Stakeholder's Interview

Study Protocol

I informed the user about the objective of the interview and the way interview process was going to be conducted. I had their consents about recording the interview process as audio recording. I assured them that this was going to be used only and only for research project work that I was performing and nowhere else. I informed users that I will be taking note along with voice recording. I requested users to speak-out-loud their minds and prompted them when they missed to do-so.

Initially the site was shows to user with brief introduction and first set of questions were asked (Question 0). They rest of the questions were based on the tasks I asked them to perform. And finally there were few question which answered the overall experience about the site usage.

How you will introduce software

I introduced the website very vaguely, just informed them that it's an informational website and they are supposed to be using this site and answer some of my interview questions based on what they observed.

What you will ask user to do on software

I have had my set of semi-structured interview questions and I was ready to limit unrequired information as well as go into depth about the interesting topics, too. I had set of 5 task to be asked to user to perform for my analysis and interview question. Tasks were too main stream and generic for a naïve user to understand.

Describe participants

Summarize what you know about them

Mentioned in demographics below.

Identify potential sampling bias you introduced

Sampling bias were:

- I approached know persons who can act as prospective clients.
- Both are male.
- Both are from IT/Computers background
- Both are aware that I'm HCC students and I sort of got biased input.

Interview #1:

Demographics:

- Name: Pratik Tamakuwala
- Ages: 25
- Gender: Male
- IT Background: Masters Student in Information Systems
- Prior volunteering experience: none of this sort
- Prior experience of similar site: Yes, used NGO websites earlier for donation.
- Location of interview: Coffee Cafe

Interview (Script & Observations)

0. Initial questions (just after having a glance at website)

a. "What do you think is the primary purpose of the website?"

User just noticed that site had something to do with the girls running and wanted to know more about that context and started going through various programs offered.

b. "What's your first impression about site, (you can be descriptive)."

Its NPO site, but wasn't sure what it offers. Easily accessible website.

c. Have you used any NPO before?

   Yes. : DonateLifeIndia.org

   I. How is this NPO's site as compared to previous ones?

   This site seems pretty much better than the previous one. Aesthetic and Functionalities.

d. What do you think about the aesthetics like color, pictures and fonts?

It's good, color scheme, picture and presentation is suitable for the website's moto.

1. This site is meant for girls and their guardian and general crowd who wants to participate or donate to organizations.

2. Was navigating through website easier?

Convenient and easy. Navigation bar has some terms which are confusing "Our 5k", a stranger won't know what that is!

3. Imagining yourself a girl was the content interesting?

"Yes, site seems girly and a girl would be happy to see site like this."

a. Were you able to see some interesting events? (Task)

"Nothing in particular was interesting, I Just went for general registration."

b. Were you able to register for the organization? (Task)

Short and concise, But there are few terms which needs explanation such as "CATEGORY", "T-Shirts".

4. Imagining yourself as a parent/guardian of a girl child

a. Does this site provide sufficient info about the organization you would get your girl to be involved with?

User wished to see the basic details about the organization and that he thinks he would find under "our programs" & "our locations" to see if it's convenient from his home. "Scholarship" tab was really catchy.

b. Were you able to find a donation page and donate to organization? (Task)

"Support us" is obvious choice. Monthly and One times donation looks good. User chooses to go for monthly option. It's good that it there are various options. It give total information about payments and its consequences. It's pretty much informative.

   c. Were able to find required information about history of organization? <mark>(Task)</mark>

       Yes, it was pretty much obvious, but would want to go through it again. There's not much of history and staff and current events going. History is really important otherwise user things he won't go about donation.

5. Navigation-bar looks functional for the task you are trying to perform?

Navigation was easy and convenient. Getting back to homepage is also very obvious and easy.

6. Try and subscribe to the site's news-letters <mark>(task)</mark>

User went straight to "news and event" to subscribe which was obvious but wrong choice. User struggles to locate the news-letter thingy. But after pondering over for a while he accidently finds subscription option.

7. What were few things about site you really liked?

I liked the site. Colors especially, everything is easily accessible, it's a fast site.

8. What were few things about site you didn't like?

If homepage had a little glimpse of what organization does would be quick and handy, rather than exploring into various tabs.

