# Quick Questions

Affordability

* 1. What demographic we’re attracting
  2. location, socioeconomic status
  3. spending activity / financial decisions

- Research Methodologies

- quantitative/qualitative

- comparative analysis

**iOS Taproot Law**   
What we need:

* 1. Style Guide (Emily Lin)
* We want to create a mobile app that will ensure ease-of-access, accessibility, and optimal understanding of costs/fees clearly visible on the user interface.

What we need to know:

* Demographic (socioeconomic status, location, census data)
* Style Guide (email Emily Lin)
* Ask for a confidentiality form for Matt and for other group member(s).

**User Research Acronym (PETS)**

**\*\*PETS\*\***

**Purpose of the plan:**

**- include information on targeted user**

**- product, method, and rationale.**

**- goal of the study and metrics for the usability goal**

**- - maximum time on task.**

**Expectations**

**Test Setup**

**- anything that needs to happen before the study**

**Script**

**- user scenarios**

**- facilitator script**

**- questions for users.**

**User’s Readability**