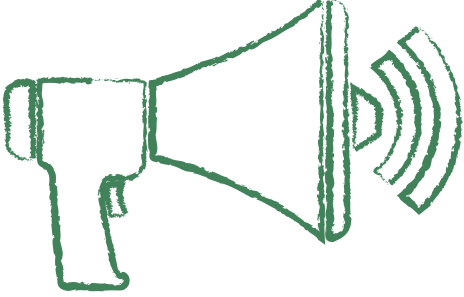


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AG  
CHAT 

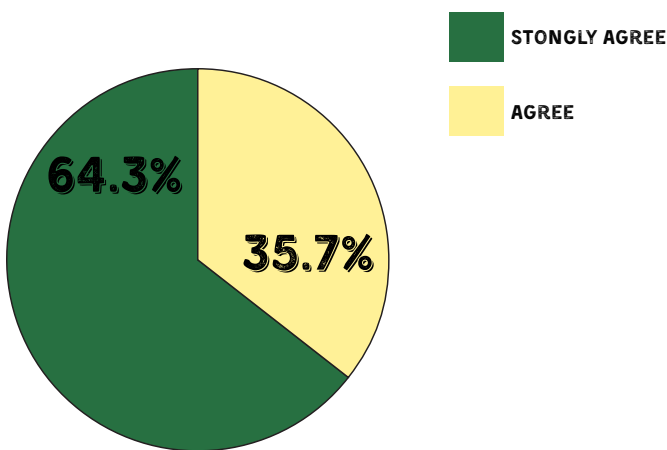
LET'S PUT THE CULTURE  
BACK IN AGRICULTURE!

WOODROW "DANE" SMITH  
JPMC 7015E

# UX-RR

## RESEARCH GOALS

MY RESEARCH GOALS FOR THIS PROJECT WERE PRETTY STRAIGHTFORWARD: HOW CAN I BE A BETTER PODCAST HOST? I NEEDED TO BE SURE THAT WHAT I WAS ALREADY DOING WAS WORKING AND THEN SEE WHAT I COULD DO BETTER. OF COURSE, THAT ALSO MEANS I FOUND OUT WHAT I WAS NOT DOING VERY WELL. THANKS TO THIS FEEDBACK, I FEEL CONFIDENT THAT THIS FEEDBACK DID IMPROVE THE QUALITY OF THE PODCAST AND OFFERED SOME GREAT INSIGHT I MIGHT NOT BE ABLE TO SEE. THE USABILITY OF AG CHAT IS NOT THE MEASURE THE SAME AS SOME OF THE OTHER CAPSTONE PROJECTS, LIKE BOUNCE RATE OR TIME SPENT ON A PARTICULAR SCREEN. INSTEAD, AG



CHAT'S USABILITY IS BASED ON THE INFORMATION RELAYED TO THE LISTENER FROM ME, THE HOST. THE GRAPH TO THE LEFT WAS IN RESPONSE TO THE STATEMENT "WOODROW RELAYED THE IDEAS OF THE GUEST IN WAY THAT I COULD EASILY UNDERSTAND," AND I AM PRETTY PLEASED TO REPORT THAT ALL THE LISTENERS COULD UNDER-

STAND ME WELL. IT CAN BE CHALLENGING TO INTERPRET MY RECORDINGS, SO THIS FEEDBACK FROM AN OUTSIDER'S POINT OF VIEW MADE ME REALIZE MANY THINGS.

THERE IS A LOT THAT I CAN DO TO IMPROVE AG CHAT. NOW THAT I AM MORE ACCUSTOMED TO THE BANTER THAT COMES WITH HOSTING A PODCAST, I HAVE A BETTER IDEA OF HOW TO MAKE SURE I CONTROL THE EPISODE. I WAS AFRAID TO INTERRUPT MY GUEST OUT OF RESPECT, BUT AT SOME POINTS, IT SEEMED MORE LIKE A PRESENTATION THAN A PODCAST, AND THAT IS JUST ONE OF THE THINGS I HAVE LEARNED WITH THIS RESEARCH. NOW THAT I AM MORE ACCUSTOMED TO THE BANTER THAT COMES WITH HOSTING A PODCAST, I HAVE A BETTER IDEA OF HOW TO CONTROL THE EPISODE.

