

Study 1: Semi-Structured Interview

Student progress tracker mobile app for busy parents.

Background

- Busy parents want to know how their children perform at school.
- They need to get information about their children's educational status at their weekend.
- The problem is that they get incomplete educational status even directly from their children.
- They need a quick and simple way to see how their children are doing and what next steps they need to take in order to help their children and push them towards success.
- Our team is interested in creating a digital product (mobile app) for busy parents who want to track their children's educational status [insights] at their weekend, especially their assignments.
- Since busy parents usually have a busy schedule, my app aims at optimizing study plans for them to be informed at their weekend.

Research Goal

- Our team wants to learn about how busy parents track their children's educational status at their weekend, including what goals they try to achieve during the tracking process.
- We want to determine what opportunities and needs might exist for other parents, so that we can use these findings to help us shape the direction we take in developing our progress tracker digital product.

Research Questions:

- [Needs] What is essential information do parents need to get about their child?
 - What are users' current pain points?
- [Behaviors] What information do they currently get as a weekly tracking?
 - How do they interact with available data?
- Do users really need a progress tracking app?
 - How do users feel about their children's current status?

Method

- 30-minute phone call semi-structured interview to gather in-depth qualitative data from participating busy parents.
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users.

Recruiting

- 5 participants
- Busy parents with a full-time job who:
 - Don't have much time to track their children educational status.
 - Are unsatisfied with the incomplete status from their children.
 - Need a quick student status at their weekend.
- To recruit participants, I am directly in contact with a group of parents on Facebook/WhatsApp.
 - Schedule a 15 minutes phone call on their own schedule.

Interview Questions:

● Screening Questions:

1. Do you keep tracking of your child's educational status?
 - a. Yes I do regularly.
 - b. No, Its not my job. (screened out)
 - c. Sometimes. (screened out)
2. When was the most recent time you have tracked your child's educational status?
[Do ask users about a most recent experience]
 - a. Within my last weekend.
 - b. Within a month (screened out)
 - c. Over a month ago (screened out)
3. How often do you track your child's educational status?
 - a. Every school day. (screened out)
 - b. About once a week
 - c. About once a month (screened out)
 - d. Fewer than once a month (screened out)
4. What is the primary reason for you to track your child's educational status?
 - a. Attendance and homework.
 - b. Class/online interactivity and behavior.
 - c. Results of assignments.
 - d. Automated fee reminders.(screened out)
5. Are you satisfied with the current information of your student's educational status?
 - a. Not so bad.
 - b. Totally satisfied. (screened out)

Timeline:

- Design proposal: Jan 12—14, 2022
- Recruiting: Jan 15—17, 2022
- Sessions: Jan 18—21, 2022
- Readout: Jan 22, 2022

Script

Introduction:

- My name is Ayman Alexan Rezk.
- Thank you very much for participating in this study.
- I am currently working on a project related to tracking student's educational status to help busy parents who don't have much time to do so.
- I would love to learn more about your experience with tracking your own child's status.
- This interview will take about 30 minutes.
- If you want to leave the session or take a break at any point, please let me know.
- Do you have any questions before we start?
- Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions:

[Build rapport. Start with easy questions to get to know the participant]:

1. Could you tell us more about yourself.
2. How many children/students do you have?
3. Do you keep track of their educational status?

Probe into needs and behaviors:

4. Would it be a good idea to have a digital app to help you track your child's growth?

[Motivation: what did participants hope to achieve?]

- Have you ever use any digital tracking tools?
- How was your tracking experience?
- Could you tell me a specific feature that is very essential for you?
- What was your tracking outcome? Did you reach your tracking goal?

[Which needs did digital products meet that traditional way of tracking failed to meet?]

5. What kinds of questions do you ask your child/school about his status?

- Could you walk me through the most recent time you have asked your child/school?
- Could you show me some of the notes you took while tracking your child's status?

[How do users interact with existing tools? Do ask participants to show, not just tell]

6. How long have you been tracking your child?

[Does participant have a daily routine? Is it spontaneous?]

- When and where, at noon every weekend?
- Are they on a short lunch break at your weekend?
- Why you choose to start tracking in certain locations or during certain times?

7. What strategies you use to do this tracking?

[Do participant build their own plan or follow tools they use?]

