

User Research Report and Personas

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Problem Brief

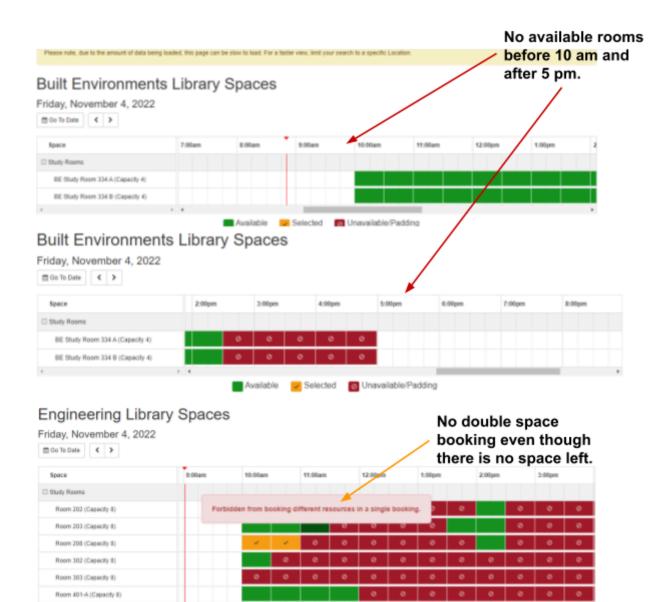
Study rooms are an essential part of almost every student's life. Being able to find a space where you are comfortable enough to study and not have to deal with distractions is important. The objective is to help those students find the study room or space they need to succeed.

Existing Solutions

Existing Solution 1 (UW LibCal)

LibCal Website Link: <u>https://cal.lib.uw.edu/allspaces</u>

LibCal is an official University of Washington website that lets current students, staff, and faculties with valid NetIDs reserve private rooms at the libraries around the campus. This resource helps people find a quiet space to meet with their friends to study together, do homework, have organization meetings, and work on projects or presentations. One convenient thing is that the resource also lets everyone at the University of Washington reserve a room up to two weeks in advance so they do not have to worry about having nowhere to meet their people. The website lets people reserve the available rooms for certain hours and each library allows them to reserve a room with different time periods during the week. However, the website often doesn't let people reserve two spaces on the same day even if there is no more hour block available for the room they're trying to reserve. Most study rooms are not open before school and after school like before 10 am and after 5 pm. That is also the time that people often have more time to meet with their people since they have classes mostly from the middle of the day til the end of the afternoon. Therefore, it would be great if the website also lists out some study spaces that don't have limited hours like libraries such as the first-floor lounge at Paccar Hall with comfortable seats for people who try to look for a study space before 10 am and after 5 pm.



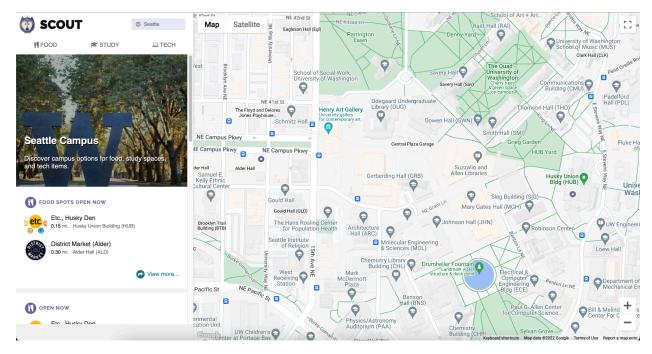
Room 401-C (Capacity 8)

Room 401-B (Capacity 8)

Existing Solution 2 (UW Scout)

