

Assignment 2B: Design Research Plan

People & Stakeholders

For this project, while this has a large pool of people that it is potentially applicable to, we looked instead to narrow it down to those that we believe it to have the greatest impact. We decided to target our research to students at the University of Washington who frequent the university bookstore and half-price books. As we are aware of the potentially busy schedules that students may have, we look to use a diary study (see the research method section for more detail) so as to be less intrusive. We will approach individuals fitting this criteria in these environments, to recruit them into the study, informing them that our intention is to design a tool to help them in finding time to read. Below, we explore the different stakeholders:

- **Students:** While students are constantly reading different materials, our project presumes a difference between materials that students are required to read, versus those that they want to read. This project also presumes that they have a desire to read, but have difficulty when it comes to finding time to do so, or building that habit. Our intention is to create a design that would enable people to overcome this.
- **Bookstore Owner:** While not our target audience, the owners of bookstores could potentially have an interest in having an input in such a design, as individuals reading more books could result in higher number of purchases by students and other groups of people.

Research Method

Our team will be conducting a diary study to gather our data. We chose this method over performing a contextual inquiry due to the difficulty in establishing a natural environment or setting to conduct our observations. We also prefer a diary study over user interviews because interviews are subject to recall bias. A diary study would provide much more precise data, as people would be recording their reading time and environment as it occurs rather than recalling after. In order to find people that match our criteria, a screening survey will be given to potential participants. This will help us find people who will be able to provide us with the best data moving forward. Our diary study will consist of 4-5 people who will be asked to record their reading habits (more details in the section below) over the course of 1 week. If we cannot convince them to enroll them into the diary study we will ask them brief interview questions to gather data instead.

Diary Study Data

- Activities done before and after reading session
- Most recent reading session
- Length of reading session
- Book(s) read
- Number of pages read

- Total page count of book(s) read
- Location of reading session