

Assignment: Contextual Inquiry

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Assignment Instructions

For every user you conduct contextual inquiry on, you need to prepare the following:

- User information: details about user demographics, his/her technological preferences and a photo. [See slide no. 4 for reference]
- Venue details of contextual inquiry: photo and location name. [See slide no. 5 for reference]
- Details of the task performed: App name, task, task details, link of lookback recording. [See slide no. 6 for reference]
- Notes for the contextual inquiry session which would include: [See slide no. 7 for reference]
 - Questions asked during the session and user answers to those questions
 - Distractions faced while conducting the session
 - Moments of delight and disappointment expressed by user during the session
- Analysis of the user answers and recording of the session. These would contain the insights gathered from individual sessions you conducted. These are insights about what did the user set out to, what worked well and what didn't, pain points in current flow to perform a task. For example, in the session Manu doesn't remember his Paytm password and cod option was not available either. [See slide no. 8 for reference]

Content

1. Contextual Inquiry Pre-requisites
 - Problem Statement, location and target group
2. User-1, User-2 and User-3 Contextual Inquiry
3. Overall Analysis and Insight

Contextual Inquiry Pre-requisites

1. **Problem statement:** What are the problems faced by people using LinkedIn for job search or professional networking through the LinkedIn website on their laptop in the comfort of their home or offices. Task can be divided into following steps:

- search for a job
- apply for the job if you want
- find an article that you like and read if you want

2. **Location:** House or office

3. **Target Group:** Age group of 24 – 35 years, location: Bangalore

User 1

User Information: 1

Demographics

Name: Pushp Ranjan

Age: 26 years

City: Bangalore

Occupation: Software Engineer

Marital Status: Unmarried

Education Qualification: M. Tech.



Technology

Mobile Device OS: Android

Preferred device for web access: Laptop

Preferred social networks: Facebook

Favourite Brands: Google and Samsung.

Venue of the contextual inquiry



Venue details – Pushp's study room in Somondo 3.0, Neotown, electronics city phase 1, Bangalore

Details of the task performed

Website Name: LinkedIn

Task: Use LinkedIn Website

Task details: User opens LinkedIn on his browser, goes through news feed, looks for jobs, articles and connections.

Link to the video for the user:

<https://drive.google.com/file/d/0B4mhVbLMzfZ6RDhPY2VqWE9Id2s/view?usp=sharing>

Notes for the contextual inquiry session

Question asked and the answers by the user

Q1. Do you find relevant articles?

Ans. Yes. Articles are quite (more) relevant as compared to other social networking sites.

Q2. Do you get relevant job recommendation?

Ans. Yes. Job recommendations are quite relevant to my domain of expertise.

Q3. Do you use LinkedIn messaging much?

Ans. No. Not frequently.

Q4. How is your reading experience on LinkedIn?

Ans. Articles are quite relevant as compared to other social networking sites. They are quite incremental for my professional career. Hence spending time on LinkedIn is worthwhile.

Q5. Are you able to grow your professional connections via LinkedIn?

Ans. Yes. The professional connections that I get are from my college or from the industry that I am currently in.

Q6. How is your overall experience on LinkedIn?

Ans. It is fairly good.

Notes for the contextual inquiry session

Distractions observed if any

Mobile notification – distraction occurred once during the contextual inquiry.

Notes for the contextual inquiry session

Moments of delight and disappointment

Delight

Pushp finds LinkedIn articles very relevant to his professional domain.

Disappointment

Job recommendations with more number of experience than the present experience level of Pushp.

Your analysis of the session with Pushp

- Pushp was already logged into the LinkedIn Website which indicates that he is an everyday user of LinkedIn.
- LinkedIn articles and jobs are the of keen interest to Pushp. Although he gets job recommendations relevant to his field, however they require more experience than his.
- Pushp compares LinkedIn with other non-professional networking websites and find spending time on LinkedIn better.
- Pushp is satisfied with overall experience of the LinkedIn website.

User 2

User Information: 2

Demographics

Name: Parikshit Sharma

Age: 25 years

City: Bangalore

Occupation: Software Engineer

Marital Status: Unmarried

Education Qualification: M. Tech.



Technology

Mobile Device OS: Android

Preferred device for web access: Laptop

Preferred social networks: Facebook and Twitter

Favourite Brands: Google and Samsung.

Venue of the contextual inquiry



Venue details – Parikshit's Study room in Vasavi Rainbow Apartment, Electronics City Phase 1, Bangalore.

