**Product Interview Reflections**

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**Class:** CS-598

**Team Name:** Shock in Awe

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Interview with Duong Nguyen

Mrs. Nguyen is a mother of four with two children currently in middle school. She has had experience with having her children take school bus transit for the past 18 years. For this interview, we asked her questions pertaining about cell phone usage and apps she regularly uses, and thoughts about a school bus transit app.

Our first questions were about what devices she uses and for how often each day. Her response was that she uses an Android smartphone as her primary device, but she also does have an iPad that she uses as well. She states that she doesn’t use her phone very often and mainly uses it for phone calls and texts. The next question we asked was what her current favorite apps are that she uses, and she replied that she likes to use YouTube to watch a lot of cooking videos to cook at home. Mrs. Nguyen also said that she sometimes uses Facebook as well.

The next few questions we asked Mrs. Nguyen were about her experience with transit, more importantly, school bus transit. She replied that she liked the school bus transit because it simply took her children to and from school every weekday and really had no complaints about it. We then presented the idea about a mobile app that tracks school bus location and her general thoughts about it. She then said that she thought it was a good idea. As a parent, sometimes we worry about our kid and sometimes buses do run late. It would help parents keep track of all of it. She said that she would use such an app if it was available. Lastly, we asked her if she had any features in mind that she would like on this presented app. She replied that she wasn’t very good with technology and must have her kids help her with things she doesn’t know how to use. The biggest thing she would like to see would be mainly quality of life features such as making it easy to read and understand, easy to use, and simple to navigate.

Interview summary with Maria Iniguez

Some background information about Maria that made her a good candidate for these questions was her experience with schools, the schools bus system and year’s experience with multiple districts. Maria is a mother of 4 and with two of her oldest already in college. She has experience with multiple Wichita schools and a couple of Maize. With knowing this she was a good candidate to ask these questions.

There were three main questions that I was really interested in finding the answer to. First was that if such application was created would she use it and you think other parents would use it as well. Her response was positive, stating that “an application that would track the bus of their child I believe is something every parent would be interested in. Having a piece of mind knowing where my child’s bus is after school helps ease the parent along with helps plan when I would need to be waiting at the bus stop to get my child.” This response answered the question exactly and showed that there might very well be other parents willing to use the application based on her parental views. My second question that I really wanted answers to was, if such an application was created what features would you like to see. Her response was more on the side of she really wanted to see a live view of where the bus was. Seeing that she felt that she would know when to be at the bus stop to get her child and if the bus wasn’t moving for a while, she’d know there would be an issue. My third main question was more on figuring out what interface most parent prefers, knowing that most parents aren’t tech inclined I asked what are some applications that she used. Asking questions like this would give us a better understanding of what applications some parents use and maybe could alter the UI to be similar, to minimize the confusion. Her response was Facebook, which in my option has a very minimal look.

Overall, Maria seemed very interested in this application and was willing guess that most other parents out there would be interested in an application of this sort. I was able to ask many other questions but knowing that she along with others would use an application like this is good information. With the questions asked, I believe we’ll be able to incorporate some common UI practices that would help navigate not only advanced users but users that aren’t tech inclined to deliver a good experience.

Interview: Valentino Nava

Valentino is a high school student and athlete at heights high school. His experience with the school bus transportation system goes all the way back to elementary school as well as today when traveling to sports events. He is an avid phone user as well as someone who likes to use apps for peace of mind and to help in his day-to-day life.

He likes the idea of an app that tracks bus locations as this would not only help parents but also students alike. He mentions how he must constantly check in with his parents to notify where he is at and when he will return. When asked about the viability concerning parents, he responded by saying that “parents would most definitely use this, no question about it.” He himself uses iOS devices and is constantly on his phone where he uses a variety of apps. The most popular apps he likes using are social media apps such as Snapchat and entertainment apps such as Tik Tok. He mentions how these apps focus on the user experience and are not at all hard to figure out how to use. This provided insight into how a user may view an app and what elements need to be focused on when creating one. These elements include a fast way to sign in (face ID, fingerprint, etc.), ease of use, fast way to view the information that you want, and an easy way to read information (maps).

The perspective Valentino provided was insightful as it is from the point of view of a student who has used the bus transportation system. This helps into what information we as a team need to relay to the faculty as well as the parents for each student. The final question I asked was what features he would like to see on the app. His only response to this was, “a way to send notifications out to our parents, and also a way to send SMS text.” He also said how important this is to him as a student so that he doesn’t have to worry about calling or sending texts every again.

Interview with Professor Stallard

We interviewed Professor Stallard both as a parent, an end user, and as someone with professional experience. One of his main points of interest was that in his almost 50 years of experience with the public school transit system, there were few things that had changed, and he believed an upgrade was in order. From previous experience with using apps for public transit, he also told us about his favorite features of those apps: a specific arrival time and information on the bus driver to make sure he was getting on the right bus. The timing was already something we had considered, but not bus or bus driver information, which could be especially helpful at the beginning of the year or if a driver happens to be sick or out for the day. As a professional, Stallard also recommended using phones instead of a raspberry pi to handle GPS tracking, with the idea that phones can be cheap, and data plans can be low cost as well, making sure we did not have to rely on our ability to put hardware together, one of the skills our group lacks.