

### **Assignment 3: Research Plan**

Group 3: DESIGNOSAURUS REX

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### **Executive Summary: Kajal**

Our design challenge is to enhance the client experience for SkillSwap, a platform for exchanging skills and knowledge in the community and education industries. This platform is perfect for adults in Calgary, ages 18-44, across all genders. The app focuses on user-to-user exchange of skills and services in person or on video calls. Users currently struggle to find relevant, high-quality matches and manage their skill exchange sessions effectively. Our goal is to design a more intuitive and personalized interface that improves matching, communication, and session management. This research plan will help us gather insights into user needs and preferences, enabling us to create a user-centered solution that increases efficiency and satisfaction with SkillSwap.

### **Target Persona (Demographic): Felipe, Kailan**

- Age: 18-44, based on the age demographics of a similar app, Skillshare (Similarweb, 2024).
- Gender: all genders. Both men and women spend similar average time on activities such as studying, learning, hobbies, and socializing. (Statistics Canada, 2024)
- Family Demographics: Single individuals, young couples, families with children, and retirees
- Location: Calgary. Another similar app, Meetup, identifies Calgary as one of its top cities based on per capita data (Meetup Measurement Report, 2023).
- Income: \$25k to \$70k.
- Level of Education: high school graduates, college diplomas, and bachelor's degree holders.
- Identify characteristics: users who want cost-efficient, flexible, community-based ways of learning new personal and professional skills.

**Research Survey: Deepanshi, Lovekesh - [SurveyLink](#)**

**Assumptions: Kailan, Felipe, Lovekesh, Kajal, Deepanshi**

1. **Assumption:** Creative, Practical, and Professional will be preferred by users, with a higher weight on practical and professional than creative.

**Design Impact (Aligned Results):** We plan to expand on the topics selected, giving users a variety of options to pick within each category. Since these skills are much easier to learn in person, the app will be designed with people meeting in person to exchange these skills as the primary focus. The app will be designed to match users who live close to each other, making it easier to schedule meetups.

**Design Impact (Non-Aligned Results):** If users are more interested in technical or academic skills, we believe adding a user-reviewed library of guides and resources would enhance the learning experience of skills such as these. Then, with the added benefit of being able to schedule skill swap sessions with other users, focusing on areas that someone may be having difficulty with.

2. **Assumption:** Online video calls and in-person meetups will have the majority of responses.

**Design Impact (Aligned Results):** If users are looking for video calls, we plan to implement communication methods (chat, audio, and video calls). The app will also feature calendars and personal availability for in-person meetups.

**Design Impact (Non-Aligned Results):** If the survey shows no interest in online video calls, we can use third-party apps like Zoom and Google Meet, allowing users to link these to their profiles. If there's a focus on pre-recorded videos and tutorials, we'll expand our tutorial library with user-reviewed videos and enable linking YouTube accounts.

3. **Assumption:** Quality and reliability, followed by scheduling and availability.

**Design Impact (Aligned Results):** The quality of the skills shared in the app is probably one of the most important needs for the success of our app. In certain terms, one way of solving the low quality of

workshops would be implementing review sections for the speaker/tutor and their course. Implementing a user calendar and availability will also improve scheduling issues between users. If users are willing to spend money, we could offer a premium feature to generate certificates for workshop completion. A subscription plan could also provide certificates for all courses attended. This would add value for users and provide a revenue stream to support the development and maintenance of our app.

**Design Impact (Non-Aligned Results):** If users are concerned with other aspects, like finding the right match, we will increase our focus on app ease of use and allowing for automatic connection between multiple users. If users are concerned with costs and fees, our design will not be as restrictive to non-premium users; instead, the premium would grant small perks and bonus features while still providing the full functionality.

## References:

Meetup Measurement Report, (2023). *State of friendships: the 2023 meetup measurement report*.

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Similarweb, (2024). *Skillshare.com website traffic demographics*.

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Statistics Canada, (2024). *Table 45-10-0104-01 daily average time spent on various activities, by age group and gender, 2022*. <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=4510010401>