

## Appendix D: User Survey

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### QUESTIONS

We used a survey tool to gather general data about potential Media Union kiosk users. Our goals were to find out demographic data about Media Union traffic in the main kiosk areas, to find out usage rates among users and to find out what potential users felt was the purpose of the kiosks. We also sought information on prior users' experience and solicited users for their ideas on the existing strengths of the kiosks and areas for improvement. Our usability study user set was drawn from survey respondents who indicated a willingness to be interviewed.

### METHODS

Our double-sided draft [Appendix A] passed through a couple private and then group revision stages before we arrived at a finalized set of questions and format.

One member of our group used the Media Union's GroundWorks facility to create a large, laminated sign, saying, "Hungry? Two-minute survey = Candy Bar, You do the math." He also sought and obtained a table and permission to conduct the survey from media union assistant director Glenda Radine.

Members of our group set up the table at three different times--a weekday noontime, a weekday evening and a weekend afternoon--by one of the kiosks in the entryway to the Media Union—a highly trafficked area. Miniature size candy bars were provided for those who took the time to fill out the survey.

A total of 68 surveys were completed in this time. Quantitative data was compiled using an Excel spreadsheet and appropriate statistical methods (means, medians, percentages) for analysis. This data was then placed onto a modified version of the survey for easier access. Textual feedback also was processed and is provided on the following six pages.

### RESULTS

**Demographics Summary:** The average person surveyed was a 21 year old male engineering student.

The median age of the 68 who responded was 21 years with a mean of 23. 58 percent of those surveyed were male and 38 percent were female. 92 percent were students and 8 percent were staff. No faculty members filled out the survey.

Only 27 of 68 wrote in the program they are involved with. Of these 70 percent were engineers, accompanied by a negligible number of participants from the School of Information, Architecture, LS&A and the School of Social Work.

**Usage:** Fewer than 2 out of 5 surveyed had used the kiosks previously. Of those who had used the kiosk, most used the downstairs version and reported medium high satisfaction with

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their experience. They didn't feel the kiosk was either easy or hard to use, with a median response falling right in the middle. About 2 out of 5 users reported using the kiosk to find a Media Union Map or for more information on the Media Union.

Only 38 percent of those surveyed had used the kiosks previously. Median usage for these 26 respondents was 2 times. (The mean is 9.92, but is driven out of proportion by one user who marked that he had used the kiosk 200 times.) On a scale of 1-5 the users mean satisfaction rate is 3.27. The ease of use mean factor landed right in the middle at 2.5 with 5 being hard.

69 percent of users had used the downstairs kiosk, with 15 percent using the upstairs kiosk and 12 percent having used both. (One respondent marked neither.)

In a checklist for what the kiosk has been used for, 42 percent of those surveyed checked "To find a map of the Media Union," and 42 percent also checked "To find out more information on the Media Union." Two other choices could be seen as a subset of "more information on the Media Union": 35 percent checked "To locate a person or office" and 23 percent checked "To find out how to use Media Union services." Only one person (4 percent) checked "To find out about Media Union/North Campus events."

Six users wrote in responses. Three wrote in using the kiosk out of curiosity; two for the phone; and one person, seemingly sarcastically, for a stapler.

**Purpose:** In a second checklist surveying all 68 respondents, more than three out of five people checked finding a University map as a useful kiosk feature. More than half of the respondents selected information for Media Union services and also more than half selected e-mail.

62 percent selected "To find a map of the University," followed by 57 percent for "e-mail" and 56 percent for "To find out how to use Media Union services." Half (50 percent) selected "To find out about North Campus events" and 46 percent chose "to surf the Web."

Less popular items were: "To find out more information about the University" at 37 percent; "To view interactive videos" at 35 percent; and "To watch U-M TV" at 22 percent.

Seven people wrote in services they would find useful: Three mentioned the phone. Other write-ins were MTV; news, sports and scores; and student info. One respondent wrote in "none."

**Physical format:** Users did not seem to strongly come out in favor of physical format changes. 57 percent said "No" to the question of switching to a mouse. Only 55 percent would prefer to be able to sit down. 60 percent said they would like a log in and tailored view.

**Strengths/Improvements for the kiosks:** Thirty people responded with what they "like about the kiosks." Twenty-seven people offered suggestions.

