

ISM220 Design Challenge

P1 User Study

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Introduction

Every quarter DePaul students are required to buy textbooks and school supplies for their classes or their own needs. Our user study sought to look into how students buy, rent, and get rid of their textbooks and other school-related materials. The goal of this project is to design an innovative application that will help positively impact the experience of DePaul students when it comes to finding and getting rid of textbooks and school materials. We started our research by conducting interviews on fellow DePaul students and then doing a competitive analysis on various textbook websites. With the data we gathered, we found insights which we, in turn, made into design principles. They allowed us to understand what we should focus on when it comes to bettering the experiences of DePaul students obtaining and discarding their school materials.

Methods

Our group used two research methods, Interviews and Competitive analysis, to study our target population. Overall our group conducted eight(8) user study interviews from students across DePaul, including design students, a music student, and a business student. We asked these students questions which would become our data. Next, we analyzed 6 websites where course materials are bought and sold.

1. Interview

For our interview protocol, we sat people down and read them a script so everything was consistent among the interviewers. We obtained informed consent from the students and began asking them questions. We followed up if necessary and concluded the interview once all questions were asked. Finally, we thanked them for their time and help. We interviewed 8 people: 6 students from the College of Computing and Digital Media, 1 student from the School of Music, and 1 student from the College of Business. The average interview per person took 7 to 15 minutes.

Interview Script and Questions

Intro

Hello, my name is _____. Thank you for talking with me today. I'm working on a new tool for Depaul students. We would like to know more about how students purchase their college/ school supplies. We are interviewing students so that we can design future products that meet your needs in an efficient and effective way.

There are no right or wrong answers, I just want to hear what you have to say.

This interview is voluntary. You have the right not to answer any question, and to stop the interview at any time or for any reason. Your responses will be confidential and only used to help us design this new product. Is it ok to begin with my questions?

Warm-up and build rapport

- Can you tell me what year you are in?
- What's your major?
- Do you have a minor?

General issues

- How did you prepare for this upcoming quarter?
- What kind of school supplies did you have to buy for this quarter?
 - School supplies that belong to course materials.
 - School supplies that are for your own needs.
- Tell me about your last experience with buying textbooks.

- Tell me about your last experience with buying other school supplies than textbooks.

Deep focus

- Which website or store do you usually use to purchase school supplies?
- What do you consider most when you purchase school supplies?
(ex: Quality of supply, Price, How soon you can get)
 - What is the most important quality in your decision?
- Do you have any school supplies that you no longer need and use?
- What do you do with the textbooks and school supplies that you no longer use?

Wrap-Up

Script that concludes the interview. Thank you for speaking with me. Your answers will be very helpful for our design.

2. Competitive Analysis

To begin our competitive analysis, we examined nine different aspects of the six websites we reviewed. We considered good and bad features, user reviews, wait/load times, customer service, website design, convenience, and the types of textbooks these websites offer. The websites we did our competitive analysis on were the Loop Barnes and Noble College website, Amazon, Facebook DePaul Textbook Exchange, Chegg, Textbooks.com, Campusbooks.com. We chose these because they are recognizable to many students, and people often utilize them when purchasing textbooks. We each went through the websites as though we were users only we did not buy anything. We then wrote down thorough notes for each section based on what we learned. User reviews were retrieved from various sources online.

Results

1. Interview results

Interview #1 (Bridgit)

This interviewee said her last experience buying textbooks was bad. She ended up spending more on them than she wanted because of the way Barnes and Noble works. However, she had a good experience buying her art supplies. The process was simple. She wishes that professors would tell them how much they will be buying beforehand because art supplies are expensive. She said that she only really considers price when buying school supplies, and it is the most important decider when purchasing them. Because she has a lot of different art classes, she has a lot of leftover and expensive school supplies that she may not have to use again.

Interview #2 (Bridgit)

This interviewee said she had an easy time getting her textbooks. She went to both DePaul campus bookstores to get her textbooks and school supplies. She cares about the quality of her textbooks and school supplies, but, if the price is good, the quality matters less to her. She also has school supplies sitting around that she is no longer using.

Interview #3 (Jiyoun)

This interviewee purchase textbook mostly through online websites and other school supplies through off-line stores, including Target and Blick. When purchasing textbooks and school supplies, she considers quality more than price. She has a fair amount of used school supplies and textbooks. She tries to sell her used textbook through the DePaul Facebook group, and donate her used school supplies to get rid of them.

Interview #4 (Jiyoun)

This interviewee does not expect to purchase textbooks and school supplies. She tries the I-Share system instead for textbook if she needs it. Amazon, however, is her first website when she really needs it. She valued price over quality. She has many used textbooks and school supplies. And she just stores them at home or recycles them.

