Step 1: Determine research goals

- I need to understand user needs
- I need to understand user behavior with similar apps
- I need to know the pros and cons of Competitors from the user's point of view

Step 2: Define our target audience

- Kids between the ages of 6-18
- Parents between 30-60
- Include participants of different genders
- Include participants with disabilities

Step 3: Interview Questions for kids and teens

- Why do you need to learn programming?

- What makes you bored of programming?

- Is there a specific teaching method that you like to learn programming with?

- How do you stay motivated and engaged when learning programming?

- What kind of programming languages or tools do you find most interesting or enjoyable to work with?

Interview Questions for Parents

- Why do you want your son to learn programming?

- How to encourage your son to learn programming?

Name: Kareem Hassan

Age: 12

Hometown: Vancouver, Canada

Kareem Hassan is a curious and adventurous 12-year-old boy from Vancouver, Canada. He lives with his parents and younger sister, Lily, who always keeps him on his toes. Daniel loves exploring the great outdoors and can often be found hiking in the mountains or kayaking in the nearby lakes. When he's not out adventuring, Daniel enjoys tinkering with gadgets and building robots. He dreams of one day becoming an engineer and using his skills to make the world a better place.

Why do you need to learn programming?

Kareem believes that learning programming is essential in today's digital world. He recognizes that technology is becoming increasingly prevalent in various aspects of life and believes that having programming skills will open up numerous opportunities for him in the future. Daniel understands that programming is the foundation of many innovative solutions and wants to be part of creating and shaping the future through technology.

What makes you bored of programming?

Kareem rarely gets bored of programming because he finds it exciting and challenging. However, if he does feel a bit bored, it's usually when he's working on repetitive tasks or when he's stuck on a difficult problem for an extended period. In such cases, he takes short breaks to refresh his mind or seeks help from online communities or mentors to gain new insights and perspectives.

Is there a specific teaching method that you like to learn programming with?

Kareem prefers hands-on and interactive learning methods when it comes to programming. He enjoys working on practical projects and experimenting with code to see immediate results. Daniel also finds video tutorials and online coding platforms helpful, as they provide step-by-step guidance and allow him to learn at his own pace.

How do you stay motivated and engaged when learning programming?

Kareem stays motivated by setting clear goals and milestones for his programming projects. He finds it rewarding to see his progress and the tangible outcomes of his efforts. Additionally, Daniel enjoys participating in coding competitions or collaborating with friends on coding challenges, as it brings a sense of friendly competition and camaraderie, keeping him engaged and motivated.

What kind of programming languages or tools do you find most interesting or enjoyable to work with?

Kareem finds Python and JavaScript the most interesting programming languages to work with. He appreciates the simplicity and readability of Python, which makes it beginner-friendly. JavaScript, on the other hand, allows him to create dynamic and interactive web applications. Daniel also enjoys using development tools like Scratch or Arduino, as they provide a visual and hands-on approach to programming, making the learning process more enjoyable for him.

K2

Name: Seif Mohamed

Age: 16

Hometown: Cairo, Egypt

Sief Mohamed is a fun-loving and intelligent 16-year-old boy from Cairo, Egypt. He lives with his parents and his younger sister who he adores. Safe is interested in technology and programming, and he spends most of his time learning programming languages and creating small applications. He dreams of becoming a professional software developer and contributing to the creation of technology that will improve people's lives.

In addition to his passion for technology, Safe loves reading and writing. He enjoys reading adventure novels and mysteries and often writes short stories that reflect his vivid imagination. Safe also enjoys playing sports, especially soccer, where he plays with his friends on the school team.

Why do you need to learn programming?

I enjoy learning programming and new technology

What makes you bored of programming?

If the teaching method is boring or the teacher talks a lot

Is there a specific teaching method that you like to learn programming with?

I love reading and writing, so I love learning programming by reading books and articles

How do you stay motivated and engaged when learning programming?

By rewarding himself by playing my favorite sports

What kind of programming languages or tools do you find most interesting or enjoyable to work with?

I love C# languages because they combine C, but they are newer and easier to learn

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K3

Name: Khalid Mustafa

Age: 11

Hometown: Mumbai, India

Khalid is a curious and intelligent 11-year-old boy from Mumbai, India. He lives with his parents and older sister who he looks up to. Ethan is fascinated by science and spends most of his free time conducting experiments in his home laboratory. He dreams of one day becoming a scientist and making groundbreaking discoveries that will change the world. Ethan also enjoys playing chess and reading books about history.

Why do you need to learn programming?

Learning programming makes me feel smart and special

What makes you bored of programming?

Sometimes the explanation gets complicated and I hope it is at a complex level of programming

Is there a specific teaching method that you like to learn programming with?

Linking programming with real and scientific examples

How do you stay motivated and engaged when learning programming?

