
Wunderlust

Gabe, Kat, Leigh, Odette

The Problem

- We have short bursts of downtime everyday that may be wasted
- Can we salvage this time for something that is productive, painless, interesting, and fun?
 - Learn about: Samurais? Renaissance Fashion? The Hindenburg? Escargot?



Contextual Inquiry Procedure

- Wanted a group of diverse participants
- Asked them to show and describe tasks they occupy themselves with when they have short amounts of free time (e.g. waiting in line)
 - Applied Master-Apprentice method
- Asked about improvements they would like to see in current apps (content & interface)

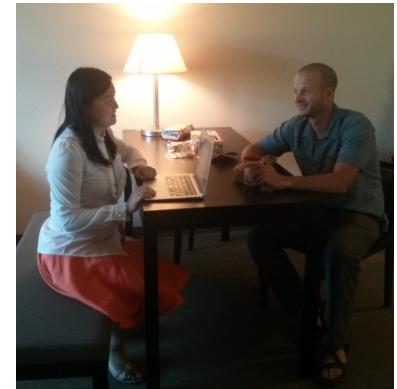
Contextual Inquiry - S.S.

- Political Science professor
- Chosen due to his need use all time efficiently and productively due to job
- Kat recruited S.S. and interviewed him in an office
- Scans for emails, checks news on 4 different news sites
- Looks out for hot topics



Contextual Inquiry - O.K.

- Grad student in mid 20s, ex-Hedge Fund employee
- Chosen for knowledge of tech industry and general interest in mobile applications
- Recruited by Gabe and was interviewed in dorm
- Follows blogs on technology news using blog aggregator app NewsBlur
- Will browse blogs until time runs out or when content no longer seems interesting



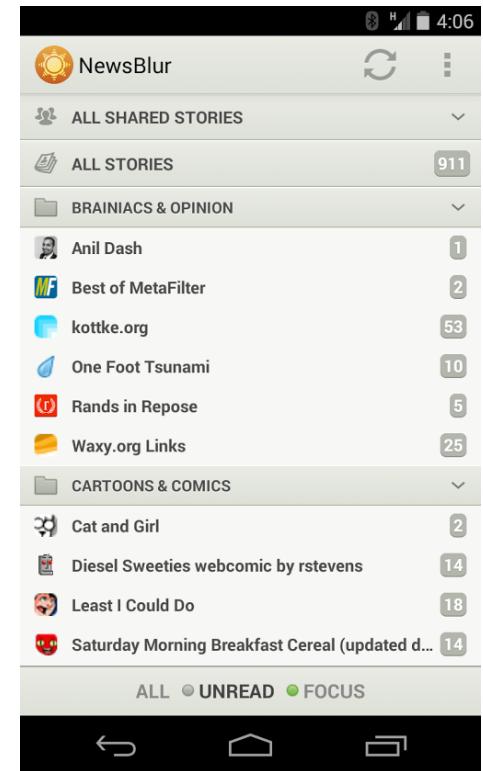
Contextual Inquiry - S.

- Backend software engineer in early 30s
- Chosen for job in tech industry
- Leigh recruited and interviewed her on the plane
- Spare time when walking dog, waiting in lines, or walking to car
- Chats on Whatsapp, scan the news, or window shopping online
- Checks news because likes learning new information



Contextual Inquiry Results

- People like browsing the news
- Simplicity in content and interface
- Direct, private communication
- History or saving not fully utilized
- Look at related information



Task Analysis Results

1. Who is going to use the system?
 - a. Smartphone users who go everywhere with their phones
2. What tasks do they now perform?
 - a. Browse information, typically news
 - b. Communicate with others on the smartphone
3. What tasks are desired?
 - a. They like what they do
4. How are the tasks learned?
 - a. Translation from non-phone function



iOS

Task Analysis Results

5. Where are the tasks performed?
 - a. Everywhere
6. What's the relationship between customer and data?
 - a. Customer wants to browse content, which they typically do not generate
7. What other tools does the customer have?
 - a. Many other apps, but not much outside the phone if s/he was not prepared

Task Analysis Results

8. How do users communicate with each other
 - a. Usually an individual activity, but sometimes email or instant messaging
9. How often are the tasks performed
 - a. 2 to 3 times a day
10. What are the time constraints on the tasks
 - a. Usually expect less than 10 minutes
11. What happens when things go wrong
 - a. Think about things or wait it out