Interview #5 (Jiyoun)

This interviewee likes to have all the textbooks and school supplies physically. She mostly uses the Depaul bookstore to purchase textbook because she always wants to make sure she is getting the right one. She had a bad experience of finding textbook on the Depaul online library. When she purchases school supplies, she usually goes to Target because she finds her needs there. The order of consideration when she purchasing things is price, how soon, and quality. She has numerous of used school supplies at home. She does not do anything with her used ones.

Interview #6 (Jiyoun)

This interviewee tries to reuse her used school supplies. She mostly uses her technology to take notes. When she purchases textbooks, she visits the Amazon website first and tries to

price match at the Depaul bookstore. She says she will usually sacrifice quality for the price. Because she re-uses her old school supplies, she saves them for later.

Interview #7 (Ross)

This interviewee is a music student who needs to purchase specific textbooks and other related musical school supplies. He uses the book store for almost all purchases, he has received music supplies from older classmates who no longer used or needed it for free. Price is always a major factor and how fast the textbooks can come for class.

Interview #8 (Ross)

This interviewee is more likely to use ebooks for textbooks when available, so he can not really resell his materials. If he does have a textbook it's still sitting around. He finds bookstore rentals the easiest method, and would like a way to get rid of his textbooks sitting collecting dust.

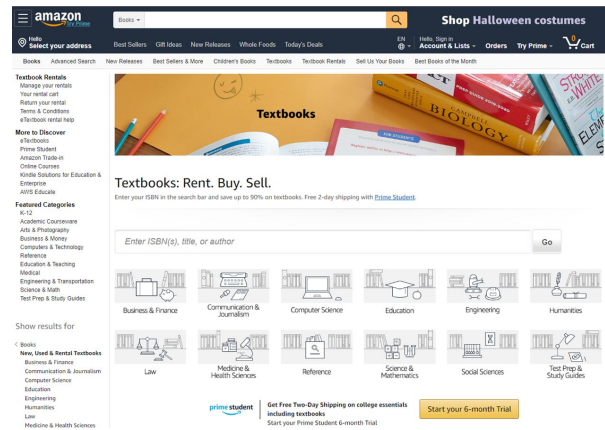
2. Competitive analysis results

Barnes and noble college (Bridgit)

The Barnes and Noble College Loop Campus website allows users to search for their textbooks via their department. After searching for all of their courses, the website comes up with a list of the textbooks alphabetized by said department. The book title is at the top. If the textbook is required for the class, it will say so in red letters. The author, edition, publisher, and ISBN font is small for these details. Users are able to select the condition and format of the book as well as if they want to rent or buy it. Overall, the website does not have much helpful information about textbook rentals. It leaves out that textbook orders are fulfilled from the in-store stock. People get confused when the condition of book they want is not available. User reviews are mixed as some say they have good and bad customer service and overpriced textbooks.

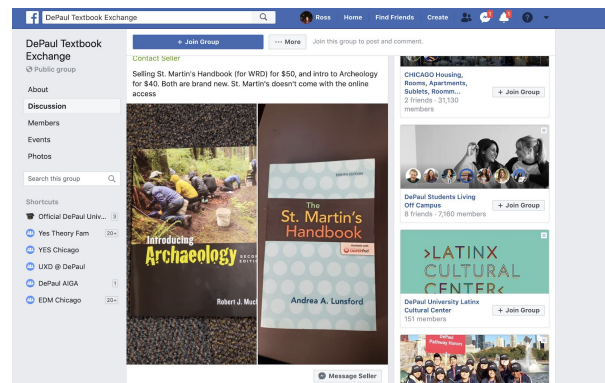
Amazon (Jiyoun)

Amazon started their business with online bookstore in early 2000s, and started to expand its business to an overall online store. Therefore, they still have a strong foundation in textbook-related sales, including new or used, as well as book rentals. Users can search for books in various methods. With abundant user feedbacks and reviews along with ratings, Amazon helps shoppers to explore further information on items online. Amazon's customer service offers a quality and quick service in solving issue on purchased items and. It provides a simple and easy interface design to navigate through using all devices, including web and mobile applications.



