

Questionnaire  
B2C Interview

Interview Part 1  
Topic: Problem

Name of Interviewer: BERNARDO GARIBAY

Name of Interviewed: TOMAS LUGO

Profession: Student and half-time worker. Has worked for Google and Facebook.

Age: 21

- Do you feel your days are well planned out, badly planned out or could improve? Why?

There' s no free time on my day but it is well organized and planned out. I use two APPS to help me with this process, which are "Google Calendar" and "My Study Life" . I use google calendar to regular hour check-ups and reminders, meanwhile I use My Study Life to help me with homework and test reminders.

Do you:

Have enough hours of sleep? Yes.

Wake up on time? Most of the time. When I am too tired, I struggle.

Always come *on time* to meetings, events and compromises? Yes.

Never forget or have no time to eat? No.

Never forget social events? -

Always remember your homework deadlines and you always do it on time?

Yes, with the help of **My Study Life**.

Never miss an important event? -

In how other way is your day well or badly planned out?

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- Do you plan your day to day activities? How? (Which method or software do you use?)

Yes I do. I plan my ordinary reminders for homework and tests, or other school-related activities, on my My Student Life APP. On the other hand, I use Google calendar for all other activities. In this platform, I even include activities such as exercise and other non-social activities.

- Do you think this method/software is 100% efficient? Could improve? Faulty? Why?

Google Calendar is unique in offering a level of individuality that other programs don't. This means, it tracks your personal objectives, such as exercise goals. For this, it asks you on the specific days where you've scheduled exercise, if you've had or haven't practiced the sport. Even though this is a nice feature, he believes it is a bit too complex for the user. That is, the user must first input the days when he/she wants to exercise, plus, it ask you every day if you've done it or not. Furthermore, it does not really measure if you've done really-for example, 3 days or not of tennis per week, because it doesn't let you say if you've replaced Monday tennis with Thursday tennis.

My Study Life, on the other hand, is too concentrated. It just focuses on school material, while it can potentially accept more events.

\*I believe the name itself reduces the audience. – Bernardo

- Do you plan every single event with this current method? Ex. Social events, going to the movies, having dinner, eating... Why?

With Google Calendar I plan every event, other than social-related events, while on My Study Life I only plan academics-related ones.

- What have you done to improve your daily planning?  
Developed the habit to write everything down.

## Interview Part 2

### Topic: Solution

- Would you be willing to change of method or software to try and improve your daily planning results?

Yes I will.

- Do you think calendarizing every single event would help?

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- Would you use a platform, which could automatically organize your daily activities based on your previous behaviour, chosen preferences and grades of importance? Why?

Yes.

- Would you pay a subscription for this platform/app? How much?

I would like to try it out first to see if it works for me before I pay. So either it's free and offers premium features or offers a free trial.

- Would you use it if it would be integrated to your google calendar (as a google service)?  
It would be practical
- Would you prefer to use it in your computer or on your smartphone?  
Both if possible. If not, smartphone because you always have it with you.