**Week 5: Planning User Research for the Group Project**

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1. Potential Stakeholders and Participants Detail

The objectives of our platform are: to offer a sense of community among residents of San Francisco, to provide individuals with a platform to voice their opinions, ideas, and concerns about their community, and to provide accurate and impartial information about the safety of each neighborhood in San Francisco. Our target user base is broad and includes current residents of San Francisco, tourists, prospective homeowners, and individuals considering relocation to San Francisco. Therefore, our target interview participants will be individuals who intend to move to San Francisco, office workers who are relocating due to their occupation, individuals who enjoy traveling to San Francisco, college students who currently reside in San Francisco, San Francisco residents in search of a community to join for social purposes, and real estate investors who intend to purchase property in San Francisco. Given that all members of our team reside in or near San Francisco, we are connected with many of our target participants. Our interviews are scheduled for the week of March 6th, and each team member has secured confirmation of interview participation from their designated interviewee. If an interviewee cancels or declines to participate, we have multiple alternative candidates for the interview.

1. Our User Research Plan

We plan to interview 5 different individuals with a similar set of general questions and a more specific set of questions for each respondent. The individuals we’ve chosen to interview are from various backgrounds. Each question will vary based on the respondents’ personal experiences (e.g. Tourists, Investors, International Students, Residents, etc.). We plan to collect a mix of quantitative and qualitative data from our interview participants with non-leading questions. Our questions will be open-ended to maximize the personal experiences and knowledge our participants share with us. To further gauge our participants’ knowledge of our design problem and topic, we will ask recall and process questions. Likert scale questions will also help us learn about our participants’ personal experiences. In addition, we will ask our participants to provide demographic information for research purposes.

We plan to begin our interviews with an introduction of ourselves and our project and then prompt the user to introduce themselves. After a brief introduction, we will collect demographic data on the participant before moving on to their thoughts and image of San Francisco. This section of the interview will vary as we will be interviewing

both residents and non-residents of San Francisco. Residents will be prompted to share their experiences as a community member of San Francisco and their community

involvement. Meanwhile, non-residents will be asked to share their interests and goals for visiting San Francisco. Then we will inquire how comfortable the participant is with technology and their experience using various applications including websites and mobile applications. Doing so will help us transition to their experience with community-building apps like NextDoor. Finally, we will end with some closing questions about potential app suggestions and user testing before letting the participant go.