

Group 3 – Design Research

Ziheng Zhu

Part 1

Research method: 1:1 Interview

Research conductor: Ziheng Zhu

The Person I interview with: A female who is graduated student in CU, major in Business analysts. She is 24 now and live outside of campus. (Conducting the interview at C4C)

Interesting quotes collected:

1. For study, reading the textbook, she would like to read the content on electronic device, either phone or computer. Because the electronic edition is more convenient for searching than paper book. Manually searching the specific material that need for the homework takes some time. However, when using e-book to search, just “Ctrl + F” search with the keyword, and the page would jump to the relevant place.
2. When reading recreational books, such as biographies or novels, she prefers to read the content in paper book because she enjoys turning the pages. In addition, every time she reads recreational books, it takes a long time. If she reads in electronic edition, it will hurt her eyes. But if some paper editions are hard to buy or expensive, she will still read in electronic edition.
3. If the app can recommend book to her, she doesn't like function that the app can show the resource where can get the recommend book instead she prefer the app can just read the whole content of the book directly.
4. If the third quote can be reached, then she doesn't care the app will peer her browsing contents in the device.
5. She understands that some books are free to read while others don't. So, for the unfree book, she prefers using the cheapest price to get the book and don't care the cheapest book is piracy or not as long as it contain the whole material and clear.

Finding:

1. When Users using the books recommended app, they would like to read the recommended book directly on the app. Instead of getting the recommended book's title then searching the books' title on another place. This seem to be an unnecessary step for them.
2. According to this person, three main functions that the books recommended app should have which are “be able to search”, “be able to read” and “be able to recommend”.
3. If some books are not free to read, the app can either charge users some money before showing the contents or link to the cheapest place to buy the books.

Part 1

Research method: Questionnaire

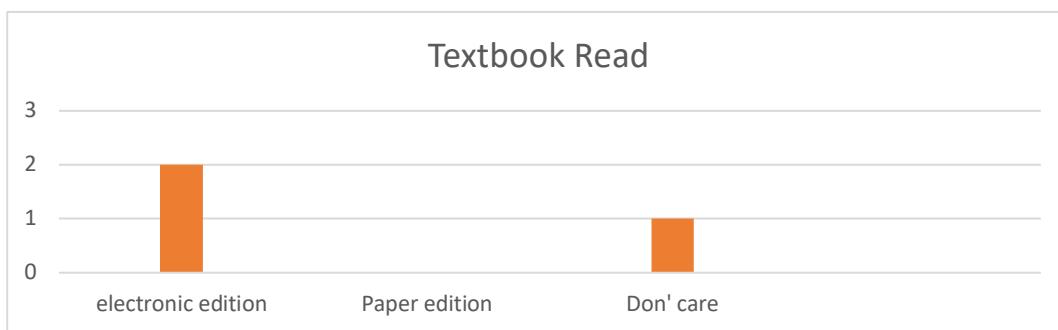
Research conductor: Ziheng Zhu

Person 1: A male who is ungraduated student in CU, major in Computer science, junior year in CU Boulder.

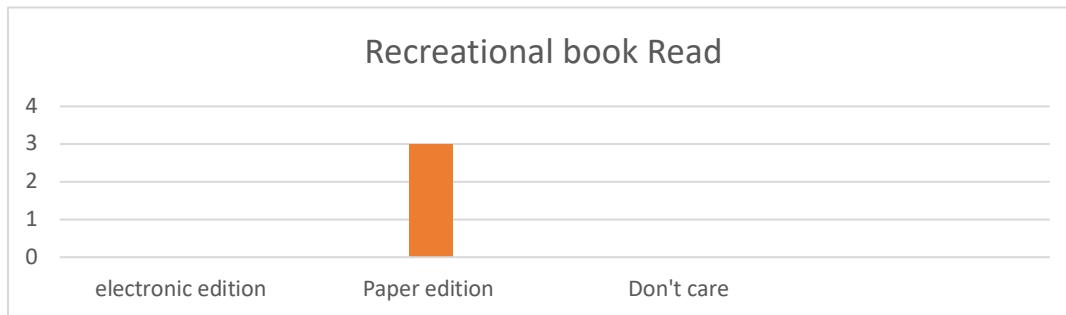
Person 2: A male who is ungraduated student in CU, major in Economics, senior year in CU boulder.