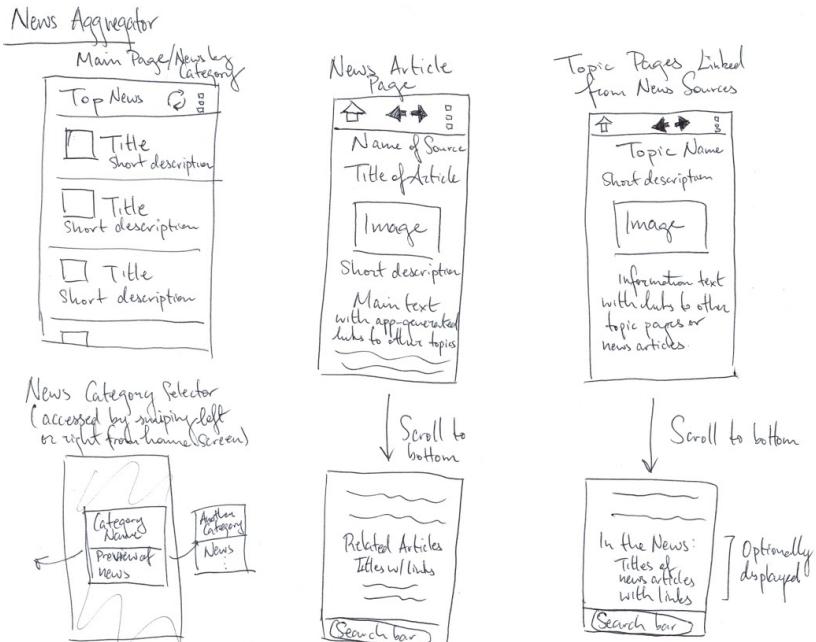
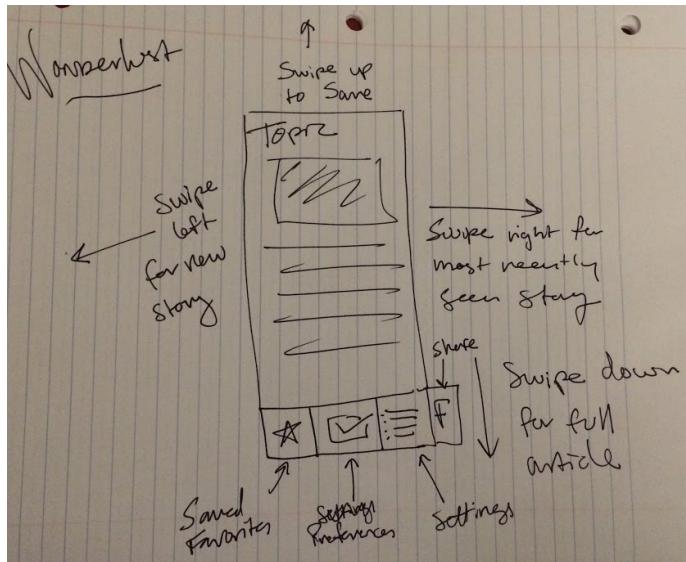
Representative Tasks

1. Browse information, mainly news
2. Search for information (news or existing knowledge) relating or relevant to news
3. Save interesting articles or viewed pages



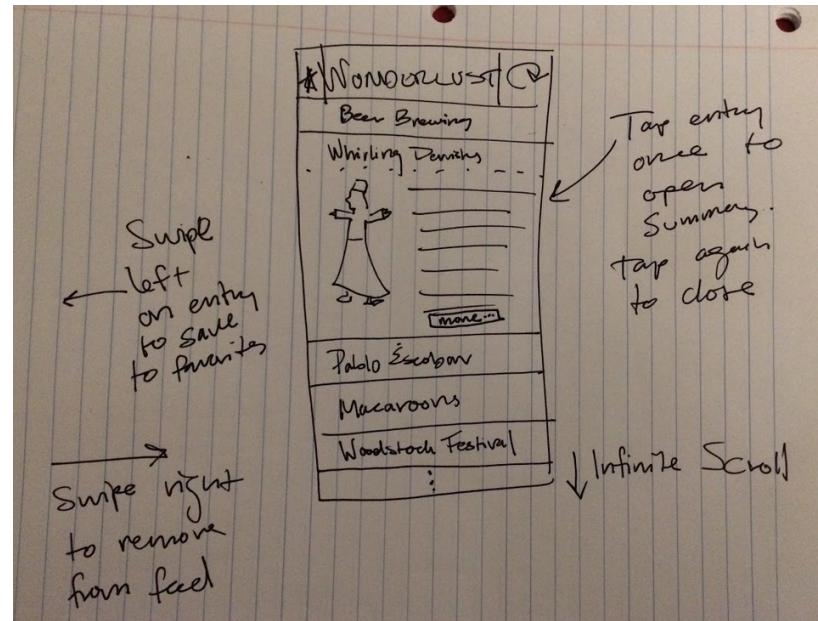
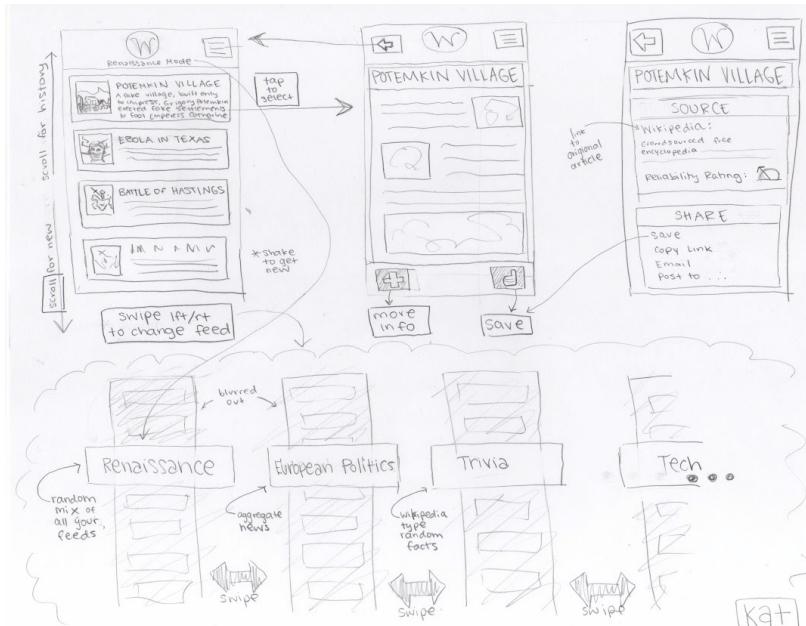
Application Ideas

