

HCI: FOCUS GROUPS

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Focus Groups

Focus Groups

- A group of participants have a discussion on a topic directed by a researcher.
- Pros
 - Get group opinion about issues
 - Efficient way to test early ideas/designs
 - Good way to identify issues or areas of conflict
 - Multi-constituent discussion
- Cons
 - Can be taken over by assertive individuals
 - Focus on people's opinions not actual behaviors
 - Limited sample size

When designing a focus group...

- Make sure to invite your target users
- Prepare a list of questions in advance, these questions should be designed to promote discussion
 - Similar to an interview, start with a few easy questions, then get to the harder ones, and finally wrap up with some easy questions
- Remember: You are there to mediate and learn from the participants, your opinions do not matter, listen to theirs



Focus Group uses

- Design requirements
 - Used to understand users current situation and needs
 - Useful to see multiple users discuss a situation
- Product idea testing
 - Test the concept for a product
 - Test reactions to a mock-up physical or digital
- Finished product opinion gathering
 - After a product is already out in the world
 - Determine how people feel about it or how they make use of it

The brief:

Create a new permission screen using the output from a static analysis tool that helps people understand the context in which permissions will be used.

Design requirements:

What mobile permissions do people worry about?

Our plan

1. Explain what is going to happen to the participants
2. Ask the attendees to introduce themselves and share their last app installation experience
3. Question: “How do you decide what apps to install.”
4. Question: “Do you consider permissions at all when installing or using apps?”
5.
6. Thank the participants

Then after we have an app prototype we could use a Focus Group to evaluate it.

Evaluation question:

**Do people understand the new interface
and do they think it will be useful to
them?**

Our plan

1. Explain what is going to happen to the participants
2. Ask the attendees to introduce themselves and share their last app installation experience
3. Hand out paper copies of the interface and associated questions, similar to the survey questions
4. Ask participants to try and use the interface to answer the questions silently by themselves
5. Ask participants to discuss the answers one interface at a time
6. Finish with an easy question and thank the participants

Think-pair-share

What tasks could we ask participants to do silently that would help them think about using this interface?



Awesome App

can access

Without a button click



Microphone

Record audio



Camera

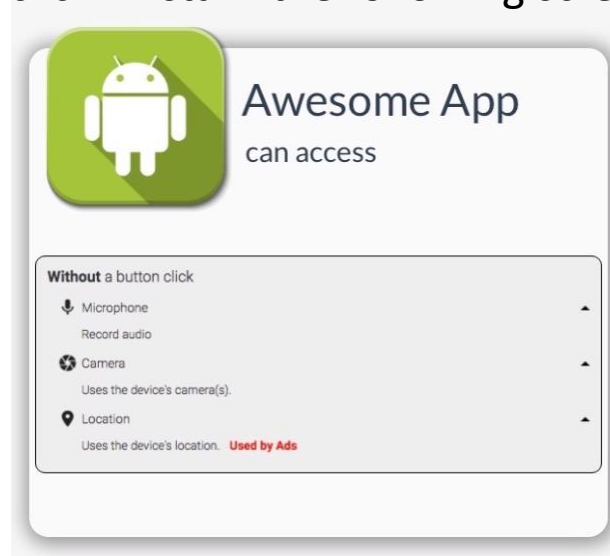
Uses the device's camera(s).



Location

Uses the device's location. **Used by Ads**

Imagine that you are trying to install a stopwatch app and are considering the one below. When you click “install” the following screen appears.



How possible is it that this app could do each of the following after installation?

