

CS 377U Understanding Users

P6: Field Study

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Assignment Description

The goal of this assignment is to understand how your application is used in people's daily lives over a period of 10-14 days. You should report qualitatively and quantitatively about what people were doing in your application over this period of time, and should try to have at least 10 users of your application.

Begin by describing your field study methods, both what was instrumented in your application as well as the set of qualitative methods that you chose to use (interviews, diary study, contextual inquiry, content analysis, etc.). Explain who your users are and why they are an appropriate target audience to try your system.

Then explore the quantitative data. Show graphs of the overall system usage, key feature usage, and funnels of key interaction flows. Highlight anything you find particularly surprising. Where appropriate, use qualitative data to explain the quantitative findings. Then explore the larger qualitative themes (you might want to run another affinity analysis of the qualitative data to arrive at themes). Talk about why people used your system (or didn't) and the value that it brought to their lives (or didn't). Talk about specific experiences of joy or frustration that users faced.

Conclude with a few key implications for your system. What would you change if you had more time in the quarter? What specific data points led you to want to make these changes?

Deliverables & Due Dates

The assignment is due on **Thursday, May 26th @ 4:30 pm.**

You can turn in a PDF of your report at this [Drive Folder](#).

Grading Rubric

This assignment is graded on a rubric out of 100 points. It is worth 10 percent of the overall grade at the end of the quarter.

Category	Unsatisfactory	Adequate	Good	Very good	Excellent
Users 10 Points	<3 users	3-5 users	6-9 users	At least 10 users, but not appropriate for target..	At least 10 users, appropriate for target market of app (as defined in earlier pitch).
Duration 10 Points	App was not used in real world settings.	Participants only used the app once or at a single event.	Participants used the app for 3-5 days.	Participants used the app for 6-9days.	Participants used the app for at least 10 days.
Methods 20 Points	Methods not explained.	Study methods were not appropriate for system or research questions.	Study only had qual OR quant methods.	Study only used one qual method plus instrumentation.	Study used at least two qualitative methods and had extensive instrumentation.
Quant Analysis 20 Points	No outcomes from instrumentation were discussed in the paper.	Only descriptions of use are included, no graphs.	Graphs are only shown for 1 item listed under Excellent.	Graphs are only shown for 2/3 of items listed under Excellent.	Graphs are shown for overall usage, per feature usage, and funnels of key flows.
Qual Analysis 20 Points	No qualitative themes discussed.	Themes lack data to support them.	Themes are discussed but lack specific incidents/quotes from data.	Only one key theme is address with specific examples from data.	Multiple Qualitative themes are discussed with specific examples from data.
Design Directions 20 Points	No design improvements explored.	Design improvements are vague.	Design improvements are given, but not motivated by specific examples from the data.	1-2 improvements to the design/ functionality of the app are discussed, with clear motivation from the data.	3+ improvements to the design/ functionality of the app are discussed, with clear motivation from the data.