Person 3: A male who is 26 years old, has graduated from CU with Business analysts graduated program last year, now work at Webroot company.

Question 1: For textbook or technical knowledge books, you prefer to read in paper edition or electronic edition?



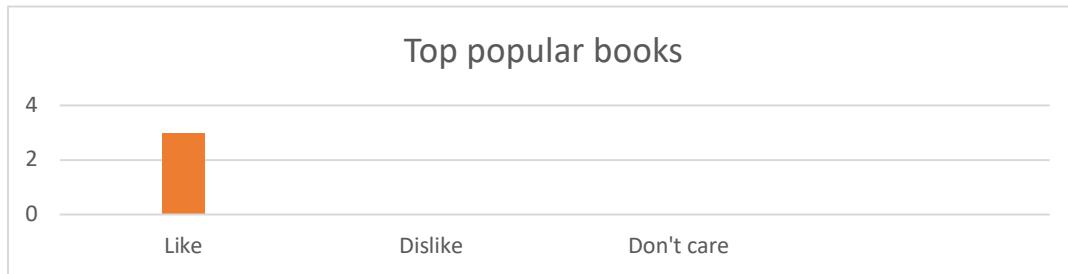
Question 2: For recreational books, you prefer to read in paper edition or electronic edition?



Question 3: Do you care if you download an app, and the app can recommend something to you, but this is based on peering your device contents such as your browsing behavior. Would you delete it or keep using it?



Question 4: Do you interesting in reading the book that most people like to read?



Finding:

1. Based on the result of the questionnaire, it shows that people would like to read technical books or textbooks for homework in electronical edition.
2. Based on the result of the questionnaire, it shows that people would like to read recreational book or comic book for amusement in paper edition.
3. Student don't really care whether the app that they download can tracking their device viewing contents or not.
4. People who already at work do care whether the app can monitor their device or not. This may due to some working secret documents is in the device.
5. Based on finding 3 and 4, the app that we design should allow user to turn on or turn off the tracking viewing behavior function. In other words, if the tracking viewing behavior function is turned off, the app only can recommend the books for users by referring the keyword that typed in or recommend the top popular books that many people like to read.

Part 2

Finding agree:

1. According to our data collections, we both agree that textbooks are more preferred to be read in electronical edition while recreational books are more preferring to be read in paper edition.
2. In additional, we both agree that the three main functions that the books recommended app should have which are “be able to search”, “be able to read” and “be able to recommend”.
3. Finally, we both agree that not all of the people support the tracking behavior technology. There exist some people don’t like this function in the apps.
4. People are interesting in the books that are popular.

Finding disagree:

No finding disagrees.

Decisions make:

1. Based on the data collections, the app should have three different ways to recommend books to users. The first one is recommended the books based on user viewing contents that in other apps or browsing history. This way need the users turn on the viewing behavior tracking function. The second one, if the user turn off the viewing behavior tracking function in the app, the app should still be able to recommend the books based on the keywords that users type in search. The last one is, the app is able to recommend the book that most people like it that is recommend the top popular books to users directly without any user input to refer.
2. The app can allow users to read the recommend books.

Data collection methods:

The 1:1 interview is more useful than the questionnaire. Since in 1:1 interview, we can not only get people’s answer, but also can get their reasons why they think of it. Based on the reasons from the people, we can get more ideas for our design. However, for questionnaire, the advantage for questionnaire research is that we can get more people’s responses in the relatively short time.

More data collection:

We believe that if we can collect people's fondness to the user interface that we create for our app it will be better.

