Questionnaires, sampling and procedures

12.02.2025

Recap

- **Formative evaluations - this is what you'll do for this unit!**
- **Before the design is complete!**
  - Observational empirical evaluations
  - Informal: comments and general reactions
  - Formal: qualitative and quantitative data gathering

Questionnaires and sampling

Questionnaires and sampling

Developing instruments for data collection

- Develop questionnaires (please develop your own demographic questionnaires for the user research study)

  Examples [here](#)

- Develop interview guidelines

Questionnaires

Question guidelines

**You can either do interviews or questionnaires**

- **Interviews:** face to face, you can ask follow-up questions BUT you need to take notes, people can talk a lot, need transcription
- **Questionnaires:** written, easier to manage BUT loose some of the personal interaction aspect and the follow-up questions

Questionnaires

Sampling:

- For the qualitative analysis you will conduct we do convenience sampling.
- Small group of people (3-5 persons)
- Solo interviews / questionnaires

Questionnaires
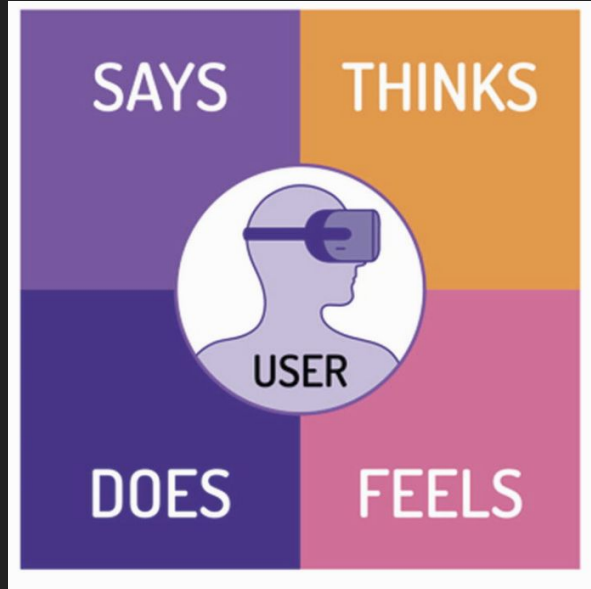
"The four quadrants "Says, Thinks, Does, and Feels" are assessed to capture the user's behavior and attitude.

This map then allows us to draw conclusions during the first stages of the design process to find a user-centered solution. It is one of many tools to understand user behavior, identify the pain points, remove bias, and communicate the findings within a team."

(Hillmann. "UX for XR". Apple Books, p. 261)

Questionnaires
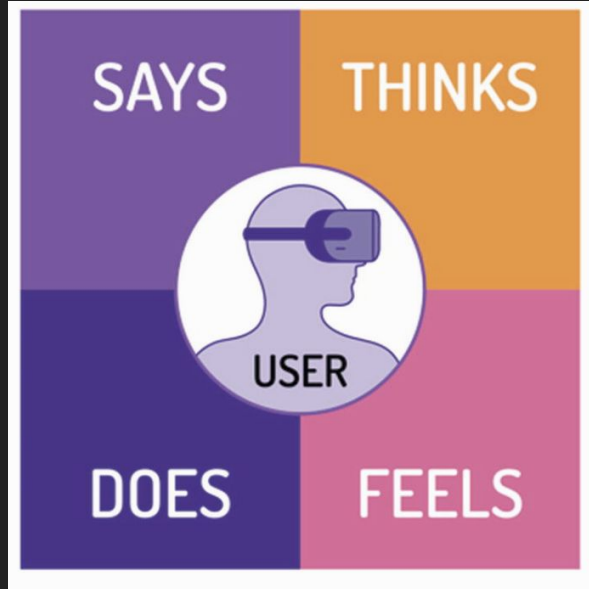
- "Says" what they say to you when you ask them questions. You can use these direct quotes when you report what you found out.
- "Thinks" defines what is important to the user. You usually gather this via questions and group these ideas thematically when you analyse what everyone says
- "Does" is the action a user takes to reach their goal. You usually find out what they do by observing or recording their actions.
- "Feels" refers to the emotional attitude, the worries and excitement of the experience. You usually gather this via questions and and group these ideas thematically when you analyse what everyone says

Questionnaires

Question guidelines

What questions to ask?

