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
• 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?