Time: 4:00 pm, Oct 24

Location: Math library

Group members: Ziheng Zhu, Zitao Cheng

Part 3

<p>Questionnaire</p> <p>1. How old are you?</p> <p><input type="radio"/> 0 - 10 <input type="radio"/> 11 - 20 <input checked="" type="radio"/> 21 - 30 <input type="radio"/> 31 - 40 <input type="radio"/> 41 - 50 <input type="radio"/> Above 51</p> <p>2. For textbook or technical knowledge books, you prefer to read in paper edition or electronic edition?</p> <p><input type="radio"/> Electronical edition <input type="radio"/> Paper edition <input checked="" type="radio"/> Don't care</p> <p>3. For recreational books, you prefer to read in paper edition or electronic edition?</p> <p><input type="radio"/> Electronical edition <input checked="" type="radio"/> Paper edition <input type="radio"/> Don't care</p> <p>4. Do you care if you download an app, and the app can recommend something to you, but this is based on peering your device contents such as your browsing behavior. Would you delete it or keep using it?</p> <p><input type="radio"/> Delete <input checked="" type="radio"/> Keep using</p> <p>5. Are you interesting in reading the book that most people like to read?</p> <p><input checked="" type="radio"/> Like <input type="radio"/> Dislike <input type="radio"/> Don't care</p> <p>6. Are you a student or already at work?</p> <p><input checked="" type="radio"/> Student Major: <u>CJ</u> <input type="radio"/> Worker Company: _____</p>	<p>Questionnaire</p> <p>1. How old are you?</p> <p><input type="radio"/> 0 - 10 <input type="radio"/> 11 - 20 <input checked="" type="radio"/> 21 - 30 <input type="radio"/> 31 - 40 <input type="radio"/> 41 - 50 <input type="radio"/> Above 51</p> <p>2. For textbook or technical knowledge books, you prefer to read in paper edition or electronic edition?</p> <p><input checked="" type="radio"/> Electronical edition <input type="radio"/> Paper edition <input type="radio"/> Don't care</p> <p>3. For recreational books, you prefer to read in paper edition or electronic edition?</p> <p><input type="radio"/> Electronical edition <input checked="" type="radio"/> Paper edition <input type="radio"/> Don't care</p> <p>4. Do you care if you download an app, and the app can recommend something to you, but this is based on peering your device contents such as your browsing behavior. Would you delete it or keep using it?</p> <p><input type="radio"/> Delete <input checked="" type="radio"/> Keep using</p> <p>5. Are you interesting in reading the book that most people like to read?</p> <p><input checked="" type="radio"/> Like <input type="radio"/> Dislike <input type="radio"/> Don't care</p> <p>6. Are you a student or already at work?</p> <p><input type="radio"/> Student Major: _____ <input checked="" type="radio"/> Worker Company: <u>Web root</u></p>	<p>Questionnaire</p> <p>1. How old are you?</p> <p><input type="radio"/> 0 - 10 <input type="radio"/> 11 - 20 <input checked="" type="radio"/> 21 - 30 <input type="radio"/> 31 - 40 <input type="radio"/> 41 - 50 <input type="radio"/> Above 51</p> <p>2. For textbook or technical knowledge books, you prefer to read in paper edition or electronic edition?</p> <p><input checked="" type="radio"/> Electronical edition <input type="radio"/> Paper edition <input type="radio"/> Don't care</p> <p>3. For recreational books, you prefer to read in paper edition or electronic edition?</p> <p><input type="radio"/> Electronical edition <input checked="" type="radio"/> Paper edition <input type="radio"/> Don't care</p> <p>4. Do you care if you download an app, and the app can recommend something to you, but this is based on peering your device contents such as your browsing behavior. Would you delete it or keep using it?</p> <p><input type="radio"/> Delete <input checked="" type="radio"/> Keep using</p> <p>5. Are you interesting in reading the book that most people like to read?</p> <p><input checked="" type="radio"/> Like <input type="radio"/> Dislike <input type="radio"/> Don't care</p> <p>6. Are you a student or already at work?</p> <p><input checked="" type="radio"/> Student Major: <u>Econ</u> <input type="radio"/> Worker Company: _____</p>
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Female Age: 24
CU graduated student live outside campus
BA major

For text book, prefer read in electronic edition

For recreational book, prefer read in paper edition.
But paper edition not free. electronic edition is fine.

Don't like if the app just give the book title.
Should allow to read the whole.

Don't care the track viewing behavior function if she can read
the whole article on the app.

Book price in the app should be the cheapest. ■