- Do you set up tracking goals? [Do participants set up tracking goals in their plan?]
- What products/tools you use to track the progress?
- What was the very first strategy you were using? Why did you switch to other strategies?

[Pain points].

- (Do you use more than one strategy concurrently) What do you use each strategy for?

[Needs]

8. Is there a question you hope I'll ask you about the tracking process?

Wrap-up

- Thank you so much for sharing your experience and insights.
- Your answers will help our team build a better product.
- If you have any additional thoughts and comments, I would love to hear about them at any time.
- I can be reached at [name@gmail.com]. Hope you have a wonderful day.

Study 2: Survey

Background

In our previous study, we learned that busy parents are able to track the progress of their children's results at their weekend.

This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of parents.

Research Goal

This study focuses on better understanding users needs related to tracking students progress for busy parents at their weekend, as well as better measuring the extent to which these needs are held by the majority of parents.

Research Questions

- How can digital products best support busy parents in tracking the progress of their children's educational status, particularly at their weekend?
 - Which features are essential for them?

Method & Recruiting

- Use surveys to collect data from at least 30 parents
- Test survey questions with 5 volunteers recruited from my close friends who have students.
- Send surveys to Facebook/WhatsApp group whose answers in our screener meet our recruiting criteria:
 - Busy parents with a full-time job who:
 - Don't have much time to track their children educational status.
 - Are unsatisfied with the incomplete status from their children.
 - Need a quick student status at their weekend.

Survey Questions:

1. What is your most successful way you use to have a better tracking results?
(If you are using more than one way, select the one you spend more time on.)

[Assumption: parents might use different approaches when tracking their children's educational status]

- a. Asking the Child about his test and quiz scores.
- b. Receiving mail messages from the school.
- c. Digital App of the school
- d. Other [Please specify].

2. In the past weekend, how did you track your child's progress? (Select all that apply.)

[Tracking method(s)]

- a. Use mobile device(s) [if respondents do not select mobile, survey ends]
- b. Use desktop (s)
- c. Other digital devices (e.g., tablet)
- d. Physical products (e.g., Notes, books, printouts, physical flashcards)
- f. Other (Please specify)

3. In the past weekend, which types of software solutions did you use? (select all that apply)

[Current tool(s)]

- a. School app (Describe your benefits).
- b. Student progress tracker app(s): (Write the app name)
- c. Taking notes app: Notion, OneNote, Evernote, Google Keep, ..etc
- d. WhatsApp/Facebook group of teachers/parents.
- e. Other (Please specify)

4. In the past month, how often did you use your strategies to track your child's progress?

[Frequency]

- a. A few times every weekend.
- b. About once per weekend.
- c. I dedicate the whole weekend for tracking.
- d. Once per month [survey ends]

5. Which of the following best describes when you track your child's progress?

[Do participants have a routine?]

- a. I start tracking once my weekend begins [Spontaneous]
- b. I set a side time for tracking [Has a routine]
- c. I set my tracking tools (app) to remind me per week [The tool does the planning work]
- d. Other (Please specify)

6. In the past weekend, how long was your typical tracking session?

[How much topics should be covered into each session]

- a. Less than 1 hour
- b. 1 to 2 hours
- c. 2 to 3 hours
- d. Longer than 3 hours

7. In the past weekend, how many topics did you plan to track? (select all that apply)

[Do learners have specific tracking goals?]

- a. Attendance.
- b. Homework completion.
- c. Class/online interactivity (Behavior assessments).
- d. Assignment scores (Test and quiz scores).

Demographic Questions

08.What is your first tracking tool? [Assumption: First tracking tool/strategy has a big impact on how busy parents keep tracking of their children's educational status]

- a. School app.
- b. Student progress tracker app(s): (Write the app name)
- c. Taking notes app: Notion, OneNote, Evernote, Google Keep, ..etc
- d. WhatsApp/Facebook group of teachers/parents.
- e. Other (Please specify)

09.What is your age? [Assumption: People in different age groups might have different tracking strategies/experiences]

- a. Under 18
- b. 18–25
- c. 26–35
- d. 36–65
- e. Above 65

10.What is your education level? [Assumption: Education level affects how busy parents can follow a successful tracking strategies]

- a. Less than a high school degree
- b. High school degree or equivalent
- c. Associate's degree
- d. Bachelor's degree
- e. Graduate degree