

Degree Finder redesign – script

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University of Adelaide: Marketing, communication and web team.

- We are conducting a study of one of our web applications – **Degree Finder**
- We are giving away **\$20 Coles gift vouchers** to each participants who meet the criteria
- This should take less than **30 minutes**

Criteria:

- Are you a current / future student or parent of current / future student
- Do you have a **web enabled device** which you would use to find degree information
- Is potential looking to research courses online at some point - **optional**
- Has recently searched course information online – **optional**

Focus:

- “I’m going to research **degree finder behavior**, so that I can **design the degree finder application.**”
- My job is to help my team learn about the users.

Context:

- We are conducting “**contextual enquiry**” as opposed to other user research techniques such as surveys or focus groups. Not to ask but to observe.
- **Observe behavior:** users, tasks, equipment, and the physical and social environment in which the application is used
- Rather than asking questions we have developed “**prompts**”

Master-apprentice method

- “Lets imagine that I’m an **apprentice** trying to learn how to search for a degree. Teach me how you go about it. Tell me the way you go about doing it”
- “Imagine you are **writing a manual** for someone that’s using the application. What would the **main headlines** be in the manual you put together?”

Note taking and recording:

- I’ll be taking notes during the interview, but if it’s OK with you I’d also like to **record the session**, as I can’t take notes quickly enough
- I would also like to take some **photographs**, to communicate the context

Finish

- Follow-up usability study, once the design work has begun. Name, email, phone number