

Research Goals --- Summary of Responses

1. A customer service department for a cable company is considering the use of Twitter to better communicate with customers. Will its use promote better customer service?

Survey / Comparative : 1-Survey, 2-Focus Group

1.Focus group

2. Survey

1. Survey

2. Focus group

1. Site Observation / Survey

Survey

Interview

- a. Survey -- for this to be feasible, need to know the usage population of Twitter
- b. Site observation -- watch how the CS department fields service requests

2. What properties or features must internet-based television provide so that customers will drop their cable service and adopt it?

Survey,Focus Group,Contextual Inquiry / Comparative : 1- Traditional Interview, 2 - Focus Group, 3 - Contextual Inquiry

Focus group

Survey

Focus group (if we didn't know what features)

Survey

Focus group

Survey

Focus group

Focus Group

Focus group -- not as much prep as survey

3. There are rumors that many instructors are frustrated with the current course management system. What are the issues? Can they be addressed with the current system? Or should a new system be adopted?

Contextual Inquiry, Traditional Interview, Focus Group / **Comparative : 1-Contextual Inquiry, 2 - Focus Group, 3 - Traditional Interview**

Traditional Interviews

1. **Traditional Interview (but might be a vent session) / Contextual Inquiry**

2. **Focus group**

1. **Contextual Inquiry**

2. **Site observation**

Contextual Inquiry

Site Observation

- a. Contextual inquiry -- not as hard to find participants with access to the system

4. Parking fees have gone up at metered spots! What's the best way to allow people to pay for parking?

Traditional Interview, Survey / **Comparative : 1-Focus Group, 2-Survey**

Site observations

1. **Focus group**

2. **Survey (there are only so many ways to pay)**

Site observation

Survey

Survey/ Interview hybrid (in person)

Survey

- a. Highly structured Interview -- no elaboration
- b. Site observation -- easy to do in a public spot, watch what they do, their reactions

5. A neighborhood restaurant near an el-stop wants to post its menu online and allow customers to place orders for pick-up. The research goals include learning about users and their menu preferences in order to design an effective online application (web site?) to take their orders.

Site Observation, Survey, Traditional Interview / Comparative : 1-Survey, 2 - Site Observation, 3 - Traditional Interview

Focus group

1. Focus group

2. Survey

interview

survey

Survey

Contextual Inquiry

a. Survey

b. Alternate: Traditional interview (higher cost)

6. A new website allows service customers to find contractors suitable to do their job. What are the search features for finding the right contractors?

Focus Group, Survey / Comparative : 1-Traditional Interview, 2 - Contextual Inquiry, 3 – Survey

Contextual inquiry

Survey

Traditional Interview

survey

contextual inquiry

Survey

Survey

a. Survey -- both contractors and customers

b. Traditional interview

c. Contextual inquiry

7. Facebook has just revised its terms of use granting it to perpetual, irrevocable rights to all content posted on its web site. Are its subscribers aware of the change? Will the change affect what subscribers post on the web site?

Survey / **Comparative : 1-Survey, 2 - Focus Group**

Survey

Survey

NA

8. An airline wants to redesign its website to better support its customers. What information and functionality should the website provide?

Contextual Inquiry, Focus Group / **Comparative : 1 - Site Observation, 2-Contextual Inquiry, 3 - Focus Group**

Traditional Interviews

Focus group

One of each (but decided on Contextual Inquiry)

NA