Design Research Guide

Complete this worksheet before going into the field..

Research Focus:

To understand how people account for meal / item purchases in group settings and to uncover factors that influence the way group members perceive / account for responsibility.

Our plan is to research with... _Describe the type of people you hope to interview_

At... _Describe where you will be doing research_

Pre-Interview:

Hello! (Introduce yourself)

Introduce the project and what you will be doing.
We are practicing methods of ethnographic research for a workshop. Our goal is to understand what it's like to eat out with a group - and how people account for their purchases in group settings. Would you have ten minutes to talk to us?

Questions:

1. Tell me about yourself. Do you go out to eat (dinner / lunch) with a group often?

2. Think of the last time that you ate with a group where you split the payment.
   What happened during payment?
   Did it go smoothly? Why / Why not
   Is this always the case for you? Why / Why not?

3. When eating out with a group, how do you typically account for your portion of the total? Is this always the case?

4. In what ways do group members / setting impact how you account for your portion of the total?

5. How does your responsibility for payment change when there are shared items?

Additional Questions:

Hero flow scenario

Create a written scenario before sketching your interface..

The user has just completed having _____ with 3 friends, and the waitress hands him / her a device to pay for the meal. The user knows that they ate / drank.. _____

The user's goal is to pay for their portion of the meal

When the user looks at the screen, they see.. _____
What is on the screen? How is it laid out?

_____

_____

The user taps.. _____ and the system then...
A Control / button

_____
How the system reacts when the user taps said control / button

Continue the scenario until the user has paid for their portion. Remember to capture each action and reaction. I.e. The user taps (button) and the system then....

_____

_____

_____

_____

_____

_____

Think-a-loud testing - Moderator Guide

Utilize this script when performing a think-a-loud usability study

1. Explain to the participant:

Who you are & what you are doing

That you are testing your interface, and not testing them

That they can quit at any time

That you won't be able to help them

That you require them to continue talking, and you will remind them to "please keep talking" if they fall silent

To simply verbalize what it is they are doing, as they are doing it. Provide an example if necessary "Call mom with a cell phone"

2. Run the session

Introduce the 1st scenario and the low fidelity interface they will be using.

Verify that the user understands the tasks (have them read the tasks aloud too, and ask if there are any questions)

Begin the user test - "When you are ready, use this interface to complete the task (point to participant guide where task is written)"

3. While running the session, DO NOT say things like:

Please explain what you are doing
Note any design problems you see
Tell us if you have any suggestions
Why are you doing what you are doing

3. While running the session, document critical incidents:

Critical incidents like the following illustrate usability issues with the design.
Take note of these during the user test .

The user articulates a goal and cannot succeed in attaining that goal within two minutes
The user expresses some negative sentiment, either about the interface or about their own skills
The user articulates a goal, tries several things and explicitly gives up
The user articulated a goal and has to try three or more things before finding a solution
The user does not succeed in the task
The user expresses surprise
The user makes a design decision

Think-a-loud testing - Participant Guide

Scenario:

You've just completed having _____ with 3 friends, and the waitress hands you a device to pay for your meal. Of the total, you ate / drank...

Task 1:

Use this device to pay for your portion of the meal.