• Scout Website Link: https://scout.uw.edu/seattle/

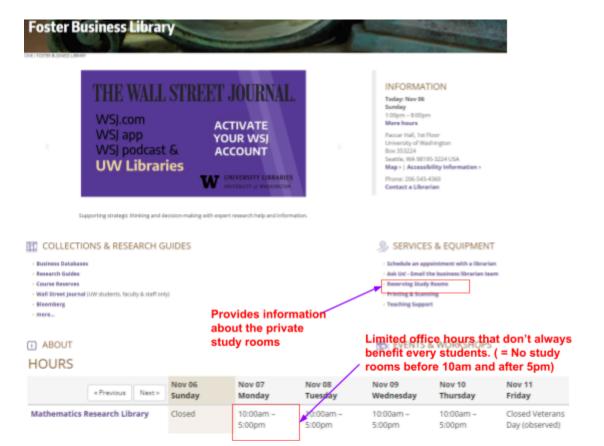
UW Scout helps students find study rooms, places to eat, and technology device rentals. It has a website and app for convenience. It has been in use since 2012. It serves as a really convenient tool for students to utilize. UW Scout provides a very nice UI, and its use of Google Maps makes the service a lot better by providing students with directions to locations based on their choice of study room or place to eat. The filter tab also has a lot of great options regarding the type of study room, its resources, the lighting, noise level, and its ability to reserve. The fact that it also has an app makes it a lot more convenient for the on-the-go. Students can just use the app and get directions to where they want to go or reserve a room right on the app. Its shortcoming is that it does not provide as many study rooms/spaces. It seems that it only shows ones that are in libraries or residence hall reserved rooms. It's also not as widely advertised. Many students have never heard of this service. It also does not show the traffic of said study rooms. There are not currently any news articles on it, however, prior to 2022, it was branded as SpaceScout. It is now currently just Scout and also offers food places and technology rentals.



Existing Solution 3 (UW Official Libraries Website)

• UW Official Libraries Website: https://www.lib.washington.edu/

University of Washington libraries official website is an information source that let everyone, especially current students, and faculties at the campus access announcements as well as most things that relate to the school system. People use this website for a number of reasons: to make appointments with librarians, research information guides, events, workshops, etc. But one big thing that relates to the topic is that this website could give people information about study rooms at the libraries. Some pros about this website are letting people find some quiet study rooms to reserve when they need some private spaces to study either with their friends or even alone. This is a great resource for many students who have group assignments or presentations that need somewhere silence to rehearse themselves or work together. Some pages that have information about the study rooms at the library did a great job of having a visual image of the rooms and a list of all the room numbers with capacity and equipment listed out. Some cons of this website are that it only provides information about the study spots only at the libraries but nowhere else on the campus. This could have a bad impact on some busy students that are busy with having classes or working during library hours that often don't have time to reserve a room to meet with their people.



Existing Solutions Chart

	Existing Solution 1	Existing Solution 2	Existing Solution 3	
What does the existing solution do well?	Provide people with quiet spaces to study or work with their friends for them to reserve.	Very convenient for on-the-go use with a great map function for directions.	Very detailed information about the available study rooms at the libraries.	
Where does the existing solution fall short?	Lack of room hours because they are rooms inside the library and it depends on libraries' hours.	Only shows library spaces and residence hall study rooms.	Lack of room hours, and no wide range of other study spots besides spaces at libraries.	
How are they similar?	 Library spaces only. Providing a silent area to study. Convenient (being able to book the room ahead of up to 2 weeks). 	 Library spaces only. Providing a silent area to study. Convenient (easy to locate the location and easy to use). 	 Library spaces only. Providing a silent area to study. Convenient (be able to access all information about the study rooms at every library). 	

Stakeholder Groups

Stakeholder 1(Undergraduate Student/Direct)

Undergraduate Students are a direct stakeholder on the topic of Undergraduate students having trouble finding studying rooms. As this topic discusses the fact that Undergraduate students tend to have trouble finding the right study rooms, and they spend a lot of time looking for them just for them to be booked and occupied. This would directly affect these students as they aren't getting the proper environment and resources in which they would need to succeed. This would then cause these students to do worse in classes, as they wouldn't be understanding the material as well. This could be a major problem for many students, so they should be extremely vetted in this topic, and fixing this problem could have an extremely positive direct impact on them.

