

IS4300: HCI

Spring 2013

Collecting and Analyzing Data

Today's Agenda

- Surveys and using this survey study to talk about designing studies more generally
- Go over changes to the class and next assignments

SURVEY DESIGN

Before you design your survey (or do any study)

- Ask yourself, what do I need to know? What data can tell me what I need to know?
- Then make sure that each question will give you the right kind of feedback to achieve your survey goals.

Survey design

- The opening should introduce the survey, explain who is collecting the feedback and why. You should also include some reasons for participation, and share details about the confidentiality of the information you are collecting.
- Keep your survey short and to the point - fewer questions will deliver a higher response rate.
- To minimize confusion, questions should follow a logical flow, with similar questions grouped together.
- If you have sensitive questions, or questions requesting personal information, include them towards the end of the survey, after trust has been built.
- Test your survey with a small group before launch. Have participants share what they are thinking as they fill out each question, and make improvements where necessary.

Question design

- Keep questions short and easy to read and answer.
- Use a consistent rating scale, e.g., 5 always =high and 1 always low.
- For closed-ended questions, include all possible answers
- Make sure there is no overlap between answer options.
- Use consistent word choices and definitions throughout the survey.
- Use language familiar to participants.
- Multiple choice response categories should be mutually exclusive so that clear choices can be made.
- No double barreled questions, e.g., *What is the fastest and most convenient Internet service for you?*

Using surveymonkey

“USABILITY STUDY” OF THE CLASS...

Target issues

- What
 - has been frustrating for the class
 - interferes with learning?
- What does the class want to do differently (with the goals of decreased frustration and better learning.)

Data

- Reactions in class
- Reading responses
- Survey

Survey questions

IS4300 Survey

This is a survey by Professor Sylvan for members of the spring 2013 NEU CCS undergraduate HCI class.

1. How much would you like to learn about each of these topics?

Not at all A little bit Doesn't matter Some A lot

2. What are your top three topics to learn about in the rest of the semester?

3. How rewarding have you found each of the following?

Not at all A little bit Doesn't matter Some A lot

4. How much do you want to include following for the rest of the semester?

5. What have you liked about this class so far?

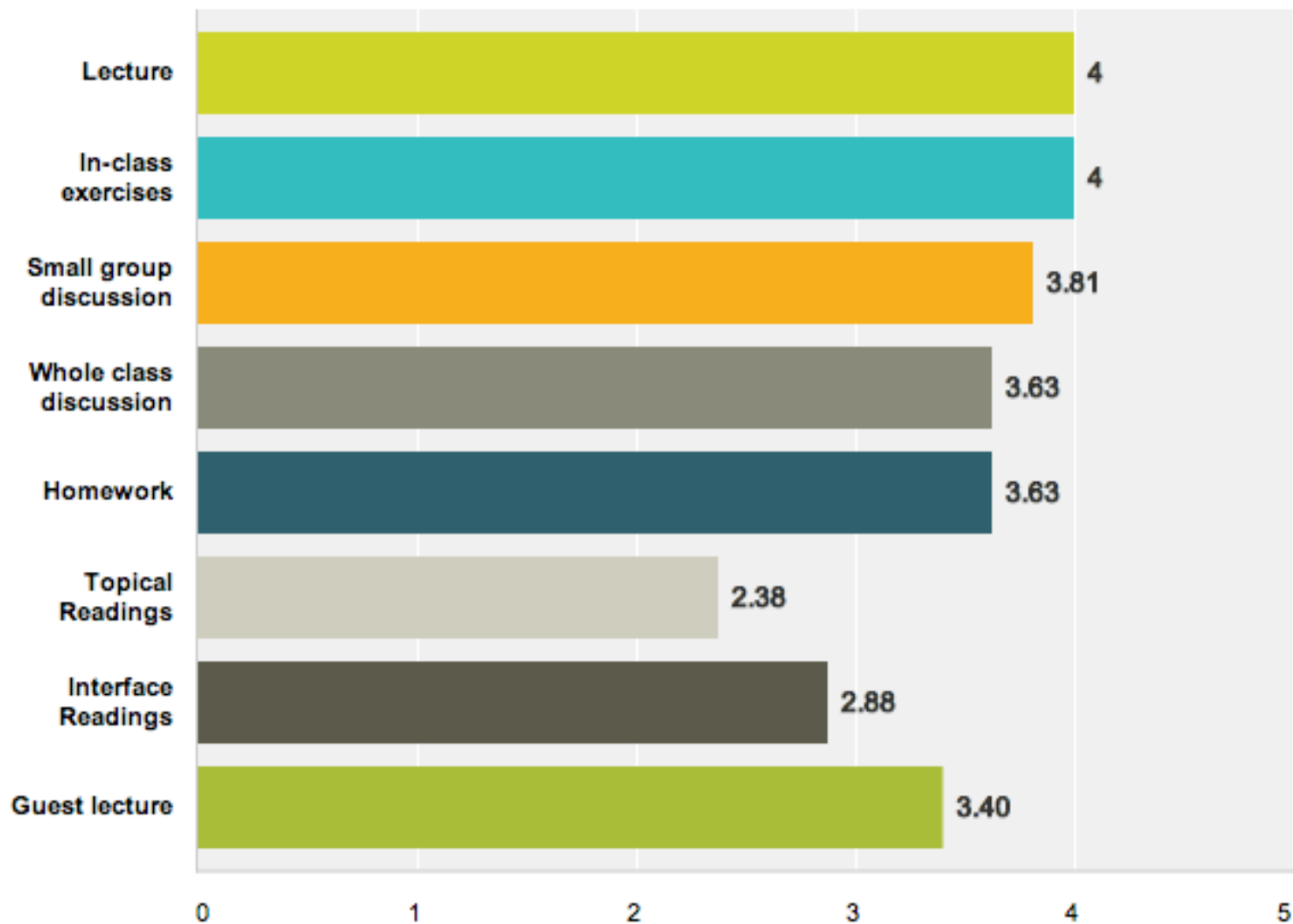
6. What have you not liked so far?