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**Location:** Five people commented upon location with three saying the location is a strength and two asking for location changes. Four people saw accessibility as a plus and four said that they hadn't noticed the kiosks before.

**Other physical aspects:** Three people saw the height as a problem, either too low or too high. Two people asked for seating. One person asked for screens on other sides and one asked for an additional phone with directory assistance.

**General positives:** Seven respondents reported ease of use as a positive feature. Five people mentioned the informative aspects including for finding people, for getting information on the Media Union and for finding the way around North Campus. Five people remarked upon the touch screen and three praised the appearance. Three commented positively about the speed. (These could be seen to overlap with the four accessibility comments.)

**General improvement:** Seven people surveyed asked for more information aspects ranging from more information on Media Union facilities to transportation information requests to videos, sound and music. Three people noted organization and navigation aspects, including a request for a back arrow. An additional respondent asked for instructions for use. Two people made requests for improvements to the maps.

**Interviews:** 13 people wrote in their e-mail address stating a willingness to be interviewed.

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### User survey findings:

Total respondents = 68

We are a School of Information group evaluating the usability of the kiosks located in the Media Union. Your assistance in filling out this survey will play a large role in determining our recommendations. All information gathered in this survey will be kept confidential.

**Age** Mean 23, Median 21 \*Non-responder thrown out

**Gender** 42% (27) Female 58% (38) Male

**Role** 92% (60) Student 8% (5) Staff (0) Faculty

\*3 non-respondents not calculated in percent

### Programs (of those who wrote in)

9 Electrical Engineering/Computer Science

5 Civil Engineering

3 Aerospace Engineering

1 Industrial and Operations Engineering

1 Mechanical Engineering

**19 Total Engineering**

3 Architecture

2 School of Information

2 LS&A

1 Social Work

**Have you ever used the kiosk?** 38% (26) Yes 62% (42) No

**If yes: (Numbers calculated based on 26 respondents who had used before)**

**How many times have you used the Media Union kiosk?**

**Mean** 9.92 **Median** 2 \*One outlier marked 200. This drove the mean up.

**How would you rate your experience on a scale of 1-5?**

**Dissatisfied**

**Satisfied**

1

2

3

**X**

4

5

**[3.27=Mean]**

**[3.5=Median]**

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**How easy is it to use the kiosks?**

**Easy**

**Hard**

1                      2        **X**        3                      4                      5

[2.5=Mean]

[2=Median]

**Have you used the upstairs or downstairs kiosk or both.** (circle one)

**15%(4)** Upstairs        **69% (18)** Downstairs

**11.5% (3)** Both        **4% (1)** Neither (?)

**What have you used the kiosk for? (check all that apply)**

42% (11) To find a map of the Media Union

42% (11) To find more information on the Media Union

35% (9) To locate a person or office

23% (6) To find out how to use Media Union services

4% (1) To find out about Media Union/North Campus events

23% (6) Other

1. To use the phone
2. Phone
3. To find out what is it inside the kiosk
4. Curiosity
5. Fooling around.
6. Stapler

**What services would you find useful on the kiosk** (percents taken out of 68)

62% (42) To find a map of the University

37% (25) To find more information about the University

56% (38) To find out how to use Media Union services

50% (34) To find out about North Campus events

35% (24) To view interactive videos

22% (15) To watch U-M TV

57% (39) For e-mail

46% (31) To surf the Web

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- 10% (7) Other
- 1-3. phone
  4. MTV
  5. News, sports and scores
  6. Student Info
  7. None

### Would you prefer using a mouse to the touch screen display?

39% (26) YES      57% (38) NO

\*1 person marked choice and 1 left blank, total out of 67.

### Would you prefer to be able to sit down to use the kiosk?

55% (37) YES      43% (29) NO

\*1 person said maybe and 1 left blank, total out of 67.

### Would you like the kiosk to be able to log in and receive a tailored view of the kiosk with information specific to your needs?

60% (37) YES      40% (25) NO

\*6 blanks were left, total taken out of 62.

### What do you like about the kiosks?

- Informative
- Its accessibility and info
- Touch screen easy
- Information, on cab rides, etc . . .
- touch screen
- It is handy
- It's fast
- Ease of use
- The fact that it gives info about Media Union
- Easy to use
- Easy to use
- Potential
- Easy
- Easy to use
- 24-hour service
- Only used them once. Like being able to find people.
- Quick to use. No need to login
- Location in the Media Union. The touch screen interface
- Information is easy to see and access.

