

Final Project Part 4: Conceptual Use Study

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Defined Measures

1. Interview Questions

- a. We chose interview questions as one form of defined measure because this is a form of 'process data', which allows us to observe more of the users' thoughts and feelings about the prototypes. With more elaborate questions, we are also able to get users to walk-through how they would actually use the product which provides great qualitative data. This type of data gives us very clear path we can pursue to make our product better for our target customer.

2. Interactive Prototype

- a. There were two prototypes that we had to display to the users: our initial lo-fi web application mock-up prototype and the dark horse prototype that had physical glasses accompanied by a paper prototype of the mobile application. We decided to use this defined measure because this is also a form of 'process data', which will allow us to spot initial problems with our prototypes. This overview will also let us see the users' initial responses to fix issues that may come with usability or a flaw in the idea of the core product.

Study Procedure

Lo-Fi Prototype Questions

1. How do you feel about being able to chat with a group of friends vs. random people about a political topic?
2. How do you feel about seeing the “statistics” information in our app (shows friends reactions to different articles on the same political issue) after all of the people have finished reading in your group?
3. Walk us through how you would begin this chat bot with a group of your friends. Please elaborate on your thought process.
4. Would it be intriguing to see the “statistics” information (such as comments & reactions) for all users who have read and reacted to a specific article? Would you find it distracting? Or would you want it to be more private and solely focused on your friend group?
5. How do you feel about each member of your group receiving a different perspective of the same article? In particular, elaborate on the effectiveness of this method towards helping you become exposed to more diverse perspectives.

Dark Horse Questions

1. Can you please walk through the app and elaborate on anything that stands out?

2. How do you feel about the meter depicting political leaning and how would you feel about it being shared to all your friends in the omni glass community?
3. What are your thoughts on suggested articles based on your political leaning? And what about being able to message/video chat strangers based off what omni spec analyzes your political leaning to be? (i.e if you were left leaning and we paired you with right leaning articles and people)
4. How helpful do you find the data seen on the app? Would you find it motivating to associate with other perspectives?
5. Can you please elaborate how you feel about the social aspect attached to omni specs (i.e interaction with strangers, political meter public, etc)

Data Collected

The time we had in studio was crucial to understanding how potential users perceive online discussions and what limits they would go to have them. In particular, we focused on three aspects:

1. How users value statistics that are based off interactions they have in their life
2. What factors motivate users to participate in online political discussions
3. How do users interact with diverse political opinions when placed in front of them

The data collected below reflect a summarized version of each question as shown in our Study Procedure, where we asked 5 questions for each prototype.

Low-fi prototype:

1. Most people felt more comfortable being able to chat with their friends because they were more likely to share an article to the group that they knew their friends would have a lot to say. Some were willing to chat with random strangers if it was a particular topic they felt strongly about.
2. Everyone wanted to see the "statistics" in the app after all their friends had finished reading the article because they felt motivated to read and react to the articles they were given so they could see the results and have a discussion quicker. They enjoyed the engagement aspect of being able to participate in discussion with their friends, but some were worried about what would happen if some friends did not feel motivated to read and react to the articles.

3. "Find a news article on my Facebook news feed, then share the article to the chat bot and add my friends. Do all my friends get different perspectives on this article? Or do we all get the same one?" "I can create a new group using this chat bot application and add my friends. Then I will get an article a day that gives different perspectives to each of my friends to read and react to."
4. Some users felt that it would be interesting to be able to see statistics from all users of the application (regardless if they're a friend or not) because this would provide a broader range of views versus their own friend group which may tend to have similar opinions. Others felt that they wanted to keep their statistics within their friend group and not see other statistical information because it wouldn't provide any other insights. They felt that it was more personable within the group and they trusted their friends to be more thorough in their reading.
5. The users felt glad to be able to see the thoughts and reactions of their friends, but felt that they could be influenced based on the majority of their group's reactions. They liked being able to see the reacts and comments *after* everyone in the group finished reading and reacting so that they were pre-biased. The majority enjoyed the fact that they are able to gain a broader perspective by seeing the main points their friends reacted to which may be from a different perspective, which would easily engage discussion. They felt that it was a unique way to be exposed to varied perspectives

without necessarily knowing which side they were reading at first, so that they weren't pre-biased.

