



User-Centred Design

Task 7.3 Questionnaires

ILO	Apply evidence-based approach to requirements elicitation, specification and evaluation.
Purpose:	To demonstrate that the users are representative users you will need a questionnaire designed specifically to measure key user characteristics. Participants should complete the demographic questionnaire before they evaluation. If their answers do not match the user group then they should not be used in the study.
Group Task:	<p>Prepare demographic questionnaire that will distinguish between representative and non representative users.</p> <p>Prepare a satisfaction questionnaire that measures how satisfied the users are with their experience using your prototype.</p>
Resources:	<ul style="list-style-type: none"> ■ <i>Lecture Notes:</i> Topic 12 User Evaluation Method ■ <i>Textbook:</i> Hartson & Pyla Chapter 12, 14 and 15 or Stone et al. Chapter 22 ■ <i>Templates:</i> UCD Evaluation Demographic Questionnaire, UCD Evaluation Satisfaction Questionnaire
Deliverables	<p>Demographic questionnaire</p> <p>Satisfaction questionnaire</p>
Marking Criteria	<p>Part 1: Demographic questionnaire</p> <p>Demographic questionnaire has the following properties:</p> <ul style="list-style-type: none"> ■ purpose written questions for identifying representative users ■ each question addresses only one characteristic ■ quick and easy to complete (e.g., appropriate use of check boxes and ranges) <p>All required changes made to template (i.e., any red text and boxes removed, template questions replaced as appropriate)</p> <p>Part 2: Satisfaction questionnaire</p> <p>Satisfaction questionnaire includes:</p> <ul style="list-style-type: none"> ■ Standardised satisfaction questionnaire (i.e., the System Usability Scale (SUS) unaltered) ■ Task difficulty or other post task rating measure ■ At least THREE more questions asking the users about their experience with your interface (include at least TWO open questions)

Instructions

Demographic Questionnaire

You need to make sure that the people you use in your study are members of the user group. A demographic questionnaire will help you do this.

1. Review your persona (Pass Task 3.3). Make a list of the key differences between your users and non-users.
2. Construct some closed questions that will enable you to distinguish between users and non-users.
3. Within your user group you may have sub-groups of users. For example, it may be that all of your users use the internet, but some of them use it everyday and some people only use it once a week. Variables such as this may impact how the users interact with your interface. Write some questions to help you distinguish between sub-groups in your study.
4. Include a short reason for why you have chosen each question.

Tip: People don't like writing lots of text in questionnaires, and sometimes it is difficult to interpret what they mean. Consider the answers you might get from the following question when users are given freedom to respond as they like:

How often do you use Facebook? _____

P1 writes 'sometimes',

P2 writes 'once or twice a day',

P3 writes 'hardly ever',

P4 writes 'only on the weekend'

P5 writes 'all the time' etc

How do you summarise how often your participants use Facebook?

So, avoid 'text boxes' and use checkboxes and ranges (e.g., 2-3 times a day). This will help make your questionnaires quick and easy to fill out and interpret. Some useful guidelines:

- if you use ranges (e.g., 18-25) — make sure they do not overlap (i.e. 25-30),
- make sure each question only asks about one thing,
- include clear instructions about how to answer question (e.g., tick one, tick all that apply, order from most preferred (1) to least preferred (5)).

Satisfaction Questionnaire

We will be attempting to measure how a participant felt about their experience using your prototype in three different ways:

- Post-task questions,
- Post-test standardised questionnaire and
- custom Post-test questions.

Post-task questions

Firstly we will be using a set of Post-task questions. These appear at the end of each task and participants complete them during the evaluation.

Example:

Task 1:

Use Train Tracker to find the next train going to Frankston from Flinders Street.

Time of next train to Frankston: _____

Please rate how difficult you found this task by circling one of the following options:

very difficult					very easy
5	4	3	2	1	

The example above uses a **semantic differential** to measure the participants perception of how difficult the task was. Difficulty ratings are already included in the **UCD Evaluation Tasks** template.

Note: A lot of different questionnaires are used in this usability evaluation, to summarise:

- *Pre-test:* To check you have the right participants (e.g., demographic questionnaires)
- *Post-task:* To see how participants felt about individual tasks (e.g., difficulty ratings)
- *Post-test:* To see how participants felt about the interface as a whole (e.g., SUS questionnaire, open questions, interface specific questions)

Post-test standardised satisfaction questionnaire

Secondly, you will need a satisfaction questionnaire to assess your user's attitude towards their experience with your prototype. For this unit it is suggested that you use the SUS (System Usability Scale) questionnaire (See Blackboard/Resources/UCD Evaluation Satisfaction Questionnaire). The SUS questionnaire consists of a series of 10 statements about the interface and asks the participant the degree to which they agree or disagree with the statement. This type of question is called a **Likert scale**.

NOTE: The SUS is completed at the end of the evaluation.

Example SUS questions:

	strongly disagree			strongly agree		
I think that I would like to use this system frequently	0	0	0	0	0	0
I found the system unnecessarily complex	0	0	0	0	0	0

You may have noticed that one of the example questions was phrased positively and one negatively. This is a technique used in some questionnaires to encourage participants to think carefully about the questions as they fill them out.

After the participant completes the questionnaire we can calculate a SUS score by assigning values to the agree/disagrees and summing the values selected by the participant such that the higher the score the more satisfied the participant.

Note: The SUS is scored according to a defined set of rules. Instructions for scoring the SUS can be found at Blackboard/Learning Materials/Week 7/ **UCD System Usability Scale Score Sheet**.

The SUS questionnaire is a widely used standardised questionnaire. The advantage of a standardised questionnaire is that you can compare results on the SUS for different interfaces. **DO NOT CHANGE THE SUS QUESTIONNAIRE in UCD Evaluation Satisfaction Questionnaire.** Changing it may effect it's ability to generalise across interfaces.

Post-test custom questions

Finally we will use a customised questionnaire where you get to ask questions specific to the aim of your evaluation and your interface. Here you can ask about specific points of interest or include open questions allowing the participant the freedom to say what ever they feel is important.

Example open questions:

List three things you liked about the interface:

List three things you disliked about the interface:

Another question which can be quite useful is:

Would you recommend <insert name of system> to a friend? Yes / No

1. Write a set of custom questions to help you assess how your participants felt about their experience with your prototype. Try to write some questions that address issues you are particular concerned about in your design.