CS 377U Understanding Users

P7: Final Report and Presentation

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Assignment Description

This assignment is meant to summarize everything that you have done so far in the class. There will be two components, a written assignment and a presentation.

The written assignment will be in the style of a CHI paper, describing the domain you chose to explore, the generative study that led to your idea, the app itself and findings from your usability study, and most importantly findings from your field study, with implications for how you'd update your application after having run the study. Most of this text should already be written and the bulk of the effort should just be on getting it into the template and improving flow between sections to tell the story of the semester. You can look to the Storyplace.me paper as an example - although in a slightly different format. The SIGCHI template for CHI papers that is to be used for this assignment can be found here: Word / LaTeX This is the same format you'll use to present all of your research if you continue your career in HCI.

Presentations will be on 5/31 at 6pm in Shriram 104 (feel free to invite friends/colleagues!) The presentation will be a maximum of 7 minutes with 2 minutes for Q&A following. The total time for the final presentations should be an hour and a half (finishing at 7:30). Your presentation should tell your team's story from the entire quarter, much like the paper does. Specific focus should be given on how you came up with your idea (the generative research and findings), what the app is and how it works (a live demo!), and what you learned from the field study (including quant and qual findings). Seven minutes goes by quickly, so be sure to practice!

Deliverables & Due Dates

The assignment is due on **Tuesday, May 31th @ 6:00 pm.**

Please submit a PDF of your report as well as a Google Slides presentation at this Drive Folder.

Grading Rubric

This assignment is graded on a rubric out of 100 points. It is worth 25 percent of the overall grade at the end of the quarter.

Category	Unsatisfactory	Adequate	Good	Very good	Excellent
Paper Generative Study 20 Points	Generative study is not discussed.	Generative study does not have convincing data (not enough users, key findings not explained)	Section does not explore areas of opportunity that led to app idea.	Section only partly motivates application idea. Exact data that led to idea are missing/light.	Generative study is clearly explained, has >=5 participants and clearly states areas of opportunity
Paper App and Usability 20 Points	Usability study is not discussed.	App description is light or it is difficult to understand key features and flows.	Updates to the app after the usability study are not discussed.	Design changes are not properly motivated with data from the study.	App is described in sufficient detail, including main use cases and screenshots. Key findings from the usability study, and subsequent design changes are discussed.
Paper Field Study 20 Points	Field study is not discussed.	Graphs of use from field study are not shown, or do not have sufficient detail (lacking funnels, feature use, etc.)	Study does not have enough data to be convincing (e.g. qualitative themes are not discussed in detail, lacking quotes, fewer than 10 participants)	Method description is weak, or qualitative themes are not well supported.	The field study is described in details in terms of methods, participants (>=10), and specific quantitative and qualitative findings (including graphs). Key metrics about use are included.
Paper Implications 10 Points	Implications not discussed.	Implications are not motivated with data from the field study findings.	Only one well motivated implication is given.	Only two well motivated implications are given.	At least 3 key implications for updates to the app, and more broadly for applications in this domain are listed.

Presentation Motivation 10 Points	There is no motivation for the app in the presentation.	The motivation for the app is not believable.	The data from the generative study is light - no quotes, little on themes.	The methods are not well described but the data is all believable.	The presentation motivates the app using data from the generative study such that the audience is convinced that this is a real need and that your solution meets this need.
Presentation App Demo 10 Points	The demo did not work or was not shown.	Very little of the app was shown (perhaps one main use case).	The demo only showed a few features of the app.	The demo made it difficult to understand the key use cases.	The demo of the app successfully shows the features and main use case so that the audience can understand what it does and why they might want to use it.
Presentation Field Study/ Implications 10 Points	The field study was not discussed.	The field study was only lightly discussed without key quotes or charts.	There were no implications derived from the field study for future design or the quantitative data was lacking in graphs or variety (e.g. missing funnels or key feature use).	The presentation lacked detail on methods or the qualitative themes were not well supported.	The presentation makes it clear what methods were used for the field study, who the users were, and shows multiple quotes from users as well as graphs of usage over time (with corresponding metrics).