Media Computing Project

Lecture 1: Field Gathering Techniques

Goals

- Who are the users?

- What do the users want?

- How do they use current systems?

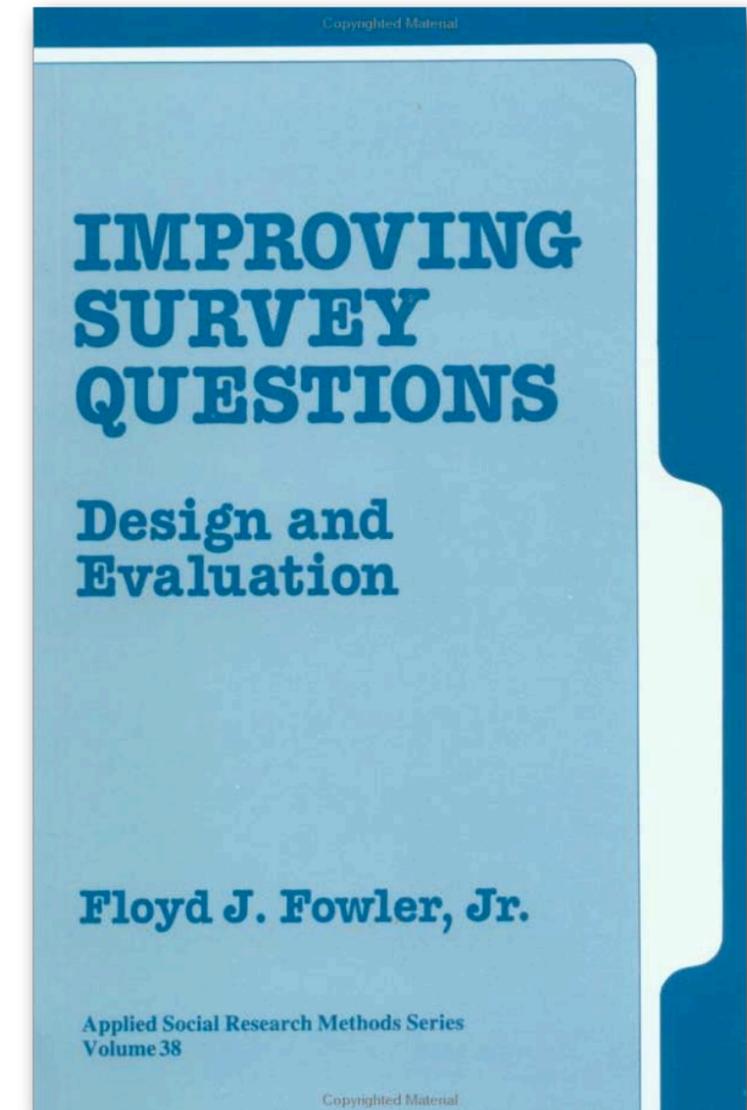- What are design problems?

- What are design opportunities?

Overview

- Surveys

  - mass-deployable

  - quantitative data

- Interviews

  - adaptive

  - qualitative data

Surveys

- What questions?

  - Fowler: Improving Survey Questions

- Where to deploy?

  - Internet (surveymonkey.com)

- How to interpret?

  - t-Test

Survey Questions

- Formulate clear objectives

poor	fair	good	very good	excellent
1	2	3	4	5

- Gather user profiles

- Lickert Scale

  - 1: poor, 2: fair, 3: good, 4: very good, 5: excellent

  - Allows quantification of survey results

- No leading questions

t-Test

- Test of the null hypothesis that the means of two normally distributed populations are equal. [Wikipedia]

- Variants

  - one-tailed (direction) vs. two-tailed (difference)

  - paired vs. equal variance vs. independent
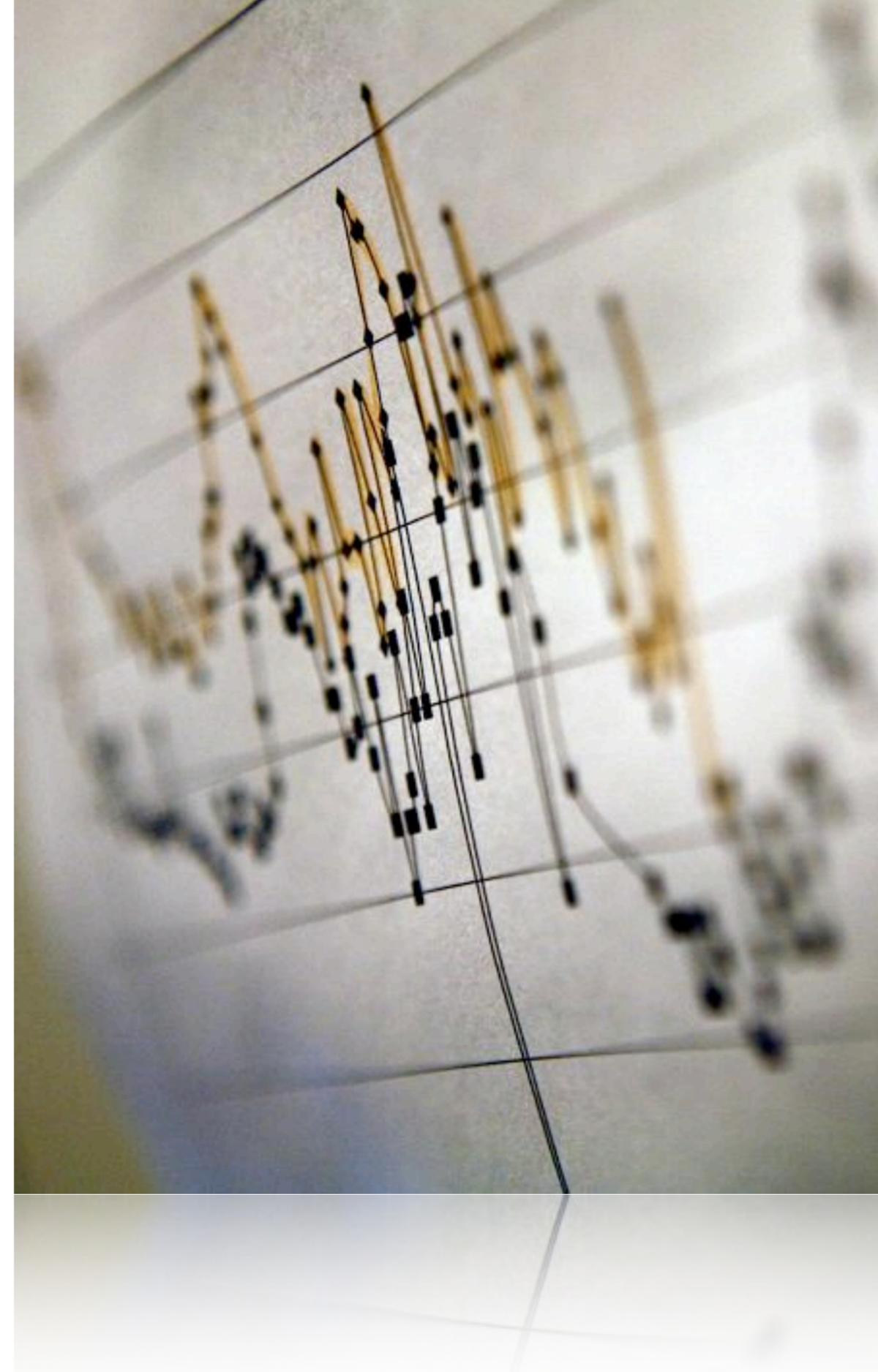
Interviews

