"PRAKRITI – A digital product for learning yoga and naturopathy"

Study 1 – Semi-structured interview and survey

BACKGROUND

Yoga is extremely essential part of humans since ancient times and now in this tough times practice of yoga has become a life saviour. So I, a very curious UX learner am researching on how close people can get to the actual knowledge of yoga and naturopathy techniques that are present in the classical texts of Indian culture. I am interested in creating a digital product for yoga and naturopathy learners who are willing to put into practice yoga and naturopathy techniques in their daily routine.

RESEARCH GOALS

Goal is to design a digital product that includes yoga, naturopathy and shatkarma techniques for practitioners who are willing to practice these things in their daily life and want to follow a healthy lifestyle.

To deliver the correct knowledge of yoga, meditation, naturopathy and shatkarma techniques present in Indian classical texts, so that people can follow healthy habits physically and mentally.

RESEARCH QUESTIONS

1) What is essential for yoga practice in daily routine? (Needs)
2) How do yoga practitioners currently practice yoga? (Behaviours)
3) How many of them are willing to practice meditation, Shatkarma and Naturopathy techniques? (Interest)
4) How much knowledge do they have about yoga? (Information)

METHOD

We will apply the questionnaire in our interview and survey, according to research questions to get the data.

We will conduct a semi- structured interview and survey.

We will recruit adults doing jobs, students, housewives, friends and colleagues. To expand contacts we'll reach out to friends of friend.

RECRUTING CRETERIA

Recruiting criteria will be virtually. We will recruit 20 participants. 10 for our online interview and 10 for our online survey.

SCRIPT

Greetings, I am Twinkle Parmar. Thank you very much for participating in this study. So basically this study is for a digital product that teaches yoga and naturopathy techniques to practitioners who are willing to follow a healthy lifestyle. All you need to do is answer these questions so that it is helpful for us to get the data for our project.

WARM-UP QUESTIONS

1. Their introduction
2. Are they practicing yoga
3. Their interests

SCREENING QUESTIONS

1) Do you use any application to practice yoga?
   a) Yes
   b) No(Screened out)
2) How do you usually practice yoga?
   a) I use digital application
   b) I take physical classes(Screened out)
   c) I take physical classes through personal trainer(Screened out)
3) How long have you being using application to learn yoga?
   a) Less than a month(Screened out)
   b) Less than 6 months(Screened out)
   c) Over 6 months
4) How often you use yoga learning apps?
   a) Everyday
   b) Weekly
   c) Monthly(Screened out)
   d) Every Quarter(Screened out)

QUESTIONS

1. What is the primary reason for you to practice yoga? (**For interview/survey I want to get** – "To maintain health") **[Rationale –** To know why users are practising yoga**]**
   a) To maintain health
   b) For leisure
   c) For a career change
   d) Other

2. What is your primary way to practice yoga? (**For interview/survey I want to get** – "use digital products") **[Rationale –** From this we'll get to know how users are practising yoga**]**
   a) Take in person, instructor-led courses
   b) Use digital products
   c) Currently I am not practising yoga

3. How long have you been using digital products to practice yoga? (**For interview/survey I want to get** – "3 months to a year") **[Rationale –** From this question we'll get to know since when users are practising yoga**]**
   a) Less than 3 months
   b) 3 months to a year
   c) Over a year
   d) Not using

4. When was the most recent time you have used any digital products? (**For interview/survey I want to get** – "within a month") **[Rationale –** From this question we'll get to know when was the most recently they practised yoga**]**
   a) Within a week
   b) Within a month
   c) Over a month ago
   d) Not used yet

5. How often do you practice yoga? (**For interview/survey I want to get** – "a few times a week") **[Rationale –** To know the how frequently the users practice yoga**]**
   a) A few times a week
   b) About once a week
   c) 2-3 times a month
   d) About once a month

6. Have you done any Yoga certifications previously? (**For interview/survey I want to get** – "If yes, I want to know what kind of certification have they done") **[Rationale –** To know what kind of certification the users have done, if any**]**
   Yes/No

7. Tell us about yourself **[Rationale –** Who our participants are**]**

WRAP-UP

I am glad you participated, thank you for sharing your experience. Your answers will really help us to build a better product. If you have any additional queries I would love to hear about them. I can be reached at @twinkleuiux@gmail.com. Have a happy day.