	Absolutely Impossible	Impossible	Neutral	Possible	Absolutely Possible
Charge purchases to your credit card at any time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get your location.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow ads to know your location.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Load ads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write on the SD card					

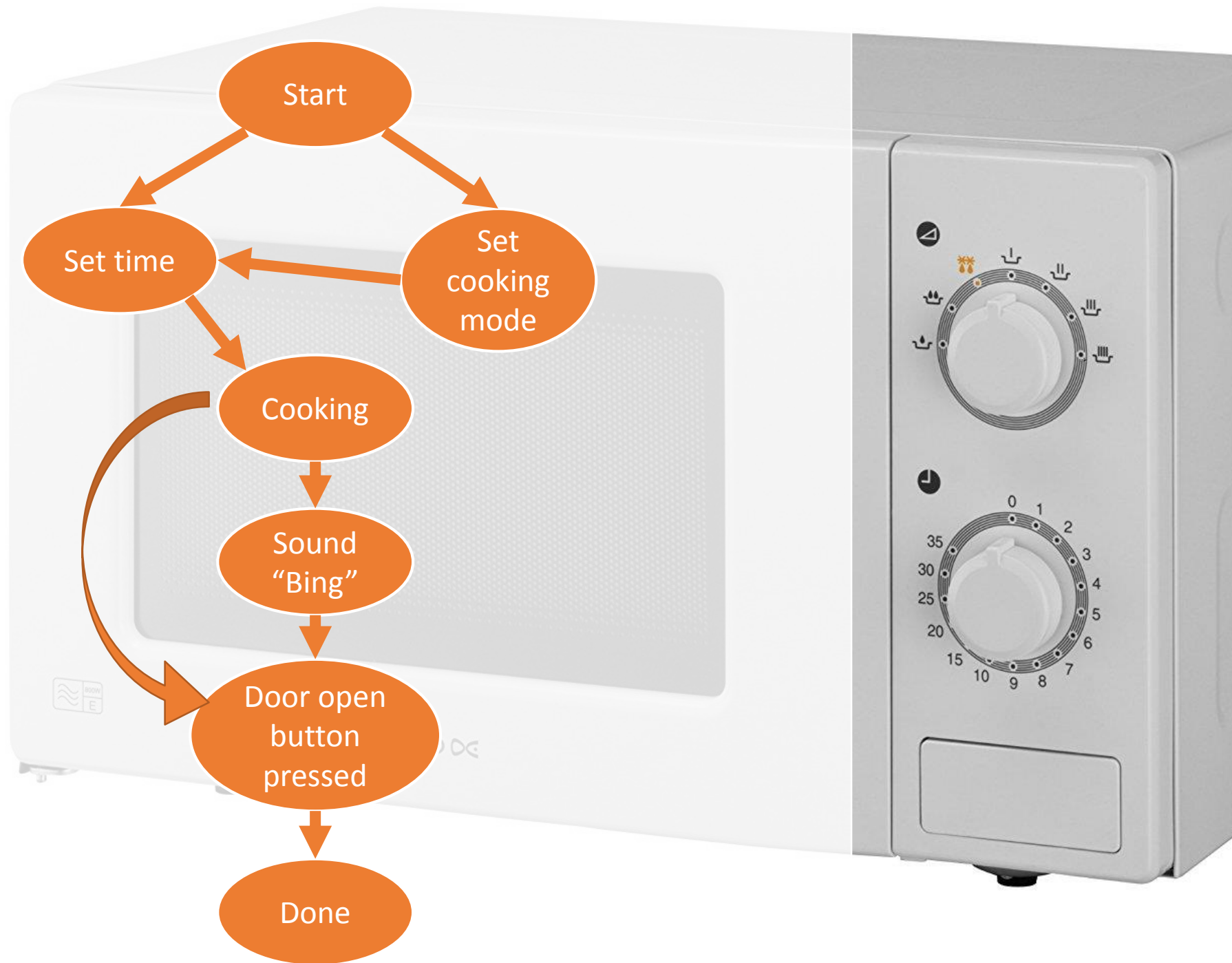
Do you consider this app to be trustworthy?