### INFORMATION PIPELINE

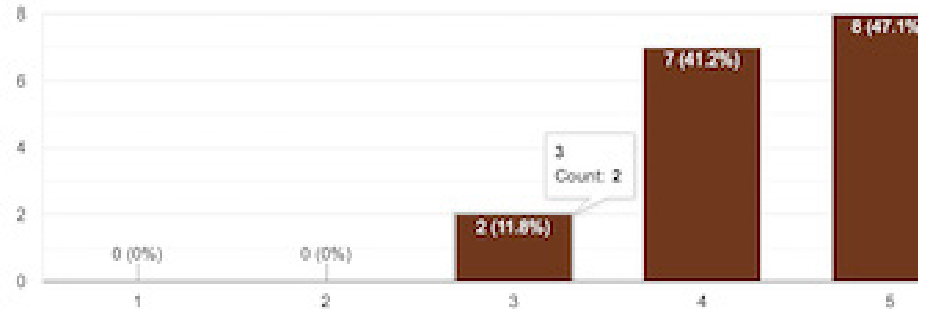


## PARTICIPANT INFORMATION

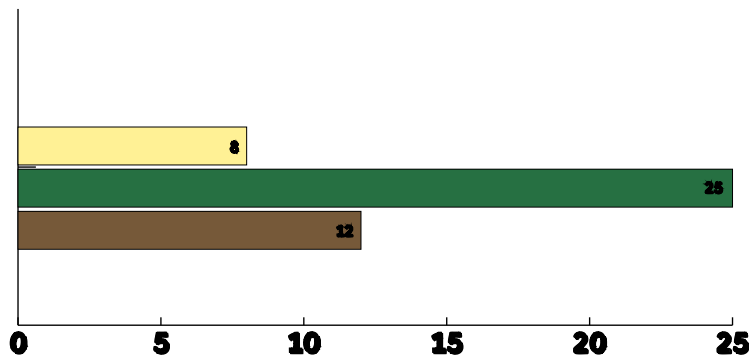
I NEEDED TO MAKE SURE THEY DID NOT HAVE AN EXTENSIVE BACKGROUND IN AGRICULTURE FOR MY RESEARCH PARTICIPANTS. NOT ONLY DID THEY NEED TO LACK AGRICULTURAL EXPERIENCE, BUT THEY NEEDED TO BE INTERESTED IN FOOD SUSTAINABILITY, ENVIRONMENTAL CONSERVATION, OR AGRICULTURE TO AN EXTENT.

EIGHT PARTICIPANTS WERE VERY INTERESTED IN THE TOPIC, AND SEVEN WERE MAINLY INTERESTED, WITH

TWO PARTICIPANTS BEING MODERATELY INTERESTED. NO ONE WAS NOT INTERESTED OR MOSTLY UNINTERESTED, SO THAT MEANS MY TARGET AUDIENCE OF PEOPLE INTERESTED IN THE TOPIC WAS PRETTY SUCCESSFUL.



THE TYPICAL AGE RANGE OF MY PARTICIPANTS IS THE SAME AS COLLEGE, 18-27. THE



GRAPH ABOVE WAS NOT A PRODUCT OF THE USER EXPERIENCE RESEARCH REPORT, BUT ANALYTICS FROM ANCHOR ABOUT MY LISTENERS. ALL OF MY PARTICIPANTS ARE

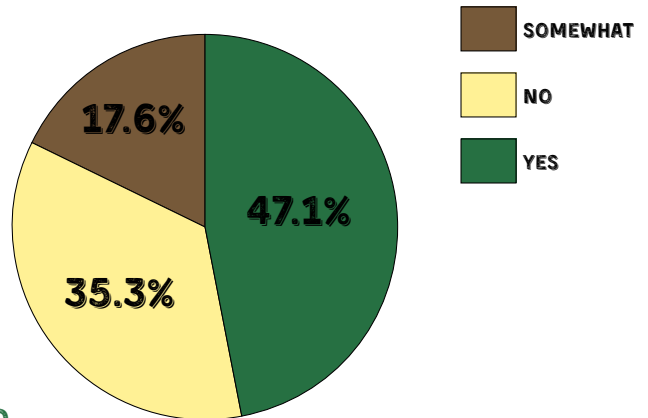
IN COLLEGE OR HAVE GRADUATED WITHIN THE PAST TWO YEARS, SOME BEING A LITTLE OLDER THAN MY INITIAL AGE RANGE, BUT THAT IS NOTHING TO WORRY ABOUT.

THANKS TO ANCHOR, I DISCOVERED THAT 67% OF MY LISTENERS ARE FEMALES, AND 3% ARE NON-BINARY. I AM SURPRISED BY THIS STATISTIC BECAUSE I THOUGHT MORE MALES WOULD BE INTERESTED IN LEARNING ABOUT AGRICULTURE, BUT THAT IS ONE OF THE MANY THINGS I LEARNED DURING THIS RESEARCH REPORT.

