

ENHANCING MOBILE INFORMATION SERVICES

**Final Project Presentation: HCI 2
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WHAT DO THESE QUESTIONS FOR CHACHA HAVE IN COMMON?

- ③ Would a Jain go back in time and kill Hitler before the Holocaust if given the chance?
- ③ What's a good homemade pizza recipe?
- ③ Why did the English monarch cease to have absolute political authority?
- ③ How are podcasts different from video clips?

THEIR ANSWERS FELL SHORT!

LET'S SEE WHY

DIARY STUDY INVESTIGATION

Four users, ranging in age from 18 to 22, texted at least one question a day to ChaCha for one week. For each text, they recorded (via Online Diary Study) the following:

- ① Date and Time
- ① Location where they sent text message
- ① The ChaCha question & ChaCha's response
- ① Satisfaction with the answer
- ① Whether they searched for the information elsewhere

We finished up with phone interviews about the user experience.

DATA ANALYSIS

Questions fell into two categories, with some overlap:

Infotainment (more for entertainment purposes)

- ⊙ “What is your favorite movie?”

Information (more for data gathering purposes)

- ⊙ “What's a good wine trail to take near Carbondale, Illinois?”
- ⊙ “When is ‘I Love You Man’ playing in Carbondale, Illinois?”

But some are both infotainment and information:

- ⊙ “Who were the top 7 jazz players of all time?”

DATA ANALYSIS

Requirements differ between the categories.

- © **Infotainment** responses require **speed**.
- © **Information** responses require **accuracy**.

CONSOLIDATED WORK MODEL ANALYSIS

Revealing Breakdowns

- ⊙ No answer received
- ⊙ Answer was wrong
- ⊙ Answer was incomplete
- ⊙ Answer took too long
- ⊙ Wanted more features
- ⊙ Didn't like "More..."
- ⊙ Question was misunderstood
- ⊙ Guides ignored threads
- ⊙ Limit on number of questions allowed (4 in 72 hrs.)

Brainstorming Solutions

- ⊙ ChaCha should investigate
- ⊙ Create preference settings for user to customize
- ⊙ Gives user a command to alert guide to misunderstanding
- ⊙ Collect demographic information and use it to attract sponsors.



PRIMARY GOALS AND REQUIREMENTS

- ③ Allow users to customize their experience through an enhanced online registration form and a way to modify their preferences via SMS commands
- ③ Increase the limit on questions allowed by ChaCha for users.

DESIGN REQUIREMENTS

- ⊙ **Allow users to choose whether they value speed (for infotainment) or accuracy (for information) more for responses.**

- ⊙ We give users the ability to cue ChaCha when the question requires an accurate answer rather than a fast, clever, entertaining answer. Think of it as a scale:



- ⊙ **Offer a rating system and a quick SMS command to increase accuracy, both when texting the question and after receiving the answer.**

- ⊙ In addition to indicating a heightened need for accuracy, users can also rate answers to indicate satisfaction, or send a quick command from the phone indicating that the guide should try again for a more accurate answer.

DESIGN REQUIREMENTS

- ⦿ **Ability to send longer questions and receive longer responses without the “More...”**
 - ⦿ Our users did not like the “More...” feature. They were not sure if they would receive another message, or if they lost some of the answer.
- ⦿ **Ability to switch between SMS and email responses.**
 - ⦿ This allows users to receive very long answers such as recipes, and also allows users without unlimited texting to avoid going over their texting limit. Would also allow for complex questions and answers and reduce the need for guides to follow threads and/or the failure to do so.
- ⦿ **Give users the option of providing more demographic information in exchange for a sponsorship that increases the limit on questions**
 - ⦿ A user would receive a message stating, “Your next 10 ChaCha questions are sponsored by Borders...” Our users universally said they were willing to provide more demographic information.

DESIGN REQUIREMENTS

- ⦿ **Give users the ability to modify their profiles from their mobile devices via SMS commands.**
 - ⦿ ChaCha has created “ThmbSavrs” allowing for requests that do not count against a user’s limit. We should offer a menu of commands specifically for modifying user preferences from the phone, thus creating a more completely mobile experience.
- ⦿ **Change verification from passive (wait for confirmation email) to active (text from phone to confirm)**
 - ⦿ This is in response to a specific problem during the diary study. One user was unable to confirm her account via email. She was concerned knowing that she had given ChaCha her mobile number without confirmation.

HIGH FIDELITY PROTOTYPES

- ⊙ ChaCha Web Site Prototype Demo
- ⊙ [Mobile Phone Prototype Demo](#)

USABILITY TEST TOPICS

- ⊙ Test both smart and non-smart phones
- ⊙ Investigate how much users customize their profiles
- ⊙ How often users change their profile and what features they modify most frequently
- ⊙ Are there other features that users would want added to profiles
- ⊙ Is there an increase in the accuracy of questions, according to users
- ⊙ Are questions and answers long enough to reduce misunderstandings by guides
- ⊙ Are answers viewed as being complete
- ⊙ Are answers received quickly enough
- ⊙ Do users enjoy being able to ask more questions



FUTURE INVESTIGATIONS

- ③ Possibility of tailoring sponsorships by gathering more information from users about lifestyle.
- ③ Establish a for-pay service for users to have access to experts in various fields.

WHY DID CHACHA ANSWERS FALL SHORT ANYWAY?

- ⊙ Users loved ChaCha's funny answers when they wanted funny answers. But when they wanted real information, they wanted accurate answers. Giving users the ability to cue ChaCha, through setting default preferences online and through SMS commands on their phones, should increase satisfaction.
- ⊙ Providing them with sponsors to "buy" them more questions will help settle even more bar bets.
- ⊙ Allowing users to route long answers to email, and to specify the willingness to receive multiple texts for a complete answer without having to choose "More...", will close an important gap – the problem of incomplete answers.
- ⊙ Giving users a quick way to give ChaCha feedback, via SMS commands will help with guides not following threads. For example: "After a bad answer, I wanted to be able to say, 'That's not what I mean.'"

QUESTIONS?