Stakeholder 2 (Teacher/Indirect)

Teachers want their students to learn the material and succeed. So intern teachers benefit from the success of their students, and because of this, they would be indirectly linked to whether or not Undergraduate students can find good study rooms on campus. As if these students are able to find these study rooms there would be a positive correlation between that and their performance and understanding of the material in the course. They also would benefit from students not coming up to them saying they couldn't find a study room so they couldn't properly do an assignment, or study for a test. So fixing this problem wouldn't just benefit the students, it would also indirectly help out the teachers of those students.

Stakeholder 3 (Teacher Assistants/Direct)

Teacher Assistants are still students. They, like everyone else, must study. They not only face many of the same issues as students, but they also have the added burden of grading student papers. Being in a quiet environment, such as a study room, will help them cope with their stress. Aside from studying, they must also pay attention to the classes in which they assist by holding office hours every week. Because not every building has a private lounge or an office for TAs, it would be great if they had more information about private rooms on campus. Therefore, with the concern that they're facing is a huge chance for them to be the direct stakeholder who also deals with the topic's problem.

User Research

Surveys

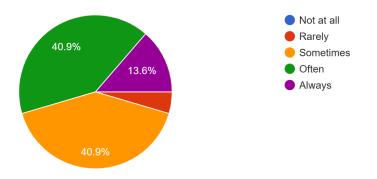
- Survey Link: <u>https://docs.google.com/forms/d/1dDkRImbtne8izowNKfB9ScMcXF6DUrIXEn0W93Rx6E</u> <u>4/edit</u>
- Survey Results Link: <u>https://docs.google.com/forms/d/1dDkRImbtne8izowNKfB9ScMcXF6DUrIXEn0W93Rx6E</u> <u>4/edit#responses</u>

The purpose of the survey is to gather information about the process of everyone at UW finding their study spaces on campus. This research method was appropriate because it provides people the questions that relate to their daily life and mostly ask them for their opinion about their experience in finding rooms or places to study on campus. Some distribution methods that were used are posts through social media including Instagram and Reddit, messages like SMS, and in person with a QR Code. Almost every college student nowadays has social media and it's a most helpful way to spread the survey to a school's page where many students who are target consumers of the survey are active. SMS is another way to help get people into answering the survey but it isn't as effective as social media and in-person because most people don't care for information spreading through SMS compare to when they're on social networking platforms. In-person is another best way to get most of your stakeholders to take the survey at specific locations. Some demographics collected are their gender, grade level at UW, and their majors or intended majors. This is because there are many libraries and buildings on the campus representing different subjects so just to check the information of why and how people get to these study areas during their free time. Some of the key questions asked are the familiar range of the respondents or target audience with the study spots around the campus. And even some open-ended guestions asking about their process of finding study spots at UW to let them freely talk about something they do or like and don't like about their experience.

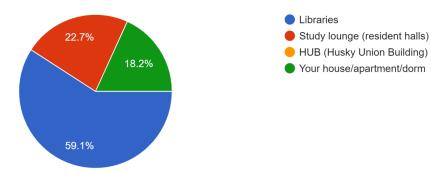
There are a total of 22 respondents in the survey which covers a wide range of students. There were 54.5% freshmen, 22.7% sophomores, 13.6% juniors, and 9.1% graduate students. Most of the students were pursuing a STEM-related field, with engineering being the most common. In the survey, 59.1% used She/her pronouns, 36.4% used He/him pronouns, and 4.5% used She/they pronouns. From what the survey has shown, a large majority use the study rooms frequently. According to the results, 13.6% always use study rooms, 40.9% often use study rooms, and 40.9% sometimes use study rooms, with only 4.5% citing rarely. Due to the results of the survey, the focus should be shifted to libraries and study lounges that are found in residential halls. 81.8% of our survey

respondents use the library or a residential hall study lounge. Most students do not reserve study rooms with only 22.7% having ever reserved one on campus. Many students also do not use any platforms to find study rooms, 86.4% of respondents in fact. Of the respondents who do, 9.1% use LibCal and 4.5% use Scout. In the question where it asks about experiences with finding a study room, most students responded that finding a study room was a negative experience, with responses like, "hit or miss", "usually pretty busy", or "not that great".