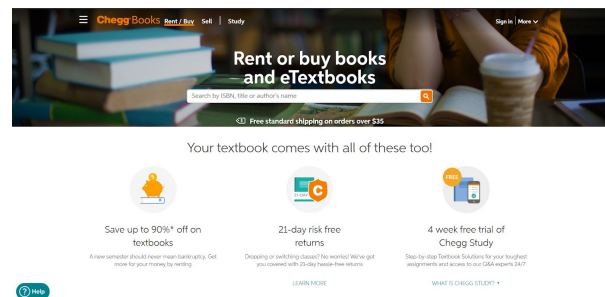
Facebook DePaul textbook exchange (Ross)

Facebook is a student to student exchange site which includes a timeline format where most recent post/comment gets bumped. There was no specific format needed to list postings. Response time completely varies, because it is a social media platform with students and not a company. Most exchanges have to be done in person most of the time. It can be difficult to find exactly what is needed. Not a super convenient site, a Facebook account is needed. All textbooks are used, but can be found for cheap.

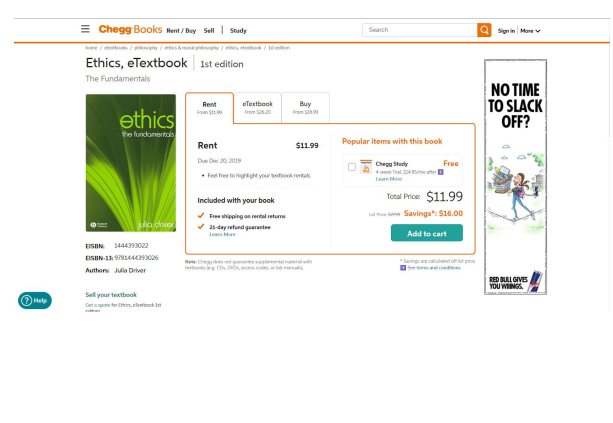


Chegg (Bridgit)

Chegg allows users to search for textbooks by title, author, or ISBN. On the search results page, there is not much written differentiation between ebooks and physical textbooks. When a user clicks on a textbook, they are presented with three tabs: Rent, eTextbook, and Buy. The content of the tabs are attractively organized. However, the user is

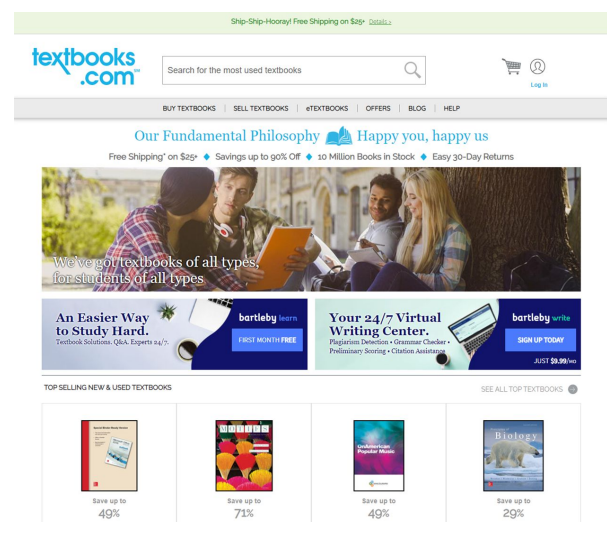


not told if they would be renting a new or used book while they are told if they would be purchasing a new or used one. With certain textbooks, Chegg provides users with a 7 day eTextbook while they wait for their physical copy. Users have commented that Chegg always provides excellent quality textbooks and have great customer service. However, some people have had poor customer service and have had issues with shipping.



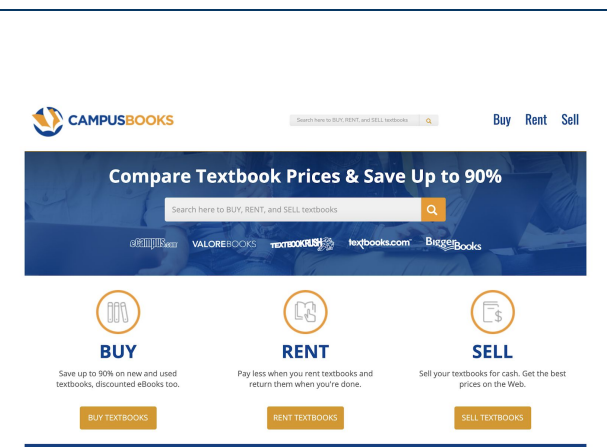
Textbooks.com (Jiyoun)

Textbooks.com offers users to purchase and sell their own books online. User can search things by title, author, or ISBN. Since it is not as popular as its other mainstream web competitors, it does not have as much information or listings available. Furthermore, it does not offer feedback function, so it limits user's ability to research about the textbooks they need. Its web interface design is fairly simple to navigate. However, the menus may confuse users as the menu titles do not necessarily link to each other.



