

# Devo Group – Survey User Research

Results & Analysis

## 1 INTRODUCTION:

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After group discussion we have decided to perform a survey study for our user research. Survey study provides quick access to the research materials & can be accessed easily by anyone with as little equipment as a mobile device. It also takes considerably little time compared to other research methods such as an interview.

We have performed a study that will allow us to narrow down the target audience & their expectations of an example art exhibition page. This allowed us to create an interview that will reach further into the audience expectations. We decided to perform the survey study first as it this research method is less time consuming and can provide a great insight into the more basics aspects of the project.

## 2 THE GOAL:

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The Goal of our survey study was to define our target audience. It was to define their age, interest and priorities of the design. During our first client meeting we have agreed to look into the demand for the design for mobile devices. Our client informed us that it was important for her to get the mobile version for the tourists, therefore we wanted to back that up with user research. The questions are structured in a way to in what scenarios do the users use a mobile device and in what do they use PC or a larger device. This was we have a clarity of usage not only in the perspective of our project. Later on we ask questions directly linked to the project, so we get data accurate to our problem.

In order to create a better interview questionnaire, we have also tried to narrow down the key 'eye catchers' that users find appealing when browsing through an art exhibition website. That way we can specify them and their usability in User Interview and prototype testing.

## 2.1 QUESTION LIST:

- Have you visited Greece before?
- How often do you use a mobile device to browse the internet?
- How often do you use a laptop or PC to browse the internet?
- Do you prefer to use a mobile device or a laptop/PC when browsing a website?
- Do you usually visit a website of public entertainment, like a restaurant or a museum, before actually seeing it when on holiday?
- What kind of content do you find most engaging on a website of that kind?  
(Choose all that apply)
- Would you be interested in seeing a collection of ancient Greek toys recreated for use in today's world, when visiting Greece?
- Would you be interested in learning about how ancient Greeks played with toys, or would you prefer new games invented?
- What would you prefer to see on a website promoting a collection of ancient Greek toys? (Choose all that apply)
- What age range do you fall into?

### 3 THE RESULTS:

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Concluding the questions, our answers have reached an audience within which a vast majority is our target – Greece tourists.

The first part of the survey was question one, which asked if the users have ever visited Greece.

Second part of our study had on aim to determine if the users use a mobile device to browse the internet or do they use a PC or any desktop. A vast majority of 81% of users use the mobile devices daily, they mostly operate on a mobile device.

The next question referred to the usage of a PC or any desktop. The results are diversified as almost 50% of the participants use a desktop to browse internet on various occasions without any rule, 32.3% always use a desktop and only 19.4% use it only when working on something else. The age of the people using mostly a laptop varied from below 18 to 55-64 years old.

Although a vast majority of participants use their phone on daily, the next question proved that almost 60% of all participants prefer to use a desktop/laptop/pc to browse the internet.

The third part of the survey performed a study regarding the research made before going to a museum or a restaurant by the users. We wanted to know if we can inspire them to visit or buy our clients products before. To our surprise 84% of all the participants have showed that they do research about a place before they go. When it comes to the next question about what convinces them on a website of such nature, most popular option was Good quality images with 83,9% choice and the second winning were Infographics – the question was multi-answer.

The fourth part of the survey was regarding the ancient Greek toys, so it had direct correlation to the clients product. We have asked if the participants would be interested in; the Greek toys collection, the ways of playing and engaging with the toys and what would attract their eye on the Great Greek Love webpage. Majority of participants (67.7%) have expressed their interest in the collection and 6,5% said 'Maybe'. 58.1% of Participants said they would like to see how did people play with those toys in the ancient Greece, 22.6% said they want to see only Newly invented games for the toys and 19.4% said they want to see both. The last question from that part was an multi-answer question. From the features that would make the website attractive; the three had a particularly big outreach; More good quality pictures (51.6%), Interactive games(48.4%), Videos of use (54.8%).

The last part of the study was regarding the users age. Even though an overwhelming majority (71%) of the participants fit into 18-24 years of age gap, we did have some diversity; 25-34 gap (9.7%), 35-44 (3.2%), 45-54 (3.2%), 55-64 (9,7%).

