

# Experience Diaries

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# Definition

- ▶ Mini-questionnaires given to users to track experiences over a given period of time.
  - Days, weeks, months, even years.
- ▶ Only vital questions are asked regarding the facet being tested.
  - Minimal time required to submit diary responses
  - Responses given outside of presence of evaluator

# Advantages

- ▶ Inexpensive to conduct
  - Investigator time & effort
    - Can be distributed to test subjects similar to regular questionnaires.
  - Facilities needed to administer
    - No laboratory or audio/video equipment necessary
- ▶ Can monitor experience changes vs. time
  - First impressions vs. Lasting impressions
  - Relationship between the person and the product

# Disadvantages

- ▶ No promise diaries will be filled out accurately & submitted on a regular basis.
  - Similar to any methodology that the evaluator is not directly conducting face-to-face.
- ▶ Only effective with current products
  - Results can be used to help design the \*next\* enhancements to a product, but the diaries are only used for the \*current\* product.
  - Exception may be software-based products
    - Working prototypes used for final design of product

# Example

- ▶ Avantar Showtimes ver. 1.5
  - Free iPhone Application
  - Movie theater lookup
    - Movies & showtimes (up-to-the-minute)
    - Movie Ratings, including most popular
    - Links to trailers (YouTube)
  - Uses triangulation to find current location and closest movie theaters
    - Provide directions using iPhone Map feature
    - Can also find theaters based on submitted address

# Example – User Sample

## ▶ Three People

- Male, Age Range: 34–49
- iPhone Users
  - Two on 2G network, One on 3G network
    - All use same application on same OS platform
- Two residents of Lafayette, one in Indianapolis
  - Concerns over differing locations negligible

## ▶ Duration

- 2 Days
  - Application downloaded: 10-OCT-08 (used for weekend)
  - Diary entries: 13-OCT-08 / 14-OCT-08

