**App Idea Definition**

After the first Iteration we defined our Event Finder App as the following:

The goal is that people will use the app to explore and attend incoming events in the city they are located or travelling to. The target group are people 18 or older, with an open mindset who love to explore their environment by attending events or creating one.

**Qualitative Research - Preparation**

To conduct qualitative research at the beginning is key to follow a human centered development process. In order to create personas the best way we can we decided to conduct 5 interviews with people who fits our target group. With a systematic approach, we ask all interview partners the same questions.

To do so the best we created semi-structured Interview Research Guideline where we tried to cover a few topics we think should be part of our personas:

* User Personality
* Contextual Inquiry for already apps in use
* Behaviour of users
* Gains and Pain Points of Users
* Apps they are already using

Our Interview Partner ´s Age ranged from students over young graduates till professionals with a few years of work experience coming from differet disciplines and locations. The results reflect a good range of diversity of our targeted audience not only in respect of the above mentioned topics but also in terms of challenges for our Event Finder App.

**Qualitative Research - Results**

In the following a short summary of the most interesting outcomes from the 5 interviews.

Speaking for almost all users Google Maps is the supportive App number one. Almost everyone uses it to find events or get orientation. There are other Apps which are used to get in contact with people like Tinder, BeerWithMe. When it comes to an Event like traveling additional Apps like Weather Apps, Booking.com or AirBnB are used. Other Apps like Snap Chat or Instagramm are used for inspiration or distraction on long travel distances. Interesting is also to see that users use most of the apps several times a day and are not bothered to create an account in order to use the services.

When talking to users about how to connect to foreign people, it becomes clear that just talking to strangers is not that easy. The best way is to connect over a shared interest or a situation. Some people however are engaged in bigger groups they have contact with reguraly, so there is no big need to connect with new people.

One focus of the Event Finder App is finding and creating new events. It seems like users do like to talk to friends about upcoming events but also using apps to stay up to date. It should used in a fast and not distracting way and connecting to friends or new people is important.