

GARDENING ASSISTANT CHATBOT.

HOW QUALITATIVE RESEARCH INFORMS ITERATIVE DESIGN.

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SAMSUNG



THE **CAREERS &
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COMPANY

FJORD™
Design and Innovation from
Accenture Interactive

Fjord and Kingfisher Digital Hub.

What?

Redesigning DIY experience

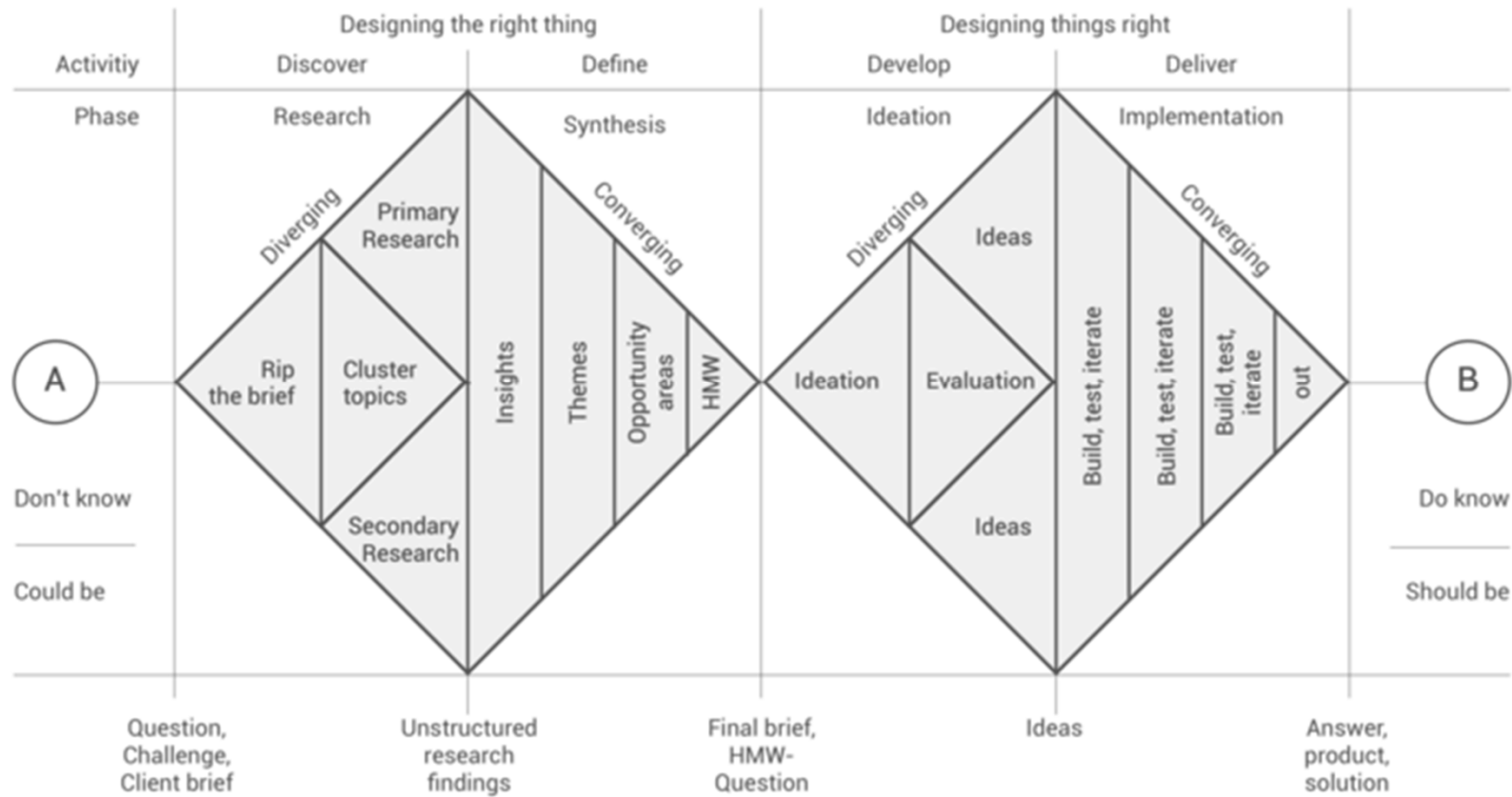
Who?

6 feature scrums

2 innovation scrums

1 centralised research team

How?



Innovation scrum.

What?

New technologies

How?

Assumptions and hypotheses, validation,
iteration and definition, send development
scrum

Gardening assistant chatbot.