# Diary Questions

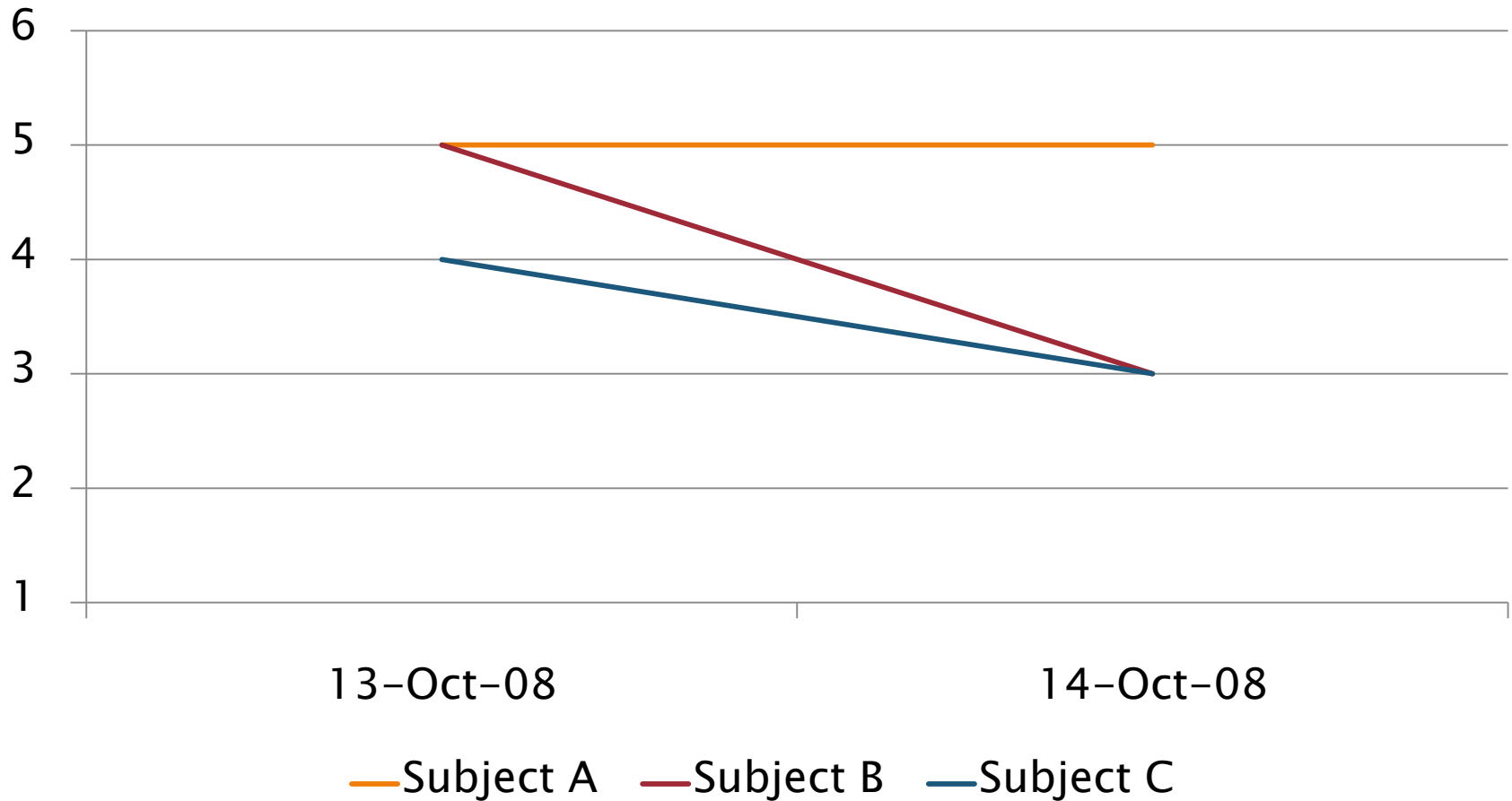
- ▶ Date
- ▶ Open-Ended Questions
  - What is one feature you enjoy?
  - What is one feature you would like to see improvements?
  - Any other thoughts (positive or negative) you may have on the application?
- ▶ Close-Ended Questions
  - Thinking of the application as a whole, what rating would you give?
    - Scale 1-6: Extremely Dissatisfied to Extremely Satisfied
  - How willing would you recommend the application to fellow iPhone users?
    - Scale 1-10: Recommend Negatively - Neutrally - Positively

