

ASSIGNMENT 3: USER RESEARCH

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SCREENING & INTERVIEW SAMPLE

Pre-interview questions. This was conducted using a Google form and had a total of 28 responses.

Screener Questions:

1) Are you a current smartphone owner? (ex. iPhone, Blackberry, Android)	<ul style="list-style-type: none">• Yes, I currently own one• No
2) Do you use social or professional networking sites? (ex. Facebook, LinkedIn, dating sites, etc.)	<ul style="list-style-type: none">• Yes• No
3) How often do you use social or professional networking sites? (1 - almost never, 7 - every day)	1, 2, 3, 4, 5, 6, 7
4) Have you ever tried or are open to trying online dating?	<ul style="list-style-type: none">• Yes, I've tried it or currently using it• No, never used it but I'd be open to trying it in the future• No, I'm in a committed relationship but would otherwise try it• No, not interested

Screener form: <https://docs.google.com/spreadsheets/viewform?formkey=dHBWSXhzaVRnV2dCRVc0NjNGemVQZEE6MQ>

Selected Sample:

Initials	Age	Gender	Occupation	City	Interviewer
SE	29	F	Grad Student	SF	Naila
JH	26	M	Finance	NY	Sydney
NA	34	F	Grad Student	Oakland	Naila
ST	35	M	Grad Student	Berkeley	Andrea
GS	24	M	Email Marketing Manager	SF	Gregory

RESEARCH PROTOCOL: INTERVIEW

A) Introduction

1. Project brief.
2. General idea behind the app.

B) Interview questions

1. Background & Mobile device usage

- 1.1. What's your profession?
- 1.2. Are you single? Married? Dating?
- 1.3. Would you consider yourself very social? Please elaborate.
- 1.4. What kind of mobile devices do you own?
- 1.5. Do you mostly use apps or sites on your mobile devices? Why?
- 1.6. How often do you download new apps on your phone?
- 1.7. How do you decide which apps to download?(ex. reviews, friend recommendations..)
- 1.8. What about games? What kind of game apps do you use? Any social apps?

2. Online habits

- 2.1. So what do you typically do on Facebook? (or whatever other services they use)
- 2.2. What about Linked In? (professional networks- if applicable)
- 2.3. Have you used any dating sites? Which ones? and what do you typically do on them? (if not used, why?)

3. Offline habits

- 3.1. Do you bring your phone when you go on dates or parties or networking event?
- 3.2. Have you ever had an experience where you felt awkward (nothing to talk about) during a date or networking event or party? What happened?

4. Questions for young, single people:

- 4.1. How do you cope or recover when a date starts to become awkward?
- 4.2. When you are on a date and there is a lull in the conversation, what do you do?
- 4.3. How do you usually handle the situation when you find you have nothing to talk about?
- 4.4. Where do you go on a first date? What type of establishments?
- 4.5. How do you meet new people to date?

5. Questions for party goers:

- 5.1. Do you host parties in your home?
- 5.2. Do you go to house parties?
- 5.3. When you attend house parties where you know zero or few people, how do you usually meet new people?
- 5.4. Have you ever been to a house party where you felt uncomfortable because you didn't know many people?
- 5.5. Have you ever left a party wishing you had met more people/ someone in particular?

6. Questions for networkers and professionals:

- 6.1. What types of networking events do you attend? Why do you attend those events?

- 6.2. Who would you like to meet at networking events? Potential employers? Partners? Friends?
- 6.3. How do you meet people at events that don't provide name-tags or events you know zero of very few people?
- 6.4. Has a networking or professional event ever helped you get a job or job connection?
- 6.5. What do you feel are the most effective topics of conversation when trying to make a new connection?

C) Concept Walkthrough

- Concept 1: <https://docs.google.com/file/d/0B7ftsiCartjEZnl4VkJTMHVkMms/edit>
- Concept 2: <https://docs.google.com/file/d/0B7ftsiCartjEQUhiLVdoY3JfQzg/edit>
- Concept 3: <https://docs.google.com/file/d/0B7ftsiCartjEWEZ3SGoxMjlLbGs/edit>

Followup Questions:

- Which concept do you prefer & why?
- What did you like/ dislike about each one?
- What you would suggest or change?
- Would you use this interface? How?
- Would you feel awkward using the app? any privacy concerns?