My parents reward me as I progress in learning programming

What kind of programming languages or tools do you find most interesting or enjoyable to work with?

I love the Python language because it is related to many scientific applications that I would love to work with when I grow up

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K4

Name: Olivia Chen

Age: 9

Hometown: Beijing, China

Olivia Chen is a creative and imaginative 9-year-old girl from Beijing, China. She lives with her parents and younger brother who she loves to play with. Olivia has a passion for writing and spends most of her free time crafting stories and poems. She dreams of one day becoming an author and sharing her stories with the world. Olivia also enjoys playing the piano and painting.

Why do you need to learn programming?

I like to learn the modern technology that characterizes my country in order to blend in with my country's culture

What makes you bored of programming?

Traditional teaching methods make me feel bored sometimes

Is there a specific teaching method that you like to learn programming with?

Linking education with interesting patterns and methods so that there is no boredom

How do you stay motivated and engaged when learning programming?

By stay away from learning a little until I miss programming, then I return to it again

What kind of programming languages or tools do you find most interesting or enjoyable to work with?

HTML Because it is easy to understand and I can see an actual result through website design

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K5

Name: Tariq Farid

Age: 7

Hometown: Sydney, Australia

Tariq is a lively and outgoing 7-year-old boy from Sydney, Australia. He lives with his parents and baby sister who he adores. Noah loves playing sports and can often be found kicking a soccer ball or throwing a frisbee at the park. When he's not playing sports, Noah enjoys building sandcastles at the beach and going on adventures with his family. He dreams of one day becoming a professional athlete and representing his country on the world stage.

Why do you need to learn programming?

To strengthen my mental abilities, because I like to play sports, my physical abilities are strong, so I want to strengthen my mental abilities as well, this is what my parents told me.

What makes you bored of programming?

Sometimes I don't understand complex programming, so I hope to try to understand it myself

Is there a specific teaching method that you like to learn programming with?

I love movies, so I want to learn barangay to become an entertaining movie

How do you stay motivated and engaged when learning programming?

Whenever I accomplish a specific thing in programming, my parents reward me by playing sports. This is how I motivate myself and link programming with my hobbies.

What kind of programming languages or tools do you find most interesting or enjoyable to work with?

I like Python because it is easy and I can understand it because of its similarity to English

P1

Name: Mohamed Abdullah

Age: 35

Hometown: Reyad, Saudi

Family: Mohamed is a married father of three children, two boys and a girl. His wife, Aisha, is a teacher.

Hobbies: Mohamed is passionate about fitness and enjoys working out regularly at the gym. He also enjoys playing sports, particularly soccer, and often participates in local leagues with his friends. In his free time, Mohamed enjoys reading books on history and politics, as well as watching documentaries on these topics. He is also an avid traveler and loves exploring new cultures and cuisines with his family.

As a father, Mohamed believes in the importance of education and encourages his children to pursue their interests and passions. He recognizes the growing importance of technology in today's world and has introduced his children to programming as a way to develop their critical thinking and problem-solving skills. Mohamed is committed to providing his children with the resources and support they need to succeed in their programming education.

Professionally, Mohamed is a successful entrepreneur and runs a technology startup that specializes in developing innovative software solutions. He is passionate about using technology to solve real-world problems and is constantly seeking new ways to apply his programming skills to make a positive impact on society.

Why do you want your son to learn programming?

By nature of my work in the field of technology, I would love for my son to learn this field because it is the field of the future

How to encourage your son to learn programming?

Reward him by allowing him to practice his hobbies after learning and achieving

Name: Sarah Taha

Age: 40

Hometown: Seattle, Washington

Family: Sarah is a loving mother of two children, Emily (13) and Ethan (10). She is married to Mark Johnson, a software engineer.

Hobbies: In her free time, Sarah enjoys various hobbies that allow her to relax and unwind. She is an avid reader and can often be found engrossed in a captivating novel. Sarah also has a passion for gardening and spends time tending to her beautiful flower beds and vegetable garden. She loves being outdoors and going on nature walks with her family, exploring the scenic trails near their home. Additionally, Sarah enjoys cooking and experimenting with new recipes, often involving her children in the kitchen to create delicious meals together.

Sarah is a dedicated parent who values education and believes in providing her children with opportunities to explore their interests. She recognizes the importance of technology in today's world and encourages her children to learn programming as a way to develop problem-solving skills and foster creativity. Sarah actively supports her children's programming endeavors by enrolling them in coding classes and providing them with resources to enhance their learning experience.

Why do you want your son to learn programming?

I would love for my children to learn things that will make them smarter in their lives

How to encourage your son to learn programming?

Make them food they love or make them watch their favorite movies

These are some examples of our interviews some of it offline and some online