Campusbooks (Ross)

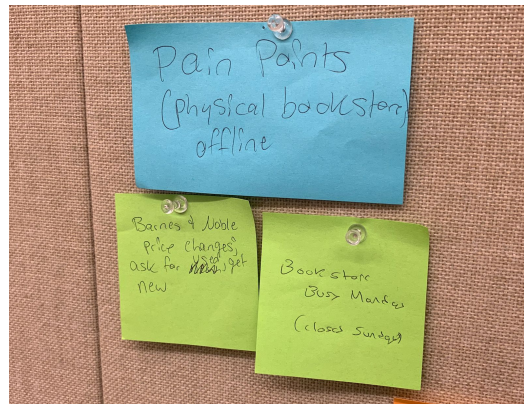
Campusbooks allow you to buy rent or sell books. It looks across all rentals and purchasing platforms such as Amazon, Chegg, Barnes and Nobles for cheapest prices or general price. User reviews say it's convenient but state one of the issues is they don't always have the greatest quality books. The site takes a little while to load because it is collecting a lot of data. It's an online site which links to third parties around the nation so you don't know where it's shipping from. Shipping times can be long, and with rentals, once done you have to mail it back.



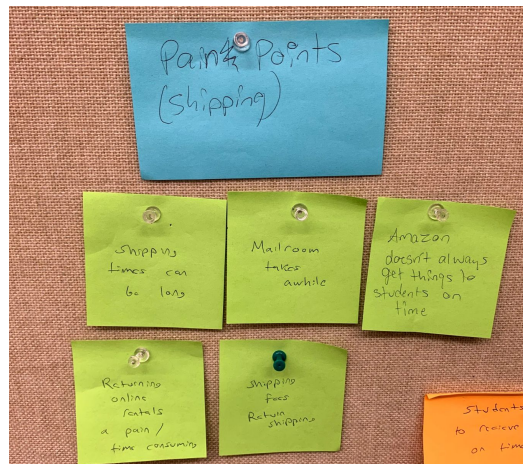
Insights

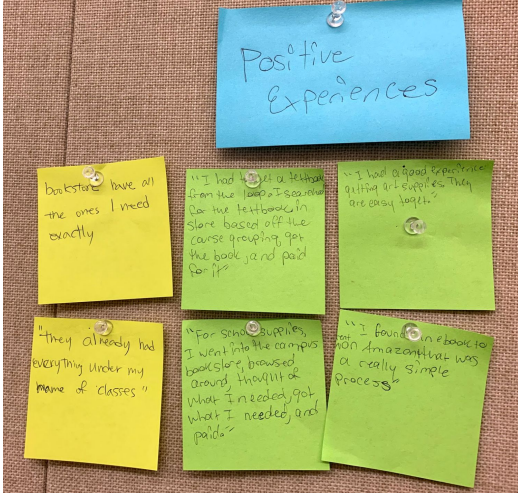
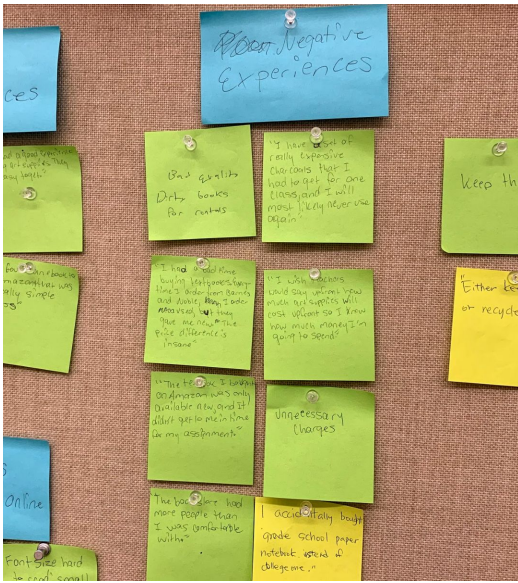
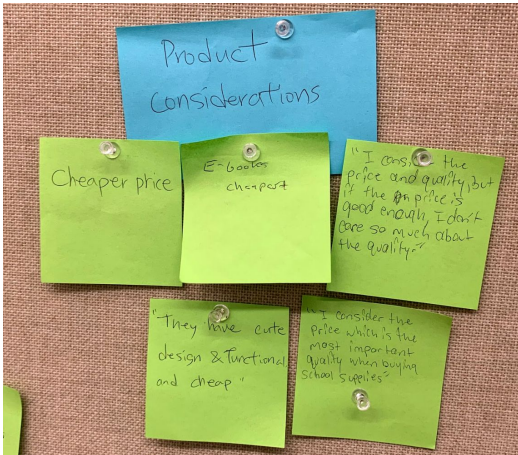
To come up with our insights, we first had to write our raw data on a bunch of sticky notes. We then looked at each one and formed several different clusters based on related data. This is called affinity diagramming. From these clusters, we derived 10 insights that then helped us form our design principles.

