

Interview

Introduction

In this research paper you'll find the results and conclusion of the interview questions and a survey that have been answered by the target audience.

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Goal

The goal is to understand what the target audience is currently experiencing and to get inspired/ideas on how to design the widget in a way that it will be useful for the target audience.

Motivation

Speaking to/getting info of the target audience can lead to interesting finds and gives inspiration for designing the widget. Interviews are useful for gathering opinions, behaviors, goals, attitudes and experiences.

Target Audience

The target audience consists of Formula 1 fans that watch a minimum of 50% (16 race weekends) of the F1 race weekends fully per season ('fully' means they watch free practice and qualifying sessions as well as the race itself) and have Android smartphones. For the interviews and survey Formula 1 fans that don't use Android can still participate.

Main Question

How does the target audience currently get the schedule of each race weekend and what is their experience within that customer journey?

Hypotheses

My expectation is that the target audience looks up the schedule by googling for it or by directly searching on [F1.com](https://www.f1.com) or [F1TV.com](https://www.f1tv.com) when they're behind their desktop. If they aren't, I expect them to use the F1 or F1TV app on their smartphone. The target audience will most likely claim searching for the schedule that way is simple and fast enough.

Sub questions

- Is the target audience familiar with widgets?
- Does the target audience use widgets?
- What's the target audience's experience with widgets?

Plan of action

Field research will be applied.

A minimum of 5 interviews will be held and a minimum of 20 survey results will be collected. The results will be noted down and a conclusion will be written based on the results.

Preparation

Ingredients

- A comfortable space for the interviewees
- A preparation form with the questions
- People who are part of the target audience

Interview questions

- How many races/Grand Prix's do you watch each season on average?
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events?
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting?
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me?
- Do you feel like you're missing certain information?
- Do you often have to check the schedule times or do you usually remember all the times?
- Do you have an Android smartphone?
- Do you sometimes use widgets? What do you like or dislike about them?
- Are you currently using a widget for Formula 1? Why (not)?

Survey questions

https://docs.google.com/forms/d/e/1FAIpQLSdQmc_qlhZd7pdowzSWzklaz0uCfp2pXxkQjHGftPqXCmcBRw/viewform

Results

Interview 1

Age: 55

- How many races/Grand Prix's do you watch each season on average?
16-22 (80% or more)
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events?
I usually watch 1 practice session, qualifying and the race. If there's a sprint race I will also watch that.
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting?
Race, Sprint race, Qualifying, FP2/FP3, FP1. I don't watch the shows, after the race is over I only stay to watch the podium celebrations and when qualifying is over I watch the interviews.
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me?
The F1 website, because I usually google it and see the F1 website first
- Do you feel like you're missing certain information? **No I don't think so, I just want to see the times and they are there**
- Do you often have to check the schedule times or do you usually remember all the times? **I usually remember because I note them in my schedule**
- Do you have an Android smartphone? **No, Iphone**
- Do you sometimes use widgets? What do you like or dislike about them? **I never really use them, I do have some for news articles and the weather.**
- Are you currently using a widget for Formula 1? Why (not)? **No, don't use widgets much**

Interview 2

Age: 21

- How many races/Grand Prix's do you watch each season on average?
Every race
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events?
- **Free practice if I don't have anything to do on Friday. Qualifying, sprint race, race , post-race show (analysis)**
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting? **Race, sprint race, qualifying, free practice, post-race show**
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me? **Not the F1 website or app because I think they suck. I google search "f1 race coming weekend" and I get the schedule times**
- Do you feel like you're missing certain information? **The times on Google don't show my time zone, but the local time zones, so I need to calculate at what time the race weekend events start.**
- Do you often have to check the schedule times or do you usually remember all the times? **Yes I often forget the times and have to look it up again**
- Do you have an Android smartphone? **Yes**
- Do you sometimes use widgets? What do you like or dislike about them? **Yes, I have widgets for the weather and pedometer. I found widgets convenient for things like that because I don't have to open apps first or click on anything.**
- Are you currently using a widget for Formula 1? Why (not)?
Didn't know it exists