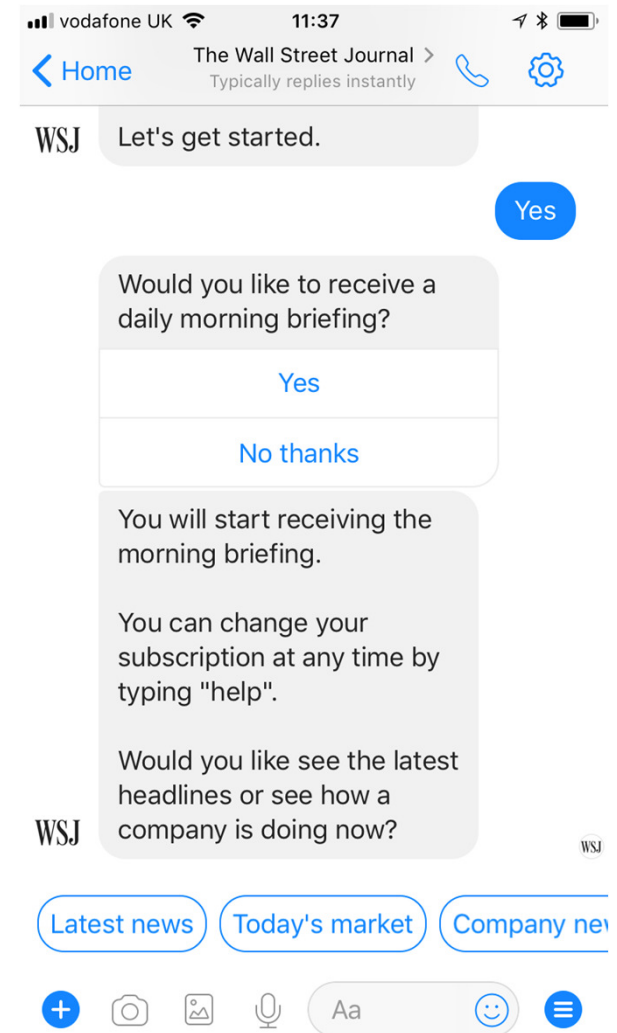
Product owners **assumptions** (hypotheses):

“Inexperienced gardeners need help planning, maintaining and budgeting for their gardening activities.”

“Busy young professionals don’t have time to research before doing.”

Value proposition:

By asking what users would like to learn and when they want to garden, 'Basil' (chatbot) will provide helpful information to plan, maintain and budget your gardening activity.



Why qualitative research?

Conversational technology imitates human behavior and attributes – it can be invasive, which if done wrong, may lead to rejection from users.

User researchers explore the product from the users 'human' perspective.

The most exciting insights are often unexpected – successful disruptive technology relies on human behavioral insight.

Research methodology and questions.

No discovery research (designed on assumptions).

Semi-structured interview:

- Is there a need for this?
- Is there a demand for this?

Cognitive walkthrough:

- Is this the appropriate way to solve this problem?
- Is this technology usable in this context?

Recruiting participants.

Note: our assumption included demographic detail (young professionals), so wanted to include some control participants.

Profile:

Age: 20 – 35

Employment status: In full-time employment earning £30k +

Habitation status: owns and lives in their own home

Garden status: has at least one or more of the following; front garden, back garden with lawn, back garden with patio, roof terrace with plants

Interests: interested, but not experienced in planning and maintaining an outdoors space

Exclusions: professional gardeners

The sessions.

- 10 x 60 minute sessions over 2 days
- 1 participant, 1 moderator and 1 observer
- 5 minute introduction, looking at photo and project discussion
- 25 minute semi-structured interview
- 25 minute cognitive walkthrough
- 5 minute debrief

Recorded and fully (verbatim) transcribed interviews
Screen recorded the mobile interaction

Thematic analysis.