Study 2 – Semi-structured survey

BACKGROUND

So we are conducting this survey to get more details in depth about our semi-structured survey. What we have observed from the result of survey is that maximum no. of users are willing to practice yoga & naturopathy to maintain their health, which is exactly what we were expecting. Addition to that, they are willing to learn yoga and naturopathy using digital products but have never used before. So we have to provide them easy to use services so that they can build confidence and learn yoga and naturopathy using digital products.

RESEARCH GOAL

Reason for conducting this survey is to get detailed information about what all things our users need and what they want from our product. Our goal is to gather the information about how users are practising yoga currently, are they beginners or they are professionals, what platform they are using, how frequently they practice yoga, how much knowledge about yoga they have, what all things they like in a digital product.

RESEARCH QUESTIONS

1) Are they beginners or professionals?
2) Do they like growth and competition using features in digital product?
3) To know their experience of using digital products and accordingly meet their present needs.

METHOD

We will apply the questionnaire in our survey, according to research questions to get the data.

We will conduct a semi- structured suevry of eligible people.

We will recruit adults doing jobs, fitness instructors, yoga practitioners, students, housewives, friends and colleagues.

RECRUTING CRETERIA

Recruiting criteria will be virtually. We will recruit 11-15 participants for our survey.

SURVEY QUESTIONS

QUESTIONNAIRE

1. Currently are you using any app to learn yoga? If yes what requirements do you expect in a yoga learning app? [**RATIONALE** - People might be using different platforms for learning yoga and their needs may differ]
2. Can you tell us something about yoga? [**RATIONALE** -Their knowledge level, so that we can meet their needs accordingly]
3. Where did you take your very first lesson? [**RATIONALE** -What platform do they use]
   a.) Using digital product
   b.) Attending physical classes
   c.) Take in person, instructor led courses
   d.) Attending online sessions
4. When was the last you practiced yoga? What did you learned? [**RATIONALE** -To check their frequency for practicing]
   a.) In the past week
   b.) Today
   c.) In the past month
5. What did you learned? (**RATIONALE** - We'll get to know on which page they are, so that we can teach them accordingly)
6. How was your experience using the digital platform/ digital product? [**RATIONALE** - To meet their requirements based on their experience]
7. Why did you decide to switch to using digital products?
8. Could you show me some of asanas? [**RATIONALE** - To know what do they like about digital products]
9. Could you send me screenshot of your response being recorded? [**RATIONALE** - Record of survey purpose]
10. What new you would like to have in a yoga learning app then the current ones. [**RATIONALE** -Present behaviour and their needs]
11. Would you like different features in the application showing your flexibility levels, breath holding capacity, stress levels in the application? [**RATIONALE** - Weather they like growth and competition]
12. Did you attend any yoga sessions or competition in the previous year? [**RATIONALE** -What type of learning they know]
    Yes/No
    ➔ If yes what type of session have you attended?
    ➔ What were your learning objectives?
      ➢ Make a list
13. Which of the following best describes about using digital product to learn yoga?
    a.) It should include all details along with pros and cons of asanas and meditation techniques
    b.) It should include theoretical content of things you learn
    c.) It should include information about yoga and naturopathy from classical texts
14. Do you prefer meditation along with yoga in your daily routine/ you would like to practice only yoga? [**RATIONALE** - A/B tests]
    Yes/No

15. Would you prefer to learn naturopathy concepts and apply in your daily routine during such tough times?
Yes/No