

## CPSC 544- Lecture w03b

# Critique and Redesign Questionnaire Questions

*(Work in groups of 2-3)*

**Overview:** This activity is designed to give students some practice critiquing questionnaire questions, and give them some exposure to what can be hard about designing questions.

**Scenario:** Imagine you are planning a usability study of the Kobo website. As part of your study, you are planning to use questionnaires to collect data before and after you observe the participant using the website.

**Instruction:** Below and on the next page are several questions you might be interested in asking the participants. The questions give you an idea of the types of things you will want to ask about – but need work.

For each, briefly **identify** a problem(s) with the question and **how to fix** them:

1. Have you bought e-books, electronic magazine subscriptions, or electronic gift cards before?

2. How much do you spend per year on e-books?

3. How often do you purchase e-books?

< 1 a month

1-3 times a month

3-5 times a month

>5 times a month

4. Do you like the system?

5. Did you find the recommendation and search functions useful?

6. Which of the following methods have you used to purchase or borrow e-books before?

- Kobo.ca
- Kobo bookstore (on my kobo device)
- Amazon Kindle
- Barnes and Noble Nook
- Vancouver public library
- friends/family

7. Is this the best e-book shopping interface you've ever used?

8. Imagine you are getting reading to go on a vacation at the last-minute, and you have to deal with last minute distractions from kids packing and phone calls from family members, and you want to quickly (in less than 5 minutes) find an e-book to buy to take with you. Would this system be effective?

9. Most people who use this software find the recommendation feature useful. Do you agree?

## Question Styles Cheat Sheet

### Likert Scales

- measure opinions, attitudes, and beliefs
- ask user to judge a specific statement on a numeric scale
- scales often from small to large (as big as 1-20 can be common)
- scale usually corresponds to agreement or disagreement with a statement

Example:

*Characters on the computer screen are hard to read:*

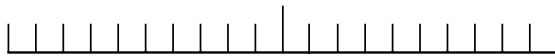
Strongly agree    1    2    3    4    5 Strongly disagree

### Semantic differentials

- similar to Likert scales
- explore a range of bipolar attitudes about a particular item
- each pair of attitudes is represented as a pair of adjectives
- participants indicate a position between the two extremes

Example:

My experience using the interface was:



Very Poor

Very Good

### Forced Choices

- respondent offered a choice of explicit responses
- can force to choose one, or allow more than one

Example:

Computer expertise (select one) ?

Novice    Intermediate    Expert

Which of the following software have you used? (tick all that apply)

Word    Excel    Powerpoint    Keynote

### Ranked

- respondent places an ordering on items in a list
- useful to indicate a user's preferences
- forced choice (participants have to choose a preference)

Example:

Rank the usefulness of these methods of issuing a command

(1 most useful, 2 next most useful..., 0 if not used)

\_\_\_\_ command line

\_\_\_\_ menu selection

\_\_\_\_ control key accelerator