9. Do you things anything about the site needs improvement?

No Suggestion.

   a. Anything in particular you think should be changed or improved?

       N/A

Interview #2

Demographics:

- Name: Ganesh Pradhan
- Ages: 23
- Gender: Male
- IT Background: Masters Student in Computer Sciences
- Prior volunteering experience: None of this sort
- Prior experience of similar site: None of this sort
- Location of interview: User's house

Interview (Script & Observations):

0. Initial questions (just after having a glance at website)

a. What do you think is the primary purpose of the website?

Motivates girls to participate in outdoor activities, especially on marathons. Site's focusing mainly on sports activities in a sense that outdoor activities are equally important as education.

b. What's your first impression about site, you can be descriptive.

"Nice, impressive", "Usability is good in naive form", not cluttered, HQ Images, too much descriptions on all pages which can be precise and short. Good Colors for girls website to be. Give brief information about the website. Starting own program at particular location is awesome." Site seemed interesting and user explored pretty much everything about the site.

c. Have you used any NPO before?

No this is my first NPO websites.

d. How is this NPO's site as compared to previous ones?

But this websites seems really nice and good looking.

e. What do you think about the aesthetics like color, pictures and fonts?

Color scheme awesome. Girly fonts and it suits. Picture are HQ and good looking.

1. This site is meant for girls and their guardian and general crowd who wants to participate or donate to organizations.

Site clearly serves the purpose, lists events and what sort of the events. 'Subscription' as compared to 'News & Events' tab confuses users.

2. Was navigating through website easier?

Navigation is clear, information scent is clear again. Going to homes page was easier. Top-line tabs on website are easy. Navigation bar is quick and color-wise filtration.

3. Imagining yourself a girl was the content interesting?

a. Were you able to see some interesting events? (Task)

Registration task was pretty much clear and easily searchable. Registering for particular programs are clear. Soul-mate term turned out to be problematic.

b. Were you able to register for the organization? (Task)

"Yes, was as clear as glass"

4. Imagining yourself as a parent of a girl child

a. Does this site provide sufficient info about the organization you would get your girl to be involved with?

"User doubts, who's registering girl herself or guardian?! As a parents I would want to explore the site if I am have time or else I would straight hit the 'REGISTER'"

b. Were you able to find a donation page and donate to organization? (Task)

DONATE is highlighted and it serves the purpose. Multiple options are cool. 'Other' mode of donation should be more visible to enter custom amount apart from preset amount. A textbox could have helped rather than word 'other'.

c. Were able to find required information about history of organization? (Task)

"Yes, that was very, very easy and handy"

5. Navigation-bar looks functional for the task you are trying to perform?

"Totally, as mentioned earlier"

6. Try and subscribe to the site's news-letters (task)

Very confusing, can be confused with 'News & Events' tab, eventually user was able to figure out after a while.

7. What were few things about site you really liked?

"Artistic style, colors, fonts and theme is so appropriate. Aesthetics are amazing and UI is cool"

8. What were few things about site you didn't like?

"Description could be more precise, reading everything through is too much. Subscribe option could have been obvious"

9. Do you things anything about the site needs improvement?

Yes.

a. Anything in particular you think should be changed or improved?