Details of the task performed

Website Name: LinkedIn

Task: Use LinkedIn Website

Task details: User opens LinkedIn on his browser, goes through news feed, looks for jobs, articles and connections.

Link to the video for the user:

<https://drive.google.com/file/d/0B4mhVbLMzfZ6bVMtWWZhNGtmX1U/view?usp=sharing>

Notes for the contextual inquiry session

Question asked and the answers by the user

Q1. How about the articles that come in your new feed?

Ans. Yes. Actually the articles are based on your subscriptions.

Q2. Do you get relevant job recommendations?

Ans. Yes. Based on your years of experience and skillset.

Parikshit also explained that he can connect with experienced as well as juniors in his field and hence is able to grasp a wide perspective in the job market.

Notes for the contextual inquiry session

Distractions observed if any

Mobile notification – distraction occurred once during the contextual inquiry.

Notes for the contextual inquiry session

Moments of delight and disappointment

Delight

- **Easy apply option** in the LinkedIn which makes applying process effortless.
- **LinkedIn Learning** offers crisp course material.

Disappointment

- These days people have started posting irrelevant stuff copied from other social networking sites
- For access to LinkedIn learning, premium payment is required which is expensive.

Your analysis of the session with Parikshit

- Parikshit was already logged into the LinkedIn Website which indicates that he is an everyday user of LinkedIn.
- Parikshit likes articles in his LinkedIn newsfeed which he gets because he has subscribed to relevant pages.
- Parikshit gets relevant job recommendations and he likes the easy apply option, that comes with few job applications, a lot because it allows him to quickly apply.
- Parikshit is very much interested in LinkedIn Learning as he gets very crisp material on it. However, he is concerned about its high cost.
- Overall Parikshit is happy with his experience on LinkedIn, but he thinks overtime the content in his newsfeed is being diluted due to the content copied from other networking sites.

User 3

User Information: 3

Demographics

Name: Akansha Pandey

Age: 26 years

City: Bangalore

Occupation: Consultant at Ernst & Young

Marital Status: Unmarried

Education Qualification: M.S.



Technology

Mobile Device OS: Android

Preferred device for web access: Laptop

Preferred social networks: Facebook

Favourite Brands: Google and Samsung

Venue of the contextual inquiry



Venue details – Akansha's study room. Akme Ballet Apartment, Marathahalli, Bangalore

Details of the task performed

Website Name: LinkedIn

Task: Use LinkedIn Website

Task details: User opens LinkedIn on his browser, goes through news feed, looks for jobs, articles and connections.

Link to the Lookback Video for the user:

<https://drive.google.com/file/d/0B4mhVbLMzfZ6dWdLbDBjVEI3REk/view?usp=sharing>

Notes for the contextual inquiry session

Question asked and the answers by the user

Q1. Do you get jobs exactly relevant to you, requiring exact same years of experience?

Ans. Yes. I get job with the exact same requirement that I am looking for, in different types of companies.

Akansha explained by herself, that she gets relevant articles from her domain of expertise which is information security.

She also gets to know about the job trends from LinkedIn.

Notes for the contextual inquiry session

Distractions observed if any

None – no distractions during contextual inquiry.

Notes for the contextual inquiry session

Moments of delight and disappointment

Delight

- Messaging: various recruiters can message her directly with their job descriptions and she can also reach out to them.
- People (Managers or seniors) can directly post their requirement and she can directly comment or message them.

Disappointments

- LinkedIn takes time in loading

Your analysis of the session with Akansha

- Akansha was already logged into the LinkedIn Website which indicates that he is an everyday user of LinkedIn.
- Akansha gets the news related to information security domain via LinkedIn.
- She keeps a tab on the job trends via LinkedIn.
- She gets jobs which exactly match her requirements.
- She also gets job offers via messaging.
- Akansha also applies for jobs which senior managers post on their wall.
- Overall Akansha is quite happy with her experience on LinkedIn.

Overall Analysis and Insight

- All the participants liked the articles coming in their newsfeed of LinkedIn.
- Everyone is getting relevant job recommendations however, participant with less experience (Pushp) is facing the issue of getting jobs recommendations with higher experience requirement than his current experience.
- Other than one participant (Akansha), LinkedIn messaging is not extensively used.
- Other than one participant (Parikshit), none are exposed to LinkedIn Learning. It can be due to its high premium cost.
- LinkedIn Website takes time to load on the web browsers as compared to other sites.
- LinkedIn is doing a good job as of now in providing a satisfactorily well experience to its users.