7. What changes would you suggest to this class?

WHAT YOU SAID

How rewarding have you found each of the following?

Answered: 16 Skipped: 0



A range of responses for what you like

- I like the variety of assignments -- reading, homework, and team projects. Also I like to variety of in-class work -- lecture, discussion, and groups.
- I like the practical parts of this course, where we apply what we've read about/learned about in lecture to a homework assignment or group project. That is when I feel like I am learning the most.
- The overall learning goals, some of the readings.
- I'm really enjoying the group project. I learn best hands on and this is teaching me a lot.
- I think that the material is really interesting and definitely something that will interest me when I'm looking for jobs down the road.
- I like learning about UI/UX in addition to font/layout/color etc.
- The in and out of class exercises have generally been interesting and informative. The examples provided in lectures for the concepts discussed are very helpful for learning the concepts.
- I've liked the team project so far, and I like the idea of structuring the course around a project like this.
- I like everything we are doing in groups. Working together to come up with ideas has been awesome.

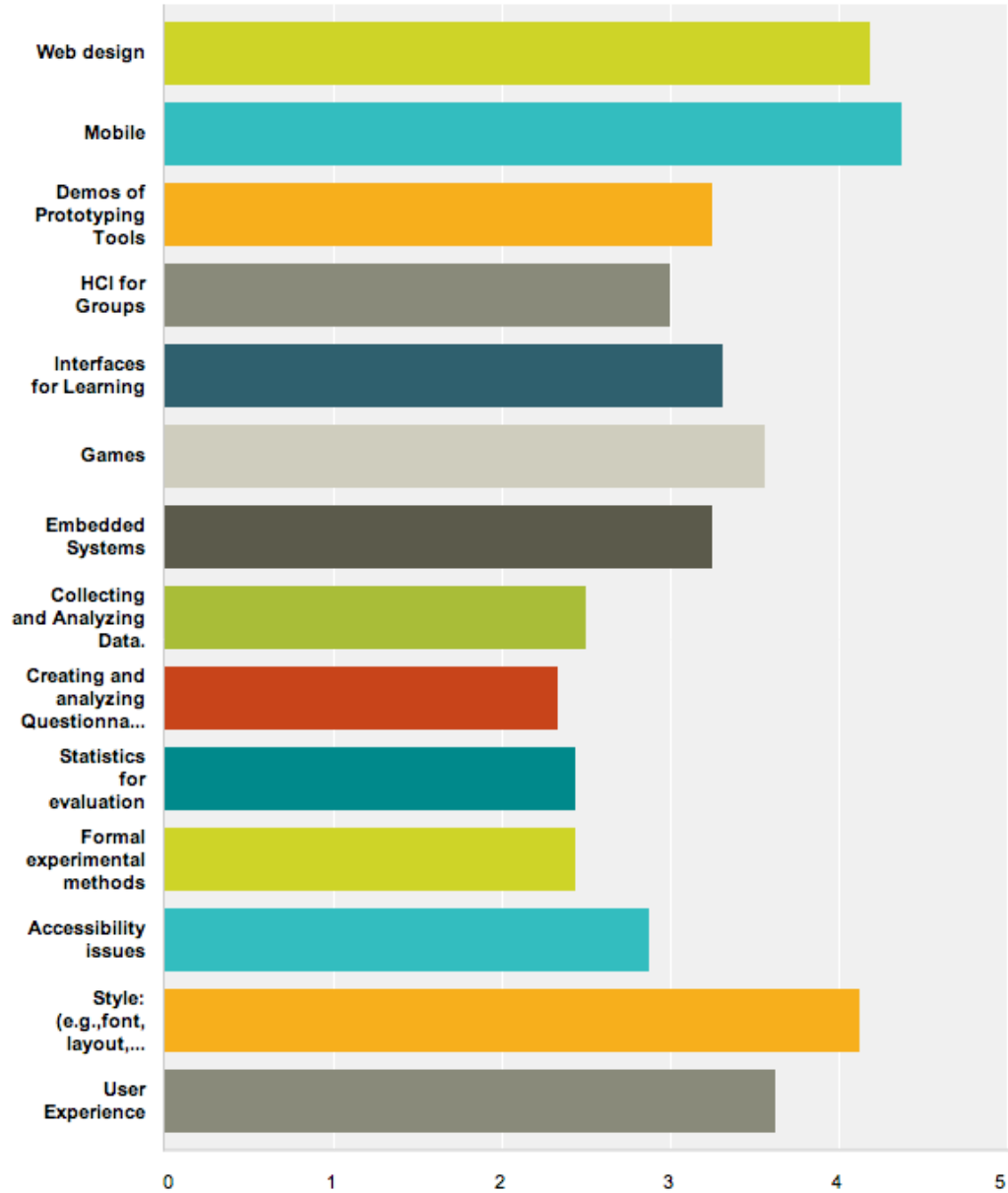
But not for what you don't like

7 out of 12 specified the readings were overwhelming and 8 of 11 suggested reducing them.

(Also, 3 out of 12 didn't like the lack of feedback about grades and 2 out of 11 requested more/faster feedback about grades.)

How much would you like to learn about each of these topics?

Answered: 16 Skipped: 0



Most common 'top three' topics

- Web design
- Mobile
- Demos of Prototyping Tools
- HCI for Groups
- Interfaces for Learning
- Games
- Embedded Systems

You also want

- “more emphasis on learning in class with lecture and hands-on activities”
