

Travis Raymond

Evaluation Plan:

3D Trinket

CONCEPT OVERVIEW

My proposed welcome gift concept is a 3D Printed puzzle artifact that will be displayed at your workspace. The intent of the product is to provide a mindful exercise between tasks, show pride in your Prime journey, and to feel connected to Prime in a meaningful way.

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EVALUATION GOALS

[What do you want to learn during the evaluation?]

1. Gain insight into the practice of owning and displaying small personal items around the workspace of a full stack engineer.
2. Understand the extent to which this artifact would provide a full-stack engineer with a deeper connection to Prime.
3. Evaluate the value to which a puzzle would provide mental stimulation for a full stack engineer during this journey
4. Evaluate the value the physical material of a desktop artifact would have on the location of displaying the gift.
5. Gain insight into the importance of the artifact being created by Mark has any significant value.

STRUCTURE

Duration: 15 minute interview

Location and format: The interview will be a remote conversation conducted through a Slack call. The interview will be screen-recorded and a script will be provided to the interviewer. The participant will be asked a series of questions to find out if the new gift meets the goals of the study and fulfills the users needs.

Materials needed:

a user, an interviewer, a script, a prototype, a device to access Slack a Slack DM, A Slack call, a notebook, sticky notes, methods book, screen recorder, and a pen.

Methods used/type of session:

Session will include a directed storytelling opportunity for the user to share any special artifacts, trinkets, or figurines that they may own. (*Are Artifacts important to them? Do they find mental stimulation exercises useful?*) Once we have established a connection to an artifact, we will do an Artifact Analysis to establish more specifics about material, aesthetic, interactivity, and location of objects.

SCRIPT

[Add a verbatim script and space for in-line note taking. When thinking about the detail to include, imagine another designer will be using your script. See your Krug script example from Tier 1 for language to leverage here.]

Introduction

[Script out your introduction. Introduce yourself, thank your participant, communicate the duration of the session. Include some reassurance framing (You can't do anything wrong, you will not hurt my feelings etc.)]

Hi, _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why you have been asked here today, but let me go over it again briefly. We're asking people to review a welcome gift concept for new Full-Stack Engineering students at Prime. The session should take about 15 minutes.

The first thing I want to make clear right away is that we're testing this concept, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As we review the concept, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the welcome gift experience, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in your thoughts about the concept. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

Request for recording

You may have noticed that we are on a remote Slack call. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the concept, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

With your permission we would like to record your actions here today, The recording will only be seen by me, the sole designer working on the project.

[---START RECORDING---] <- Add moderator notes in a different color

Do you have any questions for me before we begin?

Starting questions:

Great, thank you! Next we will begin with some starter questions to gain more insight into you and your workspace.

Do you possess any artifacts, figurines, trinkets, that you would consider to be special, and or memorable?

How important are desktop artifacts to you?

Do you have any favorite puzzles and or other mental stimulation exercises?

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Excellent, thank you for answering those questions. Now that I have a better understanding about your workspace, let's dive into a specific artifact that you may own.

Artifact Analysis:

(If they don't own an artifact) Is there an item that you would consider displaying on your desk?
Why not?

Could you please describe the physical materials of your artifact? (Explain in detail.)

Please explain the aesthetic of the artifact? (Style)

Does the artifact have an interactivity ? What sort of experience does it offer?

Where do you display this particular artifact?

That was very helpful! Thank you, Now let's look at the concept we are presenting to you today. I will state a brief explanation of the product, the potential material choices, the intent and if you could please explain your thoughts of the concept.

Prototype introduction, activities, questions

Thoughts to consider when describing the artifact....

Material Choice:

Aesthetic:

Interactivity:

Personal Connection:

Would you display this?

Closing or reflection questions

And that is all we have time for today. I really appreciate your insights and participation today...

Is there anything else we haven't touched on that you thought about or came to mind?

Thank the participant and close

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