Interview 3

Age: 22

- How many races/Grand Prix's do you watch each season on average? **all**
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events? **All trainings**
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting? **FP3, FP1, FP2**
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me? **Ziggo sport website**
- Do you feel like you're missing certain information? **No, but it is annoying that I have to find the link/right page again because I don't have it bookmarked yet**
- Do you often have to check the schedule times or do you usually remember all the times? **Yeah I forget very often**
- Do you have an Android smartphone? **Yes**
- Do you sometimes use widgets? What do you like or dislike about them? **I have a widget for notes that I use, it is nice to quickly view information like a to do list.**
- Are you currently using a widget for Formula 1? Why (not)? **Probably won't find the widget**

Interview 4

Age: 23

- How many races/Grand Prix's do you watch each season on average? **A lot, 3/4 at least**
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events? **Mainly qualifying and race, sometimes a free practice session**
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting? **Race, qualifying, free practice**
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me? **Someone tells me**
- Do you feel like you're missing certain information? **No**
- Do you often have to check the schedule times or do you usually remember all the times? **Yeah I have to ask again**
- Do you have an Android smartphone? **Yes**
- Do you sometimes use widgets? What do you like or dislike about them? **Yes i use them a lot, especially the weather one, because I can immediately see the weather conditions**
- Are you currently using a widget for Formula 1? Why (not)? **No, didn't even know those existed. Would be nice to have I guess**

Interview 5

Age: 22

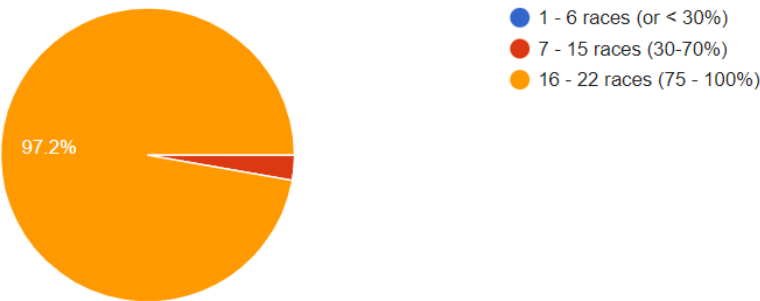
- How many races/Grand Prix's do you watch each season on average? **Most of them**
- When there's a race weekend coming up, do you only watch the Grand Prix's or also other events like free practice and qualifying? If so, which events? **Mainly qualifying and race**
- Which of the race weekend events is the most interesting to you? Can you put them in order from most interesting to least interesting? **Race, qualifying**
- How do you know at what time the race weekend events start? Where are you getting this information and why specifically there? Can you show me? **Someone tells me or google**
- Do you feel like you're missing certain information? **No**
- Do you often have to check the schedule times or do you usually remember all the times? **No**
- Do you have an Android smartphone? **Nee**
- Do you sometimes use widgets? What do you like or dislike about them? **Yes, crypto, agenda, weather, I like that you can see information immediately**
- Are you currently using a widget for Formula 1? Why (not)? **Didn't know they exist**

Survey

How many races/Grand Prix's do you watch each season on average?

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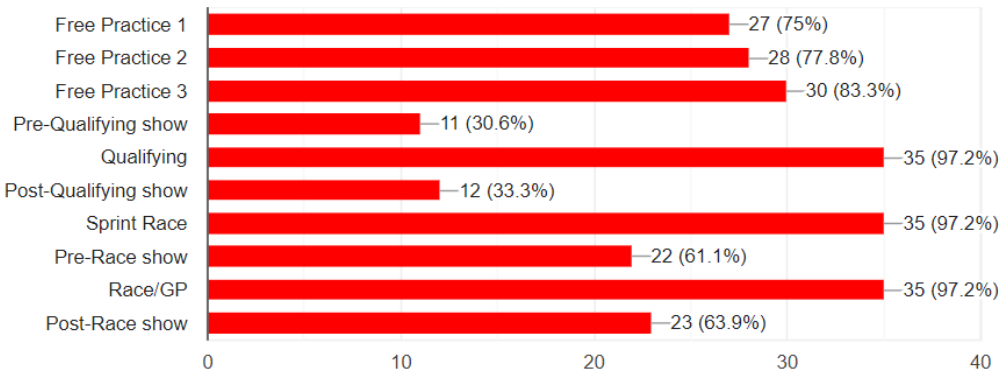
36 responses



