

Introduction	<p><b>Date:</b> May 24<sup>th</sup>, 2022</p> <p><b>Project background:</b> Through online research and workshops, our Usability Team found a niche community that is interested in sewing. We aim to improve our sewing kits so that our products are more widely accessible, especially to those who have never sewn before.</p> <p><b>Research goals:</b></p> <ol style="list-style-type: none"> <li>1. Observe users' interaction with our kits via recorded videos to identify areas of improvement.</li> <li>2. Identify users' motive for purchasing the kits.</li> <li>3. Identify how a users' prior sewing experience (or lack thereof) impacts their experience with the kits.</li> <li>4. Understand how recording the sewing process impacts a user's first impressions and overall experience with the kit.</li> </ol>
Research Questions	<ul style="list-style-type: none"> <li>● What can we learn from the user's first impression of the kit?</li> <li>● What can we learn from the user's sewing process when following the given online tutorials?</li> <li>● How did the presence of a camera recording the user's sewing process impact their experience with the kit?</li> <li>● What features of the kit do users find helpful and/or useful?</li> <li>● Are there certain steps the user gets stuck on? Why?</li> <li>● Are there material/design/tutorial changes we can make to improve the user's experience?</li> <li>● Are there reasons why the user doesn't use aspects of the kit when they are provided?</li> </ul>
Key Performance Indicators (KPI's)	<ul style="list-style-type: none"> <li>● Time taken to complete product</li> <li>● User errors</li> </ul>
Methodology	<ul style="list-style-type: none"> <li>● Unmoderated usability study</li> <li>● <b>Location:</b> at the user's home?</li> <li>● <b>Date:</b> Sessions will take place during _____</li> <li>● <b>Length:</b> Each session length will depend on pace and prior knowledge of sewing.</li> <li>● <b>Compensation:</b> Lightbox + Sewing Kit</li> </ul>
Participants	<p>Participants must be:</p> <ul style="list-style-type: none"> <li>● People interested in sewing</li> <li>● Age 13-70</li> </ul>
Script	<p><b>During the unmoderated usability study</b> A lightbox and sewing kit will be given.</p>

After receiving the materials, every user must:

- Find a comfortable, quiet place (if finding a quiet place is not possible, write down immediate thoughts on a document of choice while going through kit. Recorded videos should be muted)
- Plug in the lightbox and place the kit inside
- Place mobile phone that is capable of video recording such that the back camera is face down over the hole in the top of the lightbox
- Record everything from the first opening of the kit to the end product.
- Voice first impressions, concerns, areas they got stuck, and things like liked about the kit

**After the unmoderated usability study**

Participants will send their recorded videos to our Google Drive. If the videos were muted, the participant will also send their documented thoughts to the same drive.

Participants will score the following ten statements by selecting one of the five responses that range from “Strongly Disagree” to “Strongly Agree.”

- I knew exactly what steps to take and when to take them when following the instructions of the sewing kit
- I was able to complete the kit in a timely manner
- The online tutorial videos were informative and easy to follow
- I knew what tools the kit came with and their purpose
- I used every/most tools the kit came with during the sewing process
- I think the sewing process was complicated or frustrating
- I felt awkward and/or uncomfortable while recording myself sew
- I would prefer a structured written procedure along with the online tutorial videos
- I enjoyed using the kit overall
- I imagine most people who use this kit find it easy to use