

HCI 445 - Team Purple, Project 2

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The general idea of your project

Our project was to flesh out and analyze the requirements for the design of a Content Management System (CMS) that is devoted to evangelizing the field of Artificial Intelligence (AI), and the emerging applications that are born in the highly specialized discipline of AI. The CMS would engage users with the most up-to-date AI research from subject matter experts sharing their Intellectual Capital by writing blogs, and keeping up with user comments.

We want to create a website for a community of people interested in Artificial Intelligence research. The foundation of our community would be Subject Matter Experts (SME), AI researchers, and PhD students who would add most of the content to the website. The content would include current and past research, especially the most current research and application development that would be highly valued by the general public. We defined value as something that would be perceived as practical or just some awe-inspiring concepts and technology.

We thought of the website as a mix between Ted.com and Facebook group pages. The primary user group would be AI professionals who would be sharing their work and viewing the work of their peers. The secondary user group would be the general public, especially tech savvy individuals who would be interested to watch videos, keep up with the latest research and comment and discuss new age technology and research.

An important, perhaps surprising, finding obtained from one of your research methods.

It was expected that interviews with AI professionals would reveal an existing community of well-connected AI professionals, but as it turns out there is no dominant website or even a very strong social connection between AI professionals throughout the world. Though there are many sites dedicated to Artificial Intelligence, none of them aim to make it as public and mainstream as was our vision.

It was difficult at first to get participants for our research, but we learned our lessons as we went on with this method. Further, AI professionals tend to be very busy, even those who are still students. If we were to conduct this method in the future we would consider scheduling participants 3-4 weeks ahead of time. We would also test our test, putting our questionnaire through several iterations before conducting the interviews.

We learned a critical lesson while developing our survey for Team Project 2. That is to evolve the user survey with a control group before distributing it. We had a survey that we evolved with Craig Miller in three iterations of that cycle; but we were sending it out to people as we went, and as a result we didn't get enough data from the finalized survey, which we felt evolved very well.

- A useful lesson learned from conducting the methods.
 - What you would do differently if you were to conduct this method in the future.
 - Interviews:
 - Start early with research on chosen topic.
 - Speak their language.
 - Conduct face to face interviews when possible.
 - Survey
 - Start the survey very early in the process of data collection.
 - Create a long enough timeline in order to obtain meaningful statistical references.
 - Use control groups for initial surveys until finalized!
 - Continue to fine tune/evolve surveys to most salient questions.
 - Potentially use free stuff to spur participation.
 - What kind of information this method produced.
 - Interviews: We felt that interviewing SMEs first would provide us with the quality of data we needed to begin to define the design requirements.
 - Survey: We used the survey method in an attempt to generate a lot of data, quantitative. The survey worked in the sense that we ended up crafting a survey that we were totally proud of, but we didn't end up with the quantity of data that we felt was required. It should be noted here that were still getting responses from our survey, we are at 20 completed surveys, which will be used in the future as this project develops.
 - What was particularly difficult about this method?
 - Interviews:
 - To be honest, interviewing skills could be a little bit sharper, better scripted. We believe that there is a treasure trove of data to be uncovered through the interview method with SMEs. And that this data collection method should be used early, and often.
 - Survey:
 - We would start much earlier in the process with this method. We understand that our overall strategy in collecting the amount of data was flawed in that we only reached out to people digitally. We should have incorporated other techniques to acquire the data e.g. by hanging out in the computer labs at DePaul CDM and soliciting the participation of DePaul students and professors.
 - Situations when this method would not be useful.
 - Interviews
 - When you want a high-volume of data.
 - Survey
 - When you don't have the time required to develop it right.
 - How much time this method took.
 - Interviews
 - 3 weeks
 - Surveys
 - 2+ weeks