there anyone else you think we would benefit from interviewing? ● Is there anything you like to add?

User interview questions

- Can you tell me what programmes you are doing at the university?
- Can you walk me through what a typical day for you is like?
- When and where do you typically check your emails?
- What devices and apps do you use to check emails?
- How much time do you usually spend on checking emails?
- When you receive emails from the university, what do you think and what do you do?
- Is there anything that bothers you when you receive emails from the university?
- Is there any way in which you think these issues could be resolved?
- How familiar are you with the features of the email system?
- Have you ever been introduced to the email system?
- What do you think about the email system?
- Do you follow any social media of the university?
- Is there any way in which you want to receive the messages from the university?
- Do you follow the social media of the university?
- Is there any difference when you receive emails at different times?
- Are there any questions you would like to ask?

Survey questions

Participants will score the following statement by selecting one of five responses that range from *Strongly Disagree* to *Strongly Agree*:

- I think that I would check emails sent from the university frequently
- I find emails sent from the university very long
- I find emails sent from the university irrelevant to me
- I need technical support to check my emails
- I am happy with different options of receiving news from the university
- I sometimes do not know whether I should respond to the emails
- I think it is unnecessary to check emails sent from the university