

User Research

INFO 360 A

User-Centered Design

For this deliverable, you will use three different methods for understanding the potential users for your project which will attempt to answer the research questions you developed for P0. The methods you can choose from include contextual inquiry, design ethnography, surveys, interviews, focus groups, observations, diary studies, or any of the 51 IDEO methods. The most important part of this assignment will be in choosing the appropriate methods that complement each other and accommodate for the weaknesses of other (e.g., you might complement direct observation with indirect observation, in-depth exploration with several people vs. broad exploration with many people, etc.). Once you have collected your data, you will analyze it to produce design requirements and refine your design question based on your user research.

What to do?

Define Stakeholders – Your first step in this process will be to determine the primary stakeholders for your design problem. You should consider who will actually be using the system, but you should also consider anyone who might be affected by the system as well, even if they are not direct users. For example, if you were designing a health record system for a hospital, your primary users might be doctors, nurses, and billing specialists. However, other stakeholders would certainly be patients and their families, and possible insurance companies who have to process the claims. Create a list of stakeholders and define each of them.

Conduct Three User Research Methods – Choose three different complementary methods that are appropriate for understanding the users for whom you are designing. Make sure you can justify your reasons for choosing those particular methods, and understand how the strengths of one can complement the strengths of another. Conduct these methods with actual potential users and/or other stakeholders from your project's target user base. The number of users you choose to do this with is up to you, but make sure it is appropriate for the method. Because this is a class project, it is okay if you do not do as many as might be suggested in the literature. If you are unsure about how many users to work with, please talk with the instructor in advance of the deadline for advice. Focus on determining the goals of your users and the context of use. Your write up for this section should include a description of the three methods chosen, a description of the users you worked with, justification for the chosen method, and a summary of the findings.

Define Design Requirements – Once you have collected data from your three methods, take a look through your data and compile a list of design requirements. What are the major requests from users? What are the breakdowns you observed? The contexts of use for which it should be able to work? The “ah ha!” insights? This should be presented as a bullet list of things your technology *should* do.

Refined Design Question – Thinking about what you have learned from your user research, use this to refine your design question developed in P0 if needed. This might be changing the scope, re-focusing it, or making it target a specific user population. Provide your edited design question and a 2-3 sentence explanation on why you changed it (or did not change it).

What to hand in?

- Turn in a document containing your written summary of the assignment. This should include the stakeholders list, a summary of the methods used and their justification for choosing them, a summary of the findings from your user research, a list of user design requirements, and your refined design question and explanation.
- You should also provide an appendix of any materials used in your user research, such as your list of interview questions, your raw notes from observations, photos from an ethnography, the survey questions you asked, etc. This does not have to be formatted neatly, but will serve as proof of your execution of the design methods. If the data is too big to print (e.g., an excel document of survey data, it can also be submitted electronically). Check with instructors on the best way to format this data.

Your submission should be in 12 pt Times New Roman, single spacing, with 1" margins and should be written concisely with clear headings to depict each of the required sections. Please hand in a double-sided print out in class on the date it is due.

How will it be graded?

- **4.0 – Outstanding** – The assignment is complete (includes stakeholder definition, research method descriptions, summary of findings, design requirements list, refined design question, and appendix of method materials) and is of superior quality. The report is well-written, professional, in-depth, and the student is reflective and insightful.
- **3.5 – Great** – The assignment is complete and of high quality. The report is well-written, professional, in-depth, and the student is reflective and insightful.
- **3.0 – Good** – The assignment is complete and of good quality, but the points could be better articulated, be more insightful, or more thorough. Report may contain minor problems with formatting or grammatical errors.
- **2.5 – Satisfactory** – The assignment is mostly complete and of satisfactory quality, but the points could be better articulated, be more insightful, or more thorough. Report may contain problems with formatting or grammatical errors.
- **2.0 or Lower – Unsatisfactory** – The assignment is incomplete or is of lower quality. The points are not well articulated or thorough enough. Report may contain major problems with formatting or grammatical errors.