

Assignment 3: User Research & Top Findings

Research Protocol

Pre-Interview

1. Request interview
2. Send email asking about device ownership and background data

During Interview

1. Introduction (5 mins)
 - Thanks, intros, NDA & photo release, brief overview about why we are there.
2. User Interview (30-40 mins)
3. Concept Walkthrough (20 mins)
4. Thanks & Goodbye (5 mins)
5. Send follow-up thank-you email

Shadowing Protocol

1. Re-create a tour, using the participant's favorite guidebook (*Stairway Walks in San Francisco*)
2. Let the participant take the lead
3. Don't talk a lot unless necessary; let them take the tour like they would without us around
4. Ask clarifying questions about what they would do at a particular point in the tour

Interviewees

Game Night Interviewees

1. Male, 25-35 yrs old, intermediate gamer, living in San Francisco
2. Male, 25-35 yrs old, novice gamer, living in Berkeley
3. Male, 40-45 yrs old, expert gamer

Other Interviewees

1. Female, 30-35 yrs old, living in San Francisco
2. Female, 30-40 yrs old, living in San Francisco
3. Female, 30-40 yrs old, living in New York

Top Findings

Social Aspects:

- Users may prefer teaming up with friends rather than strangers. If strangers are involved they should probably be part of a competing team.
- Users generally have a preference for teaming up with others rather than playing solo.
- A competitive aspect to the game play is of interest.

Features to consider:

- The game should be timed or a time limit should be offered.
- Games should be challenging but not too difficult.
- Users demonstrated an interest in scavenger hunt-like games with some additional interest in geocaching.
- Group activities should be an important aspect of the game play.
- It should end in a cool place where you can explore more and hang out.

How people currently acquire information about neighborhoods:

- Friends (word-of-mouth)
- Google Maps
- Yelp

Fears/Concerns:

- Users want to know where the bathrooms are and how difficult the course will be.

Goals:

- Users are interested in seeing and experiencing places in a new or unique ways but . . .
- Users are not very interested in learning historical facts or explicit sightseeing trivia

Device Considerations:

- There is an interest in using the tablet as the primary device, but our team has determined that smart phones are more likely to have data plans which allow roaming.

Impacts

Considerations for Sketches & Requirements:

- We are designing for partner and/or team games — not solo games.
- Show the level of difficulty in terms of terrain
- The game should strike a balance with curation and discovery — offering a clear path for users to follow but also deviate from where appropriate.
- A sense of fun competition should be baked into the game design.
- Guiding design principles: Less complexity. Less rigidity. Have game play be forgiving. Offer multiple ways to win. If someone loses make that fun, too.
- Explore the idea of themes related to each course themes: staircases tours, photo tours, etc.

Appendix

Interview Questions

DEMOGRAPHICS (ask over email before the in-person interview)

- Where do you live?
- How long have you lived there?
- What kind of cell phone do you have?
- Do you own a tablet? What kind?
- Do you carry a cell phone or tablet with you often? How often? How do you carry it (in a pocket, in its own bag, in a backpack, in a protective case, etc)?

NEIGHBORHOOD KNOWLEDGE & HABITS

- How well do you know San Francisco (or other major city nearest to you)?
- What neighborhood do you spend most of your time in?
- Where do you currently walk around your city?
- What neighborhoods do you rarely visit?
- What are the things that make you walk around your city? Tasks, activities, etc.
- Are there any neighborhoods in or around your city that you are interested in exploring?
- Are any events or activities that get you walking outside of your neighborhood?
- Do you tend to walk around your city alone or with other people? Tell me a story about this.

ATTITUDE ABOUT EXPLORATION

- Describe how you feel when you go into unfamiliar neighborhoods? (e.g, confused, nervous, excited)
- Do you like taking the long, scenic route? Or do you prefer efficiency?
- Have you ever been delightfully lost somewhere?
- Do you see yourself as being adventurous? Why?
- When you are traveling for pleasure, do you enjoy walking around other cities? Why?
- Do you enjoy discovering new and fun things about your city? This might be a points-of-interest, restaurants, or trivia?
- Have you ever had a bad experience walking around your city? Describe what happened.
- Have you ever had a serendipitous experience while walking around the city? Describe what happened.

APPROACH TO SIGHTSEEING

- Describe how you approach exploring a new area. How do you find out information? How do you plan the activity? How do you get there? etc.
- What does sightseeing mean to you?
- When you want to explore your city, how do you find out information about where to go?
- How do you find out about events in your city?
- When you are looking for a destination in an unfamiliar neighborhood, what are the tools and techniques you use to find the place? (e.g., looking on a device, asking someone on the street)

DEVICE USAGE

- Do you ever use your device to navigate?
- Do you have any problems reading the map on your device? Tell me about them.
- What are your favorite apps on your device? What do you like about them? What don't you like about them?
- How do you discover new apps for your devices?
- Have you ever used your device to scan a QR code?
- Have you heard of augmented reality? Tell me what you know about it.

GAME PLAY

- Do you like to play games?
- What kind of games do you play? (online, video, board, other)
- Do you play multi-player games? How do you like to compete against other people?
- Do you play games on your mobile device? Which games do you play and why?
- Have you ever participated in a scavenger hunt?
- Do you like treasure hunts (in reality or in real life)?
- Are you familiar with urban gaming, like scavenger hunts? Have you ever done it?
- Are you familiar with geocaching? Have you ever done it?
- Are you a competitive person? What does your answer mean to you?

CLOSING QUESTIONS

- Would you be interested in playing a game in which you would be exploring the city, as well as competing to win? What would you want in that game? What would you not want in that game?
- [describe our idea] What do you think? What do you like about our idea? What don't you like about it? Would you be likely to try it?

Photos from Shadowing/Contextual Interview