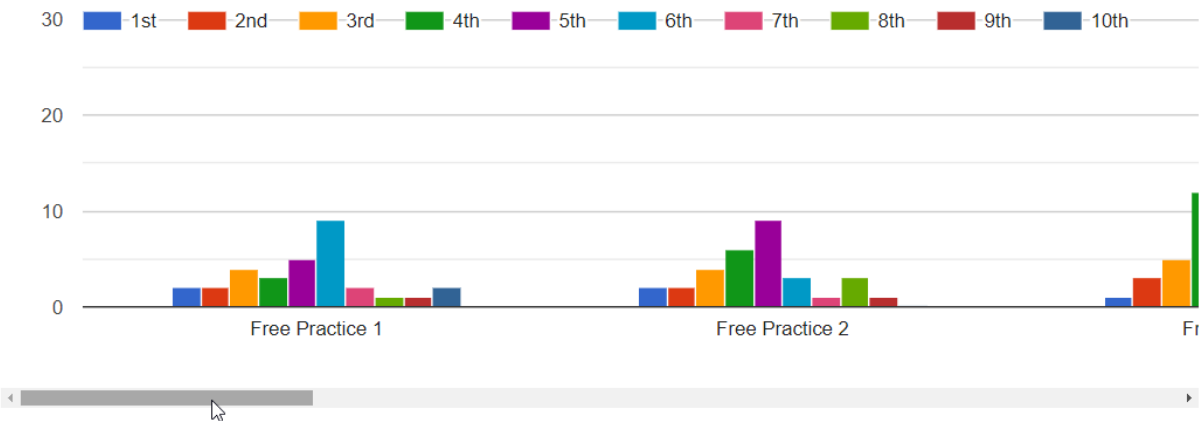
When you have time, what race weekend events/session do you watch?

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36 responses



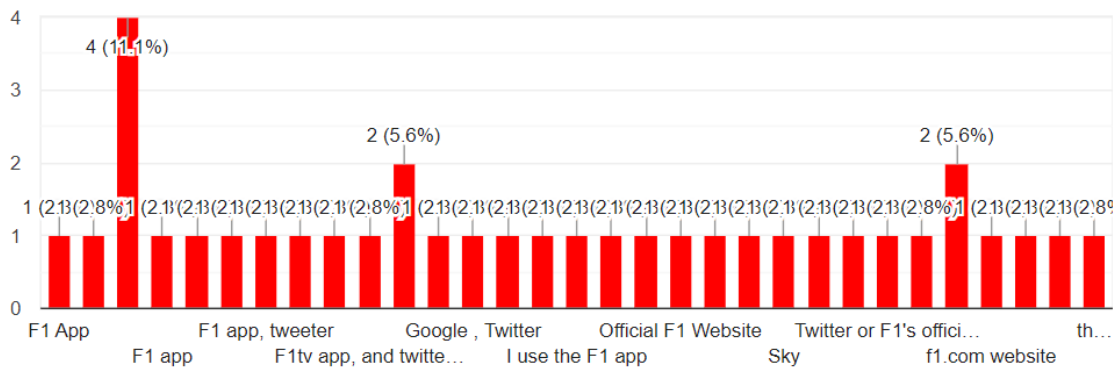
What race weekend events are important to you? E.G. is free practice 2 more important for you to watch than free practice 1?



How do you get informed about the race weekend schedule? Is there a website, app, a person or something else that informs you?



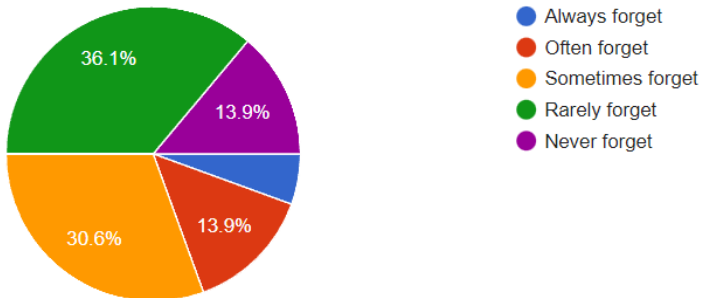
36 responses



How often do you forget the times of the race weekend events after you have checked the schedule? E.G. can you remember at what time Free Practice 3 starts?