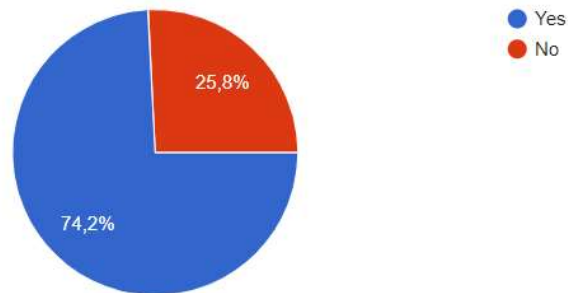
## 4 CIRCULAR GRAPH REPRESENTATION

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Have you visited Greece before?

 Kopiuuj

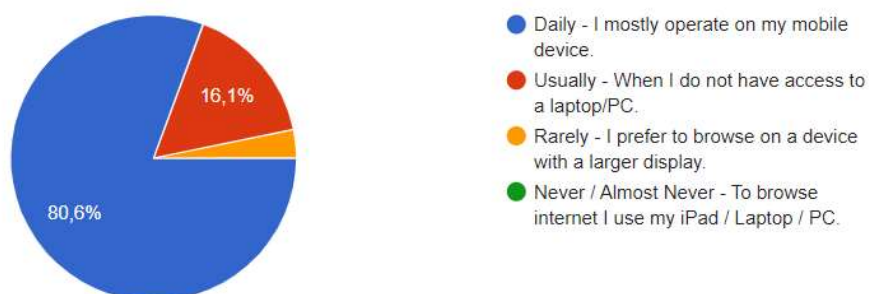
31 odpowiedzi



How often do you use a mobile device to browse the internet?

 Kopiuuj

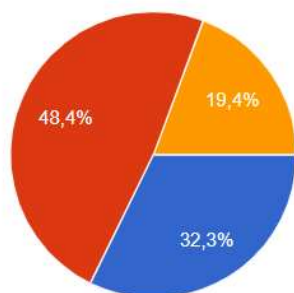
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How often do you use a laptop or PC to browse the internet?

 Kopiuuj

31 odpowiedzi

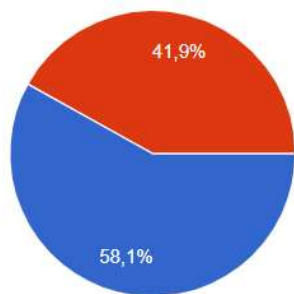


- Always - Everytime I need to browse something
- Sometimes - There is no specific rule or continuity
- Only when I am already working on my laptop on something else

Do you prefer to use a mobile device or a laptop/PC when browsing a website?

 Kopiuuj

31 odpowiedzi

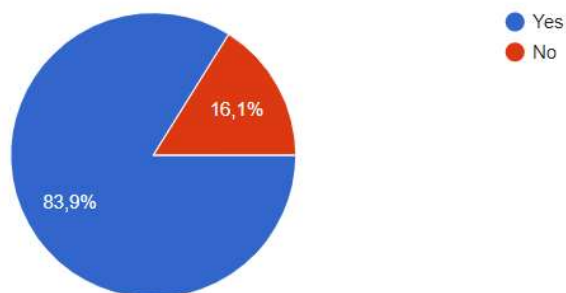


- Laptop / PC / Desktop
- Mobile Device

Do you usually visit a website of public entertainment, like a restaurant or a museum, before actually seeing it when on holiday?

