

## Discovery – User Group Analysis

This example is on the user group analysis step for the professors in the Discovery phase. This is an example from running a UCD Sprint for making the ucdsprint.com website.

<b>NAME</b> of group	<b>Professors</b>
<b>WHO</b> background	<b>Age:</b> 25 -70
	<b>Gender:</b> All genders
	<b>Education:</b> Masters or PhD in HCI or related areas
	<b>Abilities/Disabilities:</b> not known
	<b>Computer skills:</b> Good
	<b>Number:</b> We would be lucky, if we get 100
<b>WHY</b> main goals	Get support material teaching Get info on why give feedback Adapting and applying instructions to their needs
<b>WHAT</b> equipment	Mostly laptops
<b>WHERE</b> environment	At home, at the university
<b>WHEN</b> usage of system	<b>How often:</b> Frequently when teaching, but not much in between
	<b>For how long each time:</b> some minutes - mostly, to look at something
	<b>Skills:</b> Beginner, moderate for some tasks
<b>HOW</b> important	Quite important