DEN 423

Midterm: due 12/12/17

Observing, Recording, and Improving Everyday Interactions

The purpose of this assignment is to get you out observing how other people interact with everyday devices, perform well-defined tasks, and to reflect on why some devices and processes are simple to use, and others are hard to use and follow.

For this assignment: Observe another classmate (or at least a willing and healthy person) purchasing a latte drink at Starbuck, and paying for it. Use the Service Blueprint approach to do that.

The starting point is the arrival and parking. Your end-point is leaving the parking lot.

Graph and label the; steps involved, the interfaces, and the interactions. Use the Service Blueprint approach to do that.

Please consider the following cases:

Case 1:

A young, healthy person purchases one latte.

Case 2:

How would this process would change if your subject of study (Case 1) was purchasing 8 latte drinks consisting of a combination of three different sizes and four different flavors?

Case 3:

How would this process would change if your subject of study (Case 1) had a speech impairment?

Case 4:

How would this process if the subject of your study is older and is in the wheelchair?

Case 5:

Would the drive-through option would be more appropriate for any of the above cases?

You should focus on the human capabilities of the user such as perceptual abilities (or disabilities); cognitive or mental processing, including memory; and physical movements or responses. For example, specific to the Starbucks' location; how do the physical devices, the screens and the buttons at the counter, the visual interfaces (menu displays and screens), the flow of the transaction, etc., support or fail to support the user in completing these "simple" tasks? Also, don't forget social considerations like privacy, comfort, preferences, etc.

Ask yourself these questions, for example: were the buttons too small (user's finger size was not considered appropriately by designer)? Was the display too hard to see for the older users, but no problem for the younger ones (design does not support what we know about aging vision. How many times does it take to correctly perform any given task? Was the counter too low or too high? How the accessibility requirements are met? Would the human-human interface be preferred to a human-machine interface?

Write a brief report. Here is a sample outline of the report you should prepare:

1. Introduction

The objective of your study and design.

2. Observational method
Whom did you observe (what are the characteristics of that participant?), and how did you observe that person performing the selected tasks?

3. The product of your observations
 The reference Service Blueprint.

4. Analysis
Show the necessary changes to the reference Service Blueprint to address each of the cases shown above. Identify the following: bottlenecks and timebombs. Comment what are the root causes of these constraints and how do you propose to address them in your design. All service Blueprints should be included in the Appendix, but the comments should be shown in this section.

5. Conclusions

Comment on the suitability of the overall design of Starbucks'; facility, processes, and interfaces from the perspective of human factors.

6. Appendix:

All Service Blueprints.