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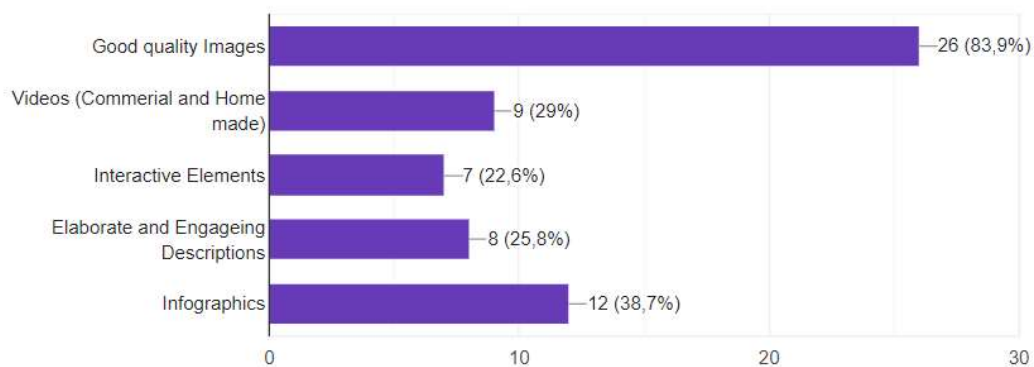
31 odpowiedzi



What kind of content do you find most engaging on a website of that kind? (Choose all that apply)

Kopiuuj

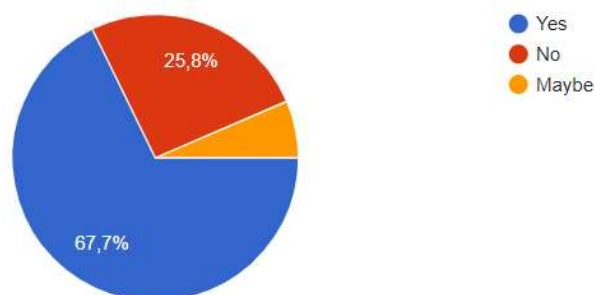
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Would you be interested in seeing a collection of ancient Greek toys recreated for use in today's world, when visiting Greece?

Kopiuuj

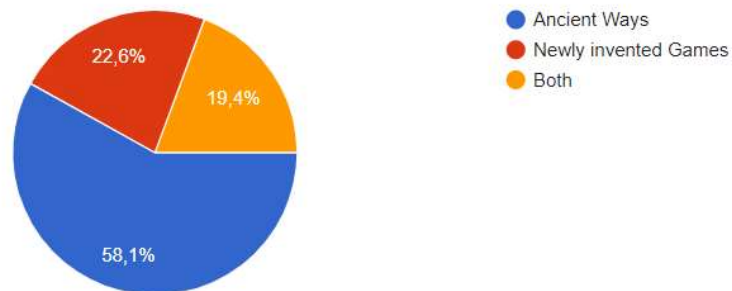
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Would you be interested in learning about how ancient Greeks played with toys, or would you prefer new games invented?

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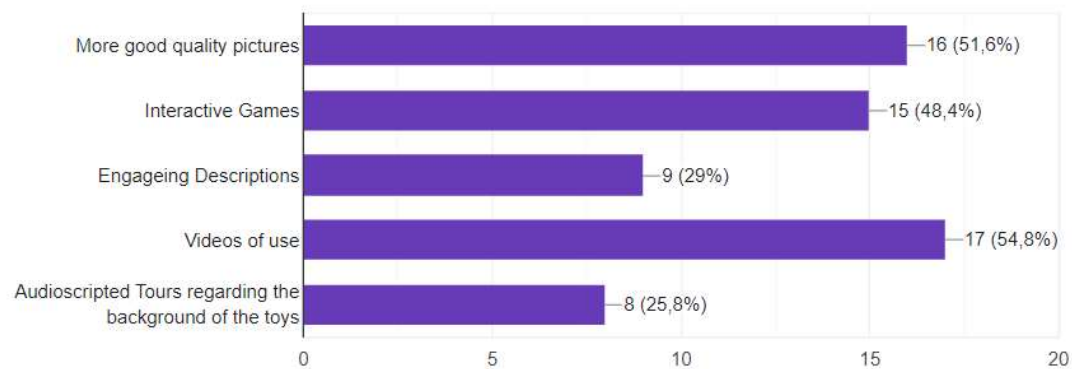
31 odpowiedzi



What would you prefer to see on a website promoting a collection of ancient Greek toys? (Choose all that apply)

 Kopiuuj

31 odpowiedzi



What age range do you fall into?

 Kopiuuj

31 odpowiedzi