How often do you try to find a quiet space on campus to study or work on something? 22 responses

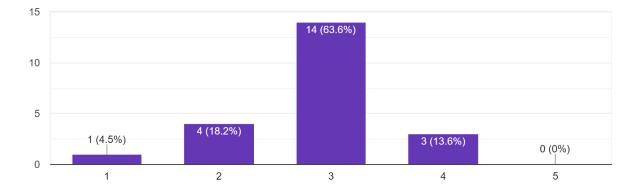


Where do you often study or do your homework? 22 responses



How would you rate the experience of trying to find a study room on campus? [1 = very dissatisfied, 5 = very satisfied]

22 responses



Interviews

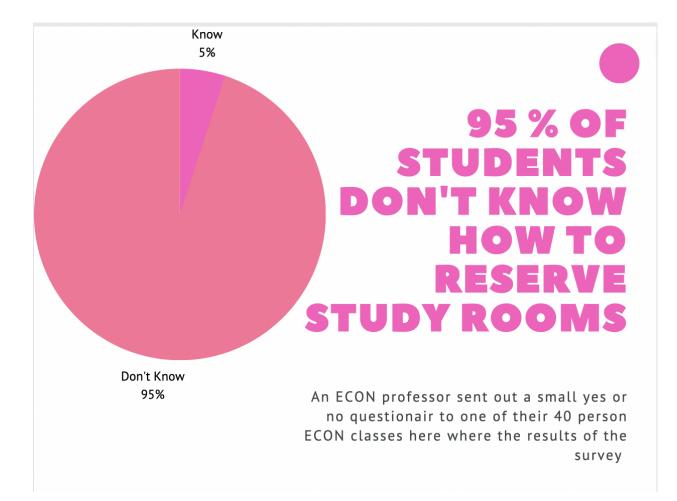
Stakeholder Interview - Isaac(indirect - teacher)

Paragraph 1:

The interview was with an anonymous UW Economics professor. The purpose of this interview was to get information about how an indirect stakeholder would feel about the effects of their undergraduate students having trouble finding study rooms. The research method that was used was a small anonymous simple interview with them through zoom, this method was appropriate because they will speak their true thoughts on the situation as they remain anonymous and the interview questions got valuable information from an indirect stakeholder. The Key Questions that were asked were "How often do you assign group projects that would require students to meet up outside of class?", "Have any students complained about not being able to find study rooms to meet with their group?", "Do students often complain about their group not having good communication?". These were the key questions that were asked during the interview, these questions all relate to the topic and give details on if teachers think communication and finding study rooms are hard for undergraduate students.

Paragraph 2:

There were many key insights and things that were learned from this interview. Some of the insights that the interview brought out were that the teacher did say that communication is a big part of assignments that are given to undergraduate students. Work is most likely to be done in groups and the work is usually done outside of class, so students usually need to find study rooms to work together. The professor also said that sometimes students have complained and emailed about the lack of available study rooms and that when they tried recording presentations people would walk in. However the professor did point out to them that after that they could reserve study rooms using Scout or Uw LibCal, however, the professor was surprised that the students had not been educated in this field and realized the lack of awareness. Overall the professor brought a different perspective to the findings of the study room.



