Group 10: Planning User Research for the Group Project

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Part 1:

In one or two paragraphs, describe the people who might use your design and other stakeholders to consider in your design. Among potential stakeholders, describe the **participants** you plan to pursue, including such details as their background and the environment where you will examine their current practices. Give enough information to convince me that you can actually find and engage with your target participants by the next week.

* For example, your target participants should not be "doctors" but instead a specific group of doctors (e.g., General Physicians at Kaiser Permanente). If gaining access to the target participants is non-trivial (e.g., as with busy doctors), **describe the steps you will take this week to gain access and your plans to recover if you are unable to gain access.** Indicate when you will be conducting your design research, being as specific as possible.
* Tyler: People who want to move into SF
  + Students who are moving in for school
  + Marie: Someone who works for a big corporation and wants to move to SF/ someone who are looking for safe and engaging places to live in SF
* Andre: People who want to travel/explore to SF
  + a woman who enjoys city nightlife
* Residents of SF
  + Leilah: Students (College student/ international)
  + William: People who are looking for a community to join/make friends
* Secondary Users:
  + William: Real estate investors
  + SF city leaders
    - Board of Public Safety and Neighborhood Services

# Part 1: Potential Stakeholders

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.

# Part 2: 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.

In another paragraph or two, describe the specific user research methods you will use to engage with and learn from these people. A typical expected method would be contextual inquiry with five participants. However, I encourage you to propose alternative or additional design research methods according to the problem space you have defined. Please be as specific as possible, providing relevant details for your proposed methods. For example:

* If you propose contextual inquiries, discuss current behaviors you want to observe and your planned focus.
* If you propose interviews, discuss the types of questions you plan to explore.
* If you propose a diary study, discuss what type of data you plan to ask participants to bring or collect.

Below it, provide more detail regarding your primary proposed method. For example:

* If you propose contextual inquiries, enumerate what activities you intend to observe, what focus you intend to bring to observation of each activity, and any strategies you intend to pursue for gaining insight through your observations.
* If you propose interviews, give an example set of planned talking points.
* If you propose a diary study, give details of what and how you will ask participants to diary.

This whole exercise is meant to be worked on throughout the week. You have to reach out to people and ask if you can observe/interview them. Some situations may require reaching out to faculty members and/or family and friends to find connections. You need to start reaching out to people this week. In two weeks’ time, you will be presenting an initial set of data so plan accordingly.