BBGo:

An application designed for enhancing the integrated experience of visiting Brooklyn Botanic Garden

Part 1: Contextual Inquiry

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Depaul University

Project Description

Project title:
Brooklyn Botanic Garden Planner.

Target users:
Visitors of the Brooklyn Botanic Garden.

Project description:
This project seeks to inform and assist visitors to the Brooklyn Botanic Garden. It seeks to improve the experience of visiting the gardens by allowing users to get detailed information about flowers and exhibits, allowing for ease of navigation, and by making it easier to share their experience with those that they love. The goal is to create an informative and interactive application with which users can better enjoy their trip to the gardens.

Subject Information:
Subjects were selected based on their history of travel experience. Specifically, they were selected to give general as well as specific information about their travels, what technology they used while traveling, as well as information about the attraction they visited and why.

Name: Cynthia L

Age: 27

Occupation: Regulatory

Gender: Female

User type: Casual Visitor

Other information: Cynthia loves nature but does not enjoy sharing her experiences with other via social media.

Name: Dan

Age: 23

Occupation: Engineer

Gender: Male

User type: Casual Visitor

Other information: Dan enjoys new experiences and embraces the unexpected. He does enjoy sharing his adventures with other a lot.

Name: Cynthia B

Age: 62

Occupation: Administrative Assistant

Gender: Female

User type: Casual Visitor

Other information: Cynthia loves to share on social media. She travels often but tends to go with the flow instead of planning beforehand.

Name: Dawn

Age: 42

Occupation: Office Coordinator

Gender: Female

User type: Casual Visitor

Other information: Dawn puts a lot of energy into planning and organizing trips and enjoys learning about history.

Name: Erin

Age: 22

Occupation: Graduate Student

Gender: Female

User Type: Casual Visitor

Other Information: Erin travels a lot for someone of her age.

Name: Kevin

Age: 26

Gender: Male

User Type: Casual Visitor

Other Information: N/A

Name: Kewei

Age: 23

Occupation: Graduate Student

Gender: Male

User Type: Casual Visitor

Other Information:
Kewei Li usually doesn't upload his photos to social media, but he does take many photos when on a visit.
He usually plans his visit very carefully, but he doesn't have the habit to book tickets before his visit, he'd rather but tickets when he arrives.

Name: Dan W

Age: 23

Occupation: Graduate Student

Gender: Female

User Type: Member

Other Information:
Dan is not a heavy social media user, but she has a very tight connection to her family and friends and will send her photos to them after her trip. Another interesting thing is, although she doesn't often use social media, she really enjoys reviewing other people's photos in social media.

Observations, Insights, and Insight Clusters

Stormboard link
https://stormboard.com/invite/213514/cover991
Stormboard ID
213514
Stormboard Key
cover991

Observations
- Erin and Kevin passively navigate cities; they don't search for much information
- Erin calls the actual attraction over Googling information sometimes
- Kevin frequently posts when he's doing a new activity
- Erin stated that her sister helped her navigate the university and city. Her sister used to be a student
- Both Kevin and Erin visit attractions based on word of mouth
- When planning a trip, Kewei Li wouldn't plan only one destination, he will visit the interesting places around his destination.
- The reason why Kewei Li seldom needs an application to navigate is that he often plans his routine before his trip, so when he arrives, he is almost aware of the navigation.
- Dan Wu takes photos very often, but she never upload them to the social media.
- Dan Wu will send her photos to her families and friends to share her experience.
- Cynthia will only participate in events if they fit her budget
- Daniel likes to use his phone to find food and drink around his destination
- Cynthia relies heavily on google maps when she is traveling
- Daniel would like reminders when he is close to attractions
- Daniel enjoy traveling to a destination and not having every detail planned
- Dawn stayed to watch a presentation to honor veterans even though it was not on her itinerary but left after 20 minutes because she wasn't interested in it
- Dawn used Google Maps to navigate the National Mall because it gave estimates of how long it takes to walk between monuments
- Cynthia B and Dawn use an app that shows the location of speed traps, red lights, accidents, and other information drivers may want (in addition to Google Maps)
- Dawn takes a lot of pictures and share them on Facebook
- Cynthia B takes a lot of pictures and shares them on Facebook and in person

Insights
- Transportation method, hotels, routines are the key points when planning a trip.
- People would like to know   other attractions and affordances around their destination
- Short trip is flexible, require fewer or even no plan at all. This kind of visit is strongly based on immediate interest. To some person, it is the same even with

their long trips
- Users may use app as a time/trip management tool
- User may want to view attractions by type
- Phone calls still play an important role.
- The transportation methods differ from user to user, but car is regarded as the most enjoyable.
- Price information should be published
- Language is great concerned by foreign visitors
- Meeting new friends is one of the reason people travel.
- Family may influence the location of the trip
- The way to destination is the most boring part to some users
- Some other things people may be concerned with.

- Users have different attitude about the attractions, some may study carefully, while some may not.
- Some users may find more information about attractions even after trip, while some may not.
- To some users, the decision on whether or not to visit a certain attraction is greatly influenced by their travel plans.
- Interest has great impact on attraction participation.