- “I would like to change the readings so that we are learning about modern and current interfaces instead of reading old articles.”
- “more about using actual tools for web design, etc.”

Comments from readings

- One thing I thought would be interesting to talk about in class was the benefits and disadvantages of the different evaluation methods. I feel like there is more that can be said about these topics that would be useful for evaluating our own interfaces for the team projects.
- I'd like to further discuss in class how to go about conducting usability testing if you're a tiny startup (not a large corporation that can hire a contractor to conduct the tests).

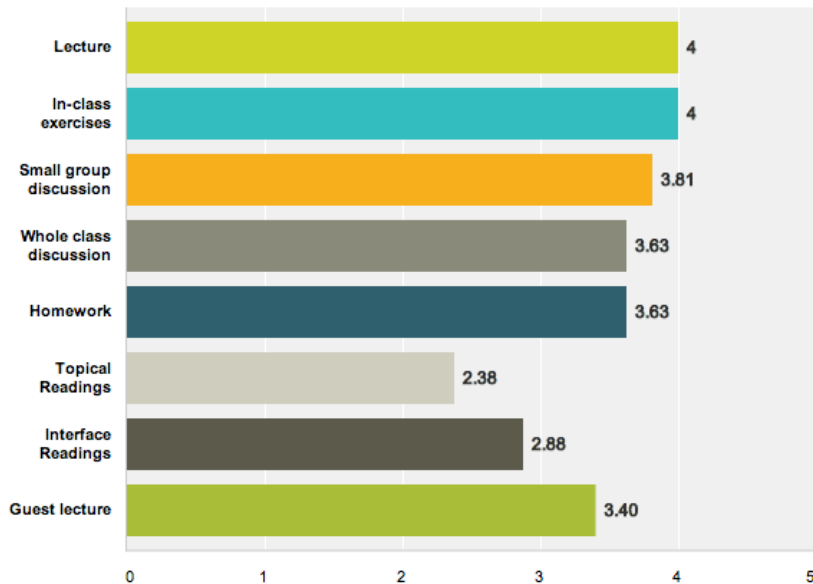
Redesign to adapt to 'user' needs

CHANGES TO CLASS

First, what's working

How rewarding have you found each of the following?

Answered: 16 Skipped: 0



- The lectures, in-class activities
- The group project
 - see a problem here?
- Discussion, somewhat...
 - what to do about that?
- The homework
 - why?

Addressing the biggest issue: readings

- Reduce readings
 - Skip some weeks
 - Fewer readings per week
 - Shorter readings
- Make more relevant and interesting
 - Readings are more targeted and based on more modern techs.

Addressing another issue: grades

- You have some of your grades
- More to come this week
- Will provide grades more promptly going forward

Going forward: focus on topics you want

- Web design
- Mobile
- Demos of Prototyping Tools
- HCI for Groups
- Interfaces for Learning
- Games
- Embedded Systems

Follow up

- What else do I need to know?
- How can I find out?

Feedback on course websites

- Consistent formatting
- Attractive style
- Easy to find content through good navigation
e.g., find readings versus homework
- No typos and misspellings
- Better if you put your picture on it
- Don't spawn new web pages
- Label your posts to match the assignment

Go over

- Homework and team project assignments
- Changes to schedule

Survey activity for team project