- Be polite

- Do not waste the user's time

- Make the user comfortable

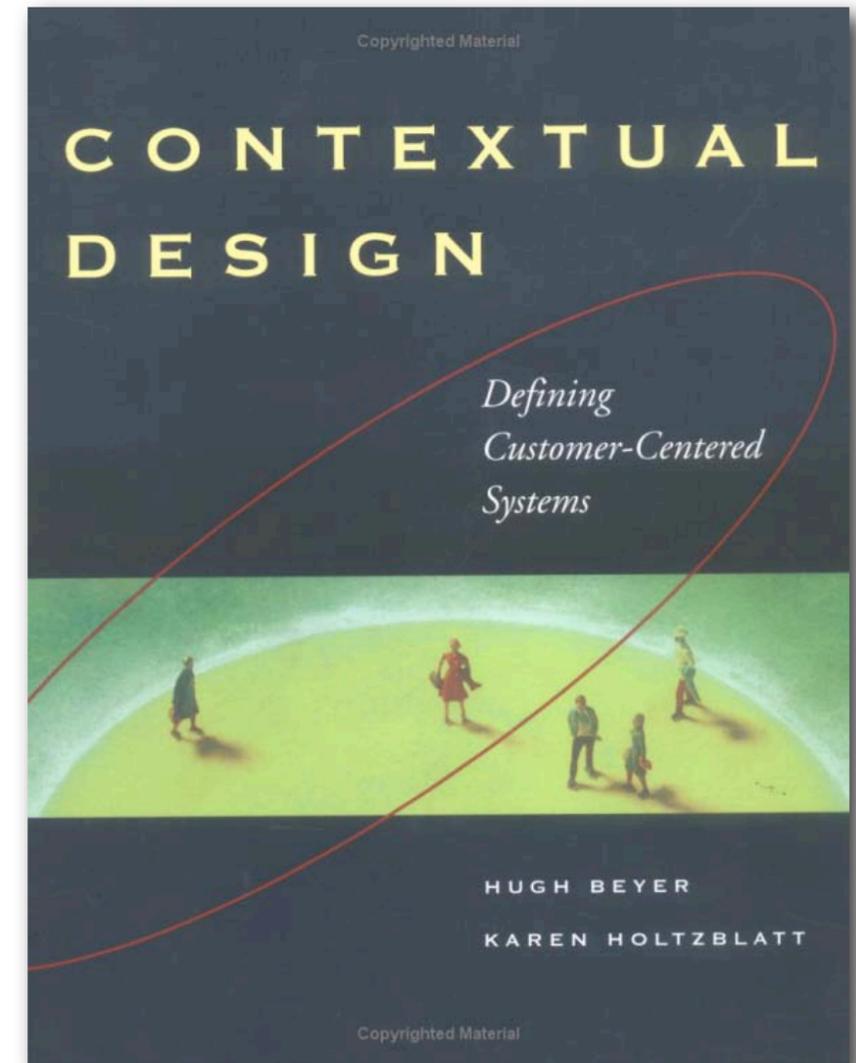- Bribe (with gummy-bears)

- Inform the user

Notes

- Paper

  - good: flexible, easy, reliable

  - bad: distracting, slow

- Audio

  - good: non-intrusive

  - bad: does not include interface

Contextual Inquiry

- Observe the user in her context

- Master / Apprentice Model

- Principles

  - Go where the user is

  - Involve the user

  - Interpret immediately

Contextual Inquiry

- Very high effort (2-4h per session)

- Very intrusive for the user

- Dependent on work situation

- Can reveal major design problems

- Findings are discussed immediately with the user

Assignment

- Set up Web Log

- Define Project Idea

- Conduct an initial study

  - Who are the users?

  - What do the users want to do with a mobile phone? (Prioritize!)

  - What is the design challenge that your system will address?