

# CS352 Project 4 (User Research) Group Assignment

Recall that your mission is to design a substantial user interface, carefully and thoroughly following the methods and principles from CS 352. Guide your efforts by following the PRICPE process.

## Your users (**PRICPE**)

This is the "R", mainly from your formative empirical work, stemming from the "P" part of your proposal above. Note that since the process is iterative, it is indeed allowable to expand the "P" (research questions) as you progress with finding out more about your users.

The "R" will consist of in-the-field observations or in-the-field interviews of people who could be your users doing the task you are trying to support. (For example, if your users are supposed to be students planning their classes, then you should observe or field-interview students planning their classes. If your users are supposed to be grocery shoppers shopping, then you should observe or field-interview grocery shoppers shopping. Etc.) In addition, you may want to include other forms of research such as web research for additional concept ideas and so on, but we will not grade these other forms of research.

What to turn in:

1. What are the research questions/goals (initially derived from the "P" in your proposal).
2. Process: How did you proceed to answer these questions? Be detailed. For example, if you conducted an interview, list all the questions. Where and when did you collect the data? How did you set up to allow triangulation, etc.
3. An exhaustive inventory of the elements we discussed in class. (If you did a Field Interview, you'll emphasize Item 4 of the "people" part very heavily, and objects and space less heavily. If an Observation, you'll need richer detail than for a Field Interview on all of the items except item 4 of the "people" part):
  - The people in the space
    - 1. Who are they, what are they like?
    - 2. What are they doing?
    - 3. How are they doing it?
    - 4. What do their emotions, purposes, reactions seem to be, and (if field interview) what did they say?
    - 5. What problems do they encounter with their activities?
  - The objects (technological and otherwise) in the space and with the people
    - 1. What are the functional elements of the objects?
    - 2. What are the decorative elements?

- 3. Which objects do people look for (perhaps to somehow interact with)?
- 4. Which objects do people bring with them that matter to the activities they are trying to do?
- The environment: spaces, architecture, lighting etc
  - 1. What is the layout?
  - 2. What is the environment like?
  - 3. How does it influence the activities people engage in?
  - 4. How does the environment support the objects above?
- 4. Attach your detailed observations or interview responses (verbal and non-verbal)
- 5. With the detailed observations/responses, point out the places that provide Results/Insights and say what they are ("I"):
  - What are the answers to your research questions?
  - What other insights did you get from this that are relevant to your design?

What am I looking for:

- A) That you included all the elements I asked you to.
- B) That your observations/interview data contains sufficient detail to notice something interesting, or which an informal visitor not trying to do user research would not normally see.
- C) That you derive some interesting design **Insight** from the data. Should be related to some real user need or activity that deserves support/attention.
- D) That you describe your experience factually, clearly, and in enough detail so that someone who has never been in the setting could clearly appreciate and understand what you saw.

Expected length: 4-8 pages, including words and sketches. For sketches, feel free to scan them in instead of drawing them on the computer.

**Note:** You can combine things into one file, or turn in separate files if it's easier (e.g., a separate one for sketches?).

In your report **please provide a brief description of who participated** and how the work was shared. In particular include the name(s) of any group member(s) **who did not contribute to the work**. The grader will assign a different grade (usually a 0) for their lack of participation.

## Grading Criteria for User Research Assignment *Total of 20 points*

5 points: RQs/Goals

(Observation version): 10 points: Observation that covers people, objects and environments as listed in assignment description. The write-up should be very detailed (so that I feel like I was there, and can picture it all).

(Field interview version): 10 points: pertinent questions and field interview – The

interview should involve the subject recounting his/her previous experience or perform some aspect of your project. Must be very detailed. Don't forget to also include some elements of Observation, such as objects and space.

5 points: Good insights that were derived from your observation/interview. One point for each non-obvious insight.