D) Closing

- Ask for demographic information.
- Thanks and provide follow up contact incase they think of anything.

FINDINGS

1. Privacy and Social Expectations

- 1.1. Checking up on other people before events is considered 'stalking'. Social events are laid back and should more more spontaneous.
- 1.2. Dating sites raise privacy and security concerns, its hard to trust your info to a total stranger.
- 1.3. It is ok/ expected to lookup people online before/ during networking events (helpful to have some info about them because its only about work).

2. General App Usage

- 2.1. Uses a limited number of apps and prefers to use a browser because he likes to go to one place to get things done.
- 2.2. Will download an app at the recommendation of friends or from hearing positive things in the news or blogs.
- 2.3. More than willing to download new apps, but that doesn't mean he necessarily used them. Sometimes they just sit there.

3. On a Date

- 3.1. Might not want to use an app like this on a date, because it's admitting that you've run out of things to talk about.

- 3.2. Using an app on a first date might be awkward/strange.
- 3.3. Might like a UI with less information for dates, because you generally go into dates having already read someone's profile or heard about them from friends.
- 3.4. Maybe having too much in common is NOT good for relationships. (opposites attract!)

4. At a Networking Event

- 4.1. Might like a UI with more info for networking events, because you usually don't know who you'll meet there (so you can't look them up beforehand).
- 4.2. At networking events, it's best not to talk only about work. You should interweave work topics and general conversation topics. Talk about 'whatever.'
- 4.3. For networking events, an app like this would be awesome if everyone used it and it was expected that everyone connected in that way.
- 4.4. He goes to events mainly to meet new people, but at networking events finds that he has a lot in common professionally with those people.
- 4.5. It's not awkward to walk up to someone and introduce herself at a networking event, strictly business event

5. At Parties

- 5.1. People could not imagine using the app in a party situation.
- 5.2. Only goes to parties where with close friends who can introduce her to other people, doesn't feel like an app can replace that.

6. In General

- 6.1. Would be cool if this could be turned into a game to play with friends.
- 6.2. Getting a snapshot of how compatible you are with a person would be the most compelling use of app.

Concept notes:

1. Concept 1: (Andrea)
 - 1.1. Looks like this is about connecting random people who have the same interests
 - 1.2. Would like to be able to choose from more than one person.
 - 1.3. For dates, you could ask these questions on your own without using an app
2. Concept 2: (Gregory)
 - 2.1. Seems good for networking, if everyone at the event used it.
 - 2.2. Weird to have a profile of a person when you're already on a date.
 - 2.3. There is a lot of information, profile info is good because that is important to know but the font is too small.
 - 2.4. Too much text for a small screen.
3. Concept 3: (Naila)
 - 3.1. Seems good for a date or friends.
 - 3.2. Could be fun to do this with friends (as a game?).
 - 3.3. % doesn't mean much, maybe use actual counts # of movies...etc) .
 - 3.4. Gives a well rounded idea of the other persons interests/ matches.
 - 3.5. It's nice to that it shows a snapshot of how compatible you are with someone.
 - 3.6. Would work well at a networking event when it's incorporated as part of the event.

CHANGES TO BE MADE

1. Users like the idea of incorporating a compatibility score or percentage.
 - 1.1. Gamifies things
 - 1.2. Makes it less awkward to use, since app is not only about “not being able to think of things to talk about.”
 - 1.3. But how do we handle people that AREN'T compatible?
 - 1.3.1. Could we make all the “match” scores fun or compelling?
 - 1.3.2. From Mini-Me to Opposites-Attract.
2. For networking events it would be good to have a common starting point.
 - 2.1. You find a job by finding common interests, not divergent ones.
 - 2.2. So “low” compatibility scores may be less attractive than for dating.
 - 2.3. This could be an issue for networking- you can't make up common interests if the app would show otherwise
3. Could use this to generate work personality types that might help with hiring.
4. Judging by interview feedback, the app might be best for networking events or conferences, so we'll develop around that usage.
5. Other Use cases: could we adapt the app or make it broad enough to use this at weddings?
 - 5.1. Captive audience.
 - 5.2. Bride and groom can push everyone to download.
 - 5.3. Maybe lower privacy concerns.
6. Decided against building the app to be a game since feedback indicated users get sick of games quickly or don't use them.
7. Users (mainly) liked the idea of seeing areas that they have in common AND areas that they don't so we will incorporate this.