Location search could have been made easier combined with google maps. Point and shoot thing would be quicker and easier to locate the nearest GOTR site.
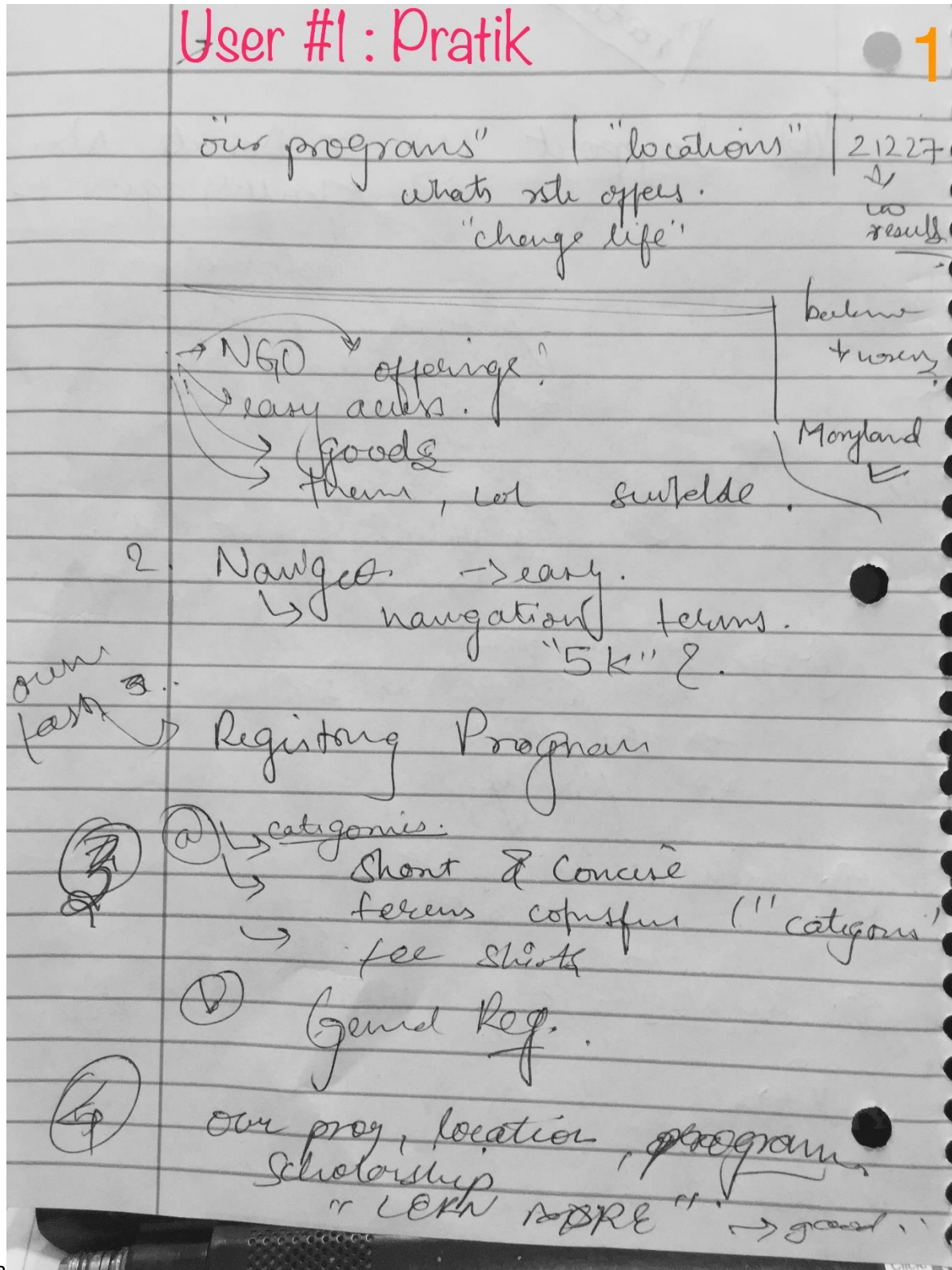
Describe your study environment

- User#1: Café
- User#2: Basement of user's house.

What role did this play on your results?

Both the places were user's choices and they made the interview process a bit easier and favorable. Café was decent place to interview the user and it went smooth. House basement was a little noisy and had some disturbances while interviewing but was manageable again.

Show your work!

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Protelt

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User #2: Ganesh

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→ learn more "hide"
↳ "reading"

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⊕ → Ⓞ description .
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Subtopic.
own program ⑧ file ✓
check list.
interesting.

Ⓞ
ⓐ → clear idea → focus on Run
ⓑ →
ⓒ → first time.
d → ⊕ gifts & fonts picture. ✓

→ ① Serves the purpose
dark, content, news & events
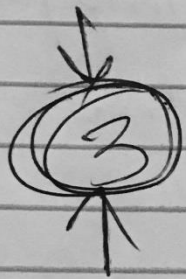Subscribe is confusing.
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8 (BAD) description
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      "subscribe" click

9 google maps, might not know
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   +...

Reflect on what you learned

- What did you find? What trends did you see?

- How could you have improved your interview protocol or questions?