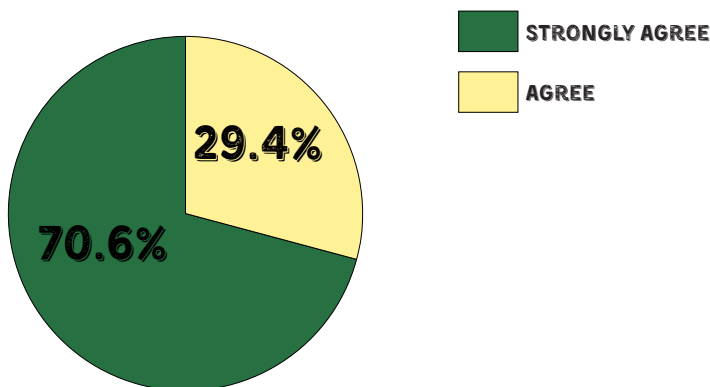
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## FINDINGS

FOR MY RESEARCH, I CREATED TWO GOOGLE FORMS. ONE FOR BEFORE USERS LISTENED TO AG CHAT AND ONE FOR AFTER. THEY WERE BOTH PRETTY STRAIGHTFORWARD, WITH THE PRE-TEST SURVEY OUTLINING USERS' EXPERIENCE IN AGRICULTURE AND THE POST-TEST SURVEY ASKING IF I WAS AN EFFECTIVE HOST OR SUGGESTING SOME THINGS I COULD DO BETTER. THE GRAPH TO THE RIGHT IS A COLLECTION OF RESPONSES TO "DID THIS EPISODE CHANGE YOUR MIND ABOUT ANYTHING?"



OF MY COMPLETED 17 SUBJECTS, ALL THOUGHT THAT A PODCAST WAS A GOOD TOOL TO ADDRESS MISCONCEPTIONS OF AGRICULTURE. THE NEXT QUESTION ASKED IF THE LISTENER HAD LEARNED SOMETHING NEW DURING THE EPISODE, AND ALL PARTICIPANTS ANSWERED "YES."



FOR THE STATEMENT, "THE EPISODE HAD A CLEAR DIRECTION AND STRONG POINTS," 70.6% (12 PEOPLE) OF MY LISTENERS STRONGLY AGREED, AND 29.4% (5 PEOPLE) AGREED (ILLUSTRATED ABOVE). THE RESULTS OF OTHER QUESTIONS WERE SIMILAR, SO I BELIEVE I AM MAKING SIGNIFICANT PROGRESS AS A PODCAST HOST.

## PROJECT CHANGES

I PLAN ON MAKING SEVERAL CHANGES TO AG CHAT THANKS TO THIS RESEARCH. I INCLUDED A QUESTION AT THE END OF MY POST-TEST SURVEY THAT ASKED WHAT I COULD DO BETTER. WHILE SEVERAL PEOPLE SAID "NOTHING," THE PEOPLE THAT DID OFFER SOME CRITICISM WERE RIGHT ON THE MONEY. ONE OF MY LISTENERS SUGGESTED THAT I OFFER MORE BACK-

# UX-RR

GROUND INFORMATION FROM THE GUEST, WHICH I WOULD HAVE NEVER THOUGHT OF, CONSIDERING I KNOW MOST OF THEM PERSONALLY. ANOTHER SUGGESTED THAT I MAKE BETTER MICROPHONE PRACTICE BECAUSE THEY SAID THE AUDIO QUALITY WAS NOT THE BEST. THE MOST HELPFUL ADVICE I GOT WAS ENSURING THE GUEST DID NOT TAKE CONTROL OF THE EPISODE. I NEEDED TO BE TOLD BECAUSE I WOULD LET THEM TALK FOR 7 MINUTES, AND THAT IS TOO MUCH INFORMATION FOR A PODCAST EPISODE LASTLY I ASKED PEOPLE WHAT TOPICS THEY WOULD LIKE TO HEAR ON AG CHAT AND ALMOST ALL OF THEM HAD AN INTERESTING ANSWER.

OVERALL I THINK I HAVE COME A VERY LONG WAY AS A PODCAST HOST AND I CAN'T WAIT TO RECIEVE MORE FEEDBACK TO IMPROVE EVEN MORE!

## APPENDICES

[HTTPS://DRIVE.GOOGLE.COM/DRIVE/FOLDERS/1MMRZ1CKWTPUOXNIZVQZCUALTQQPZQKMX-  
?USP=SHARING](https://drive.google.com/drive/folders/1MMRZ1CKWTPUOXNIZVQZCUALTQQPZQKMX-?USP=SHARING)