Dark Horse prototype:

1. In general, the users felt comfortable going through the software aspect of the app, but had trouble when trying to navigate to the overall trending analysis. However, as they were walking through the product, the most notable features they pointed out were:
 - a. The political leaning meter - They were curious on what this could mean and how it was relevant
 - b. Video chat / messaging feature - They were initially concerned on how this could work and who they would be paired up with
 - c. Statistics - They enjoyed seeing trending data because they feel more motivated when they can see a visualization of their progress
2. For starters, the user's were intrigued by seeing how their day to day interactions got translated into how politically left or right leaning they are. But they did point out that sharing this information with their friends could be hazardous to breaking their echo chamber. They brought up the fact that they would be more motivated to try to match with their group of friends' political belief instead of trying to get specific political perspective they may have been leaning for (e.g, neutral stance). For example, everyone in their group of friends might want to show how politically right leaning they are and not

aiming towards being more open to diverse political perspectives, which is what the purpose of the meter is for.

3. The users we interviewed enjoyed having diverse political perspectives in front of them. They commented on the fact that they find it difficult to find diverse news stories because majority of their news information comes from posts on shared articles on social media. Furthermore, they liked how they could rely on one source that was tailored to their day to day lives which felt more motivating for them.
4. As mentioned before, the user's did enjoy seeing the data as it related to them because they felt it was more personalized and they could have something to work for. However, the data itself was not enough to get them motivated. They mentioned it would be helpful for the app to help them set a goal to reach and layout steps on how they could reach it because in the current stage, it is ambiguous and there is no "guidance".
5. The users mentioned that the social aspect of Omni Spec is a little intimidating but at the same time motivating. Again, it was mentioned that if there was a clear goal to reach then the social aspect would be motivating since their friends could keep them accountable. Furthermore, they like the idea of having the opportunity to interact with strangers but it would initially be intimidating to start the conversation. Also they felt that video chat could result into a lot of problems if people were to act too aggressive, which could

actually lead to a negative experience in receiving a diverse political perspective.

Reflections

The interview process in studio was very helpful and gave us very interesting insights that will allow us to change our product for the better. However, the interview process did have its obstacles. These obstacles were mainly due to having a limited prototype that wasn't as fleshed out as we imagine the final product to be. In particular, it was frustrating when groups were giving very valuable feedback but had to stop because of the low time constraint. Furthermore, based off our first round of interviews we learned to do the following in order to receive more meaningful data:

- Have a more detailed prototype so users have a better understanding of the actual product
- Recording the interview to be able to refer back to interviewees' thoughts
- Instigate more interactions between the interviewees (not one person talking) so we could have well-rounded answers between all the participants
- More time to interview to get more in-depth responses since we were time blocked at 10 minutes per session (ideally 20-30 minutes)
- Learning more about the user - their interests, their background, what they think about engaging in online discussions to be able to see what drives their decision making

Although there were obstacles, there were a few things we plan to keep for future interview iterations. The two defined measures we chose to focus on: interview questions and interactive prototype allowed us to collect useful qualitative data. We

were able to ask more broad questions to allow the interviewees to express their thoughts so that they weren't pre-biased. This way, we were able to gather more natural responses based on their initial reactions. Overall, the process went very smoothly and the data we have gathered from the interviewees will be used to help improve our prototype for the final product. There were a few other main points that really helped our user experience research thrive to gain insightful data so that we can iterate on our prototype which are shown below:

- Questions asked were open ended allowing interviewees to elaborate intensively
- User group was enthusiastic and motivated to give feedback
- Getting well-rounded feedback for one prototype during one session (instead of switching off between the two during one session)
- Selection of defined measures provided great qualitative data which allowed us to see an overview of what users thought about our product