State diagrams

Today's challenge: Microwave app

- We are going to have a running example today of a microwave
- Start with microwaves themselves
- Move on to apps

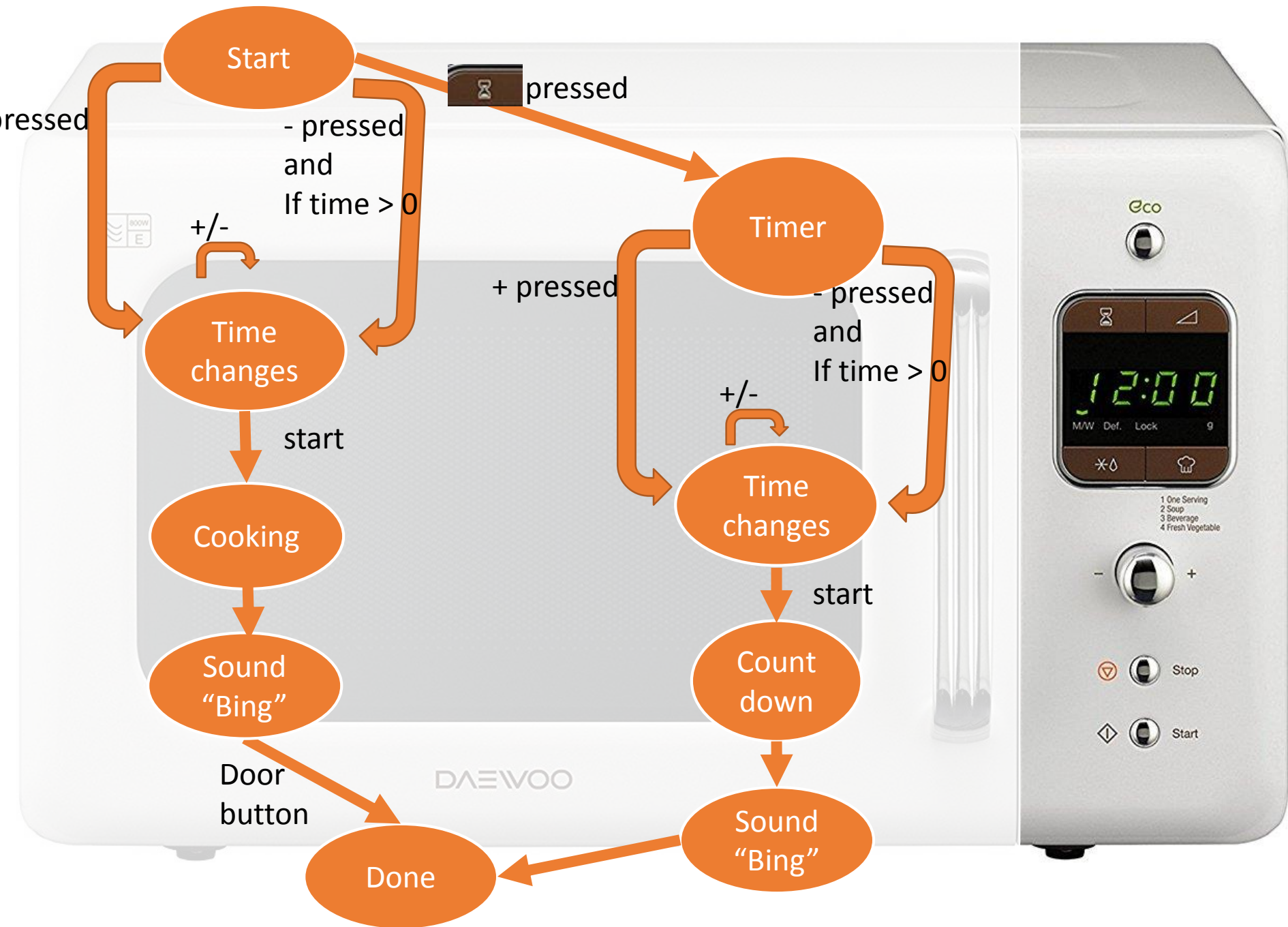




Think-pair-share

- Draw the state diagram for this microwave from the following two start buttons
- +/- knob
- Timer button







DAEWOO

8.8.8.8

• Auto cook menu

- 1.Bread
- 2.Soup
- 3.Baked Potato
- 4.Fresh Vegetable
- 5.Frozen Vegetable



AUTO
COOK

Power

Defrost

Clock

Beverage

Pasta

Frozen Pizza

10 min.

1 min.

10 sec.

1 hour

10 min.

1 min.

STOP/
Clear

START/
+30 sec

KOR-6L6BD



Questions