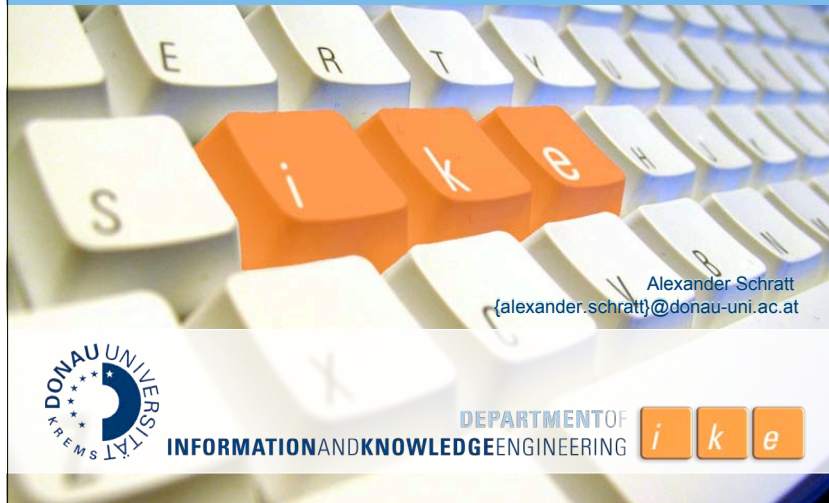


DAD-Evaluation among Users

Mid-term event, 5th of June 2008, Vienna



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DAD Project: Evaluation of the Service among Users in CZ, NL, PL and RO

Danube University Krems, Austria
Department of Information and Knowledge Engineering



Evaluation Design

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Objectives and Approach

The evaluation among users focuses on “... *the reception and acceptance of the customized versions...*” of the Digital Aided Guide for fathers-to-be (DAD) in the participating countries “... *among the user groups.*” *

⇒ study the transferability of the positive test results of the Austrian DAD prototype application to other test sites in the participating countries

⇒ identify potentials for refinement tasks on country versions and for extension of the service to a broader target group

* DAD – Digital Aided Guide for Fathers-to-be. eTEN call 2006/1, Technical Annex, Approved Version 5



Evaluation Design

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Scientific Instruments

Usability Study

Heuristic Evaluation
Thinking-aloud Test

⇒ check the usability of DAD

Target Group Analysis

Test phase I (spring 2008)
Test phase II (summer, autumn 2008)

⇒ evaluate the contents of DAD
⇒ explore cultural differences

Customized questionnaires, language versions



DAD Usability Study: Heuristic Evaluation & Thinking-aloud Test

Evaluation of the Service among Users



Heuristic Evaluation

Usually conducted before a thinking-aloud test

Identify potential usability problems not obvious to user groups

Heuristics:

*“...specialists judge whether each element of a user interface follows established and commonly accepted usability principles.” **

* HOM J. (1996 – 2003), Heuristic Evaluation. In: The Usability Methods Toolbox.
<http://jthom.best.vwh.net/usability/heuristic.htm>



Thinking-aloud Test

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Check the usability of DAD from the user's perspective

"Test users perform tasks and verbalize their thoughts, feelings and opinions while interacting with the product." *

⇒ identify misconceptions

⇒ find out what parts of the interface cause (most) problems

* HOM J. (1996 – 2003), Thinking-aloud Test. In: The Usability Methods Toolbox.
<http://jthom.best.vwh.net/usability/thnkalod.htm>



DAD Target Group Analysis - Overview of Results

Evaluation of the Service among Users



Target Group Analysis

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Pretest Questionnaire

Composition of test user samples

- ~40 % fathers-to-be (FTB)
- ~40 % fathers of a child not older than 5 years (F5Y)
- ~20 % mothers-to-be (MTB) and/or mothers of a child not older than 5 years (M5Y)

16 customized online questionnaires

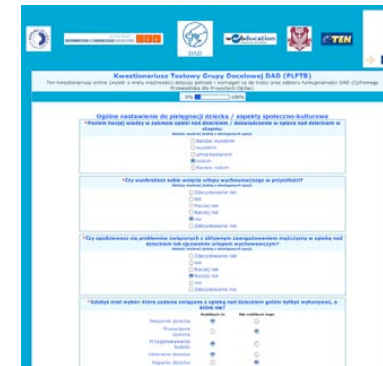
- ⇒ 4 target groups (FTB, MTB, F5Y, M5Y)
- ⇒ 4 language versions (CZ, NL, PL, RO)



Target Group Analysis

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Customized online questionnaire (PLFTB)



Six groups of questions

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Personal questions (age, level of education, access to the internet, ...)