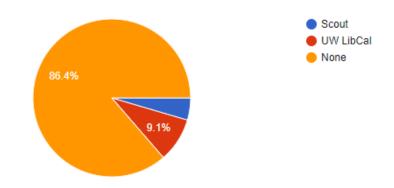
User Interview 1

The interview was with an interviewee named Ella Ott who is a graduate student at the University of Washington. She is also an instructor in some English classes during the autumn of 2022 and winter of 2023. The purpose of the interview was to find out more diverse opinions and concerns about the process of finding study spots on the campus and be able to discover some key points or problems' causes while creating user personas. This research method was appropriate because interviewing a person is always the most beneficial way to get the most detailed information that a researcher wants. Being able to interact closely with the interviewee in this situation would give a great opportunity to meet the topic's users, understand them better, and even start to design for them in the future. Some key questions that were asked are firstly about their familiar spots to study on campus, then move to deeper information by asking what resources they use or how they get to know about these places. Then the remaining questions are all about their feeling, thoughts, or opinions about their process of finding their study spots at UW.

Some key insights and learnings gained from this interview are basically the concerns, and desires of the interviewee about the topic. The interviewee states that it's easy to find study spots around the school but it's hard in a way because there always crowded like at the libraries or study lounges as some respondents in the survey also complained about this. Comparing the survey and the interview, there are some common problems such as the resources that they use to find the study rooms. The only resource that most respondents and Ella used to find out some quiet places to study are from other people. Even though there are other UW official resources such are Scout and LibCal but a large number of respondents and the interviewee in this interview don't know about them. As an instructor, Ella has one advantage that other students don't have is that she has her own office so she could have a quiet space most of the time to work on her stuff whenever she wants to. At the end of the interview, she also comments that it would be great if she was familiar with all the study spots at UW. After the interview, she also shared that when she was still an undergraduate student, she had a hard time studying at the libraries most of the time because there're always noise there which is a problem that other survey respondents also faced.

Do you use any platforms to find study rooms?

22 responses



(There is a big amount of respondents like the interviewee in this interview of the survey who never utilize resources like Scout and LibCal to find private study rooms).

How has your experience been with finding a study room on campus?	
21 responses	
hard	*
N/A	
Easy to find, but heard to actually get in and work because there's so many people.	
I don't use the private study room usually, so I think it's not difficult for me to find a study place	
I haven't booked one yet	
I can find a space most times!	ł
No pretty hard, just sometimes the space may be constrained	
Meh, it is usually easier to go to tutor areas	
Study rooms usually provide little benefit for studying over common spaces, and are often occupied, even when reserved.	×

User Interview 2

The interview was with an undergraduate student at UW(Janise Wu). The purpose of this interview was to figure out if and why finding a good study room is hard for an undergraduate student. The research method that was used was an interview with an undergraduate student. This was appropriate, because the interview was with an undergraduate student who needs to use study rooms a lot due to her classes and major. Some of the key questions that were asked were the following. "Describe your experience trying to find good study rooms?", "How often do you need to find study rooms?", "What would you rate your experience with trying to find a study room on a scale of 1-5(1 being hard, 5 being easy)?", "Have you ever tried to reserve a study room? If so, how and was it easy?", "Would you reserve study rooms more if there was a well-known easy way to do so?". These were the key questions that were asked during the interview, these questions all relate to the topic and give details on the problems with reserving study rooms and if it is hard or not to reserve the study room, and why it is hard to reserve them.

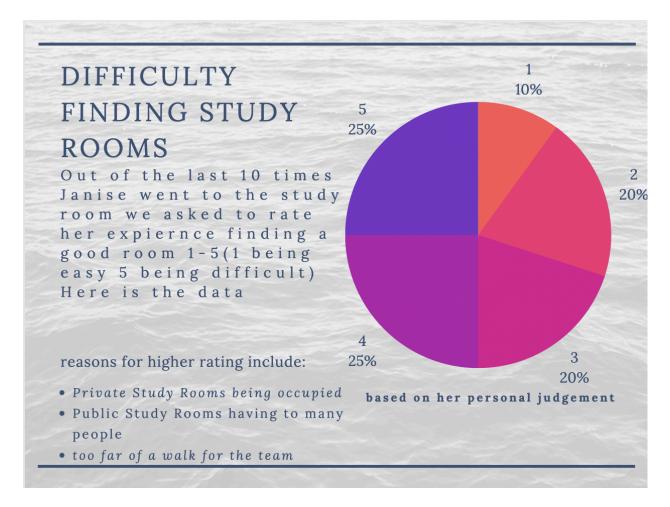
There were many key insights and things that were learned from this interview. The questions that were presented to the interviewees were designed to get at what the problems are with study rooms so if they have tried to overcome this problem, and how hard were the solutions to access. The insights that were gained were that in fact, the undergraduate student that was interviewed found that finding a study room was very hard for them, either because they were taken or that there were a lot of other people in them and they were talking loudly. This can be a problem because she needed to record herself and her team for a presentation and they couldn't due to circumstances. This caused them to waste a lot of time looking around for a study room. What was also uncovered when the questions were asked was that the undergraduate student didn't know you could reserve a study room through a couple of different UW platforms. They also said they would use a platform like that a lot if it was easy and accessible for study to reserve study rooms. Overall these key questions led to a lot of key information that can be used for a solution.