Interviews:

Read transcriptions aloud to one another

Made notes of interesting findings

Grouped findings into themes – affinity grouping

Discarded outliers

Cognitive walkthrough:

Played-back recordings

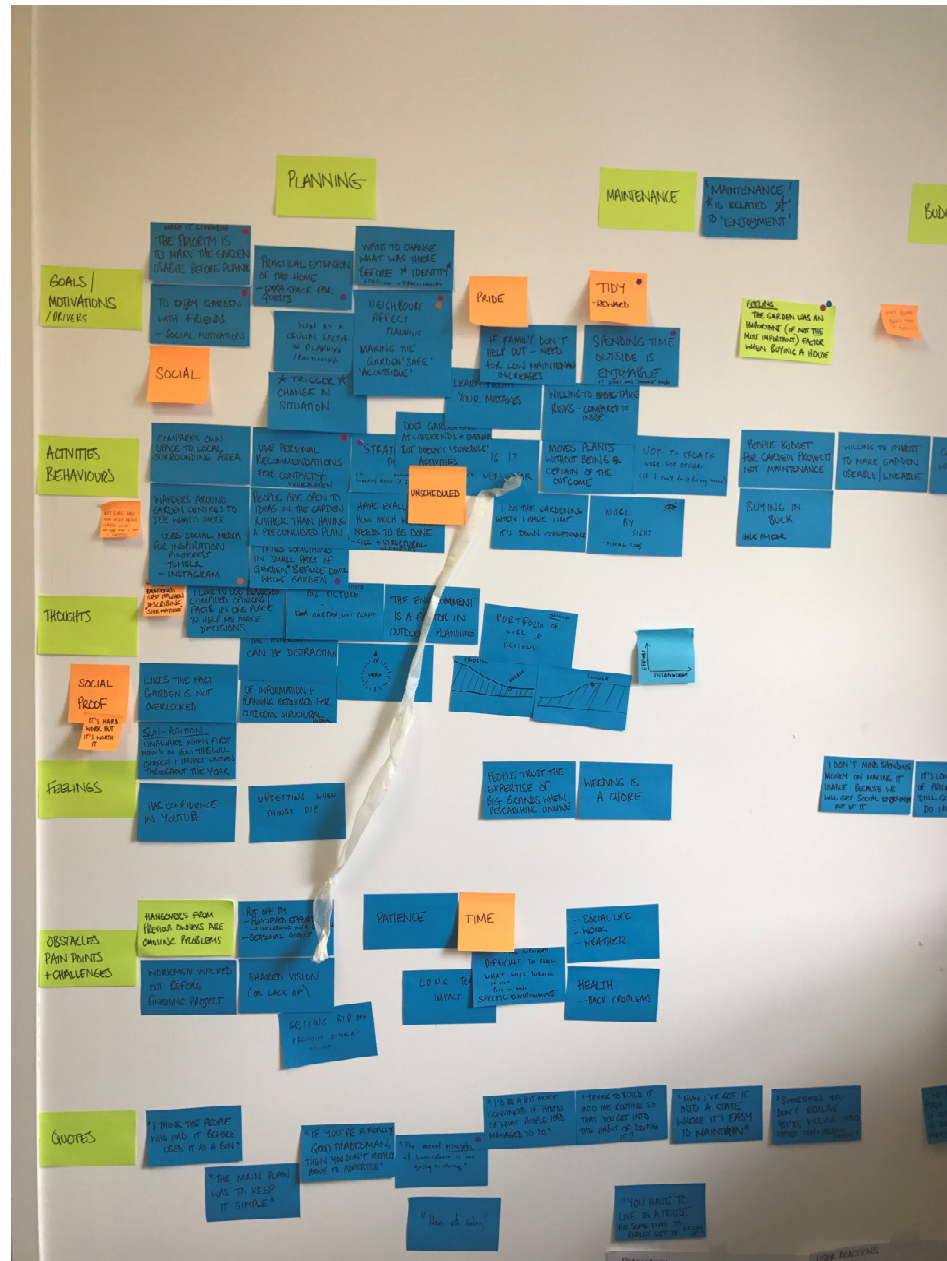
Watched interactions

Listened and noted insights

Experience mapping.

Stages = themes

Classified by:
Goals/motivations
Activities (behaviours)
Thoughts
Feelings
Obstacles
Quotes





Patterns.

Design for the many, not for the few.

Synthesis.

Articulation of findings as actionable insights.

‘Inexperienced gardeners want to ‘get into the habit’ of gardening’

‘New home owners look to their neighbourhood for inspiration when planning their garden’

Recommendations.

Key to user research reporting
Use insight to drive design
Answer research questions

- Is this the appropriate way to solve this problem?

Facebook Messenger was not the right platform for this chatbot as it confuses users with personal messaging.

- Is this technology usable in this context?

Users responded well to 'push' technology, they are happy to take helpful advice from a bot if it helps them a) learn something they didn't know and b) avoid something bad happening.



Next steps.

Ideation workshop.

What?

Using the actionable insights, brainstorm and sketch potential solutions

Who?

Users, researchers, designers and developers



Thank you.

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