Full Page Items



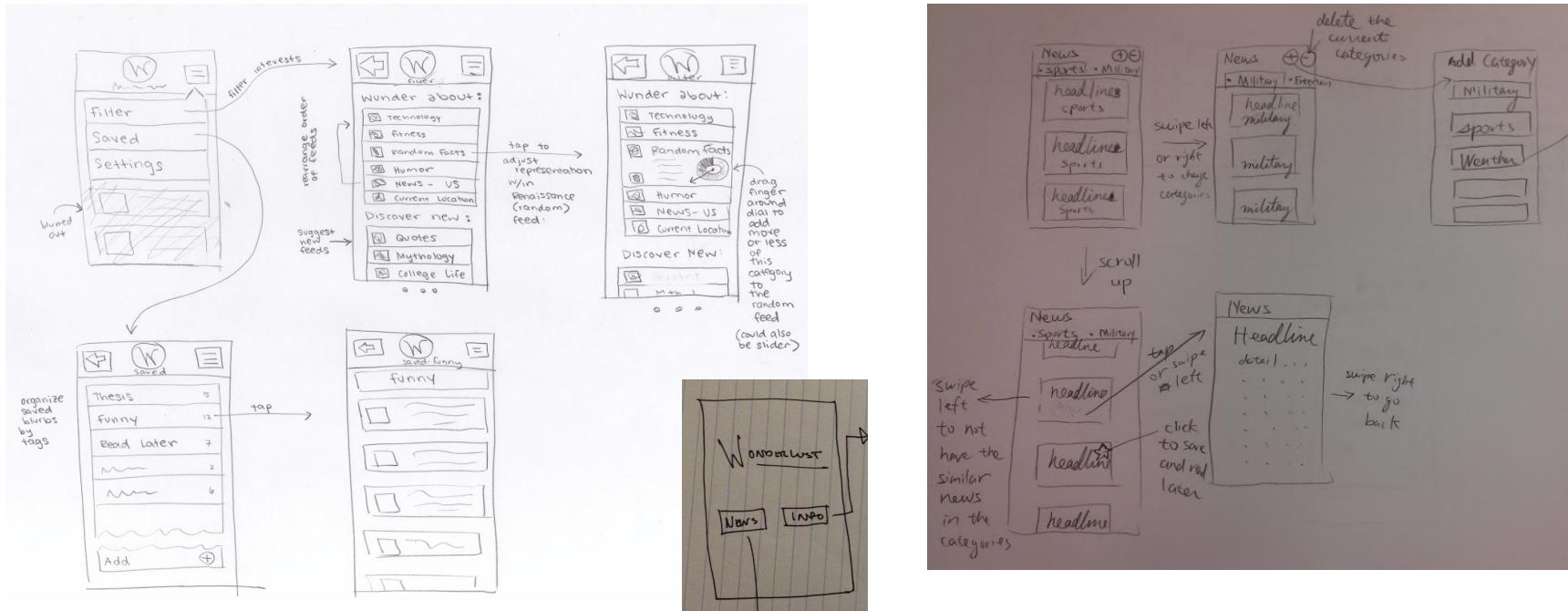
Application Ideas

Expanding Bar Entries



Application Ideas

Category-Centric



Summary

- People generally like to browse different things when they are trying to kill time
- Develop an app to engage users to become more knowledgeable about the content they are browsing

Questions?
