

Interview Matrix

Goals	User 1 - Sara	User 2 - Kevin
What are the user's goals?	To find images for inspiration and for use in the layout of UB's Alumni magazines	<p><i>As a webmaster</i> – to evaluate the UB website and recommend change strategies, and provide tools to the business and law schools so that they can bring their sites in line with the UB brand while still maintaining their own identity</p> <p><i>As an adjunct faculty member</i> - to find resources for his students for reading, research and assistance. Is currently teaching "Introduction to Hypermedia"</p>
What does the user do to achieve these goals	Searches the web, reviews files of personal archived print materials, searches stock photography files (not online) owned by UB and schedules photo shoots for original images.	Research best practice and peer-sites to define goals for the site, translate goals into design and branding for the web and oversee application and web development of the UB site.
Environment		
What is the user's physical environment?	Relaxed office atmosphere. Walls are decorated with graphic posters and other colorful miscellany – none of which were framed. All "art" was simply tacked to the wall. Filing system is a rack on the floor. Office is shared with one other graphic designer.	Relaxed non-office type atmosphere. Large room with low lighting. Room has two basic desks, paper all over the desk, no filing system apparent, few books. Decorated with a few framed pieces of art and lots of unframed music posters, and personal photos tacked to cork boards on center column in room. Action figure on desk. boxes of posters and newspapers scattered throughout the office.

Tools

<p>What tools does the user have?</p>	<ul style="list-style-type: none"> • Operates a Macintosh computer with a wide screen monitor. • Has broadband internet access. • Uses graphic design software for the layout of magazine pages. (Photoshop, Illustrator, InDesign) • Has a phone at her desk. • Her other tools are the variety of websites she uses to source images from. 	<ul style="list-style-type: none"> • Operates both a Macintosh computer and monitor, as well as a PC with two monitors. • Has broadband internet access • Uses all major browsers, Dreamweaver for code editing, Photoshop and Fireworks. • Has a phone on his desk • Need to have updated versions of all web browsers and platforms in order to do cross platform testing • Uses bookmarks extensively to save important or favorite online links to useful information
<p>Where did these tools come from?</p>	<p>All the tools Sara uses are provided by the university.</p>	<p>All the tools Kevin uses are provided by the university</p>
<p>What kind of access to these tools is available?</p>	<p>The computer is dedicated to Sara, as is the software and the internet access she has.</p>	<p>The computers are dedicated to Kevin, as is the software and the internet access he has.</p>
<p>How did the user learn to use these tools?</p>	<p>She learned through her degree program and on the job.</p>	<p>Kevin learned much of his job as a Graduate Assistant, then on the job and also from attending conferences.</p>
<p>How easy to use are the current tools?</p>	<p>The software she uses is easy for her to use, as is Google which she uses as her main starting point for any search. Different websites are more or less easy for her to use based on her experience with them.</p> <p>The more images a site contains, or the more image based it is, the easier she finds it to use.</p>	<p>Kevin appears to be very adept with all of the tools he uses and finds them all relatively easy.</p>
<p>What tools are actually used to perform the task?</p>	<p>Her computer is the main tool Sara used. During the interview she used only the internet. Firefox was her web browser and she searched for images on the following websites:</p> <ul style="list-style-type: none"> • Google search (to reach specific websites) • Google images • Library of Congress “American Memory” Archives • Getty Images (stock photography site) • UB Langsdale Library online 	<p>Kevin’s PC computer is the hardware he used. During the interview, he used only the internet. Firefox was his web browser (quickest browser available). He researched online using:</p> <ul style="list-style-type: none"> • UB website • UB Langsdale library site

Resources and Information

<p>What people are available to the user as they work?</p>	<p>Sara's editor is available to her as a resource as is the other graphic designer in her office. She also has access to a member of the Langsdale library staff who curates the Special collections as well as contractors for original photography</p>	<p>Kevin has access both a Graduate assistant who helps him with coding for the website, a web developer in the office of technology who is the primary develops new applications, as well as his supervisor (Director of University Relations).</p> <p>Also Works in coordination with a group of web managers located in each department throughout the campus on web related projects</p>
<p>What information is available to the user?</p>	<p>Her editor provides the copy for each magazine article as well as a detailed table of contents for each upcoming publication.</p>	<p>The current UB website – which is the focus of his work – as well as guidance from the Director of University Relations.</p> <p>For research for class, he has the syllabus he has developed available and also uses writings, research and other online writing on any given topic to develop reading lists for his classes</p>
<p>What artifacts are available to the user as they work?</p>	<ul style="list-style-type: none"> • Hard copy of the magazine copy and table of contents for the publication she is currently working on • Copies of previous alumni magazines produced by UB • Copies of alumni magazines from other academic institutions • A variety of brochures and catalogues she has collected for inspiration and reference • UB owned royalty free stock photography files 	<ul style="list-style-type: none"> • Code reference books • Requirements for new applications or changes • Test case scenarios and results from testing for new applications or changes to the site
<p>What information does the user need in order to complete their tasks?</p>	<p>Sara needs the content of each article to decide on appropriate images and find inspiration for the color palate, look, and feel of each article</p>	<p>To complete tasks focused on classes he is teaching, Kevin needs the course syllabus he has designed</p>
<p>Where does the information come from?</p>	<p>All the information Sara needs for each specific story comes from her editor</p>	<p>He provides that information himself.</p>

What did the user do when they got stuck?

Sara mentioned that if she gets stuck searching for a book on the Langsdale Library site, she will instead search for it on the Enoch Pratt library site.

When she reached a page that did not yield results and she wished to start the search again, she regularly used the “back” button rather than moving forward from that point

Sara would return to “Google Search” each time she ran out of possibilities on a particular website while looking for images. She had a list of web resources she used and would try each one in turn to see what it would yield.

When Sara got stuck on the library site, she kept trying using the various navigation boxes – but she knew the information existed on the site before looking for it. She was informed by the person who curates the “Special Collections” at UB that the information was there.

When he got stuck at any point, Kevin was persistent and would simply go back and try another route until he got a clear answer that the information he was looking for did not exist.

When he reached a page that did not yield results and wished to start the search again, he regularly used the “back” button.

Interactions

How does the user interact with other people?

Sara interacts with:

- Editor – by phone, email and in person
- Office-mate – in person and by email
- UB library resource – by phone, email and in person

Kevin interacts with:

- His students – in person and through course website
- Supervisor – by phone, email and in person
- Graduate Assistant – by phone, email and in person
- Web Developer – by phone, email and in person