Study Room Problems!

Undergraduate Student Janise Wu's expiernce with Study rooms and the four times she really needed to use them and had trouble finding empty rooms she could use

TIME SPENT LOOKING FOR STUDY ROOM	TIME USED IN STUDY ROOM	
~2 hours over 2 days	~15 min	
~1 hour	~1 hour	
~1 hour 30 minutes	~30 min	
~1 hour	~2 hours	
	LOOKING FOR STUDY ROOM ~2 hours over 2 days ~1 hour ~1 hour	LOOKING FOR STUDY ROOM TIME USED IN STUDY ROOM ~2 hours over 2 days -15 min ~1 hour -1 hour ~1 hour 30 minutes ~30 min

This graph displays the uneven distribution of time spent looking for a study room compared to the amount of time actually using the study room!



This graph shows how many times in a cluster of data the experience of finding a study room was for the undergraduate student

User Personas

User Persona 1:

Chelsea Green

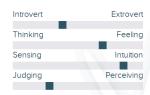


"My goal is to improve the student's engagement in class activities and projects with differentiated instruction through online and campus resources."

Age: 37

Occupation: Associate Professor Education: Master's Degree Major: Informatics Marital Status: Married Location: Seattle, WA Archetype: The Ambitious Educator





Caring Neuroticism Curious Tech-Savu

Goals

- Check students' progress and performance to ensure they're all on track.
- To encourage student engagement.
- To easily distribute lessons and communicate with students well.
- To achieve self-goals and gain professorship.

Frustrations/Pain Points

- Struggles with how to improve the students' performances in group activities/projects outside the classroom.
- Education websites and apps are not always engaging students.
- Some students who come to college were unprepared for the amount of workload.

Bio

Chelsea is an Associate Professor at the University of Washington. She is on the way to gaining her experience, completing the credits to achieve her doctorate degree, and becoming a full professor. She's very passionate about her teaching career and always strives to help out with students' needs. She believes that every educator should be able to use an effective technology platform that could help both them and the students work together well, especially since everyone is living in the world of technology now. Chelsea also wants to improve her student's performance and engagement in group activities/projects outside the classroom through online and campus resources.

Motivation Incentive Fear Growth Power Social Favorite Brands Fav

User Persona 2:



Conclusion

Overall, the user research activities like creating a survey and interviewing stakeholders to find problems of the target consumers and delving deeper into those ideas helped give the different perspectives from each of the individuals who answered the survey and the interview. Being able to receive diverse opinions and concerns about their process of finding study spots on the campus are big key resources that could contribute to creating perfect user personas which covered most of the target audience's concerns for the topic. Therefore, there will be a huge chance for the team to take these ideas into use when brainstorming and coming up with prototypes or solutions in the future.

Bibliography

Appendix

Interview Notes

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Survey

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Survey Results

INFO 200 Study Room Survey Results. Google Form. Google. Available at: https://docs.google.com/forms/d/1dDkRImbtne8izowNKfB9ScMcXF6DUrIXEn0W93Rx6E4/edit#r esponses (Accessed: November 6, 2022).