From Usability Lab testing to Business Market Study: New Research Dimensions

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Overview of presentation

♦ Introduction
- The status of e-negotiation research
- The e-Negotiation Landscape

♦ Limitations of current studies
- Tools Vs. Spaces Vs. Services
- Practical contribution
- Generalizability
- Reliability
- Validity

♦ Conclusion: Roadmap for future research
Introduction

The status of e-negotiation research

♦ Negotiation Support Systems (NSS) have been studied in academia for almost two decades (i.e. early papers like Kersten 1985, Jarke et al. 1987 etc.).

♦ 3 types of negotiation support were explored
  ♦ Process support
  ♦ Decision Support
  ♦ Negotiation Agent
Introduction

However, NSS did not manage to become mainstream in industry.

Adoption issues? Service issues? Research focus issues?

What is different now?

- Accessibility
- Online communication skills
- Comfort with online transactions
- Communication shift to a richer media
- Increased government focus on this issue
- Increased acceptance of ADR

The status of e-negotiation research (2)
# Introduction

The e-Negotiation landscape - some examples

<table>
<thead>
<tr>
<th>Process Support</th>
<th>Electronic Courthouse (NovaForum)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Internet Neutral</td>
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<td></td>
<td>Online Resolution</td>
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<td></td>
<td>SquareTrade</td>
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<td>Decision Support</td>
<td>All Settle</td>
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<td>SmartSettle</td>
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<td>Academic Systems</td>
<td>WebNS</td>
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<td>INSPIRE</td>
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<tr>
<td>Tangent Services</td>
<td>Contract Management &amp; Training</td>
</tr>
</tbody>
</table>
Limitations of Current Studies

Tools Vs. Spaces Vs. Services (1)

Current research tends to focus on tools (sometimes on spaces) and not on the services.
Limitations of Current Studies

Tools Vs. Spaces Vs. Services (2)

♦ Online Negotiation Tools
  ♦ Provide a means for conducting negotiations tasks online.
  ♦ Examples include negotiation support systems, software agents, etc.

♦ Online Negotiation Spaces
  ♦ An environment where negotiation interactions occur.
  ♦ Comprised form a coordinated set of tools. Includes some procedural elements and context.
  ♦ Extends tools by adding human components.

♦ Online Negotiation Services
  ♦ Extends spaces by adding commercial elements.
  ♦ Adds real-business dimensions to spaces.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Online e-Neg Tools</th>
<th>Online e-Neg Spaces</th>
<th>Online e-Neg Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and examine tools &amp; Methods to support negotiations</td>
<td>Investigate the interaction between methods and conceptual users</td>
<td>Explore the business value of E-negotiation services</td>
<td></td>
</tr>
<tr>
<td>Methods</td>
<td>• Tool development</td>
<td>• Environmental setting</td>
<td>• Case studies</td>
</tr>
<tr>
<td></td>
<td>• System lab testing</td>
<td>• Controlled usability testing</td>
<td>• Surveys</td>
</tr>
<tr>
<td></td>
<td>• Student subjects</td>
<td>• Student subjects</td>
<td>• Uncontrolled real-world testing</td>
</tr>
<tr>
<td>Contribution</td>
<td>Validity of the method</td>
<td>• Understand the nature of the interaction</td>
<td>• Validity of the service</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• User perceptions</td>
<td>• Key success factors</td>
</tr>
<tr>
<td>Limitations</td>
<td>• Academic Assumptions</td>
<td>May not reflect true behavior in real world (behavior with no serious consequences!)</td>
<td>Limited to existing service providers and real users</td>
</tr>
<tr>
<td></td>
<td>• Limited industry relevance</td>
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</tbody>
</table>

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From Usability Lab testing to Business Market Study: A New Dimension
Limitations of Current Studies

Reliability, Validity and Generalizability

- Lab studies of e-Negotiation tools typically fall short in terms of these research aspects:
  - Is the student subjects used for experiments represent the real world user population?
  - Is the testing cases generalizable to real business situations?
  - Is the performance measure representing the true improvement of real world negotiations? Dispute resolutions?
Limitations of Current Studies

Practical Contribution Issues

♦ Services add new dimensions to tools and spaces:
  ♦ Risk & Cost / Benefit
  ♦ Motivation and Adoption
  ♦ Legal issues
  ♦ Business context
  ♦ Privacy issues
  ♦ Security issues
  ♦ Social impact
  ♦ Etc.

♦ Thus, we should extend our research from tools & spaces to services.
Limitations of Current Studies

Conclusion: Roadmap for future research

♦ Lab studies typically measure the usability of the tools but ignore aspects that affect real users adoption.

♦ Future research should incorporate additional dimensions from the business world.

♦ The explored population should be broadened beyond students to include:
  ♦ Different cultures
  ♦ Potential and actual service users
  ♦ Service providers
Thank You!

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