Convenience is a major factor in student purchasing materials



Students want to receive materials on time

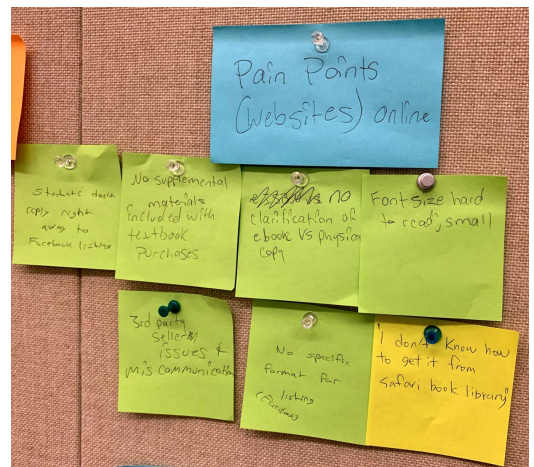
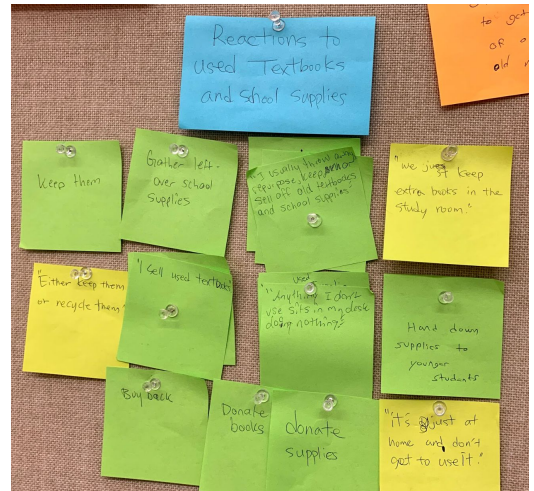


<p>Students prefer to use the simplest process when getting textbooks</p>	 <p>Positive Experiences</p> <ul style="list-style-type: none"> bookstore have all the ones I need exactly "I had to get a textbook from the library I saw now for the textbook in store based off the course grouping, get the book, and paid for it." "I had a good experience getting it done. They are doing better." "they already had everything under my name of classes" "For some supplies, I went into the campus bookstore, browsed around, thought of what I needed, got what I needed, and paid." "I found a notebook on Amazon that was a really simple process."
<p>Students prefer to receive higher quality textbooks</p>	 <p>Poor Negative Experiences</p> <ul style="list-style-type: none"> But expensive Dirty books for notes "I have lost a really expensive calculator that I had to get for one class, and I will most likely never use again." Keep the "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple." "I had a bad time buying textbooks. They are expensive and dirty. They are also not very simple."
<p>Many students consider price the most when getting textbooks</p>	 <p>Product Considerations</p> <ul style="list-style-type: none"> Cheaper price E-books cheap "I consider the price and quality, but if the price is good enough, I don't care so much about the quality." "They have cute design & functional and cheap." "I consider the price which is the most important quality when buying school supplies."
<p>Students don't want to pay more than they have to</p>	

A lot of students have textbooks and materials sitting around

Students want to get rid of their old materials

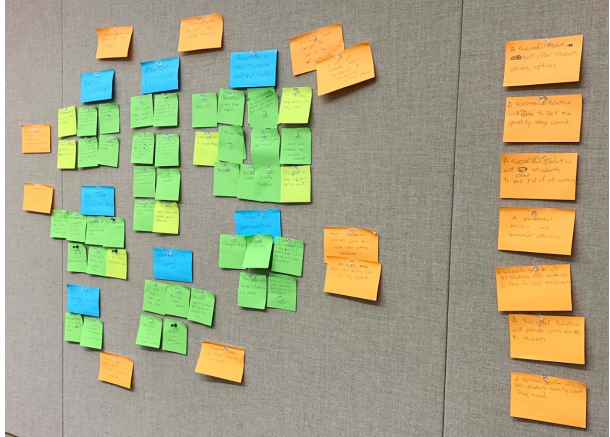
Students want to have the exact materials required



Design Principles

We used our insights to generate design principles. For approximately every two insights, we created one design principle. These design principles will help us in the next stage in the development process.

A successful solution will...

Get students the exact quality and variation they need	
Allow students to get rid of all materials	
Encourage affordability	
Get students their materials on time for their assignments	
Provide convenience to student	

Behind the Scenes