- A detailed plan may remove the necessity of navigation apps
- Sense of direction is important even for users who've got a detailed plan
- User may expect the application to give hypothetical/actual path to events
- Friend or family member helps navigate city
- Most people do not navigate with apps inside their destination. It's probably because these apps lack the function that users need.
- Drivers may want supplemental information
- Users would like to know the distance between his current location and his destination

- Events are not the primary consideration of users when planning their visit
- Even though some users will not participate in events, they do have some interest in them
- Members are informed with events through many ways: calls, text messages and internet
- Users may participate in an event spontaneously to see if it's interesting but don't feel committed to staying until the end.
- Sometimes business trip is also a chance for traveling

- Users have different frequency in using social media
- Almost everyone takes photos during trip, Including those who don't often use social media.
- Personal feeling plays an important role in whether or not one will share his photos.

- Other people's attitude towards users photos may prevent users from sharing their photos
- Even though some users don't use social media, they have other ways to share their experience
- Social Media users use multiple platforms
- Some users like to take self photos
- Popular ways to share photos: Facebook

Insight Clusters
- Trip Planning
- Navigation
- Attractions
- Events
- Sharing Experience

Process Retrospective

- We learned a lot from our subjects. For example, one of our members is a heavy social media user, he doesn't have any idea how those who don't use social media share their experiences. Through his interview, we found that people do have different ways of sharing.

- Focus groups can be more useful than individual interviews sometimes because of interaction between interviewees that help them expand their feedback.

- Users have a very strong loyalty to specific applications.

- Asking the user to demonstrate "how they use an application" in an interview setting is not very informative.

- Our first version of inquiry questions contained very few open-ended questions. However, during our interview, we found that users gave more information with open-ended questions. Therefore, we revised our inquiry protocol and made our questions more open-ended.

- Improvisation is sometimes required to get useful information

Team Member Contributions

Team Member Name	Specific Contributions
Fei Gao	Coordinated team communication Created group Stormboard Created First draft of HCI Contextual Inquiry Protocol Performed two contextual inquiries Contributed to Process Retrospective Managed final review/revisions and submission
Collin Aycock	Created first draft of project report Performed two contextual inquiries Contributed to Process Retrospective Managed final review/revisions
Soudea Forbes	Revised HCI Contextual Inquiry Protocol Performed two contextual inquiries Contributed to Process Retrospective
Ayesha Ewing	Performed two contextual inquiries Contributed to Process Retrospective

Appendix

Contextual Inquiry Protocol

Screener

Have you recently planned a trip or outing?
Do you use a smartphone and its mobile apps?

Inquiry Protocol/Guide

Intro/Informed Consent

My name is Collin/Ayesha/Soudea/Fei. Thank you for meeting with me today. I'm working on a project which is aimed at optimize visitors' trip experience. I would like to know more about how you plan your trip, view attractions, share experience with friends and participate in activities.

There are no right or wrong ways to carry out an activity, or right or wrong answers to my questions; I just want to watch what you do and hear what you have to say. As you perform the activity, your actions and comments will be noted and you will be asked to describe what you are doing. You may be asked questions before, during, or after performing the activity. This meeting should last about 30 to 45 minutes.

This activity is voluntary. You have the right not to demonstrate any activity or answer any question, and to stop the inquiry at any time or for any reason. Your actions and responses will be confidential and used only in connection with this project. Only your first name will be used to identify you. If you wish, you can use a pseudonym rather than your real name.

 Is it OK for me to begin with my requests and questions?

Warm-up and build rapport

We are interested in understanding how people plan their trip to a certain spot and what they do during the trip, especially with smart phone applications.

When was the last time you went on a trip or outing?

Where did you go?

General Inquiry

1. Tell me about your most recent trip experience.

2. How did you navigate to your destination?

3. How did you find your way around your trip/outing site?

4. When you encounter an attraction at your visit location, how do you interact with it? For example, do you look around and go past it, observe at a distance, or have a closer look?

5. Do you often share your experience with your friends or on social media after you finish your trip? Can you please describe how you often do that?

6. If there are some events held in the location, will you participate?

7. Are you currently or have you ever been a member of some kind of cultural organizations which provide classes and workshops (e.g. a museum or historical society)?

Deep focus

1. What were the most pleasant and unpleasant aspects of your trip/outing?

2. Do you often navigate with any mobile applications?
    a. Why do you use a navigation app?
    b. Which navigation app do you use most?
    c. What do you like and dislike about it?
    d. Can you demonstrate how you might use this app to navigate to a different location?

3. When you stop to take a closer look at a specific attraction, what are you looking for?
    a. How do you get detailed information that you'd like to know about the attraction?
    b. Have you ever been interrupted when taking a closer look? What was the cause of the interruption?
    c. Have you ever looked for information about an attraction after your trip was over?

4. Do you use social media regularly?
    a. (If no) Do you use social media to share special experiences?
    b. Which social media platforms do you use most?
    c. What types of media do you share (images, text, videos, etc)?
    d. How do you decide what to share on social media? Do media quality, privacy concerns, or social prestige factor into your decision?
    e. Do you mind showing me the last social media post you made related to a trip/outing you took?

5. How do you learn about events that you may attend?
    a. Have you ever visited a place and found out about an event that interests you but already happened? How did this make you feel? Please walk me through it.

    b. Did you take any action to be informed of future events at this place (e.g. joining a mailing list, downloading an app, following the place on social media)?

6. If you have been a member of an organization that provides workshops, how do/did you know which classes/workshops are being offered and when they were scheduled?
    a. Did you ever attend any of these classes/workshops?
    b. (If yes) How did you remember when/where your class or workshop was?

Retrospective

Can you suggest anything that could have made your trip better?

Is there anything else about your trip experience you'd like to share with me?

Wrap-Up

That concludes my interview. Thank you for taking the time to meet with me and share your experience.