

Project Title: Online and Offline User Experience Research

Project Description: Multiple sub-projects focused on improving the user experience of a local organization with both a physical and online presence. For the physical portion, assist with an ethnography study through observation: This will be an observational study using both observation and the employment of QCRI's METRIC system, which uses QR codes to track visitors to a physical space or event, employing a gamification approach. For the online portion, assist with the customer insights via user study, which is a fast-paced and real-time ability to collect, measure, and analyze visitor insights based on their digital and physical actions. This data collection may include but is not limited to (eye tracking, mouse tracking, tracking of physical spaces, etc.). These user studies will help inform continuous improvement in the organization's offerings. Also, assisting with the user experience design of a GenAI educational conversational agent aimed at improving students' educational experience in Qatar and beyond. Also, assisting with eye tracking studies to detect autism risk.

Project Type: User experience research

Internship Batch:

- **Batch 1:** May 12 to July 12, suitable for Education City students, i.e., CMUQ, TAMUQ, and HBKU students
- **Batch 2:** May 26 to July 25, suitable for QU university students

Duties/Activities: Assisting with implementing data collection of various types, including the use of state-of-the-art mouse tracking, eye tracking, think-aloud, and ethnography/observation approaches. Hands-on experience in all of the above and implementing the results in designing system interfaces and system features. Client report creation addressing customer goals and pain points recommendations.

Required Skills: Interested in learning about quantitative and qualitative user experience research and don't mind working hard to do it.

Preferred Intern Academic Level: Upper levels are preferred.

Learning Opportunities: Working with one of the most productive teams at QCRI, gaining experience in both research and elements of system design. Opportunities for publications.

Expected Team Size: We prefer 6 to 8 interns (but no upper limit), but 4 would work. We will take students from both batches.

Mentors

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