

[X User research plan]

Study 1: Semi-Structured Interview

Background

a. Author: Youssef Hassan, UX Researcher, youssef.hassan.mahmoud@gmail.com

This is a study of the possibility of designing an interactive application for X (interactive study application). It contained an overview of what the app was all about and how it should translate from just an idea to the online platform. X will have an unparalleled range of different services for students both free and paid.

Good user experience is vital to successful online study.

Research Goal

Our team wants to learn how students use digital tools to study that fit their curriculum. Understand the user, who they are, their lifestyle, and whether they would be interested in using the platform to study.

1. Design a simple, intuitive, and functional Application interface.
2. Learn more about the user and discover new ways to create an outstanding study experience.
3. Create agility to share and communicate with others in the X community.

Research Questions

- [Needs] What is essential for the Studying Application?
 - What are its features?
- [Behaviors] which platform do they prefer to study your curriculum on?
 - How do they interact with existing digital Tools?
- Do users really need another Studying Application?
 - How do users feel about existing Features?

Method & Recruiting

- We use surveys to collect data from 5 students
- Test survey questions with 3 volunteers recruited from trusted users.

A guy (Used to use online studying platform)

A father (has a son in high school)

College student.

Script

Introduction

My name is Youssef. Thank you very much for participating in this study. This is a study of the possibility of designing an interactive application for X (interactive study application), I would love to learn more about your experience with Online Studying Platforms. This interview will take about 15 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions:

1. Could you tell us more about yourself?
2. Which Types of classrooms are you currently prefer?
3. Which apps or websites are you currently using for Studying?
 - Have you tried other apps before?

Questions:

4. How did you get started using Studying Platforms? [Motivation: what did participants hope to achieve?]

Follow-up questions:

- When did this happen?
- What was the trigger?
- How was the learning experience?
- What was the learning outcome?
- Did you reach your learning goal?

5. How long have you been using online platforms?

- which app did you take your very first lesson on?
- (If not digital) Why did you decide to switch to using online platforms?
[Which needs did digital products meet that other types of learning failed to meet?]

6. How often do you study? What motivates you to continue to study on a daily/weekly/etc. basis? [There might be motivation "I want to be able to study online with friends and I want to keep my progress on my curriculum".]

- What are your major achievements?
[What makes users feel proud and excited?]
- How do you track your classrooms?

7. How do you decide what to study? Why? [Do participant build their own classroom schedule or follow the app calendar?]
 - Do you schedule your classrooms?
8. What do you use to study now?
 - Have you used other platforms?
 - What was the very first platform you were using? Why did you switch to other Platforms? [Pain points]
 - What do you use each platform for? [Needs]
9. You mentioned you are currently using Zoom, what time of day and where do you usually use Zoom? [Does participant have a daily routine? Is it spontaneous?]
Follow-up questions:
 - you usually use it at morning every day? [when and where]
 - Or in a school break?
 - Or when are you in free time?
10. When was the last time you opened Zoom? Could you walk me through how you were using this app? [How do students interact with existing tools. Better to ask participants to show than tell]
follow-up questions:
 - Which feature do you always use and why?
 - What's on your Wishlist for the app?

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at youssef.hassan.mahmoud@gmail.com. Hope you have a wonderful day.

Study 2: Survey

Background

The purpose of this study is to understand the major pain points users experience in using our application. the possibility of designing an interactive application for X (interactive study application). It contained an overview of what the app was all about and how it should translate from just an idea to the online platform. X will have an unparalleled range of different services for students both free and paid.

Research Goal

Our team wants to learn how students use digital tools to study that fit their curriculum. Understand the user, who they are, their lifestyle, and whether they would be interested in using the platform to study.

1. Design a simple, intuitive, and functional Application interface.
2. Learn more about the user and discover new ways to create an outstanding study experience.
3. Create agility to share and communicate with others in the X community.

Research Questions

1. What type of devices do you prefer to study on?
 - Desktops
 - Phones
 - Tablets/iPad
2. How often do you browse for lectures?
 - Daily
 - Weekley
 - Just When you need
 - Don't use online platforms
3. Do you like online exams?
 - yes
 - Maybe
 - No
4. Where do you always study?
 - School
 - Internet
 - Both
5. What is your choice in Studying?
 - Video Chat
 - Voice Chat
6. What is important when studying online?
 - Interactive experience
 - Just instructor explanation
 - Lesson resources
7. Which Platform do you use most? Describe in 2 lines
8. If you do not study online, please give a reason! (And yes, we'll read it)

Method & Recruiting

- We use surveys to collect data from 5 students
- Test survey questions with 3 volunteers recruited from trusted users.

A guy (Used to use online studying platform)

A father (has a son in high school)

College student.

Survey Questions

1. How did you get started using Studying Platforms? [Motivation: what did participants hope to achieve?]
 - Friend's Suggestion
 - Ads
 - An article
 - In the school
2. In the past month, how did you study? (Select all that apply.) [learning method]
 - a. Use mobile device(s) [if respondents do not select mobile, survey ends]
 - b. Use desktop(s)
 - c. Other digital devices (e.g., Kindle, tablet)
 - d. Physical products (e.g., books, printouts, physical flashcards)
 - e. In an instructor-led class
3. In the past month, which types of mobile products did you use? (Select all that apply) [current tools]
 - a. studying app(s) (e.g., Zoom, Google Classroom)
 - b. Podcasts
 - c. Video platforms (e.g., YouTube)
 - d. E-books
 - e. Websites in my mobile browser
 - f. Other (Specify____)
4. In the past week, how often did you use a mobile app to study? [Frequency]
 - a. A few times per day
 - b. About once per day
 - c. 4-6 times per week
 - d. 2-3 times per week
 - e. Once per week

- f. I didn't study last week [survey ends]
5. In the past week, how long was your typical study classroom? [How much content should be fit into each classroom]
- Less than 30 minutes
 - 30 minutes to 1 hour
 - 1 hour to 2 hours
 - Longer than 2 hours
6. Do you schedule your classrooms?
- Yes
 - Maybe
 - No
7. In the past week, how many classrooms did you plan to attend? [Do students have specific schedule goals?]
- 1–3 classrooms
 - 3–5 classrooms
 - 5–10 classrooms
 - Above 10
 - I didn't make any plans
8. In the past week, each time when you studied, approximately how many new classrooms did you attend? [What is the number of new classrooms students can attend?]
- 1–3 classrooms
 - 3–5 classrooms
 - 5–10 classrooms
 - Above 10
 - I didn't attend any new classrooms last week
9. In the past month, which of the following best describes how you review classrooms you have already learned? [Review habits]
- Every time I use the mobile studying product, I reviewed old records
 - I sometimes review old records
 - I didn't review
10. What is your first language? [Assumption: First language affects how people learn.]
- English
 - French
 - Arabic
 - Other (please specify: _____)

11. What is your education level? [Assumption: Education level affects learning style.]

- Less than a high school degree
- High school degree or equivalent
- associate degree
- bachelor's degree e. Graduate degree
-

12. What is your age? [Assumption: People in different age groups might have different learning styles.]

- Under 18
- 18–25
- 26–35
- 36–65
- Above 65