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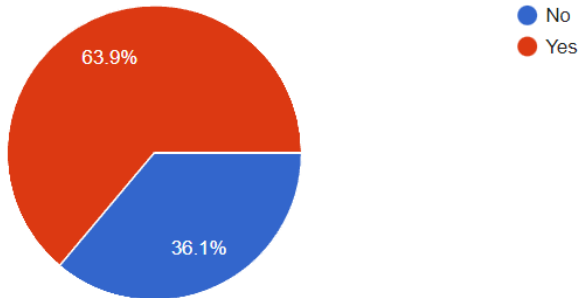
36 responses



Do you own an Android smartphone?

 Copy

36 responses



- Is the target audience familiar with widgets?
- Does the target audience use widgets?
- What's the target audience's experience with widgets?

Do you sometimes use widgets? What do you like or dislike about them?

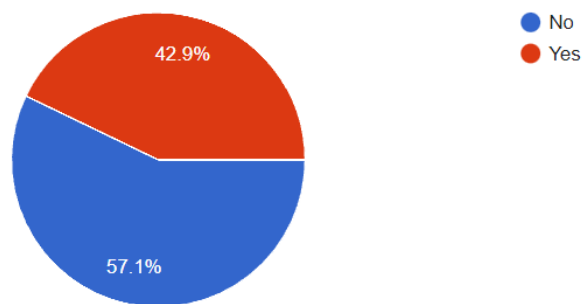
30 responses

No
I use box box
no I don't but I would like to
yes, nothing that i dislike
Yes, i like how useful they are!
Yes, having it on the screen I see the schedule without having to enter any app
Nah
I don't use widgets
they make my home screen more beautiful and are practical

Are you currently using a widget for Formula 1?

 Copy

35 responses



Why are you (not) using a widget for Formula 1?

23 responses

I am

Useless, already know everything a widget can tell me

doesn't exist

Don't need it

Because I don't know any

I don't need an App to check the times for the race weekend events

Didnt knew about it

Need to upgrade my operative system

Championship standings for my favorite driver/team and event times

Conclusion & Recommendations

Now that the research is done, the main question can be answered.

'How does the target audience currently get the schedule of each race weekend and what is their experience within that customer journey?'

The interviews tell us that most people google it.

The survey tells us that most people use the F1TV website or app.

However, the first interview shows us that people can google and then find the schedule on the F1TV website indirectly.

The interviews revealed some struggles of the target audience when they googled for the schedule:

- Google results can show the schedule with local times, not the time zone of the user, which means they have to google/calculate at what time the race events are taking place in their timezone. (see interview 2). This is inconvenient as it takes a long time.
- Since F1 races in different timezones pretty much every race weekend and don't have any default times even when in the same timezone, we can conclude that users need to check the schedule at least once every race weekend.

We can also draw other conclusions from this research that aren't necessarily related to the answering of the main question, but will be useful information for designing and developing the widget app nevertheless:

- The F1 website and F1 app aren't user friendly enough when it comes down to users trying to see the race weekend schedule. This is because they have to click on a hero view in order to see the schedule of the upcoming race weekend. The hero view does not give a good enough indication that it's clickable. In interview 2, the interviewee told me that he didn't know you could click on it, and that he always googles for the schedule, because he couldn't find the schedule that easily on F1's website and app.
- From the interviews and survey, we can tell that there's a reasonable amount of people (about half) that use widgets.
- From the survey, we can tell that simple widgets like the time, weather and notes are most commonly used. This is presumably because they're installed on the home screen by default.
- From the interviews, we have seen that a lot of people don't think about installing/adding widgets/don't know how to do it.
- From the interviews and survey, we can conclude that the people that use widgets like the fact that they can instantly get simple information that's still important to them.
- From the interviews and survey, we can conclude that the target audience sometimes forgets the schedule times and has to check it again.

- From the interviews and survey, we can conclude that the target audience values the race weekend events in the following order:
 1. Race
 2. Qualifying
 3. Sprint Race (optional)
 4. FP3
 5. FP2
 6. FP1
 7. Pre-Race Show
 8. Post-Race show
 9. Post-Qualifying show
 10. Pre-Qualifying show

The information above will be used when creating the second design iteration of the widgets and app. The first and second iteration will be A/B tested.