- Clear questions that ask one thing at a time!
- Avoid yes/no questions, unless you ask for clarification WHY yes and WHY no
- Be specific! If you're interested in a particular emotion your user is feeling, ask that clearly.
- Start off with general and move to specific

Questionnaires

Let's analyse:

7.Your opinion on the use of technologies like motion capture, virtual character interaction, and virtual lighting control in bars:

Very excited, would bring a whole new experience

Interested, but worried about the complexity of equipment/operation

New and fresh, but unsure if it suits a bar environment

Not very meaningful, bars should still focus on traditional entertainment

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Let's improve:

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15.Do you have any opinions or ideas about creating a "virtual + real" cross-platform bar experience?

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Let's improve:

Data collection protocol

Data collection protocol

Order:

1. Give users consent sheet and project info form
2. Ask the questions
3. Thank them and be nice and considerate, they are giving you their time for free!

Data collection protocol

The consent sheet example

Name of project and of researcher

Name OR initials of participant

Specific elements: e.g. agree to appear in photos, to be audio recorded, etc.

Date and signature of participant

Contact person

CONSENT FORM
Name of the Project: Training Active Bystander Behaviours in Virtual Reality

Name of principal investigator: Ana-Despina Tudor, London College of Communication

Name of participant: ....

	Please circle:
The details of this research project have been explained to me, and I have been provided with written project information in plain language to keep.	yes no
I understand that my participation will involve participation in workshops and discussing about sexual harassment.	yes no
I agree that the researcher may use the results as described in the plain language information.	yes no
I acknowledge that:	
(a) the possible effects of participating in this research have been explained to my satisfaction;	yes no
(b) I have been informed that I am free to withdraw from the project at any time without explanation or prejudice and to withdraw any unprocessed data I have provided (by 1st November 2019);	yes no
(c) the project is for the purpose of research;	yes no
(d) I have been informed that the confidentiality of the information I provide will be safeguarded subject to legal requirements and good practice;	yes no
(e) I have been informed that with my consent the data generated will be stored at London College of Communication and on encrypted mobile storage devices	yes no
(f) if I choose, any data from me will be destroyed a year after the end of the project (March 2021)	yes no
(g) if I choose, any data from me will be referred to by a pseudonym in any publications arising from the research;	yes no
I consent to appear in photos during the workshops	yes no
I consent to participate to this research project Participant signature:	Date:

Contact persons: Dr Ana-Despina Tudor, Screen School, London College of Communication, Elephant and Castle, London. a.tudor@lcc.arts.ac.uk

Data collection protocol

The project info form

- Is a 1-2 paragraphs about your project and what it aims to achieve
- Is written in plain language so that even your grandma can understand it
- Has your contact details at the bottom: name and email/phone no.

Data collection protocol

The project info form

- Informs about who is doing the study the study:
  - The purpose of the study;
  - What data you're collecting;
  - What happens during the session - include negative side effects of VR, e.g. that they might experience motion sickness and/or disorientation in VR;
  - Whether the session is recorded and who else is observing.
- Informs about anonymity of the participant;
- Informs that participation is voluntary;
- Informs that participants have the choice to be photographed/filmed and to opt out of that;
- Allows the choice to leave the study **before** data analysis starts;
- Informs about publication, e.g. if you publish photos online.

Data collection planning

- Offer your participants a [Doodle](#) to choose when they can come and test your prototype;
- Run **at least one pretest** with 1 or 2 people (can be familiar to the project) before you invite participants;
- Plan the time based on how long you spend (outside or in VR experience) + 20 more minutes buffer

Data collection protocol - setup and equipment

1. **Location set-up:** room, furniture, guardians,
2. **Equipment set-up:** headsets, batteries for controllers!, check software,
3. **Questionnaires/interview guidelines:** SurveyMonkey, Google Forms, pen and paper; **info sheet and consent sheet**
4. **Other equipment:** professional audio recorders (from the kit room) *or* smartphones (place them closer to the speakers);
5. **Misc:** refreshments, pens, sticky notes, A4 sheets, etc…

Data collection protocol - setup and equipment

1. Upon arrival, inform the participant about the study;
2. Allow 15 minutes breaks between each participant;
3. Allow for lunch break
4. Make sure the equipment is ready and charged!
5. Give an induction to the VR tech: present the components and warn the users about losing tracking, inform them about the guardian
6. **Take notes!**