General attitude towards baby care / socio-cultural aspects

Information search & interactive service aspects

Experiences with DAD and expectations to a guide for fathers-to-be

Recall of contents

Personal comments



Personal Questions

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Most participants were between 26 and 35 years old

High educational level

Nearly all of them have internet connection at home or at office



General Attitude towards Baby Care / Socio-cultural Aspects

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FTB, MTB: little or fair experience of baby care

Some FTB could imagine taking paternity leave (rather small number)

About 50% of MTB could imagine their partners to take paternity leave

Most FTB would like to know more about baby care

Many F5Y could imagine to take paternity leave if they received financial compensation



Information Search & Interactive Service Aspects

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Most participants prefer the internet to get informed

Not many would use an online encyclopedia like Wikipedia

The majority knows e-learning; only a few (Romanian FTB) had (very) high experience with it

FTB / MTB: Slight preference for animations / video clips when compared to other types of digital media

All target groups would prefer to view DAD online rather than on CD

Most would sometimes make use of online support concerning baby care

All (!) FTB of our samples in the participating countries are willing to use interactive communication platforms in the future



Experiences with DAD and Expectations to a Guide for Fathers-to-be

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Most target group members in all participating countries agreed (or at least somewhat agreed) that:

- DAD offers useful information about baby care
- they liked the contents of DAD
- DAD is clearly structured
- DAD offers the kind of information they expected
- the product placement and the product information of DAD are useful



Experiences with DAD and Expectations to a Guide for Fathers-to-be

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Most target group members in all participating countries agreed (or at least somewhat agreed) that:

- DAD offers useful safety hints and warnings
- the overall informational value of DAD is “high“
- most FTB / MTB and Romanian F5Y said that DAD has changed their opinion towards baby care positively (or very positively)
- a relative majority of participants in all countries would also spend an amount of up to 10 € for the service if it was not for free



Recall of Contents & Personal Comments

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Recall of Contents

In general, all target groups performed well

Mothers of a child knew the most answers

Personal Comments

In general, the response to the DAD project was very positive.



Personal Comments 1, Missing Content

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Question: If you think that content is **missing** in DAD, please explain what it would be.

"I don't think that anything is missing." (Czech father-to-be)

"Dubbing instead of subtitles when doctors are speaking." (Czech father-to-be)

"I am satisfied, I have no idea at this moment. I was fairly surprised. My wife says 'finally something for chaps.'" (Czech father of a child)

"Playing with children." (Polish mother-to-be)

"It is hard to say what is missing in the guide as I had no chance yet to verify this in real life." (Polish mother-to-be)



Personal Comments 2, Negative Components

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Question: Please explain in your own words the **negative** components of DAD (if any).

"Too little information. There is a lot of obvious and too little of the less obvious." (Polish mother-to-be)

"Too much information" (Polish mother-to-be)

"A lot of information and their detailed description may cause that the fathers-to-be will forget about basic information." (Polish mother-to-be)

"I can't see any negative aspects of the guide." (Polish mother-to-be)

"Above all, a mother should care of a baby; this is in harmony with nature." (Czech father of a child)



Personal Comments 3, Positive Components

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Question: Please explain in your own words the **positive** components of DAD.

"For fathers-to-be it is a very good tool: how to behave in some situations and how to care of the baby best." (Czech father-to-be)

"It is good that one can look into the guide when one is not sure." (Czech father-to-be)

"It is well structured, the visual part is useful for understanding the explanations." (Romanian father-to-be)

"It is funny, easy to use." (Romanian father of a child)



Personal Comments 4, Positive Components

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"Animated information is useful information for those who have no knowledge." (Romanian father-to-be)

"Fairly processed; things are presented funny (introduction video,...) Nevertheless I appreciate to skip it and go straight on. I think that thanks to your guide the fathers and fathers-to-be will feel themselves more useful in baby care and their help in baby care will be perceived as a common thing and not like an exception." (Czech father of a child)

"DAD is made in such a way that it will surely reach men, who like easy and clear forms." (Polish mother-to-be)

"Easy in reception, written in easy language." (Polish mother of a child)



Conclusions

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The overall usability of the local DAD versions is considered "very good" by the experts

The contents of DAD were widely appreciated by target groups

Reasons for some problems during the thinking-aloud test:

The tests were conducted in an early stage of the project.

Some parts of the guide still had to be overtaken from the Austrian original without adaptation (esp. weblink section of the guide).

Austrian sponsors served as placeholders and attractors of other sponsors or regional branches.



Conclusions

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These issues are to be solved by

building national / regional / local networks with related communities
and initiatives

finding national sponsors



Thank you for your attention.

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