# Diary Summary – Likes / Dislikes

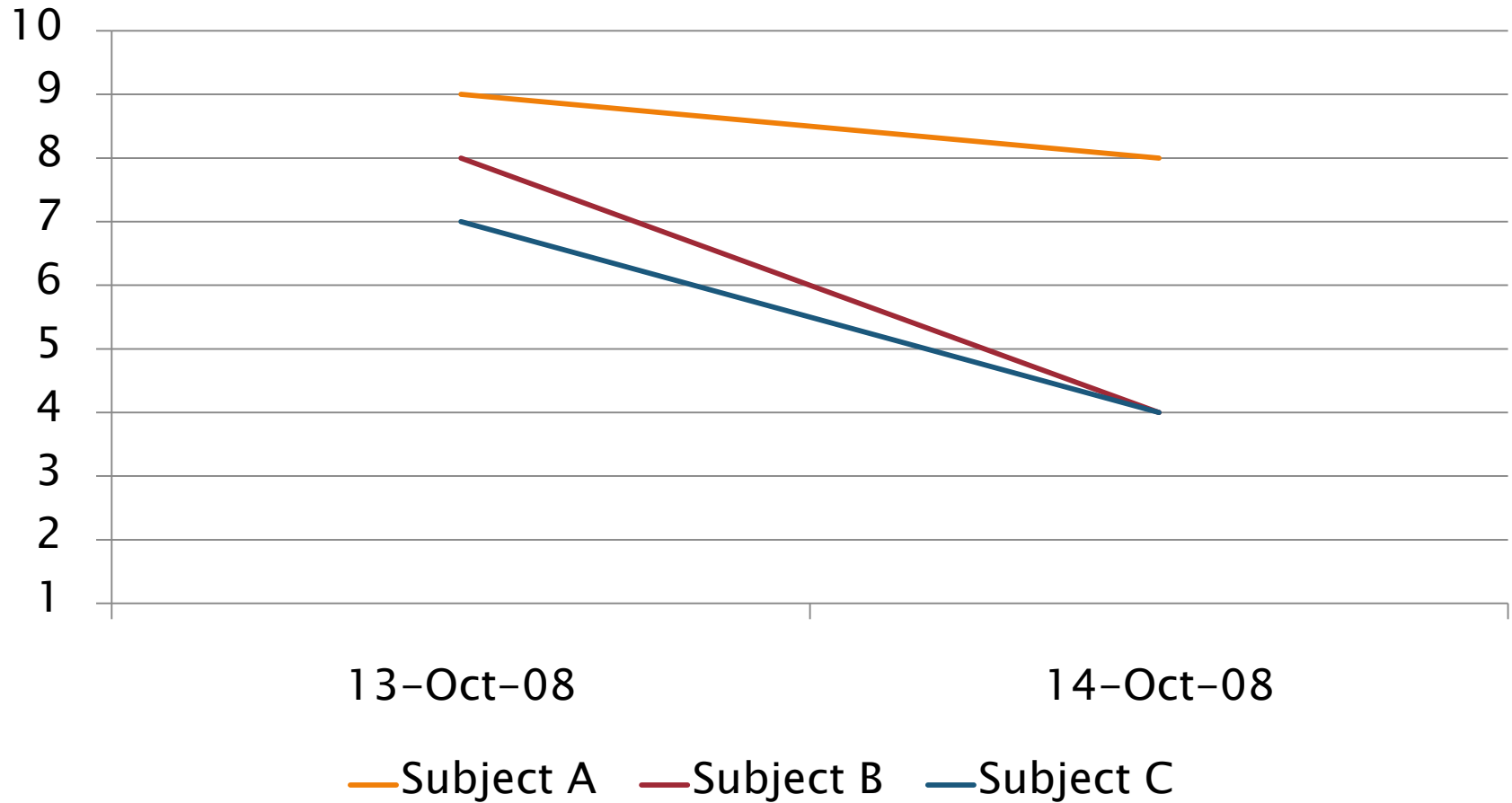
- ▶ Likes since 10-OCT-08
  - Keeping track of showtimes in “livetime”
  - Linking user to YouTube trailer
  - Mapping functionality based on approximate current location
  - Accurate as to listings and showtimes
  - Can get to IMDb for additional movie information
  - Can get to Rotten Tomatoes for movie reviews
- ▶ Dislikes since 10-OCT-08
  - Leaving application to enter new application (ie, Maps, YouTube)
  - Listing of movie theater does not provide phone number to call theater for tickets and/or reservations
  - Difficult to set “other” location (hope you type in address correctly)
  - Info button does not work – no hyperlink
  - Can get same information from the web itself (ie, Yahoo!)



# Diary Summary – Satisfaction



# Diary Summary – Recommendation



# Conclusions

- ▶ Application seems to be good in concept, but improvements can be made
  - Embed map and trailer functionality within application itself, to reduce switching from one application to another and back.
  - Provide phone capability, especially since company has partnered with Yellow Book!
- ▶ Enjoyed the up-to-the-minute showtimes, based on phone's time, ability to map to a selected theater, and links to IMDb & Rotten Tomatoes for reviews.
- ▶ Users showed interest in the application at first, but now has become "another button" on their iPhone
  - Unknown how much additional use each user will continue application use, since users also have web capabilities they can set favorites.

# Evaluation Method Conclusion

- ▶ Take care in questions that you ask
  - Reduce ambiguity for preventing misinterpretation by test subjects
  - Vital questions only, and only in areas you are truly testing (interaction style vs. aesthetics)
- ▶ Reduce bias when feasible
  - Test subjects like to look back on what they submitted in previous diary entries
    - Possible resolutions: Database entry or submission mail
- ▶ Application must remain unchanged
  - No automatic updates pushed to customer
  - Must be careful when working with software, OS, etc.

# Questions?

