

# Contextual Inquiry

## Demographics

### Participant #1

Name: Poornima Tulsiram  
Age: 24  
Based at: Arbutus, Maryland.  
Job: Technology Analyst at American Society for Good hearts, VA,USA  
Education: Currently a Masters graduate student in Information Systems at UMBC.  
Websites:

- Personal: Facebook, Google, GitHub
- Job: [www.thinkculuturalhealth.com](http://www.thinkculuturalhealth.com)
- School: [www.stackoverflow](http://www.stackoverflow.com), [my.umbc.edu](http://my.umbc.edu)

### Familiarity with GOTR.org

No.

### Similar website experience

Worked with & used NPOs for physicians and nursing professionals to get certified in federal healthcare.

### Chosen Task

To volunteer for the organization.

### Participant #2

Name: Jagjeet Singh  
Age: 24  
Based at: Arbutus, Maryland.  
Job: Student.  
Education: Graduate Student in Systems Engineering @ UMBC [2018]  
Websites used regularly:

- Personal: Netflix, LinkedIn
- Job: NA
- School: [my.umbc.edu](http://my.umbc.edu), Wikipedia.

### Familiarity with GOTR.org

No.

### Similar website experience

Worked with & used NPOs for physicians and nursing professionals to get certified in federal healthcare.

### Chosen Task

To volunteer for the organization

## Transition

### Explain contextual inquiry:

#### How I am recording

I told users that I would be recording whole interview over the voice recorder and informed that I would be using this recording for future reference and deeper digging and it won't be shared with anyone. I made them comfortable and just wanted their consent. I would also be taking notes while we carry out with the interview process.

#### The kinds of interactions I want to record

I didn't inform the user about what all interaction I was going to record. But I planned to record all possible user action. Like scrolling window, button clicks, exploration navigation, text inputs in form. But I told them we would be participating equally and user can speak freely out loud while performing their task which would make them feel having full control and me being apprentice-like role.

## Observation Context

### Describe your users

**Poornima:** 24 year old Graduate student @ UMBC with IT background.

**Jagjeet:** 24 year old graduate student @ UMBC with Mechanical Background. Currently, into Systems Engineering.

### Describe your observation environment

I invited my users at home for lunch. Venue for interview was the dining room during noon time just before having lunch. IT was conducted on 20<sup>th</sup> February, 2017 for almost 6-7 minutes with both users. Poornima was much outspoken and concise about her comments and actions whereas Jagjeet seemed a bit unsure about his choice of action as well way he performed it and wasn't able to comment while performing task.

### How did you introduce user to this method?

I started with my study, this semester long project and then introduced the interviewing task. I explained them that this isn't going to traditional one-sided interview, rather it was to be equal participation and user are encored to drive the interview and speak more and I would participate and prompt when required. I also gave a tiny context of master-apprentice model.

### How did you create environment of partnership?

They are already a very good friends with me moreover I invited them over a lunch. We started talking about weekend party we had together and there was no ice to be broken.

### How did you create the right amount of focus for your participant?

Participants had idea about they have to drive the interview by speaking out load about what they feel, what's not going or going alright while performing their selected task. And they did well. I would prompt and hint them if I saw them going wrong and noted the faulty actions before prompting. This was I was able to get information with poking my nose in the process.

## Reflection

### Observations

#### Poornima

- Chose her task: To volunteer for organization.
- First Impression: Site gives warm and girly feel (she being girl liked it more.)
- “**Volunteer**” was the main tab and she was able to get there quickly without exploring anything else on the site.
- It opened up option to volunteer. Out of which “**5K**” was sub-option and it caught her attention.
- She clicked “**5K**”, read a bit about 5K program and chose to go with that.
- She found it a bit inconvenient as it would have been easier to volunteer if no. require volunteer was displayed in real time or day and date was possible to choose.
- “Volunteer today” option didn’t seemed to be working at first and page won’t load properly. Then she figured she had to click on tiny looking tab on top. Which would have been default image rather than sub option again.
- She found the task was pretty straight forward at first but later messed her up.

#### Jagjeet

- He was obliged to donate and interested to know more about the organization. Which he didn’t read about then and there rather he chose to subscribe or get new letters from the organization.
- First impression: colourful, interactive, appropriate font for the site, consistent.
- For newsletter subscription he went “NEWS & EVENTS” tab and then thought of pondering into “EVENTS”. Thinking that he would be able to subscribe to particular event. But he was wrong.
- He thought of getting a step back and go to another parallel option “news”.
- But he was wrong again and had to go back to home page but couldn’t find a click back to home page and then manual went to homepage.
- He spent some time scrolling down the site and then figure “connect” would be the correct option.
- Finally, he found news subscription form and filled one.
- He got lost a couple of times and he think different tab on navigation bar could show some hint about what’s in it and could help better to find what user wants.

### Findings

#### Things that work well

- Aesthetics.
- Animation of the tabs.
- Main purpose of the site’s listed on top as main TABs.

#### Usability challenges

- Navigation was troublesome ( tooltips / information scent was missing everywhere).
- Some pages didn’t load.
- Transition or navigation should have some affect/animation and a default landing section/page for that user knows what’s happening and what has happened after they clicked.

#### Things users like

- Theme and colours
- ‘About Me’ & it’s inter-relation with parent site.

- Large visuals.
- Animated Navigation Tabs.

### Things users dislike

- Dead Ends
- Missing information scent across the website.
- Littles/Words weren't so helpful rather they confused user.
- Wasn't clear how to navigate to home page ( apart from hard way from address-bar)