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--The idea of having an information center for finding your way around North Campus

- Easy to see.
- The touch screen
- The pyramid top with perforations & the touch screens
- The ability to call people
- They look nice
- They look cool
- Good info, accessible
- Prompt, location
- Looks like easy access
- Easy access

### What would you improve about the kiosks?

- nothing
- More info about Media Union facilities
- 1. More interesting information like videos, sounds, music, animation, etc . . . Not sure how you can incorporate that w/the Media Union theme though. 2. Downstairs kiosks are a weird height. It's like I need to kneel to use it. It's not at my eye level, and I'm not really that tall anyway.
- Transportation--Busing schedules, more campus program dates
- Height. I'm 6'2" and I have to stoop to use it
- Maybe have more options, information
- Organize it better
- More functionalities
- Have another phone and directory assistance
- More instructions on how to use it
- Chair
- Make them work, touch seldom works
- It is hard to navigate
- Placement shouldn't be in center.
- Make them more known to the public and more interactive.
- The maps are confusing.
- Make them have more information.
- There needs to be a back key or arrow so you can go back to the previous page. I think that a history of this building & North Campus would be interesting.
- More prominent location.
- Make more screens on other sides.
- Map of campus
- This is my 2nd semester on N.C. & I just now noticed them. I have been starving for info though. Maps, CAEN info, class schedules & locations, etc . . . So, if they even had that information, I wouldn't have accessed it. They need to stand out more.
- More information about U-M people (directory, ability & e-mail)
- Make them more visible & viewable

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- Make them more noticeable
- I would put something useful for students. Perhaps have two modes of operation-  
student and visitor.
- The location of the screen, too low. Their location seems to be in a space  
characterized by motion.
- Align them to the walls. They don't look good at the center of the floor
- Availability
- Seating

### **Willing to be interviewed.**

nsharma @umich.edu  
dperpich @umich.edu  
nkpatel @umich.edu  
bkahl @engin.umich.edu  
psupanwa @umich.edu  
sshephar @umich.edu  
sburch @engine.umich.edu  
ilovedsp @hotmail.com  
admytren @umich.edu  
Elbarriobox @hotmail.com  
moemoe-esco @excite.com  
cfrankli @umich.edu  
Kiago@umich.edu

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### Survey questionnaire:

#### Media Union Kiosk/User Survey

We are a School of Information group evaluating the usability of the kiosks located in the Media Union. Your assistance in filling out this survey will play a large role in determining our recommendations. All information gathered in this survey will be kept confidential.

Age \_\_\_\_\_ Gender (circle one) Female Male

Role Student Staff Faculty Program \_\_\_\_\_

Have you ever used the kiosk? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes:

How many times have you used the Media Union kiosk? \_\_\_\_\_

How would you rate your experience on a scale of 1-5? (circle one)

Dissatisfied Satisfied

1 2 3 4 5

How easy is it to use the kiosks?

Easy Hard

1 2 3 4 5

Have you used the upstairs or downstairs kiosk or both. (circle one)

Upstairs Downstairs Both Neither

What have you used the kiosk for? (check all that apply)

\_\_\_\_\_ To find a map of the Media Union

\_\_\_\_\_ To find more information on the Media Union

\_\_\_\_\_ To locate a person or office

\_\_\_\_\_ To find out how to use Media Union services

\_\_\_\_\_ To find out about Media Union/North Campus events

\_\_\_\_\_ Other (fill in) \_\_\_\_\_

**PLEASE TURN OVER**

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**What services would you find useful on the kiosk** (check all that apply)

- To find a map of the University
- To find more information about the University
- To find out how to use Media Union services
- To find out about North Campus events
- To view interactive videos
- To watch U-M TV
- For e-mail
- To surf the Web
- Other (fill in) \_\_\_\_\_

**Would you prefer using a mouse to the touch screen display?** YES NO

**Would you prefer to be able to sit down to use the kiosk?** YES NO

**Would you like the kiosk to be able to log in and receive a tailored view of the kiosk with information specific to your needs?** YES NO

**What do you like about the kiosks?**

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**What would you improve about the kiosks?**

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**Would you be willing to be interviewed?** YES NO

**If yes, please include your e-mail address here** \_\_\_\_\_

**Thanks for your time!**